

T H E  
AESTHETIC GUIDE

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## Upgraded Systems Offer “Smart” Feedback and Precision Controls

By Jeffrey Frentzen, Contributing Editor

Over the last several years, physicians have been applying energy for skin tightening and other aesthetic corrections; yet, most devices still lack real-time feedback features that intelligently react to how much of that energy is reaching intended tissue targets. One manufacturer has dramatically raised the technology bar, giving physicians automated, intelligent guidance leading to better outcomes.

An innovative energy-based technology recently debuted in the form of two new medical devices from Lutronic Global (Billerica, Mass.) – the Genius™ and Clarity II™. At first glance, both systems appear to be upgrades to the Infini™ and first-generation Clarity devices, respectively. However, they have been completely redesigned with proprietary *Intelligent Design for Intelligent Care™* technology, which was developed jointly by Lutronic’s U.S.- and Korea-based researchers.

According to Lee Pannell, the company’s chief operating officer, in developing these systems, “Not only did we study clinical ergonomics to provide lightweight handpieces and more intuitive user interfaces, but our new systems provide patented, real-time tissue sensing and intelligent tracking.”

### Intelligent Design

The FDA recently cleared the Genius radiofrequency (RF)-based microneedling platform, which addresses scars, skin texture, fine lines, wrinkles and laxity anywhere on the body by stimulating the regeneration of collagen and elastin.

This system incorporates “smart” features that provide additional feedback for physicians. These advancements include complex algorithms that thoroughly examine the patient’s skin hundreds of times per second, helping operators to deliver more consistent and efficacious energy during the treatment.

In addition, adjustable settings allow providers to optimize treatment based on

age, skin type, amount of sun exposure, body area, tissue thickness and depth, and other variables. The system can also reproducibly increase dermal volume like never before.

The Clarity II was just unveiled at the March 2019 meeting of the *American Society for Laser Medicine and Surgery* (ASLMS). It has received Europe’s CE mark and South Korea MFDS clearance, and is currently pending FDA clearance.

This improved dual-wavelength platform combines 755 nm Alexandrite and long-pulsed 1064 nm Nd:YAG lasers on a single platform to address permanent hair reduction, pigmented and vascular lesions and other applications. The Clarity II comes with real-time temperature sensing, as well as proprietary *Intelligent Tracking*, which helps practitioners deliver faster, more consistent, efficacious treatment coverage while providing ongoing feedback regarding treatment endpoints.

“The company has stepped out of the box and did a great deal of histology research and clinical study,” stated Steven F. Weiner, MD, a facial plastic surgeon in Santa Rosa Beach, Fla., who also performed some of the Genius clinical trials for FDA clearance.

“They did not conform to what has been accepted as the norm in energy-based devices, but rather aspired to do better than that. With this fresh technology, increased safety was a primary concern, as well as overall efficacy,” he pointed out.

As detailed by Mr. Pannell, the new systems offer increased power, spot size, speed and other factors, while reducing pain and downtime. “That alone was no simple task to achieve,” he noted. “We went even further to provide the real-time information that can guide clinicians to deliver optimal outcomes. For instance, Lutronic Genius helps ensure that the amount of energy requested is being delivered accurately to the depth requested.”

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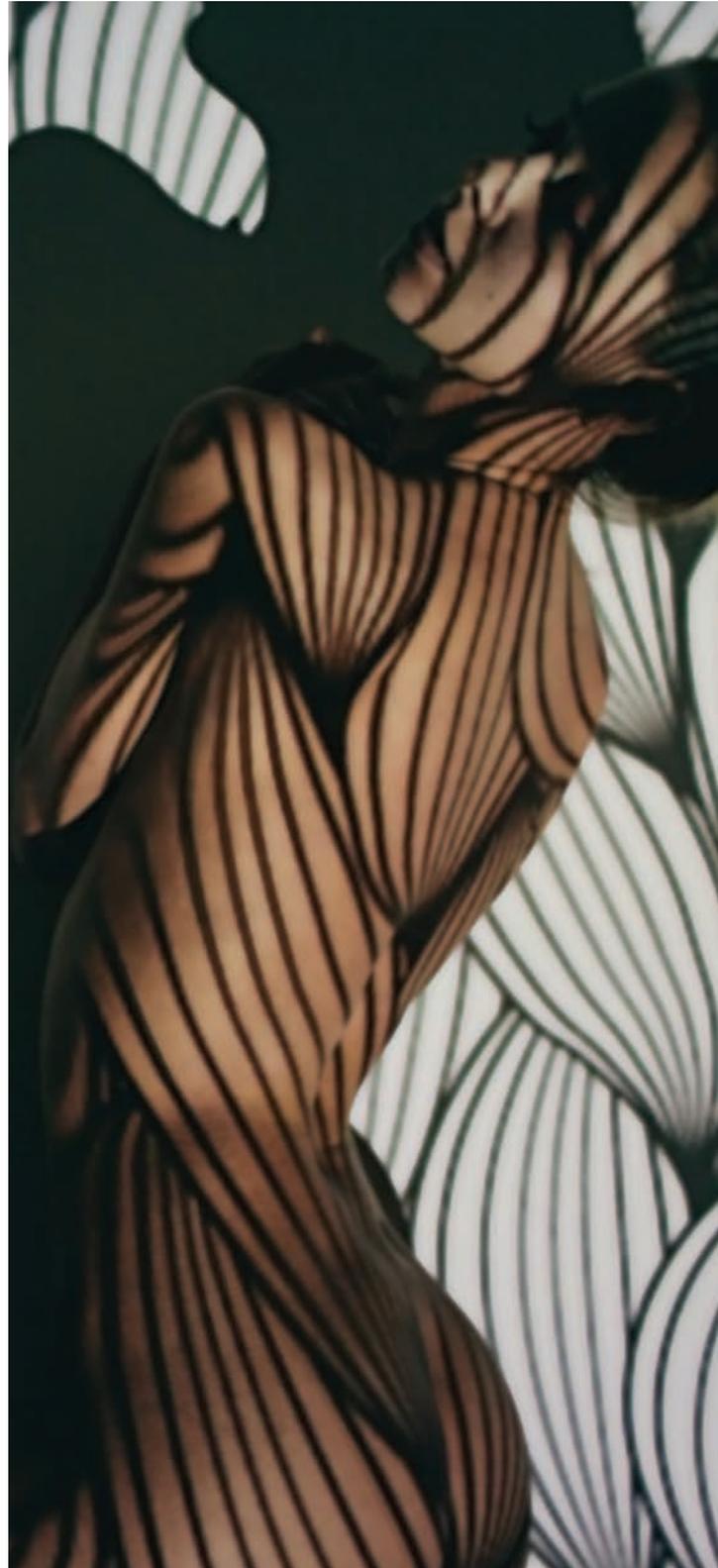
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Similarly, the Clarity II's mechanisms guarantee that energy is delivered precisely at the requested coverage rate without too much heat. "These proprietary features can eliminate the need to perform test spots or take an ultra-conservative treatment approach," Mr. Pannell added. "Other systems on the market cannot come anywhere close to this."

## Intelligent Care

"Intelligent Care technology means practitioners can perform procedures more quickly and easily," expressed Omar Ibrahimi, MD, PhD, a dermatologist and medical director at Connecticut Skin Institute (Stamford, Conn.).

"With the Genius, for instance, that means making sure each pulse is distributing the energy we want, and that the device is keeping track of the overall amount of energy delivered," he continued. With the Clarity II, Intelligent Care means that the device is helping me deliver a more complete treatment in a way that is easier for me to perform while also achieving better results."

Scott Gerrish, DO, medical director at Gerrish MedEsthetics (Vienna, Va.), welcomed the new Intelligent Care features when upgrading from the Infini to the Genius. "We had the Infini for about four years, and when the Genius became available we grabbed it. It is quite impressive. The main feature is the predictability of outcomes. The Intelligent Care technology gives you meaningful feedback as you're using it and keeps you informed."

Over the past four years, while the Infini has been a RF microneedling workhorse in Dr. Gerrish's practice, "Temperature controls and feedback were often guesswork for the operator. While these older devices would just deliver whatever energy you set, the Genius not only dials in your settings, it can also alter how that energy is delivered in terms of the tissue response. Now we know exactly what it is doing."

Cindy McClure, APRN-BC, owner of Southern Cosmetic Laser (Lodson, S.C.) has been a longtime Infini user and recently upgraded to Genius. She also employs two other Lutronic aesthetic devices in her practice, the LaseMD thulium-based laser and the Q-switched Spectra™ system. "Genius and Clarity II are definitely advancing the technology," she noted. "The Genius's smooth mechanization is quite advanced compared with other devices. It is a very smooth performer and delivers relatively comfortable treatments with much less downtime."

Physician response to both platforms has been very strong, noted Mr. Pannell.



Before and after three treatments with Genius

Photos courtesy of Steven F. Weiner, MD

"Physicians are really enjoying the ability to tailor the patient experience, whether that is maximum results, minimal pain, minimal downtime or all of the above. Reactions to Clarity II, in particular, are astounding, perhaps because laser hair removal is considered to be such a commodity. However, the multifunctional Clarity II platform not only rapidly treats hair, it also addresses pigmentary and vascular conditions just as rapidly and with unprecedented safety."

Drilling down into how Intelligent Care technology is implemented among these systems, Dr. Weiner explained, "What Lutronic's engineers did was go back to the drawing board to determine any variables that could possibly affect the results, with the goal of maximizing those variables."

For instance, in the Genius, improvements were made to the microneedle configuration regarding sharpness and diameter, Dr. Weiner elaborated. "It comes with coated

(insulated) needles and we can go anywhere from .25 mm up to 3.5 mm deep, treating the coagulation zone under the skin, which ultimately helps with wrinkles and skin tightening, as well as acne scarring.”

Next, the device’s motor was reengineered. “Its power has been maximized, as well as its speed. I can reach deeper depths more easily,” Dr. Weiner continued. “Then they looked into how the RF energy was being delivered and found that placing too much energy too quickly actually led to a termination of the energy pulse.”

### Impedance Improvements

Another technical challenge for Lutronic’s engineers was figuring out how the Genius could measure the impedance of different skin types on the fly.

“The Genius employs real-time feedback mechanisms to determine the best way to optimize energy delivery to the dermis,” noted Dr. Gerrish. “This is important because not everybody’s skin is the same. In fact, in areas of face the skin is different within the individual.

“Genius measures the resistance of the skin, called impedance, and adjusts to deliver the requested energy depending on the person’s skin resistance,” Dr. Gerrish explained. “The system feeds that information to the operator, so we can push in the exact amount of energy that is needed. We can deliver that in anybody’s skin, regardless of their hydration, thickness, the amount of collagen or amount of scarring.”

Therefore, unlike other RF microneedling platforms, the Genius’ technology delivers energy much differently, Dr. Weiner remarked.

“This is an entirely different concept from what one sees in other devices. Sometimes competing devices don’t actually deliver all the energy, because some bounces off the skin,” Dr. Weiner elaborated. “Maybe the needles aren’t sharp enough or the motor is not strong enough, or the operator does not press hard enough.

“Also, other systems may not apply the concept of delivering too much energy in a shorter period of time,” Dr. Weiner continued. “Instead, the energy will actually just cut off because the impedance goes way up. There is no way to deliver energy when the impedance is so high, and the resistance of the tissue cannot propagate the energy when it is that high. With Genius, all of these aspects are now built into the underlying technology, so we don’t run into those problems.”

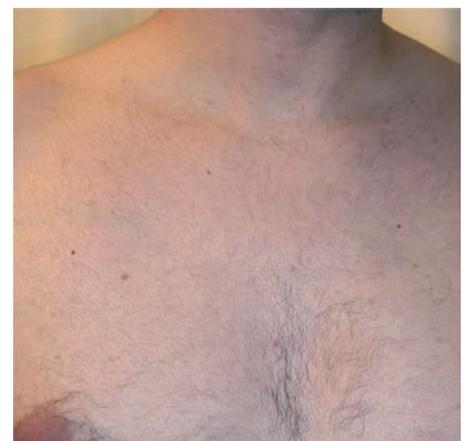
The handpiece has also been updated, stated Dr. Weiner. “One thing you’ll notice about the Genius versus the Infini is a handpiece that is a lot slicker, more ergonomic. The problem we had before was that the tip was hard to see with the previous large handpiece. This has been corrected with the Genius,” he said.

### Interface Upgrades

The devices’ user interfaces have been upgraded, as well, added Dr. Weiner. “When we start a Genius procedure we dial the millijoules per pin into the system that we want to deliver, and then we do a test spot. We



Before and after three treatments with Genius  
Photos courtesy of Lutronic



Before and after four treatments with Clarity  
Photos courtesy of Bettina Rümmelein, MD

see how effective we were in conveying the energy and what energy was actually delivered,” he stated.

“In almost every case it will be exactly as you calculate, meaning 49 pins times the per-pin energy and that will give you the total pulse energy,” he explained. “We aim for anywhere from 0.5 J per pulse up to 2 J per pulse, and maybe even slightly higher to get to deeper levels of tissue. Then, we will usually do two to three passes per patient, again adjusting the energy according to the indication we are treating, whether it is aging, acne scarring, contouring of the jawline or working in the submental area. Each of these different areas get treated a little bit differently.”

The software provides an easy-to-read feedback system during the procedure. “If the pulse you are giving is successful, then you see a green light. If you see a yellow light, the system is warning the operator that something is amiss. They could be moving the handpiece too quickly, or not being perpendicular to the skin or not pressing firmly enough,” Dr. Weiner shared. “Or, perhaps the tissue itself is too dehydrated or sun damaged to be able to accept the amount of energy that you want to send. You adjust according to that feedback,” reported Dr. Weiner.

The Clarity II operates via very similar parameters, Dr. Weiner conveyed. “As with the earlier Clarity system, the Clarity II operates on two wavelengths, but the delivery mechanism is completely changed. The new system uses a rolling mechanism to deliver the energy, so instead of doing pulses you roll the applicator along the skin and deliver pulses as you go.”

In addition, the Clarity II allows operators to adjust the rolling action to overlap. “Theoretically, you can go from 15% to 50%, for instance, and if you go within the prescribed speed range, you will get precise coverage every time. If you’re moving the applicator too fast, then the machine tells you that you need to slow down,” Dr. Weiner stated.

During treatment, the feedback system monitors skin temperature to the correct levels for all skin types, which is especially critical in darker skin where excessive heating raises the risk of inflammatory hyperpigmentation.

“As it turns out, because of all the changes to the underlying technology, the delivery of energy is actually more comfortable for patients, especially where RF microneedling is concerned,” Dr. Weiner revealed. “I don’t want to fool people into thinking that there is no discomfort at all when getting a Genius treatment. Patient discomfort is directly associated with the energy delivery. For patients that can tolerate a little bit of discomfort, you give more energy per pulse. For patients that cannot tolerate as much, sometimes you give more pulses, each with less energy.”

### Increased Patient Satisfaction

Patient satisfaction has been high, noted Dr. Ibrahim. “With the addition of Intelligent Care to the Genius, my patients have commented how much more comfortable the treatments are, while at the same time saying they feel the results are better. While the Clarity II is not yet FDA cleared, the test subjects I have treated all



Acne before and after two treatments with Clarity  
Photos courtesy of Sanchez Saizar, MD



Before and 90 days after second treatment with Genius  
Photos courtesy of Roy G. Geronemus, MD

remarked how much they prefer this device to previous methods of hair removal.”

Dr. Gerrish noted that while using the Infini gave good clinical results, “Patients said the treatment could hurt. We had to numb everybody with injections of lidocaine, which was a barrier for some patients. Just the numbing injections could create bruises, which ultimately created more downtime.”

According to Dr. Gerrish, “The benefits of the Genius are the redesigned needles and the way the system delivers the energy. Now, patients have said the comfort level is much better. We use just a topical to numb the dermis. That was the really exciting part for us. It opened up the door for so many patients who were hesitant to get numbed with anything more than a topical.”

Increased patient approval levels relate back to the ergonomic improvements and advanced technological prowess developed in both the Genius and Clarity II, noted Mr. Pannell.

“Our research not only leads us to study the science of tissue interaction, but we really take to heart the physician’s experience and the patients’ outcomes,” he expressed.

### Inspiring Objectives

“While other companies simply set up distribution agreements for existing technology, Lutronic has gone the other direction,” Mr. Pannell stated. “In fact, one-third of our team is involved in our R&D efforts. These people are innovative, smart and enthusiastic to provide novel, completely-out-of-the-box products and solutions,” he said.

Ms. McClure has been impressed with how Lutronic not only offers top aesthetic solutions but also treats the provider well. “I’m really impressed with them,” she opined.

“When we have chosen any of Lutronic’s devices, they have really gone out of their way to make sure that we have every customer support needed, be it technology related, marketing or clinical support,” she elaborated.

“I’ve dealt with quite a few companies and Lutronic definitely stands out as one of the best. Their devices have all been good, but the real success is the company itself. We can adopt the best device in the world, but if I don’t have the manufacturer’s support behind me, then it’s not something I want to promote.”

In Dr. Ibrahim’s opinion, “Lutronic is ahead of the curve in recognizing that things like Intelligent Care can help me



Before and after three skin toning treatments with Clarity

Photos courtesy of Sanchez Saizar, MD

deliver better and safer treatments to my patients. When a device makes me look better to my patients, then I am going to be a fan of that device.”

Both the Genius and Clarity II are “Heads and tails above anything else on the market,” Dr. Weiner concluded. “I told the company that once the Genius was FDA-approved everything else would become obsolete, because it is now really difficult for the competition to say that they match up to what is available in both of these systems.”

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# HERE'S WHAT PHYSICIANS ARE SAYING ABOUT THE VIVACE EXPERIENCE™



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Sacramento, CA



Dr. Jordana Herschthal  
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- **Dr. Jordana Herschthal, Boca Raton, FL**

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- **Dr. Sheila Nazarian, Beverly Hills, CA**

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## V·LASER

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& 1064nm Nd:YAG



# A Safe and Effective Treatment for Vascular Lesions

By Zbigniew Matuszewski, MD

Cutaneous vascular disorders have been treated with a variety of medical methods, from sclerotherapy to energy-based devices like lasers and intense pulsed light (IPL), and even surgery. According to the extended theory of selective photothermolysis, long-pulsed lasers are preferred, with various wavelengths having been used to treat vascular lesions effectively and safely, including 577 nm, 585 nm, 595 nm, 532 nm, 755 nm, 1064 nm and others.

Owing to its feature of a higher absorption coefficient in hemoglobin, pulsed dye laser (PDL) is one of the most commonly used devices to treat vascular lesions, such as telangiectasia, rosacea and so forth. However, PDL has a train pulse associated with microseconds, which can cause blood to leak from the vessel wall and result in purpura. Also, since the medium is a consumable dye, high maintenance costs are required.

Studies have shown that KTP provides a similar effect to PDL, but with the added benefit of improved comfort and reduced purpura, making it a suitable alternative wavelength. With a higher absorption coefficient in hemoglobin, it delivers a smooth pulse profile, rather than a spiky profile duration, which results in a reduction in the incidence of purpura when treating vascular lesions.

I personally use the long-pulsed KTP and Nd:YAG laser, V-laser, developed by Wontech, Ltd., Co. (Daejeon, South Korea), and am very satisfied with its performance and clinical outcomes.

V-laser has a square-shaped pulse and is called a true long pulse. The pulse duration can be adjusted over a wide range, allowing physicians to modify the pulse width based on the size of the lesion. For smaller vascular lesions sized less than 1 mm, 10-12 ms are typically used, and for

larger vascular lesions from 2-4 mm, 20-40 ms are used.

The V-laser system has a dual wavelength of 532 nm and 1064 nm. I use the 532 nm KTP to treat red and superficial lesions, such as telangiectasia, cherry angioma, rosacea, hemangioma and diffuse redness, while the 1064 nm Nd:YAG is used for the treatment of blue and deep veins like venulectasia, reticular veins and others.

For leg veins larger than 2-3 mm, surgery is normally required. However, I have achieved very satisfactory clinical results using the V-laser. Patients are also satisfied with the V-laser treatment due to improved comfort and minimal post-treatment complications compared to surgery.

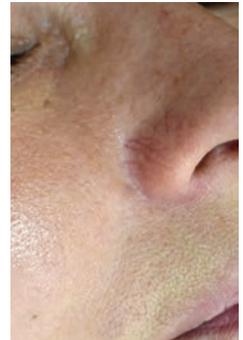
A 3 mm spot size is commonly used for vascular lesions, but occasionally a 5 mm spot size is used. However, it is important to remember that for safe and effective procedures with larger spot sizes, you must fine-tune the parameters and cooling temperatures.

The V-laser is equipped with a contact cooling system that is extremely efficient in increasing procedural comfort and skin cooling with no consumables. And the sapphire window is large enough to provide a perfect view of the treatment area. Cooling temperatures can be adjusted in five steps (off, 5° C, 10° C, 15° C, 20° C) so that treatment can be performed at the proper temperature for each lesion.

Clear gel is used when treating vascular lesions because colored gels can react to the laser energy. The gel improves cooling capability, which increases comfort and helps prevent thermal damage.

With a long-pulsed KTP and Nd:YAG, benign pigmented lesions can also be treated (i.e. lentigines, dyschromia, freckles, pigment, post-inflammatory hyperpigmentation,

Telangiectasia before and after treatment with V-laser  
Photos courtesy of Zbigniew Matuszewski, MD



Leg veins before and after treatment with V-laser  
Photos courtesy of Zbigniew Matuszewski, MD



poikiloderma, etc.). While benign pigmented lesions are frequently treated with Q-switched lasers, by delivering a photothermal effect instead of a photomechanical effect, a long-pulsed laser delivers a gentler treatment in terms of adverse side effects and downtime.

Even melasma can be treated with KTP and Nd:YAG. KTP works as a pigment remover and Nd:YAG is used to cut down the feeding vessels and/or improve the dermal environment.

The dual wavelength can also be used in other indications, including inflammatory lesions and skin rejuvenation. V-laser effectively treats inflammatory lesions such as acne vulgaris, providing photodynamic effects on *P. acnes* and sebaceous glands.

For skin rejuvenation, the 532 nm KTP removes pigmentation and diffuse redness, and improves dull skin tone. The 1064 nm delivers bulk heating to the dermis, thus stimulating fibroblasts for neocollagenesis. In addition, the combination of V-laser treatment with hyaluronic acid and/or neurotoxin can provide dramatic skin rejuvenation and skin revitalization outcomes.

The V-laser has a variety of spot sizes in the form of cartridges so you can choose a spot size that is appropriate for the treatment area and/or lesion. Another advantage is that even if one cartridge is broken, you don't need to replace all of the cartridges.

Another thing to emphasize with the V-laser system is that it is designed to delay the first laser irradiation about 0.5 seconds. This reduces KTP damage, thus decreasing the need for maintenance and increasing the lifetime of the device.

Most patients who come to my clinic desire solutions for vascular and/or pigmented lesions and skin rejuvenation. The V-laser's versatility and ease of use allow me to treat all of these indications and more, safely and effectively.

Acne vulgaris before and after treatment with V-laser

Photos courtesy of Zbigniew Matuszewski, MD



**Zbigniew Matuszewski, MD**

Dr. Matuszewski founded the Laser Studio in Poland in 1998. He has been fascinated with the possibilities of lasers in medicine since he first started practicing medicine. He has developed a number of original laser techniques and practices, and each treatment plan is individually designed for each patient. After more than 20 years of professional experience, Dr. Matuszewski has invented a number of successful and innovative aesthetic and surgical procedures, many of which are only performed at Laser Studio.

# A Natural Injectable Using a Regenerative Fat-Building Matrix

By Jeffrey Frentzen, Contributing Editor

Every so often a new aesthetic innovation turns people's heads. Such is the case with Renuva® from MTF Biologics, (Edison, N.J.), an off-the-shelf adipose matrix made from donated allograft tissue, which can be injected into soft tissue defects in any body area that fat is naturally occurring. It then acts as a scaffold to allow the body to grow new fat cells.

Physicians have used Renuva to address volume loss, liposuction irregularities, scars, hand and facial rejuvenation, and breast contouring.

"Renuva is a unique injectable that uses the matrix surrounding human fat cells, letting us volumize certain defects in the skin," expressed Michael H. Gold, MD, a dermatologist in Nashville, Tenn. "It works by forming a matrix that becomes adipose tissue over time. I think it will be useful for facial volumization and for any fat-related defect, such as fat atrophy following steroid injections. This is a great concept that most clinicians will find useful."

Renuva allografts retain the structural and endogenous materials found in human fat, such as collagens, growth factors and proteins needed for the matrix to vascularize after injection. This leads to localized adipogenesis as the graft incorporates and remodels.<sup>1</sup>

According to Rod J. Rohrich, MD, a plastic surgeon in Dallas, Texas, "Renuva supports the body to rebuild fat, which is very appealing to patients. I use it in the face, head and neck areas, and it works really well. It truly is a natural filler."

As reported by Regina M. Fearmonti, MD, a plastic and reconstructive surgeon in San Antonio, Texas, "Having performed fat grafting to address volume loss in the hands and face, I was looking for an in-clinic

alternative with comparable results and no donor site. While I have used long-lasting fillers to correct cellulite dimples and liposuction defects, I felt a need for a solution that handles more like fat and with lasting results. Renuva filled both of those needs."

When compared to ordinary hyaluronic acid fillers, "For volumization it has compared nicely," Dr. Gold reported. "In clinical trials, the patients' skin quality and tone have shown improvement from baseline."

Regarding volume retention, Dr. Fearmonti noted, "I have been using Renuva for two years. I usually perform larger volume injections over two sessions to avoid overcorrection and to better assess the result once the saline used to reconstitute the product has resorbed. Using that protocol, I have seen maintenance of the final injected volume at two years."

Going forward, Dr. Rohrich is optimistic about Renuva's potential as a safe, effective advancement in fat grafting. "I've used Renuva in patients where it lasted well over a year," he stated.

"Also, you have a lot more control compared with a regular injectable," Dr. Rohrich continued. "I think this is the beginning of how we are eventually going to do it. The age of truly replacing like with like in our own bodies has arrived, and this product can actually regrow what has been lost. It is the way to go."

## Reference:

1. Kokai et al. (2019). *Injectable Allograft Adipose Matrix Supports Adipogenic Tissue Remodeling in the Nude Mouse and Human. Plastic and Reconstructive Surgery*. 143. 299e-309e. 10.1097/PRS.0000000000005269.



**Michael Gold, MD**  
Dermatologist  
Nashville, TN



**Rod J. Rohrich, MD, FACS**  
Plastic Surgeon  
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# Laser Expert Discusses the Benefits of Next-Generation Picosecond Technology

By John Jesitus, Contributing Editor

Mark B. Taylor, MD, a dermatologist based in Salt Lake City, Utah, started using the Discovery Pico device from Quanta System (Milan, Italy), because he liked its combination of picosecond, Q-switched and thermal pulses. Now, after two years of using this device, he is still confident that he made the right choice. “It has been a very reliable laser and the company has been in business a long time,” he stated.

With multiple pulse widths and wavelengths, and a new fractional handpiece, the Discovery Pico can keep aesthetic practices busy.

Dr. Taylor’s most common indication for the device is tattoo removal. “We see all types of tattoos – from small to huge tattoos covering a large part of the trunk or extremity,” he shared. For patient comfort, he uses topical or local anesthesia, depending on tattoo size and placement location on the body.

Assessing tattoo colors helps Dr. Taylor pick appropriate wavelengths and ink density determines energy levels. For recent, dark black tattoos, he typically chooses 1064 nm with a picosecond setting at 2 – 3 J/cm<sup>2</sup> and raises energy levels at subsequent treatments if needed.

“For red ink, we will use the 532 nm wavelength because that is more color-specific for red inks. The light is absorbed by the tattoo pigment particles and broken into very small pieces that can then be processed by the immune system,” he explained.

Yellow has traditionally been a very difficult tattoo ink to remove. However, Dr. Taylor said that with picosecond pulses, the Discovery Pico’s 532 nm wavelength provides better response than nanosecond lasers.

For most tattoos, the device’s 1.8 GW peak power supports larger spot sizes and faster treatments. “It also distributes more random photons into the skin that then bounce around and help break up pigment,” Dr. Taylor elaborated. “Using a new fractionated 1064 nm handpiece (with picosecond pulses) to ‘perforate’ the skin first may enable one to decrease total treatments by up to one-third, he added. Lightly inked homemade tattoos may require as few as two to four treatments; deeper professional tattoos may require many treatments.

Some tattoos, such as black ones, may respond better to nanosecond pulses, followed by picosecond pulses at subsequent sessions, said Dr. Taylor. “It is nice to have both the nanosecond and picosecond pulses available for different tattoos.”

The Discovery Pico’s fractionated handpiece also provides effective tissue regeneration and treatment of fine lines, wrinkles and acne scars with better tolerability and high safety for patients, he said. “Typically, we recommend at least one session weekly for a month,” Dr. Taylor noted. For inflammatory acne, Dr. Taylor uses the 1064 nm laser with longer pulses.

