

Looking Good, Feeling Great

Acne Correction Special Report

Here Is Your Chance To Say Good-bye To Embarrassing Acne and Acne Scars!

Millions of people every year are affected by acne and think that the only way to stop it is with topical skin creams and prescription medications, many of which have numerous side effects. Well, now there's a drugless alternative that is more effective, and costs less rendering results in as little as 30 days!

Now You Too Can Learn The Medical Secret On...

How To Beat Acne At Any Age!

Inside This Special Medical Report You Will Discover...

- ✓ *The Truth About How Acne Forms and How To Effectively Fight It.*
- ✓ *Why Even The Cleanest Face and Body Gets Acne and the Reason Overuse of Facial Cleansers and Toners Can Actually Make Your Acne Worse!*
- ✓ *The 7 Must Know Things You Can Do To Promote Acne-Free Skin and Help Prevent The Return of New Acne!*
- ✓ *Why Many of the Treatments Sold In Stores and On the Internet, Will Never Clear Up Your Skin No Matter How Long or How Much You Use Them. Learn The Tricks Many of These Companies Use To Get You To Buy Their Acne Products and Avoid Being Scammed!*
- ✓ *How the Latest Advances In Laser & Light Based Technology Can Rejuvenate Your Skin and Help Heal the Scars Left Behind From Previous Bouts of Acne!*
- ✓ *Answers To the Most Commonly Asked Questions Regarding Acne and Light Based Therapy!*
- ✓ *How a New Medical Acne Program Featuring Light Based Acne Therapy Can Help Erase Away The Acne You Have While At The Same Time Prevent New Acne Formation!*
- ✓ *How To Choose Your Aesthetic Physician. Learn The 3 Criteria For a Successful Doctor Patient Relationship. Don't Even Think About Choosing a Doctor For Acne Therapy Without First Knowing These Important Facts!*
- ✓ *And More...*

**So, If You Want To Learn How Our New Medical Program
Can Help You Conquer Acne, Turn The Page Right Now, As This May Be
The Most Important Report You Read All Year!**

Finally, You May Now Be Able To Say Goodbye To Acne Without Expensive Creams or Prescription Drugs...

Keep Reading Now To Learn What Most Skin Care Companies Hope You Never Find Out!

Dear Friend and Neighbor:

Does this scene sound painfully familiar to you?

You're sitting at home thumbing through the pages of your favorite health magazine looking for that article on a new fitness routine!

As you turn the pages an advertisement catches your eye. "Oh, this is a new one," you say to yourself. Eliminate Acne While You Sleep...Guaranteed!

As you begin to read the ad you think, what could it be this time...A miracle cream? Maybe an herbal remedy? What does it matter anyway, you already have a medicine cabinet filled with just about every type of so-called "acne solution" on the market today including some prescription drugs you never finished because they made you ill!

Curious, you continue to read, only to discover it's yet another multi-step skin care system promising to get rid of your acne!

"Yeah right," you say to yourself as you make your way over to the bathroom, "The last time you fell for something like this all you got out of it was a hefty credit card bill and a bunch of pretty smelling creams!"

Frustrated as you stand in front of the mirror and stare in disbelief, you begin your morning ritual of covering up your pimples and acne scars. You think to yourself... There's got to be an answer out there!

—

Are you embarrassed by your acne or acne scars?

Do you feel self-conscious when people stare and often wonder if they are looking at *you* or your pimples?

Maybe you've already tried acne solution products such as skin cleansers, facial creams even as a last resort, prescription medications, but your acne persists!

Well, if you answered yes to any of these questions, you're not alone!

In fact, approximately 90% of all adolescents and 25% of all adults share these same frustrations at some point in their lives, making acne and the scars they often leave behind one of the most widespread medical conditions in the world!

Fortunately, thanks to recent advances in acne treatment including the use of medical lasers and light based technology, you may now be able to put an end to your frustrations and wake up in the morning ready to enjoy your day knowing that your skin is clear and will stay clear...even if other treatments in the past have failed!

That's Right! Thanks To These Drugless Medical Treatments, It Is Now Possible For You To Say Goodbye To Embarrassing Pimples and Hello To Blemish-Free Skin With Results Seen Almost Immediately...

Finally, You Can Throw Away Those Acne Cover Up Creams and Enjoy Clearer Looking Skin That You'll Love To Show Off !

Hi, my name is Dr. Vernon F. Williams, and what I am about to tell you is what I believe to be the most amazing development in acne and acne scar treatment to date!

But why are we offering this free report and information to you?

