

Reduction of Facial Redness and Texture using Laser Genesis Skin Therapy

This Information Package has been designed by Dr. Searles to answer your questions on this service.



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Over time our noses, forehead and cheeks can get splotchy and red. With Laser Genesis we can reduce rosacea, redness, flushing and other conditions in a painlessly, non surgically and no down time protocol.

What is diffuse redness?

Diffuse redness is a general appearance of facial redness such as rosy cheeks. This condition is caused by dilated capillaries resulting in an appearance of general redness, non-discrete, well-defined vessels. The most commonly affected areas are the nose, forehead and cheeks. Diffuse redness is often associated with a condition called rosacea and it can be hereditary. Laser Genesis therapy will help your appearance by gently treating and reducing this condition.

Laser Genesis can diminish acne scarring?

Yes, Laser Genesis can even out skin texture and tone by rebuilding

the collagen that has been broken down over the years due to acne scarring. Additionally, Laser Genesis minimizes pore size, shrinking the oil glands, and therefore reducing the production of sebum that can cause breakouts.

What Is Laser Genesis?

Laser Genesis Skin Therapy is a laser treatment that safely and effectively minimizes scars and fades excessive redness of the skin through pulses of light applied to the skin. Laser Genesis is a non-ablative, non-invasive and comfortable type of skin therapy offering patients dramatic improvements in skin texture. Laser Genesis can shrink large pores and diffuse fine line wrinkles. You can see the results the same day as treatment, but will see consistent results upon receiving multiple treatments over time.

How Does Laser Genesis Work?

Laser Genesis applies laser tech-



nology to treat scars, redness and fine line wrinkles. The Laser Genesis is used mainly on the face and neck, but may also be used to treat recent scars on other parts of the body.

The pulses of light are absorbed by tiny blood vessels in the skin. This stimulates cells called fibroblasts, which triggers the formation of natural collagen within your body.

The laser treatment is actually very relaxing and therapeutic. The Laser Technician will move the handpiece back and forth approximately a half-inch above your skin. This creates a warming sensation, while stimulating the collagen production of your skin. No gels are used, just simply the laser itself. There is no recovery time and results will be seen within the same day.

This type of laser therapy will restore a healthy glow to your skin, by smoothening out uneven textures caused by aging, the sun or scars. Large pores will be reduced and minor imperfections will disappear.

Receiving multiple treatments over time can produce dramatic effects.

Am I a Candidate?

If your skin has sun damage, fine line wrinkles, age spots, broken capillaries, rosacea, enlarged pores, or uneven texture or tone, Laser Genesis Skin Therapy is right for you. While treatment is generally applied to the face and neck, it can also be applied to the chest, hands and legs, or any part of your body suffering from scars, etc. Anyone 65 years of age and younger with mild to moderate wrinkles will benefit from this treatment. Those suffering from acne scarring will also benefit.

If you would like to experience a more youthful, glowing and even skin tone, visit please contact Dr. Searles and his staff and speak with one of our registered nurses.

How Long Does Treatment Take?

Laser Genesis Therapy generally lasts anywhere from 10 to 30 minutes, depending on the area(s)



being treated. For example, the entire face can take approximately 30 minutes. If you are having various parts of the body treated, then treatment can take up to an hour.

You can return to work or any other activities following treatment.

Does It Hurt?

No, Laser Genesis Therapy is not painful or uncomfortable. The skin's surface will feel a gentle, warm wave and tingling as the laser is moved above the skin. Patients may experience a mild burning sensation for a few minutes after treatment.

What Are the Side Effects?

Most patients report few, if any, side effects. In some circumstances, you may experience a slight flushing of the skin, but it usually dissipates in a few hours. Directly following treatment, you may feel a mild burning sensation, but this only lasts a few minutes.

What Results Should I Expect and For How Long?

Laser Genesis Therapy will help restore a youthful glow to your skin. This is achieved by evening

out the texture of your skin with the laser. Your complexion will retain a creamy and healthy glow, as any large pores will be reduced, and minor flaws and imperfections will dissipate. While subtle results may take up to 60

days to fully produce after your first treatment, multiple treatments will offer a considerable improvement in your skin's appearance.

The collagen production will take some time to develop after each treatment. You may require roughly 4-6 treatments for optimum results, although your needs will be assessed on an individual basis. A series of sessions will produce a more lasting effect.

There is no limit to the number of laser sessions you can have. It is important to note that results of non-ablative laser rejuvenation will not be seen immediately, nor will they be as dramatic as deeper laser resurfacing procedures.

How much does it cost?

Fees are per treatment session, plus GST, and can be paid at the time of treatment with Interac, Visa, MasterCard, or cash. No cheques please.

