



THE
AESTHETIC GUIDE

Ethical Aesthetics

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January/February 2019
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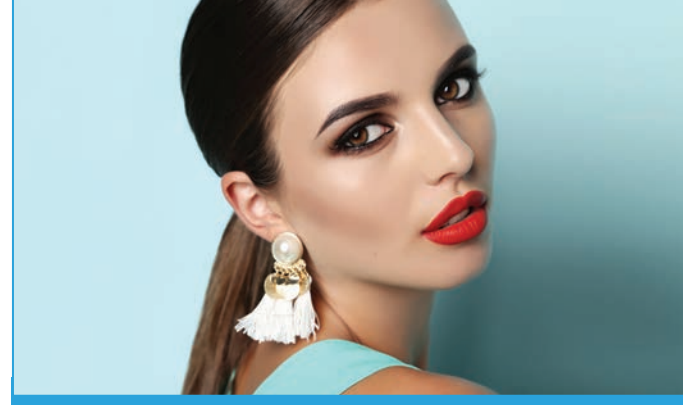
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Maintaining High Standards in Aesthetics Challenging but Achievable



By Jeffrey Frentzen, Contributing Editor

In the medical world, the provider-patient relationship is one of shared decision making based on the principles of mutual trust, ethics and appropriate attention to needs. This guidance is of especially high value in an aesthetic practice, where the patient electively wants to achieve an enhanced appearance and improved quality of life based on physician guidance.

More than anyone else in the practice, the physician needs to display the highest standards very conspicuously, noted Tess Mauricio, M.D., F.A.A.D., a dermatologist and cosmetic surgeon with practices in San Diego and Beverly Hills, Calif.

“It starts at the top,” she continued. “Anytime you are doing any kind of rejuvenation or cosmetic improvement, ethics becomes very important. Even if you don’t have a set of published guidelines, the common sense and professional rule of thumb is to treat the patient with the upmost respect at all times.”

An aesthetic practice can maintain high ethical standards with professional guidance. For physicians seeking relevant ethics instructions and related documentation, a good place to start is with the major medical societies serving the aesthetic / cosmetic surgery / dermatology fields.

For instance, Gordon Sasaki, M.D., F.A.C.S., a plastic surgeon in Pasadena, Calif., follows the code of ethics created by the *American Society of Plastic Surgeons* (ASPS).

“In that guide, like others, the essence of the provider-patient relationship is described as one of shared decision making based on the ethical principles of mutual respect, courtesy, dignity, privacy and confidentiality,” he said.

This can be developed with the patient during the process of informed consent, when the aesthetic procedure’s nature, indications, financial commitment, expected outcomes, side effects, probability and severity of adverse events, and approval by relevant regulatory authorities, as well as alternatives, are deliberated and understood.

For the practitioner, “It is vital to remember that an aesthetic procedure involves patient care well beyond the improvement in appearance,” Dr. Sasaki expressed. “For us, the most desirable qualities include professional judgment, aesthetic judgement, ethical behavior and quality care during multiple consultations and aftercare.”



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“I think that is something that is getting lost on surgeons as they enter practice. They end up focused on trying to make money and they just want to become a business. Under those circumstances, they may not be very comfortable with the surgery, but they might still do it.”

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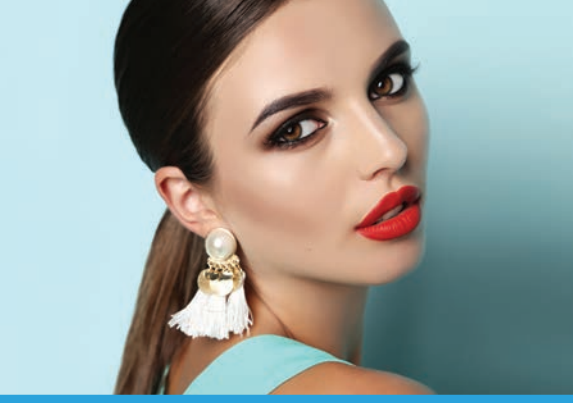
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Essentially, the foundations of ethical behavior – honesty and respect for the patient – are based in the Hippocratic Oath, said Deepak Dugar, M.D., a facial plastic surgeon in Beverly Hills, Calif.

“Practitioners and especially surgeons have to be honest about what they’re good at,” he expressed. “I think that is something that is getting lost on surgeons as they enter practice. They end up focused on trying to make money and they just want to become a business. Under those circumstances, they may not be very comfortable with the surgery, but they might still do it,” he said.

Therefore, not everyone is ethical, Dr. Dugar added. “Everyone thinks that physicians are apropos, but that may not be how they actually practice.”

Currently, the idea of ethics in medical aesthetics is under assault from a few different fronts. One area is a kind of training that goes beyond just learning the best procedural techniques and having a good understanding of anatomy.

“Any specialist that can be educated can acquire good techniques, but for even the best-trained physicians, it is not second nature to be aware of the psychological status of their patients,” stated Dr. Mauricio.

“It is not instinctual,” she continued. “Many times, physicians will understand the anatomy and be very technical, but they also need to understand and delve into more of the psychological status of people, as well as recognize the psychological effect of what we do.”

Practitioners should try to make sure their patients have a healthy and well-adjusted psychological status.

“This is a big part of what is behind the ethics of what we do, because you want to make sure that the procedures are healthy for the patients. I have turned away many patients that want me to blow up their lips or overfill. In my personal view, doing that makes people look unnatural. So, I just say, no, I’m not the physician for you.”

Know when to say ‘No’

Knowing when to say “no” to the unreasonable, untenable, unyielding and / or unstable individual presenting with any number of neurotic mindsets, body dysmorphic disorder (BDD) or other emotional problems is a prevalent challenge for any aesthetic practitioner. These often signal deeper psychological difficulties that need addressing prior to doing any aesthetic procedure.

For instance, it is estimated that BDD affects between 1% to 3% of the general population. In patients presenting for medical aesthetic treatments, studies have consistently suggested that the rate increases to between 5% and 15%. And the evidence indicates that treating these patients can lead to significant harm for both the patient and the practitioner.

“It is extremely important that we perform thorough consultations in order to screen all patients and ensure that we not treat those that may have BDD, and instead refer them for psychological evaluation,” stated Dr. Sasaki.