Well, the answer is quite simple! We know just how embarrassing acne and acne scars can be. We know how it can destroy your confidence and your self-image!

How do we know this?

Well, every day in our office we help people just like you with their cosmetic concerns including acne and acne scars! You see, a large part of our practice is devoted to aesthetics! Devoted to cases most doctors simply turn their backs on because they feel they're not serious medical conditions.

Devoted to cases just like yours!

That's why we spend countless hours every week investigating the very best and most up to date advances in non-surgical aesthetic procedures available! Unfortunately, until now, there were no surgery-free options available for the treatment of both acne and acne scars! That's right! No single treatment could do both!

In fact, when it came to acne scars, other than office based surgical procedures; there were no viable medical solution! But thanks to advances in laser and light technology, we can now treat acne and acne scars without drugs or surgery!

Now before we explain how these breakthrough acne treatments work at removing the pimples and acne scars you have now as well as preventing future acne formation, let's first clarify for you how acne develops in the first place!

The Truth About Acne Formation... It's Not Caused By Dirty Skin, Eating Chocolate or Fatty Foods!

Unfortunately, over the years we have been *misled* to believe that acne is *caused* by factors such as stress, diet, poor hygiene, bacteria, even our own immune system!

However, the *truth* of the matter is these are only *sub-causes* or contributing factors to the actual *underlying cause* (the match that lights the fuse)!

Now this doesn't mean that eating garbage foods like pizza and french fries or sleeping 4 hours a night and not practicing good daily hygiene is advisable; we are just opening your eyes to the fact that these lifestyle habits, although bad for you, in and of themselves do not *cause* acne!

Otherwise, every stressed-out, overweight, hamburger-eating individual would have a face filled with blemishes and their athletic vegetarian counterparts would have flawless skin...which is simply just not the case!

So What, Then, Is the Cause of Your Acne Blemishes?

For this answer we must look to the skin itself.

As you may already know, our skin contains tiny microscopic holes called *pores*, the largest of which are on our face, back, chest and shoulders. These pores are our skin's opening to the outside world and allow our body to "breathe" if you will, releasing impurities and toxins.

One of the structures located deep within each pore is an oil-producing gland known as the *sebaceous gland*, which lubricates the skin keeping it soft and moist.

Under normal circumstances, *sebum*, the oily substance made by this skin gland, travels up and out to the skin's surface. This oil production and subsequent release is part of a normal cycle occurring regularly throughout the day.

The problem arises when certain genetic factors, such as increased hormone production for example (as occurs during puberty), causes this oil-producing process to go into overdrive, leading to an over-production of oil!

Since the body can't keep up with this excessive oil production, it tends to accumulate and combine with dead skin cells located on the skin's surface to clog the pores.

Given that the bacteria that are normally located on the surface of our skin feed on skin oil, the clogged pore with its trapped oil now becomes a feasting ground for them!

As they eat the oils, they multiply and move deeper into the pores, becoming lodged underneath the skin's surface. This summons your immune system to attack and fight back!

When a Blocked Pore Becomes Infected With Bacteria, This Battle Beneath the Surface of the Skin Leads to What Is Called a Pimple!

If a pore that is clogged with oil, dead skin and bacteria is closed off by the body's immune response, and then proceeds to bulge out, you have what is known as a *whitehead*.

If a clogged pore stays open, the top portion may darken when it is exposed to the air, leaving you with a *blackhead*.

In some cases, the sebaceous or oil-producing gland itself can become infected, forming what is known as a *cyst* deep beneath the skin's surface. These acne cysts can rupture, spreading the infection into nearby skin tissue and often lead to those disfiguring *acne scars*.

So as you can see...

Without Overproduction of Oil, None of the Sub-Causes, Such As Bacteria, Can Become Active Thus Making Acne Formation Impossible!

Therefore, it is the over-activity of the oil glands or excessive oil production, that is the *true source or cause of acne!* From here it's simply a chain reaction of acne forming events!

And the sad truth is, the problem will not go away with those topical skin cleansing systems and herbal concoctions you see on the Internet... The only FDA approved drugless method for treating acne at the *source*, which are the oil producing glands themselves, is *Laser/Light Based Acne Therapy!*

The Truth Behind Why Typical Acne Treatments Just Don't Work and the Lies Their Manufacturers Want You To Believe!

Before we explain all the details on *Light Based Acne Therapy*, it's important to objectively explain why some of the standard acne treatments we spend billions of dollars

on every year (1.4 billion in the United States alone to be exact) yield less than satisfactory results when it comes to acne correction, and are often associated with some bothersome, even dangerous side effects.

