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**FOR IMMEDIATE RELEASE**

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**“Revolutionary Vbeam<sup>®</sup> Perfecta Laser Treatment for Rosacea and Facial Veins”**

*Sarasota, FL – October 27, 2010* - Abrams Dermatology is now offering the latest generation of laser treatment, the Vbeam<sup>®</sup> Perfecta. This state-of-the-art laser treatment offers patient non-invasive laser procedures for aesthetic care. The Vbeam<sup>®</sup> Perfecta sets the gold standard in treatment of facial redness such as rosacea and facial veins. It is highly recommended for unsightly broken capillaries, spider hemangiomas, telangectasia or skin discoloration on the face.

The Vbeam<sup>®</sup> Perfecta laser uses a unique micropulse technology, which spreads out a single laser pulse into 8 evenly spaced micropulses, providing gentle vessel heating and allowing consistent effective results. The compression handpiece pushes vascular fluids out of the way, enabling the laser to precisely target pigmentation without impacting underlying blood vessels, thus offering precision results and greater comfort for patients during treatment.

The integrated Dynamic Cooling Device<sup>™</sup> (DCD<sup>™</sup>) delivers a cooling mist prior to the pulse of the laser. This patented system protects the epidermis, minimizes side effects like redness and eliminates patient downtime by preventing purpura or residual bruising.

The Vbeam<sup>®</sup> Perfecta laser treatment is a total facial rejuvenation procedure that improves the appearance of the skin without invasive surgery. This treatment does not require anesthetics. It is a safe treatment that eliminates the use of needles and is mostly painless. Some patient reported only warming or tingling sensations. Patients may return to their normal activities without any significant cosmetic inconvenience. “The Vbeam<sup>®</sup> Perfecta laser treatment safely treats skin imperfections and shows impressive results” says Dr. Abrams. “In addition to be the fastest, safest, and most effective laser treatment for rosacea and facial veins, the Vbeam<sup>®</sup> Perfecta laser treatment is affordable”.

# Abrams Dermatology

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*The Vbeam<sup>®</sup> Perfecta* is an affordable solution to remove redness on the face as well as treat rosacea, facial spider veins and other undesirable blood vessels and skin discolorations. The cost for the laser procedure starts at \$125 per treatment. The total cost depends on the size of the area and the condition being treated. Results can be seen after the first treatment. Most patients notice beneficial results right away and often times feel a firming or tightening of the treated area. A consultation with Dr. Abrams, D.O. or Sheryl Wilson, ARNP-C, will determine the right treatment for the patient and the number of sessions required for clearance of the area to be treated. If you would like more information about the Vbeam<sup>®</sup> Perfecta treatment or would like to schedule an appointment, please email us at [info@abramsderm.com](mailto:info@abramsderm.com) or call 941-926-2300. Visit Abrams Dermatology website at [abramsderm.com](http://abramsderm.com) for more information.

**ABOUT DR. BRADLEY J. ABRAMS, D.O** – Dr. Abrams is a licensed Doctor of Osteopathic Medicine who is A.O.B.D. Board Certified in Dermatology and Dermatologic Surgery. Dr. Abrams is a highly skilled MOHS Surgeon who specializes in detecting and treating skin cancers. Dr. Abrams is a fellow of the American Society of Mohs Surgery and specializes in treating skin cancers using the Mohs tissue sparing procedure. Dr. Abrams received his Osteopathic Medicine Degree from Kirksville College of Osteopathic Medicine in Kirksville, Missouri. He is a former Clinical Associate of Dermatology at Thomas Jefferson University and has been practicing dermatology for over 16 years

**ABOUT ABRAMS DERMATOLOGY-** Dr. Abrams opened Abrams Dermatology in 1998, conveniently located at 3328 Bee Ridge Road in Sarasota. Dr. Abrams D.O. and Sheryl Wilson, ARNP-C are exceptionally qualified to treat all of your medical skin conditions including, but not limited to Acne, Allergic reactions, Eczema, Fungal infections, Moles, Psoriasis, Rashes, Rosacea, Hair loss, Herpes, Sun Damage, Warts.

More information is available online at [www.abramsderm.com](http://www.abramsderm.com)

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