

XTRACTM
psoriasis treatment that's
Light Years Ahead



Announcing An Excimer Laser System For The Treatment Of Psoriasis

*P*сориаз sufferers have a new reason to hope for relief. In February 2000, the U.S. Food and Drug Administration granted market approval for an excimer laser system from PhotoMedex, a division of Laser Photonics, Inc., for treatment of psoriasis, the second most common skin disorder in the country. The PhotoMedex Excimer Laser System—XTRAC is the first and only FDA market approved laser treatment for psoriasis. Developed through fiber optic technology the XTRAC system is designed to enhance conventional Ultraviolet B (UVB) treatments by reducing the number and duration of treatments necessary to control outbreaks. Using this system enables you to provide your patients with a safer more convenient means to manage this painful, disfiguring and often frustrating skin disorder.

Lesson 1

The Problem: Psoriasis And Current Treatments

Millions Of Psoriasis Patients Are Unsatisfied With Their Treatment



As a medical professional, you already know the enormity of the psoriasis problem—and the difficulties involved in managing it. This painful and disfiguring skin disorder affects more than 7 million people in the United States alone, and 150,000 to 260,000 new cases are diagnosed each year.

About two thirds of the more than 2.3 million people who seek treatment for psoriasis each year are classified as mild to moderate cases.

Patients Seek Treatments That Provide Effective Relief

Even for less severe cases, the lesions of this skin disorder can cause discomfort, disfigurement and embarrassment. The lengths to which you and your patients must go to in attempting to control the symptoms—combining medical treatments with an extensive daily skin care regimen—can be exhausting and demoralizing. Social withdrawal, and even depression, are not uncommon among psoriasis sufferers. The financial costs are staggering: The financial outlay associated with outpatient care for this disease can reach upwards of \$3.2 billion*.

**National Psoriasis Foundation estimate.*

Dermatologists Have Often Said, "There Has To Be A Better Way."



As you and your patients are painfully aware, there is no known cure for this chronic condition—only temporary relief. Finding the most effective treatment—or combination thereof—to help manage any particular patient's symptoms and minimize the recurrence of lesions is frustrating at best. Some respond to topical medications, such as coal tar and steroids. Others experience only brief remissions even with phototherapy or systemic medications. And none of the conventional approaches to treating psoriasis is without drawbacks.

Current Treatments And Medications Are Often Time Consuming, Expensive And In-Effective

Topical medications—including steroids, coal tar, Anthralin, Dovonex and Tazorac—or intralesional steroid injections are often the first course of treatment. A Patient can anticipate spending an average of \$1,600+* a year on these remedies and, as you know, many individuals do not respond or are unwilling to comply with rigorous programs of self-care. Even with the 90% standard for "clearing," the likelihood of clearing with topical therapy (with the exception of class 1 topical corticosteroids) is less than 10%.** Obviously, complete clearing of psoriasis is not a realistic expectation of topical treatments.**

*National Center for Health Statistics.

** Journal of the American Academy of Dermatology.

A photograph of a person lying in a tanning bed, viewed from above. The person's eyes are closed, and their head is resting on a cushion. The tanning bed's interior is visible, including the top and bottom panels with small rectangular openings. The entire image is tinted with a blue color.

Some Treatments Present Health Risks

*T*opical medications pose the least risk to patients, but are not without shortcomings. Steroids, in particular, can cause skin thinning and stretch marks, and resistance to the medication is a common side effect. Phototherapy carries many of the risks of ultraviolet exposure, including premature aging and a minimal risk of skin cancer. PUVA (ultraviolet light A used with the drug Psoralen) can result in nausea, itching and redness, as well as premature aging and cataracts. Internal medications for psoriasis can put patients at risk of liver damage or birth defects and should be used with caution. With these facts in mind, it is clear that a **more desirable approach to treatment of psoriasis is warranted.**

FDA Grants Market Approval For Excimer Laser For Treatment Of Psoriasis



Medical science continues to seek more effective treatments for psoriasis.

One of the most exciting breakthroughs in recent years has been in the use of lasers to clear psoriatic lesions. In February 2000, PhotoMedex, a division of Laser Photonics, Inc., of Radnor, Pennsylvania, announced that it had received approval from the US Food and Drug Administration (FDA) to market its excimer laser system to treat patients with mild to moderate psoriasis. PhotoMedex excimer laser system—XTRAC—is the first FDA market approved treatment for this inflammatory skin disorder.

