

# FRAXEL FACTS

## “The Truth About Fraxel Laser Treatment”

**What every person considering Fraxel needs to know about their clinician well in advance - and how to be sure the type of Fraxel you plan to use is 100% safe and really will make your skin more beautiful.**

Hi,

**Dr. Kirk Moore here** and before we begin - *have you ever noticed that...*

Some people seem to live charmed lives? I have too and I've also noticed that more often than not these gorgeous, successful people always seem to be blessed with velvety smooth skin. Their partners do too.

Their skin seems to radiate a smooth, youthful vigor... **and people mistake them as being years younger.**

**In contrast**, have you ever wondered why no matter what procedures, potions or lotions you've tried in the past to stab a chance at looking good - your tired stubborn skin still retains it's old lifeless and even ugly blotches, wrinkles or scars?

When you've yearned and longed for nice skin it can be depressing can't it?

But as I've already said, don't let anyone push you into believing your skin condition is beyond treatment. Because *with Fraxel, it's not.*

*By reading to the very end of this report you'll discover these beautiful people's secrets for yourself - so your skin can become radiantly healthy and good looking naturally ... and you'll be backed by Medical Science.*

Knowing how to rejuvenate your skin safely, naturally and healthily is key to not only to looking younger or more desirable, **but at last you'll like who you see in the mirror too.**

You are going to be able **to make this all happen for yourself** today I promise.

It's also essential you see both sides of the coin before your life enhancing treatment begins

What you will read in these 11 pages covers the very real EVERY DAY EXPERIENCE **of normal men and women just like you** who have undergone Fraxel treatment and have experienced a variety of results.

The purpose of this report is to clear up any misconceptions and concerns you may have had because of all the confusing information out there. You'll see testimonials, good and bad, **as well as the very latest scientific medical reports on Fraxel.**

Then you can make up your own mind for yourself.

This will be eye-opening and educational so let's get started!

First...

## The 3 Most Common Fears about Fraxel and how to be certain you never suffer them.

Here they are in order of greatest worry first...

### 1. People Fear Pain - Yes it's number one and not without good reason.

No one likes pain.

Thankfully none of our own Fraxel clients have ever reported anywhere near the high levels of pain documented elsewhere, which you'll see shortly. This is because any pain they would have had to endure has been so **effectively controlled in advance**.

Let me illustrate...

### Barbara, Tracy and Charlie

The following true stories all happened late 2007/early 2008 and were all reported on a very popular online health bulletin board. I'd like introduce you to three people: Barbara, Tracy and Charlie (*\* not their real names; see end notes for full source*).

They all experienced different levels of pain. Let them tell you about their Fraxel experiences in their own words.

**Can you spot what made the difference between them?**

#### Barbara:

*"I told my technician I was less interested in results and **most interested in experiencing the least amount of pain and a quick recovery time**. I knew if I had a bad experience I would never do it again. (Dr. Moore question: Is that how you feel? It's important you know what personality you are.)*

*It was still painful but tolerable... My recovery was quick. Pain gone in two hours. Red for a few days. Swollen eyes for one night. No big deal. I'll do it again. **My skin looks better already.**"*

*(Dr. Moore comment: Barbara got exactly what she asked for. ASK for exactly what you want too.)*

#### Tracy:

*"I have medium scarring. **I felt the pain to be a 4 on a 1-10 scale**. It just felt like prickling energy, nothing intolerable at all. After the treatment, I was a little swollen, nothing major.*

*I have comments from others I look better. Can't wait for all the treatments, **anything is better than having slight scarring from acne in your youth**. Love it - go Fraxel! I had a specialist dermatologist doing the treatments. I don't recommend just a regular technician"*

*(Dr. Moore comment: Neither do we. As a practicing **Plastic Surgeon Board Certified by the American Board of Plastic Surgery** myself, this level of specialist expertise is essential when you choose your practitioner.)*

#### Charlie:

*"The pain was murderous, **I didn't take drugs**. The 4th and 5th pass does feel like a razor blade slicing your face. **I did take medications for the 4th treatment and it was amazingly more tolerable**. (Dr. Moore comment: Was Charlie just pigheaded first three times round?)*

*Results? **The first 3 weeks I looked 20 years younger** (swelling only)...over the next 4 months I looked my age and older, but I was patient...*

