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**FOR IMMEDIATE RELEASE**

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**“Skin Rejuvenation Technology Reverses Signs of Aging for Patients of All Skin Types and Colors.”**

*The E-Matrix™ Sublative Rejuvenation Treatment is now offered at Abrams Dermatology in Sarasota. The eMatrix™ skin rejuvenation treatment from Syneron offers patients a non-invasive, non-laser solution for acne scars, wrinkles, skin laxity, uneven skin tone, and texture irregularities leaving the skin noticeably younger and flawless.*

**Sarasota, FL – May 31, 2011** - Abrams Dermatology is now offering skin Sublative Rejuvenation eMatrix™ treatments, a non-laser, non-invasive skin rejuvenation system. The eMatrix™ can correct loose, sagging facial skin, minor wrinkles, acne scars, poor skin tone, skin lesions, and skin texture irregularities. Unlike laser treatments, the eMatrix™ is reportedly safe for all skin tones and skin types.

The eMatrix™ Sublative Rejuvenation treatment offers patients of all skin types and colors a safe and effective solution in reversing multiple signs of aging. Unlike other treatments that work from outside-in, Sublative Rejuvenation works from the inside-out - targeting collagen production required for treating fine lines and wrinkles, superficial lesions like brown, red and pink spots, and textural irregularities caused by excessive sun exposure and aging. The eMatrix™ Sublative Rejuvenation treatment is a non-laser and non-light-based treatment that utilizes RF Sublation-fractionated bipolar radio frequency technology- to place the heat energy effectively into the dermis where it can produce significant dermal impact with minimal epidermal disruption.

The eMatrix system’s ergonomic applicator delivers bipolar radio frequency energy via a matrix of 64 electrodes in the disposable applicator tip. The RF energy is precisely directed into the skin in the form of a matrix. It generates fractional deep dermal heating to induce skin injury, thus eliciting a wound healing response. Healthy skin around the dots accelerates the healing process of the skin while new collagen and healthy skin cells are produced. The skin looks and feels smoother, tighter and rejuvenated.

# Abrams Dermatology

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After treatment with the eMatrix system for Sublative Rejuvenation, most patients showed improvement in facial parameters such as skin brightness (83%) and skin smoothness/wrinkle reduction (90%) (Journal of Drugs & Dermatology, march 2009).

The SelectPulse feature includes three Sublative Rejuvenation programs, allowing treatment to be customized for individual patients by adjusting the depth and intensity of dermal heating. The Level A offers a more shallow impact with Mild ablation, dermal heating and skin resurfacing- for improvements in overall skin tone and texture. Level B is a Mid-level impact offering a moderate ablation, dermal heating and skin resurfacing- for color and textural irregularity correction. For a more intense ablation and skin resurfacing, and deepest impact, the level C is performed.

The eMatrix treatment is an affordable and safe solution to regain skin youth look and feel. The total cost depends on the size of the area, the number of treatments required (usually 3 to 4 only) and the intensity level required for best results. Results can be seen after the first treatment. Most patients notice beneficial results right away. Dr. Abrams, D.O, Sheryl Wilson, ARNP-C, and Catherine Deans, L.E will determine the right treatment for the patient and the number of sessions required for clearance of the area to be treated. If you would like more information about the eMatrix Sublative Rejuvenation treatment or would like to schedule an appointment, please email us at [info@abramsderm.com](mailto:info@abramsderm.com) or call 941-926-2300. Visit Abrams Dermatology website at [abramsderm.com](http://abramsderm.com) for more information.

**ABOUT ABRAMS DERMATOLOGY-** Dr. Abrams opened Abrams Dermatology in 1998, conveniently located at 3328 Bee Ridge Road in Sarasota. Dr. Abrams is a licensed Doctor of Osteopathic Medicine who is A.O.B.D. Board Certified in Dermatology and Dermatologic Surgery. He is a highly skilled MOHS Surgeon who specializes in detecting and treating skin cancers and has been practicing dermatology for over 16 years.

Dr. Abrams D.O. and Sheryl Wilson, ARNP-C are exceptionally qualified to treat all medical skin conditions including, but not limited to Acne, Allergic reactions, Eczema, Fungal infections, Moles, Psoriasis, Rashes, Rosacea, Hair loss, Herpes, Sun Damage, Warts.

Catherine Deans, L.E., our Medical Licensed Esthetician is highly trained in medical aesthetic treatments and skin analysis. She works closely with patients to determine the most appropriate treatment and skin regimen to regain healthy and younger looking skin. More information is available online at [http://abramsderm.com/cosmetic\\_ematrix\\_sublative\\_rejuvenation.html](http://abramsderm.com/cosmetic_ematrix_sublative_rejuvenation.html)

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