You Can Safely Give The Desired High-Exposure Doses Necessary For Rapid Clearing

Since 1930, ultraviolet B (UVB) phototherapy has been one of the most popular and effective treatments for moderate to severe psoriasis, despite numerous shortcomings associated with high radiation exposure. The new XTRAC excimer laser treatment is a very efficient treatment modality. The system, through its unique fiber optics, concentrates light on the lesion, avoiding exposure of healthy skin to UVB. This allows the delivery of high-exposure doses necessary for rapid clearing without risk of damage to healthy skin.

Technology vs. Conventional UVB Treatment

Conventional UVB phototherapy may be used alone or in conjunction with topical medications such as coal tar or Anthralin. Generally, the entire body is exposed to radiation during the treatment, placing uninvolved skin at risk of burning and pruritis as well as accelerated photoaging or photocarcinogenesis. Depending on the patient and the severity of the lesions, upwards of 30 exposures may be necessary for improvement. Remissions of three to six months are typical and may be prolonged with intervals of treatment.

In a clinical study, performed at Massachusetts General Hospital, the XTRAC system provided clearance in as few as four treatments.

The Benefits To Your Patients

XTRAC Excimer Laser Is Designed To Greatly Reduce The Number Of Annual Treatments



Clinical studies at Massachusetts General Hospital showed that fluence, or dosage of UV—more than the number of treatments—was the single most important factor in clearing psoriasis, and that high fluences were far more effective than low or medium doses. Psoriatic lesions can tolerate much higher exposures of UV than uninvolved skin can. Until recently potential short- and long-term risks to healthy skin have limited the fluence that can be delivered at any given time. Laser treatment delivers the same cumulative doses used in conventional phototherapy in a vastly concentrated time frame.

The Latest Technology For The Treatment Of Psoriasis

As a result of your ability to provide higher doses of UV energy directed at the lesion or lesions, **patients may require fewer treatments per annum of excimer laser therapy** to achieve the same or better results than with conventional UVB and topical creams. The patient also doesn't have to face the drawbacks associated with the topical treatments such as; multiple dosage applications, potential skin thinning, stretch marks, and resistance to the medication.



Deliver UV Energy Specifically To The Lesion Site Via Fiber Optics

*T*he XTRAC excimer laser system

produces a monochromatic wavelength of UVB energy of 308 nm, which has been shown to be in the therapeutic region of the psoriasis action spectrum. The unit produces a controlled magnitude, pulsed laser output that is delivered from the power source through a flexible fiber optic cable. The handpiece emits a square beam of UVB that is directed at specific lesional sites without exposing uninvolved skin. It features a minimal erythema dose (MED) mode to characterize the patient's skin in response to UVB and two treatment modes—an intermittent "tile" mode and a continuous "paint" mode for convenience and flexibility. The patient may only experience a mild warmth, so no anesthesia is necessary.

"Excimer laser treatment of

Reducing The Need To Treat Healthy Skin

psoriasis can be much more

In most mild to moderate cases there is no need to treat the entire body.

efficient than conventional

Through localized treatments the XTRAC system very precisely delivers laser

exposures to treat affected areas. This helps reduce the long-term risks

associated with conventional UVB treatment for psoriasis which are similar

to the chronic effects of solar exposure.

phototherapy. By avoiding

Higher Satisfaction Rate From Your Patients

exposure of healthy skin to

With the excimer laser, you can now provide quick, reduced discomfort

therapy to patients suffering from psoriasis, precisely directing treatment to

affected areas and sparing healthy tissue from unnecessary UV exposure.

Ultraviolet B (UVB), we can

The directed high-dose therapy may provide your patients relief in fewer

safely give the desired higher

treatment sessions-and short sessions-of as little as four minutes each. It also

allows for treatment on difficult anatomical locations, such as elbows and

exposure doses needed for

knees. Excimer laser treatment may also result in longer remissions, providing

your patients with more time free of painful and unsightly lesions.

rapid clearing."