To treat melasma, he typically uses a 7.5 mm spot and 0.9 J/cm<sup>2</sup> with the 1064 nm wavelength and picosecond pulses. These treatments are especially beneficial for patients with sensitive skin who are more likely to develop post-inflammatory hyperpigmentation (PIH) after laser treatment. Additionally, the laser’s thermal pulse, with spot sizes up to 9 mm, allows Dr. Taylor to provide skin tightening in focal areas on the face and neck.

“It is quite a versatile laser. We keep it very busy in our office.”



**Mark B. Taylor, MD**  
Dermatologist and  
Cosmetic Laser Surgeon  
Gateway Aesthetic  
Institute & Laser Center  
Salt Lake City, UT

Permanent  
makeup tattoo  
before and six  
months after  
treatment with  
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Photos courtesy  
of Mark B.  
Taylor, MD



Pigment before  
and after  
PicoFacial  
photo facial  
treatment with  
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# New Surgical Marker Keeps Surgeons Sane in the O.R.

By Jeffrey Frentzen, Contributing Editor

In the operative field, surgeons frequently need to mark patients before and sometimes during surgery on surfaces that are moist or covered with blood, fat and other fluids. The tips of most standard markers will usually stop writing on wet surfaces because they get clogged with fluids, which halts the flow of ink.

Viscot Medical (East Hanover, N.J.) has created the Visflow® Pressurized Surgical Skin Marker to eliminate this problem. The product's flexible barrel enables continuous writing on wet tissue.

"This marker solves the frustrations that I've encountered with other markers, namely that they gum up with any kind of body fluid or preps," stated Stephen B. Lober, MD, a plastic surgeon in Athens, Ga. "You take a sterile marker to make a mark, and then when you go to use it again it won't work because the tip is coated, so you have to go get another one and then another one."

With the Visflow Pressurized Surgical Skin Marker, however, ink continues to flow for repeated marking via a vent hole on the side of the pen's barrel. By covering the vent hole and gently squeezing the barrel, ink is pushed into the tip, thus allowing the surgeon to continue without having to use multiple markers.

"By squeezing the marker, you push out that layer or barrier of oil or whatever it is that is gumming up the tip. You can keep reloading the tip," Dr. Lober expressed. "It is a great way of marking intraoperative surgical fields, especially in abdominoplasty. In surgical training, during an abdominoplasty procedure, for instance, instead of having to use multiple sterile markers, people would instead use methylene blue with a Q-tip® application, which is not a precise method."

Other approaches include using colored permanent markers in a sterile pouch made from draping sheets. "After training,



most surgeons would continue with one of these approaches. However, these are cumbersome. When I left training and started my practice, I found out the cost for methylene blue and I started reeling," Dr. Lober recalled.

According to Dr. Lober, each small vial of methylene blue cost him around \$35 or \$40. "Those costs add up quickly. Therefore, when a physician starts working in their own operating room, they will soon realize how much they are spending on methylene blue. I did not feel good about throwing my money away."

Dr. Lober concluded, "The Visflow Pressurized Surgical Skin Marker is a nice solution to an annoying problem. Using it is a lot more cost-effective than sterile methylene blue, which is meant for injection and not for marking. The Viscot squeeze marker makes the whole marking process during surgery so much easier. The true utility of this device is that you can keep reusing it, so that definitely saves me money and time."

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# Integrated Communications Platform Simplifies Office Life

By John Jesitus, Contributing Editor

What's in a name? Well, when you're talking about the Weave Integrated Communications platform from Weave (Lehi, Utah) – everything. As the name would lead you to believe, this platform weaves multiple communications and payment processes together under a single platform, eliminating costly single-purpose vendors and making life easier for physicians, staff members and patients.

P. Daniel Ward, MD, a facial plastic surgeon in Salt Lake City, Utah, chose the system around nine months ago to streamline his practice's communications and payment processes. He first learned of Weave from the husband of one of his staff members, who works for the company.

What began as after-hours small talk quickly became serious interest. Dr. Ward told his staff member's husband that Weave was doing exactly what his practice was paying five separate companies to do.

Dr. Ward's practice now uses Weave's Voice over Internet Protocol (VoIP), patient review system, fax, two-way texting and Text-To-Pay functions. Through the multiple vendors, these services had been costing his practice at least \$800 monthly – around twice the cost of Weave.

## Improve Billing Functions

The Text-to-Pay feature allows patients to schedule and pay for procedures using their mobile phones. When a patient books a surgery, Dr. Ward's scheduler simply texts a secure link for the patient to click on to pay with a credit card. "Before, patients had to come in and swipe their credit cards, or sometimes give the number over the phone. Text to pay provides a much easier way to pay. And patients think it is great."

According to Weave, patients pay 70% of Text-to-Pay requests within one day. Additionally, Dr. Ward's biller finds it much easier to bill insurance co-payments via text rather than paper statements.

## Increase Practice Reviews

In Dr. Ward's experience, the system's Reviews feature has definitely increased the number of reviews the practice garners. After an appointment, a staff member logs into Weave, enters the patient's phone number and sends a personalized text

thanking the patient for visiting and asking if they wouldn't mind submitting a review.

With Dr. Ward's installation, patients can click separate links to report good or unsatisfactory experiences. Good experiences go directly to Google, Facebook or Yelp. Less-than-stellar reviews go to the practice. This way, his office manager can call the patient to address the situation. "It is nice to validate their concern without it going right to Google," he shared.

According to Weave, the occasional negative review is hardly a catastrophe. Most buyers trust a product more if its reviews appear unfiltered,<sup>1</sup> and it is important that practices post a digital trail of their efforts to fix any problems.

## Promote Office Chatter

Weave also supports team chat functions. "Everyone in our practice uses iPads," said Dr. Ward. Through the app, front-desk staff can alert an aesthetician in a treatment room that their next appointment has arrived – without leaving the reception desk.

Similarly, the ability to text from his practice's main number allows for easy patient communication. "Using a laptop, you can send texts, such as, 'Mr. Jones, your test results have arrived. Please give us a call.' It is a patient satisfier."

Also among the 40+ functions supported by Weave are e-mail marketing (in beta), remote call management and missed call texts, as well as automated appointment confirmations and reminders. And the full VoIP phone system integrates easily with practice management and customer relationship management software, according to the company.

"We are so happy we found Weave," said Dr. Ward. His only advice? "Sign up. It will eliminate some stress from your life."

## Reference:

1. Capterra, Inc. From Reviews to Results: Impact of Business Software Reviews. <https://www.capterra.com/b2b-software-reviews-infographic>. Published May 26, 2015. Accessed April 19, 2019.



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*\*Studies have not been performed to determine whether the presence or absence of accessory proteins has a long-term effect on safety or efficacy. References: 1 XEOMIN (incobotulinumtoxinA) for injection, for intramuscular use. Prescribing Information. Merz Pharmaceuticals, LLC, 2018.*

#### INDICATIONS AND USAGE

XEOMIN® (incobotulinumtoxinA) for injection, for intramuscular use is indicated for the temporary improvement in the appearance of moderate to severe glabellar lines with corrugator and/or procerus muscle activity in adult patients.

#### IMPORTANT SAFETY INFORMATION

##### WARNING: DISTANT SPREAD OF TOXIN EFFECT

See full prescribing information for complete **BOXED WARNING**.

The effects of XEOMIN and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults, particularly in those patients who have underlying conditions that would predispose them to these symptoms.

Please see back of this page for important safety information.

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## CONTRAINDICATIONS

Hypersensitivity reactions have been reported with botulinum toxin products (anaphylaxis, serum sickness, urticaria, soft tissue edema, and dyspnea). If serious and/or immediate hypersensitivity reactions occur further injection of XEOMIN should be discontinued and appropriate medical therapy immediately instituted. XEOMIN is contraindicated in patients with known hypersensitivity to any botulinum toxin preparation or to any of the components in the formulation.

Use in patients with an infection at the injection site could lead to severe local or disseminated infection. XEOMIN is contraindicated in the presence of infection at the proposed injection site(s).

## WARNINGS AND PRECAUTIONS

- The potency units of XEOMIN are specific to the preparation and assay method used and are not interchangeable with other preparations of botulinum toxin products. Therefore, Units of biological activity of XEOMIN cannot be compared to or converted into Units of any other botulinum toxin products.
- Treatment with XEOMIN and other botulinum toxin products can result in swallowing or breathing difficulties. Patients with pre-existing swallowing or breathing difficulties may be more susceptible to these complications. When distant effects occur, additional respiratory muscles may be involved. Patients may require immediate medical attention should they develop problems with swallowing, speech, or respiratory disorders. Dysphagia may persist for several months, which may require use of a feeding tube. Aspiration may result from severe dysphagia [See BOXED WARNING].

- Individuals with peripheral motor neuropathic diseases, amyotrophic lateral sclerosis, or neuromuscular junctional disorders (e.g., myasthenia gravis or Lambert-Eaton syndrome) should be monitored particularly closely when given botulinum toxin. Patients with neuromuscular disorders may be at increased risk of clinically significant effects including severe dysphagia and respiratory compromise from typical doses of XEOMIN.
- **Glabellar Lines:** Do not exceed the recommended dosage and frequency of administration of XEOMIN. In order to reduce the complication of ptosis the following steps should be taken:
  - avoid injection near the levator palpebrae superioris, particularly in patients with larger brow depressor complexes;
  - corrugator injections should be placed at least 1 cm above the bony supraorbital ridge.
- XEOMIN contains human serum albumin. Based on effective donor screening and product manufacturing processes, it carries an extremely remote risk for transmission of viral diseases and Creutzfeldt-Jakob disease (CJD). No cases of transmission of viral diseases or CJD have ever been reported for albumin.

## ADVERSE REACTIONS

**Glabellar Lines:** The most commonly observed adverse reaction (incidence  $\geq 2\%$  of patients and greater than placebo) for XEOMIN was Headache (5.4%).

## DRUG INTERACTIONS

Co-administration of XEOMIN and aminoglycoside antibiotics or other agents interfering with neuromuscular transmission, e.g., tubocurarine-type muscle relaxants, should only be performed with caution as these agents may potentiate the effect of the toxin.

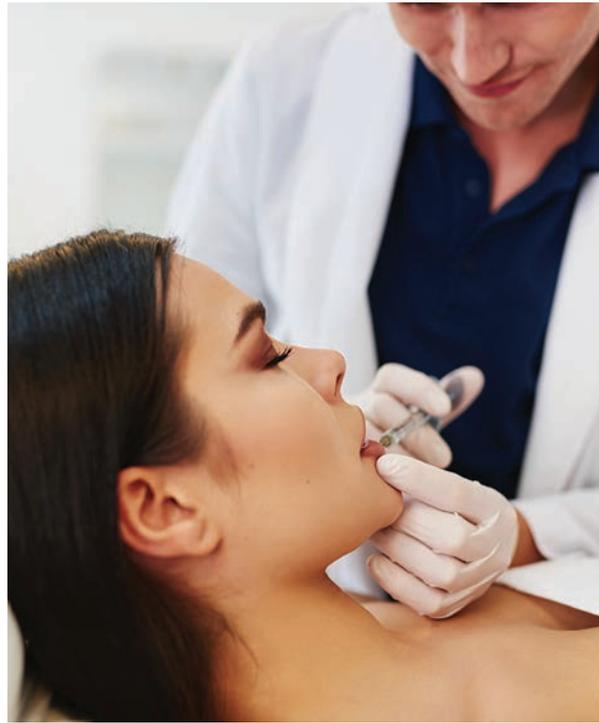
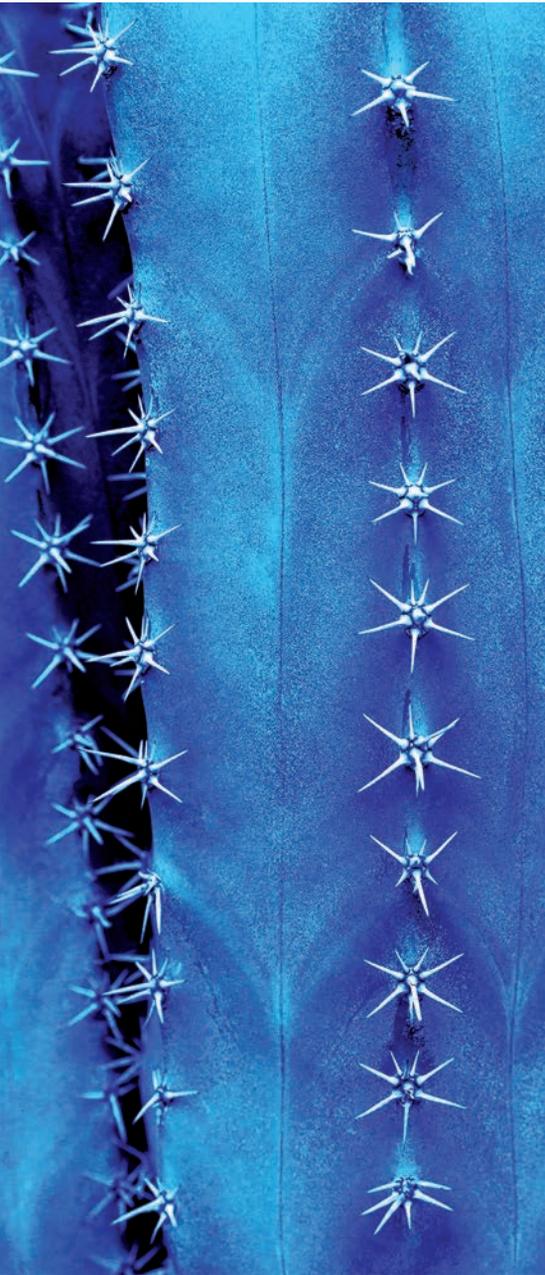
Use of anticholinergic drugs after administration of XEOMIN may potentiate systemic anticholinergic effects. The effect of administering different botulinum toxin products at the same time or within several months of each other is unknown. Excessive neuromuscular weakness may be exacerbated by administration of another botulinum toxin prior to the resolution of the effects of a previously administered botulinum toxin.

## USE IN PREGNANCY

There are no adequate data on the developmental risk associated with the use of XEOMIN in pregnant women. XEOMIN should be used during pregnancy only if the potential benefit justifies the potential risk to the fetus.

## PEDIATRIC USE

Safety and effectiveness of XEOMIN in patients less than 18 years of age have not been established.





# The Facial Injectables' Renaissance: Modern Treatments and Expanded Patient Base Revitalize the Market

By Jeffrey Frentzen, Contributing Editor

With a growing patient base spanning Millennials to Baby Boomers, combined with the introduction of novel products and cutting-edge techniques, facial injectable treatments remain in high demand.

In the realm of neurotoxins, for nearly a decade physicians have had three options available: Botox® Cosmetic (Allergan), XEOMIN® (Merz Aesthetics), and Dysport® (Nestle Skin Health / Galderma), which currently celebrates its 10-year anniversary of treating glabellar lines.

As clinical literature comparing BoNT-A agents for antibody formation, resistance and loss of effect is inadequate, a recent study analyzed Botox Cosmetic, Dysport and XEOMIN for decreased therapeutic effect based on data from the FDA adverse event reporting system (FAERS) database. The study revealed that adverse events for XEOMIN, which has been shown to be the only BoNT-A agent on the U.S. market that has removed unnecessary proteins and maintains a very pure active component, were much less likely to be related to decreased therapeutic effect versus the other two products.

Looking ahead, two products in the pipeline are expected to expand practitioners' options and shake things up in the neurotoxin market. The recently FDA-approved product, Jeuveau™, from Evolus (Newport Beach, Calif.), will provide the first 900 kDa botulinum toxin since Botox Cosmetic. A 2019 launch of Jeuveau in the U.S. and

Canada is imminent. A European release is scheduled for 2020.

Leading up to FDA approval, Evolus effectively completed a five-study clinical trial in the U.S., the E.U. and Canada in order to receive regulatory approvals for the treatment of moderate to severe glabellar lines. The clinical program, which met the respective primary endpoints, included three multi-center, randomized, controlled, single dose Phase III studies and two open label, multiple dose, long-term Phase II studies.

In April, the company announced the publication of the largest European and Canadian Phase III head-to-head pivotal non-inferiority study comparing Jeuveau and Botox Cosmetic. Results showed responder rates for the primary endpoint of 87.2% for Jeuveau and 82.8% for Botox.

Jeuveau's planned price point – as much as 20% to 25% lower than the cost of Botox – will likely create strong competition with the big three neurotoxin providers. This fierce competition for market share will ultimately benefit physicians and consumers.

Another new product, known as RT002, from Revance (Newark, Calif.), or Daxi, has shown potential of becoming the first long-lasting injectable formulation of botulinum toxin type A.

In addition, partnering with South Korea-based neurotoxin developer Hugel, Inc., Croma-Pharma GmbH (Leobendorf,

Austria), is poised to enter the U.S. market in the near future with Botulax and its range of saypha® hyaluronic acid (HA)-based fillers and PDO thread products.

Whatever novel or established products are being used, practitioners are busily investigating new approaches that employ neurotoxins, dermal fillers, platelet-rich plasma (PRP), stem cells and other biologics alone or in combination, in order to advance rejuvenative therapies and procedures.

When it comes to dermal fillers, “Physicians are using a few new techniques, most of which are coming to the U.S. from Europe,” stated Lori Robertson, MSN, FNP-C, clinical director and owner of Skin Perfect Medical in Brea, Calif.

“For instance, skin boosters use injectable HA to restore a smooth complexion and stimulate collagen production. You employ micro droplets that help plump up the skin and kind of lift it up, but also pull water into the area. This will help boost hydration. Also, these products provide a really good way to help soften wrinkles when toxins alone won’t do it.”

Other new approaches include the “ferning” technique developed by Amsterdam-based Tom Van Eijk, MD, noted Ms. Robertson. “This injection technique uses only minimal amounts of Restylane® Classic (Galderma / Nestle Skin Health) to actually strengthen the skin and cause collagen growth with dermal thickening over time. The results are astounding,” she said.



**Lori Robertson, MSN,  
FNP-C**

Clinical Director  
Owner  
Skin Perfect Medical  
Brea, CA

As reported by Haideh Hirmand, MD, a plastic surgeon in New York City, N.Y., “Consumers are always asking for a natural looking result, and providers have responded, especially when it comes to fillers.”

The most natural appearing fillers allow movement with the contour of the face. Galderma’s Restylane® Refyne and Restylane® Defyne are HA-based fillers that utilize a special technology, which allows the injected filler to move with a range of facial expressions. The products help smooth moderate lines with built-in flexibility, providing a consistent texture for natural expressions in motion.

“These products are designed to help smooth out smile and laugh lines while maintaining a natural look, thereby creating a beautiful effect without any visible signs of having had any treatment when you smile and show expression,” Ms. Robertson noted. “Defyne is my ‘desert island’ filler because I can do so much with it. It doesn’t sit there and lift. It will diffuse and fill.”



**Haideh Hirmand, MD,  
FACS**

Plastic Surgeon  
New York City, NY



**Rand Rusher, RN**  
Beverly Hills, CA

Another innovative use of fillers and neurotoxins encompasses bio-stimulation, which is the triggering of the body’s self-healing mechanisms, in addition to forms of regenerative medicine, which in some cases apply the patient’s own tissue alongside injectable therapies.

As a concept, bio-stimulation is often used with terms like “collagen induction therapy” and “collagen restoration,” which covers an expansive list of products and technologies from injectables to microneedling.

Among fillers, products not only include HA, but also straight collagen, calcium hydroxylapatite (Radiesse; Merz Aesthetics) and injectable poly-L-lactic acid (PLLA), found in the Sculptra filler. Fillers comprising Polycaprolactone (PCL), such as Ellansé from Sinclair Pharma, offer high viscosity bio-stimulation.

Combining these therapeutic approaches is becoming more popular, noted Dr. Hirmand. “We are discovering ways to remodel the skin using collagen induction therapies with fillers, to bio-stimulate rather than just fill lines,” she expressed.

“We have protocols that optimize the collagen induction and bio-regenerative properties of fillers, which are like skin boosting techniques versus just filling one-off lines and hollows. It is a way to use HA to extend its utility beyond volumization,” Dr. Hirmand continued.

The clinical work being done by physicians to exploit the bio-regenerative qualities of injectables is truly cutting-edge, Dr. Hirmand stated.

“We are a little bit ahead of the science,” she elaborated. “The use of injectables in bio-regenerative aesthetic therapies, whether it is HA, PRP or stem cell therapies, is producing anti-inflammatory effects that we are seeing in clinical settings. The science is going to be emerging over the next few decades to support that.”

One of those novel, but lesser known, approaches is microbeading, which employs fillers to address a specific problem related to blepharoplasty, in which a hollowness around the eye gradually becomes more pronounced, post-procedure.

According to Dr. Hirmand, who developed this technique, “Microbeading is a very advanced technique that uses fillers in a new way, to inject into the lower lid itself. The idea is to not place filler under the thin skin of the lower lid, but instead to actually put it under the reticularis.”

“As people age, one of the changes that we observe, whether or not they had surgery or never had herniation of the fat bag, the eye starts to look really set back and the lower eyelid sometimes start to look hollow,” Dr. Hirmand pointed out.

“Further rejuvenation treatments actually exacerbate that hollowness in the lower lid. I started using custom blunt cannulas for periorbital injections and saw they were working. I’ve combined it many times with tear trough injections, but note that not everybody is a candidate. Also, it is not something that all physicians can use, like micro Botox. It is a very tricky, high level procedure.”

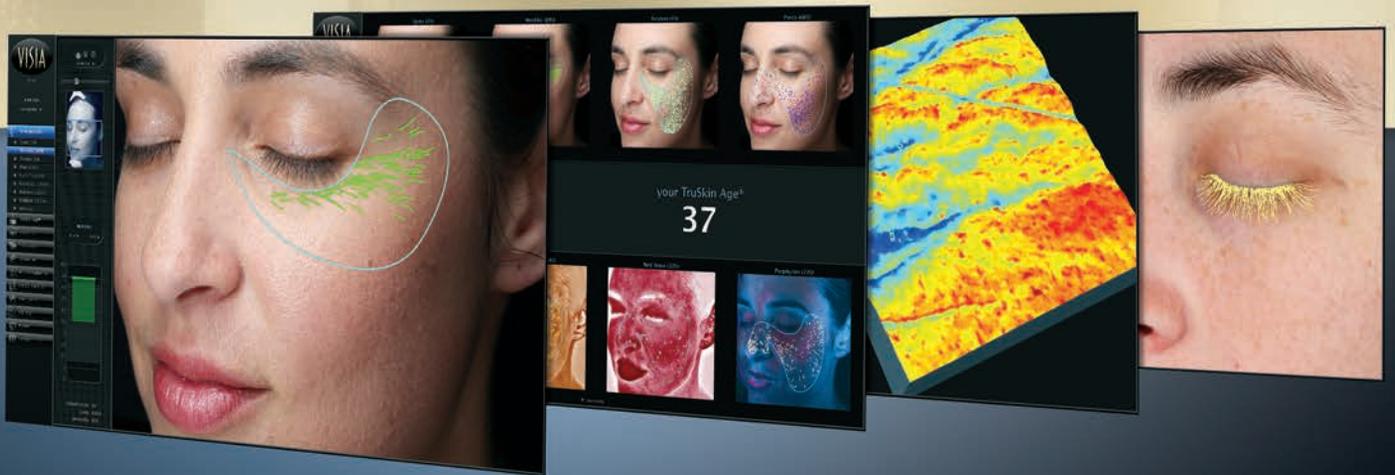
The more commonplace micro Botox procedure involves the injection of microdroplets of diluted botulinum toxin into the dermis or the interface between the dermis and the superficial layer of facial muscles. This results in decreased sweat and sebaceous gland activity that can improve skin texture and treat fine lines and wrinkles. It has also been used to address acne and rosacea.

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“The micro Botox type treatment is effective, but it is very temporary. It has been around for years, but has recently made a slight comeback, and is something that practitioners can promote,” Ms. Robertson indicated. “However, you can’t control the neurotoxin like you really want to in certain situations, though. It is similar to when physicians blend PRP with fillers and find it doesn’t work that well.”

A more popular method combines PRP with RF microneedling, which has been shown to tighten and lift skin, as well as address fine lines, wrinkles, large pores, stretch marks and acne scarring. The heat generated by RF energy produces a healing response that allows the skin to thicken and tighten. The accompanying PRP, which is taken from the patient’s blood, releases growth factors and other cytokines to promote healing while also attracting the body’s stem cells to repair the damaged tissue.

In a short time, PRP has materialized into a popular but little understood transport agent for various products. The use of PRP involves hardware that processes the patient’s blood. For instance, RegenLab® USA (New York City, N.Y.) offers a point-of-care, one-step closed PRP preparation system that boasts optimal platelet recovery of more than 80%, an efficient 1.6x concentration factor, as well as sterile, bio-compatible, non-pyrogenic and disposable components.

Healeon Medical, Inc. (Newbury Park, Calif.) recently released its High-Density Platelet-Rich Plasma Series, which is also designed for point-of-care treatments and provides a variety of options, concentrations and volumes in PRP production.

An emerging injectable approach takes facial rejuvenation to a new level. Renuva from MTF Biologics (Edison, N.J.) is an injectable extracellular matrix that contains the collagen, growth factors and proteins needed for vascularization after injection, where it acts as a scaffold that literally grows new fat cells.

“It is basically an injectable adipose matrix,” said Dr. Hirmand. “I can take a syringe and literally inject something that can grow fat in the body, using a person’s own regenerative capabilities. This is the ultimate bio-regenerative product.”

In a slightly different vein, Biologica Technologies® (Carlsbad, Calif.), offers Allofill®, an adipose-derived injectable filler containing naturally occurring growth factors, and AMP aesthetic™, an off-the-shelf alternative to PRP.

Considering the future direction of these types of aesthetic treatments, which are more regenerative in nature, it is no surprise that younger generation patients, in particular, are interested in them as part of a preventive anti-aging regimen.

“Millennials are pushing the whole industry forward,” stated Rand Rusher, RN, a Beverly Hills, Calif.-based injector and injection trainer. “I like to be very cautious about that word ‘prevention’ and starting treatment on young patients. ‘Prevention’ is not really a word that we should use in this community. To say that you are ‘preventing’ means you are guaranteeing that your patient is not going to grow old, and you can’t say that.”

“Moreover, if you are putting a neurotoxin into a 20-something’s levator muscle, and you do that for the next 20 years, then let them know they better save their money for a brow lift, because although the levator muscle weakens on its own, the depressor does not,” Mr. Rusher continued. “My point is that you need to be careful about educating your younger clientele on the effects of neurotoxin.”

**Jeuveau from Evolus**



**Before and two weeks after treatment with 1.5 mL of Restylane Refyne in the nasolabial folds and 1.0 mL of Restylane Refyne in the marionette lines**

*\*Actual patient. Individual results may vary. Images have not been retouched.*

*Photos courtesy of Galderma / Nestle Skin Health*



**Before and two weeks after treatment with 1.0 mL of Restylane Defyne in the nasolabial folds and 1.0 mL of Restylane Refyne in the marionette lines**

*\*Actual patient. Individual results may vary. Images have not been retouched.*

*Photos courtesy of Galderma / Nestle Skin Health*



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# The Expanding World of Body Shaping Technologies

By Jeffrey Frentzen, Contributing Editor

In a society where undertaking beautifying enhancements no longer holds the stigma it once did, more people are claiming their right to a personalized aesthetic ideal. And as the market for cosmetic procedures grows exponentially, increasingly advanced nonsurgical technologies are providing safer treatments. While surgical liposuction is also growing in popularity, albeit more slowly, less invasive, energy-based body shaping is sharply on the rise.

In the March 2019 preview of its 2018 annual statistics, the *American Society of Plastic Surgeons* (ASPS) reported an upsurge in new trends in body shaping procedures this past year, with a spike in non-invasive fat reduction. In 2017, the *American Society for Aesthetic Plastic Surgery* (ASAPS) listed nonsurgical fat reduction, which included procedures that employ energy-based devices, up 24.7%.

## Leading Technologies

Prevalent energy-based body shaping technologies include radiofrequency (RF), laser and ultrasound, including high-intensity focused ultrasound (HIFU), as well as cryolipolysis, electromagnetic energy, radial shockwave and more.

“Currently, cryolipolysis is king,” expressed Suzanne Kilmer, MD, a dermatologist and founder of the Laser and Skin Surgery Center of Northern California (Sacramento, Calif.), clinical professor at the University of California, Davis and past president of the *American Society for Laser Medicine and Surgery* (ASLMS).

“While RF is up-and-coming, ultrasound energy and 1064 nm lasers are vying for popularity,” she continued. “More recently, we have seen high-intensity focused electromagnetic (HIFEM) technology emerge as a great adjunctive treatment.”

Cryolipolysis, by virtue of Allergan’s CoolSculpting device, is perhaps the most well-known fat reduction and body shaping technology right now. “The CoolSculpting method is effective on many patients,” noted Michael Somenek, MD, a facial plastic surgeon in Washington, D.C. “In addition, while most people tolerate the cold, after the treatment there is some massage, which can be quite painful, at times.”

