

For Immediate Release

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Introducing the “Blood-Less Diamond”
New Plastic Surgery Gem: The Diamond Laser Scalpel
Innovating Surgery for the Doctor and Patient

(New York, NY) From dramatic movie trailers to engaging interviews on Oprah Winfrey and thought provoking articles in the New York Times, the Blood Diamond seems to be making a lot of hype. The topic has been captivating audiences throughout the globe, relaying the mind-blowing statistic that 65% of the world’s diamonds have been used by rebel groups to pay for wars that have killed or displaced millions in Africa.

Yet, there is a new diamond on the market today, one that can live up to its name of the Blood-Less Diamond in several ways. This diamond is not one that shines on the ears, hands or neck and looks fabulous, but a diamond that actually makes **YOU** look fabulous.

Dr. Scott Wells, board certified plastic surgeon and medical director of SKIN NY, center for comprehensive beauty and age management has implemented the latest Diamond Laser Scalpel (DLS) into his practice, the first and only surgical system using a diamond blade and CO2 laser energy to cut and instantly coagulate blood vessels during surgery. This Blood-Less Diamond scalpel uses diamonds manufactured by DeBeers Corporation which distributes more than half of the world’s uncut or rough diamonds all of which are “conflict-free”, “non-blood” diamonds. Additionally, the DLS lives up to its Blood-Less reputation in that its laser energy significantly reduces or eliminates bleeding typically associated with surgery and eliminates burning of adjacent tissue.

The laser energy is actually directed through the diamond blade, which is forty times shaper than a steel scalpel. The diamond is the only substance known that can maintain cold contact-surface while effectively transmitting laser energy.

Surgery with the DLS results in less swelling and bruising, quicker healing and a much faster recovery time. Additionally, time in surgery is reduced by up to twenty percent. According to Dr. Wells, “As a plastic surgeon, I am always looking for technologies that not only improve results of surgical procedures, but greatly reduce patient downtime. In this regard, the DLS has significantly raised the bar in the speed and comfort with which patients have recovered from surgical procedures. The DLS also allows for the most precise cutting, which is essential when working with delicate tissues of the face and

eyes. My patients are thrilled with the surgical results and have an added bonus that there is less pain in the healing process.”

For more information regarding the Diamond Laser Scalpel or to set-up an interview with Dr. Scott Wells, contact Jaime Alyn PR at 212-213-2003 or jaime@jaimealynpr.com.