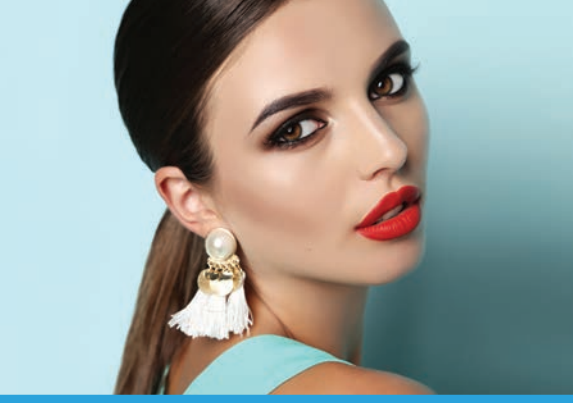
The instance of BDD has been increasing rapidly, agreed Gregory W. Chernoff, M.D. F.R.C.S., a cosmetic and reconstructive surgeon in Santa Rosa, Calif. and Indianapolis, Ind.

“Every week, I meet patients and refer them to psychologists,” he shared. “I tell them to come back once they get the help they need. Later, they are grateful that we didn’t take advantage of them and, eventually, some may become good aesthetic patients,” he expressed.

Categories of red-flag patients include the perfectionist, the litigious patient, as well as the unrealistic, indecisive and fawning patient.

“The biggest example is people that come into my office bad mouthing their previous surgeon or injector. That’s a huge red flag for me,” said Dr. Dugar. “Another is the patient that had multiple

“Every week, I meet patients and refer them to psychologists. I tell them to come back once they get the help they need. Later, they are grateful that we didn’t take advantage of them and, eventually, some may become good aesthetic patients.”



decades-long influx of so-called non-core physicians that enter the aesthetic field from other medical specialties. These include dentists, eye doctors, ENTs, gynecologists, internists, and others that are not necessarily board certified in plastic surgery, dermatology, cosmetic dermatology, etc.

A lack of good training and board certification are common reasons some in this group remain incompetent at their craft, noted Dr. Chernoff.

“I’ve been at this for almost 30 years now; this was a problem when I started, and it is still a problem. It will only get worse as managed-care continues to bite into practices, and physicians that are strictly insurance-based look for ancillary ways to earn income,” he said.

In addition, criminal minds already working within practices need to be identified and removed, Dr. Chernoff added. “We have to police ourselves, because of things like theft and embezzlement, etc. Another example would be an employee that steals neurotoxin and fillers from my office and then goes off to do basement injection clinics,” he added.

Nevertheless, nothing is worse than a medical director, practice owner or practitioner / physician who displays unethical behavior. For instance, the use of counterfeit or grey market devices to treat patients. As tempting as it might be to save money, the possible harm or injury to the patient caused by using an unproven or knock-off product, far outweighs any other consideration.

When contemplating the purchase of a new medical device or system, start by reviewing data from clinical studies and by conversing with colleagues. Study

“In my practice, there are four ways someone can get fired. One is to steal from me, two is to lie to me, three is they say something bad about another physician to the patient, and the fourth reason is to let any new patient in without a pretreatment photograph.”



results will show that authentic devices demonstrate safety, effectiveness, tolerability and financial practicality.

Practice policy

As protection, practices need to establish ethical behavior, rules and policies for all staff, with clear direction regarding employee termination.

“In my practice, there are four ways someone can get fired,” said Dr. Chernoff. “One is to steal from me, two is to lie to me, three is they say something bad about another physician to the patient, and the fourth reason is to let any new patient in without a pretreatment photograph.

“That tells you the critical importance of clinical photos,” Dr. Chernoff emphasized. “Many of the results of the non-surgical procedures we perform are settled over time. You absolutely need a baseline photograph so that your patient can see that improvement over time.”

The practice must also maintain a collection of patient consent forms covering all aspects of the treatments, including release and/or consent for taking photos, videos and using those materials by permission.

“We are very protective of our patient’s privacy and we get special consents for photos, etc.,” stated Dr. Mauricio. “Even during intake, patients are asked if they are willing to leave their images with us. We have questions specific to internal or educational purposes, or whether it is for marketing purposes. I always reassure every patient specifically about giving us consent, and that it is subject to HIPAA compliance.”

On top of everything else, the federal government continually changes the guidelines for practices surrounding HIPAA, privacy rules and other ethical considerations.

For instance, the Department of Health and Human Services in 2018 released a number of points that will impact aesthetic patients, as well as practices’ services and procedures. Due to this, practices will need to revise their Business Associate Agreements and its Breach Notification Policy. In addition, new patient privacy disclosures should replace the current ones.

“Unfortunately, given the significant penalties associated with non-compliance, practices have no option but to fully comply with the new rules,” noted Dr. Sasaki. ■



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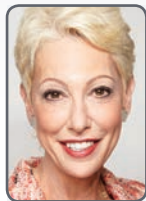
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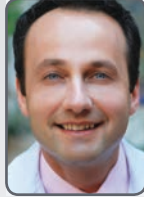


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Introducing
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the **first and only** acne treatment that provides the proven efficacy of tretinoin in a moisturizing **lotion**.^{1,2}



See tolerability and efficacy results at ALTRENO.com.

Moist shown in for illustrative purposes only.

INDICATION

ALTRENO™ (tretinoin) lotion, 0.05% is indicated for the topical treatment of acne vulgaris in patients 9 years of age and older.

IMPORTANT SAFETY INFORMATION

ALTRENO is for topical use only. Not for ophthalmic, oral, or intravaginal use.

Skin Irritation: Patients using ALTRENO may experience application site dryness, pain, erythema, irritation, and exfoliation. Depending upon the severity of these adverse reactions, instruct patients to use a moisturizer, reduce the frequency of the application of ALTRENO, or discontinue use. Avoid application of ALTRENO to eczematous or sunburned skin.

Ultraviolet Light and Environmental Exposure: Minimize unprotected exposure to ultraviolet light, including sunlight and sunlamps. Warn patients with frequent sun exposure and those with inherent sensitivity to sunlight to exercise caution. Use sunscreen and protective clothing over treated areas when exposure cannot be avoided.