You see, those ads and infomercials with the fancy graphics and famous actors explaining how bacteria and oil on your skin cause acne, implying if you were to just clean your skin of those germs and oil, your acne would miraculously be cured, are *dead wrong!*

Actually, as many of you have no doubt already experienced, these cleansers and creams aren't all they are cracked up to be and usually don't do the job. This is because they are limited to only treating the surface bacteria/oil and some of the acne sub-causes at best. However, they *do not*, nor can they, treat the root cause, which is over active-oil glands!

In fact, even antibiotics and some of the other prescription medications available today will *not* address this issue of excessive oil production by the oil glands (and the one that does has such dangerous side effects such as liver damage and birth defects if used while pregnant, who wants to take the chance!).

***Once Again, Acne Is Not Caused By Surface Bacteria, Dirt or Oil.
The 'Pore Clogging' Takes Place Below the Surface of the Skin!***

So while these products do a decent job at killing *surface* bacteria and removing some of the excess skin oils, they are unsuccessful at producing long-term results because they *cannot* address the cause of the acne which is actually located *below* the skin surface...the over-production of oil by the oil-producing glands themselves!

Furthermore, once the oils and bacteria get blocked in the pores themselves, producing a *micro-infection* under the skin known as *acne*, they are out of reach of surface treatments, thus rendering these products useless!

As You Can See, Wiping Away Bacteria and Oil Will Not Correct Your Acne Problem Like These Companies Would Like You To Believe. In Fact, It Could Even Make the Problem Worse!

You see each time you use these products, the oil and bacteria is removed from the surface of the skin; however, about an hour or so later more oil returns, causing you to use more product to get rid of the new surface oil.

Over time, the excessive stripping away of the oil leads to painful, dry, crackly skin. As a defense mechanism, your skin then releases even more oil to re-lubricate the skin. As oil production increases, the pores once again become clogged and the bacteria are free to go back to work! Over time, this vicious cycle can actually cause your acne to get worse!

Therefore, Unless You Can Stop the Excess Oil Production at the Source, You're Not Going To Stop the Bacteria Nor Are You Going To Stop Acne & Acne Scar Formation!

Finally, there is an answer!

Introducing: Our Clear Skin Acne Program™

Your Personalized Acne and Acne Scar Solutions Featuring Light Based Acne Therapy, That Actually Addresses The Cause of Acne Without the Expense or Side Effects Associated With Traditional Prescription and Over-the-Counter Treatments.

This comprehensive medical acne program consists of 4 parts:

Part I: The Clear Skin Consultation

Beginning with a complete skin assessment, an acne severity number will be given followed by a written *Clear Skin Action Plan* containing your personalized acne correction program specific to your skin's needs. (note: your acne severity number will determine the number of treatments and therapies used)

Part II: The Clear Skin Action Plan

- ✓ *Step 1: Cleanse and Exfoliate*
 - During this phase your skin is cleaned and exfoliated with the use of Microdermabrasion, Chemical Peels and physician grade topical skin agents. The goal of this step is to clear the clogged, congested pores.
- ✓ *Step 2: Control Oil Production & Eliminate Acne Yielding Bacteria:*
 - During this phase *Light Based Acne Therapy* is used to naturally eliminate the acne-causing bacteria (propionibacterium acnes) and reduce oil production from the pore glands. Light based therapy works by the use of beams of invisible light which pulsate through the layers of the skin and are absorbed by the oil-producing sebaceous glands themselves

Here the light is converted to a gentle heat, a process comparable to what happens inside a car that has been sitting in the sun. As the sun shines in, the light is absorbed by the interior structures such as the seats, steering wheel and dashboard. The light is then converted to heat, making them warm to the touch.

This process is similar to what happens within the oil-producing glands of the treated area...the invisible light is converted to heat, temporarily disabling and reducing the size of the glands that cause the acne. Thanks to recent advances in laser technology, this is possible without harming or irritating the surrounding skin!

Additionally, the thermal effect produced by this process also kills the bacteria found within the clogged pores while decreasing the oil production at its source, thus substantially reducing the number of acne blemishes!

Furthermore, since the treatments can be specifically administered to the affected areas only, the skin maintains its overall moisture, thereby preventing the dryness and subsequent increased oil production that often occurs with topical acne skin care treatments.

With the use of Levulan®, a photosensitizing agent, in conjunction with the light treatments, results are long-lasting and new outbreaks are inhibited.

