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BREAKTHROUGH PLASMA TECHNOLOGY TREATS ACTINIC KERATOSIS

Portrait® is FDA Cleared to Treat Pre-Cancerous Lesions

Memorial Day marks the launch of the summer season with millions of Americans hitting the beaches and exposing themselves to the damaging rays of the sun. A survey conducted by the American Academy of Dermatology (AAD) confirmed what dermatologists have long suspected: The public's behavior regarding sun protection has not improved significantly over the last two decades, even with hundreds of campaigns about how to keep skin protected and the damage that sun exposure can cause.

In addition to adding years to the skin, the sun can cause damage to unprotected skin early on that can lead to actinic keratoses and skin cancer later in one's life. Millions of Americans have actinic keratoses (AKs), rough-textured patches or lesions that form on the outermost layer of the skin after years of exposure to ultraviolet (UV) light and the numbers continue to grow. AKs are considered the earliest stage in the potential development of skin cancer. Prevention of AK's should start early, but it's never too late to begin protecting your skin.

According to AAD.org, the basics of prevention include:

- Avoid excessive exposure to sunlight during peak sunlight hours (10am to 4pm).
- Wear clothing that covers arms and legs, and wear a wide brimmed hat.
- Use a sunscreen with a sun protection factor (SPF) of 15 or higher daily. Apply at least 20 minutes prior to sun exposure for maximum sun protection.
- Select a broad-spectrum sunscreen that provides both UVA and UVB protection, and reapply sunscreen every 1 1/2 hours when outdoors, even on cloudy days.

Luckily there's a new option for the safe, successful and cost-effective non-surgical treatment of benign skin lesions including AKs with the FDA-cleared **Portrait® Plasma Skin Regeneration** system. It is not a laser; it is the only technology available at this time that uses plasma energy to restructure the architecture of the skin from below the epidermis.

Suzanne Kilmer, MD, Director of Laser and Skin Surgery Center of Northern California commented, "The outer layers of skin including superficial pre-cancers or actinic keratoses, are treated with Portrait®. Following the Portrait® Plasma procedure, healthy new skin is regenerated from deep down at the skin's foundation, anticipating a reduction in the incidence of future cancers."

How Portrait Works

The innovative Portrait® technology delivers nitrogen plasma (a highly energized gas) energy which works at and below the surface of the skin to modify the skin's architecture and generate new collagen without making direct contact. The skin's outer layers remain intact and act as a protective cover until the new skin regenerates. With the regeneration of the new skin, the old skin peels away taking with it the changes induced by sun exposure including AKs and other pigmented lesions. Additionally Portrait® has a profound cosmetic effect on wrinkles, skin tone and texture and skin laxity without surgery. With the ability to vary the strength of the treatment, from one higher level treatment to a few lower level treatments, recovery time can be limited to accommodate a patient's schedule. A full face treatment takes from 20-30 minutes in an office and long-term improvements of the collagen in your skin continue for up to one year.

When caught in the early stages, AKs and all types of skin cancer are treatable and in most cases, curable. The key to early detection is frequent skin examinations and being screened by a dermatologist.

About Portrait

Portrait® PSR³ is FDA-cleared for treatment of wrinkles and superficial benign skin lesions. Backed by three years of clinical research before it was brought to market, Portrait® PSR³ is safe and effective, giving patients the results they want without the lengthy recovery time or risks associated with other treatments.

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