To deal with pain associated with the massage, some practitioners have incorporated Z Wave radial shockwave technology from Zimmer MedizinSystems, (Irvine, Calif.), as an adjunct therapy. It works with non-invasive lipolysis devices, enhancing the effect and providing a more consistent outcome, as well as relieving associated pain. The company also markets a cryolipolysis-based body shaping device, *ZLipo*.

As reported by Marc J. Salzman, MD, a plastic surgeon in Louisville, Ky., and assistant clinical professor of plastic surgery at the University of Louisville, “We combine cryolipolysis with acoustic soundwave therapy because it increases the amount of apoptosis that you can achieve. The sound waves break up the cells that are hanging on that would otherwise survive.”

Among other types of energy-based modalities that have found favor in aesthetic practices, for Dr. Salzman, “the possibilities with RF are quite interesting. We have come up with excellent ways of using RF under the skin, and now we have injectable RF via microneedling. The design of how to apply the RF is limited by the three keys of skin tightening. First, the temperature you have to reach, followed by the time you have to be at that temperature to achieve a therapeutic effect and then the patient’s tolerance.”

A recently released example of an RF-based body shaping system, truSculpt® iD, from Cutera® (Brisbane, Calif.), offers distinctive handpiece and placement location versatility and customizable 15-minute protocols to treat the full abdomen or multiple body areas simultaneously. This powerful, non-invasive monopolar RF platform adapts to patients’ individual needs and features real-time temperature control for clinically proven results, safety and patient comfort.





**Suzanne Kilmer, MD**  
Dermatologist  
Founder  
Laser and Skin Surgery  
Center of Northern California  
Clinical Professor  
University of California, Davis  
Sacramento, CA

Another new standard in RF-based contouring that boasts effective, 15-minute treatments is InMode's AccuTite device, which delivers precision heating via the company's proprietary radiofrequency assisted lipolysis (RFAL) technology, which uses thermal energy to promote skin tightening and remove unwanted fat, inducing collagen production for firmer skin. AccuTite's efficacy is backed by a number of clinical studies and peer-reviewed publications.

RF-based aesthetic platforms that offer multiple modalities have grown in acceptance, as well. For instance, the Thermi® line of devices, from Thermi, a Celling Biosciences Company (Dallas, Texas), which includes ThermiTight® for body shaping, are controlled via the firm's ARVATI™ system. This new technology regulates the emission of continuous RF waves and features an enhanced 50W capacity, as well as intelligent software with electrode recognition, improved treatment speed and advanced temperature-control technology.

Non-invasive HIFEM® is new on the aesthetic scene, although it is established in the urology and gynecology fields. As an electromagnetic field passes through the body, it intermingles with motor neurons, which then trigger supramaximal muscle contractions. The exposure of muscles to these contractions leads to their strengthening. This technology addresses fat to an extent, but mostly provokes muscle contractions that result in muscle building and body sculpting effects.

The first device of this type marketed to aesthetic practices, EMSculpt®, from BTL Aesthetics (Marlborough, Mass.), "Does not so much reduce fat as it helps sculpt the body from a muscle standpoint," stated Dr. Kilmer. "We have used it in conjunction with other devices, where HIFEM increased muscle toning and fat loss."

In a more traditional realm, laser-based lipolysis and specifically the 1064 nm wavelength has been shown to be effective in body contouring procedures, with many devices in the marketplace capable of heating larger areas of subcutaneous tissue while yielding a smaller thermal effect on neighboring dermal tissue.

For instance, TightSculpting®, from Fotona (Dallas, Texas), is a unique, dual-wavelength, non-invasive laser treatment for sculpting and tightening skin on all body areas. And, the SculpSure® laser, from Cynosure/Hologic (Westford, Mass.), offers a unique applicator system that can work on multiple body areas simultaneously, utilizing a 1060 nm wavelength to treat fat tissue and contour the body.

"For a select group of the patient population, there is still a place for laser lipolysis," said Dr. Salzman. "Sciton has one called ALLURA™ Body, and I'm doing more and more of that treatment because it causes visible tightening. Most laser-based lipolysis procedures are minimally invasive with very little downtime."

Ultrasound has a place in the body shaping realm as well, although modern aesthetic platforms that employ ultrasound tend to combine it with RF-based technologies. A recent example, Alma Beauty Reform, from Alma Lasers (Buffalo Grove, Ill.), combines the two in a single platform – an RF applicator for skin tightening and an ultrasound applicator for fat reduction and body contouring. The two energies can also be found in generically branded ultrasound cavitation devices, which have appeared mostly in medspas as second tier energy-based systems for body contouring procedures.

HIFU technology is also employed for body shaping procedures, as in Ultralipo, from Wontech Co., Ltd. (Daejeon, South Korea), in which focused ultrasound energy delivers heat from 60° C to 80° C to the target body area, destroying fat tissues without damaging the surface of the skin.

HIFU-based devices are more frequently found in Asia, less so in the U.S., opined Dr. Salzman. "It works, but if you are creating enough heat to cause acute fat necrosis thermally, with some kind of injury, it is going to hurt. Apoptosis, which is produced by enough heat to cause cells to emit their intercellular fat, is a safer way to go," he said.

## Combination Techniques

Combining energy sources, such as hybrid platforms that support both ultrasound and RF modalities, with adjunctive treatments like HIFEM, are today's trends in body shaping procedures.

"The goal is to create an optimal result for the patient. Sometimes, that means doing a combination treatment of non-invasive fat reduction and adding some device that can potentially improve skin tone and tighten the skin," Dr. Somenek pointed out.

Furthermore, "part of the follow-up plan with the patient concentrates on their physical health, emphasizing a good diet plan, exercise and a continuing skincare regimen," he added.

"We often do treatments in combination," Dr. Kilmer shared. We will apply one device in one area, another device in another area, and then use body creams to enhance the efficacy of the result. In



**Michael Somenek, MD**  
Facial Plastic Surgeon  
Washington, D.C.



**Marc J. Salzman, MD, FACS**  
Plastic Surgeon  
Louisville, KY



**Jason Emer, MD, FAAD**  
Cosmetic Surgeon and  
Dermatologist  
West Hollywood, CA



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body shaping, the missing link is that once we've sculpted then how best to smooth out any cellulite? I don't have any products in hand that do a good job of that, although there are some new approaches coming down the pipeline."

Personalized combination therapies are already *de rigueur* at Dr. Salzman's clinic. "Say the patient has some adiposity. We will start with an RF-based body sculpting treatment and that will thin them out. They might want skin tightening or more definition, or a little more fat reduction. These are very common combinations using different devices."

### Beyond Technology & Technique

No matter the energy source or technique involved, "Efficacy, ease of use, length of treatment time and patient comfort during treatment are all important criteria for selecting an energy-based body shaping system," noted Dr. Kilmer.

Length of treatment always plays a role, Dr. Somenek agreed. "How long is each treatment going to take and how many treatments does the patient need in order to see a result?" he asked.

"Being able to demonstrate results is probably the most important thing, because if you have a device that shows very mild improvement then it is not worth it to me. I like a device that actually does what the manufacturer claims and demonstrates some improvement for the patient in a very easy-to-use manner," Dr. Somenek expressed.

"Patient comfort and tolerance of the procedure is also a top concern," he continued. "A device that is technician independent is very attractive. You want to be able to put the applicators on, turn on the machine and let it act on the surface of the skin."

### Designing for the Future

While these technologies and combination treatment techniques are the state-of-the-art, what will the future hold for body shaping techniques?

First, the technology needs to be perfected, Dr. Salzman stated. "You need to get to at least 55° C to incite neocollagenesis that will tighten the skin; 43° does not work."

"And the relationship between time and temperature is logarithmic," he explained. "You may need ten seconds at 55° to obtain the equivalent amount of tightening that may be one million seconds at 43°, or whatever that logarithmic relationship might be.



Before and after treatment with Z Wave  
Photos courtesy of Zimmer MedizinSystems



Before and 12 weeks after one treatment with truSculpt iD  
Photos courtesy of Mira Kaga, MD



Before and two weeks after treatment with ThermiTight  
Photos courtesy of Mira Mahajan, MD



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“Hence, the necessity for multiple treatments with these outside-in RF devices,” Dr. Salzman continued. “I know people who are working on microwaves to treat more than underarm sweating. You want to target the fat and break it up sonically, so that it doesn’t hurt and doesn’t require numbing. That is the holy grail.”

DEKA Medical, Inc. (El.En. Group, Firenze, Italy) offers the Onda system that uses microwave-based energy at 2.45 GHz, a frequency that heats deeper subcutaneous cells rather than the two outermost layers of skin. Reportedly, this body contouring approach has been found to be effective for abdominal circumference reduction.

For Dr. Somenek, future devices need to be able to target fat more effectively. “Most of these non-invasive devices have limitations. They are called non-invasive for a reason; namely, they do not deliver a surgical result,” he said. “It is important to keep that in mind and be truthful about it. However, at the same time I think that there will be an evolution in technologies in which we can more effectively target the fat in one or two treatments, but at more than the 20% – 24% reduction per treatment we are seeing now with conventional devices.”

Both now and in the future, physicians need to maintain a realistic perspective about which patients are good body shaping candidates, stated Jason Emer, MD, a cosmetic surgeon and dermatologist in West Hollywood, Calif. “The patient has to be a good candidate for good results.

“The bottom line is surgery is the gold standard,” Dr. Emer continued. “Nonsurgical improvements are the second-best option. Anyone who comes to you and says CoolSculpting didn’t work wasn’t a good candidate or didn’t get enough treatments. In general, all of those devices and modalities can work; they just have to be paired right. Typically, they don’t work that well by themselves and need to be done in combination.”

A thorough review of any long-term clinical study data associated with a device is critical, as well, Dr. Emer added.

“You have to be an astute physician and really press back on the manufacturers to make sure that they are being truthful about the results,” he noted. “Also, talk to the people that have done the studies. Take the time to do the research. There are a lot of energy-based systems in the marketplace, and just because something is new doesn’t mean it is better.”



**Before and after body sculpting treatment with AccuTite Morpheus8**  
Photos courtesy of InMode Aesthetics



**Before and after fourth treatment with EMSculpt**  
Photos courtesy of Katerina Fajkosova, MD



**Before and after treatment with TightSculpting**  
Photos courtesy of Adrian Gaspar, MD

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# Versatile Platform Provides Long-Term Melasma Results

By Kevin A. Wilson, Contributing Editor

For long-term melasma results, the photomechanical, rather than photothermal, effects of laser energy are essential because thermal injury can exacerbate the condition. Furthermore, melasma requires a delicate balance of approaches to prevent flare-up.

The StarWalker® laser platform from Fotona (based in the U.S. and Europe) is designed to rank among the most versatile platforms available. With four wavelengths (1064 nm Nd:YAG, 532 nm KTP, 585 nm dye converter and 650 nm dye converter), 14 energy delivery modes and a wide spectrum of parameter modulation, physicians can treat aggressively or gently enough to handle both challenging and common conditions.

In the case of melasma, results persistent to 18 months have been seen from treatment with StarWalker.

StarWalker's Transverse Mode Discrimination (TMD) oscillator modality is combined with Adaptive Structured Pulse (ASP) technology to deliver Q-switched pulses at 5 nanoseconds (ns), interacting with the skin in 580 picosecond (ps) peaks to create a photomechanical effect, combining high energy with ultra-short pulses.

"The StarWalker can achieve a similar photoacoustic effect with this hybrid pico/nano pulse structure, minimizing thermal effect and reducing the chance of a flare-up," said Julio César Vélez Ocampo, MD, a dermatologist in Colombia, who developed the protocol with his brother, Sebastián Vélez Ocampo, MD, who is also a dermatologist.

"It could be described as a burst of picosecond peaks in a nanosecond pulse," he continued. "With the tissue interaction of a picosecond laser and the higher energy of a nanosecond laser we can go deeper into the skin, with homogeneous treatment using larger spots."

Drs. Vélez start with the 1064 nm Nd:YAG between 1.2 and 2 J/cm<sup>2</sup> using this hybrid pulse (MaQX mode) with the 8 mm spot size. "We then use FRAC3 mode in very low fluences (10 J/cm<sup>2</sup>) to treat inflammation, which is fundamental in melasma physiopathology, with the 4 mm spot size to treat to the depths required."

StarWalker's focal fractional handpiece is used for the third step of the treatment, fractional controlled non-thermal rejuvenation of the skin. "Here we use fluences between

6 and 11 mJ per microspot," Dr. Vélez noted. "Once the pigment has been cleared (after approximately three sessions) we treat the vascular component of the melasma with VERSA 3 mode at fluences between 180 and 220 mJ, pulse width 1 to 15 ms, using the 2 mm spot size, with minimal heat. Our approach has yielded outcomes persistent to 18 months after the final treatment." A typical course of therapy is six sessions at 15-day intervals.

Melasma is fairly common but not well understood despite extensive study. According to Dr. Vélez the multifactorial nature of melasma makes it very difficult to treat and prevent relapses.

"With any treatment for melasma, especially energy-based modalities, you are likely to see relapses within a few months if not treated carefully, which is why the longevity of these results is so important," he said. "With any protocol, the patient must have good skincare at home to limit sun exposure and provide the best conditions for healthy skin."

Known for treatment comfort and patient satisfaction, the StarWalker platform is indicated for tattoo removal, vascular and pigmented lesions, hair reduction, acne and acne scar revision, skin rejuvenation and more.

"No device has this kind of versatility and functionality in one system," Dr. Vélez expressed. "You can perform this treatment using other devices, but you will need two or three different platforms. StarWalker does this in a single system, which is simpler and more cost effective."



**Julio César Vélez Ocampo, MD**  
Dermatologist  
Colombia



**Sebastián Vélez Ocampo, MD**  
Dermatologist  
Colombia

Melasma before and after treatment with StarWalker

Photos courtesy of Julio César Vélez Ocampo, MD and Sebastián Vélez Ocampo, MD





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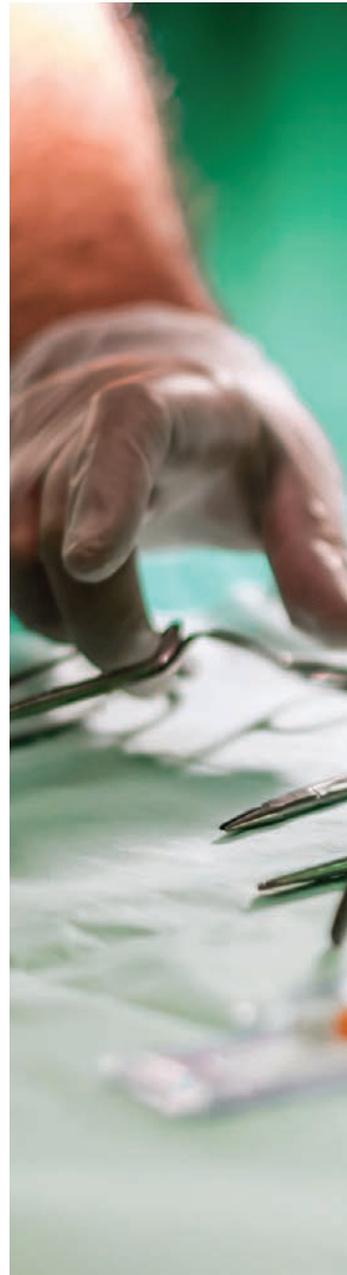
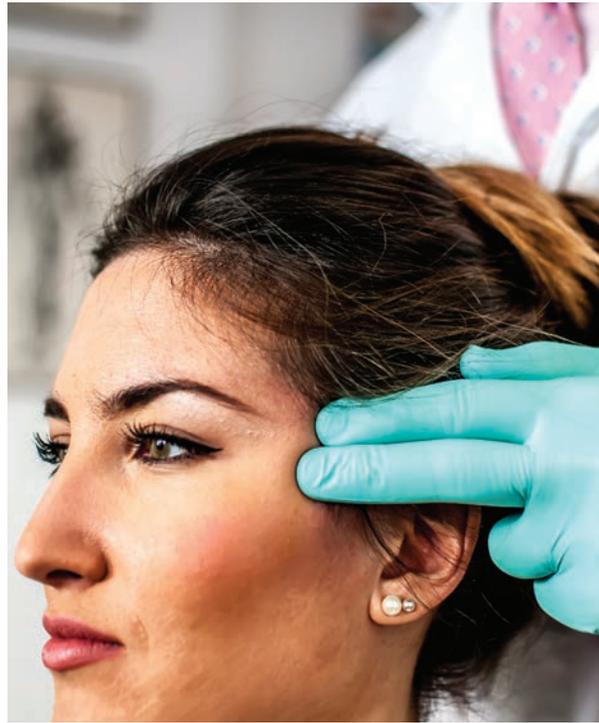


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## Premier Cosmetic Surgery Meeting Set to Hit Educational High Notes

Multidisciplinary conference promises to cover a wealth of surgical, non-surgical and practice management topics

By Jeffrey Frentzen, Contributing Editor

Every year for the past 15 years, the Vegas Cosmetic Surgery (VCS) meeting, taking place June 5 – 8, 2019, at the Bellagio in Las Vegas, Nev., brings together physicians from multiple disciplines with leading educators in the fields of facial plastic surgery, plastic surgery, dermatology and oculoplastic surgery.

“VCS covers the entire gamut of the aesthetic specialty,” stated S. Randolph Waldman, MD, founder of VCS and a facial plastic surgeon in Lexington, Ky. “I really don’t think there is much left out. We cover everything from the newest technologies to the latest in injectable approaches and the most updated surgical treatments. It is the only meeting, at least in the U.S., that covers such a wide range of subjects. This, combined with an impressive faculty, is what makes it a world-class meeting.”

In creating the expansive scientific program, Dr. Waldman chooses topics and issues that are relevant to aesthetic practices. “VCS stays ahead of trends in the field, unlike a lot of other meetings,” he expressed. “I always put sessions on the program that are going to be apropos to everybody’s practice. I go by my own life and practice experiences, which sets this meeting apart from others. Also, I attend meetings in both the surgical and nonsurgical disciplines, as well as lecture at three dermatology meetings per year and at my own meetings. My goal is to create a program that I would want to attend.”

VCS is a true multispecialty and multidisciplinary meeting, said Paul S. Nassif, MD, a plastic surgeon in Beverly Hills, Calif. “This is the best meeting I go to annually, and I have been going from the beginning,” he said. “I take pages of notes home with me when I leave VCS every year, for me to explore as a surgeon for ideas, tricks and tips. Also, my office staff comes back with all kinds of information they learn from the practice management sessions.”



**S. Randolph Waldman, MD**  
Facial Plastic Surgeon and Founder  
Vegas Cosmetic Surgery  
Lexington, KY



**Paul S. Nassif, MD, FACS**  
Plastic Surgeon  
Beverly Hills, CA

While Dr. Waldman's leadership and direction has developed a sophisticated, comprehensive conference program that encompasses high-level education in the surgical arts, VCS has also more recently expanded its breadth and depth to accommodate nonsurgical, minimally and non-invasive treatment types and energy-based systems and methods.

"It is not a surgery meeting trying to have a couple of nonsurgical talks. We have something for everyone," said Dr. Waldman. "The program ranges from rhinoplasty to filler injections to laser rejuvenation techniques to body sculpting, and on and on. Once people walk through the door and register, they will find education applicable to any attendee at any given time. We map that out carefully and make certain there is always something that would be of interest to them."

Along with medical education, VCS's practice management and marketing sections address a vast selection of subject matter. There is a multi-day portion of the meeting that is devoted to business-related issues, team building, social media outreach and patient relationship topics, not to mention the compelling session titled: *The Art, Science and Benefits of Converting Your Nonsurgical Revenue Stream From a Non-Profitable Activity into a Business for the Aesthetic Surgeon*.

The meeting's didactic sections are equally extensive, detailing new and intriguing surgical and nonsurgical aesthetic approaches, with presentations by some of the top key opinion leaders and aesthetic physician frontrunners.

Key sections of the conference are devoted to rhinoplasty, blepharoplasty, minimally invasive procedures and facial surgery. Other coverage areas include clinical research, offering presentations on real world studies that are completed or in progress, and legal issues that affect practitioners.

Attendees will also discover new and cutting-edge sessions, including coverage of the "genetico-racial" skin classification system, which assigns patients to one of six categories that account for genetic disposition and anticipated responses to aesthetic treatments. Emerging techniques and products will also be addressed, including *New Fillers, Toxins, and Cosmeceuticals Making Waves in the US Market In 2019*; and illuminating lectures on the use of stem cells in dermatologic skincare and how to employ nanofat-related procedures in clinical practice.

The VCS program also specializes in numerous surgery-centric techniques, including important sessions on rejuvenating the lips and perioral region, how to modify periorbital muscles in cosmetic surgery, fat repositioning, canthopexy and mid-face lifting, among many others.

Sessions that discuss multi-modality procedures utilizing energy-based devices will be abundant this year as well. Sessions of interest include a proper assessment for energy-based vaginal treatments, body contouring via high-intensity focused electromagnetic (HIFEM) energy; and, in a nice mix of surgical with non-surgical approaches, how CO<sub>2</sub>-based lasers can perform open incisional double eyelid surgery.

VCS's expansive exhibit hall gives attendees a one-stop shop for the newest products and technologies. Surgical adjuncts will be on display, such as the Epstein Abdominoplasty Retractor from ASSI Corp. (San Diego, Calif.), which is engineered to dissect the upper abdominal tunnel without losing countertraction. It features an easy-to-hold ergonomic handle and a host of mechanical advantages, from yielding exposure to reducing fatigue, and is available in several blade lengths designed to fit both long and short tunnels in the patient anatomy.

The Visflow Pressurized Skin Marker from Viscot Medical (East Hanover, N.J.), eliminates the problem of markers getting clogged by blood, fat and other fluids in the operative field. The product's distinctive squeeze barrel design drives ink back into the tip, thus allowing the surgeon to continue to mark the patient without having to change markers.

Attendees can also examine some of the latest energy-based technologies on display. Zimmer MedizinSystems (Irvine, Calif.), will debut Z Wave<sup>Q</sup>, a new water-cooled, extra quiet radial pulse therapy device. This system delivers



Epstein Abdominoplasty Retractor from ASSI



The Visflow Pressurized Skin Marker from Viscot Medical



Before and after facial rejuvenation treatment using the Pixel8-RF microneedling system  
Photos courtesy of Heller Dermatology and Aesthetic Surgery



26-year-old male patient before and after three treatments with SkinPen  
Photos courtesy of Elizabeth Steigner

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Energy-based microneedling technologies have recently captured the attention of many practitioners, and these products are expected to be well represented at VCS.

Utilizing radiofrequency (RF)-based microneedling, the Vivace RF platform from Aesthetics Biomedical (Phoenix, Ariz.), contours and tightens skin on the face, neck, hands and body by stimulating the natural production of collagen to reduce the appearance of facial wrinkles and fine lines after a single procedure.

Rohrer Aesthetics (Homewood, Ala.), will show off its PiXel8-RF microneedling system, which uses bipolar RF energy alongside minimally invasive microneedles (insulated and non-insulated) to facilitate nonsurgical skin tightening with little to no downtime. During treatment, RF energy is driven deep within the skin layers to stimulate and remodel collagen to improve fine lines, wrinkles, acne scars and striae.

As with the previously mentioned systems, the handheld SkinPen®, from Bellus Medical (Dallas, Texas), is suitable for treating all skin types. As the first FDA-cleared microneedling device on the U.S. market, this device provides fast, comfortable minimally invasive treatments that work on all skin types and require little to no downtime.

Energy-based aesthetic systems have been growing in sophistication, as well. Renuvion® from Apyx Medical, (Clearwater, Fla.), combines helium plasma with a proprietary RF waveform to achieve tissue contraction by heating the treatment site to temperatures of ~85° C within milliseconds. The coagulation effect is not reliant on full-thickness heating of tissue, allowing for much lower skin temperatures (<= 4° above baseline) than bulk heating devices and a more time-efficient procedure.

Other energies that focus on body shaping procedures include high-intensity focused ultrasound (HIFU), represented by the Ultralipo system from Wontech Co., Ltd. (Daejeon, South Korea), which delivers heat from 60° C to 80° C to the target body area, destroying fat tissue without damaging the surface of the skin.

Thermi, a Celling Biosciences Company (Irving, Texas), offers the new ARVATI™ system powered by Thermi's proprietary EPIC Technology™, which delivers the controlled emission of continuous RF-based energy via an enhanced 50 W capacity system, intelligent software with electrode recognition and a controlling algorithm that offers adjustable speeds for various Thermi-based modalities, such as ThermiTight® body shaping, ThermiRase®, ThermiSmooth® Face and ThermiVa® for feminine rejuvenation treatments.

Within the feminine rejuvenation genre, MiXto Pro V-Lase®, from Lasering USA (San Ramon, Calif.), employs patented ablative CO<sub>2</sub>-based technology originally designed for facial skin resurfacing that has been adapted for feminine therapy treatments. This non-invasive system provides a painless method for various gynecological applications notable for stimulating new collagen and blood vessel formation.

Beyond body-related applications, hair removal is the bailiwick of the new Motus AY system from DEKA M.E.L.A. (Calenzano, Italy), a high frequency Alexandrite and Nd:YAG laser system allowing selectable energy levels that safely treat skin types I to VI. In addition, pigmented lesions, vascular and skin rejuvenation concerns can be addressed using additional handpieces.

Speaking of vascular lesions, the Aerolase V650® workstation from Aerolase (Tarrytown, N.Y.), provides a comprehensive solution to treat both deep and superficial vascular conditions via proprietary 650 Microsecond Technology™ that provides clearance for veins on the face and legs, rosacea and redness, psoriasis and vascular malformations without patient downtime or adverse effects.

One of the most difficult skin-related indications to treat – melasma – is just one forte of the StarWalker® platform, from Fotona (Dallas, Texas), which



Neck before and two weeks after treatment with Renuvion

Photos courtesy of Paul G. Ruff, MD



Neck before and after one treatment with ThermiTight

Photos courtesy of Mira Mahajan, MD



Before and after three treatments with MiXto Pro V-Lase CO<sub>2</sub> laser treatments

Photos courtesy of Otakar Tesar, MD



Before and after hair removal treatment with the Motus AY laser system

Photos courtesy of DEKA M.E.L.A.

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<sup>1</sup>SkinPen U.S. intended use: The SkinPen Precision System is a microneedling device and accessories intended to be used as a treatment to improve the appearance of facial acne scars in adults aged 22 years and older. Rx only. ©Bellus Medical 2019. | Rev C.

\*US national avg. cost

implements a multifaceted, non-invasive Q-switched laser approach to this condition, not only addressing melasma symptoms, but also its underlying causes, for long-term results.

The latest autologous fat transfer procedures will also be reviewed throughout the scientific program, from *The Principles of Periorbital Rejuvenation with Fat Grafting and Hyaluronic Acid*, to how to perform fat grafting to the buttocks and the revolution in biocellular-based rejuvenation techniques.

MTF Biologics (Edison, N.J.) will display a unique fat-grafting technique, an all-natural injectable extracellular matrix that acts as a scaffold to allow the body to essentially grow new fat cells to attach to it.

Skincare-related technologies will be discussed throughout VCS scientific sessions in an adjunctive role, while the latest products will be available in the exhibit hall.

These include DefenAge's 3D Eye Radiance Cream from Progenitor Biologics (Carlsbad, Calif.), an innovative topical that improves the visible health of the skin around the eyes and helps to reverse aging; as well as DefenAge's new Men's Kit, a four-product skincare system that is clinically proven to address signs of exhaustion and aging on a global scale. In addition to the company's signature Clinical Power Trio, the kit also comes with a soap-free facial cleanser to remove dirt, sweat, oils, surface debris and air pollutants, and is backed by Age-Repair Defensins®, which work to reprogram the skin to improve brightness, tone, texture and hydration.

In addition to products that treat the dermis, Skinade® from Bottled Science, Inc. (Chantilly, Va.), is a therapeutic drink that works from the inside, offering key nutrients that are essential for optimizing skin health. This "feedback mechanism" skincare product, which can be used as an adjunct post-procedure, boosts the skin's natural production of collagen, hyaluronic acid and elastin for smoother, younger looking and better hydrated skin.

Other types of adjunctive products lining the exhibit hall include the Mediscope Bodystation from FotoFinder Systems, Inc. (Columbia, Md.), a cutting-edge, mobile imaging solution for consistent before-and-after photo documentation of virtually any aesthetic, medical or surgical procedure. The system features the unique Laser Liner for consistent patient positioning at baseline and follow-up appointments, and is supported by an intelligent database solution.

To support physician education outside of VCS, Rejuvn8 (Liverpool, N.Y.) offers training in the latest applications of Polydioxanone (PDO) threads, teaching practitioners how to effectively use this popular non-surgical option for enhancing the body.