✓ *Step 3: Scar Revision:*

- If your acne has left you with scars, during this phase, *Microdermabrasion* and *Laser Skin Therapy* will be used to reduce and soften the appearance of your acne scars as well as stimulate new collagen production for smoother, younger looking skin. In a short period of time, as this new collagen begins to build up, the appearance of the scar will lessen and eventually fade away with time. So instead of just dealing with your acne scars, which serve as a constant reminder of your previous bouts with acne, you can now take a stand and do something about it!

Part III: The Clear Skin Maintenance Plan

Since acne is a recurring problem, a home care program including physician-grade vitamin supplements & topical skin care products are recommended to keep acne blemishes away.

Now We Would Like To Answer For You Some of the Common Questions We Get Regarding Our Acne Program Featuring Light Based Acne Therapy:

Q. Who Can Be Treated With Your Program?

A. Our medical acne program can help both adolescent and adult acne and scars. It also can be used to treat both men and women with all skin types and colors. However, pregnant women and people with photosensitivities are evaluated and treated with light therapy on a case by case basis.

Q. Do We Need To Prepare Our Skin Before Having *Light Based Acne Therapy*?

A. Yes. The area to be treated should be cleaned with a gentle soap, then rinsed with water and dried. Women should remove their makeup before treatment sessions, and should only wear oil-free make-up between appointments. Make-up can be re-applied immediately after the treatment session is finished.

Q. How Long Is Each Treatment and How Many Are Necessary?

A. Each treatment lasts approximately 15-20 minutes with the number of treatments needed varying, depending on the severity of your acne or acne scars. On average though, acne treatment requires 4-5 sessions administered two weeks apart, with acne scar correction requiring a series of approximately the same number of visits but given 4 weeks apart.

With each treatment, a reduction in the number of blemishes and an improvement of the appearance of your scars occur. Once your acne is significantly improved or clears, periodic treatment is recommended to keep the acne from re-appearing. Acne scar maintenance treatments are recommended once every 6 months.

Consumer beware:

Remember that your acne or acne scars took time to appear; similarly, your body's ability to resolve the problem takes time as well. Therefore, treatments you might see in magazines or on the Internet that promise "fast" or "overnight" results are misleading and are often put there to capture the attention of acne sufferers hoping for a quick resolution to their problem. However, the fact remains that acne and acne scars *do not* clear overnight...so don't fall for the hype and save your money!

Q. Is The Treatment Permanent?

A. Unfortunately, as of yet, there is no "cure" for acne. The reason is we cannot change our genetics or completely remove the oil from our skin (and if we could we wouldn't want to because of its many important functions). However, *Laser Acne Therapy*, the first FDA approved drugless treatment for acne, is a step in the right direction! Since the treatment can now address the cause of your acne at its source, outbreaks can effectively be controlled for approximately 4-8 months; after that only occasional touch-ups may be necessary!

Q. What Can We Do To Help Prevent New Acne Formation?

A. Although our *Clear Skin Acne Program* featuring *Light Based Acne Therapy* treats acne at the source leaving you with clearer looking skin, there are still some things you should do to assist your body with the healing process and promote healthy skin. They are as follows:

- Wash your face two times a day and as soon as possible after you exercise, with a gentle soap. Since bacteria can grow on a damp washcloth, it is important to use a fresh one everyday.
- To help control bacteria transfer, wash your hands more frequently and avoid putting your fingers and hands to your face unnecessarily. Additionally, avoid resting your face on your hands while you read, study, or watch TV.
- Although greasy foods or chocolate do not cause acne, if a certain food produces an allergic acne reaction avoid it at all costs!
- Since stress can decrease our body's immune response and slow down healing, practice stress-reduction strategies such as exercise and meditation.
- Avoid getting sunburned.
- Eat right and get plenty of sleep - proper diet and rest will keep your immune system strong to fight acne-forming bacteria.
- Don't squeeze or scratch your skin pimples; this can lead to scar formation.

Remember, although these measures are the best defense against the spread or development of new acne they still cannot alter the *cause*, nor can you change your genetics. Therefore, as time passes, you may find that you need "touch-ups" if new acne surfaces.

Q. How Much Does The Program Cost and Will My Insurance Cover It?

A. Since every condition is different, with some cases being more severe than others, the cost depends on how many treatments are actually necessary for your particular problem.

Some insurance companies do cover this treatment when considered medically necessary. However, insurance reimbursement varies from state to state and from carrier to carrier, with each company having its own rules for the types of therapies that are covered.

