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AESTHETIC GUIDE

Innovation in Practice
Marketing – pg. 3

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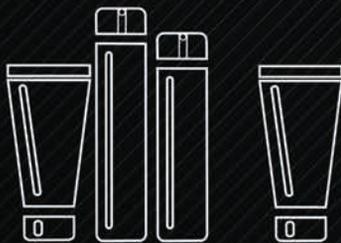
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Adam DeGraide
 Founder and CEO
 Crystal Clear Digital Marketing
 Orlando, FL

Comprehensive Digital Marketing Platform Nurtures Aesthetic Practice Growth

By Jeffrey Frentzen, Contributing Editor



Kevin Haney, MD
 Medical Director
 Ozark Regional Vein Center
 Rogers, AR

For aesthetic physicians, it is not enough to earn multiple degrees and set up a practice. The real challenge comes when they must attract and retain patients in the era of social media and other complex forms of marketing. Mastering these digital realms can be especially challenging since they are not even offered as an elective course in school.

and recording; and other functionality that supports practice growth.



Alex Tally
 Marketing Director
 Ozark Regional Vein Center
 Rogers, AR

As a result, many practitioners are uncertain about how to approach the various marketing, business and practice management-related tasks needed to effectively compete in a highly competitive marketplace. Most either try to go it alone by hiring multiple on- and off-site staff to handle these tasks in a disparate fashion, or they contract with third-party service companies.

“The goal has been to build a cohesive system that helps practices stay profitable,” stated Adam DeGraide, Crystal Clear’s founder and CEO. “Rather than having practices rely on multiple vendors, physicians can access and utilize a single system that assists them in managing everything from business finances to the productivity of the staff.”



Jill Lezaic, DO
 Medical Director
 Laser Skin Solutions
 Jacksonville Beach, FL

The “do-it-yourself” approach is usually expensive and unsustainable, and, unfortunately, many third party providers are just single-discipline specialists. While they might be able to create a website, they don’t have the skillset or expertise to deploy a social media marketing campaign, provide office management or training help.

Delivering data-driven metrics, the Social Patient Center (SPC) system chronicles and guides physicians in all practice- and staff-related activity. “It is ten pieces of technology in one,” Mr. DeGraide pointed out. “For instance, physicians can analyze the closing ratio of patient coordinators and the schedule ratio from the front desk, then link that to marketing activity and also track it in real time all the way to when the patient gives the practice money.”



Michael Johnson
 Practice Manager
 Laser Skin Solutions,
 Jacksonville Beach, FL

An exception to this is Crystal Clear Digital Marketing (Orlando, Fla.), which offers an integrated website, marketing and software solution that achieves marketing and overall business objectives via standardized data retrieval and measurable performance metrics. The platform’s feature list is comprehensive, including web design; search engine optimization (SEO); search engine marketing (SEM); social media management; two-way texting, email and social media automation; virtual and in-office practice growth training; patient relationship management (PRM) and lead management (specializing in maximizing conversions and measuring patient loyalty); revenue tracking to optimize return on investment (ROI); inbound call capture

“With Crystal Clear’s offering, for the first time we have control over our entire marketing system,” expressed Kevin Haney, MD, medical director of Ozark Regional Vein Center, a multispecialty practice in Rogers, Ark., that includes an aesthetics-centric clinic.

The first 12 years of Dr. Haney’s practice were marked by various unsatisfying attempts at marketing, from being part of a large multispecialty clinic’s website to contracting with unreliable freelancers. “We ended up with all these people that we had to interface with and were spending a fortune,” Dr. Haney recounted.



Johann van der Vyver, MD
 Dermatologist
 Owner
 DermaNuva
 Olds, Alberta, Canada

“Crystal Clear solved a lot of those problems. They created a markedly improved website compared to what we had before, and at a price that was substantially less. More than that, they helped unify our business, improve our internal and external communications with former and prospective patients, as well as help



Trent Douglas, MD
 Plastic Surgeon
 Owner
 Restore SD Plastic Surgery
 San Diego, CA

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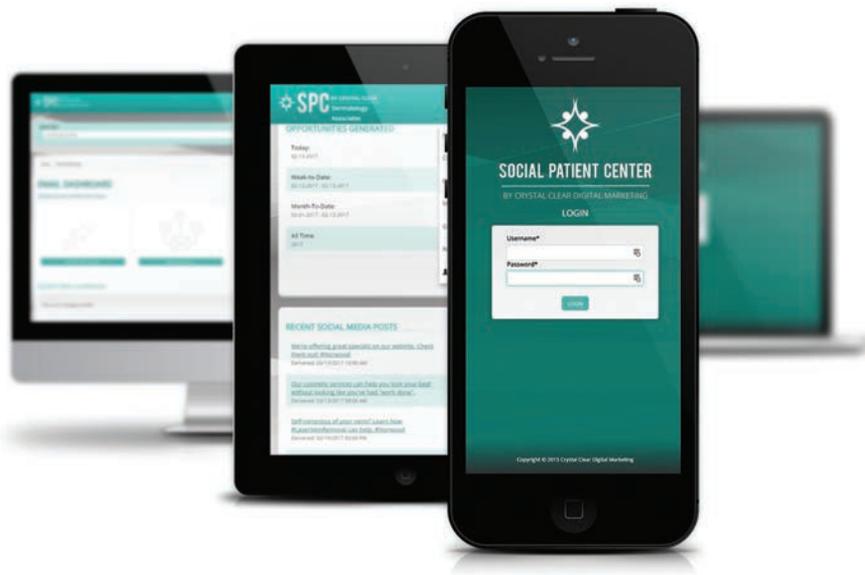
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Crystal Clear's Social Patient Center is an integrated software and cloud-based platform that provides marketing and business objectives via standardized data retrieval and measurable performance metrics.

organize our contact list so we could market our services more effectively.”

Rather than spend thousands of dollars per month on outside contractors, Dr. Haney hired Alex Tally, an internal marketing director for patient outreach, social media advertising, promotions and website / SEO optimization, among other tasks.

“I lean on Crystal Clear pretty heavily,” Mr. Tally stated. “They make sure that we are ranked high in online search results, so that people can find us. They offer a lot of tools that we use on a daily basis, which makes it very easy to run the practice.”

A similar tale of discovery was expressed by Jill Lezaic, DO, medical director of Laser Skin Solutions in Jacksonville Beach, Fla. “Prior to adopting Crystal Clear’s solution, we were truly like the Flintstones,” she said. “I had used a variety of approaches to marketing and practice management, which were a series of disconnected ideas and programs from different companies. We evaluated a variety of software and online solutions and found that Crystal Clear really had a kind of magic, as well as a system that covers a lot of bases.”

Foremost among the SPC’s features is a very easy-to-use interface. “From your marketing activities to patient communications, including the initial incoming call to the front desk, to subsequent patient confirmations, the

idea that all that functionality can be accessed from a single dashboard is just unbelievably convenient and also efficient,” Dr. Lezaic stated.

With a background in IT, Michael Johnson, the practice manager at Laser Skin Solutions, has played around with a lot of software. “The SPC consists of multiple programs that work as an integrated whole. Most the time, other software programs I’ve worked with don’t offer this kind of multifunctionality and they usually don’t talk to each other, which created a lot of problems. On the other hand, the SPC’s seamless integration is very well done.”

For Johann van der Vyver, MD, a dermatologist and owner of DermaNuva in Olds, Alberta, Canada, “Crystal Clear has helped to grow our business quite significantly. We just finished our first year with them and looked at the numbers. In around 12 months there has been at least 40% growth.”

Consequently, Dr. van der Vyver has been very happy with the service and software. “They put different pieces of our marketing and business management puzzle together for us, which included creating a website, managing our social media campaigns, and on top of that, focusing our outreach for retaining patients and helping us to reach new ones,” he said.

Trent Douglas, MD, plastic surgeon and owner of Restore SD Plastic Surgery in San Diego, Calif., opened his practice less than two years ago and sought a digital marketing solution that would complement his electronic medical records (EMR) system. “We got a peer recommendation to contact Crystal Clear and we interviewed them. As a new practice, we liked that they were offering a very complete system and were really different from everyone else in the marketplace,” he expressed.

According to Dr. Douglas, the SPC is vital for verifying overlapping metrics generated by his EMR system. “We compare one set of data against the other. The SPC is more robust in the marketing aspects of our practice, so we can track patients according to services offered and how often they want those services. As a growing practice that still has a lot of capacity, we want to see how much people are spending on

products and services, and also be able to see exactly who is converting into a long-term patient.”

For instance, the SPC allows Dr. Douglas to organize each patient into one or more marketing categories. “If someone comes in for breast augmentation surgery, as well facial injectables, then he or she gets placed into each of those individual categories, and we can easily pull together those names to send out reminders or information about our specials. It is a nice way to have patients repeatedly entering the sales pipeline at different points,” he reported.

In addition, the system provides insight into how much patients are spending, noted Mr. Tally. “Armed with that information, we can forecast our growth appropriately. That is huge. The reports we get every month are honestly the most detailed I’ve seen. When you get that level of support, it is really well received and appreciated.”

The SPC also offers detailed tracking of outbound marketing activities, such as breaking down the number of e-mails deployed and opened, tracking the status of future and existing patients and measuring a practice’s SEO and SEM efforts.

“We use a combination of internal data that I put together and Crystal Clear’s data,” said Mr. Tally. “The company creates a lot of creative content that we can use in our online marketing efforts. Also, we want to ensure that we are ranking high in terms of SEO, to guarantee that people can find us via our website and social media.”

Since online marketing typically drives people to call or visit a practice, “We rely on Crystal Clear’s team to regularly build out our website and marketing programs,” stated Dr. Douglas. “For instance, their design team helps develop our monthly specials, which include a couple of e-mail blasts. They also write a blog on our behalf every month. We work closely with the design team to make sure that the photos chosen for the blog posts or any of the outbound marketing are consistent with our branding and color scheme.”

To make it all work well, the company’s online training program has been essential, added Dr. Douglas. “There are two parallel tracks of training. One is a

business track covering the importance of running a company, customer service and handling patient relationships, all of which is contained in a very nicely done video series. Watching them really gives people a full idea of how to operate in the medical aesthetic space, a real understanding of the dynamics behind the patient attraction and retention process every step of the way. A second level of video training is specific to the SPC software, which goes from beginner level training to more advanced uses of the system.”

One of Crystal Clear Digital Marketing’s defining attributes is live, onsite training in which one of the firm’s consultants spends time with a practice as an adjunct to the online courses.

“We go in for three days and work with the people directly,” Mr. DeGraide stated. “The first day involves training on how to use the SPC software. On day two and three our team works with the staff in real time, on the job, to make sure they are onboarded properly.”

Dr. van der Vyver took advantage of Crystal Clear Digital Marketing’s onsite consulting. “They do an assessment of your business, patient flow and especially how to improve front desk reception efficiencies, such as the way in which we handle telephone calls from prospective clients,” he said.

“Also, when I was speaking with clients about procedures the consultant was sitting in the room with us, making notes.

Crystal Clear’s online training offers two parallel tracks via a series of videos. The business track covers the important aspects of running an aesthetic practice. The second track is specific to the SPC software.





With Crystal Clear Digital Marketing's live, onsite training, a consultant will spend time with your practice to assess your business and help improve office efficiencies.



Onsite training offers coaching on how to close the deal, improved sales techniques, phone skills and more.

Later, she gave me feedback on how the consultation went and how I could even improve my approach.”

Using the company’s onsite consultant has been immensely beneficial, noted Dr. van der Vyver. “Getting that kind of attention from a marketing company, where they come in and physically observe the quality of your practice and your staff, is unusual.”

Likewise, Dr. Haney found the onsite training to be invaluable when reviewing recorded calls made by the reception staff. “Crystal Clear’s consultant offered tremendous coaching on how to better close the deal and improve sales techniques, phone skills and many other things,” he said. “Even though our contract with our consultant expired a few months ago, we renewed for a second year. The experience, guidance and accountability by our staff ensures that our practice is like a well-oiled machine.”

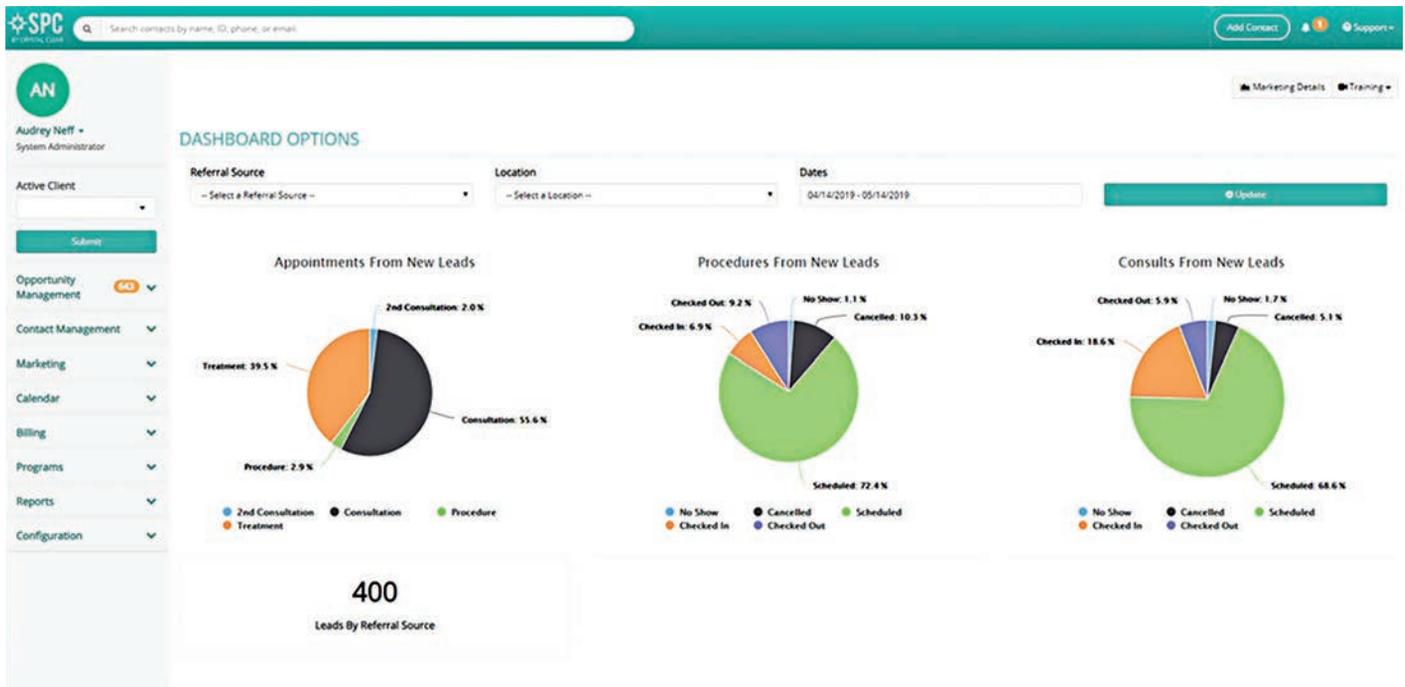
In addition, “Even after all of that, every month we have a scheduled call with the consultant to go over metrics and look at ways to improve our business, and to review our strategy and growth,” Dr. Haney noted.

In Dr. Haney's experience, the portion of onsite training that involves recorded phone conversations, “creates a constructive environment so that we can see who is doing the best, who isn’t and then provide training to bridge that gap,” stated Dr. Haney.

“For example, if Susan at the front desk converts 20% of phone calls into prospective patients that show up, while Mark at the front desk converts 50%, then we have online training modules to help Susan reach Mark’s capacity.”

As described by Mr. Johnson, “I love that part of the SPC – being able to control how much time our staff is spending on the phone. It allows me to see if they are filling the air with silence versus actively scheduling appointments. It helps from a training perspective, in order to make sure that everybody is on the right page.”

As training is an ongoing process, the company continually updates its library of online videos, which are focused on the needs of aesthetic, cash-based practices



The SPC enables you to easily follow conversion rates from the initial incoming call through to the consultation, procedure and the follow-up, providing a real understanding of the dynamics behind the patient attraction and retention process every step of the way.

trying to deal with an increasingly complex business environment.

“The competitive forces that affect Amazon and Nike are the same forces medical aesthetic practices, med-spas and dermatology clinics have to deal with,” Mr. DeGraide noted. “The moment a physician decides to open an elective cash-based business, he or she has to be the best at marketing and conversion, as well. It is all about how to automate processes in order to make their lives a little easier. A lot can be automated via the SPC.”

Dr. Lezaic likens Crystal Clear to being the “Apple of practice management and digital marketing. They are so innovative and brainy, but also down to earth at the same time,” she said. “They really want the physician to become a very active part of the business. This leads to more passion and involvement; for instance, the feeling you get when you start to see exactly how to track the conversions from cold calls and e-mail inquiries.

“The mystery of how your own business works is removed. You can follow that conversion rate through to the procedure and the follow-up, and truly follow the path to the result. Other questions

become easier to answer as well, such as, how much money did you make from that marketing effort? In my practice, Crystal Clear’s system has made our lives so much easier.”

As stated by Dr. Douglas, “Crystal Clear Digital Marketing has brought a fresh and new approach to managing, marketing and responding to our growing patient population. It has been a remarkable journey to observe the value add that the company has delivered. I believe in them and I think it was a great choice for us.”

Dr. van der Vyver’s underlying motivation in contracting with Crystal Clear Digital Marketing was to grow his practice to be able to entice a buyer. “I thought that it would take up to five years, but it has been 18 months and we’re already attracting some buyers that are looking at the cosmetic side of our clinic right now,” he said. “The only reason I can figure this is happening at this moment is that Crystal Clear has helped us achieve a substantial increase in revenue in a much shorter amount of time. This makes me much closer to reaching that exit point, and it is all thanks to what Crystal Clear has helped us achieve.”

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Unique Fractional Laser Excels in Flexibility, Versatility and Efficacy

By Ibrahim Devrim GURSOY, MD, PhD

Since the 2000s, fractional lasers have been used in aesthetic and medical practices for a wide range of applications, including pigmented lesions, scars, skin rejuvenation and many others. Various wavelengths with a high absorption coefficient in water have been utilized, including 10,600 nm CO₂, 2940 nm Er:YAG, 1550 nm Er:Glass, 1927 nm thulium and 2790 nm Er:YSGG.

While carbon dioxide fractional lasers are widely known for achieving dramatic results in the treatment of many indications, especially skin rejuvenation and scars, a number of studies report that side effects are frequent with prolonged erythema, edema, thermal damage and post-inflammatory hyperpigmentation (PIH). Er:Glass is frequently used as well, but its efficacy is not as dramatic as CO₂ lasers.

I have been using Lavieen, a groundbreaking 1927 nm thulium fractional laser developed by Wontech, Co., Ltd., for over three years, and its benefits have had a tremendous impact on my clinical practice.

Similar to Er:Glass, 1927 nm thulium is classified as a non-ablative laser, which does not disrupt the stratum corneum, but shows tissue denaturation in the skin. Contrary to Er:Glass, though, the penetration depth of thulium is superficial because the absorption coefficient to water is higher. However, thulium can be specifically classified as sub-ablative because partial disruption of the stratum corneum and tissue denaturation in the upper dermis are histologically observed when applying commonly used parameters.

Since 1927 nm thulium represents an intermediate state between non-ablation and complete ablation, it can be a compromise between the two.

In addition to this feature, Lavieen can actually create all degrees of ablation, from non-ablation to ablation, depending on the parameter settings and stacking pulses. It allows practitioners to set and use various degrees of ablation for delicate treatments, taking into account the lesion and skin conditions. Since the degree of treatment can be adjusted from mild to aggressive, the period of downtime can also be controlled, which is of great benefit to patients returning to their daily activities after treatment.

Moreover, you can control the pulse duration and power separately with Lavieen. This is a unique feature among the thulium fractional lasers available in the market.

Multiplying pulse duration (μ s) by power (Watts) yields energy (mJ) per pulse, which affects the degree of ablation. The value of the two parameter settings – 1,000 μ s with 10 W and 2,000 μ s with 5 W – are calculated to be equal to 10 mJ, and the sub-ablation is histologically indicated with both parameter settings.

However, the degree of disruption of the stratum corneum and denaturation of the upper dermis vary; more disruption of the stratum corneum occurs with 1,000 μ s and 10 W, while more denaturation of the upper dermis occurs with 2,000 μ s and 5 W.

By utilizing this exceptional characteristic, physicians can provide a more delicate and customized treatment to achieve superior results.



Figure 1. PIH before and after treatment with Lavieen

Photos courtesy of Ibrahim Devrim GURSOY, MD, PhD



Figure 2. Melasma before and after treatment with Lavieen

Photos courtesy of Ibrahim Devrim GURSOY, MD, PhD

For these reasons, Lavieen can effectively treat a variety of indications, especially pigmentary disorders such as lentigines, age spots, PIH, melasma and various scar cases, including burn or traumatic scars.

There are many patients who complain about PIH caused by a carbon dioxide fractional laser treatment. For these patients, Lavieen treatment was very satisfactory. Downtime is not too severe or long compared to other fractional laser treatments, and the results are dramatic even with a single treatment.

The penetration depth of the 1927 nm thulium is the stratum basale layer of the epidermis, where melanin resides. Treatment with Lavieen is therefore effective in treating superficial pigmented lesions and/or brightening the overall skin tone.

Melasma can be treated with Lavieen as well. I use moderate power to remove pigmentation, and a longer pulse duration to induce collagen remodeling to improve the dermal environment.

By combining Lavieen treatment with a picosecond laser and a fractional handpiece and/or cosmeceutical application, multiple layers of the skin can be targeted with different mechanisms to treat the inherent complexity of melasma and ultimately achieve great clinical results with no unwanted side effects.

Patients with severe scars, such as burn or traumatic scars that present an unfavorable impression, often visit my clinic for treatment. Scars with deformed skin tissues and colors are typically challenging to treat, but Lavieen therapy plays a role in normalizing abnormal skin tissues.

The laser energy damages deformed scar tissues and colors, and induces a natural wound healing process to generate new skin, which can improve dented or uneven volume, as well as hypo- or hyperpigmentation. I use a higher power, longer pulse duration and stack pulses on

scarring. The results are remarkable. Now, I use Lavieen on newly formed scars as well, which has been shown to be more effective.

With Lavieen, the size and shape of the scanner can be adjusted according to the targeted lesion, and both stamping and moving techniques can be used. These features allow practitioners to perform procedures that are quick, easy and convenient. Also, the tip is not a consumable item, so it is not a financial burden on the practitioner or patient.

In conclusion, I have been using Lavieen for a long time and have found that the 1927 thulium fractional laser is more effective than Er:Glass, and safer than CO₂ lasers in the treatment of numerous indications. I also appreciate the fine-tuning that can be performed by adjusting pulse duration, power, size and shape of the scanning, stamp or moving technique according to the lesion, which helps me achieve superior results.

The easy, fast and convenient procedures make Lavieen a satisfying modality for physicians, delivering the benefits of dramatic results, few treatment sessions, short downtime and no unpleasant side effects for patients.



Ibrahim Devrim Gursoy, MD, PhD

Dr. Gursoy began his medical faculty education in 1994 at Uludag University School of Medicine and graduated in 2000. He graduated from Gazi University Medical Pharmacology in 2006 and completed his PhD. He attends numerous international and domestic conferences, and participates in trainings and seminars. He is fluent in English and German.



Figure 3. Melasma before and after treatment with Lavieen

Photos courtesy of Ibrahim Devrim Gursoy, MD, PhD



Figure 4. Burn scar before and after treatment with Lavieen

Photos courtesy of Ibrahim Devrim Gursoy, MD, PhD



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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.

Picosecond Laser Raises the Bar

By Sean McKinney, Contributing Editor

Offering three laser wavelengths (1064 nm, 532 nm, 694 nm), four pulse modalities (picosecond, Q-switched, Optipulse, photothermal,) and 1.8 GW of peak power, the Discovery Pico laser from Quanta System (Milan, Italy), effectively treats tattoos and facial pigmentation. In addition, it now offers a fractionated handpiece that allows for efficacious and safe treatment of skin texture, acne and surgical scarring. And, the unique degree of flexibility and tissue-sparing capabilities enable effective and efficient tattoo removal and high-quality facial skin treatments.

With tattoo ink being placed deeper and more densely in the tissue, and a wider variety of colors, tattoo removal is becoming more complex. Treatment must include either multiple devices or one system that has the power and variability to treat all colors. In a single-laser system, multiple wavelengths in different pulse modes can alter the treatment as the removal process progresses.

“With the Discovery Pico, I can easily treat a tattoo with multiple colors,” said Thomas Griffin, MD, a dermatologist and head of the laser and cosmetic department at Dermatology Associates of Plymouth Meeting (Plymouth Meeting, Pa.). “With the push of a button on the screen, I can toggle between 532 nm to treat red, yellow and orange, 694 nm to treat blues and purples and 1064 nm to treat blacks.”

The laser also permits a stepped treatment approach for high-density tattoos. “The theory is to break down ink into small enough particles for the body’s immune system to clear. The Q-switched modality has a longer pulse width, which has the effect of breaking down large ink globs into medium-sized pebbles,” Dr. Griffin explained.

“After a session or two, I switch from the Q-switched modality to the picosecond modality. I use much shorter pulses (450/370 ps) of photoacoustic waves to pound the pebbles into sand. Relying on this approach, I can safely and effectively treat dense tattoos in fewer sessions – using the same device.”

One outstanding innovation of the Discovery Pico series is the level of peak power delivered through ultrashort pulses. This increased power allows for higher fluence at larger spot sizes, enabling treatment of deep ink particles.

Beyond Tattoos

The picosecond laser can also effectively treat fine lines, wrinkles and scarring conditions. “Treatment of lines and wrinkles is well tolerated,” said Dr. Griffin. “Fractionated energy reduces downtime and enhances

safety. I’m only treating deeper regions of the skin, as opposed the entirety of the skin and tissue.”

High Energy, Distinctive Spots

Along with the 1.8 GW of power, the Discovery Pico Series offers an Nd:YAG double-wavelength laser source that can discharge up to 800 mJ of energy in picosecond mode. In addition, the Quanta Optibeam II handpiece treats with a wide range of flat-top square, round and fractional spots, making Discovery Pico a powerful and flexible laser.

“The photomechanical effect causes damage deeper in the skin and does not generate heat,” Dr. Griffin observed. “Few patients experience more than a few hours of downtime. The exception would be when I increase power to treat acne scars or related skin disruptions.”

Patients also face little risk of post-inflammatory hyperpigmentation. “I can aggressively treat darker skin more safely,” Dr. Griffin pointed out. “For ablative or non-ablative lasers, I have to reduce the energy and density and provide more treatments, increasing visits, costs and use of consumables; but this is not needed with the picosecond.”

“Picosecond has emerged as my foundational treatment for tattoos, acne scarring and melasma,” Dr. Griffin concluded.



Thomas Griffin, MD
Dermatologist
Head of the Laser and
Cosmetic Department
Dermatology Associates
of Plymouth Meeting
Plymouth Meeting, PA



Before and after
treatment with
Discovery Pico
Photos courtesy of
Thomas Griffin, MD



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The picosecond laser specially design to take care of your skin



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LASER IN OUR DNA

Integrated Portfolio Offers Turnkey Regenerative Aesthetics System

By Jeffrey Frentzen, Contributing Editor

When it comes to novel regenerative aesthetic therapies, physicians and consumers alike are seeking innovative technologies to enhance their treatment experience and overall results.

To help grow and elevate practices wanting to enter the regenerative aesthetics market, Suneva Medical (San Diego, Calif.) recently restructured its product portfolio. The company did this by folding its long-lasting dermal filler Bellafill into a comprehensive set of products that includes Puregraft®, a fat grafting system for regenerative facial and body rejuvenation and a leading-edge platelet-rich plasma (PRP) processing technology called Suneva's HD PRP, which comes with an innovative high-platelet capture design.

According to Regina Fearmonti, MD, a plastic surgeon in San Antonio, Texas, "The Suneva triad addresses key patient needs for all aspects of aging. The portfolio aids in structural support, volume restoration and tissue regeneration, both safely and effectively."

"This user-friendly platform also gives physicians a simpler way to introduce regenerative aesthetic procedures into their practice," stated Michael Somenek, MD, a facial plastic surgeon in Washington, DC. "This product combination is extremely forward thinking and very well thought out, consolidating the number of steps for impressive patient outcomes, which is always welcomed because it makes our lives easier."

When discussing the Puregraft process, Dr. Fearmonti noted, "It increases efficiency and safety during fat harvesting, allowing atraumatic fat processing with minimal manipulation to produce a greater and more reproducible graft. The closed system offers less risk of contamination and facilitates a more automated experience.

"When combined with fat grafting, used after an ablative laser treatment or combined with microneedling, PRP provides a boost of growth factors that stimulates and enhances the skin's own regenerative mechanisms," Dr. Fearmonti continued. "Suneva's PRP system provides a quicker, less painful alternative to other systems and generates two to three times the concentration, which is ideal for use with facial injections and/or microneedling facials."

"Physicians benefit from using a blend of closed PRP and fat processing systems such as these, that produce high quality results when used correctly," noted Jason Emer, MD, a cosmetic dermatologist in West Hollywood, Calif., who has used Suneva HD PRP, Puregraft and Bellafill in combination to treat facial rejuvenation and acne scars.

"Suneva has a strong history of offering products that work very well in the field in terms of collagen development and decreased inflammation," he said.

In regards to the patient reaction to receiving such regenerative therapies, Dr. Somenek stated, "Patients are gravitating towards these cell-based approaches. They love that we are using their own tissue and growth factors. In their minds, this is not an implant or a foreign body that will perhaps get rejected. In fact, we know the body will accept the PRP, fat and filler components we put in, and patients do not have to worry about long-term sequelae or similar complications."

"Patients are gravitating towards these cell-based approaches. They love that we are using their own tissue and growth factors."