On the practice management software side, the Weave Integrated Communications platform from Weave (Lehi, Utah) combines phone, messaging, team chat, fax, email and other features that integrate with practice management systems. The software features instant access to patient information, as well as the practice's financial data, reviews, payments and marketing materials. Automated scheduling functions include reminders and recalls for every patient.

Tying together the range and value of products that will be displayed and discussed during meeting lectures, Dr. Waldman remarked, "VCS fills a very important niche by merging specialties that are interested in making people look better, and by doing that we secured the best speakers from all of the different disciplines to educate each other. The cross pollination of specialties is not only good for the physicians that attend VCS, but it is also in the best interest of the patients."

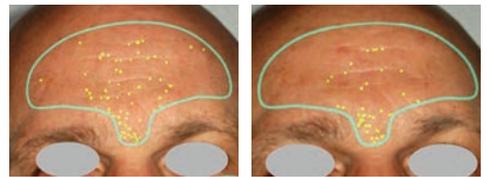
As Dr. Nassif concluded, "The speakers are excellent. You don't get the same old talks that you get at all of the other meetings. The variety is outstanding. I exchange thoughts with plastic surgeons, dermatologists, facial and oculoplastic surgeons. It is all at the top of the food chain. Additionally, the best thing about VCS is that it is fun, offers a good atmosphere and excellent people. It is a great organization."



Facial redness before and after two treatments with the Aerolase V650  
Photos courtesy of Natalia Geraskova, MD



Melasma before and after treatment with the StarWalker Q-switched laser  
Photos courtesy of Sebastián Velez, MD, and Julio Velez, MD



53-year-old male patient before and after treatment for facial pores (and wrinkles) using DefenAge's Men's Kit  
Photos courtesy of Gregory Keller, MD

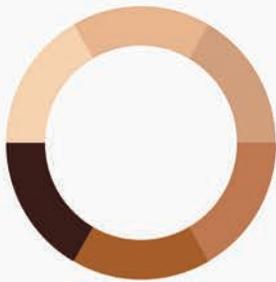


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# A Technology That Stands the Test of Time

By James Newman, MD, FACS

Considering the advent of technology in aesthetic plastic surgery over the past 30 years, none has been more significant than the carbon dioxide laser, introduced in 1990, for full field ablative facial resurfacing. While the downtime can be significant, patients tend to be quite satisfied because of the extended duration of benefit.

However, full resurfacing comes with higher risks and greater morbidity. So, the introduction of the fractional concept in 2004 allowed many manufacturers to produce technology that allowed physicians to carry out less invasive procedures, without compromising results.

When adding a technology to your practice, the primary consideration should be fulfilling the needs of your patient population. Being that I practice on the West Coast, I choose technology that allows me to achieve long-term results in a single treatment for patients with significant solar elastosis and rhytides due to significant sun exposure. Long-term means sustained results of a particular condition lasting at least one year (and five years before needing a repeat of the same procedure).

When it comes to the use of technology in a primarily surgical practice, I specifically wanted a device that would not only fundamentally change, but also maintain, the collagen makeup of the dermis.

Comparing various types of resurfacing equipment, and knowing patients seek out my practice for long-term results, I chose the MiXto laser from Lasering because I wanted a technology that works consistently and more importantly aligns with my goals of outcome longevity. The characteristics of the MiXto more than met my standards.

When it comes to resurfacing, the MiXto's continuous wave (CW) laser, with the proprietary Chopped CW pulsing mode, allows for significant thermal stimulation of dermal fibroblasts. Medical research has demonstrated there is a direct relationship between degree of dermal heat deposition and aesthetic improvement, i.e., more heat, better cosmetic results. With MiXto, the risk of post-op adverse

events from greater thermal deposition is mitigated via a patented mathematical scanner algorithm, which provides the longest time possible between adjacent spots per given area of treated tissue.

With the ability to perform a large variety of procedures, the MiXto laser is very versatile, offering treatments tailored to each patient's available downtime and desired results – from very mild, minimally invasive lunchtime treatments (a.k.a. Buff & Shine), all the way to very aggressive procedures that take 10, 15 or even 20 years off their appearance in one session.

While a thorough MiXto treatment may take longer than other faster technologies, the results speak for themselves. Just like a good facelift, which takes longer than some other procedures and produces optimal duration of effect, a properly performed MiXto treatment produces high patient satisfaction.

I have been using this laser for the past ten years and its versatility, combined with our continued use, make it one of the best technology investments for my surgical practice.



James Newman, MD, FACS

Dr. Newman is a board certified facial plastic surgeon in private practice in the heart of Silicon Valley. After serving ten years as Stanford University faculty, private practice has allowed him to customize approaches to facial rejuvenation by adding minimally invasive surgery along with technology advances such as the MiXto laser. Dr. Newman shares his expertise with a worldwide audience at PremierPlasticSurgery.com.

Before and after treatment with MiXto  
Photos courtesy of James Newman, MD, FACS





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\*The Aesthetic Show, Las Vegas, Nevada

# The New Reality of Beauty – An Evolving Silhouette

By Lisette Hilton, Contributing Editor

America is a melting pot of beauty ideals. Aesthetic physicians from major metropolitan hubs to rural areas report a spectrum of influences that affect consumers' aesthetic aspirations and ultimately what they will do to enhance their looks. The bottom line: There is no single standard of beauty and many different trends. An individual's perception of beauty might be driven by race, ethnicity, culture, gender, geography, environment, age, social media, celebrities and more.

## Metropolitan Beauty Trends

Cosmetic dermatologist Jason Emer, MD, who practices on the iconic Sunset Boulevard in West Hollywood, Calif., says he definitely sees changing perceptions in what is beautiful.

"On the West Coast, we're seeing more accentuated features – people with higher cheekbones, sharper jawlines and a higher brow arch," he notes.

A big trend among some men: Feminine is the new masculine. For example, men want smoother, softer skin, according to Dr. Emer.

"I think it is more prominent in the entertainment industry and for people in media – they are wanting to look softer. They want more feminine features that make them more approachable and more attractive to other males and females," Dr. Emer points out.

"Men are doing a lot of peels, microneedling, facials and laser treatments to tighten the skin, when they weren't doing these preventive treatments before."

In addition, men also want softer and defined, not overdone, lips, so Dr. Emer uses hydrating fillers like Versa™ from Revanesse USA, Juvéderm Volbella® from Allergan, or Restylane® Silk from Galderma to soften the lips without adding a lot of volume.

Women want to keep things tight, Dr. Emer emphasizes. Women, many of whom are already getting dermal fillers and neurotoxin injections, are more likely to want neck tightening and jowl treatments.

"They want a more slender look to their face, rather than a squared off look. Angelina Jolie's structured and wide jawline, which is a masculine feature, was considered feminine before. Now, we are finding that women want slimmer facial features. They are getting neurotoxin injected in their jawline and neck for the neck bands," Dr. Emer says.

Patients are doing more thread lifting to lift and define features of the skin, Dr. Emer states.

In Hollywood and Los Angeles, overfilling is out, but lifting and tightening is in – even in young patients. Patients in their 20s are getting thread procedures to keep facial skin tight and build collagen, without looking filled, says Dr. Emer.

Dr. Emer, who sees patients from around the U.S., says East Coast metropolitan patients tend to be more sensitive to extreme changes than people on the West Coast.





**Jason Emer, MD**  
Cosmetic Dermatologist  
West Hollywood, CA

“They’re not going to have as high of a cheek lift or brow arch. They’re probably going to be OK with a few more wrinkles to appear more ‘natural.’”

Body-wise, Dr. Emer says the snatched waists and big buttocks of years’ past are evolving to more athletic builds for women and chiseling for men.

“Instead of using fat grafting to the buttock for size, we’re lifting the buttock or tightening the skin. It is not necessarily sculpting or sizing, but rather tightening of the skin.”

Dr. Emer says he is using skin tightening treatments for the body and he likes the truSculpt® iD from Cutera, for not only removing localized fat, but also skin tightening. And he combines truSculpt with other technologies for fat reduction and skin tightening, especially in patients who are thinner, athletic or with smaller problem areas.

And for increased definition or for small areas not improved by these types of technologies, injectable lipolysis can be used to shrink down and permanently remove fat in stubborn areas, he says.

In addition to abdominal muscles, men also want sculpting on the chest and neck, Dr. Emer adds.

“For the chest, we’re doing implants and fat grafting to lift the chest. And we are removing glands in the chest to give people an athletic look,” Dr. Emer says.

Today’s social media influencers and celebrities, from Christie Brinkley to Jennifer Aniston and Gwyneth Paltrow, are opting for minimally invasive treatments that tighten skin and even muscle. Social media continues to have a big impact on younger patients, and doctors who post videos and content are becoming influencers in our field, Dr. Emer points out.

### **Even Trendsetters Want “Natural”**

Charles Galanis, MD, a plastic and reconstructive surgeon in Beverly Hills, Calif.,

says he and colleagues around the country – even the world – are seeing a trend toward a more natural aesthetic.

“Plastic surgery traditionally has been equated with sort of that artificial or plastic look,” Dr. Galanis says. “I think what we are seeing is a transition to people who want to retain much of their identity with less drastic and more understated changes. In other words, they might want to get work done, but they don’t want it to look like work was done. Whether it is breast augmentation or facial rejuvenation, I think a more natural look is the goal.”

With breast or buttock augmentation, for example, the ideal is not so exaggerated but rather more modest and proportional to one’s frame, he says.

Social media continues to impact just about every aspect of what patients view as beauty ideals. Influencers, movie stars, reality show celebrities and others are impacting especially what young patients think is beautiful, Dr. Galanis points out.

“I think it is a moving target. Just as with any trend, things can change with one influential person’s statement,” he says.

Cultural influences also impact the beauty ideal, Dr. Galanis reveals.

“Some cultures prefer a larger body, for example. Some cultures put a thin or lean body on a pedestal. So, there will always be cultural differences on what defines beauty,” he says. “Because the internet has sort of made the world smaller, are we going to homogenize what we think the beauty ideal is? I still think whether it is body contouring surgery in South America or jaw shaping surgery in Southeast Asia, there are still certain things that are culturally unique in terms of what people pursue.”

### **South Florida Beauty Vibes**

Shino Bay Aguilera, DO, a dermatologist who practices on trendy Las Olas Boulevard, in Fort Lauderdale, Fla., says the Sunshine State continues to embrace Brazilian and



**Charles Galanis, MD**  
Plastic and Reconstructive Surgeon  
Beverly Hills, CA



**Shino Bay Aguilera, DO**  
Dermatologist  
Fort Lauderdale, FL



**Carl Thornfeldt, MD**  
Dermatologist  
Fruitland, ID

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- Steven Weiner, MD  
Facial Plastic Surgeon, Santa Rosa Beach, FL

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“People are moving away from the fake look. They are looking for a more natural, refreshed look. They don’t want to look like something’s been done.”

other South American influences, as well as beauty icons like Jennifer Lopez and Kim Kardashian.

“Women in South Florida are concerned about the buttocks. Pretty much everyone has breast implants [or] some work in that area to enhance their breasts. But now we’re getting a lot of calls and requests for things that are going to shape the buttocks. Some can be surgical, like the Brazilian butt lift and some of them don’t have any fat to transfer so they do things like Sculptra® Aesthetic (injectable poly-L-lactic acid) from Galderma, or now there’s EMSCULPT from BTL, which can actually give patients a more toned, lifted, round butt,” Dr. Aguilera says.

Toning is a big theme among both women and men. “You could work out every day, but if you don’t have the genetics you may not look up to par,” Dr. Aguilera advises. “Now with new technology, like the EMSCULPT, you don’t have to do 20,000 squats and still fall short in your aesthetic goals in that area.”

Men in South Florida also want visible abs, according to Dr. Aguilera. EMSCULPT helps with that, too.

“We live in the Sunshine State, so life here revolves around doing things on the water and having your shirt off,” he says.

As for the face, like in Los Angeles, men and women from many Florida cities are veering away from the overfilled look, which Dr. Aguilera says is well known just up the coast in Boca Raton, Fla.

“People are moving away from the fake look. They are looking for a more natural, refreshed look. They don’t want to look like something’s been done. In South Florida, we have a reputation for having people who look overdone, similar to Los Angeles. Now people come in and say ‘please don’t make me look like the people in Boca Raton. I don’t want to have that Boca babe look.’ And everybody understands what that means,” Dr. Aguilera reveals. “People are looking for more discreet and natural. They want to look like something was done, but not noticeably.”

According to Dr. Aguilera, cheekbones are the facial focal point.

“Everyone wants their cheekbones enhanced to make the face look more defined,” he says. “Maybe this stems from makeup techniques of highlighting and contouring, but patients want to achieve that look without putting makeup on. This influence could come from other races that



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have more of the ethnic look, where the cheekbones are more pronounced.”

When it comes to millennials, they don’t really need procedures; they want them mainly for enhancement, Dr. Aguilera says.

“A lot of millennials want contouring. If anything, they want to look like the Snapchat version of themselves.”

### **Beauty Ideals in Rural America**

Carl R. Thornfeldt, MD, a dermatologist in Fruitland, Idaho, reports that people in rural areas are often exposed to the outdoors, including sunlight, pollution and other environmental hazards in their lines of work.

It’s a perfect recipe for skin aging, he says.

While city dwellers might want to make more drastic changes to their looks and are willing to pay the price for trendy procedures, people who live out in the country want to look their best, but not different. They want good value, meaning products and services that offer results, not a lot of recovery or downtime (because they can’t take a lot of time off) and are affordable.

“They have accelerated aging because of their outdoor lifestyles and high desert exposure to airborne pollution and environmental changes. So, they want to soften that blow as much as possible, but they are also less willing to have more drastic procedures. They don’t necessarily want to look like they have class III or class IV photoaging, but they don’t mind having class II photoaging,” he says.

In Dr. Thornfeldt’s experience, while some of his patients get fillers or neurotoxins, many would rather have a procedure that lasts longer.

“So, we are getting more interest from people wanting threads and the types of treatments that have a longer-term effect, including photodynamic therapy (PDT).” PDT addresses their concerns about skin malignancy, as well as diminishes signs of aging.

Designing regimens suited to the rural lifestyle that help skin stay healthy and achieve aesthetic ideals is important, Dr. Thornfeldt states. He recommends patients use topicals for sun protection, barrier repair and skin rejuvenation, as well as supplements for skin health. In addition to his own skincare line, Epionce, Dr. Thornfeldt recommends supplements, such as Heliocare® (Polypodium

leucotomos extract [PLE]), from Ferndale, and/or niacinamide and Pycnogenol® (proanthocyanidin), from Horphag Research, which help to prevent and reverse skin damage from the elements.

Based on patients’ lifestyles, Dr. Thornfeldt also considers when they should or shouldn’t have treatments. For example, having a procedure in which patients shouldn’t get sun exposure in the days following treatment shouldn’t be done in high summer, unless patients have the option of staying indoors or getting proper sun protection.

### **Ideals and the Consult**

Dr. Galanis says it is important for plastic surgeons and other aesthetic physicians to stay on top of beauty trends and ideals, but, when it comes to sitting down with individuals during the consultation, he doesn’t pay any attention to what’s trending.

“My only attention is on the patient’s individual desires. My job is not to instruct someone on what is beautiful. My job is very simply to listen to what it is that patients want to address – not for anybody else, but for themselves. Whether it is something that is just holding them back from living their most confident life, or if for some reason they see a disconnect between their inner and outer beauty, my job is to listen to that, understand that and then offer them possible options to address it,” Dr. Galanis shares.

The most important thing an aesthetic physician can do is not assume what a patient perceives as beautiful, Dr. Thornfeldt adds.

“In the intake I ask them what bothers them most and what are their expectations,” Dr. Thornfeldt says. “You need to be responsive to the patient.”

Dr. Emer underscores the importance of establishing relationships with patients who have realistic expectations.

“I think the first consultation is very important. When you are talking to that person face-to-face, you can make sure you are on the same page,” Dr. Emer says.

If the physician and patient are not on the same page, physicians should consider not moving forward with procedures. It is best that people with unrealistic ideals and unattainable expectations do not become your patients, Dr. Emer concludes.

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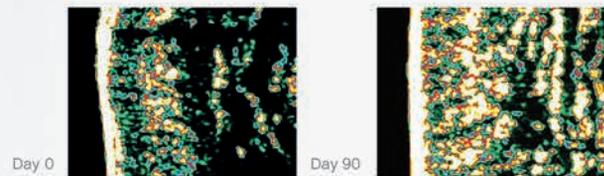
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Photomicroscopy images show the visible results on the skin from the increase in collagen, skin hydration and elasticity in the same 42-year old female.

## Advanced Patient Communication Skills Part 2: Salvaging a Damaged Patient Relationship and Identifying the Red Flag Patient

By Mara L. Shorr, BS, CAC and Jay A. Shorr, BA, MCM-C, CAC

While it can take months to bring a patient into your practice, it takes only seconds to lose them. And while you may shake your head at the loss or be left feeling confused about where it went wrong – more often than not the indicators were there. Here is a guide for identifying a flawed patient relationship – and possible solutions for a positive outcome.

Common reasons a patient disappears:

- Poor customer service. Never forget your patients are electing to pay a significant amount of money out-of-pocket for your services. They need – and deserve – to feel appreciated for choosing your practice. Every patient walking through your door should be treated with the 5-star experience they expect.

This includes, but is certainly not limited to, returning their calls as soon as possible, providing them with a smile from the time they first call your office to the time they leave, offering them a beverage and walking them out of the office after their appointment. It is your obligation to make sure they are feeling treated with respect throughout the entire the process.

- Out of sight, out of mind. Once a patient walks out your door, it is easy for them to get caught up in their lives and forget you. Marketing is key to keeping you top of mind. Email marketing and social media communications play just as big of a role in keeping your practice on an existing patient's radar as it does for bringing new patients into your practice.
- Budgetary concerns. Regardless of the patient's desire to proceed with treatment, there can be underlying stress related to affordability. This is why providing patient financing information is key, whether you think they need it or not.

- They find someone they like better. It is up to the entire practice to make sure this does not happen!

Issues to avoid:

- Timing is everything. Everyone's time is precious, including your patients. Don't be late. While a few minutes is acceptable, longer delays on a consistent basis indicate you need to evaluate your scheduling processes to determine if you are leaving enough time for consults and procedures.
- Side effects. Make sure you explain all possible side effects to your patients during the initial consult, and make sure you have their undivided attention. Print out a one-sheet for them to take home and review. Then, have them sign it and add it into their chart.
- Missed expectations. Whether the patient feels their skin doesn't look like their favorite celebrity's, or they don't notice a difference from their neurotoxin or surgical results, there are steps you can take to decrease the instances of disappointment with outcomes.

Thoroughly review their expectations ahead of time to make sure you are both in agreement regarding their aesthetic goals, and what the proposed procedures will achieve. After treatment, compare the before and after photos together, sitting with them side-by-side, without a desk between you (this goes for any upset patient!). Discuss expectations vs. reality, and be honest with yourself as well; if the results truly aren't where they need to be, offer another option inside your practice. If a refund is your last and only option, make sure you have them sign a release.

- Price discrepancies. If your patient says they were quoted a different price than they are being charged, be honest and



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Ms. Shorr serves as a partner and the vice president of marketing and business development for Shorr Solutions, assisting medical practices with the operational, financial and administrative health of their business. She is a Certified Aesthetic Consultant and program advisor, utilizing knowledge and experience to help clients achieve their potential. A national speaker and writer, she can be contacted at: [marashorr@shorr solutions.com](mailto:marashorr@shorr solutions.com).



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explore why. First, is this the case, or was there a miscommunication? Is the quote past the expiration date you had printed on the paper, are they not remembering the price, or did the surgery center raise their rates (We recently had a client who needed to explore an alternate surgery center when this continued to happen. As a practice, you have choices!)? Did you collectively decide, with the patient, to add liposuction to a tummy tuck case, thus raising the overall rate? Answer all questions the patient has and review the quote item by item

Remember that setting realistic expectations ahead of time is key. When you are resolving an issue with a patient, be sure to listen without being offensive or defensive. Listen as they tell their story, make sure they feel heard, answer their questions and let them know you are committed to correcting the situation and delivering on their expectations.

Finally, there are certain individuals that should not be taken on as patients in the first place. These are what we call the “Red Flag” patient.

Signs of a Red Flag patient:

- They show signs of body dysmorphia during their initial consults, pointing out flaws that are not obvious to the naked eye.
- They continue to leave poor online patient reviews for other practices or are already in a current lawsuit against another physician.
- They insist that no procedure you suggest will work for them. If they are scared of needles, lasers and surgery, but want a skincare product to achieve the same results as a facelift, this is not a patient you can please.
- They are constantly in a hurry and not listening to your precautions. This patient isn't going to follow your post-procedure instructions and will end up angry.
- They arrive at their appointment under the influence.

And finally, it is important to remember that not every consult has to turn into a patient. It is okay to let a patient know that you don't believe you will be able to provide them with the results they are looking for.





Jonathan Kaplan, MD,  
MPH, FACS

Dr. Kaplan is a board certified plastic surgeon based in San Francisco, Calif., at Pacific Heights Plastic Surgery, a full-service cosmetic practice with its own in-office, accredited operating room. He is also the founder and CEO of BuildMyBod, an online marketplace that allows physicians to provide pricing information to online consumers, but only after receiving the consumer's contact information. The BuildMyBod marketplace also provides clinicians with an e-commerce portal to sell non-surgical services to consumers through the practice's own website.

## Weed Out Price Shoppers and Find Serious Patients

By Jonathan Kaplan, MD, MPH, FACS

When it comes to the challenges of running a medical practice, most physicians will agree that price shoppers are among the most frustrating. With these types of consumers, it is as though training and expertise account for nothing. Like all that really matters is "How much is this going to cost me?!" However, physicians also need to realize that just because someone asks about price, it doesn't necessarily make them a "price shopper."

### Two Types of Price Shoppers

When people ask about price, there are those who simply call each office trying to find the cheapest treatment with no regard for quality or certification – these are the patients we say we don't want.

The other type is the person who has a genuine curiosity about price. Just like most of us wouldn't go to an open house without knowing the cost of the home or wouldn't go to the dealership without knowing the cost of a car, these patients don't want to waste their time on a consult if they cannot afford it. This, of course, is very reasonable.

But sometimes doctors send mixed messages.

On one hand, physicians say they don't want price shoppers for the reasons stated above. This is also the reason they don't list pricing on their website; they feel it looks like they are trying to compete on price, or indulge the patient by seemingly saying, "Here's the cost; that's all that matters!"

Nonetheless, these same physicians that claim they don't like or want price shoppers also routinely run specials and other discounted promotions (i.e. \$10 per unit BOO-tox for Halloween; Labor Day specials, etc.).

Who do we think is showing up for those discounted treatments? In other words, if we don't like price shoppers, why are we encouraging their behavior? If your goal is to weed out price shoppers from your practice, then why weed them in with specials?

The answer: doctors need patients. And during traditionally slow parts of the year, we need to find ways to maintain patient volume in the practice, so many of us run specials. And yes, this will result in attracting some price shoppers. So, while we can't

completely eliminate price shoppers from our practice, we can do a better job of differentiating between the consumer that is doing their research versus the price shopper that is purely seeking the best deal.

### Automation is Key

With so many calls and inquiries about pricing, physicians and their front office staff need to be more efficient in distinguishing the two types of price shoppers. In this situation, automation is synonymous with efficiency.

When a consumer checks pricing through my website, they will find that I have a Price Estimator tool. But my Price Estimator is unique in that the consumer cannot see pricing until they choose procedures of interest and enter their contact information.

Once they take these very simple steps, automation is initiated. They automatically receive an estimate for the procedure they are interested in, and my front office staff automatically receives the consumer's contact information.

Through this automated process, we have combined price transparency with lead generation. When we follow up with these leads, the patient can do one of two things – book a consult or not. If they are serious and come in for the consult, these price-aware patients are 41% more likely to book a procedure according to a study that I co-authored in a peer-reviewed journal<sup>1</sup>.

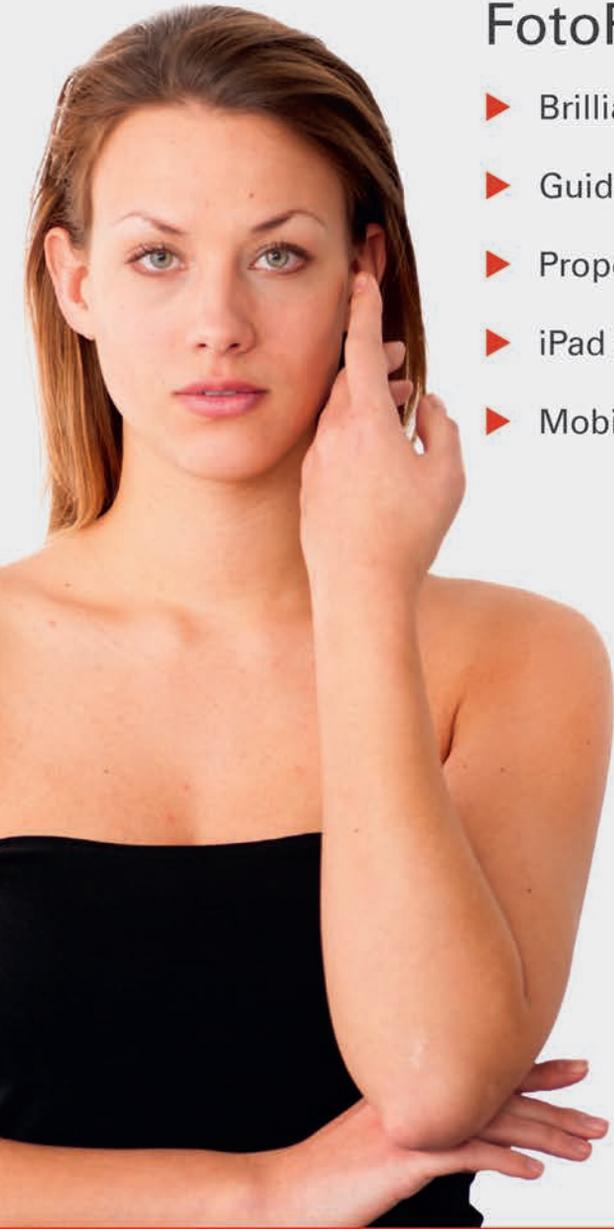
By using pricing as the incentive to bring consumers into your sales funnel, the practice can build a huge database for future remarketing via email campaigns. And even if the patient doesn't come in immediately, they may eventually come in after enough touch points.

On the whole, discussing pricing on your website should not be regarded as a strategy that involves competing on price, but rather as an aspect of customer service. By being one of the few practices that offers pricing information in an otherwise price-opaque environment, you are giving patients what they want. So, ultimately, you are competing on customer service, not price.

### Reference:

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## Stop Discounting, Start Cross-Promoting

By Kelly Smith, founder and CEO of Projected Growth Consulting

Even established, successful practices can have a hard time introducing and selling new products in today's information-saturated world. Consumers are bombarded with services, discounts, offers and promotions for things they may or may not need everywhere they look. So, how do you get through to them? What will make them choose your product or service over the rest? What if you tried giving it away for free?

A well-trying model to spark potential patients' interest is to offer a large discount. While this will likely bring in a few people, perhaps even a lot, rarely will it have any real impact on your sales in the long run, and most practices cannot afford to consistently offer steep discounts.

What you have instead is a lot of traffic for little to no profit and less time on your calendar for the profit-making appointments.

Think of the 70% off Groupon promotion – sure, the clients will come in, but probably only once. They will likely go and find another Groupon deal for their next visit, which means you are left with time and effort spent, and no money to show for it. Needless to say, this is not a sustainable model.

It is time you turn your focus towards a different model: the cross-promotion. A cross-promotion, or gift with purchase, allows you to give people what they want for free, but as a reward for trying something new that you want to sell them.

This strategy has proven profitable, especially with women, who make up about 90% of the aesthetic industry's patient base. The model is a great way to build ancillary services, promote new services and get patients to try products they may not have otherwise tried.

The most successful way to utilize this strategy is to integrate it as part of your Annual Marketing Plan (AMP). It should be combined with the two other essential AMP strategies – Social Media Integration and Quarterly Sales Events – and you should aim to do a cross-promotion special every month to keep your dedicated clients coming back on a consistent basis.

To get the response you desire, your value-added offer needs to provide at least a 20% savings, which is enough to make it worthwhile for your patients, while not economically devastating for you.

When deciding which products to give away, consider making it a service that the non-physician staff can do, such as neurotoxin and fillers. You can also choose what is most profitable: a physician, staff or patient favorite; or simply something you want to sell more of. However, make sure to take into consideration the seasonal appeal of the product, and if it is a product that is already popular with your patients.

Another overlooked, but significant, effect of the cross-promotion strategy is that it will give you two talking points per month throughout the year, whereas a regular discount offer will give you one.