Lesson 4

The Benefits To You And Your Business

You May Soon See Better Outcomes From Treatment With The Excimer Laser

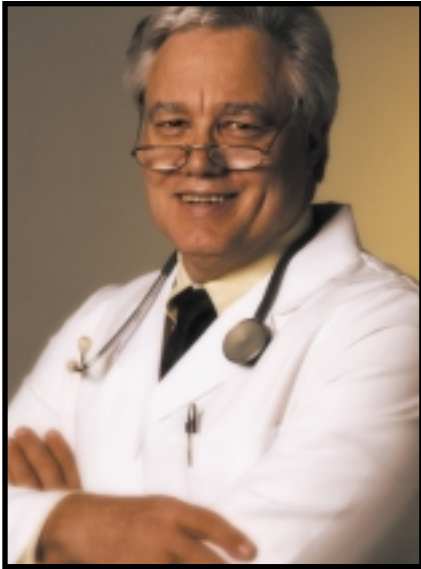


Let's face it—patients want results, and they're willing to seek out the medical professionals who can deliver the greatest benefit. As one of just a handful of dermatologists equipped to offer excimer laser treatment, you'll have a unique opportunity to be that much-sought-after physician. When your patients' satisfaction grows, so does your practice—and bottom line. According to research, an estimated 66 percent of psoriasis patients have mild to moderate lesions. Most would benefit greatly from laser treatment. Most top dermatologists see at least 300 psoriasis patients a year. If you treated half that many with the excimer laser, you could easily add significant additional revenue to your practice.

We Share The Same Goal: Making The Best Possible Care Affordable For Your Patients

In a clinical study, performed at Massachusetts General Hospital, the XTRAC system provided clearance in as few as four treatments. By potentially reducing the number of treatments necessary to clear psoriatic lesions and possibly keeping symptoms in remission over the course of a year, excimer laser treatment could significantly reduce the inconvenience to the patient. The potential savings of time and better outcome make excimer laser treatment especially attractive to your existing and potential new patients.

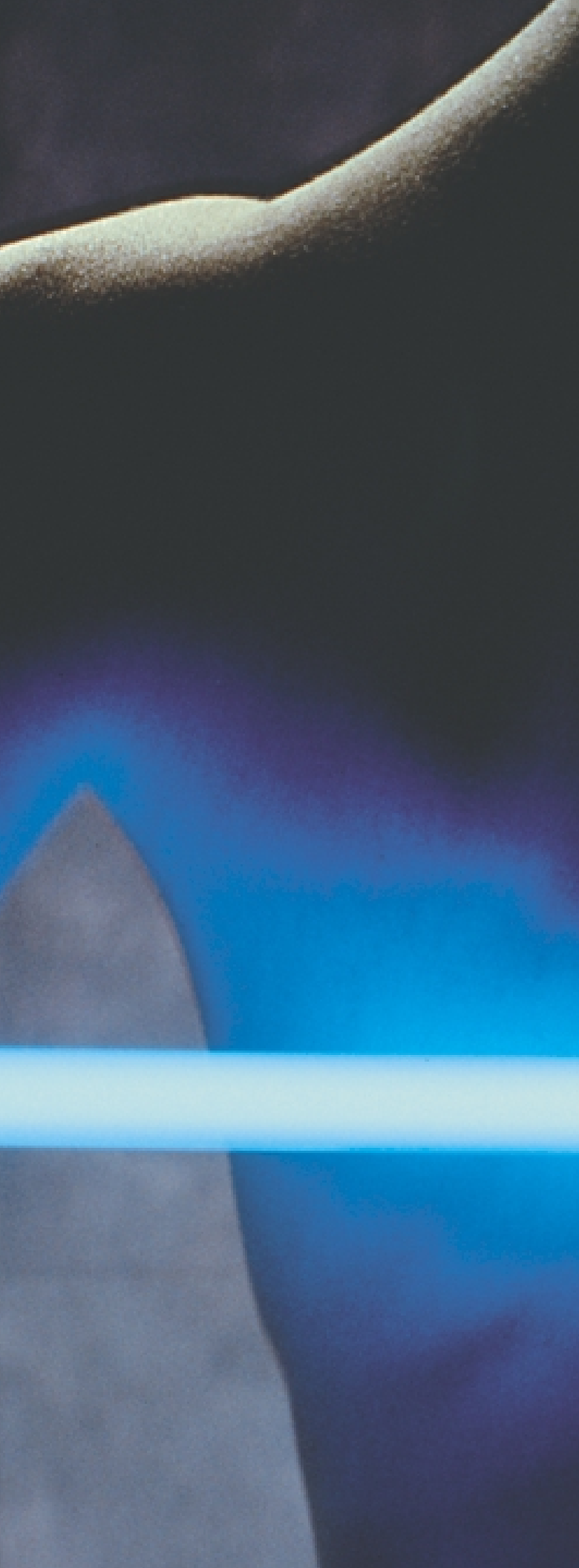
You'll See Bottom-Line Improvements As Well As Increased Patient Satisfaction



When you offer this novel treatment modality, you demonstrate your commitment to providing the best possible medical care. By incorporating the XTRAC laser system into your practice, you can treat mild to moderate psoriasis patients effectively and efficiently in your own office. What's more, PhotoMedex has designed consumer advertising programs educating psoriasis sufferers about the many benefits of excimer laser therapy and helping them to locate a practice that is equipped with the XTRAC excimer laser system.

