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**PHOTO & INTERVIEW OPPORTUNITY:**

**TECHNOLOGY BEGINS TO CONQUER PSORIASIS SUFFERERS**

- ***Helendale Dermatology and Medical Spa Brings XTRAC® Excimer Laser Technology to Rochester -***

**ROCHESTER, NY – November 1, 2011** – Local residents who suffer from the sometimes debilitating skin condition psoriasis, now have access to breakthrough laser technology. Dr. Elizabeth Arthur – certified dermatologist and founder of Helendale Dermatology and Medical Spa in Irondequoit – brings the first-of-its-kind XTRAC® (NASDAQ: PHMD) Excimer Laser technology to patients in Rochester. According to the National Institutes of Health (NIH), as many as 7.5 million Americans have psoriasis, making it the most prevalent autoimmune disease in the U.S. Psoriasis sufferers are finding new levels of relief from physicians nationwide who have begun to offer the XTRAC.

“XTRAC technology represents a tremendous breakthrough in the treatment of psoriasis,” said Elizabeth Arthur, M.D. “We’re excited to be the first dermatology practice in Rochester to offer this advanced technology to area residents.” Psoriasis is a chronic, relapsing disease, with variable clinical features and triggers. It is characterized by thick patches of inflamed, scaly skin, created by abnormal, rapid, and excessive proliferation of skin cells. The National Psoriasis Foundation reports that up to 30 percent of people with psoriasis also develop psoriatic arthritis, which causes pain, stiffness and swelling in and around the joints.

Now, however, many dermatologists across the nation, including Dr. Arthur at Helendale Dermatology and Medical Spa, are carrying out successful psoriasis treatments with the XTRAC excimer laser from PhotoMedex, the only clinically proven laser for targeted phototherapy treatment of psoriasis to be cleared by the U.S. Food and Drug Administration and certified by independent product-safety labs. The XTRAC laser treatments are covered by Medicare and all major insurance companies.

Since 2000, doctors have used the XTRAC laser for more than a million treatments of all types. Over the past decade the device has been proven in more than a dozen peer-reviewed clinical studies to produce as much as 75 percent or greater improvement in psoriasis lesions with six to 10 treatments. Each procedure requires only about five minutes, and psoriasis patients are gaining remission periods of four to six months or longer. The laser has been effective even on such hard-to-treat areas as elbows, knees and the scalp. It has been successful with psoriasis that has spreads across as much as 20 percent of body surface area.

Because it uses a precisely focused beam of ultraviolet light only on the psoriasis-affected areas, the XTRAC laser is safer than topical steroids, full-body UVB treatment, systemic medications or biologics. Those alternative treatments often can generate severe side effects, ranging from aging of healthy skin to the possibility of malignancies and tuberculosis. None of those kinds of side effects have been associated with the XTRAC laser.

**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 18 people. For more information, visit [www.helendaledermatology.com](http://www.helendaledermatology.com).

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**INTERVIEW OPPORTUNITY:** Dr. Elizabeth Arthur, board certified dermatologist at Helendale Dermatology and Medical Spa, is available to discuss XTRAC. Patients of Helendale Dermatology who suffer from psoriasis are also available for interviews. For more information, please contact D-D Flannery at (585) 703-6243 or [dd@flannery-pr.com](mailto:dd@flannery-pr.com).