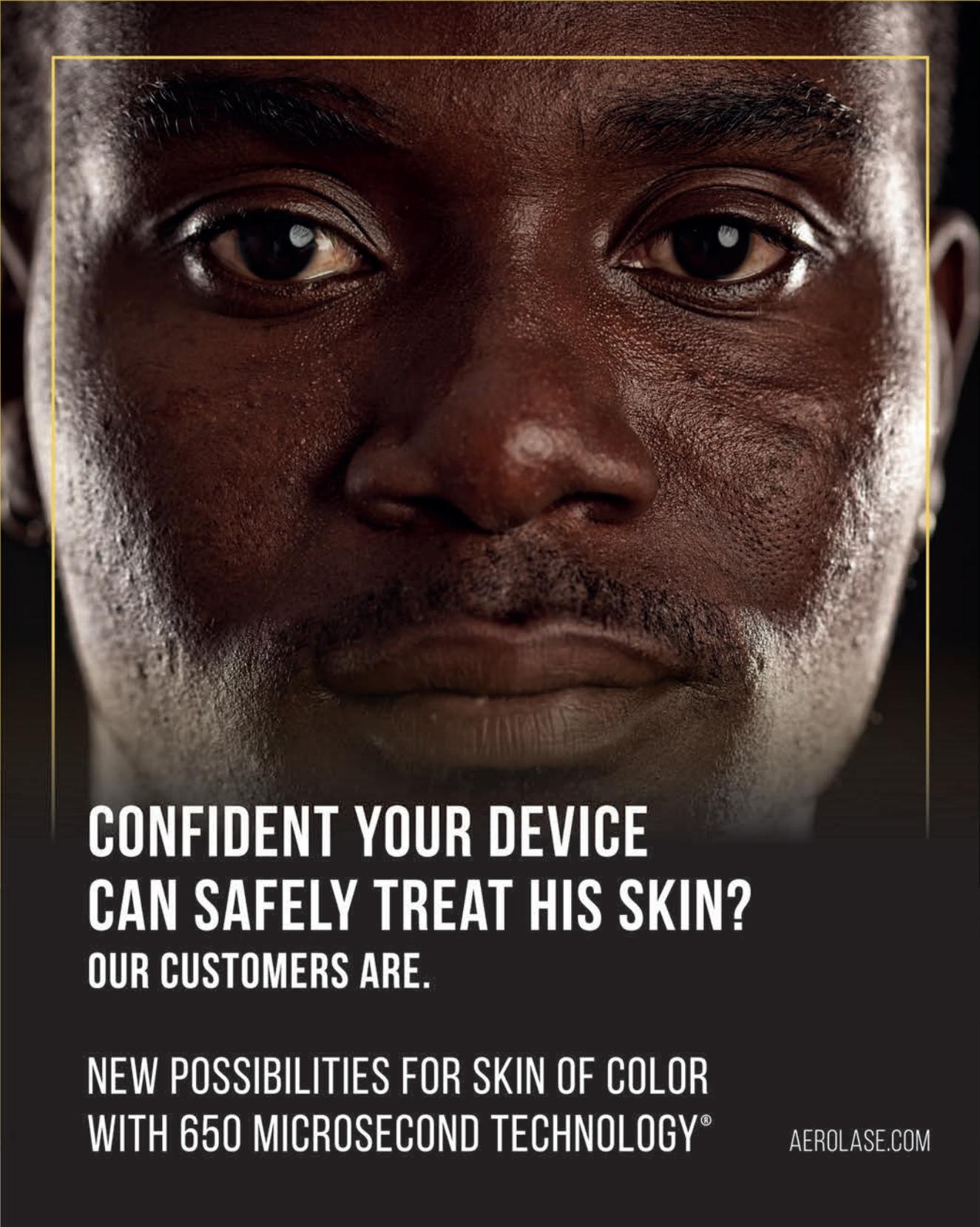
Cross-promotions create twice as many opportunities to inform and educate your current and future patients. That is twice as many ways to start a conversation and generate leads, twice as many blog subjects, twice as many potential ways to grab people's attention.

So, start by looking at your AMP. Then ask yourself, which services do you really want to grow? What areas are most profitable for you? The answers to these questions will determine which procedures, treatments and/or products will be the best for your company's next 12 cross-promotions.



**Kelly Smith**

Ms. Smith has over 20 years of experience as an entrepreneur, day spa owner, medical spa CFO, business consultant and national speaker. She is currently the founder and CFO of Projected Growth Consulting, a team of industry professionals who understand every challenge facing medspas and plastic surgery practices.



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## The Aesthetic Academy Announces First-Ever Call for Abstracts

For the first time ever, The Aesthetic Academy (TAA) will be accepting abstract submissions for the 2019 San Diego and Dallas events.

Now in its ninth year, TAA has firmly established itself as the leading two-day program for medical professionals from all specialties to become immersed in the latest innovations and highest standards of excellence in medical aesthetics.

To help ensure a balanced program that delivers on a range of key themes and cutting-edge innovations, we invite you to submit abstracts for prospective contributed oral presentation(s) for one or both of the 2019 events. Related topics include: sexual health (all genders); nonsurgical and/or minimally invasive aesthetic treatments (body shaping, skin tightening, energy-based facial rejuvenation, facial injectables, threads, hair restoration, microneedling indications, etc.); regenerative aesthetics; generational aesthetics; integrative / bespoke treatments; skincare advancements; and emerging approaches to practice marketing and management.

We encourage inclusion of recent scientific and/or clinical data support of the abstract, or reports from the author's most recent management experiences.

The submission deadline is June 15, 2019. To learn more about The Aesthetic Academy or to submit your abstract, visit: [www.theaestheticacademy.com](http://www.theaestheticacademy.com)

*About The Aesthetic Academy*  
Offering two locations (San Diego; October 12-13, 2019 and Dallas; November 8-9, 2019), The Aesthetic Academy is a unique series of two-day advanced hands-on procedural training and comprehensive development conferences. Attendees receive a well-balanced program that highlights key aesthetic services, with live treatment workshops and the marketing strategies necessary to build a thriving practice.

# Events & Education

## Practice Management Strategies a Focal Point of The Aesthetic Show 2019

It's one thing to have great skills as an aesthetic clinician, but practice management expertise is imperative to turning those skills into financial benefits. Understanding this critical need, The Aesthetic Show 2019, taking place July 11–14 at the Wynn Las Vegas, is making practice management a priority, offering a menu of course opportunities for attendees throughout the entire four-day event.

### The Certified Aesthetic Consultant Program

On Thursday, July 11, attend this full-day, intensive and interactive pre-show session to gain innovative, real-world strategies for patient communications, technology, Google algorithms, practice management and business plans. Focus areas include advanced marketing techniques, advanced practice metrics and business planning, advanced counseling and consultation conversion strategies and management skills for practice success.

### Advanced Techniques for Practice Success Special Focus Courses

Beginning Friday, July 12, practice management experts and physician influencers will lead a series of special focus courses dedicated to advanced techniques for practice success. *Module I: Patient Demographic Segmentation in Marketing* will deal with how practices can meaningfully and successfully connect and capture a wide spectrum of patients using a more targeted approach to marketing.

This series of focus courses continues on Saturday, July 13, with *Module II: Social Media Marketing*, in which successful social media influencers will reveal their secrets and insights to effectively elevate your practice and brand using social media.

Also, on Saturday, *Module III: Practice Management and Growth Concepts* will address the distinct and dynamic factors involved in building and maintaining a successful aesthetic practice. Topics will include strategies for business growth, such as how to maintain strong professional core values and philosophies, staying ahead of the competition, building a brand identity, growing your patient base and increasing the bottom line.

### Main Program Sessions

In addition to these supplemental courses, The Aesthetic Show's main program will offer two sessions dedicated to practice management and legal regulations: *The Legal Structure of an Aesthetic Practice and Practice Management and Marketing*.

Taking place on Saturday, July 13, *The Legal Structure of an Aesthetic Practice* session will delve into advertising restrictions that could result in FTC violations, the legal ins and outs of medspas and aesthetic practices, and asset protection.

And on Sunday, July 14, the *Practice Management and Marketing* session will present case-studies and provide attendees with a comprehensive checklist they can use in practice to take their businesses to the next level. And for the first time, this session will offer an interactive panel discussion with a Q&A opportunity for attendees.

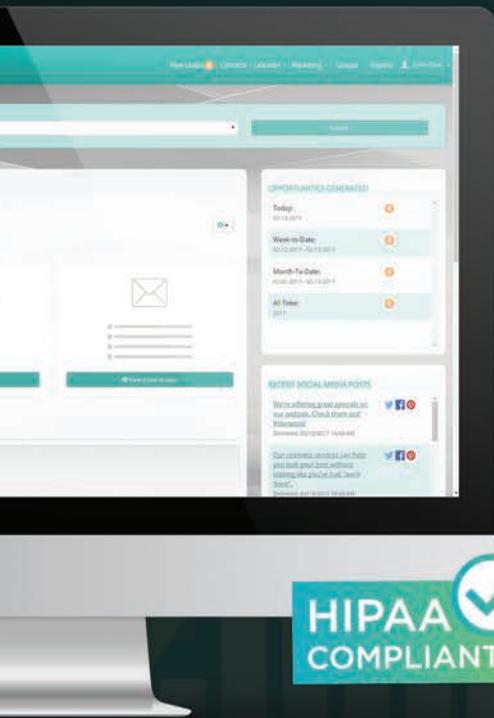
#### About The Aesthetic Show

*The Aesthetic Show is the most important and influential event dedicated to the rapidly-expanding field of aesthetic medicine. Learn more about this year's event featuring 100+ expert speakers delivering more than 20 CE credits and 35 hours of content by visiting [www.aestheticshow.com](http://www.aestheticshow.com).*

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## Emerging Concepts in the Use of Neurotoxins

By Gregory Buford, MD, FACS

The use of neurotoxins, such as Botox Cosmetic from Allergan (Irvine, Calif.), has been around for decades and focused predominantly on the treatment of lines and wrinkles, as well as facial shaping. In recent years, however, the use of very small amounts of neurotoxin (known as “micro Botox,” “meso Botox” or “baby Botox”) has been used to address more superficial changes within the skin itself and has been shown to improve the skin’s tone and texture, soften fine lines and reduce the appearance of pores.

It is believed that these results are caused by neurotoxin’s effect on the sweat glands, oil glands and the arrector pili muscles within our skin, which cause pores to shrink. Due to the effect on oil glands, this treatment can potentially also reduce the occurrence of acne.

As we look for ways to affect global changes in facial aging and fine tune results from our other products and procedures, the use of micro Botox has grown more popular. While effects of these very small amounts of neurotoxin are subtle, when used in combination with other procedures, overall results are noticeable and potentially more enduring.

In my practice, we utilize micro Botox in one of two ways.

When used alone, very small aliquots of neurotoxin are placed using a 32-gauge needle to inject product in the superficial dermis versus the conventional, muscular injections we are familiar with.

Micro Botox can also be placed via topical applications using open channels in the skin created by microneedling. In this case, we generally combine a diluted form of neurotoxin with other ingredients such as hyaluronic acid and platelet-rich plasma.

The patient in Figure 1 is a young, 42-year-old woman who presented to me with generalized facing aging. She was concerned about reversing the age-related changes, but in a way that would keep her looking natural. She ultimately began a

medical skincare regimen and underwent treatment with Botox Cosmetic, as well as Juvéderm Voluma XC to her cheeks.

Most recently, I saw her for persistent fine lines and wrinkles to her lower and lateral lids and suggested micro Botox to help improve her overall skin tone. Using a very diluted concentration of Botox Cosmetic, a total of eight units was placed via multiple aliquots into the superficial dermis of this area.

Ten days later, she returned and was very pleased with the subtle results that she had achieved. She felt that the skin around her eyes was smoother, more clarified, and that the fine wrinkles had softened. To further optimize long-term results, we recommended adding a series of three Microneedling Plus treatments (microneedling plus PRP, micro Botox and hyaluronic acid) spaced four weeks apart.

In addition to optimizing the skin’s appearance, micro Botox can also be used for improving scar outcomes. While there is some disagreement in the literature as to efficacy, I recommend it to all of my patients

**Figure 1**

42-year-old female patient with generalized facing aging. Patient was looking to reverse the age-related changes, but wanted to maintain a natural look. We started her on a medical skincare regimen and treated her with Botox Cosmetic and Juvéderm Voluma XC to her cheeks. The patient then returned for treatment of persistent fine lines and wrinkles to her lower and lateral lids. Using a very diluted concentration of Botox Cosmetic, a total of 8 units was placed via multiple aliquots into the superficial dermis of this area.

Photos courtesy of Gregory Buford, MD, FACS



as a relatively low-cost option to help surgical scars heal optimally.

With this treatment, micro Botox is injected in the superficial dermis on either side of the incision at the time of surgery. Then, in the early healing period, a series of Microneedling Plus treatments is started at around four to six weeks following the procedure.

Micro Botox is an exciting new option for our patients and one that I believe will grow in popularity. I also think that this will become less of a stand-alone treatment and more often used in combination with other products and procedures.

As with many of the procedures we perform, results are often anecdotal and the science behind the actual outcomes is not well understood. My hope is that we become better educated on what micro Botox is achieving at the cellular level, and how we can use this knowledge to improve results and better help our patients.

## Meet the Expert



### Gregory Buford, MD, FACS

Dr. Buford is a board certified plastic surgeon currently practicing in Denver, Colo. As a graduate of the Baker / Stuzin / Baker Cosmetic Surgery Fellowship in Miami, he is one of the few cosmetic plastic surgeons in the Rocky Mountain region to have completed formal post-graduate training. His practice is limited exclusively to aesthetic medicine with an emphasis on breast enhancement, body contouring and minimally invasive facial rejuvenation.



## The Many Passions of Lara Devgan, MD

By Lisette Hilton, Contributing Editor

Lara Devgan, MD, MPH, is a plastic surgeon with a busy New York City practice. But that is only one of the many hats she wears.

Dr. Devgan is also chief medical officer of RealSelf, the world's leading online destination for people interested in aesthetic procedures. She is the CEO of her medical-grade luxury skincare line, Dr. Devgan's Scientific Beauty, she hosts a popular iTunes podcast called Beauty Bosses, and teaches quarterly injectable master classes in New York. And we haven't even mentioned her personal life!

"I have a lot of things I'm very passionate about, in addition to being a woman, a wife and mom to six young children," Dr. Devgan said.

### **Plastic Surgery: The Chosen Specialty**

Dr. Devgan's focus on science started in premed, while she was at Yale. "That is where I worked at my first biochemistry lab," she said.

She went to medical school at Johns Hopkins, where she earned an MD and master's in public health with a focus in epidemiology and biostatistics.

Despite having a scientific mind, Dr. Devgan chose plastic surgery because she said it is an incredibly artistic field. She completed her residency and fellowship at New York Presbyterian Hospital.

"The other thing about plastic surgery that I think is so amazing is that it is a field that for so long has focused on women. Over 90% of plastic surgery patients are women," she said. "I wanted the opportunity to be a voice for the patients."

Now five years into her practice, and in her late 30s, Dr. Devgan feels it is a great time to be a woman in the specialty. She embraces the notion that in 2019 it is no longer a choice between being a person of substance and being someone who cares about their appearance.

"We are finally in an era where you can be a feminist and wear lipstick," she declared. "Beyond that, we are in a time when beauty has been democratized, so you can be your own kind of beautiful. You don't have to look like the



cover of a magazine; you can look exactly like yourself, but in a slightly more optimized way that will make you feel more confident."

She focuses on being fully vertically integrated in practice, which means striving to meet a patient exactly where he or she is in their aesthetic journey. "This is why I offer everything from topical skincare products, skin resurfacing treatments and injectables, to major surgical procedures," Dr. Devgan noted.

"I consider myself part of this new school in plastic surgery where the modern approach is not about the most we can do, but rather the best that we can do. It is about helping people feel like the best version of themselves rather than like an inadequate version of somebody else."

## RealSelf, Skincare

When RealSelf CEO Tom Seery approached Dr. Devgan about serving as CMO for the popular online destination, Dr. Devgan said she accepted the post because she and Mr. Seery see eye-to-eye on another of Dr. Devgan's passions: transparency in medical aesthetics.

"We both really value education of the public and information dissemination. I think that in 2019, information is our most precious commodity," she said.

When it comes to skincare, Dr. Devgan combines passion with keen business sense. Dr. Devgan's Scientific Beauty line just launched at the high-end retailer Violet Grey and has had popup shops at Bergdorf Goodman and other retailers.

"I am a beauty and skincare junkie myself, but I'm also annoyingly rational and extremely practical and I have this huge science background," she began.

"I wanted to create the type of skincare line I would use," she elaborated. "My skincare line is based on medical grade ingredients that have all been demonstrated in large-scale randomized controlled studies. And it is also presented to the consumer in a pleasant, palatable, luxury experience because the only products that can help you are products that you are willing to use."

Most medical grade products are unappealing and people stop using them because they do not have a good user experience and then they do not reap the full benefits of the products," she continued. "It is really all about performance beauty."

## Woman to Woman

Dr. Devgan said the rumors are true: "As a woman in a male-dominated industry, you have to work twice as hard to get half the credit."

But with great mentors (men and women) and hard work, the world is a woman's oyster, she added.

"My advice is to be authentic and take excellent care of each and every patient," Dr. Devgan advised. "If you do good work consistently and really think of medicine as an N equals 1 experience, where it is all about the patient who is right in front of you, that approach can build and mushroom over time and become something that is really special."



## 5 Random Facts about Dr. Devgan

**Q: What is the first thing you do when you wake up?**

*I hug my kids, then shortly thereafter check my email.*

**Q: Who is your professional role model?**

*Rosalind Franklin, one of the co-discoverers who made contributions to understanding the molecular structure of DNA and RNA. I think that her contributions to the structure of DNA were largely recognized after she died. She was a really brilliant English chemist who worked very hard and diligently for the greater good. And she is one of those unsung female heroes without whom we wouldn't be where we are today.*

**Q: What did you want to be growing up?**

*An artist or a doctor.*

**Q: If you could only eat three foods for the rest of your life, what would they be?**

*A yellowtail scallion roll, Diet Coke and vanilla ice cream.*

**Q: What's your favorite quote?**

*'Discretion is the better part of valor.' (William Shakespeare). I also like 'Subtle is the new dramatic.' (I think I said that one.)*

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*(Taub, Bucay, Keller, et al. JDD,2018;17(4):426-441).*

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+39 0331 376 797 telephone  
www.quantasystem.com

Quanta System is an Italian company founded in 1985, based in Milan, Italy. Since 2004 it has been part of the El. En. International group. Quanta is among the first companies in the world producing lasers for three scientific fields: aesthetic medicine, surgery and art. Three areas united by one principle: to improve patients' quality of life. Now, beginning in 2019, Cartessa Aesthetics is the exclusive U.S. partner for Quanta System. For more information: www.cartessaesthetics.com.

## Rejuvn8, LLC

4971 Bear Road  
Liverpool, NY 13088  
(315) 708-9913 telephone  
www.rejuvn8.com

Rejuvn8 is the go-to training company for leading-edge aesthetic practices. Its focus is educating physicians on minimally invasive nonsurgical face and body lifting techniques using Polydioxanone (PDO) sutures. Located in Syracuse, N.Y., we offer classes on-site, at physicians' locations and in major metropolitan cities through our partner ESI. Call or visit our online physicians' portal.

## Revenue Cure, Inc.

P.O. Box 747  
Rancho Murrieta, CA 95683  
(916) 802-5308 telephone  
www.FrozenCexperience.com / www.MuscleMVPpro.com

Revenue Cure, Inc., provides the latest high-quality technologies, affordable lasers and products to enhance return on investment (ROI). Frozen C is the coolest new experience priced below \$40,000. The Muscle MVP (Magnetic Variable Pulse) pro is priced under \$60,000 and the 808 nm-based diode hair removal at 10 Hertz is priced at \$40,000.

# Aesthetic Company Directory

## Rohrer Aesthetics, LLC

105 Citation Court  
Homewood, AL 35209  
(205) 940-2200 telephone (205) 942-9905 facsimile  
www.rohrraesthetics.com

Rohrer Aesthetics provides high quality, affordable light and energy-based products. Featured products include the Spectrum Laser/IPL, the Phoenix CO<sub>2</sub> and the Pixel8-RF RF microneedling system. The Spectrum includes four lasers and an IPL, and is priced at \$57,495. Procedures include: removal of vascular and pigmented lesions, tattoos, unwanted body hair and skin resurfacing. The Phoenix CO<sub>2</sub> is priced under \$47,500 and can cut, coagulate and vaporize soft tissue. Furthermore, it can improve pigmentation, reduce fine lines, coarse wrinkles and help improve women's wellness. The Pixel8-RF combats aging using bipolar energy, alongside minimally invasive microneedles to facilitate effective skin tightening with little to no downtime and can be placed in your office for \$39,995. All of Rohrer Aesthetics' systems include a two-year warranty and our unmatched 30-Day Buy Back Guarantee.

## Suneva Medical, Inc.

5870 Pacific Center Blvd.  
San Diego, CA 92121  
(888) 278-3345 telephone (858) 550-9997 facsimile  
www.sunevamedical.com

Privately-held aesthetics company Suneva Medical develops, manufactures and commercializes innovative products, including its flagship brand, Bellafill®. Available in the U.S., Canada, Hong Kong, Korea and Mexico, Bellafill dermal filler is approved by the U.S. FDA for treating nasolabial folds and facial acne scars.

## Thermi, a Celling Biosciences Company

3131 West Royal Lane  
Irving, TX 75063  
(866) 981-5017 telephone  
www.thermi.com

Thermi, a Celling Biosciences Company, is a global leader in advanced temperature-controlled RF technology. Thermi systems safely deliver rapid results through controlled heating using RF to impact positive tissue change and naturally stimulate collagen. Clinicians use Thermi technology to help address common signs of aging and/or rapid weight loss, which may include wrinkles, post-baby body, cellulite, loose skin and tissue laxity, as well as empower people to take control over their skin, body and life.

## Viscot Medical, LLC

32 West St.  
P.O. Box 351  
East Hanover, NJ 07936  
(973) 887-9273 telephone (973) 515-2063 facsimile  
www.viscot.com

Viscot Medical, LLC is committed to providing the healthcare industry with high quality products. Viscot is a global leader in surgical markers, with a marker to meet nearly every clinical need. We are dedicated to listening to clinicians and solving their site marking problems.

## Weave

2000 W. Ashton Blvd.  
Lehi, UT 84043  
(888) 579-5668 telephone  
www.getweave.com

Weave's unparalleled software is the tool your office needs to nourish relationships – and your bottom line. With Weave you'll consolidate services (eliminating costly vendors), personalize patient interaction with instant family details, collect patient reviews, two-way text, stay organized with task lists, and so much more.

## Wontech Co., Ltd.

200 Lakeside Dr., Suite 260  
Philadelphia, PA 19044  
(267) 803-6880 telephone  
www.wtlaser.com

Wontech Co., Ltd., established in 1999, develops and manufactures innovative energy-based devices for aesthetic, medical, surgical and veterinary applications. Wontech is committed to developing high-quality products and has been improving maintenance and utilization of products through A/S and marketing worldwide. Wontech has expanded its market not only domestically, but also into the U.S., Europe, Middle East, China and other overseas markets, and will continue to contribute to technology advancements that benefit physicians and patients.

## Zimmer MedizinSystems

3 Goodyear, Suite B  
Irvine, CA 92618  
(800) 327-3576 telephone (949) 727-2154 facsimile  
www.zimmerusa.com

Zimmer MedizinSystems is a global leader in the aesthetic marketplace. Among other innovative products, Zimmer manufactures award-winning devices for conjunctive and stand-alone therapy. Zimmer's flagship products for aesthetics include Z Wave Radial Pulse Technology and the ZCryo line of cold air devices for epidermal protection and patient comfort at -30° C. Drawing inspiration from medical science and modern technologies, Zimmer MedizinSystems designs products to meet and exceed the expectations of the end-user. 2019 marks the 50<sup>th</sup> anniversary of the German parent company, Zimmer MedizinSysteme.

# Physician-Dispensed Topicals Comparison Chart

Manufacturer / Supplier	Acne Tx	Collagen Stimulation	Exfoliation	Firming	Peel	Post-Procedure Tx	Scar Reduction	Skin Lightening	Sun Protection	Wrinkle Reduction	Website
Collagen P.I.N. / Induction Therapies	•	•	•	•	•	•	•	•	•	•	<a href="http://www.collagenpin.com">www.collagenpin.com</a> / <a href="http://www.inductiontherapies.com">www.inductiontherapies.com</a>
COSMED Dermaceuticals	•	•	•	•	•	•		•	•	•	<a href="http://www.cosmedderm.com">www.cosmedderm.com</a>
DefenAge Skincare		•	•	•		•				•	<a href="http://www.DefenAge.com">www.DefenAge.com</a>
Eclipse MedCorp						•					<a href="http://www.Eclipsemed.com">www.Eclipsemed.com</a>
Envy Medical		•	•	•		•	•	•		•	<a href="http://www.envymedical.com">www.envymedical.com</a>
Epionce	•	•	•	•	•	•		•	•	•	<a href="http://www.epionce.com">www.epionce.com</a>
LIFTLAB Skin Regeneration		•	•	•		•				•	<a href="http://www.liftlabskincare.com">www.liftlabskincare.com</a>
Oxygenetix	•	•		•		•	•		•	•	<a href="http://www.oxygenetix.com">www.oxygenetix.com</a>
SkinCeuticals, LLC	•		•	•	•	•		•	•	•	<a href="http://www.skinceuticals.com">www.skinceuticals.com</a>
SkinMedica, an Allergan Company	•	•	•	•	•	•	•	•	•	•	<a href="http://www.skinmedica.com">www.skinmedica.com</a>
TOPIX Pharmaceuticals	•	•	•	•	•	•		•	•	•	<a href="http://www.topixpharm.com">www.topixpharm.com</a>

# Dermal Filler Product Comparison Chart

Supplier	Product(s)	Key Component	Description	Physician Price	Regulatory Status	
Adoderm	VARIODERM Fine Line	Non-animal Hyaluronic Acid	6 mg/mL; for superficial wrinkles and lip augmentation.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIODERM Basic	Non-animal Hyaluronic Acid	12 mg/mL; for medium wrinkles and lip contour.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIODERM Plus	Non-animal Hyaluronic Acid	18 mg/mL; for deep wrinkles and volume.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIODERM Subdermal	Non-animal Hyaluronic Acid	27 mg/mL; for volume augmentation and facial contouring.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIODERM Lips and Medium	Non-animal Hyaluronic Acid	12 mg/mL; special formulation for lip augmentation and medium wrinkles.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIODERM Mesolift	Non-animal Hyaluronic Acid	12.8 mg/mL; effective smoothing of superficial wrinkles.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	VARIOFILL Body Contour	Non-animal Hyaluronic Acid	10 mL; for various indications on the body surface.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	Hyabell Lips	Non-animal Hyaluronic Acid	12 mg/mL; for lip augmentation and lip contour.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	Hyabell Basic	Non-animal Hyaluronic Acid	16 mg/mL; medium wrinkles and lip contour.	Contact mfr.	CE marked, marketed in Europe and other countries.	
	Hyabell Deep	Non-animal Hyaluronic Acid	20 mg/mL; deep wrinkles, especially of the face.	Contact mfr.	CE marked, marketed in Europe and other countries.	
Hyabell Ultra	Non-animal Hyaluronic Acid	24 mg/mL; very deep wrinkles, face contouring, volumizing.	Contact mfr.	CE marked, marketed in Europe and other countries.		
Allergan	CosmoDerm CosmoPlast	Purified Human-based Collagen + Lidocaine	Purified human-based collagen 35 mg/mL. Purified human-based collagen 35 mg/mL, cross-linked with glutaraldehyde. *All collagen products contain 0.3% lidocaine.	\$205 \$235	Worldwide Worldwide	
	HydraFill – Softline HydraFill – Softline Max Juvéderm ULTRA 2	Non-animal Hyaluronic Acid	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$200 – \$225 \$200 – \$225 \$200 – \$225	CE marked. CE marked. CE marked.	
	Juvéderm ULTRA 3 Juvéderm ULTRA 4	Non-animal Hyaluronic Acid + Lidocaine	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. *All Juvéderm ULTRA products contain 0.3% lidocaine.	\$200 – \$225 \$245	CE marked. CE marked.	
	Juvéderm VOLUMA Juvéderm HYDRATE	Non-animal Hyaluronic Acid Non-animal Hyaluronic Acid	Non-animal, cross-linked cohesive hyaluronic acid 20 mg/g. 13.5 mg/g plus mannitol 0.9%; 1 x 1 mL syringe.	Contact mfr. Contact mfr.	CE marked for facial volume restoration. CE marked.	
	Biologica Technologies	Allofill	Allograft Adipose Tissue	Allograft adipose-based filler containing naturally occurring growth factors.	Contact mfr.	FDA regulated as a HCT/P.
Galderma		Restylane Restylane Lyft Restylane Silk Restylane Refyne Restylane Defyne	NASHA  XpresHAN Technology	NASHA gel – a non-animal hyaluronic acid, stabilized with BDDE. The differentiation is in the size of the NASHA particles, to assure a tissue-tailored range of products. Flexible gels with a concentration of 20 mg/mL, varied cross-linking that allows for flexibility and support with consistent textures and smoothness. Volumizer.	Contact mfr. Contact mfr.	Restylane is approved worldwide with the exception of Japan. FDA approved in December 2016. Approved as Emervel Classic and Emervel Deep outside of U.S. FDA approved.
		Sculptra Aesthetic	Injectable Poly L-Lactic Acid (PLLA)		Contact mfr.	
Hironic	JUVINA – Light	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for superficial lines, worry lines, crows' feet and neck wrinkles.	Contact mfr.	CE marked.	
	JUVINA – Moderate	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for deep nasolabial folds, facial contouring and augmentation.	Contact mfr.	CE marked.	
	JUVINA – Deep	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for severely deep lines, facial contouring and augmentation, and chin.	Contact mfr.	CE marked.	
	JUVINA – Deep Plus	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for forehead, chin and nose.	Contact mfr.	CE marked.	
	JUVINA – Light Comfort	Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for superficial lines, worry lines, crows' feet and neck wrinkles.	Contact mfr.	CE marked.	
	JUVINA – Moderate Comfort	Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for deep nasolabial folds, facial contouring and augmentation.	Contact mfr.	CE marked.	
	JUVINA – Deep Comfort	Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for severely deep lines, facial contouring and augmentation, and chin.	Contact mfr.	CE marked.	
	JUVINA – Deep Plus Comfort	Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for forehead, chin and nose.	Contact mfr.	CE marked.	
Merz Aesthetics	Belotero Balance – 22.5 mg/mL	Hyaluronic Acid	Non-animal double phase cross-linked hyaluronic acid – via biofermentation – with CPM (Cohesive Polydensified Matrix) technology.	Contact mfr.	CE marked in Europe. FDA approved.	
	Radiesse	CaHA	Radiesse injectable implant is a sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of sterile water for injection, glycerin and sodium carboxymethyl cellulose (1.5 cc, 0.8 cc).	Contact mfr.	CE marked in Europe. FDA approved.	
	Radiesse (+)	CaHA	Radiesse (+) injectable implant is an opaque, sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of glycerin, sodium carboxymethyl cellulose 0.3% lidocaine hydrochloride and sterile water for injection (1.5 cc, 0.8 cc).	Contact mfr.		
Suneva Medical	Bellafill	Purified Bovine Collagen and PMMA	80% purified bovine collagen and 20% polymethyl-methacrylate (PMMA) microspheres and 0.3% lidocaine.	Contact mfr.	FDA approved for the correction of nasolabial folds and moderate to severe, atrophic, distensible facial acne scars on the cheek in patients over the age of 21 years.	

