

## **FOR IMMEDIATE RELEASE**

### **Skin Therapy Shows Results: Freckles, Brown Spots and Redness Fade Away**



Springfield, MO – November 6, 2006  
– Pulsed light treatments, recently promoted in the Wall Street Journal, are available at Seasons Medical Spa in Springfield, MO. (WSJ, October 30, 2007, attached)

A recent Wall Street Journal article confirms that pulsed light, by combining wavelengths, heats and destroys pigmentary changes---

including age spots and the flushing and blotchy redness associated with rosacea.

Patients receiving pulsed light treatments at Seasons Medical Spa are predominantly in their 40's, 50's, and 60's. "We grew up before sunscreen was available," says Seasons Spa Director Cindy Morrow. "We believed stories about a 'healthy tan' and slathered on a concoction of baby oil and iodine before we went out to the lake or pool to bake. Now we're paying for our foolishness with brown splotchy age spots. It is exciting to see patients who were totally embarrassed with their complexion now going out without wearing makeup! The treatment is also beneficial to men and women with rosacea, who sometimes feel that their red faces make people think they are heavy drinkers."

Although pulsed light and laser treatments will fade age spots and freckles, they DO NOT cure skin cancer. In fact, treating cancerous lesions with pulsed light can be especially dangerous. By fading the appearance of the lesion, patients could inappropriately think that the spot was gone and not seek treatment. This is why it is especially important for patients to receive a pre-cancer screening from a dermatologist before receiving pulsed light treatments.

Seasons Medical Spa is Springfield's only skincare clinic that is directed by a board certified dermatologist, N. Eugene Morrow, M.D. Dr. Morrow examines every candidate before pulsed light treatment and discusses appropriate treatment options during the free skincare consultation. Seasons uses the Quantum IPL from Luminus Ltd., the leading developer of this technology.

Pulsed light treatments cost \$450 per session, and can be purchased in a package of five treatments with three microdermabrasions, to polish the skin, and a home care product kit for \$2250. Medical insurance does not pay for these treatments.

It has been said that the hands reveal a woman's true age. Intense light is very effective at removing discoloration for younger looking hands. Treatments for the neck and décolleté reveal smooth even skin tone for today's strapless and lower cut necklines.

“Daily use of sunscreen, hats and staying out of the midday sun are the best path to youthful skin,” says Dr. Morrow. “But once the sun's damage has been done, pulsed light is our most effective means to fade the damage.”

N. Eugene Morrow, M.D. is certified by the American Board of Dermatology, a diplomat of the American Academy of Dermatology, and a fellow of the American Society of Cosmetic Dermatology and Aesthetic Surgery. Seasons Medical Spa is part of his dermatology practice, located at 1531 E. Bradford Pkwy., Ste 215, Springfield, MO 65804. Seasons offers Botox™ and, Juvederm™ anti-wrinkle treatments, permanent laser hair reduction, microdermabrasion and therapeutic chemical peels and facials.

(502 words)

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