*After 4 months literally every day I could see improvement. It became rapid. **At 6 months I was routinely mistaken for being in my 20's**. The improvement continues to this day, a year later! I'm in awe of this treatment... **I personally don't think you will get significant visible results with just one treatment.**" (Dr. Moore comment: Well done Charlie, your patience was rewarded with the 'Slow Miracle' of Fraxel which is the best skin rejuvenation of all) (*\*See end notes for full source*)*

## Did you spot the pattern?

They all experienced varying degrees of pain, but **Charlie was obviously not prepared for it** because *he went into the procedure **without any medication whatsoever***. You can also see the dramatic improvement that he experienced when he took medications for his fourth treatment.

He described it as *“**amazingly more tolerable**”*.

Barbara and Tracy on the other hand **experienced far less pain and had good results**. Barbara made it very clear in advance to her clinician that she was pain averse in the extreme. She wanted to ensure her treatment would be pain free and insisted on it being so.

When you have your Fraxel treatment done **you should insist too**.

Interestingly, Tracy was obviously well prepared by her dermatologist too. She had special, well qualified and trained people to administer her procedure... as should you.

**OBSERVATION:** Although Charlie experienced significant levels of pain, he also had very good skin rejuvenation results too.

In fact his results were **nothing short of amazing weren't they?** If he'd been better prepped, he would not have had to suffer one-tenth of the pain he endured. *As well as being able to enjoy his beautiful new skin*, it could have been virtually pain free.

The best way to ensure a pain free Fraxel procedure is by making sure you choose the right team of clinicians.

**Be 100% sure** they effectively answer every one of your questions and can guarantee you will have a solid pain management program in place to combat pain properly.

**Remember:** The more aggressive your Fraxel Treatment (like for acne scarring etc) the more pain management you will generally need, so be prepared and talk it over carefully. **There's no rush** - you should be allowed to take as long as you like and ask all the questions you need to.

Finally, if you find a clinic that provides the following guidelines, you won't fear pain:

- They apply a topical anaesthetic an hour and a half before the actual treatment.
- Facial treatment: They provide a nerve block by administering small amounts of Lidocaine.
- They administer a narcotic analgesic plus a nausea shot.
- They give you a 'Zimmer' during treatment. You blow ice cold air on your face with it and it soothes you.
- Make sure they have THE LATEST Fraxel machines with clear tips and NO BLUE DYE.  
(New machines give faster, less painful treatment with fewer passes on your face.)

**TOP TIP:** get your pain dealt with **pre-procedure**

## 2. People Fear Side Effects - Yes they can occur but shouldn't cause real problems.

The most common side effects people experience are pain, swollen reddened skin, chapping and flaking skin and sometimes prolonged or delayed healing due to their genetic make up or the immune response of their unique skin type.

As the skin begins to naturally repair itself and grow brand new baby fresh skin, it gently 'weeps' for the first 24-48 hours or so. This must be carefully and wisely managed to ensure rapid and effective healing without infections.

Because people's skin types are unique and allergic reactions so variable, healing times and reactions can differ. **We are all unique and heal uniquely too.**

**KEY POINT:** We are all different and will react differently. You need to know that in advance and prepare properly.

This leads into another question, much abused in advertising slogans...

**“Can I really get Fraxel done in my lunch hour with no downtime?”**

The truth is, not really!

Yes, you can get the treatment itself done in small time slots of between 20-30 minutes, but your recovery time must be factored in as well.

This is most definitely downtime and you'll most likely want to spend it at home out of the sun. Generally you may need 3-5 days, depending on what type and intensity of Fraxel treatment you have.

Additionally, don't forget to factor in one and a half hours before your treatment begins to allow the skin NUMBING GEL time to work and properly anaesthetise your face/neck/hands etc or you will experience unnecessary pain.

Therefore advertisements claiming, **“Get it done in your lunch break”**, are wrong and misleading in my opinion.

**Remember:** If it sounds too good to be true it generally is. *Walk away.*

### **3. People Worry About Cost - “Why is Fraxel Laser Treatment so expensive?”**

Well, here's a quick breakdown which may help answer this important question: The latest, **safest types of Lasers** can easily run \$100,000-\$150,000 and are highly sensitive equipment that need to be maintained at all times to the highest operating standards.

