

Growing Number of Men Seek Laser Hair Removal FDA Approves New Laser Hair Removal Techniques for Dark Skin

New York, NY—September xx, 2001 - A growing number of men are using laser procedures for removing unwanted chest and body hair, having tired of less permanent methods of removal, such as waxing and shaving. While body builders, cyclists and other sports enthusiasts have traditionally removed hair, laser procedures have gone mainstream as men are increasingly eschewing body hair.

Unfortunately, for those with dark skin, including African-Americans, Hispanics, Asians, or Mediterraneans, standard laser treatments have been off-limits until recently, since they commonly damage dark skin. The pigment in dark hair and skin are so similar that they equally attract laser light. When dark skin is zapped, it often results in permanent pigmentary changes.

Fortunately, the FDA has recently approved the Nd:YAG laser, a technology FDA-cleared for hair removal on all skin types. One of the first to offer this procedure is David J. Goldberg, M.D., director of the Skin Laser & Surgery Specialists of New York & New Jersey. Dr. Goldberg's office has been the site of exciting pioneering FDA research on laser hair removal and skin rejuvenation, and he has been instrumental in bringing this new technology to the public in North America and throughout Europe and Asia. Recently, the prestigious journal, *Dermatologic Surgery* published a paper by Dr. Goldberg that documents the efficacy of this system.

"We're seeing a big increase in the number of men seeking laser hair removal and there has been a real need for a procedure for patients with darker skin," said Dr. Goldberg. "For years patients with dark complexions have inquired about hair removal and I have had nothing to offer them. We worked hard to develop a hair removal procedure that's effective for all skin types and now it is available. The feedback from patients has been amazing."

The Nd:YAG laser procedure is a relief for those who suffer from a medical condition known as Pseudo-Folliculitis Barbae (PFB), or shaving bumps, a condition widespread among people with curly hair and dark skin. As the hair follicle grows out after being cut or plucked, it immediately curls and reenters the skin, causing inflammation and irritation. The Nd:YAG laser works by combining the longest available wavelength and the safety of long pulse durations. This combination provides optimal results through deep penetration to impair hair growth while avoiding damage to skin. The different wavelengths allow the laser physician to preferentially attack the hair, followed by safer cooling of the skin to protect the pigmented skin while treating the pigmented hair.

David J. Goldberg, M.D. is director of Laser Research and MOHS Surgery at Mt. Sinai School of Medicine in New York City and maintains three offices in Manhattan and New Jersey, the Skin Laser & Surgery Specialists of New York & New Jersey <http://www.skinandlasers.com>. He 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 medicine and surgery, 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, is Chief of Dermatologic Surgery at New Jersey Medical School and is also on faculty at Fordham University School of Law.