Regina Fearmonti, MD
Plastic Surgeon
San Antonio, TX



Michael Somenek, MD
Facial Plastic Surgeon
Washington, DC



Jason Emer, MD
Cosmetic Dermatologist
West Hollywood, CA

PRODUCT PORTFOLIO

Suneva Medical is redefining the practice of Regenerative Aesthetics with a product portfolio that is designed to deliver innovative technologies to grow and enhance our partner's practices.

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The logo for SUNEVA MEDICAL HD PRP, with 'SUNEVA' in a large, bold, uppercase sans-serif font, 'MEDICAL' in a smaller, bold, uppercase sans-serif font, and 'HD PRP' in a bold, uppercase sans-serif font.

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Bellafill

Bellafill[®] is indicated 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. Patients who have had a positive reaction to the Bellafill Skin Test, have a history of severe allergies, have known bovine collagen allergies, are allergic to lidocaine, have bleeding disorders or are prone to thick scar formation and/or excessive scarring should not receive Bellafill. The safety of Bellafill for use during pregnancy, breastfeeding, or in patients under 21 has not been established. You may experience temporary swelling, redness, pain, bruising, lumps/bumps, itching, and discoloration at the treatment site. These side effects are usually transient and typically resolve within 1-7 days. You may experience lumps/bumps/papules that may occur more than one month after injection and that may persist. Less common side effects include rash and itching more than 48 hours after treatment, persistent swelling or redness, lumps/bumps, acne, and increased sensitivity at treatment sites. Infrequently, granulomas may occur and may be treated by your licensed physician provider. Be sure to call your licensed provider immediately if you notice any unusual skin reactions around the treatment area. Based on the 5-year Post-Approval Study on nasolabial folds with 1,008 patients, long-term safety of Bellafill for up to 5 years has been established.

Puregraft

This product is certified as a medical device in the European Union under the Medical Device Directive 93/42/EEC by SGS CE0120, exclusively for the indication of autologous fat transfer. Other non-medical uses ascribed to this device such as aesthetic body contouring are not within the scope of CE certification, and users should be aware product performance and/or safety has not been evaluated by SGS for those purposes.

HD PRP

REGULATORY STATUS: FDA-cleared 510(k) Class II medical device. HD PRP is designed to be used for the safe and rapid preparation of autologous platelet-rich plasma (PRP) from a small sample of peripheral blood at the patient point of care. The PRP is mixed with autograft and/or allograft bone prior to application to a bony defect for improving handling characteristics.

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PRP Pioneers Discuss Controversies in the Market



Amelia Hausauer, MD
Board Certified
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Department of Plastic
Surgery
Loma Linda Medical
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Private Practice
Pasadena, CA



Jeffrey Rapaport, MD, PA
Cosmetic Dermatologist
Englewood Cliffs, NJ



Charles Runels, MD
Board Certified Internist
Birmingham, AL

When properly harvested and applied, platelet-rich plasma (PRP) and similar products are an extremely safe and powerful tool in the medical and aesthetic armamentarium. However, this growing market of production and application devices is built on a reputation vulnerable to those looking to make a quick buck at the expense of sound medical practice – a potential problem with any aesthetic treatment. This was the motivation for the founding of REVIVE™ Advanced Training Consultants (Laguna Beach, Calif.), an independent CME educational platform that strives to teach aesthetic providers only the safest, most rigorously tested, cutting-edge PRP techniques to ensure the best outcomes for all patients.

***Editor's Note:** With its special edition on Regenerative Aesthetics, The Aesthetic Guide, in partnership with REVIVE, spoke to pioneering clinicians with experience in the use of PRP to hear their opinions about the burgeoning controversies surrounding PRP and the future of regenerative aesthetics. The individual views, thoughts and opinions expressed in this editorial belong solely to the responding physician and are not representative of the entire group.*

The Aesthetic Guide (TAG): What are the ideal characteristics for PRP? Is higher platelet concentration better?

Amelia Hausauer, MD: More characteristics need to be considered rather than only focusing on platelet concentration. In the textbook I co-edited and contributed to with Derek Jones, MD (*PRP and Microneedling in Aesthetic Medicine*; Thieme Publishers LLC, 2019), we set out to educate physicians on the differences between preparatory systems and how to select the right PRP system for a variety of applications.

We also now have the DEPA (Dose Efficiency Purity Activation) classification system, which is helpful in qualifying what is meant by the term “PRP.” It is not a single product, but more a family of products based on the ratios and absolute quantities of platelets, leukocytes and erythrocytes. For the skin and hair

treatments I perform in my practice, I prefer a pure PRP, devoid of contaminating red and white cells.

Gordon Sasaki, MD: Too high or too low of a platelet concentration could negatively affect the result. The maximum benefit for each application is likely found on a bell curve. Total platelet count, not concentration, is the most accurate way to describe dosage. With the support of a grant, we have begun the first investigator-initiated study comparing results with high versus low platelet totals. I think this will add immensely to the field, making it easier to optimize patient results.

TAG: With the New Mexico spa HIV cross-contamination story making national headlines, how can physicians and patients be sure that PRP treatments are safe?

Dr. Sasaki: To the best of my knowledge, the case in New Mexico involved a non-medical spa and a non-medical practitioner. It is important that patients and physicians understand that PRP treatments must be performed with an FDA-cleared Class II single-use disposable tip. Medical providers are trained in handling blood products safely and can therefore perform these treatments using sterile techniques and approved methods for proper patient selection and for disposal of blood products.

TAG: Does PRP need more regulation?

Jeffrey Rapaport, MD: The regulations in place are sufficient. The FDA has provided guidelines for how to determine whether a technology is safe and effective for autologous PRP applications. It's called a 510(k). I'm solicited by companies with non FDA-cleared kits all the time, claiming they are Class I blood collection tubes, but they are selling to physicians illegally and should not be in the U.S. market.

TAG: How can a physician be sure the PRP product they are using is FDA cleared?

Dr. Hausauer: If you simply ask the company for the product's 510(k) number, you can search it on FDA.gov and confirm this for yourself. The trouble is that in

some cases, new PRP products being sold at conferences or featured in magazines are not FDA cleared. This needs to be addressed. We expect patients to do their homework; physicians need to do the same. Jeopardizing the safety of patients or quality of outcomes just to save a buck directly contradicts the Hippocratic Oath. Also, note that PRP production devices are generally cleared for orthopedic indications, so aesthetic use is considered off-label.

TAG: What are the risks for physicians that use non FDA-cleared “do it yourself” methods?

Charles Runels, MD: Unsafe PRP kits of any kind can cause a potentially fatal pyrogen-induced fever. *In vitro* diagnostic (IVD) blood draw tubes are cheap because they are made for lab work, and not produced in a clean room style manufacturing environment, so there could be endotoxins inside the tube. It says right on the packaging that they are not cleared as safe to prepare plasma for injection back into patients. Lawyers would have a field day with a physician that injured a patient with an IVD tube.

TAG: What must be done to educate physicians about this particular issue?

Dr. Runels: We require the members of our group, the *Cellular Medicine Association*, to use legal, FDA-cleared PRP products only. If a member is being cheap and using IVD tubes or non FDA-cleared products, membership is revoked. The success of PRP and branded procedures depends on trained medical providers using good techniques with safe kits. When done correctly, PRP is one of the safest and most profitable treatments you can perform.

TAG: What other risky trends should physicians and patients be aware of?

Dr. Hausauer: The availability of “how-to” PRP and microneedling videos online is disconcerting because people can obtain items to perform this kind of treatment from China through Amazon. Some of these things should not be available to the general public. These are for medical procedures to be performed in a clinical setting under supervision of a highly trained, board certified, licensed physician.

Dr. Rapaport: I am concerned about China entering the U.S. PRP market through a Beijing manufacturing company offering a product for multiple private label American distribution companies. If this is successful and patient outcomes decline, or someone gets hurt, the whole PRP market suffers. From what I have observed, the gel migrates inside the tube without centrifugation, almost behaving like a liquid, and could potentially end up in the final injected product.

Dr. Runels: Many of these Chinese kits aren’t ready for prime time in this market. If you choose a separator gel-based PRP collection system, stick to those having proven safety records with multiple clinical trials supporting their efficacy and safety. If you are trying to save money, companies may work with you.

TAG: How does a provider find safe, effective PRP products and protocols?

Dr. Hausauer: Evidence-based medicine is the core of my cosmetic dermatology practice. Know where your products are manufactured and what techniques yield the best outcomes safely. With controversy in the space, providers must seek unbiased, science-based answers. That is why Dr. Rapaport and I joined the REVIVE faculty. We saw the need for high-level CME programs to demystify PRP and teach up-to-date, proven treatment protocols.

TAG: What about the positive developments that are out there? What is exciting about the future of PRP?

Dr. Sasaki: Companies are working on technologies that will enhance the way we do things. We know so much more than before about how to optimize results. Patient satisfaction with PRP seems to be higher than ever and physicians that are practicing the most up-to-date protocols can achieve more predictable outcomes.

Dr. Rapaport: Several years ago, I started using PRP on friends and family with very little guidance. I had to review the literature and design a treatment plan myself. Today we have literature supporting the injection technique and treatment intervals that I developed with the exact 22 mL PRP kit we use in our practice. As a result, we can better manage patient expectations and often exceed them.



Before and after PRP-based hair restoration treatments

Photos courtesy of Jeffrey Rapaport, MD, PA



Before and four months after three PRP-based hair restoration treatments

Photos courtesy of Jeffrey Rapaport, MD, PA



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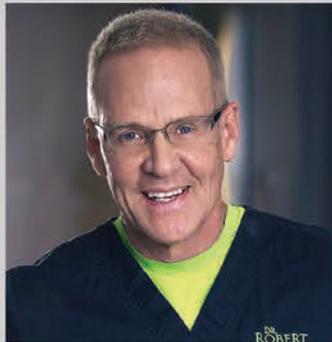
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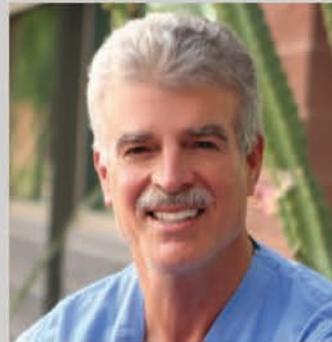
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New RF Fat Reduction Device Treats Large or Multiple Body Areas Rapidly

By Kevin A. Wilson, Contributing Editor

The most recent contender to enter the arena of non-invasive body contouring is the truSculpt iD from Cutera, Inc. (Brisbane, Calif.). This system utilizes 2 MHz monopolar radiofrequency (RF) energy with real-time temperature control for clinically-demonstrated results in 15-minute sessions and can cover large or multiple areas simultaneously.

truSculpt iD features eight handpieces. Six of them are hands-free and when used in conjunction, will treat an area of 300 cm². The remaining two are hand-held and used on petite or anatomically difficult areas to treat. Quick and easy treatments that achieve results make it very appealing to patients as well as practitioners, according to Michael Somenek, MD, a plastic surgeon in Washington, DC.

“This technology provides proven results with low-cost consumables and is easy and safe enough to delegate to trained staff,” he said. “Because it is inexpensive to operate, treats quickly and is comfortable with high patient satisfaction, ROI is high. You can turn around two patients per hour.”

Tahl N. Humes, DO, medical director of VITahl Medical Aesthetics (Denver, Colo. and Chicago, Ill.), praised the versatility of truSculpt iD. “You can place these handpieces anywhere on the body safely, individually or in groups depending on desired treatment areas. For areas that don’t naturally lend themselves to this kind of use, you can use a handheld technique which works extremely well and treats in areas less accessible by other non-invasive devices.”

Treatment is completely automated once handpieces are in position. The proprietary Real-Time Temperature Control measures skin temperature and adjusts accordingly to reach the target temperature of >45° C (measured a few degrees cooler on the skin) throughout the subsurface fatty layer, explained Dr. Somenek.

“Theoretically, because we’re using RF energy, we may see improvements in skin quality overlying the treatment area. In my practice, the skin seems to be smoother and tighter, which is an additional effect our patients appreciate. I do not share this with patients during the consult because more research is needed and we must manage expectations, especially with body contouring treatments. This makes it an unexpected benefit some patients experience.”

One consistent benefit is treatment comfort. “I just had one of these treatments done myself, and it does feel like a hot stone massage,” he continued. “Patients come in, undergo treatment, leave within 30 minutes total, and go back to work with no downtime whatsoever.”

Research has shown that truSculpt iD irreversibly disrupts approximately 24% of fat cells¹ in the treatment area, which are removed by natural processes over about 12 weeks to create the consistent, discernable slimming effect. “According to histology, it takes a good 12 weeks before we see complete clearance of the inflammatory process, so we don’t promise patients that we’ll see results in six weeks,” said Dr. Somenek.

“Dr. Taub’s poster presentation research from 2017¹ included larger BMI patients as well as slimmer ones,” Dr. Humes noted, “and while most nonsurgical devices are best suited for patients who are close to their ideal weight, truSculpt iD is great for all body types. It is safe and easy to use anywhere, and on anyone, which with its comfort and results make it popular.”

Reference:

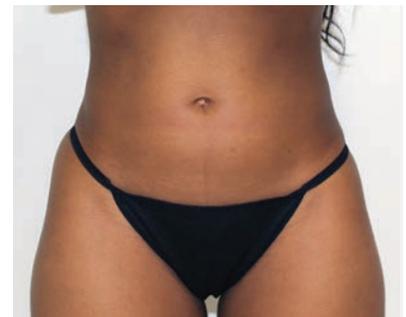
1. Taub, AF. Poster presentation, *American Society for Dermatologic Surgery Annual Meeting, October 5 – 8, 2017*. Chicago, Ill.



Michael Somenek, MD
Plastic Surgeon
Washington, DC



Tahl N. Humes, DO
Medical Director
VITahl Medical Aesthetics
Denver, CO and Chicago, IL



Before and after treatment with truSculpt iD

Photos courtesy of Michael Somenek, MD



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¹Amy Taub Study ASDS 2017 Poster. Model; not actual patient.
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A. 25-PIN TREATMENT HEAD

B. 49-PIN TREATMENT HEAD

C. 64-PIN TREATMENT HEAD

D. HAND-PIECE

BEFORE



AFTER



Photos provided by S. Randolph Waldman, MD



Photos provided by Ewa Timek, MD



"The Rohrer Aesthetics RF-Microneedling system provides a safe and effective treatment improving skin tone and texture."

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Patient Safety Key to Successful Microneedling Treatments

By Jeffrey Frentzen, Contributing Editor

Aesthetic procedures that employ microneedling are growing in popularity with practitioners. However, when it comes to choosing the right microneedling pen device, physicians are faced with the problem of too many choices – and almost none of them are officially validated for safety.

SkinPen Precision from Bellus Medical (Dallas, Texas), on the other hand, went through over 90 extensive, demanding validation tests to receive FDA clearance.

“The use of microneedling pens is skyrocketing, and many people buy very inexpensive microneedling devices that do not go through the same quality control,” stated Michael Gold, MD, a cosmetic dermatologist in Nashville, Tenn.

“SkinPen Precision is a premium product that provides the assurance that the needles, as well as the drive associated with placing those needles into the skin, have been tested at the proper depth and that the workmanship and quality are first rate.”

“In addition, physicians that utilize devices that are not FDA-cleared may not receive proper training in their use, which often leads to lowered safety standards that can risk the health of patients,” he added.

For example, in a recent case in New Mexico, two people tested HIV positive following an allegedly poorly performed microneedling procedure. “It probably failed because of cross-contamination and unsafe needle storage, among other problems,” noted Suneel Chilukuri, MD, a cosmetic surgeon in Houston, Texas.

“Anybody who knows how to use a microneedling device understands you have to replace the tip, sterilize the patient and perform other post-procedure tasks,” Dr. Chilukuri advised. “These steps may not have been followed because proper safety training is frequently lacking among other companies.”

Unlike other pens on the market, SkinPen Precision is designed to prevent cross-contamination. “Its cartridge unit offers a single-use lockout feature that removes the possibility of double usage and cross-contamination,” Dr. Chilukuri noted.

“It also comes with a special sheath that acts as a further barrier against cross-contamination between procedures, and to safeguard the

skin from ever touching the device,” he continued. “The motor maintains a proper speed and allows precise needle depth adjustment. Also, the product is RoHS compliant.”

Safety protections extend to physicians using SkinPen Precision as well, because the use of FDA-cleared devices can help guard against possible medical device liability cases.

“The need for medical-grade needles in microneedling treatments is also very important,” Dr. Gold added. “Around the world, with no-name pens you put needles into the skin up to depths of 3 mm to 4 mm, but they are not using quality needles. While you may not introduce disease per se, you’re going to introduce other problems in healing and maybe worse. That is what you can get with pens that are not validated, well-tested, and when you don’t know the safety profile.”

“Additionally, with SkinPen Precision’s medical grade needles, practitioners can safely treat patients with less chance of creating drag on the skin or otherwise harming the patient,” noted Dr. Chilukuri. Bellus Medical also offers a topical product, Skinfuse, as part of a post-treatment skincare protocol.



Michael Gold, MD
Cosmetic Dermatologist
Nashville, TN



Suneel Chilukuri, MD
Cosmetic Surgeon
Houston, TX



Before and after
three treatments with
SkinPen
Photos courtesy of
Elizabeth Steigner

“SkinPen is something we use every day at each of our 11 locations. This is a must have technology for every practice.”

Dr. Justin Harper,
Juvly Aesthetics

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¹SkinPen 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

Radial Pulse Soundwave Technology Gets a “Quiet” Upgrade

By Jeffrey Frentzen, Contributing Editor

Z Wave^Q from Zimmer MedizinSystems (Irvine, Calif.), is a significant upgrade to the radial pulse Z Wave^{Pro} soundwave device that has become a staple in many aesthetic practices. According to the manufacturer, this next-generation device is 50% quieter than the original model and other shockwave or soundwave devices on the market. And, the ergonomic handpiece is cooled with chilled water and completely sealed, so it remains comfortable during treatments of any length.

The Z Wave^Q delivers pain free, high-energy radial soundwaves that stimulate collagen formation, as well as an increase in both lymphatic drainage and blood circulation. With a series of ten treatments, patients can expect to see a one-grade improvement in the appearance of their cellulite. In addition, the system is frequently used as an adjunctive therapy to improve the results of body contouring, liposuction / non-invasive lipolysis, cellulite reduction and other aesthetic procedures.

While many radial soundwave devices utilize pneumatic energy, the Z Wave employs electromagnetic technology to drive an internal projectile that generates the soundwaves. This approach allows for the use of a heavier projectile, which translates into increased comfort to the skin, less pain following treatment and even enhanced outcomes in some cases.

“The main reason I bought the Z Wave^Q is because of its versatility. It gives me an advantage when used with CoolSculpting treatments,” stated Rakesh Nanda, MD, medical director at Great Skin Ohio in Columbus, Ohio.

“After a CoolSculpting session, you need to massage and palpate around the treatment area because it helps to break up the fat. For patients, this can cause a lot of tingling and pain, and some people even experience neuropathy,” he continued. “By incorporating the Z Wave, we eliminate the random variability inherent in hand massage methods to give patients a more consistent treatment outcome. We also noticed that our patients reported reduced pain and accelerated healing. Furthermore, the Z Wave worked to increase fat destruction. That alone was enough for me to add it to my practice.”

“I’ve also used the device after liposuction procedures,” Dr. Nanda noted. “There are patients that just don’t heal the way you

would like. They have irregularities, pain and other symptoms, including bruising. I will use the soundwave treatment around a week to ten days after surgery, which can significantly reduce both pain and recovery time.”

However, despite all of these benefits, Zimmer realized that some physicians objected to the noise it generated. “While physicians realized it was an inherent part of the treatment, now we can provide the quietest shockwave device to practices that have a close work-space, as well as in adjoining rooms where they might do facials and massages,” said Michael Busic, director of Z Wave Business Unit at Zimmer MedizinSystems.

By redesigning the Z Wave system, we have delivered the ideal solution in the new Z Wave^Q, Mr. Busic added. “It has been a technological challenge to mask radial sound, but we have found that water-cooled technology cut the noise in half.”

Dr. Nanda welcomes the upgraded system, “The Z Wave has given me a competitive edge over those spas and practices that don’t have such a device to enhance CoolSculpting procedures. And, with the Z Wave^Q, radial shockwave therapy is now easy on the ears, as well.”



Rakesh Nanda, MD
Medical Director
Great Skin Ohio
Columbus, OH



Michael Busic
Director of Z Wave
Business Unit
Zimmer MedizinSystems
Irvine, CA



Before and six weeks after one CoolSculpting procedure, followed by Z Wave treatment
Photos courtesy of Rakesh Nanda, MD

"Q" is for Quiet

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2019 Product Showcase

The Aesthetic Show (July 11-14, 2019) leads the way as the most important and influential event dedicated to the rapidly expanding field of aesthetic medicine. Unite with contemporaries across various medical disciplines, learn trailblazing techniques, discuss and debate pioneering trends driving our industry and discover the groundbreaking solutions redefining the current and future direction of medical aesthetics. With over 24 hours of Continuing Education (CE) credits available and nearly 200 of the industry's leading companies in the accompanying exhibit hall, this year's event will once again offer the stellar interactive learning experience that you have come to expect.

SoME Personalized Skincare

Aesthetics Biomedical, Inc. has launched a personalized topical product line for take-home use. SoME™ is a skin rejuvenating product that uses a propriety blend of ingredients combined by your physician with your own platelet-rich plasma (PRP) to give you a truly personalized cosmetic experience. It is great for all skin types and does not contain any of the harsh alcohols that dry out the skin, such as phenoxyethanol, benzyl alcohol and other alcohols. SoME uses a botanical preservative package, two honeysuckle variants (*Lonicera Japonica*, *Lonicera Caprifolium*), to keep it from degrading and maintain freshness for everyday use. SoME serum plus PRP together is what makes it so personalized. Your own PRP may be added to the specially formulated SoME serum by your physician to visibly improve the appearance of facial aging, fine lines and wrinkles, skin texture, tone and dryness for glowing healthier looking skin.



Aesthetics Biomedical, Inc., Booth 239

Z Wave^Q

Softer sound, equally effective. Introducing Z Wave^Q at TAS 2019, Zimmer MedizinSystems presents a new, quieter water-cooled radial pulse therapy device. The all-new Z Wave^Q comes with an introductory three-year limited warranty and 3 million pulses on the handpiece. Z Wave^Q advantages include: gentle, painless and quick treatments; no disposables; no downtime; non-invasive treatments; easy to operate; consistently reproducible and visible results; and quiet operation. The Z Wave^Q is FDA cleared for the temporary reduction of the appearance of cellulite. Typical patient treatment time is three to four minutes per body zone. Visible results may be seen after only two to three sessions. May also be used as an adjunct in Cryolipolysis™ treatments to enhance body contouring results.



Zimmer MedizinSystems, Booth 529

RegenLab

RegenLab® is recognized as a certified global leader in medical biotechnologies, specializing in cellular therapies. RegenLab is at the forefront of innovation, with an expertly designed medical device for the preparation of PRP from the patient's own blood. Regen® A-PRP® was developed with a focus on product quality, patient safety and preparation efficiency. Our patient-centered technology has led to over one million treatments provided worldwide using RegenLab products. As we look to the future, we are committed to guiding new standards for emerging categories within the field of regenerative medicine.



RegenLab, Booth 616

V-Laser

Celebrating 20 years in business, Wontech is proud to announce the introduction of the V-Laser. Consistent with other Wontech products, the V-Laser is well-built, reliable Korean technology. This long-pulse Nd:YAG is most appropriate for vascular lesions, benign pigmentation, laser genesis and skin rejuvenation. The V-Laser joins our portfolio of advanced medical lasers cleared by the FDA, along with the HairBoom Pastelle, Cosjet and Picocare.



Wontech, Booth 621

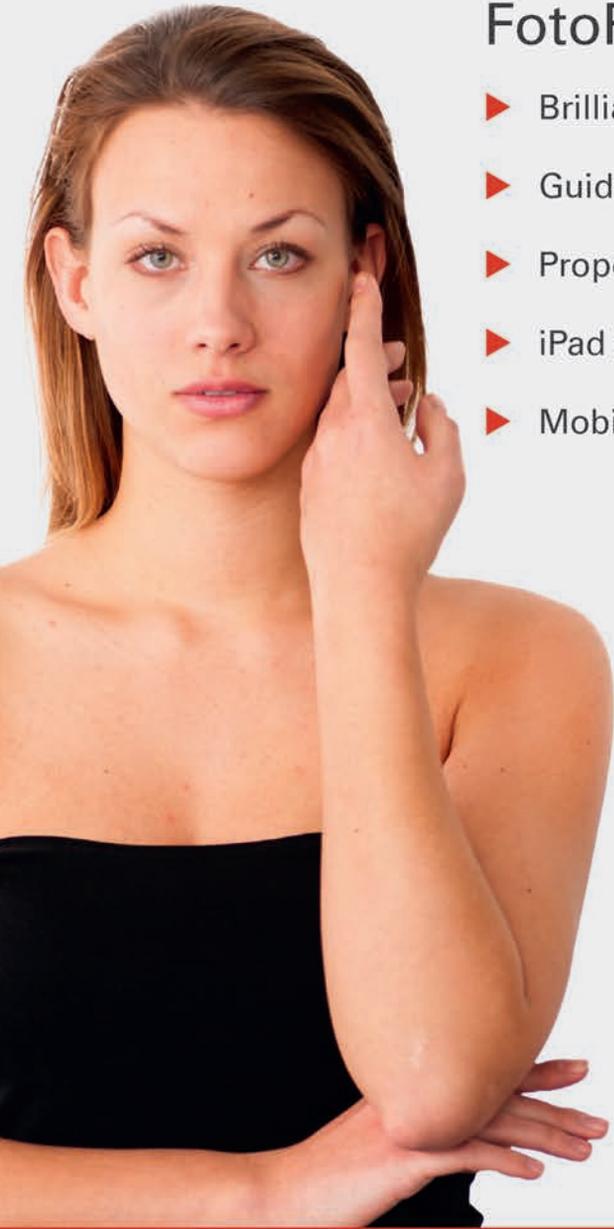


Mediscope Bodystation

FotoFinder Systems will be offering demonstrations of its Mediscope Bodystation, the cutting-edge 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-ups. Every photo is automatically labeled and stored in a patient database for effortless retrieval. Proposer will enhance your consultations with impressive procedure protocol and skincare product recommendations. The Universe iPad App provides image access at your fingertips in any consultation room. With no need for a floor mat, a small foot print, just one power cord and no loose cables, it is a truly mobile studio system.

FotoFinder Systems, Booth 302

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SkinPen

Bellus Medical helps leading physician-directed practices grow their businesses by setting the standard for efficacy and safety. We design our innovations – the SkinPen® FDA-cleared microneedling device, Skinfuse® post-microneedling protocol, Allumera® light-activated cream, and ProGen and RegenLab® PRP systems – to draw new consumers to the industry.

Bellus Medical, Booth 519

Secret RF

Secret RF is a novel fractional radiofrequency (RF) microneedling system for tissue coagulation and hemostasis designed to stimulate and remodel collagen and address the common signs of aging. Secret RF delivers precise, controlled energy at various depths to target patients' most common skin concerns on the face and body such as fine lines and wrinkles, photo-aging, striae, acne scars, burn scars and atrophic scars, with limited-to-no downtime.

Cutera, Booth 729



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FROZEN C's coldest, concise cryotherapy shatters the ice ceiling of older cryotherapy technologies. FROZEN C's unique safety features are just what you've been cryo-ing for: real-time skin temperature monitoring, auto-stop and a dual LED distance gauge handpiece. FROZEN C safely delivers medically therapeutic levels of extreme cold (-78° C). Concise treatment protocols (1 – 10 minutes) offer pain management, numerous pre- and post-procedure benefits and future aesthetic applications. Plus, its self-contained cryogen tank slashes consumable costs. Finally, you can capture the ROI of the cryo craze with FROZEN C.

Revenue Cure, Booth 220

Pneuma Nitric Oxide Activating Skin Serum

You cannot combat aging without nitric oxide. Nobel Prize-winning science is now available in skincare. Finally, a revolutionary product that delivers bioactive nitric oxide that is necessary for optimal cellular health. Observe immediate benefits, such as improvement in the appearance of fine lines and wrinkles, enhanced tone, texture and complexion and combatting damaging free radicals that cause skin damage. Pneuma Nitric Oxide Activating Skin Serum is a revolutionary, innovative and patent-pending dual chamber technology that delivers nitric oxide gas to the surface of the skin. Developed by renowned nitric oxide researcher and inventor Nathan S. Bryan, PhD, Pneuma Nitric Oxide delivers the missing link: nitric oxide.

Pneuma Nitric Oxide, LLC, Booth 218



Skinade

Skinade – better skin from within® – is the UK's leading professional skincare drink. Its unique liquid formulation has been carefully designed with the optimum ratio of liquid to active ingredients and contains key nutrients that are essential in the healthy production of collagen and the optimization of skin



health. Skinade® pioneers “feedback mechanism” skincare by boosting 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 skincare regimen and recommended by licensed skincare professionals in combination with aesthetic procedures for improved results.

Bottled Science (Skinade), Booth 625

beautiful skin from the inside

skincare innovation in a drink

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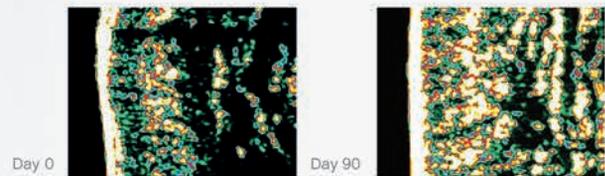
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*conducted by Santi Labs London



Ultrasounds show a 58% increase in collagen density through the noticeable change in white and yellow patches in a 42-year old female.



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.

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HansBiomed USA Inc., Booth 444



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phone calls and provides extensive patient education automation via email, text, social media and blogging content. In addition, the SPC conducts all PRM functions, including a fully integrated scheduling platform with effective text and email appointment reminders customized to the needs of your practice. The SPC makes it easier to serve your patients while growing your cosmetic revenue.

