

Survey of Major Yellow Pages Advertisers *

Physicians & Surgeons - Dermatologists

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Adult/Pediatric Dermatology Scars/Ingrown Hair Warts/Tumors/Growths Psoriasis/Itchy Skin Herpes/Genital Warts Skin Cancer/Skin Surgery Tumors/Melanoma Surgery Cosmetic Dermatology/Surgery Spider & Varicose Veins Skin Allergy/Leg Ulcers Acne/Adult Acne Retin-A/Accutane Treatment Freckles/Skin Tags/Moles Tattoo Removal/Birthmarks Vitiligo/Cysts/Keloids/Scars Reduce Cellulite Wrinkles/Crow's Feet/Lines Moh's Micrographic Surgery Botox/Collagen Injections Facial Photorejuvenation Ultrasonic Liposuction	Fungus/Vulvar Disease Ingrown Nails/Nail Problems Skin Tightening/Resurfacing Eczema/White Spots/Warts/Rash Reiki Injections / Salt Baths Leg Vein Injections Rashes/Cysts/Seborrhea Insect/Spider Bites Broken Blood Vessels Facials/Facial Peels (Obagi) Glycolic Acid, Blue & TCA Peels Photo (Light) Therapy / N-Lite Cancer Screening / Skin Biopsy Dermabrasion/Microdermabrasion Fat Injections / Lunch Hour Peels Sclerotherapy - Leg Veins Aging Skin/Age Spots/Sun Spots Tumescant Liposuction Therapy Hemorrhoids/Vanica Telangectasia / Atopic Dermatitis Sun-Damaged Skin	Laser Hair Removal / Hair Restoration Hemangiomas / Poison Oak Liposuction Surgery/Liposculpture Comedone Extraction / Pigmented Lesions Scalp Treatments/Hair Loss/Rogaine Needleless Electrology Work-Related Skin Disorders Chemical Peels / Renova (for Wrinkles) Minor Burns / Port Wine Stains Breast Augmentation/Tummy Tucks Ultraviolet Therapy for Psoriasis (PUVA) (Natural) Hair Transplant Permanent Cosmetics / Skin Care Products Sexually Transmitted Diseases (List) Hairline Reconstruction/Transplants "Phototherapy for Psoriasis and Eczema" Laser Therapy for Hair Removal, Acne Scars, Skin Cancer, Tattoos, Keloids, Spider Veins, Wrinkles, Age Spots, etc. Suspicious/Unwanted Moles
Confidence Factors:	STRONG EMPHASIS ON LOOKING BETTER, IMPROVING IMAGE, FEELING BETTER Professional Associations Years in Practice	Further Specialty - Women, Skin Cancer, Aging Skin, etc. All In Office – No Hospitalization American Board of Dermatology Practice Limited to Specialty Medicare/HMO Affiliations (List)	American Board of Laser Surgery Amer. Soc. for Laser Medicine & Surgery Board Certified/Fellow/Diplomate – American Academy of Dermatology, etc. Name(s) & Degree(s) of Practitioner(s) EpiLight/Lightsheer/Alexandrite Laser
Convenience Factors:	Accept Medicare/Other Insurances (List) Office Hours/Days Toll-Free Number "Multi-Lingual Office"	Location Data/Map Near Public Transportation Credit Cards / 24/7 Hotline Saturday/Same-Day Appointments Website Address	Insurance Paperwork/Billing New Patients Welcome/Free Parking Invitation to Visit Website "Referrals May be Required" Early A.M., Lunch & Evening Hours
Special Services or Extras:	"Special Attention to Senior Citizens" "Collagen or Your Own Fat Injections"	Foreign Language(s) Specified Repair Torn Ear Lobes Information by Phone Softform/Gortex	On-Site HIV Testing / Financing Plans Liposculpture with Ultrasound Holistic Healing Techniques Medical Skin Care Products
Typical Related Headings:	Physicians & Surgeons - Medical - MD * (* See general Physicians & Surgeons Ad Analysis Sheet for additional copy ideas.)	Clinics Hair Replacement	Guide Pages

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