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PhotoMedex launches Vtrac clinics

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PhotoMedex India Private Limited, a subsidiary of global skin health company PhotoMedex Inc, launched Vtrac certified clinics in Hyderabad. Vtrac technology is used for the treatment of skin diseases, mostly vitiligo and psoriasis.

The company, in association with city-based Medium Healthcare Consulting (MHC), has set up five clinics in Hyderabad on a franchisee basis.

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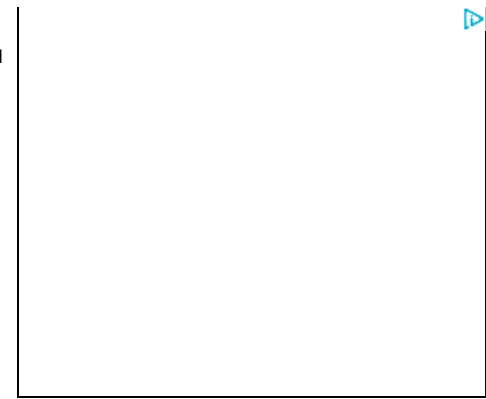
MHC founder Ratan Jalan said that Vtrac clinics would be set up in at least one more city by the end of this year and would be spread across the country in 4-5 years.

PhotoMedex chief executive officer, Dolev Rafaeli, said that there were 2,500 Vtrac clinics across the globe, including 1000 clinics in the US.

"There's a growing demand for effective and long lasting treatment for both vitiligo & psoriasis in the Indian market that holds exceptional promise for VTRAC clinics", he told media persons adding that India has 48 million people affected by the two ailments as against 58 million in the rest of the world.

Administered by physicians, according to the company, Vtrac delivers a targeted therapeutic level of ultraviolet light to areas of the skin affected by psoriasis or vitiligo, without harming surrounding tissue. With vitiligo, the UVB light stimulates re-pigmentation of areas that have lost colour, while for those with psoriasis, the therapy slows and reverses the growth of cells. Patients will be able to see results in weeks.

The company stated that full benefit of the treatment will take about 10-20 sessions. Each sessions costs Rs 2,400.



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