Crystal Clear Digital Marketing, Booth 429

V-Lase

The award-winning, patented, ablative technology originally designed for facial skin resurfacing is now applied in a novel non-ablative manner that is revolutionizing feminine therapy. Gentle heat is delivered in a proprietary safe and painless method for various gynecological applications, stimulating new collagen and blood vessel formation. The procedure is totally non-invasive with no post-operative downtime or risk of adverse events. Treatments take a short 15 minutes with no consumable costs. The product can also be used for a number of other medical applications in ENT, dermatology and dentistry.

Lasering USA, Booth 307



Vivace Microneedle

The Vivace™ is a new generation of RF microneedling. 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™.

Cartessa Aesthetics (ABM's exclusive aesthetics distributor for Vivace), Booth 313



Epionce Purifying Wash and Purifying Spot Gel

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Epionce, Booth 338



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experience in this challenging treatment area. Used alone or in combination with other therapies, NeoElite can successfully treat melasma, acne, post-inflammatory hyperpigmentation, pseudofolliculitis barbae, acne keloidalis nuchae and aging skin in skin of color.

Aerolase, Booth 331

PiXel8-RF Microneedling System

The PiXel8-RF was developed to combat the signs of aging. The PiXel8-RF is suited for all skin types, and after a single treatment most patients notice that the area treated is smoother and softer. The amount of energy delivered into the tissue is adjustable and the microneedles' (insulated or non-insulated) depth of penetration can be adjusted from .5 mm up to 3.5 mm. The PiXel8-RF uses a unique design for tissue coagulation and hemostasis that may improve fine lines, wrinkles, acne scars and striae. The PiXel8-RF microneedling system includes the Arctic Chill cold air chiller and is priced at \$39,995.

Rohrer Aesthetics, Booth 537



SaltFacial L'avantage

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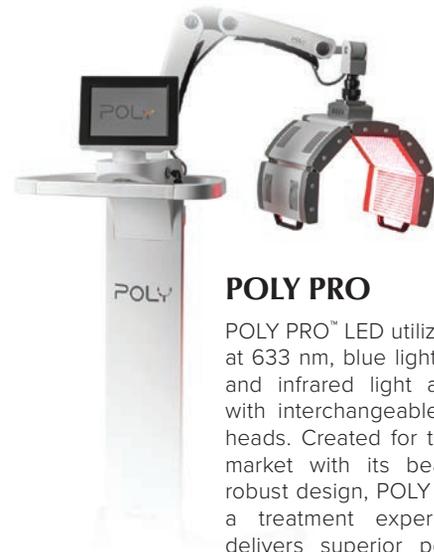
The SaltFacial, a Med-Aesthetic Solutions Company, Booth 638



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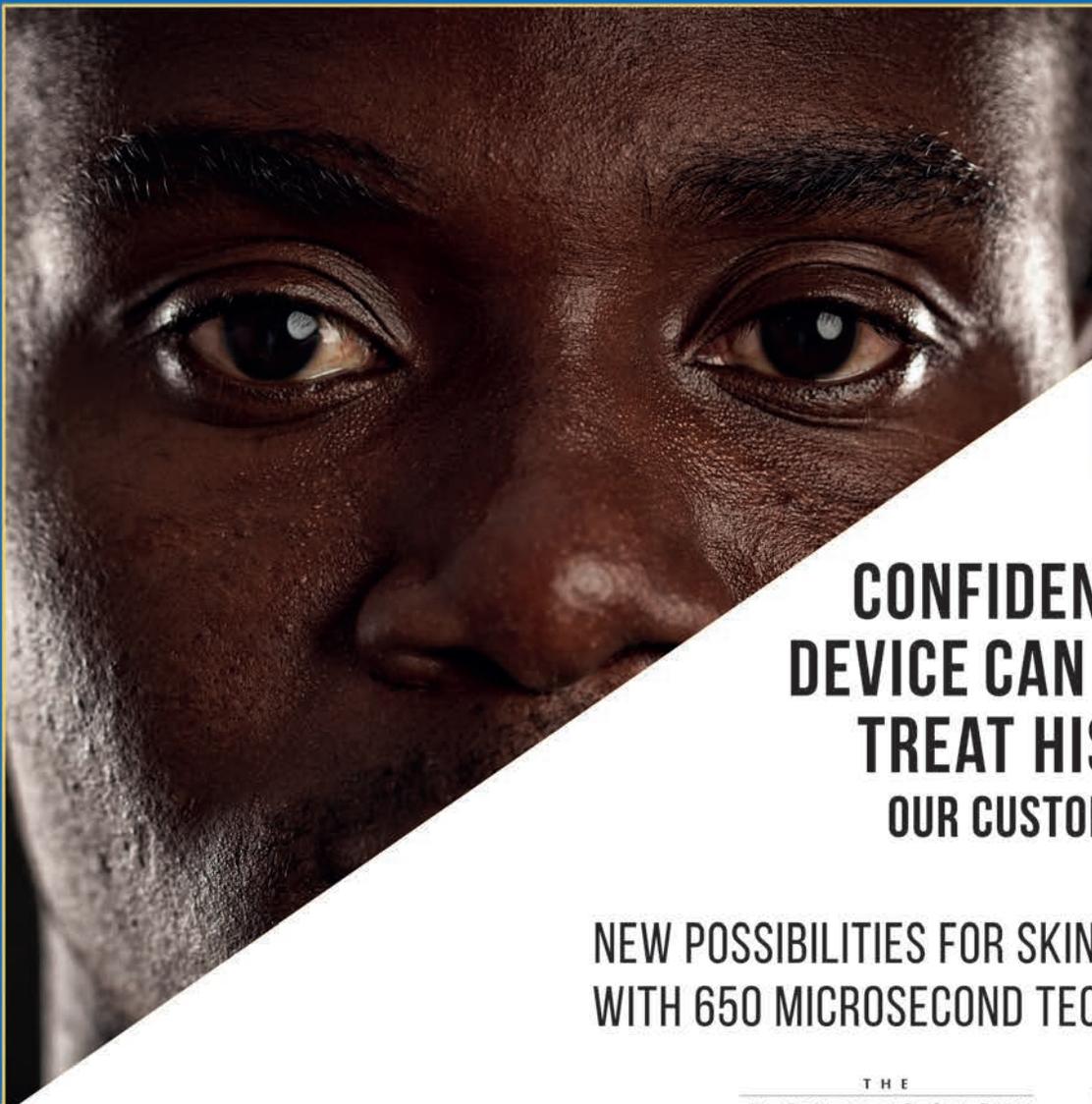
Apyx (Bovie Medical), Booth 608



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UV BioTek, Booth 645



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REVIVE Aesthetic Trainings, Booth 337



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Rejuvn8, Booth 219



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DEKA, Booth 610

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DefenAge, Booth 344



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Dr. Rich's 4 hour CME training at The Aesthetic Meeting in New Orleans was highly rated and well attended!

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The Next Generation of Microneedling Technology for Every Patient

By Kevin A. Wilson, Contributing Editor

Combining bipolar RF energy with adjustable depth and RF intensity, as well as two needle types and tip sizes, the Secret RF from Cutera, Inc. (Brisbane, Calif.), provides comfortable, customizable microneedling skin treatments for fine lines, wrinkles, photodamage, acne scarring and striae. Secret RF is unique in that treatment parameters are adjustable on-the-fly without interruption, and actual treatment sessions typically last about 20 minutes.

One key component is in the handpiece. The device's 64-pin handpiece is reportedly the largest in the industry, but it is the Secret RF's 25-pin handpiece that is the workhorse for the face and neck, stated Ashish Bhatia, MD, of Oak Dermatology in Chicago, Ill. The choice of needle arrays includes semi-insulated (focusing energy to deeper treatment zones) or non-insulated (for simultaneous delivery of energy to both deep and superficial zones). "In addition to modulating RF energy, you can adjust needle penetration between 0.5 mm and 3.5 mm," he stated.

The technique is simple. "Whether targeting acne scars or fine lines and wrinkles, we adjust depth accordingly and perform multiple passes, starting with the deepest zone and adjusting to treat shallower zones with each additional pass," Dr. Bhatia explained.

As early adopters, Dr. Bhatia and his partner have used Secret RF extensively in their practice. "This is my go-to device for perioral smoker's lines, tightening of the jawline and neck, and around the eyes," he reported. "We also use Secret RF on acne scars successfully. Basic topical anesthetic, forced air cooling and acetaminophen is usually enough to maintain patient comfort, but as with many procedures, further analgesia may be helpful for very nervous or sensitive patients."

In addition to its small footprint and quiet operation, Dr. Bhatia stated that the device is safe and easy to use, and in many states can be delegated to ancillary staff. "The smooth motor facilitates needle insertion, minimizing damage to the epidermis. The mechanism of action is twofold. Outcomes will stem partially from the collagen stimulation effect of needle insertion, which is relatively atraumatic, plus collagen denaturation and stimulation of neocollagenesis caused by emitted bipolar RF energy."

"Users will also notice how safe Secret RF is for treating darker skin types," Dr. Bhatia added. "You wouldn't use the non-insulated needles for these patients; we want to avoid heat deposition at the dermal-epidermal junction, which might cause post-inflammatory hyperpigmentation. The semi-insulated needles treat darker skin very well. We've treated skin types I through VI successfully with Secret RF. It's remarkably versatile and customizable to every patient's needs, so every practice has patients who'll benefit from Secret RF."

Tahl N. Humes, DO, medical director of VITAHL Medical Aesthetics (Denver, Colo. and Chicago, Ill.), enjoys the way Secret RF bridges the gap between lasers and microneedling. "What I love it for most is the neck. There is not a lot out there that truly addresses the neck well, and Secret RF gives us both the tightening and reduction in the crepiness often seen in that region," she noted.

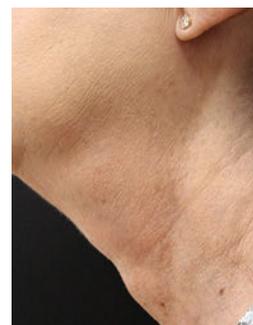
"It is also my go-to device for results-driven patients whom I'd normally treat with ablative lasers, but won't tolerate ten days of downtime," she continued. "With Secret RF, we'll see 24 to 48 hours of redness, which is important given the long-standing trend away from downtime. With the results it provides quickly and easily, the low downtime and minimal consumables cost, Secret RF will fit well in any practice."



Ashish Bhatia, MD,
FAAD
Oak Dermatology
Chicago, IL



Tahl N. Humes, DO
Medical Director
VITAHL Medical Aesthetics
Denver, CO and Chicago, IL



Before and after
one treatment with
Secret RF

Photos courtesy of Jeff
Hsu, MD

The Regenerative Revolution:

A Vision for the Future of Aesthetic Medicine

By Jeffrey Frentzen, Contributing Editor

The practice of medicine is experiencing a massive renewal equal in significance to the great Medicine Renaissance of the 15th Century. In many ways, aesthetics is leading the charge as more people desire natural anti-aging therapies rather than chemical-based treatments or other substances foreign to their bodies.

With regenerative aesthetics, the body's ability to heal is enhanced via therapies that incorporate the patient's own tissue, platelet-rich plasma (PRP), stem cells, growth factors, peptides and other biocellular-based resources extracted from blood and tissue.

According to Ryan Welter, MD, PhD, CEO and medical director of Regeneris Medical (Attleboro, Mass.), the fundamental driving force behind this regenerative movement is the desire to reverse and slow the aging process. "There are a lot of emerging therapies that are showing up in both the biological scientific/experimental world, and lately in the clinical world. It started with PRP use in aesthetics and transitioned into other kinds of cell treatments that are being developed into more powerful clinical approaches," he said.

When Gregory Chernoff, MD, a facial plastic and reconstructive surgeon in Beverly Hills, Calif., started talking about cellular medicine 20 years ago, "it was considered science fiction. People wondered what planet I was from. Today, the entire field of medicine is interested in it," he noted.

With regenerative aesthetics, the biggest challenge confronting physicians is how to treat the patient's overall wellness holistically, rather than looking at them for one-off treatments.

"If someone is coming in to an aesthetic practice, it is because they are interested in looking good," stated Kristin Comella, PhD, chief scientific officer of U.S. Stem Cell (Sunrise, Fla.). "Nonetheless, while they are worried about some sagging skin or wrinkles, they are also thinking that their knee hurts. So, if the physician can provide a stem cell injection in their knee while they are getting a stem cell facelift, they are addressing the whole person."





Ryan Welter, MD, PhD
CEO and Medical Director
Regeneris Medical
Attleboro, MA



Gregory Chernoff, MD, FACS
Facial Plastic and
Reconstructive Surgeon
Beverly Hills, CA



Kristin Comella, PhD
Chief Scientific Officer
U.S. Stem Cell
Sunrise, FL



Gregory Laurence, MD
Cosmetic, Plastic and
Reconstructive Surgeon
Germantown, TN



Tess Mauricio, MD, FAAD
Cosmetic Dermatologist
Beverly Hills and San Diego, CA



Warren B. Seiler III, MD
Cosmetic Surgeon
Medical Director
Seiler Skin
Homewood, AL



Sachin M. Shridharani, MD
Plastic Surgeon
New York City, NY

Most regenerative aesthetics-based procedures center on the use of fat transfer in combination with other modalities to treat the skin and add volume. “Fat is liquid gold,” Dr. Comella stated. “When undergoing cosmetic procedures, patients have an opportunity to also consider the health benefits of regenerative medicine. Instead of just throwing the fat away, they can opt to isolate those cells for use in treating a variety of different conditions,” she said.

Resizing fat – including the use of micronized and nano-fat – is a growing trend in regenerative aesthetics, noted Gregory Laurence, MD, a cosmetic, plastic and reconstructive surgeon in Germantown, Tenn. “I also consider PDO threads and the collagen stimulating fillers, such as Bellafill (Suneva) and Sculptra (Galderma), as part of the regenerative space. We can connect all of the available technologies to work together, from lasers and other energy-based modalities to stem cells, growth factors and other bio-cellular approaches.”

Combination therapies are dominating, Dr. Welter echoed. “Regenerative medicine is not comprised by just one technology. It is many technologies that are generally very safe and effective, and combining them only makes sense. For instance, the use of energy-based devices to stimulate stem cells that are combined with PRP and growth factors, has shown tremendous results on the skin, which has been well studied. We can also use amniotic tissue. Intravenous stem cell deployment into the body is becoming popular, as well.”

“We have a procedure that combines energy-based technology with PRP, as well as adipose derived stem cells,” said Tess Mauricio, MD, a cosmetic dermatologist with practices in San Diego and Beverly Hills, Calif.

“Multiple areas are treated with a single harvest of the patient’s fat, and then parts of that will go into the scalp for hair rejuvenation. We then re-volumize the eyes and face with micronized fat, after which we do a skin resurfacing combination therapy,” she elaborated. “Patients can also get an IV-based regenerative stem cell therapy. And, we can perform vaginal rejuvenation, in which we combine CO₂ laser treatment with injected PRP and micronized fat. All of this in one day.”

Some of the more cutting-edge developments in regenerative therapies come from the work of biohackers. There are people that specialize in applying the tech-hacker philosophy to biology, where in small labs and at some universities, scientists and researchers explore biology “hacks” intended to improve quality of life via experimental biologics.

Aside from these unorthodox approaches, most regenerative-style combination treatments currently used in practices involve PRP and, to a lesser degree, stem cells. According to Warren B. Seiler, III, MD, a cosmetic surgeon and medical director at Seiler Skin (Homewood, Ala.), “The main difference between PRP and stem cells is that stem cells have not been designated as one type of cell. They can differentiate themselves as new tissue structures, cartilage, skin, etc. PRP is simply the part of the patient’s blood that contains healing elements, growth factors, cytokines and stimulators that aid the healing response.”

A relative of PRP, platelet-rich fibrin matrix (PRFM) is popular as well, Dr. Laurence noted. “Physicians will inject the fibrin matrix into a patient’s tissue, where it acts as a scaffold for the PRP to take hold and secrete its growth factors,” he explained. “We have been achieving really great results with the PRP and PRFM combination in hair restoration. It does not magically grow hair, but when you inject it into the scalp, it decreases shedding for people who are prone to alopecia, and it dramatically increases the diameter of the hair follicles,” he said.

Dr. Seiler utilizes PRP and its variants post-surgery to help in wound healing. “It is great for anti-aging in general, but especially for treating scars,” he stated. “We draw blood and spin out the red blood cells in an FDA-approved process using a centrifuge, and then reinject the PRP back into the patient, whether it is in the face or other body areas. You can do it via needle injection or microneedling. It is safe and, if done correctly, is very beneficial for the patient.”

As these treatments grow more sophisticated, so does the hardware and processing technologies that provide better quality PRP yields. For instance, RegenLab® (New York City, N.Y.) offers a line of expertly designed medical

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FDA cleared 510(k) Class II medical device. Eclipse PRP is intended for the safe and rapid preparation of autologous platelet-rich plasma (PRP) from a small sample of blood at the patient point of care. The PRP is mixed with autograft or allograft bone prior to application to a bony defect for improving handling characteristics. 510(k) number: BK110035



PRP preparation tubes for the Regen A-PRP system by RegenLab



The ProGen PRP Advantage PRP processing system by Bellus Medical

devices manufactured in Switzerland, including the RegenKit®-BCT product family for the preparation of leukocyte poor PRP; RegenKit-BCT-1 Plus for the use of autologous PRP and autologous thrombin serum; and the RegenTHT kit, which produces PRP enriched in MNC (lymphocytes and monocytes), but poor in granulocytes. The low blood volume requirement allows for physician ease-of-use and a positive patient experience.

Sachin M. Shridharani, MD, a plastic surgeon in New York City, processes PRP using RegenLab products in combination with a variety of microneedling therapies, including scar treatments and hair restoration. “We needed an FDA-cleared product backed by good science and good data in order to optimize outcomes,” he said. “RegenLab had the right proprietary technology, which we found came with high predictability and high yields of good PRP.”

Another system, ProGen PRP™ Advantage from Bellus Medical (Dallas, Texas), is an easy-to-use, one spin system that features 15 mL and 30 mL tubes. This enables production of PRP in larger volumes, providing a low cost per mL of PRP and the flexibility of increasing PRP volume when needed. In addition, the company says that its ProGen PRP™ Versa system provides the greatest yields of platelets and a high return on investment per mL.

Along with PRP, other treatments and modalities are gaining a foothold in medical aesthetics. For example, Suneva Medical (Santa Barbara, Calif.) has begun marketing a triptych of products that support regenerative therapies, including its Bellafill long-lasting dermal filler combined with Puregraft® fat grafting products and Suneva HD PRP, a PRP processing system that features an innovative high platelet capture design. The company’s goal is to lead practices to adopt regenerative aesthetics utilizing its multi-modality kit.

Regenacell Therapy, Inc. (Castle Rock, Colo.), recently launched another system aimed at encouraging physicians to implement regenerative treatments. The Lipo-Pro System allows for the sourcing of adipose aspirate and subsequent graft processing at the point of care, from which the clinician can prepare a small volume of adipose tissue for use as a high-density fat graft.



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Before and after treatment with Bellafill
Photos courtesy of Suneva



Before and after Renuva facial rejuvenation procedure
Photos courtesy of Privet Aesthetics

As more regenerative therapies enter the marketplace, they are an easy sell to patients, Dr. Mauricio highlighted. “Especially if they have had experience with fillers, then they come in aware of a filler’s limitations. As a result, they are very open to getting fat transfer procedures instead. With regenerative aesthetics, we can also address all of their rejuvenation issues at a lower cost than with traditional cosmetic procedures.”

A relatively new element, exosomes, are now being deployed for regenerative work in scar therapy. Exosomes are lipid vesicles that carry proteins and genetic information among cells. “When you excise, for example, a keloid scar, and inject exosomes, you are creating a whole new capability for introducing new cells to reprogram the tissue in the affected area,” said Dr. Laurence.

Another growing area is the use of allografts and extra-cellular matrices to support fat grafting and facial volumization. Some of these bio-cellular products are sold directly to physicians by tissue banks. In addition, recent clinical studies offer evidence that the implantation of an allograft adipose matrix leads to safe, sustained volume retention in human tissue.

A recent product in this genre, Renuva from MTF Biologics (Edison, N.J.), is an all-natural extracellular injectable matrix that acts as a scaffold, allowing the body to recruit new fat cells that attach to it. Made from human allograft tissue and containing the same collagens, growth factors and proteins in its matrix as autologous fat, Renuva is a soft tissue injectable that is an alternative to fat grafting.

Practitioners have come up with novel uses for extra-cellular matrix products. As Dr. Chernoff reported, “I had a patient who was a smoker and got a facelift. She massaged the scabs and eventually got a large wound on her cheek. In the past, we would’ve had to rotate a flap or put a skin graft on the area. Instead, we took a relatively inexpensive sheet of placentally-derived extracellular membrane and laid that on her face with a couple of stitches to hold it in place. She totally re-epithelialized within a couple of weeks.”

There is more to regenerative medicine than the integration of stem cells, growth factors and other cell-based elements with traditional aesthetic approaches. Physicians must consider working in unfamiliar areas like hormone

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Before and eight months after receiving 1 cc of Renuva via a retrograde fanning technique followed by massage

Photos courtesy of Michael Gold, MD



Before and after seven months of using DefenAge Clinical Power Trio skincare regimen

Photos courtesy of DefenAge

optimization to address a patient's well-rounded wellness regimen.

"Hormone optimization is not necessarily about treating a medical deficiency or abnormality; it is about optimization for anti-aging purposes," Dr. Welter explained. "There are different sets of parameters and guidelines that we want to follow when we look at optimization versus treatment. Then we also look at vitamin levels. The patient's B complex and vitamin D levels all have to be optimized in order to address bioidentical hormone deficiency."

Additionally, topical products that avoid the use of chemical ingredients have become an essential adjunct to new holistic regenerative approaches. For instance, the innovative cell-based skincare products from DefenAge (Carlsbad, Calif.), utilize defensins, which are naturally occurring peptides that work to activate the body's dormant reserve of LGR6-positive stem cells. Once activated, these stem cells "reprogram" the skin to become visibly younger and to help reverse visible signs of aging.

In spite of these advances, mainstream acceptance of beneficial cell-based approaches is slow because so few therapies are FDA-approved. In addition, the agency has pushed back strongly on some clinics that offer popular stem cell therapies. For instance, The Cell Surgical Network (CSN), in Rancho Mirage, Calif., which consists of a group of stem cell clinics in the U.S., were sued by the FDA and DOJ in May 2018. The suit sought a permanent injunction against the clinics' marketing of adipose-derived stem cell procedures.

Additionally, U.S. Stem Cell recently lost a court case against the FDA after being prosecuted for marketing unapproved stem cell-based products and violating manufacturing requirements.

"As the adoption of regenerative aesthetics takes hold and regulatory issues get solved, we must consider that there is going to be fear about the widespread changes that are related to disruptive cell-based medicine," said Dr. Laurence. "It is important for manufacturers, physicians and the FDA to be transparent for progress to be rapid. While I admire the FDA for its longstanding rules that relate to patient safety, I admire stakeholders like CSN and others for being advocates for change and pushing for regulatory guidance that makes sense."



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Why I Chose CO₂ Laser for Non-Ablative Feminine Therapy

By Monte Slater, MD, FACOG, ABAARM

I have been a board certified OB/GYN for 30 years. About 12 years ago, I began transitioning towards becoming an aesthetic practice, and for the last five years, I've had cash-only clinics in two different locations.

As a gynecologist, I was very interested in bringing vaginal rejuvenation into my practice, as I knew at least 50% of post-menopausal women have issues with pelvic relaxation and stress urinary incontinence (SUI). The vast majority of these women's symptoms are not serious enough for surgical correction, yet it interferes with their daily life functions and, often, their sexual intimacy.

This is a huge, untapped patient base. In addition, since traditional medicine has offered very little other than Kegel exercises to this group, many patients are open to looking to other sources for relief of their symptoms, and as a consequence, aesthetic providers have been able to step in and fill this void.

My criteria for all device purchases are: they must be effective and also efficient, with the least amount of patient discomfort and downtime. In looking for a vaginal rejuvenation platform that would meet these criteria and work best in an aesthetic clinic, I knew I did not want to perform ablative procedures.

I was uncomfortable with the subsequent wounds they created, the recovery period with discharge, the potential for infection (for both the patient and myself as the provider due to the smoke plume), and the necessary follow-up exams – none of which fits well in an aesthetic setting.

Radiofrequency (RF) and laser-based technologies are the two general modalities for vaginal rejuvenation. Both utilize heat to cause an increase in tissue temperature leading to the desired tissue remodeling. Histologic studies have been done showing that the wanted effect can be obtained with either modality, the main difference being in the amount of temperature and the length of time it is applied to tissue (Graph 1).

When using RF, a much longer time is required to achieve the desired tissue temperatures versus a laser, which causes almost instantaneous heating. The RF systems, while non-ablative, are time consuming and messy; and I am not confident in the uniformity of the vaginal tissue temperature.

Looking at CO₂ laser-based systems, I found the only non-ablative device to be the MiXto V-Lase[®] from Lasering USA (San Ramon, Calif.). The CO₂ laser is the gold standard for tissue rejuvenation and remodeling, so I was very happy to see that their patented chopped CW technology delivered the required thermal effect, without ablating tissue.

This made the V-Lase system by far the best fit for me. It is affordable, takes around 15 to 20 minutes to do, is very safe, provides uniform treatment of the vaginal canal, can treat the external labia and can be combined with other treatments, such as the O-shot.

As a gynecologist, I have been very impressed with the results. I have had almost 100% patient improvement and satisfaction. Most cases of SUI have resolved after a single treatment. In addition, I get the added benefit of a CO₂ fractional laser for facial treatments, which provides an additional stream of income.



Monte Slater, MD, FACOG, ABAARM

Dr. Slater is a double board certified physician (OB/GYN, anti-aging and regenerative medicine), specializing in anti-aging, aesthetics and Bioidentical Hormone Replacement Therapy, with a focus on female and male rejuvenation. He has over 33 years of experience as a physician and surgeon. He opened his first medspa in 2007 and is the medical director of Aesthetic Body Sculpture Clinic & Center of Anti-Aging, which has two locations in Georgia. His Atlanta-based medspa has won awards such as Buckhead's Best Medspa in 2018 and 2019. He has been on the Over 40 and Fabulous Advisory Board for Atlanta's *Best Self Magazine* as the feminine rejuvenation expert for the past two years, and has spoken about V-Lase efficacy around the U.S.

Patient 1 / Post 3 laser treatments

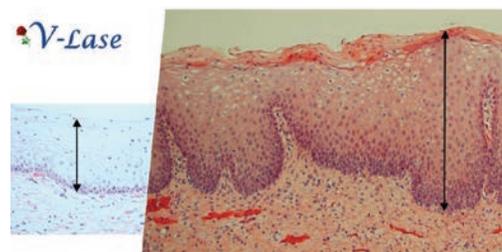
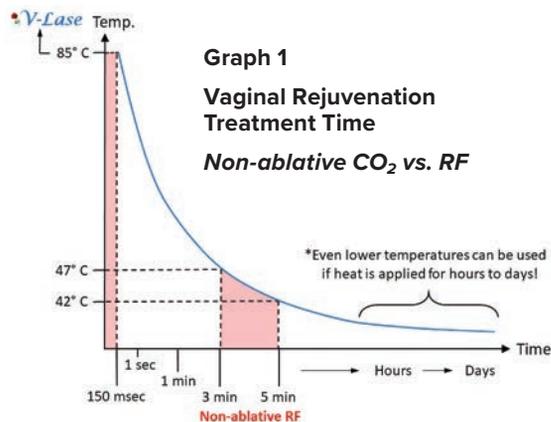


Image courtesy of Arturo Menchaca, MD, FACS, FACOG



- The tissue temperature necessary for neovascularization and neocollagenesis is a function of both temperature and time and there are many combinations thereof.
- The higher the applied temperature, the shorter the required exposure time to achieve the clinical endpoint.
- Treatment at a higher temperature/shorter time point results in a quicker treatment and lower patient discomfort.

Note: This diagram is for educational purposes only and is not drawn to scale



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Generational Aesthetics: What Providers Need to Know – From A to Gen Z

By Lisette Hilton, Contributing Editor

Social media and its impact on 20- and 30-year-olds has caused an aesthetic revolution, says Lori Robertson, MSN, FNP-C, owner of Skin Perfect Medical, in Brea, Calif. And, as a result of today's shifting influences and desires, the aesthetic industry has been confronted with the need to offer solutions for the spectrum of generations.

Ms. Robertson, who specializes in injectables and laser treatments, says her typical consult several years ago would have been a woman in her 30s, 40s or older, interested in correcting wrinkles, sun damage or other visible signs of life's wear and tear.

Now, thanks to an active Instagram presence, Ms. Robertson says her practice is busy treating millennial and younger consumers who come in knowing what they want, who she is and how she goes about practicing aesthetics. In essence, they build their rapport with her online before meeting face-to-face.

"They do their research. They come in already trusting me because they've seen it, heard it, learned about it," says Ms. Robertson, who is participating on the Generational Aesthetics panel as part of the Keynote Address at The Aesthetic Show 2019.

Social media has been a stronger referral source than even word of mouth, Ms. Robertson states. "Word-of-mouth referrals still have to get to know and trust me when they come in for their consultations."

Another way younger aesthetic consumers are different than older generations: their wants and needs. Millennials, for example, don't necessarily want or need to correct what's already there. Rather, millennial and younger consumers want to achieve certain looks or prevent visible aging, Ms. Robertson explains.

"With social media and selfies it seems like people are much more focused on preventative aesthetics and facial balancing," she says.

According to Erez Dayan, MD, a plastic surgeon in Reno, Nev., it is important to pay attention to and meet millennials' aesthetic demands.



Lori Robertson, MSN, FNP-C
Co-Owner
Skin Perfect Medical
Brea, CA



Erez Dayan, MD
Plastic Surgeon
Reno, NV



Kim Lear
Founder
Inlay Insights
Minneapolis, MN

“Millennials are beating out baby boomers in population size. That is something we really need to take into consideration when looking at aesthetic treatments – population desires are shifting.”

“Millennials are beating out baby boomers in population size. That is something we really need to take into consideration when looking at aesthetic treatments – population desires are shifting,” he points out.

