VITAHL CHICAGO EDITING GUIDE:

Below I have changed what needs to be change. Here are notes so your writers understand what we are looking for and why I made the changes

1. “A lot of people” – this sounds rudimentary, would prefer it to sound more personable and professional. Maybe instead of “a lot of people” it could be “Many of us” or “ many of our patients”
2. “They” – at the beginning it is talking about other people, as in They, then in the middle the tone changes to include the reader. Can we keep it all in one tone. I prefer to include the reader, rather than talk at them. Maybe “We” instead of they.
3. “Whole bunch” – not good English.
4. “But you are unlikely to see the benefits” – they will see some benefit, but not enough. Saying While you may see some benefit with over the counter topicals, these are not medical grade treatments and
5. irregular pigmentation – this makes me think of melanoma
6. Flashes of light- This is weird for a person to read. We do not want to have info on how a laser send light to the skin.