

HEALTH VIEWS

Q. All of the claims for lasers are confusing. Is there a way to compare them?

A. The short answer is, "It's difficult." Many physicians right now are attempting to start cosmetic laser programs. They are really struggling to compare the myriad of laser devices and buy the right device, and sometimes I think that they don't have a clue. Much of the time the main source of information for these laser spas appears to be the laser salesmen themselves, and I can tell you that laser salesmen will lead a non-dermatologist astray very quickly. As a board certified dermatologist, I attend meetings around the country three to four times a year. At these meetings, my network of trusted colleagues and I teach each other what is a gimmick, and what new technology is really producing impressive results. It's what I call the *Science of Results*, and you'll see us using this in our marketing for cosmetic services.

There is a huge difference in "results" with lasers. Most of them are safe if properly used, but there can be huge disappointments with gimmicky ones that don't do anything. We frequently tell people: "You can go find some place to save \$85, and then get absolutely no results." The other way to choose lasers is like horse racing...,bet on the jockey. Does the physician operating or supervising the cosmetic services have a reputation for great results?

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