Fish Allergies: ALTRENO contains soluble fish proteins. Use with caution in patients with known sensitivity or allergy to fish. Advise patients to contact their healthcare provider if they develop pruritus or urticaria.

Adverse Reactions: The most common adverse reactions in clinical trials were application site dryness (4%), pain (3%), erythema (2%), irritation (1%) and exfoliation (1%).

Nursing Women: It is not known whether topical administration of tretinoin could result in sufficient systemic absorption to produce detectable concentrations in human milk. The developmental health benefits of breastfeeding should be considered along with the mother's clinical need for ALTRENO and any potential adverse effects on the breastfed child from ALTRENO.

To report SUSPECTED ADVERSE REACTIONS, contact Customer Service at 1-800-321-4576 or the FDA at 1-800-FDA-1088 or fda.gov/medwatch.

Please see Brief Summary of Prescribing Information on following pages.

References: 1. Altreno lotion [package insert]. Bridgewater, NJ: Ortho Dermatologics, a division of Valeant Pharmaceuticals North America LLC. 2. Data on file. Ortho Dermatologics, a division of Valeant Pharmaceuticals North America LLC.

Ortho | Dermatologics

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Altreno™
(tretinoin) Lotion, 0.05%

BRIEF SUMMARY OF PRESCRIBING INFORMATION

This Brief Summary does not include all the information needed to use ALTRENO safely and effectively. See full prescribing information for ALTRENO.

ALTRENO™ (tretinoin) lotion, for topical use
Initial U.S. Approval: 1973

INDICATIONS AND USAGE

ALTRENO™ (tretinoin) lotion, 0.05% is indicated for the topical treatment of acne vulgaris in patients 9 years of age and older.

CONTRAINDICATIONS

None.

WARNINGS AND PRECAUTIONS

Skin Irritation

Patients using ALTRENO may experience application site dryness, pain, erythema, irritation, and exfoliation. Depending upon the severity of these adverse reactions, instruct patients to use a moisturizer, reduce the frequency of the application of ALTRENO, or discontinue use. Avoid application of ALTRENO to eczematous or sunburned skin.

Ultraviolet Light and Environmental Exposure

Minimize unprotected exposure to ultraviolet light including sunlight and sunlamps during the use of ALTRENO. Warn patients who normally experience high levels of sun exposure and those with inherent sensitivity to sun to exercise caution. Use sunscreen products and protective clothing over treated areas when sun exposure cannot be avoided.

Fish Allergies

ALTRENO contains soluble fish proteins. Use with caution in patients with known sensitivity or allergy to fish. Advise patients to contact their healthcare provider if they develop pruritus or urticaria.

ADVERSE REACTIONS

Clinical Trials Experience

Because clinical trials are conducted under widely varying conditions, adverse reaction rates observed in the clinical trials of a drug cannot be directly compared to rates in the clinical trials of another drug and may not reflect the rates observed in clinical practice.

In 2 randomized, double-blind, vehicle-controlled trials, subjects age 9 years and older applied ALTRENO or vehicle once daily for 12 weeks. The majority of subjects were White (74%) and female (55%). Approximately 47% were Hispanic/Latino and 45% were younger than 18 years of age. Adverse reactions reported by $\geq 1\%$ of subjects treated with ALTRENO and more frequently than vehicle are summarized in Table 1.

Table 1: Adverse Reactions Reported by $\geq 1\%$ of Subjects Treated with ALTRENO and More Frequently than Vehicle

	Adverse Reactions n (%)	
	ALTRENO N=767	Vehicle N=783
Application site dryness	29 (4)	1 (<1)
Application site pain ¹	25 (3)	3 (<1)
Application site erythema	12 (2)	1 (<1)
Application site irritation	7 (1)	1 (<1)
Application site exfoliation	6 (1)	3 (<1)

¹Application site pain defined as application site stinging, burning or pain.

Skin irritation was evaluated by active assessment of erythema, scaling, hypopigmentation, hyperpigmentation, itching, burning and stinging. The percentage of subjects who were assessed to have these signs and symptoms at any post baseline visit are summarized in Table 2.

Table 2: Application Site Tolerability Reactions at Any Post Baseline Visit

	ALTRENO N=760 Mild/Mod/Severe	Vehicle N=782 Mild/Mod/Severe
Erythema	51%	44%
Scaling	49%	30%
Hypopigmentation	12%	10%
Hyperpigmentation	35%	35%
Itching	35%	28%
Burning	30%	14%
Stinging	21%	8%

USE IN SPECIFIC POPULATIONS

Pregnancy

Risk Summary

Available data from published observational studies of topical tretinoin in pregnant women have not established a drug-associated risk of major birth defects, miscarriage, or adverse maternal or fetal outcomes. There are no data on ALTRENO use in pregnant women. The systemic levels following topical administration are lower than with administration of oral tretinoin; however, absorption of this product may result in fetal exposure. There are reports of major birth defects similar to those seen in infants exposed to oral retinoids, but these case reports do not establish a pattern or association with tretinoin-related embryopathy (*see Data*).

Animal reproduction studies have not been conducted with ALTRENO. Topical administration of tretinoin in a different formulation to pregnant rats during organogenesis was associated with malformations (craniofacial abnormalities [hydrocephaly], asymmetrical thyroids, variations in ossification, and increased supernumerary ribs) at doses up to 0.5 mg tretinoin/kg/day, approximately 2 times the maximum recommended human dose (MRHD) based on body surface area (BSA) comparison and assuming 100% absorption. Oral administration of tretinoin to pregnant cynomolgus monkeys during organogenesis was associated with malformations at 10 mg/kg/day (approximately 100 times the MRHD based on BSA comparison and assuming 100% absorption) (*see Data*).

The estimated background risk of major birth defects and miscarriage for the indicated population is unknown. All pregnancies have a background risk of major birth defects, loss, and other adverse outcomes. The background risk in the U.S. general population of major birth defects is 2 to 4% and of miscarriage is 15 to 20% of clinically recognized pregnancies.