The cost of the high quality maintenance required can easily be \$12,000+ per year per laser, and these costs must be reflected in client fees. ***But, would you want Fraxel from a machine that WASN'T consistently serviced properly and faulty equipment got used on your face?***

**Remember:** to pay a little more for your Fraxel treatment could save you not just in financial terms but also in terms of your very personality – i.e. how your face looks.

Sometimes cheap can be very expensive indeed.

Next let's cover some fundamentals and an honest look at what Fraxel can do and what it can't.

Your beautiful skin is on its way!

# Fraxel Fundamentals You Must Know

Have you ever felt like this?

*"I'm confused - I always thought Fraxel, Fractional Laser and CO2 Laser were all the same thing"*

Misunderstandings about Fraxel laser treatment arise from this very common confusion. Many folk feel this way, so you're not alone. It's a complex subject.

Simply understanding these hugely important distinctions will help you avoid many of the pitfalls you may have seen others grappling with after they've had their so-called 'Fraxel' treatment. You see not everything labelled 'Fraxel' really is. More on that in a moment.

First let's back up a little and discuss some basics of skin rejuvenation laser technology:

## Ablative vs Non-Ablative Skin Laser Surgery

**Ablative Lasers:** The crucial thing to understand is that ablative is a much more aggressive treatment that **actually removes the top layers of the epidermis, exposing the vulnerable tissue under the skin to the elements, and is generally more painful and needs much more recovery time.**

**CO2 lasers** (carbon dioxide) are termed 'ablative'; they actually remove whole tracts of tissue in swathes by literally 'vaporising' off the top layer of your skin. It's like using a blow lamp to strip paint from a door, if you'll forgive me using rather a crude metaphor to illustrate my point

Not everyone is comfortable with that level or intensity of exposure. Are you?

**Non-ablative laser surgery:** is gentler, safe for all skin types and involves hardly any downtime. Generally though with this safer, lighter touch approach you will need more treatments - in most cases between 3-5 sessions with breaks of four weeks in between.

In essence you need to invest more patience before you see your beautiful skin.

*(It's the 'little and often' approach we favour here at our Utah Practice.)*

One of the newest CO2 Lasers is **Fraxel Repair**. This is a CO2 laser and 5-70% of the skin can be treated at a time with it. The depth of treatment can be varied too.

But it doesn't use the old obliterative technique removing your top layer of skin. Instead it uses what's known as '**Fractional Laser**ing'.

This new Fraxel form of CO2 uses thousands of tiny microscopic 'pin pricks' of light approximately 1/10th the size of a human hair to penetrate through your skin. They perforate it rather than removing it all at once.

The skin surrounding these holes then **naturally stimulates new collagen** production and begins to replenish the exposed areas with the production of fresh new skin with your bodies healing cycle.

Thus the side effects of older completely Ablative CO2 lasers, which sometimes caused hyper-pigmentation, scarring, and dividing lines of demarcation (where you could see where the treatment finished and crossed from smooth skin into older looking sagging or wrinkled areas) have been somewhat reduced.

However, as mentioned above, even Fraxel Repair *is still a relatively aggressive form of treatment, as are all CO2 Lasers.* **They require substantially more downtime and are more painful.**

If that concerns you ***there is another Fraxel alternative...***

**Fraxel Restore** is what is termed a non-ablative laser and uses what I like to call '**The Slow Miracle of Fraxel Laser Surgery**' to turn ugly blotchy skin, mild to moderate wrinkles, sun damage, melasma, acne scars, surgical scarring and pigmentation brown spots etc into fresh, more youthful and much smoother skin.

It too perforates your skin with thousands of tiny microscopic 'pin pricks' of light in a similar vein to the new Repair, using the Fractional Laser Skin breakthrough that **Reliant Technologies** originally pioneered, which we will discuss in a moment, but...

Because it is not a CO2 Laser, **it does it in a much gentler fashion which allows for much less downtime** and reduces the worry you may have about side effects substantially.

I call **Fraxel Restore** "a slow miracle" because for those willing to be a little patient and allow the process to thoroughly replenish and revitalise your skin over a period of 3-5 treatments, until it reaches - the 'velvet smooth state' - the results can be absolutely amazing.

**KEY THOUGHT:** Are you patient enough to wait a few months to enjoy perfect skin?

Now as I said above, not everything labeled Fraxel is really Fraxel at all, and that can cause problems because people are not being told the whole truth. That can affect your skin.

