

**'PROS AND CONS' OF SKIN LASER SURGERY TO BE DISCUSSED AT
WOMEN'S HEALTH SYMPOSIUM APRIL 29 AT 92nd STREET Y
SPONSORED BY JOHNSON & JOHNSON**

(New York City, New York, April 9, 2001) David J. Goldberg, M.D., newly appointed Director of Laser Research at Mt. Sinai School of Medicine, will deliver a presentation on "Lunchtime Lasers: Miracle Makeover or Buyer Beware" from 2:15-3:15 p.m. on Sunday, April 29 as part of Women's Health Symposium sponsored by Johnson & Johnson. The forum, which returns for a second year to the 92nd Street Y, offers the latest perspectives on key health issues for women, including heart health, breast cancer, osteoporosis, hormone replacement therapy and many other topics of interest to women.

"Lunchtime laser procedures nearly doubled from 1998 to 1999 and the trend is only going to continue," says Dr. Goldberg, who was featured on CNN.com March 12 and in the February issue of Popular Science Magazine. "With the growing popularity of skin laser therapies comes a caveat. The laser rental market is booming, which is good news for manufacturers but bad news for patients. Many poorly trained physicians are taking weekend courses to learn the ropes. Patients MUST know how to protect themselves, know how to ask the right questions and decide if a physician is the one they want to perform the procedure," says Dr. Goldberg, who is also an attorney on faculty at Fordham University School of Law.

Four headlines from Dr. Goldberg—

1. THE LASER RENTAL MARKET IS BOOMING: PATIENTS BEWARE!

If doctors rent their lasers it means they aren't doing skin laser procedures all the time. (Anyone interested in a surgeon who has trained in a few weekend courses?). Many procedures are performed by non-physicians. FACT: There are only 20 major full-time skin laser surgery centers in the U.S. Dr. Goldberg reveals what all patients MUST know before they sign on with a doctor for skin laser surgery. All lasers do NOT work well for all skin types. Caveat emptor to the max!

**2. ANTI-AGING "LUNCHTIME LASER" PROCEDURES ERASE WRINKLES
WOUNDLESSLY, PAINLESSLY, AND WITHOUT ANY DOWN-TIME**

Patients return to work after a few well-placed laser zaps that stimulate collagen renewal beneath the skin. Back in the office fifteen minutes after skin laser surgery, no one suspects you've had anything except lunch (more good news: you're not popping pain-killers because there's no pain!). Boomers are getting older, yet most are not ready to submit to painful and expensive plastic surgery that requires significant recovery time. In 1999, almost twice as many people underwent nonsurgical cosmetic procedures to recapture their youth than did so in 1998. "Lunchtime laser" surgery is the ideal solution.

3. LASER BREAKTHROUGH FOR PEOPLE OF COLOR

According to the NIH, more than 12 million African-American men suffer from Pseudo-folliculitis Barbae, or PFB—painful shaving bumps. Many women and men of color including Hispanics, Arabs, and Mediterraneans, also suffer from this problem. New lasers just approved by the FDA can remove unwanted hair for all skin types and bring relief to PFB sufferers. Until recently, laser hair removal was only safe for people with light skin and dark hair, while people with dark skin and hair risked permanent skin discoloration.

4. IT SEEMED LIKE A GOOD IDEA AT THE TIME---NOT!!! FORTUNATELY, TATTOOS ARE NOW REVERSIBLE.

What's wrong? The tattoo that seemed like such a good idea a few years ago doesn't look so hot now? It declares his love for Jill when he says his heart belongs to you? Don't despair: Several sessions of simple skin laser surgery should solve your problem. Tattoos can be lightened, often removed, by laser surgery, without the scarring and lengthy recovery common in former tattoo-removal procedures. Lasers produce a concentrated beam of one or more specific wavelengths of light. The light penetrates the outer layers of skin in short, intense pulses, and is absorbed by the ink in the tattoo. The procedure either lightens the color or erases it entirely.

About Dr. David Goldberg

David J. Goldberg, M.D. is a Yale and NYU-trained, Board-Certified Dermatologist who is recognized worldwide for his work with skin lasers. In 1999, he was the first recipient of the prestigious Leon Goldman, M.D. award, named after the founder of laser surgery and medicine, and has been designated "One of the Top 10 Laser Surgeons in the U.S." by Self Magazine. The Skin Laser & Surgery Specialists of New York & New Jersey, directed by Dr. Goldberg, has conducted pioneering FDA research on the newest lasers. Dr. Goldberg is past president of the American Society for Laser Medicine & Surgery, and is Director of Laser Research at Mt. Sinai School of Medicine and is also on faculty at Fordham University School of Law.

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