Today, consumers base their beauty ideals and desire for change on selfies and what they see on social media, says Dr. Dayan, who will also participate on the Generational Aesthetics panel at The Aesthetic Show 2019.

When they come in for rhinoplasty, for example, they might not like what they see in their selfies based on a basal view of the nose. “Previously people didn’t look at the basal view,” he says.

Another evolution: Consumers want to look like their touched-up selfies or celebrities.

While many millennial patients have realistic expectations and only want tweaks here and there, Ms. Robertson says some look at celebrities and others and want to mimic their features in an unrealistic way.

“For example, younger generations want to look like Bella Hadid and they bring in a picture of her. But if you have a round face you are never going to look like her. They come in with no lips and want lips like Kylie Jenner. Or, they come in and show me a [touched-up] photo where there are no under-eyes at all; it is just all flat,” Ms. Robertson shares.

It is important that providers say “no” to patients who have unrealistic expectations and explain to them why, she says.

According to Ms. Robertson, this is very important for people in their 20s and 30s. “I explain to them that they already look young and pretty, and if they put a bunch of product in their face they are going to look older and done,” she expresses.

“We providers need to be very patient-focused and honest and let them know what can be done while still appearing natural and beautiful without looking fake, older and done.”

“Expectations are evolving and, as aesthetic surgeons and physicians, we have to deal with that. You have to meet those expectations,” Dr. Dayan says.

The good news for aesthetic practitioners is that younger patients are driving the mindset that cosmetic procedures are normal and something to openly share. They are no longer taboo.

“Patients are much more voyeuristic. People want their operations broadcast on social media more and more,” Dr. Dayan says.

Introducing the Generations

Kim Lear, generational expert and keynote speaker in the Generational Aesthetics Welcome Session at The Aesthetic Show 2019, will address generational differentiators, demographic shifts and cultural norms. She says understanding generational nuances can help providers better market to and understand today’s aesthetic consumers.

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*Ablon G. Safety and Effectiveness of an Automated Microneedling Device in Improving the Signs of Aging. J Clin Aesthet Dermatol. 2018; 11(8):29-34.



Baby Boomers (born between 1946 and 1964*)

A defining characteristic of the baby boomer generation is its competitive spirit, according to Ms. Lear, founder of Inlay Insights (Minneapolis, Minn.). This is especially true with younger boomers, who are sometimes referred to as the “keeping up with the Joneses” generation, she says.

“When people think about boomers, they look at these big cultural moments around civil rights and women’s liberation, Martin Luther King and JFK, events like that,” says Ms. Lear.

However, younger boomers were also greatly impacted by the OPEC oil embargo and Stagflation, and the flourishing birth rate created a sense of scarcity as boomers entered the workplace. The generation, with its some 80 million members, flooded the American infrastructure. Growing up with greater scarcity of resources than younger generations has made boomers a competitive bunch.

“In terms of aesthetics, I think that has shown itself pretty clearly with more affluent baby boomers. That keeping up with the Joneses mentality is tapping into their competitive spirit to look a certain way,” Ms. Lear notes.

The obsession with youth that exists today was started with the youth culture of boomers.

“There’s real pride in being young, whereas before, with traditionalists, there was a lot of reverence for age and experience,” says Ms. Lear.

Influence is a factor for boomers, but that influence might come from sources other than social media. Baby boomers and their millennial children typically have very close relationships and have proven to be highly influential over each other’s purchasing behavior, according to Ms. Lear.

“Another thing that we can say about the boomers is because of their more optimistic, idealistic, competitive spirit, they’re young at heart. They’re really changing what it means to age,” she says.

Gen X-ers (born between 1965 and 1979*)

Generation X, or Gen X, is a smaller generation, representing about 60 million people.

“One of the biggest events and conditions that we look at during the formative years of Gen X was the emergence of 24-hour media,” Ms. Lear says. “A trend that we see with Gen X is a rising level of skepticism. They saw a lot of institutions being called into question during their formative years and this ranged from organized religion, to sports, politics and medicine. There was across-the-board scandal during this time – one, because scandal existed and, two, because with 24-hour-news they needed content to fill that time.”

The generation’s skeptic view is apparent in every industry, including aesthetics.

Gen X-ers also tend to dislike traditional sales tactics. One reason: the rise of television.

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“Gen Z-ers are for the most part raised by Gen X, so that skepticism these parents have is obviously a big part of who these Gen Z-ers are. They do have more of that realistic perspective.”

“By the time the average Gen X-er was 20-years-old, he or she had watched 23,000 hours of television. You couldn’t binge watch or fast-forward through commercials. So, when they were teenagers they were being sold to constantly. And advertising didn’t have the same regulation as it does now,” says Ms. Lear.

As a result, Instagram influencers, who have transformed the aesthetics industry for millennials, have had less impact on the older Gen X-ers.

“I hear in my focus groups a lot of ‘If it is too good to be true, it isn’t true,’” Ms. Lear shares. “But in many ways the aesthetic industry combatted skepticism with things like before-and-after imagery, which have become really popular. There are a lot of brands now that, rather than rely on celebrity endorsement, use actual users of neurotoxin or fillers.”

Millennials (born between 1980 and 1995*)

The millennials pack a powerful punch based on their size: about 82 million.

“Any report you look at about millennials in aesthetics is very good for the industry,” Ms. Lear highlights. “There is interest in preventative care. The oldest millennials are almost 40, so they grew up during the rise of social media. I’m not really talking about Snapchat and things like that, particularly, but rather growing up with the general creation of this new landscape of media.”

With that comes an increased emphasis on physical appearance, because photos have become such an important part of personal and professional branding, says Ms. Lear.

“They grew up with a lot of the stigma around products like Botox, for example, having faded. Part of that is because Instagram influencers and celebrities have become more open about it. There is a movement now of celebrities and models wanting to be more honest about what they do to look like they do,” she says. “It is one of the reasons there has been so much growth in the aesthetic industry.”

Generation Z (born between 1996 to 2010*)

The data on this generation is evolving, Ms. Lear states.

“There is always a black swan moment that could change the trajectory of whatever is being measured,” she notes. “I think it is going to be interesting. I say that because millennials are such heavy consumers of the aesthetic industry, and with every generation there is a little bit of a pendulum swing.”

It could be that Gen Z-ers, who are 76 million strong, buck this trend towards having cosmetic procedures earlier to achieve certain looks.

“Gen Z-ers are, for the most part, raised by Gen X, so that skepticism these parents have is obviously a big part of who these Gen Z-ers are. They do have more of that realistic perspective,” Ms. Lear says.

On the other hand, they’re growing up with even more social media focused on images and not words.

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“They’re less likely to use something like Twitter and more likely to use TikTok, Instagram and Snapchat – apps that are much more photo focused. And anytime something is photo focused, obviously aesthetics are taken into consideration,” Ms. Lear explains.

Meeting Generational Needs

In light of the changing aesthetic demographics and aspirations, the industry has been busily creating solutions that can be used in place of classic operations – like the facelift – or basic fillers and neurotoxins.

Dr. Dayan says there is a large group of patients who are too young for surgery and too old to rely only on fillers and neurotoxins. Those patients fall into a treatment gap.

Today’s providers are filling that gap with technology. One example is in the area of skin tightening for the patient that doesn’t have enough lax skin for a facelift but wants some tightening.

“In those scenarios, technology has evolved so we can tighten skin using minimally invasive modalities,” Dr. Dayan says. “One that is particularly hot right now is radiofrequency (RF). This technology basically tightens the skin in a minimally invasive fashion.”

Furthermore, RF-based skin tightening can be used all over the body, he says.

“I use it anywhere from the lower face and neck down, to tighten skin. You can use it on breasts. You can use it on discreet areas that you cannot operate on typically, like above the knee or above the belly button – even for labiaplasty,” he says. “Evolving technology has allowed us to tighten the skin 30% or 40%, whereas previously, operating on it was a little bit of overkill.”

Using Demographic Generalizations to Your Advantage

According to Ms. Lear, broad-brush descriptions of generational influences and behaviors can help aesthetic providers and others to sociologically understand populations of patients, which can help target things like marketing.

However, meeting one-on-one with a patient is more psychological than sociological. Understanding individual patients requires good old-fashioned questioning and listening.

“Generational theory is rooted in sociology, which means we’re looking at broader macro trends. We’re looking at change over time – not one specific individual. We’re looking at a shared narrative. The reason that is important for aesthetics is because our culture always has a shared narrative about what beauty is and that changes over time,” she says.

** Note these are the generally agreed upon years of birth. However, some sources shift the dates one to two years in either direction.*



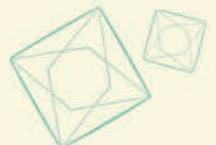
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Why Thread Lifts Are My Preferred Nonsurgical Solution for Laxity

By Kian Karimi, MD, FACS

Although surgical techniques are highly effective for correction of sagging tissues of the mid- and lower-third face, the continuous growth in demand for nonsurgical or “minimally invasive” modalities have recently been met with the implementation of the polydioxanone (PDO) thread lift as a new, minimally invasive, office-based treatment for lifting.

Thread lifting procedures have been around for decades, however it was not popularized in the U.S. until 2015 when NovaThreads first introduced dissolvable lifting threads composed of PDO. PDO is a safe and reliable suture that has been used worldwide for several decades, and currently holds FDA indication for approximation of the soft tissues of the face and body.

Identifying Appropriate Candidates

It is essential for patients to have reasonable expectations for the results that can be achieved from this procedure. Patients with severe laxity and jowls are not good candidates for this procedure; however, it is the best nonsurgical intervention available for skin laxity. Candidates for a thread lift procedure include:

- Patients in their 30s to 50s with mild-to-moderate sagging
- Patients who are seeing the first signs of aging on their face and want to take immediate action
- Patients looking to achieve lifting of the cheeks and minimize smile lines
- Patients looking to achieve lifting of the jowls and jawline
- Patients looking to achieve tightening and lifting of the neck
- Patients looking to decrease the appearance of fine lines and wrinkles
- Patients who want to improve overall skin texture and quality



Before and after thread lifting procedure using NovaThreads
Photos courtesy of Kian Karimi, MD, FACS

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My Technique

Once photographs and consent have been documented, the patient is then positioned in the chair either sitting upright with their head leaning back onto the head rest or they can be lying down on their back for comfort.

Prior to any numbing, I plan the insertion points and map the thread tract directions by drawing vectors onto the patient for mid-face and lower-third lifting. The insertion points of the thread are injected with 1% lidocaine with 1:100,000 epinephrine and ten minutes are allowed to elapse. The patient is numbed by mixing 2.5 mL of 1% plain lidocaine with 0.5 mL of 8.4% sodium bicarbonate and injecting 0.3 to 0.5 mL of this mixture along each planned thread tract with a long, two and three-quarters inch blunt microcannula. Utilizing a microcannula along the tract allows me to effectively pre-tunnel the tissue in the correct plane, which will assist in guiding the cannula threads along the planned vectors for optimal and accurate placement.

The thread is pre-loaded in the cannula, which is then inserted in the superficial subcutaneous plane along the vector path. It is important to stay in a consistent plane that is not too superficial to avoid irregularity and puckering. The thread remains deployed under the skin as I carefully withdraw the cannula. The bi-directional and circumferentially spaced barbed threads are utilized to create a lift by approaching the area of sagging from distal to proximal and withdrawing the cannula. As the cannula is removed, gentle massage in the direction of the desired lift is performed to achieve the result. There is no fixation of the sutures to deeper tissue or exiting of the skin distally as is the case with other thread lifting systems.

After placement of threads in multiple favorable vectors, there is a net resultant effect by the re-draping of the tissues over the threads. The excess thread is then trimmed at the insertion point.

Longevity of lifting procedures will naturally depend on multiple factors, including the age and weight of the patient, the patient's overall health and metabolism, the correct technique and vector placement of the

threads and the number of threads placed. We advise that results generally last from 6 to 18 months, with average result duration of 12 months.

Experience Matters

With proper patient selection and technique, PDO threads are excellent for aesthetic enhancement, particularly when combined with current modalities such as neurotoxin and injectable fillers. We typically combine thread placement (performed first) with injectable fillers simultaneously to address the volume loss component of facial aging.

PDO thread lifting procedures should only be performed by experienced providers who understand and are very familiar with the anatomy of the face.

Patient satisfaction has been overall positive in our experience thus far in over 1,000 patients. Puckering and irregularity are the most common complications. These adverse effects occur in about 10% of the procedures performed, and typically self-resolve in one to two weeks.

Meet the Expert



Kian Karimi, MD, FACS

Dr. Karimi is a double-board certified facial plastic surgeon / head and neck surgeon. Originally from Indiana, Dr. Karimi received his medical degree at Indiana University School of Medicine and graduated at the top of his class, earning him membership into the Alpha Omega Alpha honor society. Dr. Karimi completed his residency at the University of Florida and fellowship in facial plastic surgery at the University of Toronto. He maintains an active practice in facial plastic surgery, head and neck surgery and endoscopic endonasal skull base surgery in Los Angeles, Calif. Dr. Karimi is serving his fourth year as one of the team plastic surgeons for the Los Angeles Kings hockey organization. He is a volunteer lecturer and clinical instructor for the UCLA-Santa Monica Department of Family Medicine.



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Tess Mauricio, MD, Finds Strength in Faith and Family

By Lisette Hilton, Contributing Editor

“Smile,” the song Charlie Chaplin popularized, and Nat King Cole sang, tells us to keep smiling despite the obstacles that challenge us, through heartbreak and times of sorrow. It has always resonated with San Diego-based dermatologist Tess Mauricio, MD.

A Snapshot of Today

At 48, Dr. Mauricio has a thriving dermatologic and cosmetic practice with offices in San Diego and Beverly Hills, Calif.

It was her lifelong dream to become a doctor. She met her husband at Stanford Medical School, where they were classmates. He later became a successful anesthesiologist. They have two children who are busy pursuing their dreams – one is on her way to becoming a doctor. And Dr. Mauricio’s close-knit family, including her siblings, work with her in practice.

It is a good, full life, she says. And every bit of it is hard earned.

A Child with a Dream

Dr. Mauricio’s family immigrated from the Philippines to San Diego when she was 12 years old.

“We were in a very rough part of San Diego. I am the oldest of four kids. My parents basically worked all day and all night. I ended up being the caretaker of my three younger siblings,” she recounts.

Despite the obstacles, Dr. Mauricio graduated valedictorian from high school and earned a scholarship to the University of California San Diego, where she graduated summa cum laude. Determined to go to medical school, she

got another scholarship, this time to Stanford University School of Medicine.

“Even as a really, really young kid, I always imagined myself as a doctor. I love taking care of people,” she says.

Dr. Mauricio learned early on about the power of medicine – dermatology, in particular.

“Growing up I had really bad eczema. My brother had some health issues, too. So, maybe that impacted me. I saw doctors as people who could make life better,” Dr. Mauricio says.

Eczema took a toll on her self-confidence and quality of life. Dr. Mauricio says she rarely got good sleep as a child, she was always itchy, her skin cracked and became discolored.

Aiming to enter into a medical specialty that could impact people’s psychological well-being, Dr. Mauricio considered psychiatry. But when she did her dermatology rotation, she realized that she could and would change lives by helping people through their eczema, acne, psoriasis and cosmetic concerns.

And that’s what she has been doing for the last 15 years.

She started her dermatology practice as a solo practitioner, subleasing space in her family practitioner’s office. “It was just me and my sister, Angela, who basically answered the phone. At the time, my daughter was about three years old, and I told my mother that I would just do what I could. If I didn’t have patients, I’d just hang out with my daughter and my mom,” she recalls.

“We got so busy that within a year we needed our own place and ended up having multiple locations. My mom jokes about how it has been 15 years and we still haven’t really spent that much time with her.”

Evolving into Cosmetic and Regenerative Medicine

Dr. Mauricio is multi-racial, and she says offering anti-aging options to patients with skin of color became her passion.

“Over the last five or six years, I’ve gotten into regenerative aesthetics – the use of our own platelet-rich plasma, growth factors and fat-derived stem cells for rejuvenation and anti-aging. I’ve introduced a combination protocol called the Time Machine Procedure, where we combine energy-based resurfacing, growth factors and microneedling. We can customize it based on patients’ skin types and the level of downtime that they want. It is truly a natural way





Five Random Facts about Dr. Mauricio

Q: What are your three favorite songs?

1: "24-Carat" by Bruno Mars. 2: "Forever Your Girl" by Paula Abdul. Paula Abdul is actually one of Dr. Mauricio's patients and they've become close friends. Dr. Mauricio helped prepare Ms. Abdul for her recent comeback tour, and when the singer was in San Diego she treated Dr. Mauricio and 100 guests to front-row seats. 3: "Smile." "I sang that at The Aesthetic Show's first-ever event. And it is true: Smile; stay positive. God has a plan."

Q: What's the most courageous thing you have ever done?

Let my kids get a dog even though I had a dog phobia. I was bitten by a dog on my face when I was three or four years old. We got a dog named Cargo. I've since gotten over my phobia and he's part of the family now.

Q: Which celebrity chef would you most like to fix you a meal?

We're huge fans of Bobby Flay and watch him on the Food Network.

Q: What is your favorite treatment or procedure to perform?

My Time Machine Procedure. It's real, all natural and customizable, and it is how I stay looking young and natural at age 48.

Q: What is the best piece of advice you've ever received?

My mom always said, "just always do your best. Do what makes you happy and don't worry about what other people think about you."

to permanently reset the aging process of the skin," she says.

Dr. Mauricio also helped pioneer a regenerative aesthetics brand called ALMI, which involves harvesting a patient's fat using local anesthesia and utilizing the stem cell activity of fat for volumization. She uses that in combination with the Time Machine Procedure, in hair restoration and for sexual health procedures. She also offers IV therapy to treat a host of pain and other conditions.

"The practice has truly evolved from just skin issues to an overall holistic approach to bio-hacking and anti-aging. There is no reason to ever look or feel old," she says.

Overcoming Hurdles

Dr. Mauricio's husband, James Lee, MD, was diagnosed with a brain tumor nearly a decade ago.

"He went from a brilliant guy to someone who could barely tie his shoes and brush his teeth," Dr. Mauricio says.

Her husband's health struggles weren't limited to the brain tumor. He started to rebound after treatment for the tumor and then was almost paralyzed by cervical stenosis, disc herniation and spinal cord compression.

Dr. Mauricio says that through it all, she tried to do her work, stay positive, be a supportive wife, mother and caretaker and, basically, not skip a beat.

"I think as women and especially women physicians, the life-work balance is always a challenge. I think my biggest accomplishment is really being able to continue to pursue my dreams, continue to make a difference in the field, transform patients' lives and help pioneer incredible procedures while keeping my family intact, happy and taking care of myself personally — mind, body and soul," Dr. Mauricio says.

Her husband has, for the most part, recovered. And the couple used what they learned from his journey toward healing to create Lively, the nutritional supplementation program that they launched on QVC earlier this year.

"It launched and sold out. It is a little crazy because we are now kind of inspired by this extremely difficult time of our lives — creating something that could potentially help millions around the world," Dr. Mauricio says.

For Dr. Mauricio, her strong faith (she prays many times daily) and solid family are her foundation.

"My parents live with us in our home. My siblings whom I took care of as kids, all work at my clinics. I have two siblings who are nurses and my other sibling is our CFO. And we all live within a few miles of each other," she says.



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.

The Six-Figure Sales Event

By Kelly Smith

Every hour spent on consultations is time that could be spent treating patients and generating profit. Imagine doing 33 consultations in one evening with an outcome of 27 appointments.

Many practices would spend about 50 office hours to close this many leads, therefore, optimizing the closing ratio should be a big priority for motivated business owners. So, how do you get there without letting integrity and valuable patient-practitioner relationships slide?

Enter the Sales Event

A sales event is not your average open house or VIP night. You won't just "feel" like it is affecting your business positively. If planned correctly, a sales event will close an average of 75% of consultations, which can mean a six-figure outcome in one single evening.

The reason? Open house events are often visited by curious, but unqualified, clients who are likely there for the prizes, and not really too serious about scheduling a procedure. VIP events are usually big investments, and while the patients will indeed feel pampered and very important, they are not necessarily interested in scheduling procedures either. Which means the ROI could be little to none. In contrast, a sales event has a specific goal, a specific product and a very specific guest list.

The purpose of a sales event is to take advantage of an in-office group consultation setting. This allows each patient to meet the physician, have an assessment and see pictures of their potential results, receive a quick private consultation to address their individual concerns, and leave a deposit securing an event-only procedure price when they schedule their appointment a day or two later.

The Perfect Guest List

To do all this and reach your sales goal, you will need to carefully qualify everyone who expresses interest in attending the

event ahead of time, so you know they are not wasting your time and vice versa.

The key to creating the perfect guest list is to be honest and take a consultative approach early on. Educate, be service-minded and by no means pushy. Let the patient know the real price of the product, as well as the event-only price. Be honest. Nothing destroys a sale like a prospect being ambushed with an out-of-budget price during the event.

Try to think like the patient: What is in it for them? This way you will end up with a guest list full of people who are seriously considering the service or product you offer, which is part of the secret to the high conversion ratio of sales events.

Preparation and Planning

Another crucial part is the preparation and planning. Four events per year can easily be integrated in a company's annual marketing plan.

A proven successful sales event is an eight-week process of carefully planning out logistics, marketing, advertising and building your guest list with promising RSVPs.

To make this a positive experience, you will need to make sure your staff is on board. They will be doing most of the work, often in addition to their daily tasks, and it is important to clearly communicate the strategy and goal to them, and take the time to delegate tasks and assign clear deadlines. This will make the process easier to implement in their work schedule.

Offering rewards to achieve your goal may further incentivize team efforts and make sure the team loves this idea as much as the business owner.

In summary, whether to promote an existing service or launch a new product, a carefully planned sales event will give your staff unprecedented opportunity to close leads at an unheard-of scale, using a minimum of valuable consultation time, freeing up time for actual treatment of patients.

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Position Your Practice to Appeal to Multiple Generations

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

As practice management consultants specializing in the aesthetic and cosmetic arena, we know you have more generations of patients visiting your office than ever before. Baby Boomers, Generation X, Millennials and now Generation Z are all coming to your practice seeking treatments.

How You Market Matters

Strategically marketing your practice to appeal across a spectrum of demographics is important. The list below specifically examines each generation and provides insight into what drives these patient groups.

Generation Z

- Age range: Born 1996–2010*
- What they're looking for: For the sake of this conversation, let's talk about the teenagers and those of college age. The majority of your potential patients in this age bracket are seeking non-invasive services, such as solving acne issues, utilizing a daily sunscreen and beginning to incorporate regular facials to cleanse their newly makeup-clad skin.
- How to market to them: Instagram and Snapchat, as well as geofencing your digital advertising around apps and websites they may use. Also, marketing to their parents!

Millennials

- Age range: Born 1980–1995*
- What they're looking for: Procedures that will help them look like they do with their favorite photo filters. This includes clearer skin, lip injections, laser hair removal and, in some markets across the country, surgical and nonsurgical

rhinoplasties, breast augmentations and Brazilian Butt Lifts.

- How to market to them: Instagram and Snapchat, influencer campaigns, strong search engine optimization and email marketing campaigns.

Xennials

- Named so because this particular micro-generation bridges the gap between the Generation X and Millennial generations
- Age range: Born 1977–1983*
- What they're looking for: Xennials overlap their generational neighbors, with interest in injectables ranging from neurotoxins to fillers, fat reduction technology, liposuction and, for some born a bit later, mommy makeover surgeries. This generation may be interested in both surgical and nonsurgical rhinoplasties as well.
- How to market to them: Facebook and Instagram, influencer campaigns, strong search engine optimization, email marketing campaigns, strong patient ratings through online review sites and refer-a-friend campaigns. In addition, this generation, along with all older generations, appreciates strong customer service over an inexpensive price.

Generation X

- Age range: Born 1965–1979*
- What they're looking for: Injectables of interest now include neurotoxins, fillers and volumizers, as well as fat reduction technology, liposuction and mommy makeover surgeries. This generation would most likely do best with a breast



lift in conjunction with their breast augmentation, and will more than likely have sagging skin, both on their face and body.

Depending on the patient, people in this generation may begin to be a candidate for a facelift and additional facial surgeries instead of simply utilizing fillers.

- How to market to them: Marketing to this demographic almost identically mirrors the Xennial generation: Facebook and Instagram, strong search engine optimization, email marketing campaigns, strong patient ratings through online review sites and refer-a-friend campaigns. In addition, this generation, along with all older generations, appreciates strong customer service over an inexpensive price.

Baby Boomers

- Age range: Born 1946–1964*
- What they're looking for: Results that will keep them looking naturally refreshed, not "done." While some patients will still seek their desired results with nonsurgical treatments, the majority of patients at this age are dealing with volume loss, and therefore are candidates for eyelid surgeries, breast lifts, facelifts and volumizing injections into their hands.
- How to market to them: Print marketing, email marketing and refer-a-friend campaigns, as well as strong search engine optimization results for your website and great patient reviews.

Finally, it is important to use images of your target demographic when marketing to each generation. Utilize photographs, both stock and actual patient before-and-after images, of the age, race and gender of whom you are trying to attract. For example, a woman or man interested in a facelift or a blepharoplasty isn't going to feel the same connection if the model is in his or her early-to-mid-20s, versus if the model is in his or her mid-50s to 60s.

** Note these are the generally agreed upon years of birth. However, some sources shift the dates one to two years in either direction.*



Mara L. Shorr, BS, CAC

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.



Jay A. Shorr BA, MBM-C, CAC

Mr. Shorr is the founder and managing partner of Shorr Solutions. He is also a professional motivational speaker, an advisor to the Certified Aesthetic Consultant program and a certified medical business manager from Florida Atlantic University. He can be reached at: jayshorr@shorr solutions.com.

Avoiding Seasonal Highs and Lows

By Catherine Maley, MBA

Does it seem like it is getting more difficult, and a lot more expensive, to consistently attract new cosmetic patients to your practice? Well, that's because it IS getting more difficult to attract a steady flow of patients month after month.

Revenue can be sporadic at best for most cosmetic practices. Seasonal changes can keep you super busy for a couple of months and then do a 180 the next month. And, just when you think you've got it figured out, the unpredictable and inconsistent revenue roller coaster continues.

So, what can you do to keep your revenues consistent and ensure you have more certainty every month?

Map Out Your Annual Marketing Plan

Stop winging it. Too often, your staff sends out SOS emails with discounted treatments to fill up your empty schedule, which reeks of desperation and can actually work against you.

There is nothing strategic about this approach. While you may get a small boost in the short run, it will hurt you in the long run because you are not nurturing or building relationships with your current patient list.

The secret is to set up a powerful 12-month marketing plan so that you can predictably acquire new cosmetic patients consistently, throughout the entire year.

Use holidays and the four seasons to create themed promotions. Include specific offers relating to that theme for a limited time only. Setting up a predictable profit-producing machine allows you to easily attract patients and generate cash surges.

Think "Patient for Life"

The easiest, fastest and cheapest way to increase your revenues is to increase your average patient's lifetime value so that every patient is worth more to you today, tomorrow and far into the future.

Do this by giving your patients year-round beauty care to keep them looking great.

Combination treatment plans, packages and VIP loyalty programs transform a patient from a one-hit wonder to a regular patient who wouldn't dream of going elsewhere.

VIP patients are worth gold to you, so give them such great customer service that they return, review and rave about you to their friends.

Use Different Communication Channels

Today's cosmetic patients live in a multi-channel world, so focusing on just one channel won't work. They communicate and obtain information from email, text, social media and word-of-mouth.

So, you need a multi-pronged approach to connect with prospective cosmetic patients. If you are wherever they are, you will become the obvious choice in a crowded marketplace.

This takes planning and technology.

For example, repurpose your monthly-themed emails in social media posts, Facebook ads, text messages and in-house signage.

Yes, this takes more thought and effort, but in the long run you will achieve a better result. And, you will have peace of mind knowing you have a plan in place that will keep your schedule full all year long.



Catherine Maley, MBA

Ms. Maley has been an author, speaker, consultant and trainer for the cosmetic industry since 2000. Her mission is to help cosmetic practices attract and convert more cosmetic patients via creative marketing strategies and training staff to be conversion rock stars.



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Events & Education

Generational Aesthetics to Headline The Aesthetic Show 2019

Gone are the days when middle-age and older patients dominated demand for aesthetic procedures. Today's thriving aesthetic practices are multigenerational. And, thanks to social media and other influences, aesthetic industry revenue is driven by the desires of millennials and even younger patients wanting to not only tweak their looks, but also prevent visible aging.

The need for aesthetic providers to understand generational differences is so vital for modern-day practice success that The Aesthetic Show leadership not only coined the term "Generational Aesthetics," they are highlighting the theme in a Keynote Address featuring Kim Lear.

Generational expert and a millennial herself, Ms. Lear will enlighten attendees about what shapes generational attitudes, generational differentiators, cultural influences impacting generations, generational trends and more.

Once Ms. Lear sets the stage with this intimate look at generational nuances, an expert panel of aesthetic providers will bring the topic to life with real-world practice experiences.

Plastic surgeon Andrew Ordon, MD, will lead this panel discussion featuring Erez Dayan, MD (plastic surgeon; Reno, Nev.), Lara Devgan, MD (plastic surgeon; New York City, N.Y.), Jason Emer, MD (dermatologist; West Hollywood, Calif.), Lori Robertson, MSN, FNP-C (Brea, Calif.) and Leif Rogers, MD (plastic surgeon; Beverly Hills, Calif.). The panel will share best practices for meeting the demands and desires of today's baby boomers, millennials, Gen X-ers and the upcoming Generation Z, and help define how age and generational attitudes impact cosmetic demands, desires, attitudes and expectations.

The new reality is that beauty is in the eye of the generational beholder.

Those attending the Generational Aesthetics Keynote Address will return to their practices armed with the tools and insights to create or grow their multigenerational practice. They'll gain a better understanding of how to market to consumers of different generations, how to offer procedures that appeal broadly to different generations, and how to convert and keep them as patients.