Data

Human Data

While available studies cannot definitively establish the absence of risk, published data from multiple prospective controlled observational

studies on the use of topical tretinoin products during pregnancy have not identified an association with topical tretinoin and major birth defects or miscarriage. The available studies have methodologic limitations, including small sample size and in some cases, lack of physical exam by an expert in birth defects. There are published case reports of infants exposed to topical tretinoin during the first trimester that describe major birth defects similar to those seen in infants exposed to oral retinoids; however, no pattern of malformations has been identified and no causal association has been established in these cases. The significance of these spontaneous reports in terms of risk to the fetus is not known.

Animal Data

Tretinoin in a 0.05% gel formulation was topically administered to pregnant rats during organogenesis at doses of 0.1, 0.3 and 1 g/kg/day (0.05, 0.15, 0.5 mg tretinoin/kg/day). Possible tretinoin malformations (craniofacial abnormalities [hydrocephaly], asymmetrical thyroids, variations in ossification, and increased supernumerary ribs) were observed at maternal doses of 0.5 mg tretinoin/kg/day (approximately 2 times the MRHD based on BSA comparison and assuming 100% absorption). These findings were not observed in control animals. Other maternal and reproductive parameters in tretinoin-treated animals were not different from control. For purposes of comparison of the animal exposure to human exposure, the MRHD is defined as 4 g of ALTRENO applied daily to a 60-kg person.

Other topical tretinoin embryofetal development studies have generated equivocal results. There is evidence for malformations (shortened or kinked tail) after topical administration of tretinoin to pregnant Wistar rats during organogenesis at doses greater than 1 mg/kg/day (approximately 5 times the MRHD based on BSA comparison and assuming 100% absorption). Anomalies (humerus: short 13%, bent 6%, os parietal incompletely ossified 14%) have also been reported when 10 mg/kg/day (approximately 50 times the MRHD based on BSA comparison and assuming 100% absorption) was topically applied to pregnant rats during organogenesis. Supernumerary ribs have been a consistent finding in rat fetuses when pregnant rats were treated topically or orally with retinoids.

Oral administration of tretinoin during organogenesis has been shown to induce malformations in rats, mice, rabbits, hamsters, and nonhuman primates. Fetal malformations were observed when tretinoin was orally administered to pregnant Wistar rats during organogenesis at doses greater than 1 mg/kg/day (approximately 5 times the MRHD based on BSA comparison). In the cynomolgus monkey, fetal malformations were reported when an oral dose of 10 mg/kg/day was administered to pregnant monkeys during organogenesis (approximately 100 times the MRHD based on BSA comparison). No fetal malformations were observed at an oral dose of 5 mg/kg/day (approximately 50 times the MRHD based on BSA comparison). Increased skeletal variations were observed at all doses in this study and dose-related increases in embryo lethality and abortion were reported in this study. Similar results have also been reported in pigtail macaques.

Oral tretinoin has been shown to be fetotoxic in rats when administered at doses 10 times the MRHD based on BSA comparison. Topical tretinoin has been shown to be fetotoxic in rabbits when administered at doses 4 times the MRHD based on BSA comparison.

Lactation

Risk Summary

There are no data on the presence of tretinoin or its metabolites in human milk, the effects on the breastfed infant, or the effects on milk production. It is not known whether topical administration of tretinoin could result in sufficient systemic absorption to produce detectable concentrations in human milk. The developmental and health benefits of breastfeeding should be considered along with the mother's clinical need for ALTRENO and any potential adverse effects on the breastfed child from ALTRENO.

Pediatric Use

Safety and effectiveness of ALTRENO for the topical treatment of acne vulgaris have been established in pediatric patients age 9 years to less than 17 years based on evidence from two multicenter, randomized, double-blind, parallel-group, vehicle-controlled, 12-week trials and an open-label pharmacokinetic study. A total of 318 pediatric subjects aged 9 to less than 17 years received ALTRENO in the clinical studies [see *Clinical Pharmacology* and *Clinical Studies* in full Prescribing Information].

The safety and effectiveness of ALTRENO in pediatric patients below the age of 9 years have not been established.

Geriatric Use

Clinical trials of ALTRENO did not include any subjects age 65 years and older to determine whether they respond differently from younger subjects.

NONCLINICAL TOXICOLOGY

Carcinogenesis, Mutagenesis, Impairment of Fertility

A 2-year dermal mouse carcinogenicity study was conducted with topical administration of 0.005%, 0.025% and 0.05% of a tretinoin gel formulation. Although no drug-related tumors were observed in surviving animals, the irritating nature of the drug product precluded daily dosing, confounding data interpretation and reducing the biological significance of these results.

Studies in hairless albino mice with a different formulation suggest that concurrent exposure to tretinoin may enhance the tumorigenic potential of carcinogenic doses of UVB and UVA light from a solar simulator. This effect was confirmed in a later study in pigmented mice, and dark pigmentation did not overcome the enhancement of photocarcinogenesis by 0.05% tretinoin. Although the significance of these studies to humans is not clear, patients should minimize exposure to sunlight or artificial ultraviolet irradiation sources.

The genotoxic potential of tretinoin was evaluated in an in vitro bacterial reversion test, an in vitro chromosomal aberration assay in human lymphocytes and an in vivo rat micronucleus assay. All tests were negative.

In dermal fertility studies of another tretinoin formulation in rats, slight (not statistically significant) decreases in sperm count and motility were seen at 0.5 mg/kg/day (approximately 2 times the MRHD based on BSA comparison and assuming 100% absorption), and slight (not statistically significant) increases in the number and percent of nonviable embryos in females treated with 0.25 mg/kg/day and above (approximately the MRHD based on BSA comparison and assuming 100% absorption) were observed.

PATIENT COUNSELING INFORMATION

Advise the patient to read the FDA-approved patient labeling (Patient Information).

Manufactured for:

Dow Pharmaceutical Sciences, a division of
Valeant Pharmaceuticals North America LLC
Bridgewater, NJ 08807 USA

By:

Valeant Pharmaceuticals International, Inc.
Laval, Quebec H7L 4A8, Canada

U.S. Patent Number: 6,517,847

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How to Maximize Your Use of Picosecond Lasers

By Yi-Shan Tsai, M.D.

