

Women Caring for Women

Women Gynecology & Childbirth Associates is pleased to expand our services to include a wide array of massage and laser treatments.

In addition to taking care of our patients' medical needs, we have created a relaxing, welcoming and calming atmosphere to focus on your total health and well being.

All services at WGCA are performed by licensed professionals. As always, we strive to offer the highest standard of confidential care in an atmosphere of mutual respect and understanding.



*Women Gynecology &
Childbirth Associates, P.C.*

Karen Bradley, M.D.
Lauren Burke, M.D.
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Jane Doebelin, M.D.
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Carole Peterson, M.D.
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Special Packages and Payment Options

We offer a number of special packages and payment options for our laser hair removal patients. You may select a pre-pay package of six treatments at a reduced rate — or you are free to “pay as you go” for each session at the regular rate.

For laser hair removal, you may also want to take advantage of our special treatment packages which highlight selected areas of the body to be treated at the same time.

Payment is due at the time of each visit, or in advance for pre-pay packages, special orders and gift certificates. We accept cash, checks, VISA, MasterCard, American Express or debit. See pricing guide for more information.

Ask about special packages and seasonal offerings.

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GIFT CERTIFICATES AVAILABLE
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For an appointment or more information, call
(585) 271-0340

*Women Gynecology &
Childbirth Associates, P.C.*

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**Some services may be eligible for reimbursement from your flexible spending account or health savings account. Contact your company's benefits administrator for more information.*



Laser Therapy

Hair Removal, Vein Reduction,
Pigmented Lesion Reduction,
and Laser Facial

SIGNIFICANT RESULTS USING
ONE OF THE MOST ADVANCED
TECHNOLOGIES AVAILABLE

OFFERED BY WOMEN GYNECOLOGY
& CHILDBIRTH ASSOCIATES, P.C.

MEMBERS OF THE MEDICAL SPA SOCIETY AND
THE AMERICAN SOCIETY
FOR LASER MEDICINE AND SURGERY

OUR LASER

We at Women Gynecology & Childbirth Associates are excited to use one of the most advanced laser technologies available. This means for most laser treatments we can effectively treat any skin type, including darker skin types and patients of color such as some African American, Hispanic, Asian and Middle Eastern women.

In addition, our laser's cooling systems utilize higher frequencies when needed, to increase our patients' comfort and ease.

Laser Hair Removal

After years of research, lasers have been developed and made available for use in medical and medical spa facilities. Laser hair removal is a procedure by which hair is removed from the body utilizing a long pulse laser. The laser works by disabling hairs that are in their active growth cycle at the time of treatment. A series of treatments are required to disable all of the hair follicles in a given area since hairs enter the active growth cycle at different times.

HAIR REMOVAL TREATMENT AREAS

- :: Upper lip
- :: Chin
- :: Sideburns
- :: Uni-brow
- :: Bikini area
- :: Bikini to belly button
- :: Underarms
- :: Hands
- :: Toes/Feet
- :: Back
- :: Breasts/areola
- :: Arms (forearms or full arms)
- :: Full face (Chin, upper lip, neck and side burns)
- :: Legs (lower legs, thighs, or full legs)

Ask us about laser hair removal on other body areas.

IS LASER HAIR REMOVAL PERMANENT?

The FDA has approved laser hair removal for "permanent reduction." Research has shown that if you keep up with your scheduled appointments, you will see significant hair reduction. Most patients require six treatments to permanently reduce the hair in a given area. Some patients will need more treatments, and some will need less. Your subsequent treatment appointments will be scheduled 4–8 weeks apart to allow hair to enter the active growth cycle. After you have completed the full series of treatments, you may wish to return 1–2 times per year to maintain your results. Missing scheduled treatments may require a re-evaluation of your treatment plan.

Laser Vein Reduction

Laser vein reduction is appealing to many patients because it does not involve the use of needles or incisions. We can effectively treat spider and reticular veins, as both types of veins respond very well to laser therapy.

Spider veins or starbursts are so named because these tiny veins just beneath the skin often radiate out from a central point, reminiscent of the shape of a spider. They may also appear as fine, separate lines. Spider veins can develop on any part of the body including the face, thigh, calves and ankles. Since these veins are typically small and close to the skin's surface, laser removal is often a very effective treatment.

We can also treat reticular veins. These are small, bluish-colored veins that carry blood to small veins of the skin. They are larger than spider veins and can become unsightly, but they are not considered varicose veins.

WHAT CAN I EXPECT FROM LASER VEIN REDUCTION?

Although laser removal of veins may not erase all imperfections of the skin, it can provide significant improvements and result in patient satisfaction. During laser vein reduction, we use our advanced laser technology to send bursts of light onto the vein. This can make the vein slowly fade and disappear. After treatment some redness or purple discoloration may be present, but many patients find that this lasts only a few days. It is important to remember, however, that laser vein removal does not deter the normal effects of aging, and that treatment does not prevent the occurrence of new spider veins. Multiple treatments at 6–8 week intervals may be necessary to achieve the desired results. At your consultation visit, one of our professionals will be happy to provide you with more information about what you can expect from your laser vein reduction.

Laser Skin Treatments

LASER FACIALS

This non-invasive treatment can reduce visible facial vessels, diffuse redness, acne scars, Rosacea, irregular pigmentation due to photodamage and minimize enlarged pores. The Laser Facial treatment provides visible improvement of the most obvious signs of aging and skin irregularities while stimulating underlying collagen. The result is a healthy looking and vibrant

appearance. It is recommended that you receive 4–6 Laser Facial treatments spaced every 2 weeks for best results. Many women find that maintenance treatments every 3–6 months allow them to prolong their desired results.

PIGMENTED LESIONS

Using our advanced laser technology we can treat most pigmented lesions that are not pre-cancerous. Such lesions include sun damaged skin, brown spots ("age spots"), hemangiomas and uneven skin tones. You may require a series of treatments to achieve your desired results, similar to Laser Facial treatments.

Consultation

Before your first laser treatment, you will be scheduled to have a consultation with one of our providers. During your consultation, the following topics will be addressed:

- :: Determination of your skin type and the effectiveness of laser treatment on your skin
- :: Discussion of the areas you wish to have treated
- :: Expectations for laser therapy results
- :: How to prepare for your treatments
- :: Recovery time and appearance during recovery

We will be happy to answer any questions you may have.

A non-refundable consultation fee is due at the time of your consultation appointment. This fee will then be applied to the cost of your first laser treatment, if applicable.

IMPORTANT INFORMATION ABOUT LASER TREATMENTS AT WGCA

All of the laser treatments performed at WGCA are done by licensed professionals.

Please avoid exposure to ultraviolet rays (sun, tanning) 7–10 days prior to laser treatment, and 7–10 days following treatment.

If you are having laser hair removal, please refrain from waxing, plucking or electrolysis prior to your treatment. Please do shave the area to be treated before your treatment. The skin must be clean and free of any creams, makeup, or oils prior to your treatments.

All treatments are performed in our medical spa and take anywhere from 15 to 60 minutes, depending on the areas being treated.