



For Release: 08/23/13
Contact: Sarah Grant,
Uncork-it Inc.
Phone: (540) 953-0073
E-mail: sarah@uncork-it.com

River Ridge Dermatology Offers New Psoriasis Treatment

River Ridge Dermatology of Blacksburg and Pearisburg is now offering laser treatment for safe and effective relief from plaque psoriasis. The treatment works to heal itchy, painful psoriasis patches by concentrating a laser light directly on the affected areas of skin.

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.

“Psoriasis can be a debilitating disease that severely impacts quality of life by interfering with sleep and causing feelings of depression and isolation,” said River Ridge Dermatology’s Dr. Chad Johnston. “I am very pleased to provide a new way to care for people in the New River Valley who suffer from psoriasis.”

Called XTRAC, the painless treatment can be performed on psoriasis lesions located anywhere on the body—including areas that are typically difficult to treat, such as the scalp, knees, and elbows. “This treatment offers several advantages over other psoriasis treatments, including fewer office visits and less risk of side effects,” said Johnston. “It is a very affordable treatment that is covered by most insurance providers.”



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The treatment 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. Patients usually experience several months of relief from psoriasis after they complete a treatment regimen.

River Ridge Dermatology was founded in 2011 as an independent practice specializing in medical and surgical dermatology. Chad Johnston is board certified by the American Board of Dermatology and a Fellow of the American Academy of Dermatology. For more information, please contact River Ridge Dermatology at 540-951-3376 or www.riverridgederm.com.

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Enclosure:
Photograph of laser treatment, courtesy of XTRAC