For your convenience, we have the friendliest staff you will *ever* meet and they can help you determine whether your insurance plan will cover treatment. If the procedure is covered by your particular insurance company, they are all trained in handling the often-confusing paperwork that needs to be filled out if you are using your insurance. In the case of no available insurance, affordable payment plans are available.

Well, we hope you've found this report informative and educational, and that by reading it we was able to shed some new light on acne and acne scar formation and how *Light Based Acne Therapy* can help give you blemish-free skin. Well, we think we covered all there is to cover...

Wait a minute; we nearly forgot the most import question of all.

That is...

Now That You Know Just About All There Is To Know About Acne and Acne Therapy, How Do You Go About Choosing The Right Doctor?

The answer to this question is simple and is based on 3 criteria...First, choose someone who has advanced training in the procedure you are interested in. Second, make sure the doctor you are considering has experience in performing this particular procedure. And last but definitely not least, choose a doctor you feel comfortable with.

So do your research!

You see, like anything in life, whether it is buying a car or shopping for a house, you must do your research. Choosing a doctor for your acne treatment is no different. Therefore, you should do your homework and look for someone who has completed advanced training in acne therapy and has experience in performing *Light Based Acne Therapy*.

Allow me to once again introduce myself.

As mentioned earlier, my name is Dr. Vernon F. Williams. I have been practicing medicine right here in town for several years now. Our office is located at 19016 Stone Oak Pkwy suite 240. In fact, our office is probably just a short walk or ride from your home.

We are not only licensed to practice medicine and have advanced training in *Light Based Acne Therapy*, but also have the experience in treating patients with face and body acne and the scars they often leave behind so that the end results of your treatments are all that you dreamed of.

You see, in this day and age you need to work with the right professional who is trained and experienced in the area you need help in. That's why being "familiar" or "knowledgeable" about acne and acne scar correction procedures isn't even close to being enough. You need someone who is dedicated to performing these techniques and can give you the results you desire!

In fact, over the years we have helped numerous people just like you find a better way to make their embarrassing acne and acne scars disappear using our complete acne recovery program!

So, as you can now see, we fit two of the three main criteria for choosing the right doctor. But as mentioned earlier, advanced training and experience aren't the only important criteria.

While these are important, you should also choose a doctor who you feel comfortable with, someone who listens to your concerns and is easy to talk with.

This Is Why We Would Like To Offer You a FREE, No-Obligation, No-Risk Consultation!

The only catch is that you must respond by the date stamped in red on the certificate that came with this report!

As a way of introducing this program to the community and you, for a limited time we are offering our *Clear Skin Acne Consultation* absolutely FREE!

That's right!

You can just come in and see if you feel comfortable with us. During this time we can discuss your specific situation in detail and see if Light Based Acne Therapy is the best option for you. There will be absolutely no obligation and no pressure to go further. If after the appointment you believe there is no benefit to working with us, you simply leave and that's it. No hard feelings.

However, if you do decide to take the next step, we will then discuss with you our treatment plan and how we can proceed from there. You can also speak to our friendly staff regarding insurance verification and coverage (if applicable) as well as our low, no-interest monthly payment options.

Here's What To Do Now...

If you're interested in taking us up on our offer and would like to explore your treatment options, pick up the phone now and call our office at **(210) 495-8558**. Let them know you received this special report on *Light Based Acne Therapy* and would like to schedule your complimentary consultation.

That's it. We'll take care of everything from there. But don't procrastinate, if you would like to do something about your embarrassing acne, make that call right now!

The Road To Acne-Free Skin Begins With a Simple Phone Call!

So if you are tired of the less than desirable results you are getting with over the counter treatments or are concerned about the side effects of prescription medications, give our office a call and discover how it is now possible for you to say goodbye to embarrassing pimples and hello to blemish-free skin

We look forward to meeting with you in the not so distant future and maybe we can help you like we have helped many other area residents get clearer looking skin!

Sincerely,

Vernon F. Williams, M.D.

P.S. Picture how your life will be in a few weeks if you decide to do something about your acne or acne scars right now! How much time and money will it save you?

Is there a chance you will finally bid good riddance to your acne or acne scars, and enjoy eye catching clear skin? Unfortunately we'll never know unless you take the next step and call for your free aesthetic consultation!

P.P.S. When you call our office, feel free to ask our staff about our other non-surgical, aesthetic treatments and programs to help you look and feel your best at every age!

The information provided in this report is meant as a general source of information only and should not be substituted for sound medical advice. If you are considering one of these procedures, you should consult further with a medical professional for complete information on the benefits and risks of all treatments described in this report.

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