Restore Fresh Hope For Your Psoriasis Patients

Many psoriasis sufferers, especially those with particularly recalcitrant lesions or frequent recurrences, are dissatisfied with the results of treatments they've received so far. The excimer laser system represents an opportunity for you to restore their hope for relief while making your practice more prestigious and more profitable.



No Capital Expense To Add XTRAC Excimer Laser Therapy To Your Practice

*D*ermatologists may obtain an XTRAC excimer laser system from PhotoMedex at no charge for the equipment. PhotoMedex will also provide you and your staff with comprehensive training on system operation for the treatment of psoriasis. You pay only a yearly maintenance fee and can then generate a new and expanded revenue base by integrating this new treatment modality into your practice. To learn more about this exciting program, and how you could become an XTRAC excimer laser system site, complete the enclosed P. H. D. Profiler and fax it back or return it in the enclosed envelope or mail to PHD Profiler, PO Box 528, Exton, PA, 19341.

XTRACTM Profiler

All Information Must Be Completed For You To Qualify For The New Excimer Laser

Thank you for taking the time to complete this questionnaire. We will make a \$30.00 contribution in your name to the National Psoriasis Foundation.

After completing the questionnaire please fax to 610-458-7165 or mail to: XTRAC Profiler
P.O. Box 528, Exton PA 19341.

DOCTOR'S NAME _____

PRACTICE NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

Describe Your Practice:

☐ Private Practice ☐ Group Practice

No. of Dermatologists in practice ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6+

Total number of patients Total active Total inactive

Please rank the following descriptions that best describe your practice according to your total business with four (4) being the most descriptive and one (1) being the least descriptive:

_____ Cosmetic/Fee For Service Practice

_____ General Dermatology Practice

_____ High Volume Psoriasis Practice

_____ Other

What is your current familiarity with lasers:

☐ Extremely Familiar ☐ Very Familiar ☐ Somewhat Familiar ☐ Not Familiar at all

Please indicate which equipment you currently have in your practice (check all the apply):

☐ UVB

☐ PUVA

☐ Hair Removal Lasers

☐ Skin Resurfacing Equipment

☐ Vascular Lasers

☐ Tattoo Removal Laser

☐ Other

(continued on back)

Describe Your Psoriasis Patients:

Number of patients with psoriasis _____ Active _____ Inactive _____

Please indicate the level of severity for psoriasis patients in your practice by percentage:

_____ % Mild _____ % Moderate _____ % Severe

Please indicate the number of psoriasis patients you see per week/month by severity:

_____ Total per week

_____ Mild _____ Moderate _____ Severe

_____ Total per month

_____ Mild _____ Moderate _____ Severe

Of your total psoriasis patients, what percentage do you refer to other treatment locations:

_____ % Other Dermatologists _____ % Inpatient

_____ % Outpatient-Treatment centers _____ % Other

Of those patients with psoriasis please rank the top three treatments by severity with one (1) being first and three (3) being third:

Mild

___ Antibiotics/antimicrobials
___ Cyclosporin
___ Methotrexate
___ Retinoids
___ Other systemic drugs
___ Hospital-based UV therapy
___ UVB phototherapy
___ PUVA photochemotherapy
___ Home phototherapy
___ Narrowband phototherapy
___ Anthralin
___ Calcipotriene
___ Coal tar
___ Corticosteroids
___ Emollients
___ Keratolytics/salicylic acid
___ Tazarotene

Moderate

___ Antibiotics/antimicrobials
___ Cyclosporin
___ Methotrexate
___ Retinoids
___ Other systemic drugs
___ Hospital-based UV therapy
___ UVB phototherapy
___ PUVA photochemotherapy
___ Home phototherapy
___ Narrowband phototherapy
___ Anthralin
___ Calcipotriene
___ Coal tar
___ Corticosteroids
___ Emollients
___ Keratolytics/salicylic acid
___ Tazarotene

Severe

___ Antibiotics/antimicrobials
___ Cyclosporin
___ Methotrexate
___ Retinoids
___ Other systemic drugs
___ Hospital-based UV therapy
___ UVB phototherapy
___ PUVA photochemotherapy
___ Home phototherapy
___ Narrowband phototherapy
___ Anthralin
___ Calcipotriene
___ Coal tar
___ Corticosteroids
___ Emollients
___ Keratolytics/salicylic acid
___ Tazarotene

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