I've seen the following all lumped under the term 'Fraxel': **IPL - Intense Pulsed Light Laser**, **Palomar Lasers** and the **Smartxide DOT Laser** to name but a few. But they are not real Fraxel as proven tested and used by Reliant Technologies!

At the time of writing, Reliant have three Fraxel lasers on the market...

- **The Restore** - is a multi-session laser, and it requires four or more treatments. It's reliably proven its worth in saving people from the pain of looking ugly with poor skin by dealing well with mild to moderate wrinkles, sun damage, melasma, acne scars other scarring and pigmentation brown spots etc.  
It's used worldwide in over 45 countries to give a youthful smooth even skin tone for those happy to have more than one treatment with minimal downtime.
- **The Repair** - is a **CO2 Ablative Laser** and requires just one treatment in most cases. It's generally recommended for those who have deeper lines, sagging skin, serious acne scarring or deeper surgical scars.  
**Note:** It is a much more aggressive treatment than Restore and is still relatively untested in the field with the general population at large, although FDA approved.
- **The Refine** - is a lightweight version of the Restore machine and requires multiple treatments. It's only used for the lightest cosmetic rejuvenation.

I hope this also helps explain the further confusion which sometimes arises when people say...

"I'm confused: Some people say that you only need one treatment of Fraxel while others categorically say that you need multiple sessions spread out over a period of months?

What's the truth and why is there a conflict between these two answers?"

I answer that for you on the next page...

**KEY POINT:** How many sessions you will have *all boils down to which Fraxel treatment you choose*. The reason there seems a conflict is that some people want to use a CO2 Fraxel Laser and get their treatment done quickly in one session - others wish to have gentler process, spread over a few sessions. The best way is to visit and discuss these choices with a reliable clinician you can trust face to face.

If they are **Board Certified** they will be able to match your skin type to the best Fraxel system suited to you and recommend the correct amount of sessions for you accordingly.

Remember, everyone is unique. You must be able to discuss these issues in depth with knowledgeable professionals, *in advance of any treatment you finally choose*.

When people come to my practice after having had poor results elsewhere, I've generally found..

- *The clinician moved the laser treatment head too fast (lack of training/confidence).*
- *The laser settings were not deep enough (shows poor knowledge).*
- *They used energy settings that are too weak/or there wasn't enough wattage.*
- *Certain types of aesthetic lasers were not strong enough for what the client was after.*
- *The clinician really didn't have an understanding of the physics behind Fraxel.*
- *The clinician had only had minimal or scant basic training from company reps.*
- *There was a mismatch of skin type to treatment.*

**All of the above can be avoided.**

Fraxel Restore has been in constant use globally, proving itself over and over again as a fabulous skin rejuvenation tool in thousands of documented cases, when in the hands of properly qualified and trained practitioners.

Now let's take a well earned rest from reading and watch these exciting videos.

## **How to Look 40 When you're 50!**

### **Nanci defeats aging...**

I'm not going to bore you with details, because what comes next definitely will not.

The amazing video diary that follows below shows just what can happen when you go to the right clinic and receive good preparation at the hands of a properly trained and qualified practitioner.

This was after DAY TEN.

Wow... ***I still can't believe she is OVER 50!***

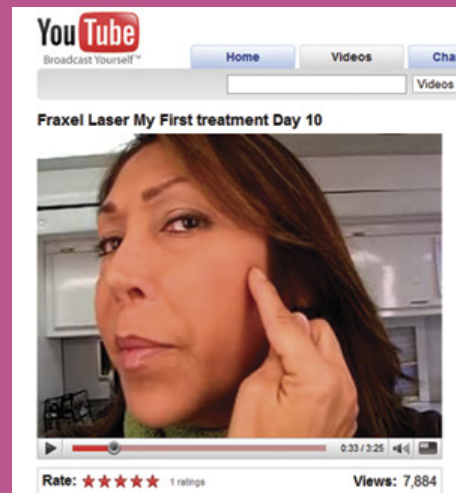
## Look more attractive than you really are

Imagine how you would feel if you were similar to Nanci in age and people started mistaking you for being forty instead of over fifty!

Wow!

I'd say Nanci would still be attractive to guys even as young as twenty five.

