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LOCAL DERMATOLOGIST WINS 2010 ROCHESTER'S CHOICE AWARD FOR BEST MEDICAL SPA

ROCHESTER, NY (January 3, 2011) - Helendale Dermatology & Medical Spa has been named the Rochester's Choice Award winner for Best Medical Spa in 2010, as voted on by the local community.

"Helendale's Medical Spa staff focuses on enhancing patients' natural beauty through laser, esthetic and skincare treatments every day," said Dr. Elizabeth Arthur, Board Certified Dermatologist at Helendale Dermatology & Medical Spa. "The Rochester's Choice Award is a great accomplishment and a testament to the extensive training and the best in care for the diagnosis & treatment of medical skin problems."

Helendale Dermatology & Medical Spa attributes the victory to its expertise in medical, cosmetic and surgical care of the skin. Patients of Helendale benefit from the medical spa being a part of a larger dermatology practice where the doctor brings medical techniques and treatments to the spa. The Medical Spa offers a wide variety of services to treat a wide variety of skin conditions. The Medical Spa's caring, trained professionals are committed to promoting healthy skin and enhancing patients' natural appearance, in a tranquil, relaxing setting.

About Helendale Dermatology and Medical Spa:

Helendale Dermatology & Medical Spa was founded in 2004 by board certified dermatologist, Dr. Elizabeth Arthur, as a full-service dermatology practice that specializes in medical, cosmetic and surgical care of the skin. The on-site Medical Spa offers a wide variety of services aimed at enhancing patients' natural beauty through laser, esthetic and skincare treatments. The practice is located at 500 Helendale Rd, Suite 100 in Rochester, New York and currently employs 17 people. For more information, visit www.helendaledermatology.com.

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