For 13 years, The Aesthetic Show has led the way as the most important and influential event dedicated to the rapidly expanding field of aesthetic medicine. Learn more about the 2019 event (July 11–14) featuring more than 100 expert speakers delivering over 24 hours of continuing education (CE) credits, spanning the science and business of aesthetic medicine, by visiting www.aestheticshow.com.



Save the Date for Vegas Cosmetic Surgery 2020!

Widely renowned as the premier multi-specialty aesthetic conference, Vegas Cosmetic Surgery (VCS), which just celebrated its 15th anniversary in June, is pleased to announce dates for 2020. VCS 2020 will take place from June 10–13, at the Bellagio in Las Vegas and feature an all-star faculty from the fields of facial plastic surgery, plastic surgery, dermatology and oculoplastic surgery. Mark your calendars for another can't-miss, topnotch educational event. Learn more at www.vegascosmeticsurgery.com

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Third Edition of Bestselling Botulinum Toxin Guide Now Available

CRC Press, part of the Taylor & Francis Group, has released a third edition of its bestselling *Botulinum Toxins in Clinical Aesthetic Practice*. This two-volume guide to the complexities of botulinum toxins has been extensively revised, updated and expanded. Volume 1 examines clinical adaptations in the toxins in use today, use with other injectables, use for other parts of the body and other indications and legal aspects. Volume 2 provides detailed documentation of the functional anatomy and injection techniques for the face, neck and upper chest. Every medical aesthetic practitioner will benefit from this comprehensive and authoritative guide created by international experts. To learn more visit: www.crcpress.com.

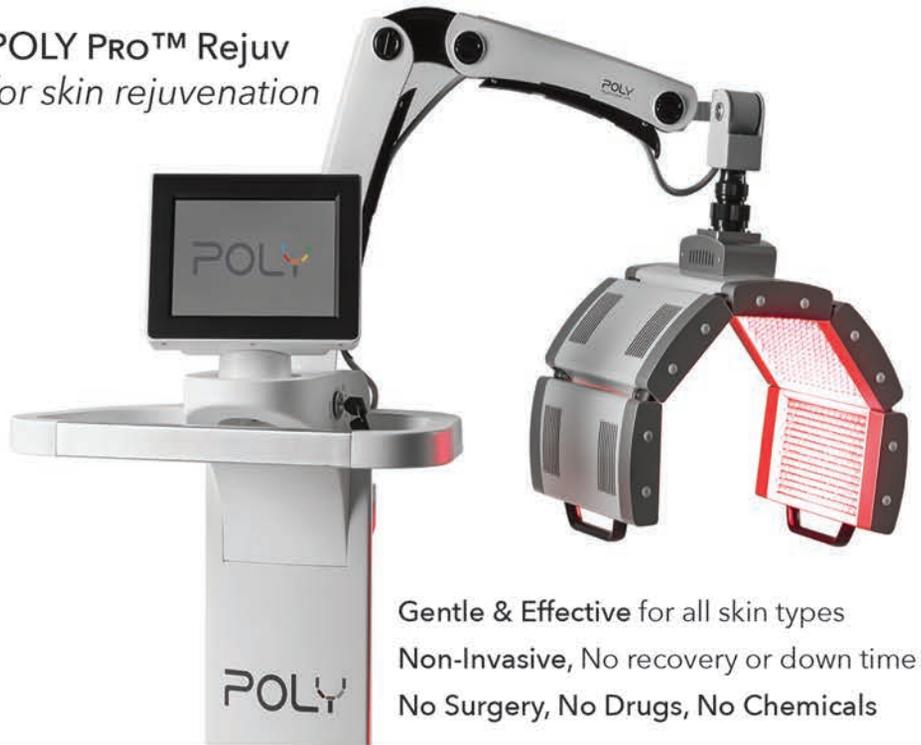


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Oxygenetix is a breakthrough Breathable Foundation to cover, help heal and minimize – even eliminate – procedural scars. Designed for physicians, Breathable Foundation covers and soothes a wide variety of skin problems, including skin injuries, wounds, rashes, cracked, dry skin, acne scars, rosacea and other skin conditions. On post-surgical scars, patients are reassured and impressed that after care includes safely camouflaging any evidence of surgery.

Perigee Medical

2227 N. MacArthur Drive
Tracy, CA 95376
(844) 737-4433 telephone
www.perigee.com

Perigee Medical provides carefully selected energy-based devices with the quality and performance necessary to ensure maximum patient satisfaction and practice enhancement.

Pneuma Nitric Oxide, LLC

2407 S. Congress, Suite E-134
Austin, TX 78704
(877) 4PNEUMA (476-3862) telephone
www.PneumaNitricOxide.com

Pneuma Nitric Oxide, LLC was established to commercialize scientifically proven nitric oxide-based technologies for use in skincare and cosmetics. Our mission is to revolutionize the beauty industry through the development of products that improve blood flow and circulation to the skin based on the production of nitric oxide. There are no such products currently on the market. Our technology connects wellness to beauty.

Practice Profitability MD

3314 Henderson Blvd., Suite 206
Tampa, FL 33609
(813) 422-8444 telephone
www.PracticeProfitabilityMD.com

See how Dr. Rich went from losing his house to over \$4.5 million in cosmetic revenue, as a sole provider accepting no insurance. Boost profits, increase conversions, and find hidden revenue with this award-winning program (live CME or online)! Profitability systems are easier than you think, let's get started.

Quanta System S.p.A.

Via Acquedotto, 109
Samarate, Varese 21017 Italy
+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.cartessaaesthetics.com.

RegenLab USA LLC

575 Madison Ave., Suite 1006
New York, NY 10016
(800) 220-9082 telephone (800) 220-9082 facsimile
www.regenlabusa.com

RegenLab® is a certified global leader in medical device biotechnologies, specializing in cellular therapies. The RegenKit® products provide expertly designed medical devices for the preparation of platelet-rich plasma and cellular therapies that continue to set the standard for product quality, patient safety and preparation efficiency. RegenLab seeks to expand the use of PRP in the U.S. through its extensive global clinical library and newly published book, *Platelet-Rich Plasma (PRP) Standardization & Cell Therapies Version 2*.

Rejuvn8, LLC

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

Rejuvn8 is the sole distributor for the FDA cleared PDO Max Polydioxanone (PDO) threads and the go-to thread training company for leading-edge aesthetic practices. Its focus is educating physicians on minimally invasive nonsurgical face and body lifting techniques using 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.

Aesthetic Company Directory

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.

REVIVE Advanced Training Consultants

884 E. Big Snowy Court
Draper, UT 84020
(833) 573-8483 telephone
www.revivetrainings.com

Our medical board panelists thrive on the assurance that attendees leave our training with the skill set to perform the various application techniques and desired correction for the patient. Didactic instruction will cover indications for treatment, techniques and protocols needed. Managing client expectations, contraindications and the safe side effect profile that exists with these procedures are always a topic of discussion. Our expert presenters bring you the most effective and up-to-date training options for hair restoration, facial rejuvenation and female and male sexual wellness.

Rohrer Aesthetics, LLC

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

Rohrer Aesthetics provides high quality, affordable light and energy-based products. Featured products include the Spectrum Laser/IPL, the Phoenix CO₂ 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 CO₂ 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.

UVBioTek, LLC

3 Depot Street
Hudson Falls, NY 12839
(800) 882-4683 telephone (518) 747-2294 facsimile
www.mypolyled.com

UVBioTek is a leader in the light therapy industry. Since 1994, UVBioTek has manufactured clinical and home phototherapy treatment systems for psoriasis, eczema and vitiligo. With POLY PRO™, the company continues to evolve, developing new products that offer an alternative, drug-free treatment option for skincare, rejuvenation and acne treatment.

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 50th 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	•	•	•	•	•	•	•	•	•	•	www.collagenpin.com / www.inductiontherapies.com
DefenAge Skincare		•	•	•		•				•	www.DefenAge.com
Eclipse MedCorp						•					www.Eclipsemed.com
Envy Medical		•	•	•		•	•	•		•	www.envymedical.com
Epionce	•	•	•	•	•	•		•	•	•	www.epionce.com
Oxygenetix	•	•		•		•	•		•	•	www.oxygenetix.com
Pneuma Nitric Oxide, LLC	•	•		•		•	•			•	www.PneumaNitricOxide.com
RegenLab USA						•					www.regenlabusa.com
SkinCeuticals, LLC	•		•	•	•	•		•	•	•	www.skinceuticals.com
SkinMedica, an Allergan Company	•	•	•	•	•	•	•	•	•	•	www.skinmedica.com
SoME Personalized Skincare (Aesthetics Biomedical)	•	•	•	•		•		•		•	www.someskincare.com

Learn more: July 11 - 14, The Aesthetics Show 2019, Wynn, Las Vegas • July 20 -21 AmSpa Boot Camp 2019, (TBA) Seattle Wa.

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post procedure social downtime
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CO₂ fractional laser 1 day post procedure
patient attended a dinner party looking great

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- hypoallergenic
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- uva /uvb SPF 30
- heals and conceals
- 14 beautiful shades



un-covered • with oxygenetix acne control
Now available with 2% salicylic acid
to treat, help heal, and conceal acne



Oxygenetix Oxygenating Foundation is my favorite product to use on patients post-procedure. The oxygen-enriched, protective formula is safe to apply directly following cosmetic surgery, injectables, chemical peels, and more, and allows my patients to be comfortable and confident that evidence of the procedure is concealed and protected. It's a personal favorite for my celebrity clientele, who need to be camera ready at all times.

Paul Nassif MD

drpaulnassif.com

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% polymethylmethacrylate (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.

Vascular Technology Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm ²	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 ²	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.
Cutera						
xeo excel V+	Laser / Limelight Laser	1064 nm / 520 – 1100 nm 532 nm, 1064 nm	300 J/cm ² / ≤30 J/cm ² Up to 300 J/cm ²	Up to 300 ms / Automatic Up to 60 ms	Contact mfr. Contact mfr.	Dermastat pen.
DEKA						
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm ² (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 ²	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 ² 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 Mòvè technology functionality for painless and smokless hair removal. Additional standard handpiece for pigmented lesions, skin rejuvenation and other dermatology indications.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² 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 ² Up to 600 J/cm ²	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 ² Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes. Handpieces: 2 - 8 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm ²	5 – 20 ns, 250 μs	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	N/A	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² 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 ²	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm ²	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
XP Focus	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm ²	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 ²	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.
InMode						
Vasculaze	Diode	1064 nm	40 – 300 J/cm ²	5 – 100 ms	Contact mfr.	
Jeisys Medical						
SmoothCool	Intense Pulsed Light	Long pass: 530 – 800 nm; Band pass: 420 – 600 nm	Up to 65 J/cm ²	N/A	Contact Perigee Medical	HR, SR handpiece, eight interchangeable filters.

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
Lasering USA						
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. 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.	
Lutronic						
Clarity	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm ²	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 ²	0.10 – 300 ms	Contact mfr.	
NewSurg						
NewSurg KTP Laser System	Solid State KTP Laser	532 nm	3 W or 5 W	0.5 – 2,000 ms	Contact mfr.	Compact and portable. FDA approved. System includes multispot handpiece with flexible fiber, wireless footswitch, color touchscreen, preset treatment protocols, mobile cart and carry case.
Quanta System						
DenaVe (manufactured for Cartessa Aesthetics)	Solid State Laser	585 nm	Up to 63 J/cm ²	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 ² 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 ² or 25x13 mm ² .
Q-Plus - EVO Series	Multi-Application Platform: Pulsed Nd:YAG / Pulsed FD Nd:YAG	1064 nm / 532 nm	Up to 300 J/cm ² / up to 95 J/cm ²	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 ² / up to 300 J/cm ²	2 – 25 ms / 0.3 – 300 ms	Contact mfr.	
Thunder Series	Multi-Application Platform: Pulsed Nd:YAG	1064 nm	Up to 300 J/cm ²	0.3 – 300 ms	Contact mfr.	
Twain IPL	Pulsed Light	570 – 1200 nm / 550 – 1200 nm	Up to 25 J/cm ²	5 – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	
Revenue Cure, Inc.						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	
Rohrer Aesthetics, LLC						
Spectrum	YAG Laser	1064 nm	50 J/cm ²	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.
Wontech Co., Ltd.						
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.

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AFTER



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AFTER

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Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Aesthetics Biomedical	The Vivace Experience	Microneedling with RF	Fine lines and wrinkles.	Contact mfr.
Apix 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 1064 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 ² / SmartXide Touch Fractional CO ₂ Laser with PSD and Hi-Scan V4LR 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
Eclipse MedCorp	Folliceicals MD Eclipse eVIVE Theradome LH80 PRO	Hair Health System Power Pulse Therapy Low Level Light Therapy	Oral multivitamin and probiotic supplement with a topical foam for application on the patient's scalp. Male wellness. Hair loss regrowth treatment.	Contact mfr. Contact mfr. Contact mfr.
ENDYMED Medical	Intensif RF Microneedling FSR Fractional Skin Resurfacing	RF Microneedling using Fractionated Pulse Mode (FPM) Fractional 3DEEP RF with Fractionated Pulse Mode (FPM)	Dermal skin remodeling, skin rejuvenation, wrinkles, acne and traumatic scars. FDA and CE cleared, Health Canada approved. Dermal skin remodeling, skin rejuvenation, skin resurfacing, wrinkles, acne and traumatic scars. FDA and CE cleared, Health Canada approved.	Contact mfr. Contact mfr.
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 'frosting' effect and allows shorter time between multiple passes, reducing the number of Tx sessions.	Contact mfr.
InMode	Votiva FormaV Morpheus8 Aviva	Non-Ablative RF Fractional Bipolar RF Radiofrequency-Assisted Lipolysis	Votiva with FormaV is registered as a therapeutic device for the treatment of sexual dysfunction or as an adjunct to Kegel exercises, and Morpheus8 fractional coagulation of tissue. Aviva is a minimally invasive treatment using radiofrequency as an alternative to labiaplasty.	Contact mfr.
Lasering USA	MiXto Pro / V-Lase	Non-Fractional, Non-Ablative CO ₂	Safe, painless, non-ablative CO ₂ soft tissue therapy for gynecology, ENT, dentistry and dermatology.	Contact mfr.
Lutronic	Genius Clarity II	High Intensity Radiofrequency Dual Wavelength Laser; 755 nm Alexandrite and 1064 nm Nd:YAG	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. 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. Contact mfr.
Merz Aesthetics	Ultherapy Cellfina DESCRIBE PFD Patch	Micro-Focused Ultrasound with Visualization Tissue Stabilized-Guided Subcision (TS-GS) Perfluorodecalin-Infused Gel-Based Skin Barrier and Optical Clearing Device	Lifts and tightens skin on the neck, chin and brow, and improves lines and wrinkles on the décolleté. 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. 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. Contact mfr. Contact mfr.
Quanta System	Discovery Pico Discovery Pico Plus Discovery Pico Derm Thunder Series DenaVe (manufactured for Cartessa Aesthetics)	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. 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. Solid State 585 nm Laser with no consumables. Scanner controlled by a touchscreen. Optional spot sizes: 0.5, 1, 1.5, 3 mm.	Benign pigmented lesions, tattoo removal, wrinkles and acne scars. Dermatological vascular treatments, permanent hair reduction and wrinkles. Benign vascular lesions and benign pigmented lesions.	Contact mfr. Contact mfr. Contact mfr.
RegenLab USA	RegenKit-BCT	PRP Preparation Device	RegenKit-BCT Family Kit is designed for safe and rapid preparation of autologous PRP from a small sample of blood at the point of care. The PRP is mixed with autograft and/or allograft bone prior to application to a bony defect for improving handling characteristics. Come see us at both 616 for our show special.	\$89 per device
Revenue Cure, Inc.	Muscle MVP pro Frozen C	Magnetic Variable Pulse Concentrated, Controlled Medical Grade Cryogen at -78° C	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. Pain management, hair restoration, injections, reduce inflammation and bruising, complement almost all procedures, acne and facial pain, CBD delivery and sports medicine.	Under \$60,000 Under \$40,000
REVIVE Advanced Trainings	Online Webinars, Hands-On Training with Physician Faculty	PRP Therapies / ESWT/ O-Shot / P-Shot	Topical and injections.	Online webinars: \$295-\$997; hands-on CME certification: from \$1995+.
Rohrer Aesthetics	Spectrum Phoenix CO ₂ PiXel8-RF	Multi-Platform Laser/IPL CO ₂ Laser Fractional RF Microneedling	Hair removal, tattoo removal, skin resurfacing, vascular reduction and pigment reduction. FDA approved for dermatological, gynecological and general surgery procedures. With a single treatment skin will become smoother, tighter and more vital.	\$57,495 \$47,495 \$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.
UVBioTek, LLC	POLY PRO LED Light Therapy Device	Class II LED Light Energy	Skin rejuvenation, acne treatment, wrinkle reduction.	\$7,995
Wontech Co., Ltd.	PICOCARE Sandro Dual V-laser Lavieen	Picosecond 532 nm and 1064 nm Nd:YAG laser; Various Handpieces: Zoom, Collimated, Dye (595 nm, 660 nm), HEXA MLA (3 – 5 mm, 6 – 10 mm) Long-Pulsed 755 nm Alexandrite and 1064 nm Nd:YAG Laser with Hybrid Mode (sequential irradiations of 755 nm and 1064 nm or reverse order irradiation) Long-Pulsed 532 nm KTP and 1064 nm Nd:YAG Laser with Contact Cooling System 1927 nm Thulium Fractional Laser with Adjustable Pulse Duration, Energy, Shape and Scanner Size	Multi-colored tattoos, benign epidermal and dermal pigmented lesions, scars and skin rejuvenation. Hair reduction, benign pigmented lesions, vascular lesions and skin rejuvenation. Superficial and deep vascular lesions, benign pigmented lesions, acne vulgaris and skin rejuvenation. Skin resurfacing, benign pigmented lesions, scars, wrinkles, enlarged pores and drug delivery.	Contact mfr. Contact mfr. 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.

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Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm ²	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.
Candela						
GentleMax Pro	Dual Wavelength Alexandrite / Nd:YAG	755 nm / 1064 nm	Up to 400 J/cm ² / up to 520 J/cm ²	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 ²	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 ²	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 ² , RF: up to 50 J/cm ³	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 ² , RF: up to 25 J/cm ³	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 ² , RF: up to 25 J/cm ³	1 Hz	Contact mfr.	Spot size: 25 x 12 mm; tip cooling temp: 5° C.
Cutera						
xeo + prowave	Laser / IPL	1064 nm / 680 – 1100 nm	300 J/cm ² / up to 35 J/cm ²	Up to 300 ms / up to 90 ms	Contact mfr.	
excel HR	Laser	755 nm, 1064 nm	Up to 300 J/cm ²	Up to 300 ms	Contact mfr.	
DEKA						
MiniSilk FT	Pulsed Light System	500, 520, 550, 600, 650 Filter	2 – 2.5 J/cm ²	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 ² 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 ² (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 ² 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.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 1.6 ms	Contact mfr.	S-11: Nd:YAG scanner: 42 cm ² 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 ² Up to 160 J/cm ²	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 ²	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
InMode						
Diolaze XL / Optimas Workstation	Diode	810 nm	40 J/cm ² (short), 60 J/cm ² (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 ²	Short and Long	Contact mfr.	
Triton DuoDark / Triton Workstation	Diode / Nd:YAG	810 nm / 1064 nm	5 – 40 J/cm ²	Short and Long	Contact mfr.	
Jeisys Medical						
SmoothCool	Intense Pulsed Light	Long pass: 530 – 800 nm; Band pass: 420 – 600 nm	Up to 65 J/cm ²	N/A	Contact Perigee Medical	HR, SR handpiece, eight interchangeable filters.
Lutronic						
Clarity	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm ²	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 ²	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 ²	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.
Quanta System						
Q-Plus - EVO Series	Multi-Application Platform: Pulsed Nd:YAG / Pulsed Alexandrite	1064 nm / 755 nm	Up to 300 J/cm ² / up to 60 J/cm ²	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.
Domino - EVO Series	Alexandrite	755 nm	Up to 60 J/cm ²	0.3 – 300 ms	Contact mfr.	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	Multi-Application Platform: Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm ² / up to 300 J/cm ²	0.3 – 300 ms / 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).
Thunder Series	Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm ² / up to 300 J/cm ²	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 ² 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.
Twain IPL	Pulsed Light	650 nm – 1200 nm / 625 nm – 1200 nm / 590 nm – 1200 nm	Up to 25 J/cm ²	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 ² or 25x13 mm ²
Revenue Cure, Inc.						
DioLux	Diode	808 nm	N/A	Variable for all skin types	\$40,000	Included.
Rohrer Aesthetics, LLC						
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.

Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm ²	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.
Cutera						
excel V+	Laser	532 nm, 1064 nm	Up to 300 J/cm ²	Up to 60 ms	Contact mfr.	Dermastat pen.
DEKA						
SmartXide DOT	Fractional CO ₂	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 ²	Fractional CO ₂	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 ₂	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 ₂	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 ² (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 Mòveo technology functionality for total painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
ENDYMED Medical						
PRO, PURE 2.0	RF	N/A	85 W	Various	Contact mfr.	Intensif RF microneedling, FSR fractional skin resurfacing.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² 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 ²	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² 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 ²	5 – 20 ns, 250 μs	Contact mfr.	Accelerera Pulse
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	N/A	Contact mfr.	F-Runner fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11 Nd:YAG scanner: 42 cm ² 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 ²	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm ² 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 ² Up to 300 J/cm ²	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.
InMode						
Fractora / Optimas Workstation Morpheus8	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.
	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.

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Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Jeisys Medical						
INTRACel PRO	RF Microneedle	N/A	Up to 78.4 J/cm ²	N/A	Contact Perigee Medical	Disposable tips.
Lutronic						
eCO2	CO ₂ 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.
Quanta System						
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 ² (ns); 50 J/cm ² (μs) / up to 35 J/cm ²	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 ²	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 ²	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 ² or 25x13 mm ² .
Twain 2940 (only acne scars)	Er:YAG	2940 nm	Up to 10 J/cm ² (non microbeam mode) Up to 121 J/cm ² (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.
Revenue Cure, Inc.						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	Included.
UVBioTek, LLC						
POLY PRO LED Light Therapy Device	LED	417 nm	32 J/cm ² at 900 sec	Continuous mode	\$7,995	Additional interchangeable treatment heads, taller base option.
Wontech Co., Ltd.						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	450 ps	Contact mfr.	Various handpieces with zoom (2 – 10 mm), collimated (7 mm), dye (595 nm, 660 nm / 3 mm), HEXA MLA (3 – 5 mm, 6 – 10 mm).
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 sizes from 2 – 10 mm, dual cooling system with Skin Cooling Spray (SCS) and contact cooling. Spot size from 2 – 12 mm and contact cooling system with a 16 mm sapphire window.
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.	

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Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Neo	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm ²	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. No per treatment consumables and no skin contact by handpiece. No service contracts. Portable (22 lbs.). All laser accessories, training and marketing package included.
Era	Er:YAG	2940 nm	Up to 1400 mJ	300 μs	Contact mfr.	
Aesthetics Biomedical						
The Vivace Experience	Microneedling with RF	1 MHz and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
Cutera						
xeo excel V+ enlighten (Pico Genesis)	Laser Laser Laser	1064 nm 532 nm, 1064 nm 532 nm / 670 nm / 1064 nm	Up to 300 J/cm ² Up to 300 J/cm ² 400 mJ / 125 mJ / 800 mJ	Up to 300 ms Up to 60 ms 750 ps, 2 ns / 660 ps / 750 ps, 2 ns	Contact mfr. Contact mfr. Contact mfr.	Optional IPL handpieces. Dermastat pen.
DEKA						
SmartXide DOT	Fractional CO ₂	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. 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. 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. 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. Interchangeable snap-on filters, integrated skin contact cooling; lamp water cooling, transportable, 3.1 or 6.2 cm ² spot areas available. IR filter available for greater skin tightening. 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. 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. 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 Mòveo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
SmartXide ²	Fractional CO ₂	10.6 μm	80 W max.	100 μs – 2,000 μs	Contact supplier	
SmartXide Touch	Fractional CO ₂	10.6 μm	60 W max.	100 μs – 2,000 μs	Contact supplier	
SmartXide Tetra	Fractional CO ₂	10.6 μm	50 W max.	100 μs – 2,000 μs	Contact supplier	
MiniSilk FT	Pulsed Light System	500, 520, 550, 600, 650 Filter	2 – 2.5 J/cm ²	2 – 85 ms (1 – 3 pulses)	Contact supplier	
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 600, 650 nm IPL	700 J/cm ² (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	
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	
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	
ENDYMED Medical						
PRO	RF	N/A	85 W	Various	Contact mfr.	iFine, Small, Mini-Shaper, Shaper, Intensif RF microneedling, FSR fractional skin resurfacing and Contour handpieces. iFine, Small, Mini-Shaper, Shaper, Intensif RF microneedling, FSR fractional skin resurfacing and Contour handpieces.
PURE 2.0	RF	N/A	65 W	Various	Contact mfr.	
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² 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
Fotona - continued						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² 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 ²	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. Er:YAG handpieces: 0.25 – 12 mm spot sizes.
XP MAX	Nd:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 300 ms	Contact mfr.	S-11: Nd:YAG scanner: 42 cm ² 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 ²	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 ²	N/A	Contact mfr.	F-Runner fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11 Nd:YAG scanner: 42 cm ² 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 ²	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 – 20 mm spot sizes.
XP Dynamis	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm ²	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 ²	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.
InMode						
Lumecca/Optimas Workstation	Spectrum Shifted IPL	515 – 1200 nm, 580 – 1200 nm	10 – 30 J/cm ²	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 ² . 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.
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.
Jeisys Medical						
INTRAcE PRO	Fractional RF Microneedle	Radiofrequency	Up to 78.4 J/cm ²	N/A	Contact Perigee Medical	Disposable tips.
IntraGen	Non-Ablative RF	N/A	Monopolar RF; Power Level: 5 – 200 W	N/A	Contact Perigee Medical	Disposable tips, NeuViva handpiece.
EDGE	Fractional CO ₂	10,600 nm	1 – 300 mJ	N/A	Contact Perigee Medical	Fractional, surgical, NeuViva handpiece.
SmoothCool	Intense Pulsed Light	Long pass: 530 – 800 nm, Band pass: 420 – 600 nm	Up to 65 J/cm ²	N/A	Contact Perigee Medical	HR, SR handpiece, eight interchangeable filters.
TRI-BEAM	Nd:YAG (Q-switched)	1064 nm / 532 nm	Up to 3.5 J / 450 mJ	5 – 10 ns (Q-switched); 300 μs (Quasi-long pulse)	Contact Perigee Medical	Tattoo and pigment removal handpieces.
Lasering USA						
SLIM E30 MiXto SX	CO ₂	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 Velure S5 MiXto VX	CO ₂ LBO Diode	10,600 nm 532 nm	0.5 – 30 W 0.1 – 5 W	2.5 – 16 ms 10 – 1,000 ms	Contact mfr. Contact mfr.	Same as above. 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.

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Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Lutronic						
eCO2	CO ₂ 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.
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.
NewSurg						
NewSurg KTP Laser System	Solid State KTP Laser	532 nm	3 W or 5 W	0.5 – 2,000 ms	Contact mfr.	Compact and portable. FDA approved. System includes multispot handpiece with flexible fiber, wireless footswitch, color touchscreen, preset treatment protocols, mobile cart and carry case.
Quanta System						
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 microsecond.
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.	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.
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 ² (ns); 50 J/cm ² (μs) / up to 15 J/cm ² / up to 30 J/cm ² (ns); 25 J/cm ² (ms) / up to 300 J/cm ² / up to 95 J/cm ² / up to 35 J/cm ² / up to 60 J/cm ²	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.	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.
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 ² / Up to 95 J/cm ² / Up to 300 J/cm ² / Up to 35 J/cm ²	0.3 – 300 ms / 2 – 25 ms / 0.3 – 300 ms / 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); 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).
Thunder Series	Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm ² / up to 300 J/cm ²	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 ² 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 ²	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 ² or 25x13 mm ²
Twain 2940	Er:YAG	2940 nm	Up to 10 J/cm ² (non microbeam mode) / up to 121 J/cm ² (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.
Revenue Cure, Inc.						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Under \$40,000	Included.

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
Rohrer Aesthetics, LLC						
Phoenix CO ₂ Laser	CO ₂	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. 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.
Spectrum	Er:YAG	2940 nm	1000 mJ	300 ms	\$57,495 (fully loaded) \$29,995 (with single handpiece)	
UVBioTek, LLC						
POLY PRO LED Light Therapy Device	LED	633 nm, 417 nm, 850 nm	54 J/cm ² at 900 sec	Continuous mode	\$7,995	Additional interchangeable treatment heads, taller base option.
Wontech Co., Ltd.						
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 ²	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).

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

NewSurg KTP Laser System

The NewSurg KTP Laser System is a compact, portable and affordable FDA cleared 532 nm laser system for the safe and effective treatment of pigmented and vascular lesions on all skin types. NewSurg offers honest value and generous trade-in credit for old Iridex, Laserscope and pulsed dye lasers, towards the NewSurg KTP Laser System. This system sets a new standard in the evolution of simple and efficient aesthetic laser treatments.



NewSurg: 215-570-4327 or visit www.NewSurg.com



RegenKit

RegenLab® is a certified global leader in medical device biotechnologies, specializing in cellular therapies. The RegenKit® products provide expertly designed medical devices for the preparation of platelet-rich plasma and cellular therapies that continue to set the standard for product quality, patient safety and preparation efficiency. RegenLab seeks to expand the use of PRP in the U.S. through its extensive global clinical library and newly published book, *Platelet-Rich Plasma (PRP) Standardization & Cell Therapies Version 2*.