Since the introduction of the picosecond laser within the aesthetic and dermatologic markets, it has become widely recognized as the safest and most effective solution for pigmented lesions and tattoo removal. Now, the PICOCARE Nd:YAG laser, developed and manufactured by Wontech, Ltd., Co. (Daejeon, South Korea), has expanded the scope of picosecond technology to treat various types of scars, skin rejuvenation and nail disorders via a variety of handpieces (595 nm and 660 nm dye handpieces and HEXA MLA).

In this editorial, I will share my experience with PICOCARE and why it is my product of choice, as well as review the use of this technology to treat various cutaneous conditions.

Picosecond lasers deliver good therapeutic results and fast outcomes with only one-half to one-third of the energy used in a Q-switched laser. In addition, the incidence of side effects that are common in Q-switched lasers, such as post-inflammatory hyperpigmentation (PIH) or scarring, is much lower.

This is most evident when removing tattoos or treating pigmented lesions, such as freckles, lentigines, age spots, nevus of Ota, and other pigmentary disorders. After treatment with PICOCARE, patients with pigmented lesions are satisfied with the results and the gentle manner of the procedure, which provides less downtime and improved comfort via the lower energy. In addition, PICOCARE offers low fluence, enabling safe treatment of darker skin types.

Pigmented lesions

Depending on the location of the pigmented lesion, the 532 nm or 1064 nm wavelength may be selected (532 nm for epidermal pigments and 1064 nm for dermal pigments). However, to maximize effects when removing blemishes or brightening dull skin tone, I use both wavelengths in one session.

PICOCARE can also treat PIH stemming from laser treatment, surgery or other causes. I have many patients coming to my clinic to treat PIH resulting from post-liposuction via the popliteal fossa.

I deliver three to five passes of Picotoning to the target area with a slight increase of energy from 1.0 to 1.2 J/cm². Patients are quite pleased with the fast results and minimal pain.

As another example, I achieved great outcomes using these same parameters to treat a female patient with post-varicella

PIH on the temple area and upper back. Thus, using PICOCARE to accelerate removal of PIH is a good option for those who cannot tolerate the side effects of bleaching cream.

For patients with melasma, I prefer to use PICOCARE treatment with oral medications. Since the factors of melasma vary between the different skin layers and hormones, it should be integrally managed. In my experience, low energy should be used to avoid hypopigmentation and/or deterioration of the lesion.

I use the Zoom handpiece to remove pigmentation and the HEXA MLA (micro lens array) fractional handpiece to improve the dermal environment. Then, I prescribe Transamine for improved outcomes.

Tattoo removal

Tattoo removal has been a major objective of the picosecond laser. The PICOCARE's 532 nm and 1064 nm wavelengths effectively treat various tattoo colors. I have also found that using PICOCARE to remove tattoos is less painful, with fewer vesicles, bullae or scars, and quicker results.

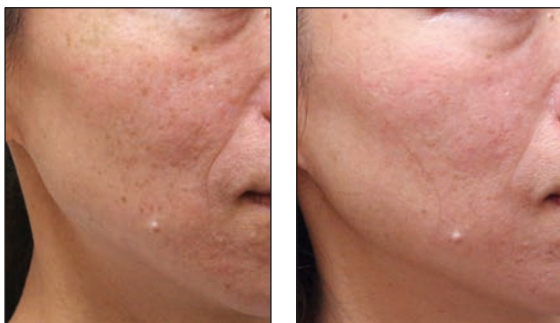
In addition, I use the 595 nm and 660 nm dye handpieces due to their high absorption coefficient in blue, green and purple inks. See *Figure 1*.

Figure 1.



Before and after one PICOCARE treatment for tattoo removal
Photos courtesy of Yi-Shan Tsai, M.D.

Figure 2.



Before and four months after PICO-CARE treatment for skin rejuvenation
Photos courtesy of Yi-Shan Tsai, M.D.

Figure 3.



Before and after one PICO-CARE treatment for melanonychia
Photos courtesy of Yi-Shan Tsai, M.D.

Other indications

Interestingly, the PICO-CARE's 595 nm dye handpiece can also treat erythematotelangiectatic rosacea and acne vulgaris. Although the exact mechanism of action is not known, it seems the wavelength's characteristics can be effectively applied for the treatment of vascular lesions and acne.

Furthermore, the fractional handpiece with a picosecond laser system emits a unique energy, which generates laser-induced optical breakdown (LIOB). LIOB damages the target via plasma generation and cavitation creation, without effecting the stratum corneum and basal membrane. This produces collagen remodeling, which helps in scar treatment, skin rejuvenation and many more indications.

One such indication is acne scarring, which is frequently treated with

HEXA MLA. After one treatment with HEXA MLA patients with depressed scars observed improvement. Another surprising discovery was its remarkable effectiveness on hard-to-treat rolling scars and icepick scars.

For patients who have acne scars with Systemic Lupus Erythematosus (SLE), telangiectasia or acne redness, I combine the HEXA MLA treatment with the 595 nm dye handpiece procedure.

To maximize the therapeutic effects, I deliver regenerating components, such as EGF, FGF, Tranexamic acid, Polydeoxyribonucleotide and γ -polyglutamic acid, to the treatment site where microchannels have been created by the HEXA MLA procedure.

The most popular general procedure with HEXA MLA is skin rejuvenation. Compared to conventional fractional

lasers, such as carbon dioxide and Er:YAG, procedural inconvenience and heat are low, but results are excellent.

Using relatively low or moderate energy levels provides a very short window of downtime, from a few hours to a maximum of one to two days. Patients have reported outstanding improvements on periorbital wrinkles, infraorbital fine lines, enlarged pores, skin firmness, skin texture, as well as skin tone. *See Figure 2.*

The addition of neurotoxin and/or filler injections after the rejuvenation procedure will further enhance the clinical outcomes. Dorsal hand rejuvenation can even be performed. Note that it is important to evaluate skin thickness in order to determine adequate fluence when treating the dorsal hand.

PICO-CARE is also being used to treat melanonychia, a nevus in the nail bed. While long-pulsed lasers are sometimes used, the high fluence involves pain and deformation of the nail surface. Conversely, treatment with PICO-CARE is more comfortable and offers satisfactory results. *See Figure 3.*

Prior to treatment, a Potassium hydroxide (KOH) test should be done to exclude possible mychomycosis.

As I have used PICO-CARE to treat this wide range of indications with highly satisfying results, the device has now become the most popular one in my clinic.



