

**FOR IMMEDIATE RELEASE**

PRESS CONTACT:  
Paula Rosado 917.446.5281  
[paula@paularosadopr.com](mailto:paula@paularosadopr.com)

**DR. LANCE H. BROWN OFFERS PATIENTS  
SEEKING OPTIMUM SKIN HEALTH AND BEAUTY  
CONSCIENTIOUS CARE AND CUTTING-EDGE SCIENCE**

**REJECTS DOWNGRADING OF DERMATOLOGY TO COSMETOLOGY ASSEMBLY LINES  
PERFORMS HANDS-ON MEDICINE IN UNHURRIED, UNION SQUARE PRACTICE**

New York, New York, April 22, 2008 – At 39, Dr. Lance H. Brown is an accomplished, cutting-edge dermatologist with a refreshingly old-fashioned approach: providing exceptional medical care, in an unhurried, one-on-one consultative relationship with each patient.

In an era when dermatological services are increasingly performed by cosmeticians and the like, Dr. Brown urges a return to reason and skilled, knowledgeable expertise. "Dermatology is a science as well as an art," he says. "Spas may be great for relaxation, but people need to realize that the skin is a complex, vital organ of the body. Skin care is medical care. It should only be practiced by qualified physicians who, like me, are up-to-date on the latest information and can provide patients with their full attention."

Dr. Brown treats the whole patient, not simply a symptom or issue, and he refuses to delegate medical duties. "I perform every procedure," he says. "Whether it's a cosmetic injection or Mohs' micrographic surgery, I practice hands-on medicine. Every treatment, every patient."

At his elegant new offices at 10 W. 15<sup>th</sup> Street in Manhattan, Dr. Brown provides comprehensive services including the diagnosis and treatment of skin ailments and skin cancer, plus a full array of safe, clinically proven cosmetic procedures including peels, topical solutions, fillers and injections.

Dr. Brown is also one of only two downtown physicians offering Fraxel® laser treatments that rejuvenate the skin by removing fine lines, dark spots and other effects of sun damage. As a non-invasive procedure, patients achieve a refreshed appearance with minimal down time. Dr. Brown also deploys lasers to remove unwanted hair, tattoos, acne scars and non-cancerous lesions. "One laser does not fit all conditions," he says. "My office offers numerous specialty lasers to precisely treat the specific issue."

Dr. Brown is Board Certified by the American Board of Dermatology, serves as President-Elect of the Dermatologic Society of Greater New York and teaches as an Assistant Clinical Professor of Dermatology at New York University School of Medicine.

A sought-out authority in his field, Dr. Brown has addressed dozens of dermatological conferences, and frequently publishes in prominent journals including the *Journal of the American Academy of Dermatology*, *Skin and Aging* and *Cosmetic Dermatology*.

For more information: [www.dr Lance Brown.com](http://www.dr Lance Brown.com)

###