



Samuel L. Davis, Esq.

President and Founder of Burn Advocates Network, Ltd.

In 2007, my vision of starting a non-profit organization which would help transform the lives of young burn survivors came to fruition. Burn Advocates Network Ltd. was founded to bring psycho-social healing in countries lacking the resources that we take for granted in the U.S. Through our programs offered at our burn camps in Israel, India and Brazil, we have helped hundreds of children rebuild the shattered self-image that almost always accompanies serious burns.

Last year, I was asked by a 16-year old camper if we could help her minimize the raised and hyper-pigmented scars on her face. I was so moved by her request, I researched what options might be available. I was shocked to learn that lasers were not being used to treat disfiguring scars on children in the very country that developed and manufactures them.

The Lumenis Ultrapulse CO₂ ablative laser, when used in conjunction with a vascular laser, reverses pigmentation abnormalities and hypertrophy. Unlike open scar revision surgery, laser therapy does not usually require general anesthesia. It is literally a cutting-edge technology.

In collaboration with the Sheba Medical Center, Burn Advocates Network is establishing the Israel Pediatric Aesthetic and Reconstructive Laser Surgery Center of Excellence. (I-PEARLS™). The project has been approved by the Government of Israel as part of The National Burn Center and will be the first pediatric laser unit in the Middle East. This state-of-the-art facility will be used to treat disfiguring scars in burn survivors and others facing severe cosmetic challenges.

The I-PEARLS™ Center of Excellence will offer state-of-the-art laser therapy to every child in Israel without regard to their nationality, religion, or ability to pay, "BECAUSE NO CHILD SHOULD LIVE WITH BURN SCARS™!"

To learn more about I-PEARLS™, please visit our website at: <http://burnadvocates.org/i-pearls/> and view our 2-minute explainer video: <https://vimeo.com/204056337>

Warm regards,
Samuel L. Davis, Esq.



Meet the I-PEARLS™ Directors



Prof. Josef Haik, M.D., M.P.H.

Clinical Director at I-PEARLS™ Center of Excellence, Sheba Medical Center/Tel Hashomer

Director of Division of Plastic Surgery and Reconstructive Surgery and Director of the National Burn Center at the Sheba Medical Center in Ramat Gan, Israel.

Prof. Josef Haik is a plastic and reconstructive surgeon and a specialist in the treatment of burns. He now heads the Sheba Medical Center as a Director in the Department of Plastic and Reconstructive Surgery. He was a fellow in burns reconstruction and intensive care in the Burn Unit of the Division of Plastic Surgery at the University of Alberta, in Edmonton, Canada. He studied aesthetic and reconstructive surgery with the acclaimed Prof. Juarez Avelar in Sao Paulo, Brazil and at the S. Orsola Hospital in Bologna, Italy. He led Israeli medical delegations in Lima, Peru and Mombassa, Kenya, and is a captain in the IDF Medical Corps. Also, he is also an instructor in plastic surgery and burns at the Sackler School of Medicine at Tel Aviv University.

Haik is the co-author of new Israeli laws for limitation of water tap temperature as well as the installation of safety valves and covers for water heaters. In 2008, he completed a master's degree in public health (MPH) in disaster planning and management. He is also the chairman of the burn prevention committee of the Israeli Council of Trauma; project initiator at the Israel Center for Medical Simulation (MSR) for the training of burn disaster teams in mass casualty situations; treasurer of the Israeli Society of Burn Injuries; and treasurer of the Israeli Society of Plastic Surgery. He is a manager of private clinics for aesthetic reconstructive plastic surgery in the NARA medical center. He speaks Hebrew, English, Italian, Portuguese and Arabic.

Haik designed and led the effort to build the advanced, \$50 million dollar hi-tech Burn Center at Sheba. He serves as the Director of this facility which has been designated as Israel's National Burn Center.

Haik is among Israel's most prolific researchers having published over 100 peer-reviewed journal articles on burns and plastic surgery. As the Director of I-PEARLS™ Center of Excellence, he will oversee the clinical operations and the training of plastic surgeons and dermatologists in the use of lasers for children with burn scars and other cosmetic and functional deficits. He presides over the annual Israel Burn Congress every year.



מחנה לילדים ניצולי כוויות בישראל
The Israel Burn Camp for Children
مخيم للاطفال الناجون من الحروق في اسرائيل



Meet the I-PEARLS™ Directors

Prof. Arie Orenstein, M.D.

Director of Advanced Technologies Research,
Research Director at I-PEARLS™ Center of Excellence, Sheba Medical
Center/Tel Hashomer in Ramat Gan, Israel.



Prof. Arie Orenstein is a plastic surgeon specializing in light and laser applications. He has spearheaded the advancement of numerous new diagnostic and therapeutic technologies. Prof. Orenstein directs the ultra-modern Maurice and Gabriela Goldschleger Center for Advanced Medical Technologies at Sheba which brings clinicians, scientists, academics and the medical technology industry together under one roof. The collaborative and creative environment speeds up the development process and ensures better delivery of patient care, more secure sources of services and continued emphasis on innovation. The center pioneered diffusion-weighted magnetic resonance spectroscopy, intra-operative-theatre portable MRI, a dynamic contrast MRI for assessment of blood brain barrier functioning and spectral imaging real-time mapping of brain functionality. His research in photo-medicine and lasers began over 35 years ago. He developed a method and system for monitoring ablation of tissues and a chemical compound that allows for early detection of colon and lung cancers.

Prof. Orenstein graduated medical school in 1971 and began collaborating with a series of hi-tech companies. He later became a plastic surgeon specializing in reconstructive surgery and burns, and an internationally-recognized expert in the clinical application of photodynamic therapy, utilizing light in the cure of skin cancers. He was a fellow at the Beckman Laser Institute at the University of California at Irvine and later became head of plastic and reconstructive surgery at Sheba. He continues to lead research projects in skin tissue engineering and immunity, scar formation and control.

Today, the Sheba Medical Center leads the country in burn prevention education and national burn trauma emergency preparedness. It is the only burn unit in Israel with in-house surgical, respiratory, intensive care and rehabilitation facilities especially devoted to burn treatment in adults and children.

As Research Director of the I-PEARLS™ Center of Excellence, Prof. Orenstein will focus his decades of experience in lasers to improving outcomes of appearance and function in pediatric burn survivors.



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