



Oregon's largest multi-specialty, physician-owned medical clinic.

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The Oregon Clinic's Center for Aesthetic Medicine First in Portland to Treat Patients with the New Elite MPX™ Laser System

Portland, Ore., June 11, 2010 -- Susan, a 62-year old retiree has had facial hair for as long as she can remember. "I had to shave and pluck every day, but it grew so fast that I couldn't keep up with it. It's always been an embarrassment," she said.

But a few months ago the Gresham resident decided to eliminate her hair problem permanently. When she learned that The Oregon Clinic's Center for Aesthetic Medicine was offering the newest technology in laser hair removal she didn't hesitate to sign up. Today, Susan is elated. After three treatments her facial hair problem is gone and she's thrilled with the results. "It's truly incredible," she said.

The Center for Aesthetic Medicine, a service of The Oregon Clinic is the first in the Portland area to offer the newly introduced Elite MPX™ laser system. The Elite MPX™ is touted as the most versatile aesthetic laser currently on the market. To date, more than 100 treatments have been performed at the center."

Bobak Ghaheri, M.D., is one of five physicians at the center. He explained that because Susan is a brunette with olive skin she would not have been a good candidate for traditional laser hair removal methods. "Previously we were limited by the pigmentation of the patient's skin in determining how much energy could be delivered through the laser. The risk is to inadvertently de-pigment the surrounding skin," he said.

According to Dr. Ghaheri, aesthetic physicians and technicians are very excited about the MPX™: "It has the ability to blend two different types of laser wavelengths and allows us to safely treat all types of skin tones without damaging the surrounding skin. One is in a traditional wavelength -- but the

higher wavelength laser penetrates the skin without damaging the surface and hits the hair follicle deeper, leaving the skin untouched. This permits us to treat darker skinned individuals, which we couldn't do before.”

“It not only allows us to remove hair but also has the ability to target spider veins and other vascular lesions and to remove them painlessly achieving a more uniform skin tone,” he said. The Elite MPX™ is a multi-function unit that in addition to providing permanent hair reduction, it also treats sun damaged skin, pigmented lesions and rosacea.

About The Center for Aesthetic Medicine

The Center for Aesthetic Medicine opened its doors May 2009 and is housed in the ENT division of the Oregon Clinic at 1111 NE 99th Ave., Suite 101. The center is staffed with five highly trained physicians, a physician's assistant, an experienced esthetician and medical assistants. In addition to laser treatments, the center offers facial cosmetic surgery, and a wide variety of medically supervised skin care treatments. Non-surgical services include a wide variety of facial skin care, fillers, including Botox and Dysport; laser facial resurfacing; laser hair removal, vascular treatments and more. For more information, call 503-488-2650. You can also visit the Web site at www.thecamio.com.

About The Oregon Clinic

The Oregon Clinic is one of the largest private specialty physician practices in Oregon with more than 120 physicians. An evidence-based, multidisciplinary organization, The Oregon Clinic provides the highest quality care using a team approach to address medical conditions in over 30 different specialties and subspecialties at 15 locations from Vancouver to Salem, and from Hood River to Astoria. Founded in 1994 with the merger of several clinical groups in Portland, The Oregon Clinic is committed to providing the highest quality care, practicing data-driven medicine, and providing leadership for the healthcare community. The Oregon Clinic physicians are committed to providing excellent care in a respectful and compassionate manner.

Visit The Oregon Clinic Website at www.oregonclinic.com or call (503) 935-8000 for more information.

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