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Aesthetics Biomedical	The Vivace Experience	Microneedling with RF	Fine lines and wrinkles.	Contact mfr.
Apyx Medical (formerly Bovie Medical)	Renuvion Cosmetic Technology	Energy-Based Device using Helium Plasma and Proprietary RF Energy	Subdermal heating and tissue contraction.	Contact mfr.
Bellus Medical	SkinPen Precision	Mechanical Microneedling; FDA-Cleared; Single-Use Cartridge Unit; 14 32-Gauge Needles; Ergonomic Design; Cordless All-Day Charge	Facial acne scars for patients aged 22 and up. Clinically demonstrated, FDA-cleared microneedling device.	\$4,995
Cutera	truSculpt iD enlighten Juliet Secret RF excel V+	Monopolar RF Laser 532 nm, 670 nm, 1064 nm; 750 ps and 2 ns Er:YAG Laser Fractional Radiofrequency Microneedling 532 nm and 1046 nm Laser	Body sculpting. Tattoos and pigmentation. Women's health and skin resurfacing. Scars. Vascular lesions, pigmentation, laser genesis.	Contact mfr. Contact mfr. Contact mfr. Contact mfr. Contact mfr.
DEKA	MonaLisa Touch	SmartXide <sup>2</sup> / SmartXide Touch Fractional CO <sub>2</sub> Laser with PSD and Hi-Scan V <sup>2</sup> LR scanning system	Feminine rejuvenation; restore natural physiological and mechanical mucosa conditions; improve reduced vaginal lubrication, vulvar itching and painful intercourse. PSD Technology with selectable pulse shape (SP-DP-HP-PW-CW, Traditional and Fractional Scanning modes avail.), selectable Free Hand handpiece, TFT touch screen monitor, Stack and Smart Track delivery modes, dedicated patient database with user protocol storage capabilities. Open to colposcopy and laparoscopy attachments. Multidisciplinary.	Contact supplier
Fotona	StarWalker MaQX	Q-Switched Pico/Nano (523 nm, 585 nm, 650 nm, 1064 nm)	StarWalker FracTAT Tx creates micro-size holes in skin over the tattoo area prior to the main laser procedure. This pretreatment avoids the 'frothing' effect and allows shorter time between multiple passes, reducing the number of Tx sessions.	Contact mfr.
InMode	FormaV FractoraV	Non-Ablative RF Fractional RF	Votiva with FormaV is registered as a therapeutic device for the treatment of sexual dysfunction or as an adjunct to Kegel exercises (tightening of the pelvic floor muscles to increase muscle tone), and FractoraV fractional coagulation of tissue.	Contact mfr.
Lasering USA	MiXto Pro / V-Lase	Non-Fractional, Non-Ablative CO <sub>2</sub>	Safe, painless, non-ablative CO <sub>2</sub> soft tissue therapy for gynecology, ENT, dentistry and dermatology.	Contact mfr.
Lutronic	Genius	High Intensity Radiofrequency	Proprietary needle design and high-torque motor assures accurate penetration to desired depth. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars.	Contact mfr.
	Clarity II	Dual Wavelength Laser; 755 nm Alexandrite and 1064 nm Nd:YAG	Clarity II provides single fiber for all quick-zoom multi-spots from 2-25 mm, with a new ergonomic design to treat unwanted hair, vascular and pigmented lesions with increased speed and ease. Proprietary Intelligent Tracking and Real-time Temperature Sensing enable more efficacious coverage and faster results. ICD or air cooling available (Clarity II is pending U.S. FDA clearance).	Contact mfr.
Merz Aesthetics	Ultherapy	Micro-Focused Ultrasound with Visualization	Lifts and tightens skin on the neck, chin and brow, and improves lines and wrinkles on the décolleté.	Contact mfr.
	Cellfina	Tissue Stabilized-Guided Subcision (TS-GS)	Treats the underlying structural cause of cellulite dimples on the buttocks and thighs. U.S. FDA-cleared and E.U. CE-marked with results that last at least three years.	Contact mfr.
	DESCRIBE PFD Patch	Perfluorodecalin-Infused Gel-Based Skin Barrier and Optical Clearing Device	An accessory to laser tattoo removal with the commonly used wavelengths in both Q-switched (QS) and picosecond lasers enabling multiple laser passes in a single treatment session.	Contact mfr.
Quanta System	Discovery Pico Discovery Pico Plus Discovery Pico Derm	Picosecond, Q-Switched (not for Discovery Pico Derm) and Photo-Thermal 1064 nm Nd:YAG, Picosecond, Q-Switched (not for Discovery Pico Start) 532 nm Nd:YAG and Q-Switched 694 nm Ruby (only for Discovery Pico Plus). Up to 1.8 GW peak power. Pico-Boost Technology. OptiBeam II for fractional, square and round spots.	Benign pigmented lesions, tattoo removal, wrinkles and acne scars.	Contact mfr.
	Thunder Series	Pulsed 1064 nm Nd:YAG and pulsed 755 nm Alexandrite series with up to three models. Super elliptical spot handpieces up to 24 mm; Performant scanner with rep. rates up to 15 Hz.	Dermatological vascular treatments, permanent hair reduction and wrinkles.	Contact mfr.
	DenaVe (manufactured for Cartessa Aesthetics)	Solid State 585 nm Laser with no consumables. Scanner controlled by a touchscreen. Optional spot sizes: 0.5, 1, 1.5, 3 mm.	Benign vascular lesions and benign pigmented lesions.	Contact mfr.
Revenue Cure, Inc.	Muscle MVP pro	Magnetic Variable Pulse	Reduced muscle loss; faster functional recovery; pain management; reduced pain and inflammation; enhanced capillary formation; increased tensile strength in ligaments; increased range of motion; complement and enhance body shaping systems, as well as, sports medicine.	Under \$60,000
	Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	Pain management, hair restoration, injections, reduce inflammation and bruising, complement almost all procedures, acne and facial pain, CBD delivery and sports medicine.	Under \$40,000
Rohrer Aesthetics	Spectrum	Multi-Platform Laser/IPL	Hair removal, tattoo removal, skin resurfacing, vascular reduction and pigment reduction.	\$57,495
	Phoenix CO <sub>2</sub>	CO <sub>2</sub> Laser	FDA approved for dermatological, gynecological and general surgery procedures.	\$47,495
	PiXeI8-RF	Fractional RF Microneedling	With a single treatment skin will become smoother, tighter and more vital.	\$39,995
Thermi, a Celling Biosciences Company	ThermiVa Thermi250 ARVATI	Temperature Controlled RF Temperature Controlled RF Temperature Controlled RF	Heats tissue in the vulvovaginal area. Temporary reduction in the appearance of cellulite. Various modalities (ThermiTight, ThermiRase, ThermiSmooth Face and ThermiVa) help address common signs of aging and/or rapid weight loss, which may include wrinkles, post-baby body, cellulite, loose skin and tissue laxity; as well as empower people to take control over their skin, body and life.	Contact mfr. Contact mfr. Contact mfr.
Wontech Co., Ltd.	PICOCARE	Picosecond Nd:YAG laser (1064 nm, 532 nm); Collimated, Dye (595 nm, 660 nm) and HEXA MLA (size 3 to 10 mm) handpieces.	Multi-colored tattoos, benign pigmented lesions, enlarged pores, uneven skin texture, dull skin tone, fine lines and acne scars.	Contact mfr.
Zimmer MedizinSystems	Z Wave ZCryo	Ballistic Radial Pulse Cold Air (up to -30° C)	Temporary reduction in the appearance of cellulite. Skin cooling pre, intra and post laser treatments without interfering with the laser beam. Minimizes pain and thermal injury during laser and dermatological treatments. Temporary topical anesthetic relief for injections. Can be used for hair removal, tattoo removal and skin rejuvenation procedures.	Contact mfr. Contact mfr.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Body Shaping Technologies Comparison Chart

Supplier	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)	Price
Apyx Medical	Renuvion Cosmetic Technology	Helium Plasma/RF Energy	Instant tissue heating.	CE cleared. FDA cleared.	Contact mfr.
Candela	UltraShape Power	Non-Thermal, Pulsed Ultrasound Waves	Ultrasound energy is focused at the subcutaneous fat layer beneath skin surface. Oscillating high pressure induces selective destruction of mechanically fragile cell membranes resulting in fat cell destruction.	CE cleared. FDA cleared.	Contact mfr.
	VelaShape III	Bipolar RF, IR and Mechanical Tissue Manipulation with Pulsed Vacuum	The combination of IR and vacuum-coupled RF technologies effectively causes deep heating of the fat cells (adipocytes), surrounding connective fibrous septae, and the underlying dermal collagen fibers.	CE cleared. FDA cleared for temporary reduction in circumference of the abdomen and thighs, and the appearance of cellulite.	Contact mfr.
Cutera	truSculpt iD	Monopolar RF	Proprietary, low frequency and uniform delivery technology penetrates deep to treat the entire fat layer from skin to muscle to create selective apoptosis of the subcutaneous adipose tissue.	FDA Cleared, CE Mark, Health Canada.	Contact mfr.
DEKA	SmartLipo 6 SmartLipo 10 SmartLipo 18	1064 nm Nd:YAG Laser	Lipolisi technology with more than 15 years of experience on patients. Customized $\mu$ Pulsed Nd:YAG wavelength providing physiological contractions and elimination of the fat with no inflammatory effects. Controlled photo-mechanical effect, photo-coagulative action and photo-stimulative course for immediate skin tightening due to flexible pulse design.	CE cleared. FDA cleared.	Contact supplier
Fotona	SP Dynamis	Nd:YAG 1064 nm, Er:YAG 2940 nm	Laser assisted lipolysis, treatment of wrinkles; Photothermal - heat generated by laser light.	CE cleared. FDA cleared.	Contact mfr.
	XP-2 Focus	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	XP Dynamis	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	SP Spectro XP Spectro	Nd:YAG 1064 nm, Er:YAG 2940 nm Nd:YAG 1064 nm	Same as above. Same as above.	CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. Contact mfr.
InMode Aesthetic Solutions	BodyFX and MiniFX / Contoura Workstation	Bipolar RF, Negative Pressure, Mechanical Massage, Ace Technology	Targets fatty tissue for body and cellulite Tx. RF provides precise, optimal heating of skin for contraction and body shaping using A.C.E. (Acquire, Control, Extend) technology to optimize maximal energy. Vacuum massage with gentle pressure allows maximum depth. Tissue temperature and impedance monitoring achieves and maintains optimal Tx temperature endpoints for enhanced safety and reduced risk of thermal injury. No consumables.	CE cleared. FDA cleared.	Contact mfr.
	BodyTite, FaceTite, AccuTite and EmbraceRF	RF	RF-assisted lipolysis. Dual electrode configuration allows both internal coagulation (fat) and external skin contraction. ACE technology prevents overheating.	CE cleared. FDA cleared.	Contact mfr.
Lumenis	NuEra	Temperature Controlled RF	Temperature controlled RF provides a temporary reduction in the appearance of cellulite.	FDA cleared.	Contact mfr.
Revenue Cure, Inc.	Muscle MVP pro	Magnetic Variable Pulse.	Magnetic Variable Pulse.	Available for sale.	\$59,500
Solta Medical, a division of Bausch Health Companies	Thermage FLX	RF	Patented RF energy penetrates deep into the dermis and subcutaneous tissue to tighten skin.	CE cleared. FDA cleared for non-invasive Tx of wrinkles and rhytides; incl. upper / lower eyelids; temporary improvement in appearance of cellulite (with vibration).	Contact mfr.
	Liposonix	High-Intensity Focused Ultrasound (HIFU)	Non-invasive fat reduction system utilizing state-of-the-art HIFU to permanently destroy subcutaneous adipose tissue and provide Custom Contouring capabilities. Intended use and indications for use: The Liposonix system delivers HIFU energy that can disrupt subcutaneous adipose tissue (SAT) to provide a non-invasive approach to body contouring to achieve a desired aesthetic effect.	CE cleared. FDA cleared. U.S.: Indicated for non-invasive waist circumference reduction (i.e., abdomen and flanks). E.U.: Indicated for trunk and lower extremities excluding the lower leg (i.e., abdomen, flanks, hips, thighs and buttocks). Canada: Indicated for abdomen, flanks, hips, thighs and buttocks.	Contact mfr.
	VASERlipo	Ultrasound	Ultrasonic energy selectively emulsifies fatty tissue through Acoustic Streaming, while preserving nerves, blood vessels, collagen and fat cell viability. Emulsified fat is removed via specially designed, atraumatic, suction cannulas.	CE cleared. FDA cleared.	Contact mfr.
	VASERshape	Non-Invasive Ultrasound and Massage	Small vacuum-assisted massage handpiece coupled with an ultrasound transducer directs a double beam of 1 MHz ultrasound energy to shape the body by temporarily reducing the appearance of cellulite.	CE cleared. FDA cleared.	Contact mfr.
	PowerX	Power-Assisted Liposuction	A powered handpiece on the VASERlipo system rotates the attached cannula based on predetermined angle and speed settings, allowing physicians to quickly debulk large areas of fat and reduce physician fatigue.	CE cleared. FDA cleared.	Contact mfr.
Thermi, a Celling Biosciences Company	Thermi250	Temperature Controlled RF	Temperature Controlled RF to provide temporary reduction in the appearance of cellulite.	FDA cleared.	Contact mfr.
	ARVATI	Temperature Controlled RF	Versatile modalities and safe delivery of rapid results through controlled heating using RF to initiate positive tissue change and naturally stimulate collagen. Address common signs of aging and/or weight loss (fine lines, post-baby body, cellulite, loose skin and tissue laxity).	FDA cleared.	Contact mfr.
Zimmer MedizinSystems	ZWave	Electromagnetic Ballistic Radial Pulse	Mechanical impact: radial pulse technology temporarily reduces the appearance of cellulite. Electromagnetic generator creates ballistic force that is transferred to the applicator. Pulsed radial wave therapy is delivered to the treatment area for cellulite Tx and enhanced body shaping.	CE cleared. FDA cleared.	Contact mfr.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Vascular Technology Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Aerolase</b>						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm <sup>2</sup>	650 μs – 1.5 ms	Contact mfr.	30+ applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
V650	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm <sup>2</sup>	650 μs – 1.5 ms	Contact mfr.	No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No service contracts. Portable (25 lbs.). All laser accessories, training and marketing package included.
<b>Cutera</b>						
excel V xeo	Laser Laser / Limelight	532 nm, 1064 nm 1064 nm / 520 – 1100 nm	Up to 300 J/cm <sup>2</sup> 300 J/cm <sup>2</sup> / ≤30 J/cm <sup>2</sup>	Up to 60 ms Up to 300 ms / Automatic	Contact mfr. Contact mfr.	
<b>DEKA</b>						
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm <sup>2</sup> (max.) SP and LP / 160 J (max.) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1 – 3 pulses) / from 3 – 8 ms	Contact supplier	Nd:YAG and IPL platform with five application specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooler connections; delivery pulse settings available; patient database and protocols. IPL: optional five filters, 30,000 shots guaranteed. No disposables.
MiniSilk FT	Pulsed Light System	500, 520, 550, 600, 650 Filter	2 - 2.5 J/cm <sup>2</sup>	2 - 85 ms (1 – 3 pulses)	Contact supplier	Interchangeable snap-on filters, integrated skin contact cooling; lamp water cooling, transportable. 3.1 or 6.2 cm <sup>2</sup> spot areas available. IR filter available for greater skin tightening.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	63.5 J (max.); 125 W (max.) / LP 120 J, 180 W (max.); SP 120 J (max.) / 160 J (max.) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode) / from 3 – 8 ms	Contact supplier	5 Hz and high power system (125 W) on Alex emission; 180 W Nd:YAG laser module with up to 27,000 W pulse peak power. Three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. 12 different application handpieces to 24 mm. Auto Spot Size Recognition System. Top Hat technology; contact cooling or optional external cooler connections; patient database and protocols. IPL: optional 5 filters with enhanced vascular capabilities - 500 G.No disposables.
Motus AY	High Frequency Alex and Nd:YAG Laser	755 nm Alexandrite / 1064 nm Nd:YAG	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (twin pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode)	Contact supplier	Transportable device, integrated Peltier skin contact cooling. Vascular lesion application through standard optional handpieces. Up to 20 mm spot area with up to 10 Hz rep. rate available on both Nd:YAG and Alex wavelengths. Proprietary new Movèo technology functionality for painless and smokless hair removal. Additional standard handpiece for pigmented lesions, skin rejuvenation and other dermatology indications.
<b>Fotona</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP-2 Focus XP MAX	Nd:YAG Nd:YAG	1064 nm 1064 nm	Up to 300 J/cm <sup>2</sup> Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms 0.1 – 300 ms	Contact mfr. Contact mfr.	Nd:YAG handpieces: 2 - 10 mm spot sizes. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm <sup>2</sup>	5 – 20 ns, 250 μs	Contact mfr.	Handpieces: 2 - 8 mm spot sizes.
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	N/A	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Spectro	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm <sup>2</sup>	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
XP Focus	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	Standard handpiece: R31/R32 with 2 - 8 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
<b>InMode Aesthetic Solutions</b>						
Vasculaze	Diode	1064 nm	40 – 300 J/cm <sup>2</sup>	5 – 100 ms	Contact mfr.	
<b>Lasering USA</b>						
Velure S5 MiXto VX	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	MiXto VX fractional scanner for non-ablative skin rejuvenation. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.
Velure S5	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Vascular Technology Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Lumenis</b>						
M22	Multi-Application, Multi-Technology Modular Platform	IPL: 515 – 1200 nm, Nd:YAG: 1064 nm	10 – 35 J/cm <sup>2</sup> , 20 – 225 J/cm <sup>2</sup>	4 – 20 ms, 2 – 20 ms	Contact mfr.	Universal IPL module treats 24 applications, Universal IPL handpiece has two light guides (15 x 35 mm and 8 x 15 mm), with six exchangeable ExpertFilters: 515, 560, 590, 615, 640, 695 nm. Nd:YAG module treats five applications, MultiSpot Nd:YAG handpiece has 2 x 4 mm and 6 mm light guides. Optimal Pulse Technology (OPT) and Multiple-Sequential-Pulsing. Continuous contact cooling with SapphireCool light guides. Optimized presets.
<b>Lutronic</b>						
Clarity	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm <sup>2</sup>	0.35 – 300 ms	Contact mfr.	Clarity provides single fiber for all spots, with modernized, ergonomic design to treat unwanted hair, vascular and pigmented lesions. Standard spot sizes include: 2, 3, 5, 8, 10, 12, 15, 18, 20 mm. ICD or air cooling available. Clarity II provides single fiber for all quick-zoom multi-spots from 2 to 25 mm, with new ergonomic design to treat unwanted hair, vascular and pigmented lesions with increased speed and ease. Proprietary Intelligent Tracking and Real-Time Temperature Sensing enable more efficacious coverage and faster results. ICD or air cooling available (Clarity II is pending U.S. FDA clearance).
Clarity II	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm <sup>2</sup>	0.10 – 300 ms	Contact mfr.	
<b>Quanta System</b>						
DenaVe (manufactured for Cartessa Aesthetics)	Solid State Laser	585 nm	Up to 63 J/cm <sup>2</sup>	0.25 – 8000 ms	Contact mfr.	Solid state laser with no consumables. Spot sizes: 0.5, 1, 1.5, 3 mm. Optional scanner with max. scanning area of 1.8x1.8 cm. Rep. rates for Q-switched sources up to 10 Hz and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor; rep. rates up to 10 Hz. Spot sizes available for pulsed 532 nm Nd:YAG from 2-6 mm; pulsed 1064 nm Nd:YAG from 2-16 mm. Q-Plus - Evo Series models: MDK 3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm). Light - Evo Series models: Light B (pulsed 1064 nm / 1320 nm [optional]); Light A Star (pulsed 1064 nm / 1320 nm [optional]; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm [optional] / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm [optional] / 532 nm, pulsed 755 nm). Skin Cryo air adaptor integrated into laser handpiece and software integrated cooling system. Optional powerful scanner available with a maximum of 29 cm <sup>2</sup> scanning area, multiple fill modes and shapes. Thunder Series models: Thunder HR (pulsed 755 nm), Thunder VT (1064 nm), Thunder (pulsed 755 nm / 1064 nm). Multiple handpieces with spot sizes up to 24 mm; rep. rate for both wavelengths up to 10 Hz with handpieces and 15 Hz with scanner. Optional handpieces for the Evo Series and Discovery PICO/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm <sup>2</sup> or 25x13 mm <sup>2</sup> . Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
Q-Plus - EVO Series	Multi-Application Platform: Pulsed Nd:YAG / Pulsed FD Nd:YAG	1064 nm / 532 nm	Up to 300 J/cm <sup>2</sup> / up to 95 J/cm <sup>2</sup>	0.3 – 300 ms / 2 – 25 ms	Contact mfr.	
Light - Evo Series	Multi-Application Platform: Pulsed FD Nd:YAG / Pulsed Nd:YAG	532 nm / 1064 nm	Up to 95 J/cm <sup>2</sup> / up to 300 J/cm <sup>2</sup>	2 – 25 ms / 0.3 – 300 ms	Contact mfr.	
Thunder Series	Multi-Application Platform: Pulsed Nd:YAG	1064 nm	Up to 300 J/cm <sup>2</sup>	0.3 – 300 ms	Contact mfr.	
Twain IPL	Pulsed Light	570 – 1200 nm / 550 – 1200 nm	Up to 25 J/cm <sup>2</sup>	5 – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	
Quanta Forte	Multi-Application Platform: IPL	VL-PL 535: 535 – 950 nm	Up to 25 J/cm <sup>2</sup>	10 – 25 ms	Contact mfr.	
<b>Revenue Cure, Inc.</b>						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	
<b>Rohrer Aesthetics, LLC</b>						
Spectrum	YAG Laser	1064 nm	50 J/cm <sup>2</sup>	Adjustable up to 10 ms	\$57,495 (fully loaded); \$29,995 (with single handpiece)	Multi-platform laser/IPL features: 810 diode, Er:YAG, Q-switched Nd:YAG, long pulsed YAG and IPL. Nd:YAG features adjustable spot size (1.5 mm and 3 mm); built-in contact cooling; safely removes facial and leg veins and small angiomas on the body without bruising.
<b>Wontech Co., Ltd.</b>						
COSJET SR	Long Pulsed Nd:YAG Laser	1064 nm, 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 – 1 ms (short) / 1 – 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot size from 2 to 10 mm.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 – 40 ms / 5 – 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
Sandro Dual	Long-Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm / Hybrid mode (755 – 1064 nm, 1064 – 755 nm)	50 J / 80 J / 60 J	0.2 – 300 ms / 0.2 – 300 ms / 5 – 50 ms	Contact mfr.	Spot size: 2, 3, 5, 7, 10, 12, 15, 18, 20 mm; Skin Cooling Spray (SCS).