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>

RegenLab USA: 800-220-9082
or visit www.regenlabusa.com

Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
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.
Aesthetics Biomedical						
The Vivace Experience	Microneedling with RF	1 MHz and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
Cutera						
xeo pearl xeo pearl fractional Secret RF	YSGG YSGG Microneedling with RF	2940 nm 2940 nm RF: 2 MHz	Up to 3.5 J/cm ² <400 mJ 70 W (64 pin), 25 W (25 pin)	≤1000 µs ≤1000 µs 50 – 950 ms	Contact mfr. Contact mfr. Contact mfr.	
DEKA						
SmartXide DOT	Fractional CO ₂	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 ²	Fractional CO ₂	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 ₂	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 ₂	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.
ENDYMED Medical						
FSR Fractional Skin Resurfacing Handpiece	Fractional RF	N/A	N/A	Various	Contact mfr.	
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm ²	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 ²	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.
InMode						
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.
Jeisys Medical						
EDGE	Fractional CO ₂	10,600 nm	1 – 300 mJ	N/A	Contact Perigee Medical	Fractional, surgical, NeuViva handpiece.
INTRAcel PRO	Fractional RF Microneedle	RF	Up to 78.4 J/cm ²	N/A	Contact Perigee Medical	Disposable tips.
Lasering USA						
SLIM E30 MiXto SX	CO ₂	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 ₂ 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.
Lutronic						
eCO2	CO ₂ 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.

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Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Quanta System						
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. 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.	
Twain 2940	Er:YAG	2940 nm	Up to 10 J/cm ² (non microbeam mode); up to 121 J/cm ² (microbeam mode) Up to 95 J/cm ²	0.3 – 1 ms	Contact mfr.	
Rohrer Aesthetics, LLC						
Phoenix CO ₂ Laser	CO ₂	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.
Wontech Co., Ltd.						
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



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



Lavieen

Lavieen® is a unique thulium fractional laser. It mainly targets the basal layer where melanin is present; therefore a single treatment of the Lavieen can show greater improvements in brightening and skin resurfacing. Separate control of power and pulse duration allows non-, sub-, and fully ablative effects. With this feature, the physician can also control downtime and clinical outcomes, treating a variety of indications, such as skin resurfacing and rejuvenation, drug delivery, superficial pigmented lesions, scars, hair regrowth and more. In addition, the shape and size of the laser beam can be modified according to the treatment area, and Lavieen does not require consumable tips. Lavieen is highly efficient and safe for all skin types and ages.

Wontech Co., Ltd.: 267-803-6880
or visit www.wtlaser.com



3D Eye Radiance Cream

This technology-loaded, innovative eye cream is designed to improve the visible health of the skin around the eyes and address challenging cosmetic concerns on a global scale, including visible lifting, firming and smoothing of the upper eyelids, fading of dark circles and puffiness and diminishing the appearance of crow's feet and fine lines. Scientific and clinical data shows that the key ingredient, defensins, reverses aging by reprogramming skin to become younger every day. A patent-protected metal applicator with Cooling Tip Technology fosters gentle "finger-free" application to help preserve the delicate skin around the eyes, providing a soothing and cooling sensation upon contact.

DefenAge Skincare: 888-368-5372 or visit www.DefenAge.com

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	Unique helium plasma and proprietary RF technology allows for precisely-controlled delivery of heat to tissue that is not reliant on bulk heating. Rapid heating with near-instantaneous cooling allows for immediate tissue contraction and faster procedure times.	CE cleared. FDA cleared.	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 μ 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
ENDYMED Medical	PRO	RF	Unique tissue lifting vacuum effect doubles the energy delivery and volumetric heating of the treatment area, achieving higher treatment temperatures that target fat cells, melting the cells under the tissue to improve the appearance of cellulite, sculpt and define the body.	CE cleared. FDA cleared.	Contact mfr.
Fotona	SP Dynamis XP-2 Focus XP Dynamis SP Spectro XP Spectro	Nd:YAG 1064 nm, Er:YAG 2940 nm Nd:YAG 1064 nm Nd:YAG 1064 nm Nd:YAG 1064 nm, Er:YAG 2940 nm Nd:YAG 1064 nm	Laser assisted lipolysis, treatment of wrinkles; Photothermal - heat generated by laser light. Same as above. Same as above. Same as above. Same as above.	CE cleared. FDA cleared. CE cleared. FDA cleared. CE cleared. FDA cleared. CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. Contact mfr. Contact mfr. Contact mfr. Contact mfr.
InMode	BodyFX and MiniFX / Contoura Workstation BodyTite, FaceTite, AccuTite and EmbraceRF	Bipolar RF, Negative Pressure, Mechanical Massage, Ace Technology RF	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. RF-assisted lipolysis. Dual electrode configuration allows both internal coagulation (fat) and external skin contraction. ACE technology prevents overheating.	CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. 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. CE cleared. FDA cleared.	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.		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.



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™.



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 bi-photonic dynamics of laser-tissue interaction.

Fotona: 972-598-9000 or visit 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. 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.

Aesthetics Biomedical: 800-526-7029 or visit www.aestheticsbiomedical.com

Zimmer Aesthetic Division: 800-327-3576 / info@zimmerusa.com or visit www.ZimmerUSA.com



PiXeI8-RF

The PiXeI8-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 PiXeI8-RF can be placed in your office for \$39,995.

Rohrer Aesthetics: 205-940-2200 or visit www.rohreraesthetics.com



QuadraLASE CO₂ Fractional Laser

QuadraLASE™ is a private label CO₂ 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.



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.

Revenue Cure, Inc.: 916-802-5308 or visit www.FrozenCexperience.com / www.MuscleMVPpro.com

Lasering USA: 866-471-0469 or email info@laseringusa.com

Product Profiles



Advice Media

What does success mean to you and your aesthetic practice? Advice Media has partnered with thousands of aesthetic practices over the past 20 years, helping doctors achieve their personal and professional success. We bring you patients through website design and digital marketing, allowing you to transform more lives and achieve your own definition of success! Contact us today to become our next success story.

Advice Media: 800-260-9497
or visit www.AdviceMedia.com



PDO Threads and BAFFI LipoFilling Kits

Rejuvn8 is the sole distributor for the FDA cleared PDO Max Polydioxanone (PDO) threads and the go-to thread training company for leading-edge aesthetic practices. Its focus is educating physicians on minimally invasive nonsurgical face and body lifting techniques using 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.

Rejuvn8: 315-708-9913 or visit 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



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.

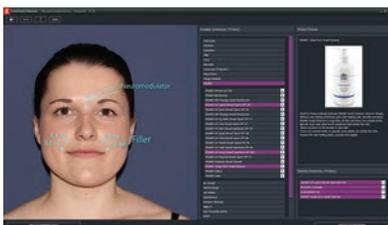
Bellus Medical: 888-372-3982 or visit www.bellusmedical.com

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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.

Aerolase: 914-345-8300
or visit www.aerolase.com



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

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.



SmartXide² DOT/RF

The new SmartXide² DOT/RF system offers unsurpassed flexibility and control. Utilizing DEKA's proprietary Pulse Shape Technology (PSD™), 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. SmartXide² 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

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.



Wontech Co., Ltd.: www.wtlaser.com

Crystal Clear Digital Marketing: 888-611-8279 or visit 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.



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.

DefenAge Skincare: 888-368-5372 or visit DefenAge.com

excel V+

excel® V+ is the latest generation laser technology for vascular and pigmentation treatments. With design input from leading dermatologists, excel V+ delivers the power, precision and performance to safely and effectively treat indications from challenging vascular and pigmentary conditions to today's most common skin concerns. Featuring two clinically proven wavelengths, large spot sizes up to 16 mm, and higher energy, excel V+ puts you ahead of the rest and expands your treatment capabilities.



Cutera: 415-657-5500 or visit www.cutera.com

Thermi, a Celling Biosciences Company:
866-981-5017 or visit www.thermi.com

Product Profiles



AccuTite

The new AccuTite makes focal RF contraction without excisional surgery a new standard in cosmetic medicine. Physicians can now provide a minimally invasive solution that can be done under local anesthesia, in an office setting, in less than 20 minutes, without excision. AccuTite delivers the precision heating and safety recognized with the Radiofrequency-Assisted Lipolysis (RFAL) family of technologies.

InMode: 855-411-2639
or visit www.inmodemd.com



Fraxis DUO

Fraxis DUO offers a unique combination of CO₂ 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

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.



Apix Medical (formerly Bovie Medical): 800-537-2790 or visit www.Renuvion.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



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



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

Product Profiles



SoME Personalized Skincare

Aesthetics Biomedical Inc., has launched the at-home SoME™ personalized topical skin rejuvenating product that uses a propriety blend of ingredients combined with your own platelet-rich plasma (PRP), to give you a truly personalized cosmetic experience. SoME is great for all skin types, does not contain any harsh alcohols and uses two honeysuckle variants (Lonicera Japonica, Lonicera Caprifolium), to keep it from degrading and keep it fresh for everyday use. SoME serum plus PRP is what makes it so personalized. Your own PRP may be added to the specially-formulated SoME serum by your physician to help restore your skin's youthful appearance.

Aesthetics Biomedical: 800-526-7029
or visit www.someskincare.com



Eclipse PRP

Eclipse PRP® is a proprietary autologous platelet-rich plasma (PRP) retrieval system based on blood separation according to density, using a proprietary separation gel. The PRP platform is available with an 11 mL PRP collection tube or 22 mL high-concentration collection tube. This system allows for the preparation of pure PRP with optimal platelet concentrations and cellular content. Virtually all red blood cells (RBC) are eliminated from the PRP and the concentration of pro-inflammatory granulocytes (GRs) is highly reduced. The entire preparation process takes less than 20 minutes. FDA 510(k) number BK110035.

Eclipse MedCorp: 800-759-6876 or visit EclipseMed.com



Intensif RF Microneedling

The Intensif RF microneedling handpiece, with Smooth Motion microneedle insertion and needle penetration depths up to 5 mm on the PRO by ENDYMED, provides the best results for deep wrinkles, acne and acne scars, traumatic scars, stretch marks, skin tightening and rejuvenation. Unique gold-plated needles, together with ENDYMED's proprietary Fractionated Pulse Mode technology, generate more heat safely into the dermis for better collagen remodeling, with significantly higher heating than with insulated needles.

ENDYMED Medical: 732-409-5148 or visit www.EndyMed.com



Epionce Purifying Wash and Purifying Spot Gel

Introducing the new, powerful acne-fighting duo from Epionce – Purifying Wash and Purifying Spot Gel. Purifying Spot Gel was clinically proven in a head-to-head study to clear acne blemishes faster than the leading prescription clindamycin/benzoyl peroxide product. Designed specifically for adult acne, the unique Epionce approach to clearing blemishes combines new moieties of traditional acne-fighting ingredients with botanicals that provide proven therapeutic benefit – all without dryness, irritation or redness. Clinical study on file at Episciences, Inc.

Episciences, Inc.: 866-374-6623 or visit www.epionce.com



MiXto Pro / V-Lase

MiXto Pro / V-Lase® utilizes a patented CO₂ 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



Oxygenetix

Oxygenetix is a breathable foundation / camouflage designed to help heal and conceal a wide variety of skin conditions. Founded in Beverly Hills, Calif., Oxygenetix is used daily on and off the set by Hollywood's elite. This post-procedure cover-up reduces and eliminates social downtime following aesthetic procedures – the main reason many patients choose not to proceed with laser, peel, needling or dermabrasion treatments – thereby increasing your consultation to procedure conversion rate.

Oxygenetix Institute, Inc.: 888-500-1672 or visit www.oxygenetix.com

Product Profiles



Pneuma Nitric Oxide

Discover what's been missing in your skincare products. You cannot combat aging without nitric oxide. Nobel Prize winning science is now available in skincare. Finally, a revolutionary product that delivers bioactive nitric oxide that is necessary for optimal cellular health. Experience immediate benefits: Improve the appearance of fine lines and wrinkles; enhance the tone, texture and complexion of skin; combat free radicals that cause damage to the skin. Pneuma Nitric Oxide Activating Skin Serum is a revolutionary, innovative and patent pending dual chamber technology that delivers nitric oxide gas to the surface of the skin. Developed by renowned nitric oxide researcher and inventor Nathan S. Bryan, PhD, Pneuma Nitric Oxide delivers the missing link: nitric oxide.

Pneuma Nitric Oxide: 877-4PNEUMA (476-3862) or visit www.PneumaNitricOxide.com



INTRAcEL PRO

The new INTRAcEL PRO takes RF multi-needle treatments to a whole new level of performance and comfort while offering more power and applications. INTRAcEL PRO patented multi-needle insertion technology makes treatments safe and comfortable and its real-time impedance monitoring assures optimum treatment parameter delivery. Combine INTRAcEL PRO RF with IntraGen non-ablative RF for advanced skin rejuvenation, tightening, acne, wrinkles and stretch mark treatments for your patients with great comfort, safety and minimal downtime.

Perigee Medical: 844-737-4433 or visit www.perigee.com



The SaltFacial L'avantage

The SaltFacial™ L'avantage Skin Renewal Therapy System is a versatile, premium-quality, triple-modality medical aesthetic device, and a popular three-step skin renewal therapy treatment. The SaltFacial Skin Renewal Therapy combines pressurized sea salt exfoliation, cavitation ultrasound massage and powerful LED Phototherapy, to provide beautiful, healthy skin and superior outcomes for all skin types, ages and conditions. Treatment delivers immediate patient satisfaction and lasting results.

Med-Aesthetic Solutions: 760-942-8815 or visit www.TheSaltFacial.com



Bellafill, Puregraft and Suneva HD PRP

Suneva Medical is redefining the practice of regenerative aesthetics with a product portfolio designed to deliver innovative technologies to grow and enhance our partner's practices. Flagship brand Bellafill® is a biostimulatory filler FDA-approved to smooth smile lines for up to five years. Puregraft is a proven system to deliver a longer lasting fat graft. Selective filtration technology was designed to dialyze fat tissue in a gentle and reproducible manner that preserves the regenerative properties of fat. Suneva HD PRP® offers a high platelet yield. A unique concentration system uses a separating gel to greatly improve the collection of PRP and yields the most platelet/ML from the smallest blood draw.

Suneva Medical: 888-278-3345 or visit www.sunevamedical.com

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POLY PRO

POLY PRO™ represents the newest innovation in LED light therapy, providing skincare professionals with a powerful platform to offer light-based therapies to their clients. LED therapy is rapidly becoming the standard therapy for standalone or adjunctive anti-aging, skin rejuvenation and acne treatment protocols. POLY is a Class II, FDA cleared device which utilizes red light at 633 nm, blue light at 417 nm, and infrared light at 850 nm emitted from 1,820 LEDs housed within interchangeable treatment heads.

UVBioTek, LLC: 800-882-4683 or visit www.mypolyled.com

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SCHEDULE AT A GLANCE

THURSDAY, JULY 11, 2019

7:30 am – 5:00 pm	Registration
9:00 am – 1:00 pm	Pre-Show: Principles of Facial Injectables – 4 CE credits available Meeting Room: Latour 5
9:00 am – 5:00 pm	Pre-Show: Advanced Laser Techniques and Applications Meeting Room: Chambertin 2 Pre-Show: The Certified Aesthetic Consultant Program Meeting Room: Latour 1, 4 Pre-Show: Regenerative Aesthetics Symposium Meeting Room: Latour 6 Pre-Show: Sexual Health in Aesthetics Meeting Room: Latour 7
9:00 am – 6:00 pm	Pre-Show: Advanced Injectable Training Courses Meeting Room: Margaux 2 • Advanced Neurotoxin Techniques: 9:00 am – 1:00 pm – 4 CE credits available • Advanced Dermal Filler Techniques: 2:00 pm – 6:00 pm – 4 CE credits available
6:00 pm – 8:00 pm	Paradigm CME Symposium and Dinner Buffet: Advances in Regenerative Medicine: Best Practices to Enhance Results in Facial Rejuvenation – 2 CE credits available Meeting Room: Margaux 1

FRIDAY, JULY 12, 2019

7:30 am – 6:00 pm	Registration
8:00 am – 5:00 pm	Exhibit Hall Hours Lafite Ballroom
8:00 am – 8:30 am	Breakfast in the Exhibit Hall Lafite Ballroom
8:30 am – 10:30 am	Welcome Keynote Address: Generational Aesthetics – 2 CE credits available Meeting Room: Latour 2
10:30 am – 10:45 am	Break in Exhibit Hall Lafite Ballroom
10:45 am – 12:00 pm	Concurrent Sessions The New Reality of Beauty - No Two Patients are Alike Meeting Room: Latour 1, 4 Unique Uses of Microneedling – 1.25 CE credits available Meeting Room: Latour 3
10:45 am – 5:00 pm	Scientific Workshops • Session One: 10:45 am – 12:00 pm • Session Two: 1:15 pm – 3:00 pm • Session Three: 3:45 pm – 5:00 pm
12:00 pm – 1:15 pm	Lunch and Presentations in Exhibit Hall Lafite Ballroom
1:15 pm – 3:00 pm	Concurrent Sessions A Glimpse into the Future of Plastic Surgery – 1.75 CE credits available Meeting Room: Latour 3 Energy-Based Aesthetic Treatments – 1.75 CE credits available Meeting Room: Latour 1, 4
3:00 pm – 3:45 pm	Break in Exhibit Hall Lafite Ballroom
3:45 pm – 5:00 pm	Concurrent Sessions Emerging Treatments and Technologies Meeting Room: Latour 3 Threads in 2019 – 1.25 CE credits available Meeting Room: Latour 1, 4
3:45 pm – 5:45 pm	Special Focus Courses: Advanced Injectable Applications and Techniques – Module I: Concepts for Improving the Patient Experience – 2 CE credits available Meeting Room: Margaux 1 Advanced Techniques for Practice Success – Module I: Patient Demographic Segmentation in Marketing Meeting Room: Chambertin 2
6:00 pm – 9:30 pm	Sponsor Cocktail Receptions: Aesthetics Biomedical Cocktail Reception: Introducing SoME: PRP-Based Skincare That's All You Meeting Room: Margaux 2 BTL Aesthetics Cocktail Reception: Muscles on the Catwalk Meeting Room: Mouton 1, 2 HansBiomed USA Cocktail Reception: Discovering Revolutionary Effective Aesthetics with MINT Meeting Room: Alsace 2



SCHEDULE AT A GLANCE

SATURDAY, JULY 13, 2019

8:00 am – 6:00 pm	Registration
8:00 am – 6:00 pm	Exhibit Hall Hours Lafite Ballroom
8:00 am – 8:30 am	Breakfast in the Exhibit Hall Lafite Ballroom
8:30 am – 10:30 pm	Concurrent Sessions Developments in Skincare Science – 2 CE credits available Meeting Room: Latour 1, 4 The Regenerative Aesthetics Revolution – 2 CE credits available Meeting Room: Latour 3
8:30 pm – 10:30 am	Special Focus Courses: Advanced Injectable Applications and Techniques – Module II: Emerging Concepts in Facial Injectables – 2 CE credits available Meeting Room: Margaux 1 Advanced Techniques for Practice Success: Module II – Social Media Marketing Meeting Room: Chambertin 2
10:30 pm – 11:00 am	Break in Exhibit Hall Lafite Ballroom
11:00 am – 12:15 pm	Concurrent Sessions Sexual Health in Aesthetics Meeting Room: Latour 3 The Legal Structure of an Aesthetic Practice Meeting Room: Latour 1, 4
11:00 am – 5:30 pm	Scientific Workshops • Session One: 11:00 am – 12:15 pm • Session Two: 4:15 pm – 5:30 pm
12:15 pm – 1:45 pm	Lunch and Presentations in Exhibit Hall Lafite Ballroom
1:45pm – 3:45pm	Concurrent Sessions Advanced Body Shaping Therapies – 2 CE credits available Meeting Room: Latour 1, 4 The Evolution of Facelifting – 2 CE credits available Meeting Room: Latour 3
1:45 pm – 3:45 pm	Special Focus Courses: Advanced Injectable Applications and Techniques – Module III: Systematic Approaches to Patient Treatments – 2 CE credits available Meeting Room: Margaux 1 Advanced Techniques for Practice Success – Module III: Practice Management and Growth Concepts Meeting Room: Chambertin 2
3:45 pm – 4:15 pm	Break in Exhibit Hall Lafite Ballroom
4:15 pm – 5:30 pm	Concurrent Sessions Correcting Botched Cases and Complications Meeting Room: Latour 1, 4 Integrative Aesthetics: The Emergence of Bespoke Treatments Meeting Room: Latour 3
5:30 pm – 6:30 pm	Aesthetic Show Saturday Evening Social with Andrew Ordon, M.D. Lafite Ballroom

SUNDAY, JULY 14, 2019

7:00 am – 5:00 pm	Male and Female Sexual Wellness Hands-On CME Summit Trump Tower Hotel on the 64th Floor – EMPIRE Penthouse <i>*Additional registration is needed. Visit The Aesthetic Show website for more information.</i>
8:00 am – 12:00 pm	Registration
8:30 am – 1:00 pm	Exhibit Hall Hours Lafite Ballroom
8:30 am – 9:00 am	Breakfast in Exhibit Hall Lafite Ballroom
9:00 am – 12:00 pm	Concurrent Sessions Advanced Injectable Applications and Techniques – 3 CE credits available Meeting Room: Latour 3 Practice Management and Marketing Meeting Room: Latour 1, 4
12:00 pm – 2:00 pm	Certified Aesthetic Consultant Exam Meeting Room: Latour 1, 4

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PRE-SHOW COURSES

THURSDAY, JULY 11, 2019

Advanced Injectable Training Courses

Each of these half-day courses will commence with cutting-edge information from the leading authorities on facial injectables and continue with the unique opportunity to get up close and personal with eight to ten of the country's most accomplished injectors as they walk you through their techniques and methodologies via live demos. Participants will receive CE credit upon completion of each course.

COURSE 1:

9:00 AM - 1:00 PM

Advanced Neurotoxin Techniques

Meeting Room: Margaux 2

4 CE credits available

Moderator: Robert Troell, M.D.

- J.D. McCoy, N.M.D.: An Update on the Current Market and a Preview of What's on the Horizon
- Monica Bonakdar, M.D.: Emerging Applications for Neurotoxin
- Shaun Patel, M.D.: Neurotoxin Treatment for Jawline and Neck Rejuvenation
- Lori Robertson, M.S.N.: Controversies in Prejuvenation

COURSE 2:

2:00 PM - 6:00 PM

Advanced Dermal Filler Techniques

Meeting Room: Margaux 2

4 CE credits available

Moderator: Shino Bay Aguilera, D.O.

- Rand Rusher, R.N.: How to Keep Out of Trouble with Dermal Fillers
- Christian Subbio, M.D.: Short-Term vs. Long-Term Fillers – How to Choose the Right Product for Your Patient
- Lori Robertson, M.S.N.: Fillers: The Gateway Treatment for Millennials
- Shino Bay Aguilera, D.O.: PLLA: A Cinderella Story

9:00 AM - 5:00 PM

Advanced Laser Techniques and Applications Symposium

Meeting Room: Chambertin 2

Gain advanced knowledge of the latest technologies, techniques and best practices used in performing laser-based aesthetic applications. Topics covered will include an overview of the different modalities available, as well as a review of the top aesthetic laser platforms and the clinical protocols used to achieve the best outcomes. This course will conclude with live demonstrations.

Moderators: Michael Gold, M.D. and E. Victor Ross, M.D.

- Patty Owens, R.N.: Laser Safety Compliance – Are Your Patients and Staff Safe?
- E. Victor Ross, M.D.: Evaluating and Choosing the Right Devices for Your Practice
- Michael Gold, M.D.: How to Get the Most from New Laser Platforms – What's New
- Suneel Chilukuri, M.D.: THE Laser Safe for Summer: Versatile, Painless, Delegatable
- E. Victor Ross, M.D.: Clinical Intelligence and Advanced Multi-Application Technology as the Cornerstone of Your Practice
- Tess Mauricio, M.D.: Biocellular Therapies for Prevention and Treatment of Discoloration in Skin of Color
- James Newman, M.D.: Maximizing Outcomes with CO₂ Fractional Skin Resurfacing
- Chad Deal, M.D.: The SOTA Lift: Cutting-Edge Minimally Invasive Combination Techniques for Near Surgical Results
- Robert Troell, M.D.: Using Adjuvant Therapies to Optimize Laser Skin Resurfacing Outcomes

9:00 AM - 5:00 PM

The Certified Aesthetic Consultant Fast Track Certification Program – Advanced Techniques for Practice Success

Meeting Room: Latour 1, 4

Designed as a highly structured, interactive and intensive one-day platform with the most current information on practice management regulations, technology, digital media and marketing, Google algorithms and business plans. Participants will have the opportunity to take an examination at the conclusion of the show to receive their certification. Instructors include experts in practice marketing, patient counseling and executive office management. This is the only current and continuously updated certification program in the aesthetic industry, which is presented at The Aesthetic Show and The Aesthetic Academy.

Moderators: Jay Shorr and Mara Shorr

Module I: Advanced Marketing Techniques

- Greg Washington: Google's 2019 Internet Do or Die Innovations
- Tara Leifer: Top 10 Secrets to Conquer Competition Online
- Audrey Neff: Inside the Millennial Demographic - Digital Strategies to Capture Today's Fastest-Growing Group of Consumers
- Darren Seigel, Esq.: Stop Being Mediocre

Module II: Advanced Practice Metrics

- Kelly Smith: Creating Your Annual Marketing Plan
- Alex Thiersch: The Top Seven Traits of the Countries Best Medspa
- Dori Soukup: Generate More Cash for Your Business

Module III: Advanced Counseling Skills

- Jay Shorr and Mara Shorr: An Overview of the Most Common Patient Types
- April Linden: Win Every Patient Personality Type
- Paula Di Marco Young, B.S., R.N.: Successful Consultation Conversion Strategies

**This module will include live role play demonstrations.*

Module IV: Management Skills

- Kristy Murrow, P.A.-C.: Be More Than a Manager – Lead Your Practice

For updated program details, pricing and registration, visit www.aestheticshow.com



PRE-SHOW COURSES

THURSDAY, JULY 11, 2019

9:00 AM - 1:00 PM

Principles of Facial Injectables

Meeting Room: Latour 5

4 CE credits available

Mastering the art of facial injectables is a continuous journey. The Principles of Facial Injectables focuses on the fundamentals of injecting and injectable products, including the basic science of neurotoxins and dermal fillers, safe injection techniques, a review of adverse outcomes, proper patient facial evaluation and anatomy, safety protocols, pre-/post-procedure steps and more. This course is designed for anyone working in an aesthetic practice, from the support staff who serve as the initial point of customer contact in your practice, to the skilled injector looking for continuing education in a constantly growing and evolving market.

Moderator: Nassir Mohammedi, M.D.

- Hermine Warren, D.N.P.: Facial Anatomy
- Gideon Kwok, D.O.: Adverse Outcomes
- Craig Mezrow, M.D.: Comparison of Injectable Products
- Jonathan Kaplan, M.D.: The Art of the Consult: Creating the Best Patient Experience
- Nasir Mohammedi, M.D.: Safe Injection Pearls and Proper Techniques

9:00 AM - 5:00 PM

Regenerative Aesthetics Symposium

Meeting Room: Latour 6

Powerful forces within our own bodies are being harnessed to regenerate, rejuvenate and restore tissues. Discover the tremendous potential of these regenerative therapies to dramatically transform the future of aesthetic medicine. Topics covered include stem cell-based solutions, microfat grafting and volumization technologies, tissue re-engineering, DNA / RNA therapies, platelet-rich plasma (PRP), platelet-rich fibrin (PRF), stromal vascular fraction (SVF), growth factors and more.

Moderators: Mark Berman, M.D. and Gregory Chernoff, M.D.

- Allan Yang Wu, M.D.: Exosomes and Aesthetics: Hope or Hype? An Update on Next-Generation Regenerative Aesthetics
- Tess Mauricio, M.D.: Advanced Combination Protocols for Nonsurgical Facial and Hair Rejuvenation
- Ryan Welter, M.D., Ph.D.: When to Clot and When to Not – Cosmetic Applications of PRP and PRF
- Mark Berman, M.D.: Personal Cell Therapy – The Black Swan of Regenerative Medicine
- Gregory Chernoff, M.D.: Anmiotic Fluid Stem Cell Exosomes: Therapeutic Perspectives
- Jason Emer, M.D.: Nonsurgical Hair Regeneration: Creating Patients for Life
- Gregory Laurence, M.D.: Combination Therapies for Facial Rejuvenation
- Farhan Taghizadeh, M.D.: Autologous Platelets and Skincare: Where the Future Lies
- Warren Seiler, III, M.D.: How the Vampire PRP Procedures are Transforming the Patient and Practice Experience
- John Kahen, M.D.: Platelet-Rich Plasma for Hair Loss
- Nathan Bryan, Ph.D.: Strategies to Optimize Regenerative Medicine Outcomes: The Role of Nitric Oxide
- Richard Goldfarb, M.D.: Use of Platelet-Rich Fibrin Matrix for Hair Growth in Males and Females

9:00 AM - 5:00 PM

Sexual Health in Aesthetics

Meeting Room: Latour 7

Advances in the treatment of functional indications, combined with ground-breaking concepts in aesthetic medicine are expanding the field of sexual health and genital aesthetics. In addition to receiving an overview of this popular – and controversial – topic, you will leave with a better understanding of the various factors that affect sex drive, sexual function and pleasure, as well as the technologies and treatments being used for women's and men's intimate health. This course will conclude with live demonstrations.

Moderators: Russell Bartels, M.D. and Kimberly Evans, M.D.

- Carolyn DeLucia, M.D.: The HIFEM Mommy Makeover
- Kimberly Evans, M.D.: The Hype in Hormone Therapy
- Russell Bartels, M.D.: PT-141: Peptide Therapy for Male and Female Sexual Dysfunction
- Warren Seiler, III, M.D.: Making the O-Shot and P-Shot Successful in Any Type of Practice
- Judson Brandeis, M.D.: How to Keep the Penis in Shape
- Paul Perito, M.D.: An Overview of Male Genital Cosmetics
- Allan Yang Wu, M.D.: Intravaginal Therapy with Er:YAG – A Review of Preliminary Study Results
- Farhan Taghizadeh, M.D.: The Use of Dermal Fillers and Lasers in Augmenting Sexual Health
- Sherry Thomas, M.D.: FDA Warning About Energy-Based Devices For "Vaginal Rejuvenation": What Are the Claims and What is Expected?