What do you think?



Here's the link to Nanci's Video for you...

<http://www.youtube.com/watch?v=0jBFogV5gDM>

### Kathy Lee Gifford 'Freshly Fraxeled'

**Kathy Lee Gifford also recently appeared on NBC's Today Show and discussed how Fraxel was for her.**

Here's the link for you...

<http://www.cosmeticsurgeryhappiness.com/Latest-News.html>

Next here's the latest science surrounding Fraxel *and it's good news I'm pleased to say.*

**Note:** You may find some technical language a little dull in the next section but I'd encourage you to stick with it as you'll find the information fascinating and helpful...

## A new Acne breakthrough?

**The latest Medical Results are now in** (May 2008) - with a 100% satisfaction success rate against **Acne Scarring**. This is the right way Fraxel should be used to deal with Acne using the very latest techniques.

This clinical trial has just been reported in one of the leading **Reconstructive Journals** in the USA (**Plastic and Reconstructive Surgery - May 2008 edition**). In it 59 patients ranging in age from 30 years to 70 years were given 202 Fraxel treatments.

The trial was entitled "**Clinical experience with the Fraxel SR laser: 202 treatments in 59 consecutive patients.**" Yes I know - kind of snappy huh!

Here are the results for you...

All patients were surveyed with respect to their satisfaction with the results using a Likert scale ranging from 1 to 5, with 5 = extremely satisfied and 1 = extremely dissatisfied.

- **75%** of all patients were very satisfied (4 or 5 rating) with treatment.
- **75%** with dyschromia,
- **74%** with texture abnormalities
- **100% with scarring had a satisfaction score of 4 or 5 (very satisfied).**
- Multivariate analysis found scarring, four or more treatments, and age older than 56 years to be associated with a score of 4 or 5.

## Interesting results aren't they?

Four or more treatments = higher satisfaction rates. (There's that 'Slow Fraxel Miracle' factor again.) (\*See end notes for full source.)

## Journal of Cosmetic Dermatology (June 2008) reports...

Stunning new results from them reveal just **what makes female faces less attractive** - yep it's the skin again, but which aspect is it exactly *which is also very easy to control and reverse with Fraxel?*

Well...

According to new findings, their recent research shows that...

**"People are sensitive to variation in skin color distribution and such variation affects visual perception of female facial attractiveness, healthiness and age."**

Further results of this study showed that **"those with even skin tones were also judged to be younger and received higher attractiveness ratings."**

In addition, a piece from the **The Journal of Evolution and Human Behaviour** reported in **Psychology Today** (page 24, July/Aug Issue 2007) that **uneven skin tone can actually make a woman look 12 years older!**

**Conclusion:** Even skin tone dramatically enhances how other people view your attractiveness and youthful appearance. Wonderfully, the ability to rejuvenate skin by giving you **fabulous even skin tone is one of Fraxel's strongest abilities.**

So if you want to look more attractive, you will if your face has even skin tone and Fraxel will do exactly that for you.

## The Secret of Being Instantly Attractive

### Scientific Evidence from American Society for Aesthetic Plastic Surgery

publication **'Aesthetic Surgery'** reveals that *first impressions are based almost 100% on HOW ATTRACTIVE YOU LOOK.*

I know it's unfair, but it's true.

They state **"First impressions are greatly influenced by facial appearance. Clinical Data from Psychiatric Medicine overwhelmingly indicate that attractive individuals receive better judgement, treatment and behaviour."**

Obviously it appears to pay to be as good looking as possible.

Furthermore they discovered that after having had facial cosmetic surgery people were judged by random reviewers viewing their pre and post operation photos to be...

- **31%** - more attractive
- **27%** - better in social skills
- **19%** - better in athletic skills
- **15%** - better in relationship skills
- **13%** - more financially successful

...than those who'd not had plastic surgery. (\*See end notes for full source.)

Now Fraxel surgery wasn't used in this last study, but that's the beauty of Fraxel; **it's simply non invasive cosmetic surgery without having to go under the knife**, and according to the medical stats above getting facial skin rejuvenation done means a major boost to your attractiveness doesn't it?

So would you genuinely like to become more attractive starting today?