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Aerolase</b>						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm <sup>2</sup>	650 μs – 1.5 ms	Contact mfr.	30+ applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
<b>Candela</b>						
GentleMax Pro	Dual Wavelength Alexandrite / Nd:YAG	755 nm / 1064 nm	Up to 400 J/cm <sup>2</sup> / up to 520 J/cm <sup>2</sup>	0.250 – 100 ms	Contact mfr.	Standard Tx spot sizes from 6-18 mm; large spot delivery system handpiece provides 20, 22 and 24 mm Tx spots; finger and foot switch pulse control; patented Dynamic Cooling Device (DCD) providing consistent epidermal protection and patient comfort.
GentleLase Pro-U	Alexandrite	755 nm	Up to 400 J/cm <sup>2</sup>	0.250 – 100 ms	Contact mfr.	Same as above. Nd:YAG system upgrade to GentleMax Pro available.
GentleYAG Pro-U	Nd:YAG	1064 nm	Up to 520 J/cm <sup>2</sup>	0.250 – 100 ms	Contact mfr.	Same as above. Alexandrite system upgrade to GentleMax Pro available.
eIōs Plus with Motif LHR Applicator	Multi-Application Platform: Optical Energy (IR) / RF (eIōs)	810 nm	Light Fluence: up to 50 J/cm <sup>2</sup> , RF: up to 50 J/cm <sup>3</sup>	3 Hz	Contact mfr.	Spot size: 12 x 12 mm; tip cooling temp: 5° C.
eIōs Plus with Motif HR Plus Applicator	Multi-Application Platform: Optical Energy (IR) / RF (eIōs)	680 – 980 nm	Light Fluence: up to 35 J/cm <sup>2</sup> , RF: up to 25 J/cm <sup>3</sup>	Up to 3 Hz	Contact mfr.	Spot size: 35 x 14 mm; tip cooling temp: 5° C.
eIōs Plus with Motif HR Applicator	Multi-Application Platform: Optical Energy (IR) / RF (eIōs)	680 – 980 nm	Light Fluence: up to 45 J/cm <sup>2</sup> , RF: up to 25 J/cm <sup>3</sup>	1 Hz	Contact mfr.	Spot size: 25 x 12 mm; tip cooling temp: 5° C.
<b>Cutera</b>						
xeo + prowave	Laser / IPL	1064 nm / 680 – 1100 nm	300 J/cm <sup>2</sup> / up to 35 J/cm <sup>2</sup>	Up to 300 ms / up to 90 ms	Contact mfr.	
excel HR	Laser	755 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	Up to 300 ms	Contact mfr.	
<b>DEKA</b>						
MiniSilk FT	Pulsed Light System	500, 520, 550, 600, 650 Filter	2 – 2.5 J/cm <sup>2</sup>	3 – 8 ms (1 – 3 pulses)	Contact supplier	Interchangeable snap-on filters, integrated skin contact cooling; lamp water cooling, transportable. 3.1 or 6.2 cm <sup>2</sup> spot areas available. IR filter available for greater skin tightening.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	63.5 J (max.); 125 W (max.) / LP 120 J, 180 W (max.); SP 120 J (max.) / 160 J (max.) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode) / from 3 – 8 ms	Contact supplier	5 Hz and high power system (125 W) on Alex emission; 180 W Nd:YAG laser module with up to 27,000 W pulse peak power. Three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. 12 different application handpieces to 24 mm. Auto Spot Size Recognition System. Top Hat technology; contact cooling or optional external cooler connections; patient database and protocols. IPL: optional 5 filters with enhanced vascular capabilities - 500 G.No disposables.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm <sup>2</sup> (max.) SP and LP / 160 J (max.) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1 – 3 pulses) / from 3 – 8 ms	Contact supplier	Nd:YAG and IPL platform with five application specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooler connections; delivery pulse settings available; patient database and protocols. IPL: optional five filters, 30,000 shots guaranteed. No disposables.
Motus LD	High Power Diode Laser	810 ± 10 nm	Up to 60 J	Up to 46 ms	Contact supplier	Transportable device with optional chart, integrated skin contact cooling; 10x10 mm <sup>2</sup> spot area available with up to 15 Hz rep. rate. Motion functionality for virtually painless hair removal.
Motus AX	High Frequency Alex Laser	755 nm	Up to 30 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (twin pulse)	Contact supplier	Transportable device, integrated Peltier skin contact cooling; up to 20 mm spot area with up to 10 Hz rep. rate. Proprietary new Movèo technology functionality for painless and smokless hair removal.
Motus AY	High Frequency Alex and Nd:YAG Laser	755 nm Alexandrite / 1064 nm Nd:YAG	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (twin pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode)	Contact supplier	Transportable device, integrated Peltier skin contact cooling; up to 20 mm spot area with up to 10 Hz rep. rate available on both Nd:YAG and Alex wavelengths. Proprietary new Movèo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
<b>Fotona</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 1.6 ms	Contact mfr.	S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP MAX QX MAX	Nd:YAG Nd:YAG Q-Switched / Long Pulse	1064 nm 1064 nm, 532 nm, 585 nm, 650 nm	Up to 600 J/cm <sup>2</sup> Up to 160 J/cm <sup>2</sup>	0.1 – 1.6 ms 250 μs	Contact mfr. Contact mfr.	Same as above. Handpieces: 2 - 8 mm spot sizes.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>InMode</b>						
Diolaze XL / Optimas Workstation	Diode	810 nm	40 J/cm <sup>2</sup> (short), 60 J/cm <sup>2</sup> (long)	Single and 1 pps auto repeat	Contact mfr.	Gold standard wavelength with ultra-fast speed / pulsing to tissue and large spot size. No compromising power for pulsing. Virtually painless due to strong built-in cooling (3PC - Pre, Parallel, Post). No consumables.
Triton DuoLight / Triton Workstation	Alexandrite / Diode	755 nm / 810 nm	5 – 40 J/cm <sup>2</sup>	Short and Long	Contact mfr.	
Triton DuoDark / Triton Workstation	Diode / Nd:YAG	810 nm / 1064 nm	5 – 40 J/cm <sup>2</sup>	Short and Long	Contact mfr.	
<b>Lutronic</b>						
Clarity	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm <sup>2</sup>	0.35 – 300 ms	Contact mfr.	Clarity provides single fiber for all spots, with modernized, ergonomic design to treat unwanted hair, vascular and pigmented lesions. Standard spot sizes include: 2, 3, 5, 8, 10, 12, 15, 18, 20 mm. ICD or air cooling available.
Clarity II	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm <sup>2</sup>	0.10 – 300 ms	Contact mfr.	Clarity II provides single fiber for all quick-zoom multi-spots from 2 to 25 mm, with new ergonomic design to treat unwanted hair, vascular and pigmented lesions with increased speed and ease. Proprietary Intelligent Tracking and Real-Time Temperature Sensing enable more efficacious coverage and faster results. ICD or air cooling available (Clarity II is pending U.S. FDA clearance).
Advantage	Diode	805 nm	Up to 100 J/cm <sup>2</sup>	5 – 400 ms	Contact mfr.	Diode laser for efficient hair and pigment removal. Choice of modular handpieces with chilled compression tip: 10x10 mm and 10x30 mm sizes available.
<b>Quanta System</b>						
Q-Plus - EVO Series	Multi-Application Platform: Pulsed Nd:YAG / Pulsed Alexandrite	1064 nm / 755 nm	Up to 300 J/cm <sup>2</sup> / up to 60 J/cm <sup>2</sup>	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Rep. rates for Q-switched sources up to 10 Hz and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor, rep. rates up to 10 Hz. Spot sizes available for pulsed Alexandrite 755 nm from 6-16 mm / 20 mm (only for Domino; pulsed Nd:YAG 1064 nm from 2-16 mm. Q-Plus-Evo Series models: MDK 3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm).
Domino - EVO Series	Alexandrite	755 nm	Up to 60 J/cm <sup>2</sup>	0.3 – 300 ms	Contact mfr.	Light-EVO Series models: Light A (pulsed 755 nm); Light B (pulsed 1064 nm/1320 nm [optional]); Light A Star (pulsed 1064 nm/1320 nm [optional]; pulsed 755 nm); Light C (pulsed 1064 nm/1320 nm [optional] / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm [optional] / 532 nm, pulsed 755 nm).
Light - Evo Series	Multi-Application Platform: Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm <sup>2</sup> / up to 300 J/cm <sup>2</sup>	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Skin Cryo air adaptor integrated with laser handpiece and software integrated cooling system. Optional powerful available scanner with a maximum of 29 cm <sup>2</sup> scanning area, multiple fill modes and shapes. Thunder Series models: Thunder HR (pulsed 755 nm), Thunder VT (pulsed 1064 nm), Thunder (pulsed 755 nm/1064 nm). Multiple handpieces; spot sizes up to 24 mm; rep. rate for both wavelengths up to 10 Hz with handpieces and 15 Hz with scanner.
Thunder Series	Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm <sup>2</sup> / up to 300 J/cm <sup>2</sup>	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Optional handpieces for the EVO Series and Discovery Pico/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm <sup>2</sup> or 25x13 mm <sup>2</sup>
Twain IPL	Pulsed Light	650 nm – 1200 nm / 625 nm – 1200 nm / 590 nm – 1200 nm	Up to 25 J/cm <sup>2</sup>	5 ms – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12°C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
Quanta Forte	Multi-Application Platform: IPL / Diode 808	HR635: 635 – 950 nm / HR580: 580 – 950 nm / Diode 808: 808 nm	Up to 25 J/cm <sup>2</sup> / up to 25 J/cm <sup>2</sup> / up to 90 J/cm <sup>2</sup>	15 – 100 ms / 15 – 100 ms / up to 200 ms	Contact mfr.	
<b>Revenue Cure, Inc.</b>						
DioLux	Diode	808 nm	N/A	Variable for all skin types	\$40,000	Included.
<b>Rohrer Aesthetics, LLC</b>						
Spectrum	Diode Laser	810 nm	N/A	Adjustable up to 400 ms	\$57,495 (fully loaded) \$29,995 (with single handpiece)	Multi-platform laser/IPL features: 810 diode, Er:YAG, Q-switched Nd:YAG, long pulsed YAG and IPL. 810 diode (hair removal) features adjustable pulse duration from 20 ms to 400 ms; safe for all skin types. Large 12 mm x 14 mm spot size combined with adjustable Hz rate from 1 - 10 pulses/sec, allows treatment of large areas (full back, chest or legs) in under 15 minutes. Handpiece includes built-in contact cooling and reduces (usually permanently) dark colored hair after three to five treatments.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Aerolase</b>						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm <sup>2</sup>	650 μs – 1.5 ms	Contact mfr.	30+ applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
Era	Er:YAG	2940 nm	Up to 1400 mJ	300 μs	Contact mfr.	No per treatment consumables and no skin contact by handpiece. No service contracts. Portable (22 lbs.). All laser accessories, training and marketing package included.
<b>Aesthetics Biomedical</b>						
The Vivace Experience	Microneedling with RF	1 MHz and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
<b>Cutera</b>						
xeo	Laser	1064 nm	Up to 300 J/cm <sup>2</sup>	Up to 300 ms	Contact mfr.	Optional IPL handpieces.
excel V+	Laser	532 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	Up to 60 ms	Contact mfr.	Dermastat pen.
<b>DEKA</b>						
SmartXide DOT	Fractional CO <sub>2</sub>	10.6 μm	50 W max.	200 μs – 2,000 μs	Contact supplier	DOT Scanner and Free Hand handpiece included; touch screen monitor; Stack feature; Smart Track delivery mode. Smart Pulse; patient database; CW; PW; traditional and fractional scanning modes available.
SmartXide <sup>2</sup>	Fractional CO <sub>2</sub>	10.6 μm	80 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Touch	Fractional CO <sub>2</sub>	10.6 μm	60 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Tetra	Fractional CO <sub>2</sub>	10.6 μm	50 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner, Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
MiniSilk FT	Pulsed Light System	500, 520, 550, 600, 650 Filter	2 – 2.5 J/cm <sup>2</sup>	2 – 85 ms (1 – 3 pulses)	Contact supplier	Interchangeable snap-on filters, integrated skin contact cooling; lamp water cooling, transportable. 3.1 or 6.2 cm <sup>2</sup> spot areas available. IR filter available for greater skin tightening.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm <sup>2</sup> (max.) SP and LP / 160 J (max.) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1 – 3 pulses) / from 3 – 8 ms	Contact Supplier	Nd:YAG and IPL platform with five application specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooler connections; delivery pulse settings available; patient database and protocols. IPL: opt. of five filters, 30,000 shots guaranteed. No disposables.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	63.5 J (max.); 125 W (max.) / LP 120 J, 180 W (max.); SP 120 J (max.) / 160 J (max.) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode) / from 3 – 8 ms	Contact supplier	5 Hz and high power system (125 W) on Alex emission; 180 W Nd:YAG laser module with up to 27,000 W pulse peak power. Three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. 12 different application handpieces to 24 mm. Auto Spot Size Recognition System. Top Hat technology; contact cooling or optional external cooler connections; patient database and protocols. IPL: optional 5 filters with enhanced vascular capabilities - 500 G. No disposables.
Motus AY	High Frequency Alex and Nd:YAG Laser	755 nm Alexandrite / 1064 nm Nd:YAG	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (twin pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode)	Contact supplier	Transportable device, integrated Peltier skin contact cooling; up to 20 mm spot area with up to 10 Hz rep. rate available on both Nd:YAG and Alex wavelengths. Proprietary new Moveo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
<b>Fotona</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Fotona - continued</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm <sup>2</sup> Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm <sup>2</sup>	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm <sup>2</sup> Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
XP MAX	Nd:YAG	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 300 ms	Contact mfr.	S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm <sup>2</sup>	5 – 20 ns / 250 µs	Contact mfr.	Handpieces: 2 - 8 mm spot sizes.
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	N/A	Contact mfr.	F-Runner fractional Er:YAG scanner: 250 µm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11 Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Spectro	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Dynamis	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	Same as above.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
<b>InMode</b>						
Lumecca/Optimas Workstation	Spectrum Shifted IPL	515 – 1200 nm, 580 – 1200 nm	10 – 30 J/cm <sup>2</sup>	5 – 30 ms	Contact mfr.	Delivers 40% of total energy between 500 - 600 nm. Provides a photofacial in one to three treatments. Powerful peak power: 3,000 W/cm <sup>2</sup> . No consumables.
Forma/Optimas Workstation	Bipolar RF	N/A	Up to 65 W	N/A	Contact mfr.	Non-invasive subdermal heating for collagen remodeling and contraction. RF current flows uniformly between the electrodes for a comfortable and safe Tx. ACE technology features built-in temperature controls to attain clinically proven optimal epidermal temperature, and exclusive capability for prolonged exposure at therapeutic temperatures.
Fractora/Optimas Workstation	Fractional RF	N/A	Up to 62 mJ/Pin	Up to 2 pps	Contact mfr.	Variable pin configurations and TX depths allow for a Designer Dermis approach to treatment. Safe on ethnic skin. No pulse counter limitations.
FaceTite, AccuTite + Morpheus8	RF	N/A	N/A	N/A	Contact mfr.	Subdermal adipose tissue remodeling targets skin laxity through subdermal RF and underlying fat coagulation. Bridging the treatment gap between non-invasive and surgical, EmbraceRF is perfect for patients who are not candidates for a face-lift, but want dramatic results without the downtime.
<b>Lasering USA</b>						
SLIM E30 MiXto SX	CO <sub>2</sub>	10,600 nm	0.5 – 30 W	2.5 – 16 ms	Contact mfr.	Patented chopped CW fractional scanner system; 20 x 20 mm, 180 micron scanning handpiece; 300 micron scanning handpiece; full range of cutting handpieces, micromanipulator and GYN handpiece for vaginal therapy. No disposables.
SLIM EVOLUTION II MiXto PRO	CO <sub>2</sub>	10,600 nm	0.5 – 30 W	2.5 – 16 ms	Contact mfr.	Same as above.
Velure S5 MiXto VX	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	MiXto VX Fractional scanner for non-ablative skin rejuvenation. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.
<b>Lutronic</b>						
eCO2	CO <sub>2</sub> Fractional Laser	10,600 nm	Up to 240 mJ	Ultra Pulse: 40 – 1,000 µs Super Pulse: 1 – 5 ms	Contact mfr.	Designed to address the most demanding users' ablative resurfacing needs. Multi-spot Fractional Scanning handpiece with Controlled Chaos Mode (CCM) offers complete tunability for light and aggressive procedures, as well as all levels in between. The Incisional handpiece provides additional surgical options and the ability to treat discrete lesions.
Genius	Bipolar Fractional RF	N/A	50 W	10 – 1,000 ms	Contact mfr.	High-intensity RF microneedling platform. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars. Consumables: Single patient use tip for handpiece.

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# Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Lutronic - continued</b>						
LaseMD	Thulium Laser	1927 nm	1 – 20 mJ	N/A	Contact mfr.	The 1927 nm Thulium wavelength can treat all skin types to improve sun damage, fine lines, stubborn pigment and skin health/luminosity. The included Multi-Modal Magnetic Scanning handpiece and associated caps and rollers enable a fast, comfortable, low-downtime treatment. Optional serums and cooling masks enhance results and complete the patient experience.
PicoPlus	Nd:YAG Picosecond and Nanosecond Laser	1064 nm / 532 nm; 595 nm and 660 nm	Up to 800 mJ	450 ps and 2 ns	Contact mfr.	1.8 GW of peak power for unmatched efficacy and minimal thermal impact. Optional Dual Focused Dots Fractional 1064/532 handpiece, plus 595 nm and 660 nm handpieces (pending US FDA clearance), are designed to complement 2 – 6 mm Zoom and 6 – 10 mm Collimated Toning handpieces, designed to effectively remove/reduce unwanted pigment and increase collagen.
Spectra <i>Hollywood Laser Peel</i>	Nd:YAG Nanosecond and Microsecond Laser	1064 nm / 532 nm; 585 nm and 650 nm	Up to 1.2 J	5 ns	Contact mfr.	High peak power 0.24 GW nanosecond platform achieves efficacious results in pigment clearance, collagen stimulation and acne (scar) improvements.
<b>Quanta System</b>						
Discovery Pico Derm	Picosecond FD Nd:YAG / Picosecond Nd:YAG	532 nm / 1064 nm	0.3 J (ps) / 0.6 J (ps); 2 J (µs)	400 ps / 450 ps; 250 µs	Contact mfr.	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive Pico-Boost technology allows emissions in pico, nano (not for Discovery Pico Derm) or microseconds. OptiBeam II technology for flat-top round, square and fractional spots. Spot sizes available: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5, 7x7 (only for Discovery Pico Start) square; fractional round 8 mm; Twain IPL and Twain 2940 options for Discovery Pico and Discovery Pico Plus.
Discovery Pico / Discovery Pico Plus	Picosecond FD Nd:YAG / Picosecond Nd:YAG / Ruby Q-Switched (only for Discovery Pico Plus)	532 nm / 1064 nm / 694 nm	0.3 J (ps); 0.4 J (ns) / 0.8 J (ps/ns); 2 J (µs) / 1.2 J (ns); 2 J (ms)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 µs / 30 ns; 2 ms	Contact mfr.	Rep. rates for Q-switched sources up to 10 Hz, 3 Hz for Ruby, and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor; rep. rates up to 10 Hz. Spot sizes available for pulsed 755 nm from 6-16 mm; pulsed 532 nm from 2-6 mm; pulsed 1064 nm from 2-16 mm; pulsed 1320 nm (optional) from 6-10 mm. Twain IPL and Twain 2940 are optional.
Q-Plus - EVO Series	Multi-Application Platform: Q-Switched Nd:YAG / Q-Switched FD Nd:YAG / Q-Switched Ruby / Pulsed Nd:YAG / Pulsed FD Nd:YAG / Pulsed Nd:YAG (optional) Pulsed Alexandrite	1064 nm / 532 nm / 694 nm / 1064 nm / 532 nm / 1320 nm (optional) / 755 nm	Up to 37.5 J/cm <sup>2</sup> (ns); 50 J/cm <sup>2</sup> (µs) / up to 15 J/cm <sup>2</sup> / up to 30 J/cm <sup>2</sup> (ns); 25 J/cm <sup>2</sup> (ms) / up to 300 J/cm <sup>2</sup> / up to 95 J/cm <sup>2</sup> / up to 35 J/cm <sup>2</sup> / up to 60 J/cm <sup>2</sup>	6 ns; 12 ns; 250 µs / 6 ns; 12 ns / 30 ns; 2 ms / 0.3 – 300 ms / 2 – 25 ms / 5 – 10 ms / 0.3 – 300 ms	Contact mfr.	Q-Plus-Evo Series models: Q-Plus A (Q-switched 532 nm / 1064 nm); Q-Plus C (Q-switched 532 nm / 1064 nm and 694 nm); Q-Plus R (Q-switched 694 nm); MDK3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm). Light-EVO Series models: Light B (pulsed 1064 nm / 1320 nm); Light A Star (pulsed Nd:YAG 1064 nm / 1320 nm; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm / 532 nm, pulsed 755 nm).
Light - Evo Series	Multi-Application Platform: Pulsed Alexandrite / Pulsed FD Nd:YAG / Pulsed Nd:YAG / Pulsed Nd:YAG (optional)	755 nm / 532 nm / 1064 nm / 1320 nm (optional)	Up to 60 J/cm <sup>2</sup> / Up to 95 J/cm <sup>2</sup> / Up to 300 J/cm <sup>2</sup> / Up to 35 J/cm <sup>2</sup>	0.3 – 300 ms / 2 – 25 ms / 0.3 – 300 ms / 5 – 10 ms	Contact mfr.	Light-EVO Series models: Light B (pulsed 1064 nm / 1320 nm); Light A Star (pulsed Nd:YAG 1064 nm / 1320 nm; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm / 532 nm, pulsed 755 nm).
Thunder Series	Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm <sup>2</sup> / up to 300 J/cm <sup>2</sup>	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Skin Cryo air adaptor integrated into laser handpiece and software integrated cooling system. Optional powerful scanner available with a maximum of 29 cm <sup>2</sup> scanning area, multiple fill modes and shapes. Thunder Series models: Thunder HR (pulsed 755 nm), Thunder VT (pulsed 1064 nm), Thunder (pulsed 755 nm / 1064 nm). Handpiece spot sizes up to 24 mm; rep. rate for both wavelengths up to 10 Hz with handpiece and 15 Hz with scanner.
Twain IPL	Pulsed Light	570 nm – 1200 nm / 550 nm – 1200 nm	Up to 25 J/cm <sup>2</sup>	5 – 40 ms (pulse train duration up to 240 ms)	Contact mfr.	Optional handpieces for the EVO Series and Discovery PICO / Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm <sup>2</sup> or 25x13 mm <sup>2</sup>
Twain 2940	Er:YAG	2940 nm	Up to 10 J/cm <sup>2</sup> (non microbeam mode) / up to 121 J/cm <sup>2</sup> (microbeam mode)	0.3 ms – 1ms	Contact mfr.	Optional handpiece for the EVO Series, Discovery Pico / Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Quanta Forte	Multi-Application Platform: IPL / Er:YAG / Diode 808	HR635: 635 – 950 nm / SR580: 580 – 950 nm / VL-PL 535: 535 – 950 nm / AC415: 415 – 950 nm / Er:YAG: 2940 nm / Diode 808: 808 nm	Up to 25 J/cm <sup>2</sup> / up to 15 J/cm <sup>2</sup> / up to 95 J/cm <sup>2</sup> (non microbeam mode) / up to 90 J/cm <sup>2</sup>	15 – 100 ms / 15 – 100 ms / 10 – 25 ms / 10 – 25 ms / 15 – 100 ms / 1 – 1.5 ms / up to 200 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
<b>Revenue Cure, Inc.</b>						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	Included.

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# Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Rohrer Aesthetics, LLC</b>						
Phoenix CO <sub>2</sub> Laser	CO <sub>2</sub>	10,600 nm	Adjustable up to 200 mJ / point	Adjustable up to 20 ms	\$37,495	Incisional handpiece and ergonomic, microthermal zone scanner. Pixelated scanner features unique scanning technology to customize treatment for individual patients. 30 mm x 30 mm pattern size allows resurfacing of both hands in under 2 minutes. Can also be used to improve vaginal health.
Spectrum	Er:YAG	2940 nm	1000 mJ	300 ms	\$57,495 (fully loaded) \$29,995 (with single handpiece)	Multi-platform laser/IPL features: 810 diode, Er:YAG, Q-switched Nd:YAG, long pulsed YAG and IPL. Er:YAG features adjustable spot size from 1.5 mm - 6 mm and adjustable Hz rate from 1 - 5 pulses/sec allowing treatment of a full face in under 15 minutes. Safe to treat the neck and chest; removes fine lines, wrinkles and pigmentation (including melasma); and can safely be used on most skin types.
<b>Wontech Co., Ltd.</b>						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	450 ps	Contact mfr.	Zoom (2 - 10 mm), collimated (7 mm), dye(595 nm, 660 nm / 3 mm) and HEXA MLA (3-5 mm, 6-10 mm) handpieces; and footswitch.
PASTELLE	Q-Switched Nd:YAG Laser	532 nm, 1064 nm	532 nm: 500 mJ, 1064 nm: 1,300 mJ, PTP Mode: 1,600 mJ, Genesis mode: 3,500 mJ	4 - 48 ns (QS mode) / 80 - 480 μs (Genesis mode)	Contact mfr.	Zoom (2-10 mm), collimated (7 mm) and dye (595 nm, 660 nm / 3 mm) handpieces; and footswitch.
COSJET SR	Long Pulsed Nd:YAG Laser	1064 nm, 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 - 1 ms (short) / 1 - 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot size from 2-10 mm.
Ultraskin II	HIFU	N/A	3.0 J/cm <sup>2</sup>	N/A	Contact mfr.	Standard cartridges: 4.5 mm, 3.0 mm. Optional cartridges: 1.5 mm, 13 mm. 10,000 shots.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 - 40 ms / 5 - 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
Sandro Dual	Long-Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm / Hybrid mode (755 - 1064 nm, 1064 - 755 nm)	50 J / 80 J / 60 J	0.2 - 300 ms / 0.2 - 300 ms / 5 - 50 ms	Contact mfr.	Spot size: 2, 3, 5, 7, 10, 12, 15, 18, 20 mm; Skin Cooling Spray (SCS).

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## Product Profiles



### PiXel8-RF

The PiXel8-RF uses bipolar RF energy alongside minimally invasive microneedles (insulated and non-insulated) to facilitate effective, non-surgical skin tightening with little to no downtime. During the treatment, heat is delivered deep within the skin layers to stimulate and remodel collagen, and regenerate elastin cells. This results in a firmer, smoother, and more consistent skin surface. Call to find out how the PiXel8-RF can be placed in your office for \$39,995.

Rohrer Aesthetics: 205-940-2200 or visit [www.rohreraesthetics.com](http://www.rohreraesthetics.com)



### QuadraLASE CO<sub>2</sub> Fractional Laser

QuadraLASE™ is a private label CO<sub>2</sub> laser manufactured by Lasering S.r.l. Lasering USA is factory trained and authorized to provide repair service and advanced clinical training. We also have a trade-up program to the Slim Evolution II Pro with or without V-Lase accessories. Additional accessories are available for numerous surgical applications from Lasering USA.

### Renuvion

Renuvion® cosmetic technology is Reshaping What's Possible® for your practice and your patients. Combining the unique properties of helium plasma with the efficiency of a proprietary RF waveform, Renuvion delivers even, controlled energy with exceptional precision. Renuvion heats tissue in a way that was never before possible, resulting in rapid tissue contraction that is not reliant on bulk heating. Renuvion: delivering proven results, improving operational efficiency and providing unmatched versatility.



Apyx Medical (formerly Bovie Medical): 800-537-2790 or visit [www.Renuvion.com](http://www.Renuvion.com)

Lasering USA: 866-471-0469 or email [info@laseringusa.com](mailto:info@laseringusa.com)

# Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Aerolase</b>						
Era	Er:YAG	2940 nm	Up to 1400 mJ	300 µs	Contact mfr.	No per treatment consumables and no skin contact by handpiece. No service contracts. Portable (22 lbs.). All laser accessories, training and marketing package included.
<b>Aesthetics Biomedical</b>						
The Vivace Experience	Microneedling with RF	1 MHz and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
<b>Candela</b>						
Profound	Bipolar RF – 460, 5 kHz	N/A	Max. output voltage – 84 VRMS	N/A	Contact mfr.	Single-use, sterile Tx cartridge with either five (dermal) or seven (subQ) independently controlled bipolar microneedle pairs.
eMatrix Sublative Rejuvenation eIosPlus Sublative Applicator	Fractional Bipolar RF Multi-Application Platform: Optical Energy (IR) / Fractional RF (eIos)	N/A	Up to 62 mJ/pin RF: up to 100 mJ/pin	N/A	Contact mfr.	Standard 64: 12 x 12 mm, Focal 44: 11 x 3 mm.
eTwo Sublative Applicator	Multi-Application Platform: Optical Energy (IR) / Fractional RF (eIos)	N/A	RF: up to 100 mJ/pin	Up to 200 pulses	Contact mfr.	Sublime energy: up to 100 J/cm3.
CO <sub>2</sub> RE	CO <sub>2</sub> Resurfacing System	10,600 nm	Up to 396 J/cm <sup>2</sup>	20 – 3,000 µs	Contact mfr.	Exclusive Fusion Tx mode to treat superficial and deep skin layers simultaneously. Multi-use featherweight delivery system, multiple treatment spots, full length fractional, short fractional and tapered surgical handpieces, 10.4" high-resolution color LCD, touchscreen user interface, footswitch.
PicoWay Resolve	Picosecond Laser with 101 Uniform Microbeams	532 nm / 1064 nm	Up to 15 mJ/µbeam / up to 3.0 mJ/µbeam	375 ps / 450 ps	Contact mfr.	101 µbeams, 6 x 6 mm array per Tx area.
<b>Cutera</b>						
xeo pearl	YSGG	2940 nm	Up to 3.5 J/cm <sup>2</sup>	≤1000 µs	Contact mfr.	
xeo pearl fractional	YSGG	2940 nm	<400 mJ	≤1000 µs	Contact mfr.	
<b>DEKA</b>						
SmartXide DOT	Fractional CO <sub>2</sub>	10.6 µm	50 W max.	200 µs – 2,000 µs	Contact supplier	DOT Scanner and Free Hand handpiece included; touch screen monitor; Stack feature; Smart Track delivery mode. Smart Pulse; patient database; CW; PW; traditional and fractional scanning modes available.
SmartXide <sup>2</sup>	Fractional CO <sub>2</sub>	10.6 µm	80 W max.	100 µs – 2,000 µs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Touch	Fractional CO <sub>2</sub>	10.6 µm	60 W max.	100 µs – 2,000 µs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Multidisciplinary.
SmartXide Tetra	Fractional CO <sub>2</sub>	10.6 µm	50 W max.	100 µs – 2,000 µs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner, Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
<b>Fotona</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm <sup>2</sup>	0.1 – 1.5 ms	Contact mfr.	Same as above.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm <sup>2</sup>	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
<b>InMode</b>						
Fractora	Fractional RF	N/A	Up to 62 mJ/pin	Up to 2 pps	Contact mfr.	Variable pin configurations and Tx depths allow for a Designer Dermis approach to treatment. Safe on ethnic skin. No pulse counter limitations.
Morpheus8	RF	N/A	N/A	N/A	Contact mfr.	New concept of combining microneedling with a bipolar RF mechanism in the subdermal space resulting in subdermal adipose tissue remodeling with longer lasting skin contraction.
<b>Lasering USA</b>						
SLIM E30 MiXto SX	CO <sub>2</sub>	10,600 nm	0.5 – 30 W	2.5 – 16 ms	Contact mfr.	Patented chopped CW fractional scanner system; 20 x 20 mm, 180 and 300 micron scanning handpieces, full range of cutting handpieces, micromanipulator and GYN handpiece for vaginal therapy. No disposables.
SLIM EVOLUTION II MiXto PRO Velure S5 VX	CO <sub>2</sub> LBO Diode	10,600 nm 523 nm Fractional	0.5 – 30 W 0.1 – 5 W	2.5 – 16 ms 10 – 1000 ms	Contact mfr. Contact mfr.	Same as above. MiXto VX Fractional scanner for non-ablative skin rejuvenation.
<b>Lutronic</b>						
eCO <sub>2</sub>	CO <sub>2</sub> Fractional Laser	10,600 nm	Up to 240 mJ	Ultra Pulse: 40 – 1,000 µs Super Pulse: 1 – 5 ms	Contact mfr.	Designed to address the most demanding users' ablative resurfacing needs. Multi-spot Fractional Scanning handpiece with Controlled Chaos Mode (CCM) offers complete tunability for light and aggressive procedures, as well as all levels in between. The Incisional handpiece provides additional surgical options and the ability to treat discrete lesions.
Genius	Bipolar Fractional RF	N/A	50 W	10 – 1,000 ms	Contact mfr.	High-intensity RF microneedling platform. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars.
LaseMD	Thulium Laser	1927 nm	1 – 20 mJ	N/A	Contact mfr.	The 1927 nm Thulium wavelength can treat all skin types to improve sun damage, fine lines, stubborn pigment and skin health/luminosity. The included Multi-Modal Magnetic Scanning handpiece and associated caps and rollers enable a fast, comfortable, low-downtime treatment. Optional serums and cooling masks enhance results and complete the patient experience.
PicoPlus	Nd:YAG Picosecond and Nanosecond Laser	1064/532 nm 595 nm and 660 nm	Up to 800 mJ	450 ps and 2 ns	Contact mfr.	1.8 GW of peak power for unmatched efficacy and minimal thermal impact. Optional Dual Focused Dots Fractional 1064/532 handpiece, plus 595 nm and 660 nm handpieces (pending U.S. FDA clearance), are designed to complement 2 – 6 mm Zoom and 6 – 10 mm Collimated Toning handpieces, designed to effectively remove/reduce unwanted pigment and increase collagen.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Quanta System</b>						
Discovery Pico Derm	Picosecond FD Nd:YAG / Picosecond Nd:YAG	532 nm / 1064 nm	0.3 J (ps) / 0.6 J (ps); 2 J (μs)	400 ps / 450 ps; 250 μs	Contact mfr.	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive PicoBoost technology to allow emissions in pico, nano (not for Discovery Pico Derm) or microseconds. OptiBeam II technology for flat-top round, square and fractional spots. Spot sizes available: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5, 7x7 (only for Discovery Pico Derm) square; fractional round 8 mm. Q-switched Ruby laser source available only with Discovery Pico Plus. Twain IPL and Twain 2940 options for Discovery Pico and Discovery Pico Plus. Scanner area 1.8x1.8 cm (max.), micro-spot of 300 μm (10,600 nm). Stacking Pulse technologies deliver very short and repeated shots. Various surgical handpieces available. Optional handpiece for the EVO Series, Discovery Pico/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Discovery Pico / Discovery Pico Plus	Picosecond Nd:YAG / Picosecond FD Nd:YAG	532 nm / 1064 nm	0.3 J (ps); 0.4 J (ns) / 0.8 J (ps/ns); 2 J (μs)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 μs	Contact mfr.	
Youlaser CO <sub>2</sub>	CO <sub>2</sub>	10,600 nm	Up to 60 mJ	0.25 – 20 ms	Contact mfr.	
Twain 2940	Er:YAG	2940 nm	Up to 10 J/cm <sup>2</sup> (non microbeam mode); up to 121 J/cm <sup>2</sup> (microbeam mode)	0.3 – 1 ms	Contact mfr.	
Quanta Forte	Multi-Application Platform: Er:YAG	2940 nm	Up to 95 J/cm <sup>2</sup> (non microbeam mode)	1 – 1.5 ms	Contact mfr.	
<b>Rohrer Aesthetics, LLC</b>						
Phoenix CO <sub>2</sub> Laser	CO <sub>2</sub>	10,600 nm	Adjustable up to 200 mJ/point	Adjustable up to 20 ms	\$37,495	Incisional handpiece and ergonomic, microthermal zone scanner. Pixelated scanner features unique scanning technology to customize treatment for individual patients. 30 mm x 30 mm pattern size allows resurfacing of both hands in under 2 minutes. Can also be used to improve vaginal health.
<b>Wontech Co., Ltd.</b>						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	370 ps / 450 ps	Contact mfr.	Zoom (2 – 10 mm), collimated (7 mm), dye (595 nm, 660 nm / 3 mm) and HEXA MLA (3-5 mm, 6-10 mm) handpieces; and footswitch.
Lavieen	Thulium Fractional Laser	1927 nm	10 W	0.1 – 10 ms	Contact mfr.	Separately adjustable energy and pulse duration; adjustable shape and size of the laser beam. Tips: 10 mm, 20 mm, 30 mm. No consumables.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

