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# Press Release

FOR IMMEDIATE RELEASE

**DR. KENNETH PETTIT INTRODUCES A REVOLUTIONARY  
NEW FACIAL REJUVENATION PROCEDURE**

PHOENIX, AZ: Dr. Kenneth Pettit is excited to announce that his comprehensive laser center, Luminescence, has incorporated a revolutionary, state of the art laser system called the ProFractional laser. Fractional laser skin resurfacing was highlighted by WebMD as the top anti-aging breakthrough and represents the very latest innovation in tissue rejuvenation laser technology.

Getting a youthful glow and healthy skin is no longer an impossible and difficult dream. ProFractional is an ideal treatment for those who want to look fresher, healthier and rejuvenated. It is an in-office procedure that produces dramatic results and quick healing for patients interested in improving wrinkles, acne scars, age spots and skin texture with little to no downtime.

## REVOLUTIONARY NEW FACIAL REJUVENATION PROCEDURE

“What sets the ProFractional laser apart from previous devices is the quick healing time and comfort level during treatment,” says Dr. Pettit. “Our patients are excited about the ProFractional laser because they can see results more rapidly with a shorter recovery time than many other laser treatments.”



**BEFORE**



**AFTER (2 treatments)**

ProFractional uses laser energy to create thousands of microscopic channels in the skin and treated areas to stimulate the production of new collagen, plumping up the skin and smoothing out wrinkles. During the treatment, there is a brief, heat sensation. Immediately following the procedure you will experience redness resembling a sunburn-like reaction.



**BEFORE**



**AFTER (1 treatment)**

## REVOLUTIONARY NEW FACIAL REJUVENATION PROCEDURE

“The ProFractional laser is minimally ablative, so that it does not disrupt the skin's surface,” said Dr. Pettit. “Healing takes about 1-3 days and most patients can get back to work and apply makeup within 1-2 days after the treatment.”

To understand how the ProFractional works, it's essential to discuss the anatomy of the skin. The skin is composed of three distinct layers: a visible outer layer on the surface called the epidermis, a collagen-rich under layer beneath the surface called the dermis, and an inner layer beneath the dermis called the subcutaneous layer. When the collagen in these three layers breaks down due such things as to sun exposure, family heredity, or the normal aging process, your face begins to sag and wrinkle. Treatments that work on just the surface cannot do anything to restore the collagen in the dermis. ProFractional is a laser procedure that tightens and renews your skin's collagen, also improving tone and texture.

Luminescence provides multiple rejuvenating, non-invasive procedures to improve skin texture, fine lines and wrinkles including; fillers such as botox and restylane, fotofacials, chemical peels and microdermabrasion.

## REVOLUTIONARY NEW FACIAL REJUVENATION PROCEDURE

Dr. Kenneth Pettit is a member of the Academy of Medicine and Laser Surgery and the American College of Phlebology. Dr. Pettit has been an active voice in the discussion of indirect vs. direct supervision while performing laser procedures. He holds a degree in Osteopathic medicine from Western University College of Health Sciences, Pomona, California and is a member of the American Medical Association and the American Osteopathic Association. He holds certifications from Rocky Mountain College of Electrology & Laser and from Candela. For more information on Dr. Pettit & Luminescence visit [www.alasercenter.com](http://www.alasercenter.com).

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