**If you do want to join the ranks of the effortlessly good looking, now here's your chance.**

I encourage you to grasp it with both hands. I just want every woman who has ever looked into a mirror and felt embarrassed or insecure about her appearance to get the facts first, then decide if Fraxel is right for her without feeling pressure and financial obligation, which is why I wrote this report for you.

I know what a positive, life long impact correctly administered **Fraxel Skin Rejuvenation** has on women. But, it's still a big decision and yours alone to make. I want to help you by making the step to get more facts an easy one so here's a suggestion for you...

**Why don't you give me call and discuss *when you can see me personally?***

That way we can talk over face to face any deeper questions you may have.

Does that seem reasonable?

For a limited time, when you call to schedule your consultation, we are waiving our normal \$200 consultation fee just because you made the informed choice to read this report today.

Please mention it when you call.

As well as having highly trained staff in our practice our clinical facilities have also been certified to the highest standards set forth by the **American Association for Accreditation of Ambulatory Surgery Facilities**, and the **Joint Commission on Accreditation of Healthcare Organizations**.

It's another reason we are so popular - people feel safe, listened to and respected.

But that means *there is a downside...*

**Currently there is a waiting list**, so I suggest you call **Lisa** (between 9am and 5pm, Monday through Friday, Mountain Standard Time at **801-685-2730** right away and ask to get on our **VIP List**.

I want to thank you for your interest and I hope my report has cleared up many misconceptions you may have had about Fraxel.

Here's to a lifetime of happiness for you with what I call ***"The Slow Miracle of Fraxel!"***



**Dr. Kirk Moore** and Staff

*Dr. Kirk Moore*

**PS.** We have patients who travel from all over the country. If you need hotel and travel information, please inform Lisa when you call 801-685-2730.

**PPS.** The number of initial consultations we can accommodate each month is limited. Therefore, please try to get on our VIP List as soon as possible.

If you're not familiar with our VIP List here briefly are some of its benefits for you...

- *We feel you are important and not just another surgery.*
- *Those on our VIP List are able to (occasionally) "cut in line." This means that if we have a schedule change, you will be on our list to be offered the option to come in sooner.*
- *For a limited time, when we take your consultation reservation, we are waiving, for the readers of this report, our usual \$200.00 consultation fee.*
- *Other benefits: After our consultation and if you qualify for the 'Fraxel Fast Path' Recovery Procedure, we will schedule you for the Procedure usually within 1 week. (This amazing new Fast Path means you're recovery time is highly accelerated in comparison to those who don't use it in other standard clinics.)*
- *The day of your procedure you will be picked up and returned home in a luxury limousine (at our expense) and be treated to dinner that night – on us.*
- *Be sure to give Lisa your complete address and don't forget your zip code. Also, please let us know what your favorite soft drink or water is.*

**NB:** We reserve the right to cancel this offer at any time. *It is strictly on a limited basis.*

**PPPS.** Please remember to tell **Lisa** you have read this report and, if still available, we will waive our normal \$200 consultation fee for all new Fraxel Appointments. This is a very limited time offer, so don't miss out on your opportunity to speak with me (Dr. Moore) about your situation at no charge!

**Dr. Moore is expertly trained with more than a decade of astounding results.**

Dr. Moore is **Board Certified** by the American Board of Plastic Surgery. He is an active member of The American Society of Plastic Surgeons, The American Society of Aesthetic Plastic Surgeons, and The International Society of Aesthetic Plastic Surgeons.

His Formal training includes: Master's Degree in Applied Physiology from Hahnemann, Medical Degree (with Honors) from the University of Miami. Dr. Moore is also a member of the Alpha Omega Medical Honor Society.

\*Source notes. Page 2: <http://www.realself.com/>, Page 8: Plastic and reconstructive surgery (Plast Reconstr Surg) 2008 May; 121(5): 297e-304e [http://www.ncbi.nlm.nih.gov/sites/entrez?db=PubMed&cmd=retrieve&dopt=AbstractPlus&list\\_uids=18453942](http://www.ncbi.nlm.nih.gov/sites/entrez?db=PubMed&cmd=retrieve&dopt=AbstractPlus&list_uids=18453942), Page 9 (: Journal of Cosmetic Dermatology 7.2 (June 2008): p155(7). Scientific Evidence from American Society for Aesthetic Plastic Surgery "Aesthetic Plastic Surgery" Oct 2004 v28 i5 p301(6)