

Fraxel® Laser at Plastic Surgery Services of Fredericksburg Proves Popular Treatment in Cost-Conscious Economy

Practice Draws Patients from Richmond, Northern VA, Washington DC

FREDERICKSBURG, VA, Oct. 28, 2008 -- Plastic Surgery Services of Fredericksburg is seeing a 500 percent increase in the number of patients seeking Fraxel® Laser treatments, an FDA-approved procedure for reducing wrinkles, age spots, sun damage, melasma (brown skin patches), acne scars and skin roughness. Fraxel also tightens skin.

The doctors suggest that increased demand for such minimally invasive treatments is due, in part, to the downturn in the economy. Lesi Beamon Mackey, practice administrator, said people are opting for such treatments because they offer quick recoveries and make a significant difference in how they look and feel.

“Patients are looking more closely at costs, and some patients may not want to have the ‘big surgery,’” Mackey said. “Fraxel Laser is more affordable, and patients can pay per treatment over time.” Prices vary, but a package of 3, full-face treatments costs \$1,800.

Plastic Surgery Services of Fredericksburg maintains competitive pricing that attracts patients from outside its region. One patient from Washington, D.C., told Mackey that treatments closer to home would have cost nearly triple the amount.

The group began offering Fraxel in June 2007.

Fraxel Laser treats targeted areas microscopically, beneath the outermost layer of skin. This accelerates the production of collagen and new skin cells.

Patients typically undergo 3-5 treatments, spaced 3-4 weeks apart, lasting less than an hour each. They are prepared with a topical anesthetic beforehand to reduce pain. Mackey said patients experience temporary redness and puffiness, but treatments are mild enough that most patients can resume normal activities within a day.

“Nan,” a patient in her 50s, said Fraxel reduced sun damage on her face by an estimated 80 percent after one treatment. “It’s the most amazing thing,” she said.

“Sue,” a patient in her 30s, said Fraxel has significantly diminished the depth of her acne scars, a longtime source of embarrassment. To view her results [click here](#).

Plastic Surgery Services of Fredericksburg (www.plasticsurgeryservices.com) has been the area’s premier provider of cosmetic surgery since 1983. Its surgeons include Dr. Howard P. Heppe, Dr. Harold C. Bautista and Dr. Todd Ginestra. The practice has an accredited surgical facility, and its surgeons have privileges at Mary Washington Hospital.

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