



For Release: 08/23/13
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CallaDerm Now Offers Laser Psoriasis Treatment

People in the Tri-Cities area who suffer from the itch and pain of plaque psoriasis can now find safe, effective treatment with laser therapy at the CallaDerm Center for Medical and Surgical Dermatology.

"Laser therapy provides real relief and offers many advantages over other psoriasis treatments," said CallaDerm's Dr. Jami Reaves. "There are few side effects and it can treat any area of the body."

CallaDerm will begin offering XTRAC laser therapy in September at the practice's Kingsport office. The treatment is covered by most insurance providers.

XTRAC is typically performed in short, 10-15 minute sessions twice a week. Most patients see an improvement in their symptoms after three to four sessions, with significant results occurring after six to 10 sessions. Treatment regimens typically provide several months of relief from psoriasis.

Psoriasis is the most prevalent autoimmune disease in the United States and plaque psoriasis is the most common form, according to the National Psoriasis Foundation. The Foundation sponsors Psoriasis Awareness Month each August to bring attention to the disease and advocate for better care for patients with psoriasis.



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CallaDerm Center for Medical and Surgical Dermatology is an independent practice that opened this year. Reaves is board certified by the American Osteopathic Board of Dermatology. CallaDerm is located in the Meadowview area of Kingsport at 8 Sheridan Square. The practice's phone number is (423) 408-1504 and its website is www.calladerm.com.

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Enclosure:
Photograph of laser treatment, courtesy of XTRAC