For updated program details, pricing and registration, visit www.aestheticshow.com



SPECIAL FOCUS COURSES

ADVANCED INJECTABLE APPLICATIONS AND TECHNIQUES

FRIDAY, JULY 12, 2019
3:45 PM – 5:45 PM

MODULE I: Concepts for Improving the Patient Experience

2 CE credits available

Meeting Room: Margaux 1

Facial injectables are everywhere for good reason: they can produce amazing results. Dive deep into the methods and techniques used to avoid discounting your services, while improving the patient experience and establishing your value proposition. This module will address the main concerns that every medical aesthetic practice shares when it comes to best practices and success with facial injectable products.

Moderator: Craig Mezrow, M.D.

- Monica Bonakdar, M.D.: Ideas to Expand Your Facial Injectables Offerings
- Lori Robertson, M.S.N.: The New Patient Spectrum for Facial Injectables
- Jonathan Kaplan, M.D.: Improving the Patient Experience with Injectables
- Patrick Bitter, Jr., M.D.: Competing in the Price Discounting Era
- Alexa Nicholls Costa, N.P. and Alexandra Rogers, N.P.: The Anatomy of a Hyperfocused Business Model

SATURDAY, JULY 13, 2019
8:30 AM – 10:30 AM

MODULE II: Emerging Concepts in Facial Injectables

2 CE credits available

Meeting Room: Margaux 1

Discover how the power of emerging treatments, techniques and products are evolving the industry in this facial injectables focus course module. From fillers to neurotoxins and minimally invasive combination approaches, discover more about the groundbreaking procedures that are the future of our industry. You'll come away with a deep understanding of where the facial injectable field is headed.

Moderator: Robert Troell, M.D.

- J.D. McCoy, N.M.D.: New Products and Treatments on the Horizon
- Jennifer Pearlman, M.D.: The Art and Science of the Perfect Pout
- Alexander Rivkin, M.D.: Nonsurgical Rhinoplasty - Tips, Techniques and Prevention of Complications: Lessons from 15 Years of Experience
- Christian Subbio, M.D.: Breaking News! Fillers Don't Lift, They Fill
- Kian Karimi, M.D.: Minimally Invasive Combination Approaches

SATURDAY, JULY 13, 2019
1:45 PM – 3:45 PM

MODULE III: Systematic Approaches to Patient Treatments

2 CE credits available

Meeting Room: Margaux 1

In this module, learn how to perfect your facial injectables business with systematic approaches to patient consultations and treatments. From individual customization to avoiding complications and the "overfilled" look, this session will reveal proven techniques to elevate your practice and explore the unique beauty in every individual.

Moderator: J.D. McCoy, N.M.D.

- Rebecca Small, M.D.: A Systematic Approach to the Facial Injectables Consultation
 - Jennifer Pearlman, M.D.: The Right Angle: 3D Jawline Sculpting
 - George Baxter-Holder, D.N.P.: Facial Volumization and the Mystery Ligaments
 - Cameron Chesnut, M.D.: Restoration of Visual Loss with Retrobulbar Hyaluronidase After HA Filler
 - Alexander Rivkin, M.D.: RADIESSE: Discover the Power of Definition
- *Additional faculty: Rand Rusher, R.N.

ADVANCED TECHNIQUES FOR PRACTICE SUCCESS

FRIDAY, JULY 12, 2019
3:45 PM – 5:45 PM

MODULE I: Patient Demographic Segmentation in Marketing

Meeting Room: Chambertin 2

In today's aesthetic practice every patient is unique, so understanding how to meaningfully and successfully attract and connect with the spectrum of patients is more important than ever. This first of three focus courses will address demographic segmentation in marketing based on various patient characteristics, including age, race, gender, ethnicity, sexual orientation, and more. Please see course details online.

Moderators: Jay Shorr and Mara Shorr

- Sam Peek: Advanced Paid Digital Ads – How to Successfully Target Your Digital Demographic
- Jason Emer, M.D.: My Unique Niche of Male Aesthetics and Body Shaping/Ab Etching
- Shino Bay Aguilera, D.O.: Patient Attraction
- Jay Shorr and Mara Shorr: Bridging the Age Gap - Marketing to Millennials and Baby Boomers
- Suneel Chilukuri, M.D.: The Aesthetic Icons
- Alina Palladino: Choosing the Right Procedure to Market to Your Patient Demographics

SATURDAY, JULY 13, 2019
8:30 AM – 10:30 AM

MODULE II: Social Media Marketing

Meeting Room: Chambertin 2

If you feel like social media is taking over your world, you're not alone. The rise of social media has drastically changed the rules of marketing as you know it, presenting an extraordinary opportunity to promote your services and expertise to a broader audience in new and dynamic ways. But you can't just "wing it" when it comes to achieving your marketing and branding goals in this unique environment. This second of three focus courses will present proven marketing strategies from marketing experts, with examples and insight from some of the top physician influencers who have found immense success using social media. Please see course details online.

Moderators: Jay Shorr and Mara Shorr

- Charles Galanis, M.D.: My Unique Approach to Social Media Marketing
- Humberto Palladino, M.D.: How to Create a Social Media Following and Convert Them into Patients
- Tim Sawyer: Social Media Strategies to Dominate Competition in 2019
- Jonathan Kaplan, M.D.: How to Use Social Media Influencers to Grow Your Business
- Thomas Jeneby, M.D.: I Follow You on Facebook! A Plastic Surgeon's Journey into the Crazy World of Live Procedure Marketing
- Chad Erickson: Maximizing your Social Media ROI

SATURDAY, JULY 13, 2019
1:45 PM – 3:45 PM

MODULE III: Practice Management and Growth Concepts

Meeting Room: Chambertin 2

The business of aesthetic medicine requires more than just clinical and surgical expertise. Even thriving practices struggle with the scope of distinct and dynamic factors involved in running a successful aesthetic practice (e.g.: building a strong brand identity; creating and maintaining a strong culture of ethical values and professional philosophy; staying ahead of the competition; consistently growing your patient base, revenue and profits; contending with coupon sites [Groupon, LivingSocial, etc.]; and more). This last of three focus courses will feature practice marketing experts introducing and discussing innovative concepts in practice management and growth opportunities. Please see course details online.

Moderators: Jay Shorr and Mara Shorr

- Paula DiMarco Young, B.S., R.N.: Medspa Memberships and Patient Loyalty Programs
- Kimball Lundahl, D.C.: Lipo Laser and Weight Loss: Take Your Practice to the Next Level
- Chad Erickson: Manage with Key Results to Create a Culture of Excellence
- Kelly Smith: The Power of Sales Events Instead of Discounting
- April Linden: Creating Patients for Life - Applying the Ritz Carlton Service Standards to Your Practice
- Scott Martin: Economic Hurdles Facing the Aesthetic Industry and How They Can Be Eliminated



MAIN PROGRAM

THURSDAY, JULY 11, 2019

9:00 AM – 6:00 PM
PRE-SHOW COURSES

6:00 PM – 8:00 PM
PARADIGM | CME SYMPOSIUM AND
DINNER BUFFET

Advances in Regenerative Medicine: Best Practices to Enhance Results in Facial Rejuvenation

2 CE credits available

Meeting Room: Margaux 1

To tailor treatments that address the anatomy, desires and expectations of individual patients, aesthetic clinicians need to understand how to effectively and safely use the growing variety of non-invasive therapeutic options alone and in combination. This is especially true regarding evolving, innovative regenerative therapies for aging cells and tissues, such as long-acting biostimulatory soft tissue fillers, platelet-rich plasma and autologous fat transfer. This activity is designed to educate aesthetic clinicians regarding optimal use of regenerative therapies as a fundamental component of individualized facial rejuvenation.

Faculty:

- J.D. McCoy, N.M.D., Gilbert, AZ
- Jason Emer, M.D., West Hollywood, CA

This event is open to all registered attendees.

FRIDAY, JULY 12, 2019

EXHIBIT HALL HOURS 8:00 AM – 5:00 PM
8:00 AM Breakfast in Exhibit Hall

8:30 AM – 10:30 AM
KEYNOTE ADDRESS:

Generational Aesthetics

2 CE credits available

Meeting Room: Latour 2

*Keynote presentation and panel discussion

Do you know the difference between GenX, Millennials and the iGeneration? Are you interested in expanding your patient base? As aesthetic medicine has become more accessible and affordable, its appeal has expanded to multiple generations, with patients of all ages seeking the latest treatments. Led by Kimberly Lear, a leading researcher and authority on generational characteristics and motivations, this illuminating Keynote Address and panel discussion will take a deep dive into understanding societal trends that impact medical aesthetics. You will emerge

equipped with never-before-explored information and insights to incorporate into your own practice.

Moderator: Andrew Ordon, M.D.

Speaker: Kim Lear, Inlay Insights

Practitioner Panelists:

- Erez Dayan, M.D.
- Lara Devgan, M.D.
- Jason Emer, M.D.
- Lori Robertson, M.S.N.
- Leif Rogers, M.D.

10:30 AM – 10:45 AM Break in Exhibit Hall

10:45 AM – 12:00 PM
CONCURRENT SESSIONS:

The New Reality of Beauty – No Two Patients are Alike

Meeting Room: Latour 1, 4

When it comes to the concept of physical beauty, there are many factors that influence a patient's aesthetic aspirations. Learn practical approaches to analyzing and treating patients based on gender, transgender, culture, race and more.

Moderator: Jason Emer, M.D.

Physician Panelists:

- Shino Bay Aguilera, D.O.
- Vivian Bucay, M.D.
- Charles Galanis, M.D.
- Humberto Palladino, M.D.
- Leif Rogers, M.D.
- Carl Thornfeldt, M.D.

Unique Uses of Microneedling

1.25 CE credits available

Meeting Room: Latour 3

Microneedling has become one of the most in-demand aesthetic treatments today, but do you know all of the unique applications that this technology can perform? Discover some of the innovative treatment protocols being used for acne, burn scars, stretch marks, hyperhidrosis, alopecia, transdermal product delivery and more. Faculty will also examine the safety and efficacy concerns of microneedling, along with the success of using it in combination with other treatments.

Moderator: Michael Gold, M.D.

Faculty:

- Garry Lee, M.D.: PRP Powered Microneedling – 2019
- Steven Weiner, M.D.: RF Microneedling: An Effective Treatment Alternative for Hyperhidrosis
- Suneel Chilukuri, M.D.: A Review of Emerging Microneedling Applications
- J.D. McCoy, N.M.D.: Precision Microneedling for Facial Contouring: Eye Bags to Jowl Sags
- Michael Gold, M.D.: The Science Behind Microneedling

10:45 AM - 12:00 PM
Scientific Workshops

See Website for More Information
(continued next column)

12:00 PM – 1:15 PM Lunch in Exhibit Hall

- Michael Gold, M.D.: SculpSure: The Skinny on SculpSure Success
- Monica Bonakdar, M.D.: Introducing SoME: PRP-Based Skincare That's All You

1:15 PM – 2:30 PM
Scientific Workshops

See Website for More Information

1:15 PM – 3:00 PM
CONCURRENT SESSIONS:

Energy-Based Aesthetic Treatments

1.75 CE credits available

Meeting Room: Latour 1, 4

The use of lasers, radiofrequency and light-based technologies in cosmetic procedures continues to expand as we explore the outer limits of energy-based treatments. As these systems evolve, there are more protocols being used effectively and safely, along with improved ease of use, less downtime and better outcomes, which will continue to drive the overall market. Gain knowledge of the most popular and efficacious energy-based aesthetic treatments and combination protocols.

Moderator: Dori Gilbert, M.D.

Faculty:

- Michael Gold, M.D.: What's Possible with RF-Based Devices: Innovations in Skin Tightening for Eyes, Face and Body
- Christian Subbio, M.D.: Incorporating RF into a Surgical Practice
- Erez Dayan, M.D.: Energy-Based Aesthetic Therapies: Bridging the Treatment Gap
- Gregory Chernoff, M.D.: Combining RF Microneedling and Surface RF for Optimal Results
- Wendy Roberts, M.D.: New Applications for Skin of Color with 650 Microsecond Technology
- E. Victor Ross, M.D.: Combating Reds and Browns with a Novel, Dual Wavelength 532/1064 nm Laser
- Craig Mezrow, M.D.: #NoFilters: CO₂ Laser for Women's Health and More

A Glimpse into the Future of Plastic Surgery

1.75 CE credits available

Meeting Room: Latour 3

While nonsurgical therapies top the list of the most requested aesthetic treatments, data shows that surgical cosmetic procedures have experienced an overall increase in the past year. Both renowned and rising surgeons will present progressive techniques and procedures that are making a marked difference in results, culminating with a discussion on managing extreme expectations.

Moderator: Andrew Ordon, M.D.

Faculty:

- Joseph Niamtu, D.M.D.: Managing Patient Expectations and Preserving Your Sanity
(continued next page)

MAIN PROGRAM

- Charles Galanis, M.D.: The Use of Absorbable Mesh in Primary Breast Surgery
- Leif Rogers, M.D.: Innovative Techniques in Transgender Surgeries
- Tim Sayed, M.D.: Advances and Challenges in Brazilian Butt Lift Surgery
- Urmen Desai, M.D.: How to Guarantee Yourself a Complication in Breast Augmentation Surgery
- Deepak Dugar, M.D.: The Honest Consultation: Why I Turn Down So Many Noses

3:00 PM – 3:45 PM Break in Exhibit Hall

**3:45 PM – 5:00 PM
CONCURRENT SESSIONS:**

Threads in 2019

1.25 CE credits available

Meeting Room: Latour 1, 4

First popularized in the 1990s, thread-based lifting procedures have resurged because of improved technology. While primarily used to lift and re-contour the face, many physicians are introducing innovative treatment protocols for other areas of the body, such as the abdomen, breasts, arms and thighs. How effective and successful are these treatments? Gain more insight into today's advancements and the reality behind these unique protocols.

Moderator: Anil Rajani, M.D.

Physician Panelists:

- Suneel Chilukuri, M.D.
- Kian Karimi, M.D.
- Christian Subbio, M.D.
- Farhan Taghizadeh, M.D.

Emerging Procedures and Technologies

Meeting Room: Latour 3

Get a step up on your competition with this extensive review of emerging procedures and technologies and learn how to introduce them into your practice. In addition to expert information and evidence, speakers will discuss how to evaluate new technologies for safety and efficacy.

Moderator: Tess Mauricio, M.D.

Faculty:

- John Kahen, M.D.: The Concept of the Implanter Pen in Hair Restoration
- Ryan Welter, M.D., Ph.D.: Emerging Regenerative Allogenic Materials and Their Cosmetic Applications
- Sachin Shridharani, M.D.: Surgery in a Syringe: The Future of Fat Reduction
- Ariyan Mowlavi, M.D.: Increased Tissue Firmness Through the Use of Renuvion in Subdermal Applications
- Brian Kinney, M.D.: HIFEM Innovation Backed by Clinical Science
- Shelly Friedman, D.O.: Low Level Laser Therapy for Hair Loss
- Omer Ibrahim, M.D.: Continued Improvement in the Appearance of Cellulite After a Single Tx with Acoustic Subcision Device: A Pilot Study with Six Months Follow-Up

3:45 PM – 5:00 PM

Scientific Workshops

See Website for More Information

3:45 PM – 5:45 PM

Special Focus Course – Advanced Injectable Applications and Techniques MODULE I: CONCEPTS FOR IMPROVING THE PATIENT EXPERIENCE

2 CE credits available

Meeting Room: Margaux 1

Special Focus Course – Advanced Techniques for Practice Success

MODULE I: PATIENT DEMOGRAPHIC SEGMENTATION IN MARKETING

Meeting Room: Chambertin 2

6:00 PM – 9:30 PM

SPONSOR COCKTAIL RECEPTIONS

Discovering Revolutionary Effective Aesthetics with MINT

Sponsored by Hans Biomed

Location: Alsace 2

Faculty: Scott Callahan, M.H.S., P.A.-C.; Gerald Pierone, Jr., M.D.; Jennifer Song, M.D.

Introducing SoME: PRP-Based Skincare That's All You

Sponsored by Aesthetics Biomedical

Location: Margaux 2

Faculty: Monica Bonakdar, M.D.; Nina Desai, M.D.; Jordana Herschthal, M.D.; Wendy Roberts, M.D.

Muscles on the Catwalk

Sponsored by BTL Aesthetics

Location: Mouton 1, 2

Faculty: Shino Bay Aguilera, D.O.; Suneel Chilukuri, M.D.; Richard Goldfarb, M.D.; David Kent, M.D.; Brian Kinney, M.D.; J.D. McCoy, N.M.D.; Craig Ziering, D.O.

SATURDAY, JULY 13, 2019

EXHIBIT HALL HOURS 8:00 AM – 6:00 PM

8:00 AM Breakfast in Exhibit Hall

8:30 AM – 10:30 AM

CONCURRENT SESSIONS:

The Regenerative Aesthetics Revolution

2 CE credits available

Meeting Room: Latour 3

Regenerative aesthetics is creating a lot of excitement as an evidence-based anti-aging therapy. Learn

about this rapidly expanding field of autologous treatments, its upside and potential downsides and how to successfully add these therapies into your practice.

Moderator: Richard Goldfarb, M.D.

Faculty:

- Ryan Welter, M.D., Ph.D.: Cellular Regenerative Medicine – Harnessing the Power of Biocellular Technology
- Gregory Chernoff, M.D.: The Role of Nitric Oxide in Cellular Medicine
- Mark Berman, M.D.: Evolving Facial Rejuvenation – From the Days of the SMAS Facelift to Advanced Adipose and Stem Cell Rejuvenation
- Tess Mauricio, M.D.: Advanced Combination Protocols for Vaginal Restoration and Rejuvenation
- Gregory Laurence, M.D.: From Cosmetic Surgery to Regenerative Medicine: An Awakening
- Edward Zimmerman, M.D.: Combination Therapies for Penile Restoration and Rejuvenation
- George Taylor, M.D.: Hair Follicle Regeneration via Microneedling with Native Human Biosignaling Molecules
- Ahmed Al-Qahtani, M.D.: Growth Factors: Harnessing Healing Power – From Restoration to Rejuvenation

Developments in Skincare Science

2 CE credits available

Meeting Room: Latour 1, 4

With the increasing number of products and ingredients used in skincare formulations and cosmeceuticals, choosing the right one for your practice can be daunting. Become adept at combining the clinical and aesthetic aspects of dermatology for successful treatments, as well as applications, efficiencies and effectiveness of common ingredients and products so you can make the right choices for your practice.

Moderator: Lara Devgan, M.D.

Faculty:

- Leslie Baumann, M.D.: Designing a Skincare Regimen
- Carl Thornfeldt, M.D.: Plant-Based Cosmeceuticals That are Worthy Alternatives to Prescription Therapies do Exist
- Vivian Bucay, M.D.: My Experience with Oral Tranexamic Acid for Melasma
- Nikolay Turovets, Ph.D.: Retinol Makes Skin Act Younger. Defensins Make Skin Younger.
- Shino Bay Aguilera, D.O.: Managing Discoloration and Restoring the Skin's Natural Barrier
- Rita Linkner, M.D.: A Proven Anti-Aging Peel: The Essential Tool for Any Practice
- Gregory Chernoff, M.D.: Revolutionary Nitric Oxide Skincare Products
- Jennifer Pearlman, M.D.: Bespoke Beauty: DNA-Based Skincare
- Desmer Destang, D.D.S., M.D.: The Benefits of Tranexamic Acid for Deep Peels in Skin of Color



MAIN PROGRAM

Special Focus Course – Advanced Injectable Applications and Techniques

MODULE II: EMERGING CONCEPTS IN FACIAL INJECTABLES

2 CE credits available

Meeting Room: Margaux 1

Special Focus Course – Advanced Techniques for Practice Success

MODULE II: SOCIAL MEDIA MARKETING

Meeting Room: Chambertin 2

10:30 AM – 11:00 AM Break in Exhibit Hall

11:00 AM – 12:15 PM

CONCURRENT SESSIONS:

The Legal Structure of an Aesthetic Practice

Meeting Room: Latour 1, 4

Get the latest information on legal matters that an aesthetic practice might face, including the current regulations related to the evolving digital landscape, liability issues, federal and state regulatory issues, best practices in asset protection and more.

Moderator: Alex Thiersch

Faculty:

- David Mandell: Asset Protection 101
- Michael Byrd: Which Corporate Entity (S-Corp, LLC, etc.) Should I Choose for My Aesthetic Practice?
- Alex Thiersch: Who Can do What: An Overview of Roles and Responsibilities in a MedSpa from a Legal Standpoint
- Allyson Avila: Advertising Restrictions for Physicians – What You Need to Know to Avoid Unprofessional Conduct or Potential FTC Violations

Sexual Health in Aesthetics

Meeting Room: Latour 3

Concepts in aesthetic medicine have driven recent advancements in the rising field of sexual health and genital aesthetics. In addition to receiving an overview of this popular – and controversial – topic, you will leave with a better understanding of the various factors that affect sex drive, sexual function and pleasure, as well as the technologies and treatments being used for women's and men's intimate health.

Moderator: Edward Zimmerman, M.D.

Faculty:

- Kimberly Evans, M.D.: Understanding and Maneuvering the Sexual Revolution of Aesthetics
- Russell Bartels, M.D.: The Key Components of a Sexual Optimization Practice – Understanding the Problems and Providing the Right Solutions
- Judson Brandeis, M.D.: Bio-Hacks for the Aging Penis
- Paul Perito, M.D.: The Full Spectrum of Penile Rejuvenation

11:00 AM – 12:15 PM

Scientific Workshops

See Website for More Information

12:15 PM – 1:45 PM Lunch in Exhibit Hall

- Jason Emer, M.D.: How I Achieve Superior Skin Rejuvenation Results and Profitability with The SaltFacial Skin Renewal System

1:45 PM – 3:45 PM

CONCURRENT SESSIONS:

Advanced Body Shaping Therapies

2 CE credits available

Meeting Room: Latour 1, 4

The worldwide acceptance and adoption of nonsurgical body shaping and skin tightening procedures is continuing to experience strong growth. Obtain a full overview and deep insights into the leading and next-generation procedures and technologies being used to achieve exceptional results.

Moderator: Suneel Chilukuri, M.D.

Faculty:

- Christian Subbio, M.D.: Nonsurgical Body Shaping: Know Your Limits
- Jason Emer, M.D.: Combination Protocols for Superior Hi-Def Body Contouring Outcomes
- Angelo Cuzalina, D.D.S., M.D.: Safe Surgical Buttock Enhancement – Prevention of Fat Emboli and Other Major Risks
- Christine Petti, M.D.: Beyond Liposuction: Nonsurgical Liposculpting
- Robert Troell, M.D.: The Best Cellulite Tx
- J.D. McCoy, N.M.D.: The Muscle Revolution

The Evolution of Facelifting

2 CE credits available

Meeting Room: Latour 3

Due to patient demand, practitioners are increasingly rejuvenating and volumizing the face using an arsenal of minimally invasive techniques, rather than traditional surgery. Tools of the trade include: dermal fillers, neurotoxins, collagen stimulating lifting threads, fat transfer, energy-based devices and more. Discover the outcomes that can be achieved with non-invasive, minimally invasive and/or microsurgical options that lift, tighten and contour facial and subdermal skin.

Moderator: Erez Dayan, M.D.

Faculty:

- Deepak Dugar, M.D.: Nonsurgical Facelift Pearls and Safety
- Yan Trokel, D.D.S., M.D.: The Closed Facelift System
- Cameron Chesnut, M.D.: Paradigm Shift: Lifting as an Adjunct to Volumizing and Tightening
- Steven Weiner, M.D.: The reJAWvenation Technique for Jawlines
- Chad Deal, M.D.: The State-of-the-Art Lift: Combining Cutting-Edge Minimally Invasive Techniques to Achieve Near Surgical Results

(continued next column)

- Anil Rajani, M.D.: Combination Cocktails – Capitalize on the Fastest-Growing Nonsurgical Trends in Facial Rejuvenation
- Doohi Lee, M.D.: Face the Music: The Latest Laser Technologies in Harmony for the Ultimate Facial Rejuvenation
- Suneel Chilukuri, M.D.: Fillers Without Injections: Energy-Based Approach to Higher Profits and Patient Satisfaction

Special Focus Course – Advanced Injectable Applications and Techniques

MODULE III: SYSTEMATIC APPROACHES TO PATIENT TREATMENTS

2 CE credits available

Meeting Room: Margaux 1

Special Focus Course – Advanced Techniques for Practice Success

MODULE III: PRACTICE MANAGEMENT AND GROWTH CONCEPTS

Meeting Room: Chambertin 2

3:45 PM – 4:15 PM Break in Exhibit Hall

4:15 PM – 5:30 PM

CONCURRENT SESSIONS:

Correcting Botched Cases and Complications

Meeting Room: Latour 1, 4

Learn how to avoid unwanted complications and inferior outcomes. Luminaries will provide an in-depth overview of complication rates and the circumstances under which they occur. Real-life cases will be reviewed to demonstrate common and difficult complications, and specialists will provide insight on how to avoid and/or correct these challenging cases.

Faculty:

- Gregory Chernoff, M.D.: The Prolem Patient, Your's or Someone Else's: What Not to Say, What Not to Do
- Lori Robertson, M.S.N.: How to Correct and Avoid the Most Common Complications with Facial Injectables
- Spero Theodorou, M.D.: Body Contouring Deformities in Liposuction and a Pathway to Correction – An Energy-Based Approach

Additional faculty: Ramtin Kassir, M.D. and Gary Motykie, M.D.

Integrative Aesthetics: The Emergence of Bespoke Treatments

Meeting Room: Latour 3

A reactive, one-size-fits-all approach to patient care is no longer acceptable. Each body is different, and you must relate to your patients' individual desires. Examine the importance of personalized medicine and applying an integrative approach to each new patient consult.

Moderator: Jennifer Pearlman, M.D.

(continued next page)

MAIN PROGRAM

Faculty:

- Erez Dayan, M.D.: Integrating Customized Aesthetic Treatments: A Holistic Approach
- Spero Theodorou, M.D.: Customized Technology-Based Body Contouring – Matching Different Body Areas with the Appropriate Modality for Optimal Results
- Farhan Taghizadeh, M.D.: The Use of Regenerative Products in Your Medical Practice
- Andre Berger, M.D.: Unlocking the Puzzle: Hormones and Aesthetics

4:15 PM - 5:30 PM

Scientific Workshops

See Website for More Information

5:30 PM - 6:30 PM

Saturday Evening Social with Andrew Ordon, M.D.

Location: Lafite Ballroom

SUNDAY, JULY 14, 2019

7:00 AM - 5:00 PM

Male and Female Sexual Wellness Hands-On CME Summit

**Additional registration required*

Clinical didactic and hands-on taught by expert physicians. Certifications will include: O-Shot®, P-Shot®, shockwave therapy applications, (ESWT), radiofrequency, CBD and peptides.

Location: Trump Tower Hotel, 64th Floor – EMPIRE Penthouse

(continued next column)

Faculty: Russell Bartels, M.D.; Robert Bowen, M.D.; Judson Brandeis, M.D.; Burt Webb, M.D.

EXHIBIT HALL HOURS 8:30 AM – 1:00 PM

8:30 AM Breakfast in Exhibit Hall

9:00 AM – 12:00 PM

CONCURRENT SESSIONS:

Practice Management and Marketing

**Lecture and Panel Discussion*

Meeting Room: Latour 1, 4

Join practice management experts as they take you through a comprehensive checklist for success. Gain a critical understanding of innovative marketing initiatives and real-world examples you can draw on for your own practice.

Moderators: Jay Shorr and Mara Shorr

Faculty:

- Jonathan Kaplan, M.D.: Improving the Patient Experience Through Price Transparency
- Ferdinand Mayer: Importance of Consistent Photography
- Mara Shorr: Using Social Media Influencers Without Having to Treat Them for Free
- Tara Leifer: Retargeting and Display Advertising – New Digital Strategies to Put Your Brand Back in Front of Patients
- Dori Soukup: Paying Your Team on Performance
- Kareem Assassa: Juggling Client Emotions
- Alex Eshaghian, M.D., Ph.D.: The Benefits of Branding Your Services and Products

Panelists: Jay Shorr; Sam Peek; Tim Sawyer; Humberto Palladino, M.D.; Kelly Smith

Advanced Injectable Applications and Techniques

3 CE credits available

Meeting Room: Latour 3

Advanced injectors will be provided with a methodology to analyze the face for volume deficits and be shown a variety of unique and advanced injection methods – including off-label techniques – for different areas of the face.

Moderator: Edward Zimmerman, M.D.

Faculty:

- Alexa Nicholls Costa, N.P. and Alexandra Rogers, N.P.: Maser of One: Injectables
- Christian Subbio, M.D.: Making Your Fillers Go Further
- Garry Lee, M.D.: Advanced Anti-Pain and Anti-Bruising Injection Techniques
- Lori Robertson, M.S.N.: The “Nitty Gritty” of Toxins and Fillers
- George Baxter-Holder, D.N.P.: Combining Treatments and Products for Optimal Results
- Robert Troell, M.D.: Facial Dermal Fillers: Optimizing Results While Minimizing Side Effects and Complications
- Edward Zimmerman, M.D.: Analyze That! Evaluation of Contour and Proportion to Optimize Results

12:00 PM – 2:00 PM

The Certified Aesthetic Consultant Exam

Meeting Room: Latour 1, 4

CONTINUING MEDICAL EDUCATION / CONTINUING EDUCATION ACCREDITATION

Please note that all attendees are required to review all CME/CE information provided prior to attending each accredited session. Unless otherwise noted in the session handout, the following statements apply to accredited sessions:

TARGET AUDIENCE

The target audience for this initiative consists of medical professionals, including physicians, nurse practitioners, physician assistants, registered nurses, and other healthcare practitioners involved in aesthetics and medical dermatology practices.