Yi-Shan Tsai, M.D.
Dr. Tsai is a dermatologist and clinic director of the Yes Clinic in Taiwan.

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Dr. Emil Tanghetti
Sacramento, CA



Dr. Jordana Herschthal
Boca Raton, FL



Dr. Sheila Nazarian
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Dr. Marc J. Salzman
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- **Dr. Emil Tanghetti, Sacramento, CA**

"In our first six months of owning our Vivace, we performed 248 treatments."

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

"It's been going really, really well with The Vivace. I've been getting text messages from my patients the next day wanting me to see how their skin looks. This is so amazing!"

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

"Our patients have found the downtime to be minimal, if any. Our satisfaction rates are as high as any new device that I've ever seen. So far it's a homerun."

- **Dr. Marc Salzman, Louisville, KY**



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Discovery Pico Family Expands with New DERM Model



Matteo Tretti Clementoni, M.D.
Plastic Surgeon
Milan, Italy



Mark B. Taylor, M.D.
Founder and Medical Director
Gateway Aesthetic Institute and Laser Center
Salt Lake City, UT



Thomas E. Griffin, M.D.
Director
Cosmetic and Laser Surgery Center at
Dermatology Associates of Plymouth Meeting
Plymouth Meeting, PA

Quanta System (Samarate, Varese, Italy) has expanded its Discovery Pico (DP) Family of lasers with the addition of the new Discovery Pico DERM. The company has announced that it will introduce this new model at the upcoming AAD 2019 meeting.

The Discovery Pico series of lasers is mainly dedicated to fractionated skin treatments and benign pigmented lesion removal, though the removal of tattoos is still an ideal indication.

Discovery Pico DERM is a 532 nm / 1064 nm Nd:YAG picosecond laser that can also emit the 1064 nm energy in Photo-Thermal Mode (microseconds). Delivering up to 600 mJ at 450 ps (1064 nm) and 300 mJ at 400 ps (532 nm) with a remarkable 1.33 GW of peak power, the system provides effective fractional skin treatments for acne scars and wrinkles.

Together with Discovery Pico and DP Plus, this new model belongs to the Discovery Pico Family, which the company says is the widest and most versatile

second-generation picosecond laser series available. The patented Pico-Boost Technology delivers high energy and up to 1.8 GW of peak power (DP and DP Plus), and thanks to multiple emission modes, the Quattro Pulse function grants power and flexibility (DP and DP Plus).

"I'm surprised by the fluence that can be delivered with a very large spot size – the bigger the spot size, the deeper the penetration," said Matteo Tretti Clementoni, M.D., a plastic surgeon in Milan, Italy. The Discovery Pico laser's maximum 1.8 GW (at 1064 nm) allows for large spot sizes with the right fluence for treating deep pigment, such as a tattoo on a man's back, quickly.

With the 532 nm, 1064 nm and Q-switched 694 nm wavelengths, Dr. Clementoni can treat most classic tattoo colors (black, red, green and purple). "Compared to Q-switched lasers, with the Pico Plus, we can reduce the total number of sessions by at least 20%, and I don't have tattoo ghosting as in some cases with Q-switched devices."

Discovery Pico Plus is the first system adding a third wavelength, the ruby 694 nm, which is ideal for targeting notoriously difficult light blue and green tattoo ink. And, the wavelengths are true laser wavelengths rather than dye converter based.

"This gives you three wavelengths in one laser, which cuts the cost of needing additional systems without sacrificing power," said dermatologist and cosmetic laser surgeon Mark B. Taylor, M.D., founder and medical director of Gateway Aesthetic Institute and Laser Center (Salt Lake City, Utah). "In other systems, the integration of a dye converter into the handpieces reduces fluence making lasers less effective."

The power level, flexibility of pulse emissions and the available accessories and handpieces make the lasers in the DP series extremely versatile, offering outstanding results even when performing fractionated treatments.

"What we have is a tremendous amount of flexibility with Discovery Pico," Dr. Taylor continued. "Due to the high peak power, you can work effectively within a wide range of fluences and spot sizes, using lower fluence to create traditional LIOBs or increasing the fluence to create clean, ablative "holes" or channels within the skin. With higher fluence you tighten skin, revise scars and can improve wrinkles, as well as the overall texture of the skin. Treatment improves local circulation and stimulates the healing response. You can treat more gently in multiple sessions, or you can be very aggressive, using five to ten passes, still seeing rapid healing and low downtime."

Now with the introduction of DP DERM, the DP Family is composed of versatile and specialized models that perfectly fit the needs of all professionals and practitioners.

"Overall the Discovery Pico system is high powered, safe, effective, versatile and reliable," said Thomas E. Griffin, M.D., director of the Cosmetic and Laser Surgery Center at Dermatology Associates of Plymouth Meeting (Plymouth Meeting, Penn.). "With three true laser wavelengths, four pulse emission modes and a unique fractional handpiece, the Discovery Pico is a real technology evolution."

"Compared to Q-switched lasers, with the Pico Plus, we can reduce the total number of sessions by at least 20%, and I don't have tattoo ghosting as in some cases with Q-switched devices."

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– **Sherry Leigh**
Practice Administrator
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AAD 2019



AAD 2019 Product Showcase

As the leading dermatology association, the *American Academy of Dermatology's* (AAD) annual Winter meeting is a must-attend event for clinical and cosmetic dermatologists. The 2019 meeting, taking place from March 1 – 5, in Washington, D.C., will be no exception. With over 300 scientific symposia, a wide range of hands-on workshops and practical training courses, this year's dynamic scientific program will highlight all of the latest advancements in clinical and aesthetic dermatology, including skincare developments, as well as cosmetic and anti-aging procedures. Accompanying the robust educational agenda, is an expansive exhibit hall featuring the newest products and most innovative technologies in our field.



NeoClear

NeoClear by Aerolase is a new laser-based acne therapy that uses unique 650 Microsecond Technology™ to gently deliver powerful energy for quick, side-effect-free results. The laser energy destroys acne bacteria and reduces inflammation to control current breakouts while inhibiting sebum and oil output to lessen the likelihood of future breakouts. In addition, it helps to generate new collagen, which diminishes any acne scars. NeoClear is safe, effective and tolerable for patients of all ages and darker skin types.

