

DUSA Introduces Levulan® ALA Photodynamic Therapy to Aesthetic Surgeons at ASAPS Vancouver Meeting

By Michael Moretti, Editor

DUSA Pharmaceuticals, Inc. (Wilmington, Mass.) will expand its promotion of **Levulan® ALA** aminolevulinic acid for photodynamic therapy (PDT) to plastic surgeons. This month DUSA will make its first exhibition to this group at the annual meeting of **ASAPS, the American Society of Aesthetic Plastic Surgeons, in Vancouver, BC, April 15-21.**

DUSA's pharmaceutical product, the **Levulan® Kerastick®**, as well as its **BLU-U® Blue Light Photodynamic Therapy Illuminator**, have drawn great interest at recent regional and national dermatology and aesthetic medicine meetings. In addition, many highly regarded opinion leaders and cosmetic procedure experts have contributed lectures, workshops, and scientific articles to the growing interest in Levulan ALA PDT applications.

The new wave of interest in the DUSA product is generally not due to its approved application (treatment of actinic keratosis), but to the innovative techniques that surround the use of Levulan in cosmetic procedures. These new photodynamic treatments utilize the BLU-U or any of a number of other appropriate lasers and light sources, such as IPL's or pulsed dye lasers, already in widespread use in the offices of physicians and surgeons. Topics such as acne treatments, or "enhanced photorejuvenation" with Levulan PDT are present on the agendas of every major scientific meeting that addresses progressive cosmetic developments.

The new promotion to cosmetic and plastic surgeons at the ASAPS meeting will undoubtedly impact the expansion of Levulan use. According to the ASAPS website (www.surgery.org), plastic surgeons currently perform more than 495,000 chemical peel procedures yearly. This type of treatment produces very similar results as new off-label non-invasive Levulan applications that have been described, using the safe topical ALA activated by light or laser. The plastic surgeon segment of the aesthetic market is expected to account for significant growth of this cosmetic PDT procedure in the coming year.

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