LEARNING OBJECTIVES

At the conclusion of the conference, learners should be better able to:

- Assess the most current safety and efficacy data and guideline recommendations for a number of aesthetic procedures and treatment options and identify the most appropriate plan for their patients

ACCREDITATION

Physicians

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of The Institute for Continuing Healthcare Education (Institute), The Aesthetic Show, and American Academy of CME, Inc., (Academy). The Institute is accredited by the American Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

This activity has been approved for AMA PRA Category 1 Credit™. Please check back on this website and onsite in the program book for which sessions are being designated for credit and the maximum number of credits available for the activity.

Physician Assistants

Per the American Academy of Physician Assistants, PAs attending an educational activity that has been designated for AMA PRA Category 1 Credit™ may claim up to the maximum number of credits designated.

Nurse Practitioners/Registered Nurses

In support of improving patient care, this activity has been planned and implemented by American Academy of CME, Inc. and Institute for Continuing Healthcare Education, and The Aesthetic Show. American Academy of CME, Inc. is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Please check back on this website and onsite in the program book for which sessions are being designated AMA PRA Category 1 Credit™ for nursing contact hours and the maximum number of contact hours available for the activity.

DISCLOSURE DECLARATION

According to the disclosure policy of the Institute for Continuing Healthcare Education and the American

Academy of CME, Inc., all faculty, planning committee members, editors, managers and other individuals who are in a position to control content are required to disclose any relevant relationships with any commercial interests related to each activity. The existence of these interests or relationships is not viewed as implying bias or decreasing the value of the presentation. All educational materials are reviewed for fair balance, scientific objectivity and levels of evidence. Disclosures will be made known to participants prior to the beginning of each accredited session.

The opinions expressed in this educational activity are those of the faculty, and do not represent those of American Academy of CME, Inc. and Institute for Continuing Healthcare Education, and The Aesthetic Show. This activity is intended as a supplement to existing knowledge, published information, and practice guidelines. Learners should appraise the information presented critically and draw conclusions only after careful consideration of all available scientific information.

Faculty will disclose off-label or investigational uses at the time of their presentation.

SUPPORT

The 2019 Aesthetic Show educational program will be supported by educational grants from several commercial entities in addition to a portion of registration fees. To date, support has been provided by Merz, Galderma and Suneva. Please check back for updates as conference supporters are confirmed.



SCIENTIFIC WORKSHOPS

**FRIDAY,
JULY 12, 2019**

SESSION ONE: 10:45 AM – 12:00 PM

The Art of Innovation Part 1: A Journey Through Anatomy and the Aging Face Featuring LucyLive

Meeting Room: Margaux 2

Lori Robertson, M.S.N. and Justin Harper, M.D.

Meet LucyLive™: Explore our 3D cadaver experience. LucyLive offers a gateway into the world of facial aesthetics through 3D animation and lifelike anatomical structure. Be our guest as you journey through the layers of the face, and let Lucy be your guide.

From Concept to Reality: Three Secrets for Growing a Successful Practice

Meeting Room: Latour 6

Mark White

As many private practitioners will attest, the only thing harder than starting your own practice is running it successfully. With over 20 years' experience, CEO of South Florida's largest age management practice, Mark White, will be sharing three insights he has gained through years of challenges and the opportunities they created.

The Many Faces of Fotona

Meeting Room: Latour 7

Doohi Lee, M.D.

Come learn about all the capabilities and versatility of the Fotona Dynamis Pro. Treat skin resurfacing, body sculpting, skin lesions, tattoo removal and so much more with one laser in your practice.

MINT PDO: The Next Generation in Nonsurgical Thread Lifting

**Live Demonstration*

Meeting Room: Margaux 1

Jennifer Song, M.D.

Developed with patented technology, the minimally invasive nonsurgical MINT PDO threads provide optimally designed and durable barbs for safe and effective thread-based face lifting results. Discover MINT PDO's bi-directional and 360° helical barbs that pull and lift soft tissues of the sagging skin from every direction. Expand your skill set and learn more about the next generation in PDO threads and nonsurgical thread lifting with MINT PDO to provide instant face lifting results that last.

Redefining Possibilities Beyond Beauty

**Live Demonstration*

Meeting Room: Chambertin 1

Carolyn DeLucia, M.D. and Kimberly Evans, M.D.

Learn how to help women enjoy life, pleasure and fitness. Leading women's intimate health experts, Dr. DeLucia and Dr. Evans, discuss restoring the pelvic floor. Years of clinical and marketing pearls ranging from targeting, marketing, patient selection and consultations, treatment offerings and patient retention strategies will be divulged. A treatment demonstration and open forum for questions and answers will be conducted.

Ultherapy: Seeing is Believing

Meeting Room: Latour 5

**Live Demonstration*

Scott Callahan, M.H.S., P.A.-C.

Mr. Callahan will present a live demonstration of the new Ultherapy treatment protocol "See, Plan, Treat."

Please note the following General Sessions will be running at the same time in the Main Program and are open to everyone – no separate registration needed.

- The New Reality of Beauty – No Two Patients are Alike
- Unique Uses of Microneedling

SESSION TWO: 1:15 PM – 2:30 PM

Advances in Regenerative Medicine for Facial Aesthetics

1 CE credit available

Meeting Room: Chambertin 1

Jason Emer, M.D.

Regenerative aesthetics is a revolutionary approach that delivers effective and minimally invasive rejuvenation with natural-looking results. A relatively new medical technology, regenerative aesthetics provides cell-based and biostimulatory applications for skin rejuvenation, body contouring and hair restoration. In 2017, the global regenerative aesthetics market was estimated to be \$150 million, with an expected annual growth of 16.2% through 2022. Learn how this growth is driven by physician and consumer demand and how you can incorporate regenerative aesthetics into your practice with cutting-edge approaches to aesthetic applications.

Evolving from Body Contouring to Body Sculpting

Meeting Room: Latour 6

Suneel Chilukuri, M.D. and David Kent, M.D.

Skin, fat and muscle comprise 16%, 25% and 35% of the body, respectively. Treating one dimension fails to provide a true 3D effect. Join Dr. Chilukuri and Dr. Kent as they explore how to provide patients a truly non-invasive 3D sculpted outcome through a single modality, as well as combination therapy. A treatment demonstration and open forum for questions and answers will be conducted.

Introducing Renuvion: Helium Plasma, a New Paradigm in (Precision) Tissue Contraction

Meeting Room: Latour 5

Edward Zimmerman, M.D.

Helium plasma, more than just time on tissue! Learn how clinicians are successfully using this unique energy platform to visibly contract soft tissue, with and without liposculpting, almost anywhere on the body. This is an economical solution for helping many patients avoid skin excision surgery, prolonged downtime and visible scars.

Keys to Locking Out Lawsuits, Medical License Protection and Tax Reduction

1 CE credit available

Meeting Room: Chambertin 2

Art McOmber

Medical professionals have unfortunately become all too easy targets for many trial attorneys. Learning

how to use legal entities is vital to protect everything you have worked hard to achieve. Setting up C-Corps, S-Corps and LLCs is only part of the answer to this rapidly growing issue. This course will instruct you on how to protect one of your most important assets, your medical license. Even if you aren't sued for a larger amount than what your malpractice insurance covers, you will be investigated and possibly sanctioned for issues unrelated to the reported lawsuit. Utilizing these legal tools can decrease malpractice insurance costs and drastically reduce your income taxes in many cases – all while keeping your name and license from being reported to the NPDB.

The Ultimate Rejuvenation Procedure: Master the Combination for the Latest Non-Invasive Aesthetic Techniques

**Live Demonstration*

Meeting Room: Margaux 1

Kian Karimi, M.D. and Anil Rajani, M.D.

Combining treatments is the key to achieving the most natural, three-dimensional overall rejuvenation with PDO threads, PRF and other minimally invasive therapies, using the latest devices and most innovative techniques.

What Men Want: Sexual Wellness over Aesthetics

1 CE credit available

Meeting Room: Latour 7

Russell Bartels, M.D. and Judson Brandeis, M.D.

Learn how to add turn-key, nonsurgical, no downtime procedures that men actually want, from two of the world's leading experts on male sexual health. Dr. Bartels, a board certified OB/GYN will show you how to leverage a mainly female aesthetics practice to create a thriving men's clinic. Dr. Brandeis, a board certified urologist, director of clinical excellence for GAINSWave® and founder of the PUMP Center, will teach you about profitable, low-risk, drug-free and nonsurgical procedures like low-intensity shockwave therapy, PRP and oral supplements that will keep male patients flowing into your practice.

Please note the following General Sessions will be running at the same time in the Main Program and are open to everyone – no separate registration needed.

- Energy-Based Aesthetic Treatments
- A Glimpse into the Future of Plastic Surgery

SESSION THREE: 3:45 PM – 5:00 PM

The Right Treatment Mix – Sustaining Practice Growth for Today's Evolving Patient

**Live Demonstration*

Meeting Room: Chambertin 1

James Mirabile, M.D.

To achieve and maintain practice growth and success, practices must adapt. Whether it is adapting to the local market or the changing demands of their patients, having the right mix of aesthetic offerings is a cornerstone to any successful practice. Join Dr. Mirabile as he shares his top tips for growing and sustaining a thriving practice with three essential treatment offerings.

Thermage and the Gen X Patient

**Live Demonstration*

Meeting Room: Latour 5

Michael Gold, M.D.

The Thermage FLX® system is a non-invasive radiofrequency (RF)-based therapy that can smooth, tighten and contour skin for an overall younger-looking appearance with little to no downtime. Learn about Generation X's perceptions and thoughts on skin tightening with Thermage, the number one provider of skin tightening treatments worldwide.

The Use of Radiofrequency in Aesthetic Surgery: Bridging the Treatment Gap

Meeting Room: Latour 7

Erez Dayan, M.D.

Radiofrequency technology has emerged as a cutting-edge technique to tighten skin and soft tissue. During this workshop, we will discuss the science behind radiofrequency, as well as applications, including periorbital, face, neck and body contouring. We will demonstrate the utility of monopolar, bipolar and fractional radiofrequency and show long-term results.

Y LIFT – The Revolutionary Nonsurgical Closed Facelift

Meeting Room: Latour 6

Yan Trokel, D.D.S., M.D. and Jason Pioli

Referred to as the, "30-minute miracle facelift," by Dr. Oz, the Y LIFT is a world-renowned, minimally invasive, full face rejuvenation procedure. Developed by Dr. Trokel, the YLIFT achieves instant and natural results with no incisions, no anesthesia and no downtime, utilizing Dr. Trokel's structural volumizing technique, leading edge philosophy and closed facelift system. The Y LIFT achieves full structural correction with natural results that accentuate the cheekbones, revive the under eye area, define the jawline and lift the upper neck instantly with one 30-minute procedure.

Please note the following General Sessions will be running at the same time in the Main Program and are open to everyone – no separate registration needed.

- *Threads in 2019*
- *Emerging Procedures and Technologies*

Please note the following Special Focus Courses will be running at the same time (additional fee required):

- *Advanced Injectable Applications and Techniques Module I: Concepts for Improving the Patient Experience*
- *Advanced Techniques for Practice Success Module I: Patient Demographic Segmentation in Marketing*

SATURDAY, JULY 13, 2019

SESSION ONE: 11:00 AM – 12:15 PM

The Advancing World of Body Contouring

Meeting Room: Chambertin 2

How to Treat Skin Inside and Out with the TotalSkin Solution

Meeting Room: Latour 5

Steven Weiner, M.D.

The new Lutronic Genius is a high intensity, precision RF device that represents Intelligent Design for Intelligent Care™. Proprietary impedance measurement and feedback assures accurate delivery of energy into tissue, for safe and effective collagen and elastin remodeling that treats wrinkles, acne scars and laxity, anywhere on the body. The Lutronic LaseMD 1927 nm thulium laser fractionally rejuvenates the upper dermis and epidermis for a comfortable and fast treatment of pores, fine lines and pigment. Together, these two devices provide the TotalSkin Solution to address all aspects of the aging skin.

Introducing SoME: PRP-Based Skincare That's All You

**Live Demonstration*

Meeting Room: Latour 7

Jordana Herschthal, M.D. and Wendy Roberts, M.D.

This presentation will discuss the first cosmetic that when combined with the patient's own platelet-rich plasma (PRP)* provides a truly personalized home-use skincare product. When combined with PRP*, the unique formulation and topical application of the SoME™ product delivers multiple cosmetic improvements to fight facial aging. We will describe the research behind this remarkable product.

**PRP is provided by the physician at point-of-care.*

MINT PDO Threadlifts – Designed for the Face and Body

Meeting Room: Margaux 2

Gerald Pierone, Jr., M.D.

Developed with patented technology, the minimally invasive nonsurgical MINT PDO threads provide optimally designed and durable barbs for safe and effective thread-based face lifting results. With a high tensile strength of USP 1-0, MINT PDO threads are designed to provide safe and instant lifting results for the face and body. Expand your insights and learn innovative approaches and designs to achieve instant lifting and contouring results not only for the face, but also other areas of the body, such as the neck, arms, legs, abdomen, décolletage and breasts.

The SaltFacial Skin Renewal Therapy: Discover Why it Was Named the #1 Medical Aesthetic Treatment of 2019

**Live Demonstration*

Meeting Room: Latour 6

Jason Emer, M.D.

In this one-hour workshop, Dr. Emer will present how and why he utilizes The SaltFacial™ L'avantage Skin Renewal Therapy System in his cutting-edge practice. Along with being a unique and highly effective, three-step treatment for improving the texture, tone and color of skin, The SaltFacial is also a completely innovative device that can be used before, during and after many aesthetic treatments to improve the quality of outcomes. Dr. Emer will describe how The SaltFacial technology works, when and whom it is right for, and how he personally uses it in his practice.

Taking Your Aesthetic Practice from Good to Great: Strategies from a Two-Time Inc. 500 Entrepreneur

Meeting Room: Margaux 1

Tim Sawyer

Mr. Sawyer shares proven leadership and marketing strategies for increasing profits, patients and retention in today's \$12 billion-dollar global industry.

Please note the following General Sessions will be running at the same time in the Main Program and are open to everyone – no separate registration needed.

- *The Legal Structure of an Aesthetic Practice*
- *Sexual Health in Aesthetics*

SESSION TWO: 4:15 PM – 5:30 PM

The Art of Innovation Part 2: Restylane Lyft For Hands and Midface Live Injections

**Live Demonstration*

Meeting Room: Margaux 2

George Baxter-Holder, D.N.P. and Shino Bay Aguilera, D.O.

Join Dr. Baxter-Holder for an opportunity to learn the supporting science, injection technique, study data and practice implementation to help your patients complete their aesthetic look for both face and hands.

MINT PDO: Social Media Your Threadlift

Meeting Room: Latour 6

Scott Callahan, M.H.S., P.A.-C.

Developed with patented technology, the minimally invasive nonsurgical MINT PDO threads provide optimally designed and durable barbs for safe and effective thread-based face lifting results. As important as the stability of the thread and the skills of the practitioner, is the ability to promote and market the procedure to your patients. Discover methods to optimize and market MINT PDO threads and thread-based face lifting procedures to all generations.

Skin of Color and Comprehensive Rejuvenation: New Possibilities with Technology that Works

**Live Demonstration*

Meeting Room: Margaux 1

Jason Emer, M.D. and Wendy Roberts, M.D.

In this interactive presentation, demonstration and discussion you will learn how 650 Microsecond Technology™ is transforming the way medical aesthetic practices address skin rejuvenation and aesthetic concerns for skin of color. Renowned dermatologists Drs. Emer and Roberts, will reveal how modern aesthetic medical practices are safely and effectively using 650 Microsecond Technology to address skin concerns for patients of all skin types and tones, including tanned skin. Learn how to comprehensively address rejuvenation, including skin aging, acne, melasma, hyperpigmentation, redness and veins on and off the face within a single treatment session to set your practice and patient experience apart. Plus, learn how these experts are effectively using combination therapies, including chemical peels, at-home skincare and other devices for unmatched patient results.

Please note the following General Sessions will be running at the same time in the Main Program and are open to everyone – no separate registration needed.

- *Correcting Botched Cases and Complications*
- *Integrative Aesthetics: The Emergence of Bespoke Treatments*

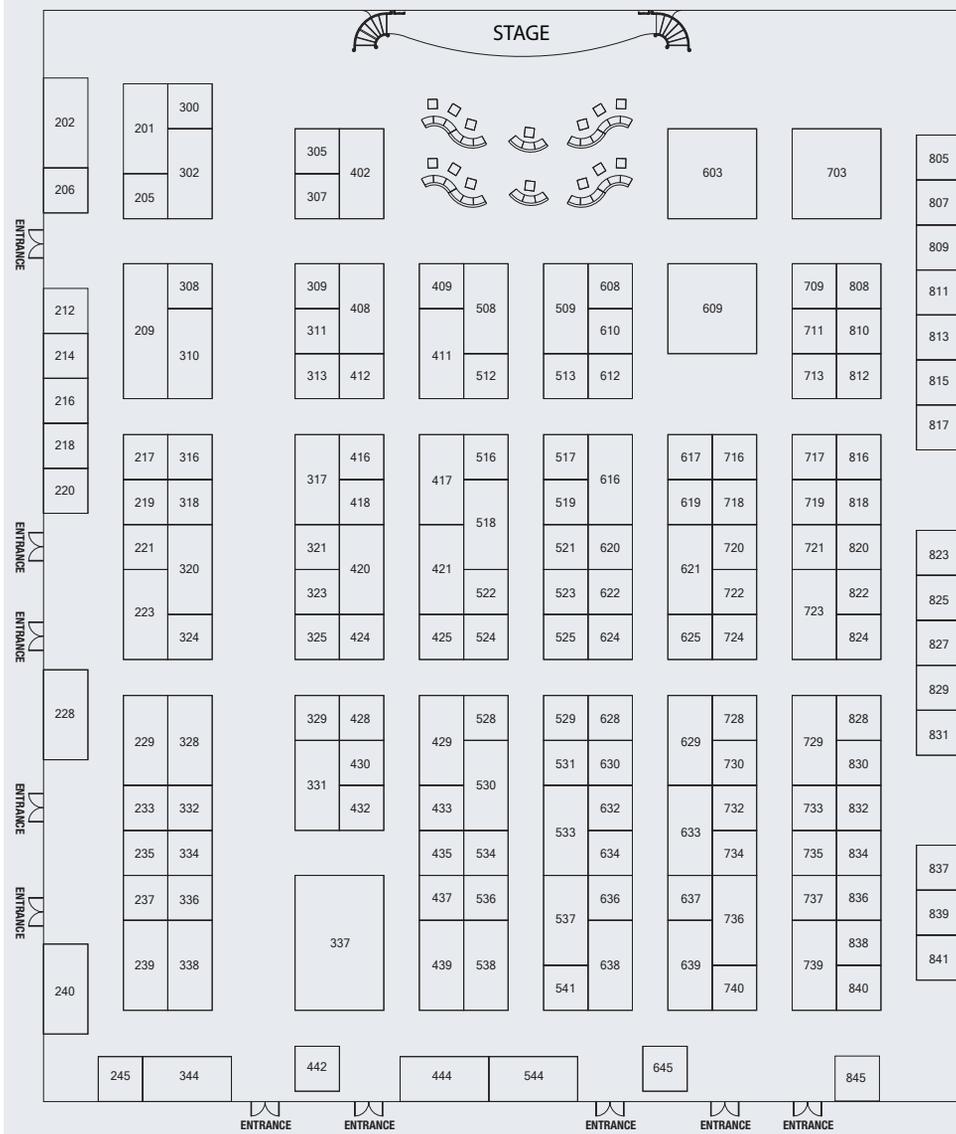
**Additional workshops to be added.*

**This program includes sponsored content.*

EXHIBITOR LIST \ MAP

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
AccuVein, Inc.	321	Amiea Med	202	Canfield Scientific	516
AccuView Imaging	316	Amnio Aesthetics	221	Capillus, LLC	816
Aclaris Therapeutics, Inc.	237	AnazaoHealth Corporation	735	CareCredit	430
ACMEDI KOREA Co., Ltd.	817	AnteAge MD by Cellese	409	CAREstream America, Inc.	629
Advance-Esthetic, LLC	841	Apyx Medical	608	Cartessa Aesthetics, LLC	313
Advice Media	325	AQ Skin Solutions	517	Cell Surgical Network	323
Aerolase	331	ARTAS by Restoration Robotics	509	Cellmyx	541
Aestheia Imaging	734	Ascentium Capital	308	Cellular Medicine Association	620
Aesthetic Management Partners	420	Aspen Rehab Technologies, LLC	811	Clinical Expo	808
Aesthetic Practice Solutions	619	Bellus Medical	519	COOLA Suncare	334
Aesthetics BioMedical	239	BENEV	201	CosmoFrance, Inc.	508
AI MEDICAL, LLC	522	Biopelle, Inc.	324	CryoProbe	628
Air-Tite Aesthetics	723	Boiron	311	Crystal Clear Digital Marketing	429
Allergan, Inc.	209	brand MD Skincare	205	Cutera, Inc.	729
Alma Lasers, Inc.	332	BTL Aesthetics	310	Cynosure, a Hologic Company	639
Amarte Skin Care	633	Candela Corporation	228	DefenAge Skincare	344

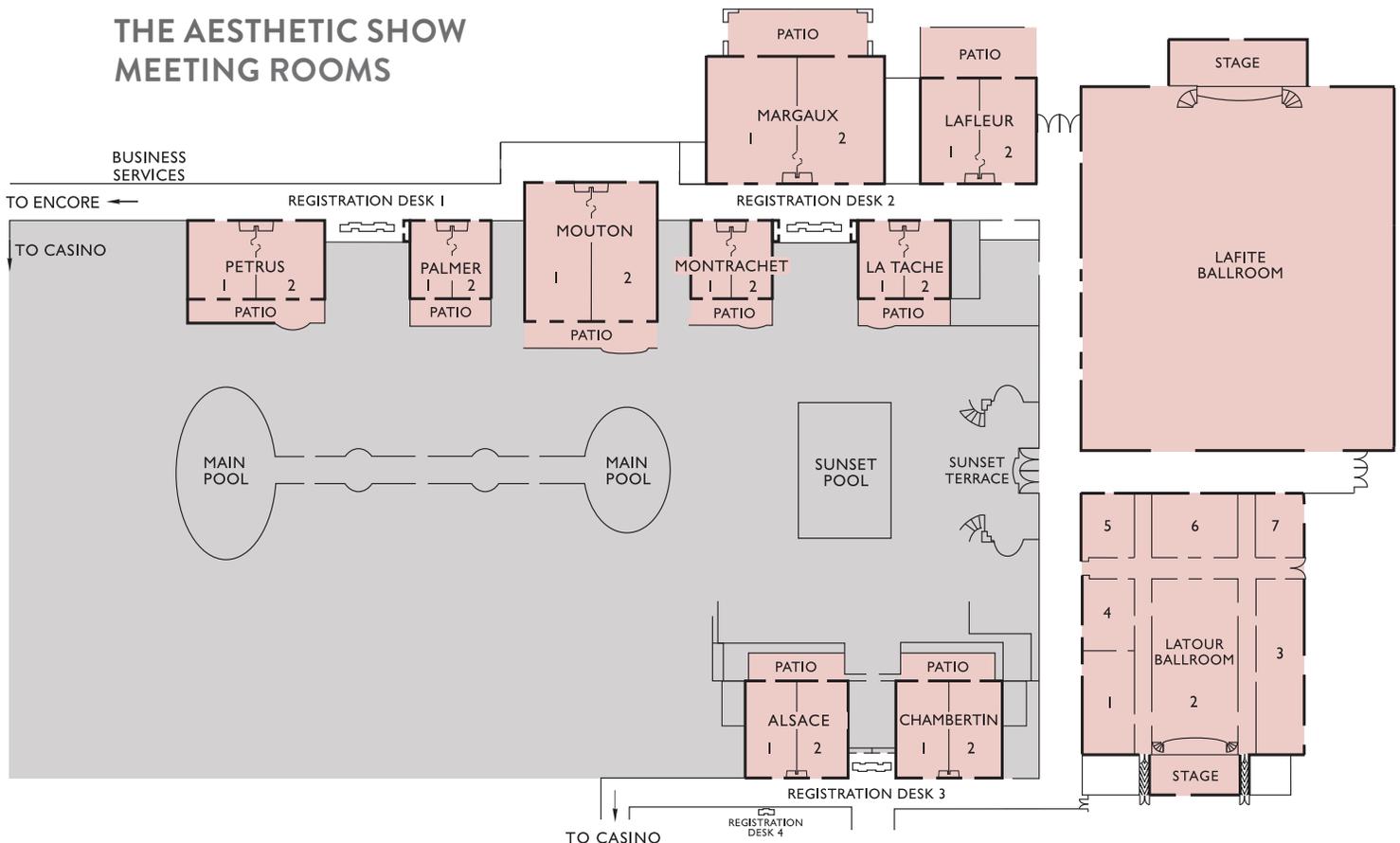
EXHIBIT HALL - LAFITE BALLROOM



DEKA M.E.L.A., Srl	610
DermaSweep, Inc.	412
Designs for Vision, Inc.	713
Doctor Multimedia	233
Doctor.com	722
Eclipse Aesthetics, LLC	337
Eclipse Loupes	433
Ellman, a Cynosure Company	637
EndyMed Medical, Inc.	703
Enriched PRP	525
Epionce	338
Evolus	437
Focus Medical, LLC	300
FotoFinder Systems, Inc.	302
Fotona	421
Frozen C, Muscle MVP	220
GAINSWave	439
Galderma Laboratories, L.P.	609
GreenSky Patient Solutions, LLC	724
Growth99	721
Hair Science Corporation	523
Hans BioMed USA, Inc.	444
Head Shot Stars	828
Healeon Medical, Inc.	512
Healthy Habits	328
HiDow	832
Hormone Therapy Centers of America	716
The HydraFacial Company	417
Incredible Marketing	309
Inderma	820
Induction Therapies, makers of the Collagen P.I.N.	720
InMode	518
Innovative Optics	622
InSPAration Management	418
InstaUnicorn	827
Jan Marini Skin Research, Inc.	305
Jurlique	737
K-Laser USA	536
Kimera Labs	733
Lasering USA	307
LASEROPTEK	709
Legally Mine	206
LendingUSA	530
LightStim	317

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Lilan Tal Corporation	214	Plasma Pen USA	822, 823	Take Stock	831
LipSmart / JB Kelly, LLC	318	Pneuma Nitric Oxide, LLC	218	The American Institute of Aesthetic Medicine	810
Liquivida Lounge	719	Projected Growth Consulting	336	The Boppy Company	730
Lumenis	603	Qualgen, LLC	829	TouchMD	245
Lutronic Global	240	Quanticare, Inc.	329	Trilogy Laboratories	612
Martinni Beauty, Inc.	528	ReachLocal	728	Truffoire Las Vegas	740
MasterThreads USA	521	Red Spot Interactive	711	U. SK Underskin	815
MD-Ware Software	416	Refine USA	411	Überlube	812
Med Results	533	RegenLab USA, LLC	616	UVBioTek	645
Medi-Khan Inc.	813	Rejuvn8, LLC	219	vFit PLUS	632
Medical Rep Professionals	320	Rohrer Aesthetics, LLC	537	Vi Peel	402
Medithread, LLC	840	Root of Skin MD by AIVITA Biomedical, Inc.	424	Viora	524
Meditime Co., Ltd.	425	The SaltFacial, a Med-Aesthetic Solutions Company	638	Vitelle Labs	223
Merz North America, Inc.	229	Sciton, Inc.	432	Viveve, Inc.	217
miRing USA	818	Selphyl / Factor Medical	428	YDENCE Medical	235
MNY - Innovations	845	Skin Type Solutions	809	Weave	630
MyAestheticApp	212	Skinade - Better Skin from Within	625	WebMD & Vitals.com	807
Nextech	435	SkinCeuticals	634	Wontech	621
NIA24	531	SmartGraft FUE by Vision Medical, Inc.	624	Y LIFT	544
NKP Medical Marketing	513	Snap-On Optics	824	Yahui Bio	717
Nutrafol	718	Solta Medical, a division of Bausch Health US, LLC	736	Zero Gravity Skin	442
Obagi	534	Stitch Lab LA	834	Zimmer MedizinSystems	529
OG Concepts, LLC	825	Studio III Marketing, LLC	617		
Oxygenetix Institute, Inc.	408	Suneva Medical, Inc.	538		
PatientPop	739	Symplast	216		
Perigee Medical	636				
Pierre Fabre USA	732				

THE AESTHETIC SHOW MEETING ROOMS

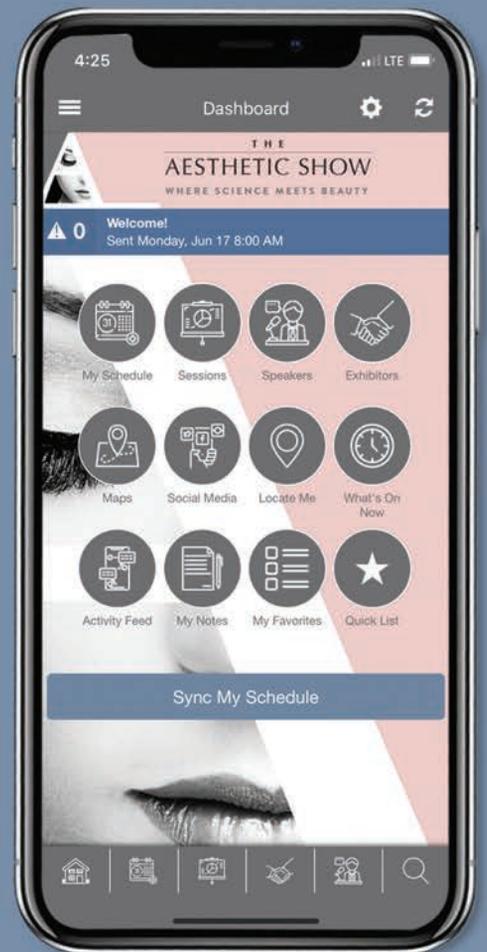




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-Dr. Janine Hopkins of Hopkins Dermatology



Fotona produces dynamic lasers offering a variety of aesthetic protocols. To learn more call (972) 598-9000!