Aerolase, Booth 1917

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 along with botanicals that provide proven therapeutic benefit – all without dryness, irritation or redness. Clinical study on file at Episciences, Inc. Visit our AAD booth for samples and more information.



Epionce, Booth 1343



Discovery Pico DERM

Discovery Pico DERM is the new 532 nm/1064 nm picosecond laser designed specifically to be the perfect ally in dermatological procedures of acne scars and wrinkles through picosecond and Photo-Thermal pulses. Discovery Pico DERM delivers extraordinarily high peak power in ultrashort pulses for fractional and full spot treatments. The fractional picosecond pulses increase treatment efficacy and patient safety, taking advantage of collagen remodelling and skin ablation procedures with almost no downtime. Discovery Pico DERM also provides great treatment versatility via the square and round handpieces for benign pigmented lesions and tattoo removal. Thanks to its cutting-edge features, Discovery Pico DERM has become a fundamental partner in dermatology.

Quanta System S.p.A., Booth 1311

DefenAge 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 show 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, Booth 508

Zimmer MedizinSystems

This year, Zimmer MedizinSystems (Irvine, Calif.), and its Germany-based parent company, celebrate 50 years of expertise in manufacturing high-quality medical devices. Originating as a manufacturer of physiotherapy devices, Zimmer rapidly evolved as a global leader in the aesthetic industry. Zimmer's Cryo units have become the global standard for cryotherapy. Innovative products such as Zimmer's Radial Pulse Technology Z Wave line have made inroads in several markets with tremendous success. Visit us at our booth to take part in the "50 Years Young" anniversary festivities, as we take a look back at our company's history and also look to our future medical device innovations.

Zimmer MedizinSystems, Booth 1409



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

What the Experts Say

“ I use the Zimmer chiller for all of my injectable filler and toxin as well as laser patients... The patients frequently comment on how much more comfortable they are due to the cold air and wonder aloud why other practitioners don't employ this. We believe this improves our retention, which is higher than industry standards, significantly.

- Amy Taub, MD
Advanced Dermatology, Chicago, IL

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Bellus Medical is a premier medical aesthetics company dedicated to helping leading plastic surgeons, dermatologists and aesthetic physicians around the world, grow their businesses. We do that by delivering dramatic results in rejuvenation and restoration. Our non-invasive innovations – SkinPen®, the FDA-cleared microneedling device; the post-microneedling protocol Skinfuse®; the light-activated cream Allumera®; and the platelet-rich plasma systems ProGen™ and RegenLab® – act as gateway products that draw new consumers to practices. Bellus sets industry standards for efficacy, safety and innovation. As a result, our customers consistently deliver the best aesthetic care in the business.

Bellus Medical, Booth 3315



Spectrum Laser/IPL, Phoenix CO₂, PiXel8-RF

Rohrer Aesthetics manufactures the Spectrum laser/IPL, the Phoenix CO₂ laser and the PiXel8-RF microneedling system. The Spectrum is a multi-platform system that includes four lasers, an IPL and is priced under \$57,500. The Phoenix CO₂ laser is designed for cutting, ablation, skin resurfacing and women's wellness, and is priced under \$47,500. Coupled with the Arctic Chill Chiller, the PiXel8-RF uses bipolar RF energy alongside microneedles (insulated and non-insulated) to contour and tighten loose skin on the face, neck, hands and body. The PiXel8-RF stimulates collagen and reduces fine lines and wrinkles with little to no downtime and can be placed in your office for \$12,500.

Rohrer Aesthetics, Booth 609

Envy Medical

Envy Medical was born out of a demand for safer alternatives to treating today's greatest skin concerns. Dermalinfusion treatment technology, and a concise range of daily at-home skincare products, support the high standards of industry professionals while maximizing patient satisfaction with visible results. Envy Medical's products are powered by ingredient discoveries including Lumixyl® peptide, the tyrosinase-inhibitor researched and developed by Stanford University that is clinically-proven to safely address, control and prevent hyperpigmentation. Choose Envy Medical for results that retain patients and build your practice without compromising skin's delicate balance.

Envy Medical, Booth 2943



E•Z removable Ink

E•Z removable Ink® is an ideal skin marker for marking non-surgical aesthetic procedures like Botox® or dermal fillers, and consultations. The ink is easily removable, eliminating patients leaving the office with ink marks on their face. Available in green, red and white ink colors. "We use [them] for everything to interact with the patient ... during the consultations. It really makes it very easy to draw what you want to do and let them see it in the mirror so they can understand before they commit to it." – Dr. C.M., actual Viscot customer.