## Product Profiles



### Frozen C

Frozen C safely delivers concentrated, controlled medical grade cryogen at -78° C to produce the Bohrs Effect and Hunter's Response to cause alternating vasoconstriction and vasodilation, initiating a proliferation of blood and oxygen – anti-inflammatory agents – to affect the outstanding reactions and outcomes desired from cryotherapy for decades. Cryogen studies have shown fantastic benefits, uses and outcomes. Frozen C provides a safe, controlled, concentrated delivery to achieve the medically therapeutic responses and effects intended from cryotherapy.



### Renuva

Renuva is an all-natural, off-the-shelf injectable extracellular matrix rich with regenerative properties. Renuva acts as a scaffold allowing the body to recruit new fat cells to attach to it. Renuva contains the same collagens, growth factors and proteins as autologous fat. Made from human allograft tissue, Renuva is a completely acellular, safe and long-lasting alternative to fat transfer with liposuction. Renuva is commonly used in the face, hands, breast and body.

Revenue Cure, Inc.: 916-802-5308 or visit [www.FrozenCexperience.com](http://www.FrozenCexperience.com) / [www.MuscleMVPpro.com](http://www.MuscleMVPpro.com)



### Weave Integrated Communications Platform

Weave is an integrated communications hub where all your office tools exist: Phone, messaging, team chat, fax, email and a multitude of other features crafted thoughtfully for intuitive use. Weave's software integrates with your current practice management system and gives you instant access to what you need to know and do for each patient the moment they call, facilitating more meaningful and productive interactions.

Weave: 888-579-5668 or visit [www.getweave.com](http://www.getweave.com)

MTF Biologics: 800-946-9008 or visit <https://www.mtfbiologics.org>

# Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Aerolase</b>						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm <sup>2</sup>	650 μs – 1.5 ms	Contact mfr.	30+ applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
<b>Cutera</b>						
excel V	Laser	532 nm / 1064 nm	Up to 300 J/cm <sup>2</sup>	Up to 60 ms	Contact mfr.	
<b>DEKA</b>						
SmartXide DOT	Fractional CO <sub>2</sub>	10.6 μm	50 W max.	200 μs – 2,000 μs	Contact supplier	DOT Scanner and Free Hand handpiece included; touch screen monitor; Stack feature; Smart Track delivery mode. Smart Pulse; patient database; CW; PW; traditional and fractional scanning modes available.
SmartXide <sup>2</sup>	Fractional CO <sub>2</sub>	10.6 μm	80 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Touch	Fractional CO <sub>2</sub>	10.6 μm	60 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner with RF feature; Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode. Multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Tetra	Fractional CO <sub>2</sub>	10.6 μm	50 W max.	100 μs – 2,000 μs	Contact supplier	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes avail.); DOT/RF scanner, Free Hand, TFT touch screen monitor; Stack feature and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm <sup>2</sup> (max.) SP and LP / 160 J (max.) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1 – 3 pulses) / from 3 – 8 ms	Contact supplier	Nd:YAG and IPL platform with five application specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooler connections; delivery pulse settings available; patient database and protocols. IPL: optional five filters, 30,000 shots guaranteed. No disposables.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	63.5 J (max.); 125 W (max.) / LP 120 J, 180 W (max.); SP 120 J (max.) / 160 J (max.) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode) / from 3 – 8 ms	Contact supplier	5 Hz and high power system (125 W) on Alex emission; 180 W Nd:YAG laser module with up to 27,000 W pulse peak power. Three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. 12 different application handpieces to 24 mm. Auto Spot Size Recognition System. Top Hat technology; contact cooling or optional external cooler connections; patient database and protocols. IPL: optional 5 filters with enhanced vascular capabilities - 500 G.No disposables.
Motus AY	High Frequency Alex and Nd:YAG Laser	755 nm Alexandrite / 1064 nm Nd:YAG	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (twin pulse) / from 2 – 50 ms (SP mode); from 0.2 – 12 ms (LP mode)	Contact supplier	Transportable device, integrated Peltier skin contact cooling; up to 20 mm spot area with up to 10 Hz rep. rate available on both Nd:YAG and Alex wavelengths. Proprietary new Moveo technology functionality for total painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
<b>Fotona</b>						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11: Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm <sup>2</sup>	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm <sup>2</sup>	5 – 20 ns, 250 μs	Contact mfr.	Accelerera Pulse
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm <sup>2</sup>	N/A	Contact mfr.	F-Runner fractional Er:YAG scanner: 250 μm spot size, 168 mm <sup>2</sup> Tx area. S-Runner Er:YAG scanner: 4 mm spot size, 16 cm <sup>2</sup> Tx area. S-11 Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Spectro	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm <sup>2</sup>	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm <sup>2</sup> Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Dynamis StarWalker MaQX	Nd:YAG / Long Pulse Nd:YAG Q-Switch Pico / Nano	1064 nm 523 nm, 585 nm, 650 nm, 1064 nm	Up to 600 J/cm <sup>2</sup> Up to 300 J/cm <sup>2</sup>	0.1 – 50 ms 580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr. Contact mfr.	Same as above. R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
<b>InMode</b>						
Fractora / Optimas Workstation	Fractional RF	N/A	Up to 62 mJ/pin	Up to 2 pps	Contact mfr.	Variable pin configurations to treat active and cystic acne. Treats acne scars. Safe on ethnic skin. No pulse counter limitations.

Note: Data subject to change; please refer to Company Directory for supplier contact information. Not all devices are FDA cleared for the application(s) indicated.

# Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
<b>Lutronic</b>						
eCO2	CO <sub>2</sub> fractional Laser	10,600 nm	Up to 240 mJ	Ultra Pulse: 40 – 1,000 μs Super Pulse: 1 – 5 ms	Contact mfr.	Designed to address the most demanding users' ablative resurfacing needs. Multi-spot Fractional Scanning handpiece with Controlled Chaos Mode (CCM) offers complete tunability for light and aggressive procedures, as well as all levels in between. The Incisional handpiece provides additional surgical options and the ability to treat discrete lesions.
Genius	Bipolar Fractional RF	N/A	50 W	10 ms – 1,000 ms	Contact mfr.	High-intensity RF microneedling platform. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars. Consumables: Single patient use tip for handpiece.
LaseMD	Thulium Laser	1927 nm	1 – 20 mJ	N/A	Contact mfr.	The 1927 nm Thulium wavelength can treat all skin types to improve sun damage, fine lines, stubborn pigment and skin health/luminosity. The included Multi-Modal Magnetic Scanning handpiece and associated caps and rollers enable a fast, comfortable, low-downtime treatment. Optional serums and cooling masks enhance results and complete the patient experience.
PicoPlus	Nd:YAG Picosecond and Nanosecond Laser	1064 nm / 532 nm; 595 nm and 660 nm	Up to 800 mJ	450 ps and 2 ns	Contact mfr.	1.8 GW of peak power for unmatched efficacy and minimal thermal impact. Optional Dual Focused Dots Fractional 1064/532 handpiece, plus 595 nm and 660 nm handpieces (pending US FDA clearance), are designed to complement 2 – 6 mm Zoom and 6 – 10 mm Collimated Toning handpieces, designed to effectively remove/reduce unwanted pigment and increase collagen.
Spectra	Nd:YAG Nanosecond and Microsecond Laser	1064 nm / 532 nm; 585 nm and 650 nm	Up to 1.2 J	5 ns	Contact mfr.	High peak power 0.24 GW nanosecond platform achieves efficacious results in pigment clearance, collagen stimulation and acne (scar) improvements.
<b>Quanta System</b>						
Discovery Pico Derm	Picosecond Nd:YAG	1064 nm	0.6 J (ps); 2 J (μs)	450 ps; 250 μs	Contact mfr.	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive PicoBoost technology to allow emissions in pico, nano (not for Discovery Pico Derm) or microsecond. OptiBeam II technology for flat-top round, square and fractional spots. Spot sizes available: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5, 7x7 (only for Discovery Pico Derm) square; fractional round 8 mm. Q-switched Ruby laser source available only with Discovery Pico Plus. Nd:YAG FD 532 nm is available for all the Pico lasers. Twain IPL and Twain 2940 options for Discovery Pico and Discovery Pico Plus.
Discovery Pico / Discovery Pico Plus	Picosecond Nd:YAG	1064 nm	0.8 J (ps/ns); 2 J (μs)	450 ps; 6 ns; 12 ns; 250 μs	Contact mfr.	Rep. rates for Q-switched sources up to 10 Hz and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor, rep. rates up to 10 Hz. Spot sizes available for pulsed 1320 nm (optional) from 6-10 mm.
Q-Plus - EVO Series	Multi-Application Platform: Q-Switched Nd:YAG / Pulsed Nd:YAG (optional)	1064 nm / 1320 nm (optional)	Up to 37.5 J/cm <sup>2</sup> (ns); 50 J/cm <sup>2</sup> (μs) / up to 35 J/cm <sup>2</sup>	6 ns; 12 ns; 250 μs / 5 – 10 ms	Contact mfr.	Q-Plus - Evo Series models: Q-Plus A (Q-switched 532 nm / 1064 nm); Q-Plus C (Q-switched 532 nm / 1064 nm and 694 nm); MDK 3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed Nd:YAG 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm).
Light - Evo Series	Multi-Application Platform: Pulsed Nd:YAG (optional)	1320 nm (optional)	Up to 35 J/cm <sup>2</sup>	5 – 10 ms	Contact mfr.	Light - Evo Series models: Light B (pulsed 1064 nm / 1320 nm [optional]); Light A Star (pulsed 1064 nm / 1320 nm [optional]; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm [optional] / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm [optional] / 532 nm, pulsed 755 nm).
Twain IPL	Pulsed Light	400 – 1200 nm	Up to 25 J/cm <sup>2</sup>	5 ms – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	Optional handpieces for the EVO Series and Discovery PICO/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm <sup>2</sup> or 25x13 mm <sup>2</sup> .
Twain 2940 (only acne scars)	Er:YAG	2940 nm	Up to 10 J/cm <sup>2</sup> (non microbeam mode) Up to 121 J/cm <sup>2</sup> (microbeam mode)	0.3 ms – 1 ms	Contact mfr.	Optional handpiece for the EVO Series, Discovery Pico/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Quanta Forte	Multi-Application Platform: IPL / Er:YAG (only for acne scars)	AC415: 415 – 950 nm / Er:YAG: 2940 nm	Up to 15 J/cm <sup>2</sup> / up to 95 J/cm <sup>2</sup> (non microbeam mode)	15 – 100 ms / 1 – 1.5 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
<b>Revenue Cure, Inc.</b>						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	Included.
<b>Wontech Co., Ltd.</b>						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	370 ps / 450 ps	Contact mfr.	Zoom (2 – 10 mm), collimated (7 mm), dye (595 nm, 660 nm / 3 mm) and HEXA MLA (3-5 mm, 6-10 mm) handpieces; and footswitch.
Cosjet SR	Long Pulsed Nd:YAG Laser	1064 nm, 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 – 1 ms (short) / 1 – 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot size from 2 to 10 mm.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 – 40 ms / 5 – 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.

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# Product Profiles



## Vivace

The Vivace™ is the newest generation of RF microneedling and is FDA-cleared for patient safety. This minimally invasive treatment stimulates the natural production of collagen and is shown to be effective in alleviating facial wrinkles and fine lines, as well as tightening and toning the face, neck, hands and body. The Vivace is designed for an incomparable, comfortable patient experience. If you are looking for optimal results for your patients, look no further than The Vivace Experience™.

Aesthetics Biomedical: 800-526-7029  
or visit [www.aestheticsbiomedical.com](http://www.aestheticsbiomedical.com)



## StarWalker MaQX

Combining four complementary wavelengths and 14 laser modalities, the StarWalker functions as a highly versatile, multipurpose system that performs a wide range of applications in aesthetics. StarWalker's energy, four colors and proprietary FracTAT™ procedure also make it an industry leading tattoo removal laser system. StarWalker's third-generation technology combines the unsurpassed range of pulse duration modes of Fotona's VSP (Variable Square Pulse) technology with ASP™ to adapt the temporal structure of laser pulses to the biophotonic dynamics of laser-tissue interaction.

Fotona: 972-598-9000 or visit [www.fotona.com](http://www.fotona.com)



## Z Wave Q

Introducing Z Wave Q, a new water cooled radial pulse therapy device. New technology makes it one of the quietest systems on the market. Includes an introductory three-year limited system warranty and 3,000,000 pulses on the handpiece. Advantages: gentle, painless, quick treatments, no disposables, no downtime, non-invasive, easy operation, consistently reproducible, visible results and quiet operation. FDA cleared for temporary reduction of the appearance of cellulite. May be used to enhance Cryolipolysis™ results. Contact us for trade-up opportunities on all shockwave brands.

Zimmer Aesthetic Division: 800-327-3576 / [info@zimmerusa.com](mailto:info@zimmerusa.com) or visit [www.ZimmerUSA.com](http://www.ZimmerUSA.com)



## Fraxis DUO

Fraxis DUO offers a unique combination of CO<sub>2</sub> laser and RF microneedling. With these two modalities, indications such as scars, photo-aged skin, poor skin tone, facial resurfacing and stretch marks can easily be treated. Because the Fraxis DUO is such a workhorse, there is no need to purchase additional equipment. This device can do it all while providing maximum treatment flexibility for your practice.

Rohrer Aesthetics: 205-940-2200 or visit [www.rohreraesthetics.com](http://www.rohreraesthetics.com)



## MiXto Pro / V-Lase

MiXto Pro / V-Lase® utilizes a patented CO<sub>2</sub> laser Chopped CW technology that delivers safe, gentle, non-ablative skin therapy. For gynecology indications, V-Lase is a 15-minute therapy without pain or downtime. Treatment addresses vaginal atrophy, laxity, stress urinary incontinence and vaginal dryness; as well as non-ablative soft tissue therapy for ENT, dentistry and dermatology. Additional accessories are available for skin resurfacing and numerous surgical applications.

Lasering USA: 866-471-0469  
or visit [www.v-lase.com](http://www.v-lase.com)



## Viscot VisFlow

The re-designed Viscot VisFlow® Ultra pressurized surgical marker continues to mark on wet surfaces. This marker will not stop working in the O.R. – saving you the waste of opening up several markers, the time of taking apart a marker and using the well to write, or the money of using viald Methylene Blue. VisFlow Ultra is ideal for large cases such as abdominal, breast and reconstructive surgeries.

Viscot Medical, LLC: 973-887-9273 or visit [www.viscot.com](http://www.viscot.com)

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# Product Profiles



## Advice Media

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## PDO Threads and BAFFI LipoFilling Kits

Rejuvn8 is the go-to training company for leading-edge aesthetic practices. Its focus is educating physicians on minimally invasive nonsurgical face and body lifting techniques using Polydioxanone (PDO) sutures. Located in Syracuse, N.Y., we offer classes on-site, at physicians' locations and in major metropolitan cities through our partner ESI.

Rejuvn8: 315-708-9913 or visit [www.rejuvn8.com](http://www.rejuvn8.com)



## Discovery Pico Series

The Discovery Pico Series 1064 nm, 532 nm and 694 nm (ns only), delivers both picosecond and nanosecond pulses with industry leading 1.8 Gw of peak power. Pico-BOOST technology offers four separate emission modes: Picosecond, Q-switched, OptiPulse™ and Photo-Thermal for even more treatment options. With a wide range of top hat square, round and fractional spots, the Quanta OptiBeam II handpieces make Discovery Pico a powerful and flexible laser in its class. Other options include a chilled tip Twain IPL and a Twain Erbium:YAG handpiece.

Quanta System: [www.quantasystem.com](http://www.quantasystem.com)



## SkinPen

SkinPen® by Bellus Medical is the first microneedling device to receive an FDA De Novo clearance as a Class II medical device. Designed for leading physician-directed practices around the world, SkinPen grows your business and protects your patients by setting the standard for profitability, efficacy and safety. In a clinical trial, 90% of subjects said they would recommend the treatment to friends and family. The benefits to your practice are just as compelling: high return on investment, minimal risk of adverse effects and FDA-cleared safety.

Bellus Medical: 888-372-3982 or visit [www.bellusmedical.com](http://www.bellusmedical.com)

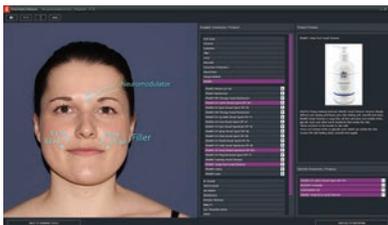


## NeoClear

NeoClear by Aerolase uses 650 Microsecond Technology™ to offer a new approach that has been proven to have highly efficacious, long-term effects on active acne (including problematic conditions, adult acne and acne on the torso), with low recurrence rates. NeoClear acne therapy increases per-patient revenues, offers quicker clearance rates and eliminates the side effects of systemic therapies.

## FotoFinder Proposer

FotoFinder's Bodystation – for consistent before and after images – now includes the exciting Proposer module. FotoFinder Proposer improves client consultations using effective time-saving customization. Simply highlight treatment areas on your client's photos and select your recommended procedures and skincare products from your personalized product database. Present your proposal on a high-resolution report for a professional, exciting patient experience.



FotoFinder Systems, Inc.: 888-994-0727 or visit [www.fotofinder-systems.com](http://www.fotofinder-systems.com)

Aerolase: 914-345-8300  
or visit [www.aerolase.com](http://www.aerolase.com)



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# Product Profiles



## V-laser

V-laser is a novel long-pulsed laser system with dual wavelengths of 532 nm and 1064 nm. There are various spot sizes (from 2 – 12 mm), a wide range of pulse durations (up to 60 ms) and frequencies (up to 10 Hz). These features can treat a variety of indications including vascular lesions, benign pigmented lesions, acne vulgaris, skin rejuvenation, hair removal and more. The V-laser is equipped with a five-step adjustable contact cooling system; Off, 5° C, 10° C, 15° C and 20° C, so it can reduce discomfort and prevent thermal damage. V-laser is a robust and intuitive system, requiring no consumables and a reasonable maintenance cost.

Wontech Co., Ltd.: [www.wtlaser.com](http://www.wtlaser.com)



## VECTRA H2

Perfect for imaging the face, breast and body, Canfield's VECTRA® H2 is ideal for facial aesthetics and clinical documentation, providing automated image stitching and realistic 3D results. With the H2, the patient's images are used to explore possible surgical and nonsurgical outcomes, share options, explain limitations and set appropriate expectations. Completely self-contained with integrated flash and converging ranging lights for fast, reproducible imaging, the H2 is ready to go with minimal staff training.

Canfield Scientific: 973-434-6623 or visit [www.canfieldsci.com](http://www.canfieldsci.com)



## Crystal Clear Digital Marketing

Crystal Clear is an industry leader in providing world-class software, marketing and consulting solutions for the modern medical / aesthetic practice. Named "Top Aesthetic Service Provider 2016-2017" by Aesthetic Everything® and "Best Practice Marketing Company 2016-2017" by The Aesthetic Guide®, Crystal Clear strives to help practices around the globe find, serve and keep more patients profitably through one fully-integrated system. From patent-pending opportunity management software to customized digital marketing services, Crystal Clear is the solution for managing all aspects of your medical practice in today's social world.

Crystal Clear Digital Marketing: 888-611-8279 or visit [www.crystalcleardm.com](http://www.crystalcleardm.com)



## DefenAge Men's Kit

The DefenAge Men's Kit is a fully fragrance-free simple skincare set that takes the guesswork out of results-driven skincare for men. The regimen corrects visible signs of skin exhaustion and aging on a global scale, and features DefenAge's exclusive defensin technology. In addition to innovative skincare, the kit includes a hemp sport towel and is housed in an elegant black leather toiletry bag. The hemp towel intensifies protection from bacteria during a workout and the stylish, mesh-lined toiletry bag keeps things clean and organized.

DefenAge Skincare: 888-368-5372 or visit [DefenAge.com](http://DefenAge.com)



## ARVATI

With its EPIC Technology™, the new ARVATI® system, powered by Thermi®, offers emission of continuous, powerful RF waves with an enhanced 50 W capacity system, intelligent software with electrode recognition and a control algorithm, providing the speed you want and the control you need for various modalities (ThermiTight®, ThermiRase®, ThermiSmooth® Face and ThermiVa®). With its advanced temperature-controlled RF EPIC Technology, ARVATI is a state-of-the-art platform offering expanded versatility to treat more body areas and grow your practice.

## truSculpt iD

truSculpt® iD is the latest body sculpting technology for a personalized, hands-free/hand-held solution to revolutionize your practice. This non-invasive, monopolar RF platform tailors to patients' individual needs and features Real-Time Temperature Control for clinically-proven results, safety and patient experience. truSculpt iD treats the entire fat layer, resulting in approximately 24% fat thickness reduction. It offers handpiece and placement location versatility and customized, 15-minute protocols to treat a full abdomen or multiple body areas simultaneously.

Cutera: 415-657-5500 or visit <https://cutera.com/trusculptid>

Thermi, a Celling Biosciences Company:  
866-981-5017 or visit [www.thermi.com](http://www.thermi.com)

# Product Profiles



## Votiva

As women age, their bodies face a host of new changes, from a loss in elastin and collagen, to physical trauma associated with vaginal childbirth, to reduced estrogen. The time has come for a safe and effective treatment that treats both internal and external areas, and is quick and comfortable. Votiva by InMode offers technologies that deliver immediate results and continued improvement over time for the treatment of sexual dysfunction, or as an adjunct to Kegel exercises (tightening of the muscles of the pelvic floor to increase muscle tone). Votiva is a top choice for safe and effective treatment for feminine health.

InMode: 855-411-2639  
or visit [www.inmodemd.com](http://www.inmodemd.com)



## SmartXide<sup>2</sup> DOT/RF

The new SmartXide<sup>2</sup> DOT/RF system offers unsurpassed flexibility and control. Utilizing DEKA's proprietary Pulse Shape Technology (PST™), a complete array of pulses are selectable upon necessity. Stack technology, plug-and-play accessories and computer-based protocols complete this state-of-the-art platform. SmartXide<sup>2</sup> DOT/RF provides less downtime, less intraoperative and post-op pain, and excellent skin tightening with a bipolar RF scanner, as well as vulvovaginal reshaping.

DEKA: +39 055 88 74 942 or visit [www.dekalaser.com](http://www.dekalaser.com)



## Epstein Abdominoplasty Retractor

The Epstein Abdominoplasty Retractor is designed to assist in the performance of the dissection of the upper abdominal tunnel. It allows for superior ergonomic handling for decreased fatigue and provides excellent exposure. The wide curved working end spreads and holds the tissue of the upper skin on stretch, eliminating slippage. The Epstein Abdominoplasty Retractor facilitates cautery elevation of the skin flap and is excellent for very narrow tunnels.

ASSI (Accurate Surgical): 800-645-3569 or visit [www accuratesurgical.com](http://www accuratesurgical.com)



## skinade

skinade® – better skin from within® is the leading professional skincare drink. Its professional-grade ingredients and unique liquid formulation help boost the skin's natural production of collagen, hyaluronic acid and elastin for smoother, younger and more hydrated skin. skinade is used daily as part of a skin regimen and comes recommended by licensed aesthetic professionals and dermatologists.

skinade - better skin from within: 800-SKINADE (754-6233) or visit [www.us.skinade.com](http://www.us.skinade.com)



## Ultherapy

Ultherapy is the only non-invasive procedure FDA-cleared to lift skin on the neck, under the chin and on the eyebrow, with a specific indication for improvement of lines and wrinkles on the décolleté. Ultherapy relies on ultrasound therapy to stimulate new endogenous collagen and elastin production. It also incorporates traditional ultrasound imaging, which allows practitioners to see the layers of tissue they are treating, ensuring energy is delivered to where it will be most beneficial. Ultherapy has been established as effective in clinical studies\* and in over a million treatments worldwide. It continues to be recognized as a premier non-invasive skin lifting and tightening therapy with time-tested ultrasound, in a single 30-90 minute treatment with no patient downtime.

Merz Aesthetics: 844-469-6379 (4MYMERZ)  
or visit [www.ultherapy.com](http://www.ultherapy.com)



## Lutronic's TotalSkin Solution

Lutronic's TotalSkin Solution™ brings together two best-in-class devices that treat skin from top to bottom. LaseMD™ is a non-ablative resurfacing laser that achieves fast and gentle improvement in pigment, skin quality and texture. Genius™ is a high intensity, precision, RF microneedling system with built-in resistance monitoring and feedback. Genius' Intelligent Design assures the required level of energy is delivered to adequately stimulate the production of collagen and elastin for reduction in wrinkles, scars and laxity.

Lutronic Global: 888-588-7644 or visit [www.us.aesthetic.lutronic.com](http://www.us.aesthetic.lutronic.com)

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