

HYDERABAD, August 13, 2014

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## US company launches latest technology to treat vitiligo, psoriasis

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PhotoMedex, a US-based company, has launched its latest laser technology VTRAC to treat vitiligo and psoriasis, for the first time in the city on Tuesday.

The technology will be more effective than all others for treatment of vitiligo, and is patented exclusively to the company, claimed the CEO, Dolev Rafaeli.

As per the marketing strategy, the company will identify dermatologists in the city as franchisees, and install the machinery in their clinics for a nominal fee.

There will be revenue sharing between the company and the doctors.

### 'Few in India can afford the treatment'

Addressing the media, Dr. Rafaeli said that though the market in India was four to five times bigger than that in the USA, only 15 to 20 per cent of people in India as compared to USA could afford the treatment.

Ratan Jalan, Founder of the Medium Healthcare Consulting, said the technology will be launched phase-wise across India. A total of 534 dermatologists have been identified in the city, and machinery has been installed in five clinics so far.

Niteen Vishwanath Dhepe, Medical Director of Skin City in Pune, who had installed the VTRAC machinery in his clinic, said the Excimer Technology used in VTRAC is more long-lasting than others.

On an average, 10 to 20 sittings are required for erasing the vitiligo spots, and each session will cost Rs.2,400. Recurrence possibility of Psoriasis is high, while for vitiligo, it is lower. The technology is used in 2,500 clinics outside India, while the plan is to spread it to 1,000 to 2,000 clinics in the country, informed Mr. Jalan.

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