

Lumenis salutes women with 'No more stretch-marks' campaign

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Lumenis Ltd, the world's largest energy-based medical device company for surgical, aesthetic and ophthalmic applications has announced a campaign '**No more stretch marks**' to salute women who are shaping the world every day.

The campaign is aimed at conducting awareness among women with specific requirement to remove stretch marks and body scars, and runs on both digital medium as well as off line medium by conducting events across various centers. Prominent dermatologists across various cities are participating in this campaign by sharing their experiences and offering special promotions to celebrate the occasion of International Women's Day at their respective centers.

At the launch of the campaign, **Bijal Shah, Country Manager, Lumenis India**, said, "The newly launched campaign is a part of our awareness initiative, identifying prominent clinics across the country alongside running awareness programs on scar management. We feel great that Lumenis ResurFX technology is a one-stop solution provider for women who have been searching for quick solutions for their scar management & skin rejuvenation."

Stretch marks can affect people of nearly all ages and skin types. Skin damages are caused due to injuries, burns, skin infections or any disease which may heal but leave behind scars.

Talking of the problem of stretch marks, **Dr Abhiraj Thakur and Dr Tavinder Thakur said**, "Stretch marks are very common. People develop stretch marks when there is rapid stretching of the skin, for example during times of quick growth or weight gain, and pregnancy. The revolutionary ResurFX resurfacing technology offers remarkable results on scars and in anti-ageing treatments making the skin look younger, glowing and healthy."

ResurFX is tailored to address the early signs of ageing and it gives noticeable results for skin texture & overall skin appearance. The patient can experience "lunch time treatment" with minimal downtime and return to their busy lifestyle.

Gurgaon-based leading dermatologist **Dr. Seema Oberoi Lall** described the campaign as a great initiative designed around

International Women's Day. "Up to 90% of women get stretch marks during pregnancy and ResurFX technology is an effective solution with desirable outcomes," she said.

Mumbai-based ace dermatologist **Dr. Swati Srivastava said**, "ResurFX is an innovator in the laser segment for treatment of stretch marks and gives visible results."