Professional services provided by appointment only. The prices quoted here are subject to change without notice. Dr. Searles and his team will be able to provide you with the current prices at the time of the consultation.

Dr. Searles does not charge a fee

for pre-laser consultation. Consultations about laser can usually be arranged within a week or two. Treatment may be scheduled for the same day as the consultation if there is a time slot that is convenient for you, or may be scheduled for a later date.

Consultations about laser can usually be arranged within a week or two simply by calling our booking line at 780/424-4464 where our staff can take the time to discuss your wishes and options, and answer your questions. No referral is required.

Prices for the most commonly treated areas include (typical prices per treatment):

Location	1	3	6
Face	\$400	\$1,020	\$1,920
Chest	\$375	\$950	\$1,800
Face, Neck & Chest	\$800	\$2,040	\$3,840

Please feel free to enquire about other areas not listed.

Is laser treatment covered by insurance or Alberta Health?

Alberta Health will not pay for Cutera CoolGlide® laser removal of blood vessels, or for laser consultations. Most private insurance companies do not offer reimbursement for "cosmetic" procedures like laser removal of blood vessels; however, consult your insurance carrier for more information.

The removal of unwanted blood vessels for the management of congenital, disease-related or drug-related telangiectasia may be covered by some private insurance plans. There will be an additional charge for any paperwork we have to do if you are try-

ing to get reimbursed by your private insurance plan.

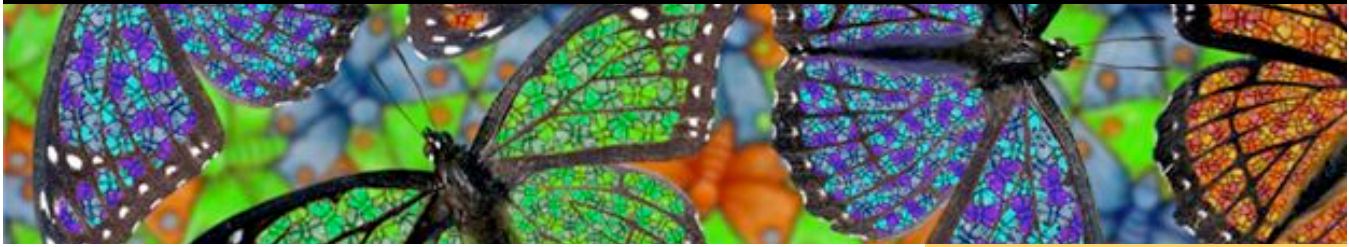
Is the cost of laser treatments a tax deductible medical expense?

Recent changes introduced in the 2010 Federal Budget no longer allows a tax deduction for procedures performed to enhance appearance.

Dr. Searles and his staff can offer you professional advice on our series of specialized treatments. We realize that your needs are unique to you, and will assist in recommending the best treatments to address your individual needs.

We are dedicated to providing you with professional, expert care and services from start to finish. Our staff can take the time to discuss your wishes and options, and answer your questions.

No referral is required.



Getting to Know your Options through the Consultation Process

Esthetic dermatology, laser services and healthy skincare are the most effective ways to enhance your natural beauty and to prevent further skin damage. Dr. Searles and his team of trained nursing staff offers consultations for all cosmetic and laser procedures and skincare offered at our office.

A consultation includes a complete evaluation of your skin history, depicting your skin care concerns and goals, and a treatment and skincare regimen based on those areas evaluated. The treatment and skincare options will be described in-depth to you so that you understand all of the necessary information for beginning the recommended regimen. This information includes, but is not limited to, description of the treatment, pre- and post-treatment protocols, risks and side effects, costs, and before and after examples.

If an area of concern is not treatable with the technology and therapies available at Keystone Dermatology, we will refer you to a qualified professional in that field.

The consultation is designed to provide you with all of the information necessary for you to feel most comfortable in receiving the benefits of these treatments and skincare programs.

About Dr. Searles...

Dr. Searles is dually certified by the Royal College of Physicians of Canada in both Internal Medicine and Dermatology. He has been honoured to be elected as a Fellow of the prestigious American College of Physicians. He is a member of numerous National and International medical organizations devoted to the discovery and application of new ideas and techniques for treating medical and esthetic skin conditions.

Dr. Searles is a Clinical Professor in Medicine at the University of Alberta, and is the Director of Resident Training for Dermatology.

Dr. Gordon Searles' primary mission is to deliver the best care possible through the use of the latest advances in medical research and new technologies.

A Fellow of the ASLMS



A Fellow of the ASDS



Peer-Elected to Best Doctors in Canada, 2008



A Member of the CDA



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We're on the Web!

See us at:

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