Viscot, Booth 1105

New

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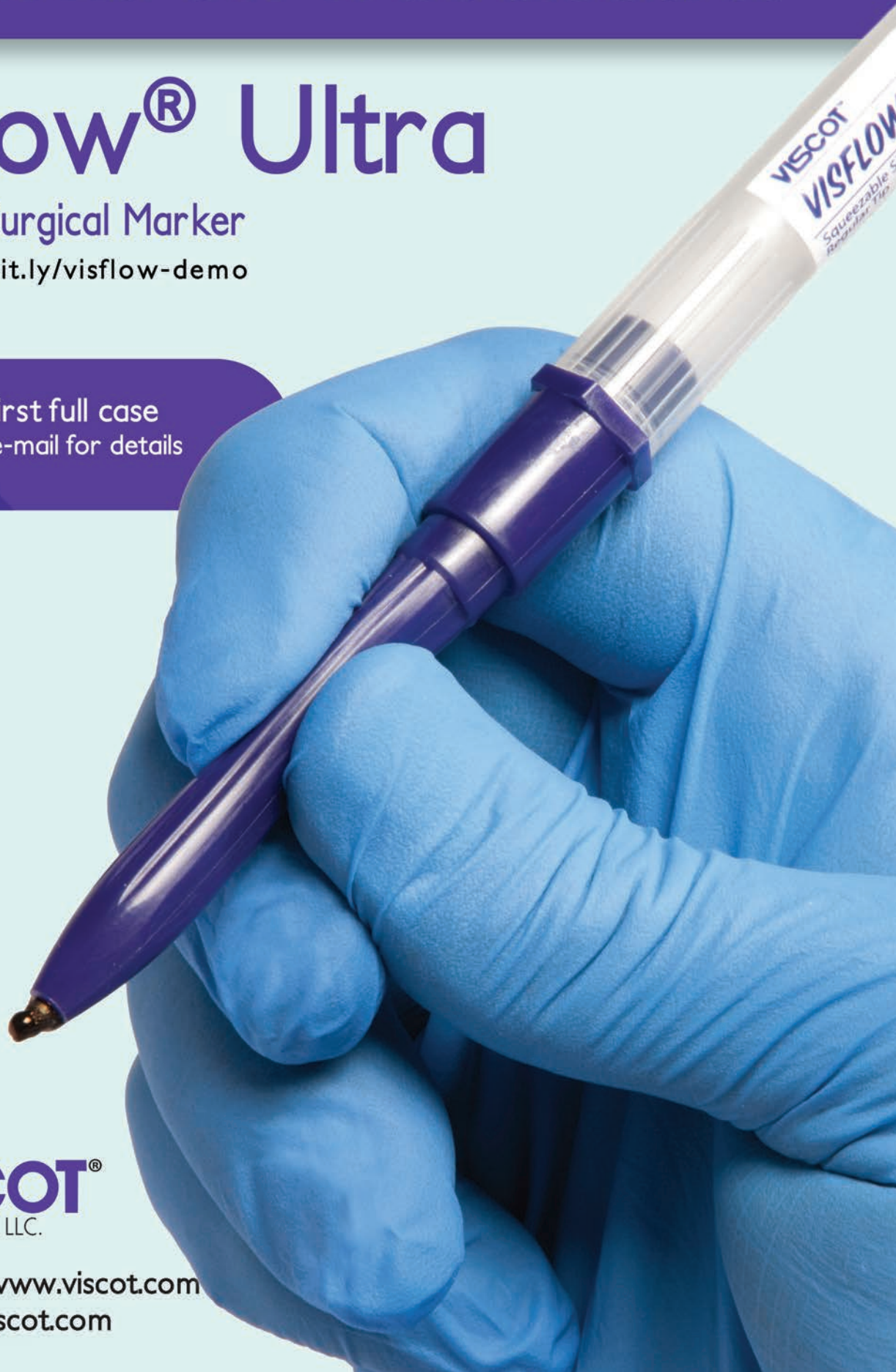
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Not all glycolic treatments are created equal. Free acid value refers to the true strength of a glycolic acid product, which depends on two factors – acid concentration and pH. Glycolic 10 Renew Overnight is a nightly corrective cream formulated at a true 10% glycolic acid concentration to dissolve cellular cohesions and promote turnover for a 36% improvement in skin's overall glow. It also features 2% phytic acid to promote clarity and brightness, and a soothing complex to fortify the skin barrier. Proven tolerable for nightly use, Glycolic 10 Renew Overnight improves the appearance of skin texture, tone and radiance for visibly brighter skin.

SkinCeuticals, Booth 3337



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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 offers a solution to manage all aspects of your medical practice in today's social world.

Crystal Clear Digital Marketing, Booth 2963

IntelliStudio

Canfield Scientific's fully-automated total body imaging system, the IntelliStudio, uses a 50MP camera and studio-quality lighting mounted on a motorized, programmable lift to accurately photograph a patient's skin surface. The IntelliStudio allows users to capture high resolution 2D images using both cross-polarized and non-polarized lighting, as well as videos using LED lighting for playback and zoom capabilities. With features including automatic facial recognition and automated body mapping, the IntelliStudio is easy to use while maintaining the highest-quality captures. This advanced system includes the DermaGraphix® lesion mapping software, and is delivered as a comprehensive turn-key solution, complete with capture system, software applications, computer, VISIOMED E50evo dermoscopy camera, installation and on-site training.



Canfield Scientific, Booth 1923



The Vivace Experience

The Vivace is the newest generation of microneedling with radiofrequency and is FDA cleared for your safety. This non-surgical treatment for contouring and tightening the face, neck, hands and body stimulates the natural production of collagen, and reduces fine lines and wrinkles beginning with just one office visit. The Vivace is designed for an incomparable, comfortable patient experience. If you are looking for optimal results, look no further than The Vivace Experience.

Aesthetics Biomedical, Booth 4206



PICO-CARE

PICO-CARE® is a novel picosecond laser system with dual wavelengths (532 nm and 1064 nm). With an ultra-short pulse duration and higher peak power, this system can treat various colors of tattoos (red, orange, yellow with 532 nm; dark colors and black with 1064 nm), and benign pigmented lesions, more effectively and at a faster rate than conventional Q-switched lasers. HEXA MLA, an innovative fractional handpiece, allows treatment of various types of scars and skin rejuvenation (fine lines, wrinkles, enlarged pores, uneven skin texture, dull skin tone, etc.), based on the theory of Laser Induced Optical Breakdown (LIOB). Physicians can perform more delicate procedures with optimal results via the variety of spot sizes available with HEXA MLA (3 mm to 10 mm). Dye handpieces are also available; the 595 nm handpiece treats blue tattoo inks, rosacea and acne vulgaris, and the 660 nm handpiece removes green tattoo inks and epidermal pigments.

Wontech Co., Ltd., Booth 227

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*Glycolic 10 Renew Overnight should not be applied immediately post-peel. Consult your skincare professional for at-home use instructions.



Glytone Enhance Brightening Serum

Glytone Enhance Brightening Serum is an advanced, elegant layering serum formulated with a unique combination of ingredients to visibly improve the appearance of dark spots and photodamaged skin, and reduce the appearance of fine lines and wrinkles, while enhancing skin tone and texture for a brighter, more even skin tone. AzelaWhite (Azelaic Acid + β -White) visibly brightens for more vibrant and luminous skin and improves the appearance of unwanted dark spots. Glycolic Acid increases skin cell renewal and optimizes the penetration of other ingredients for better efficacy. Vitamin E helps protect against free radical damage. Hyaluronic acid hydrates and plumps skin.

Pierre Fabre, Booth 2423



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 2719



Dynamis Pro

The Dynamis Pro is an all-in-one, anti-aging laser system powerhouse allowing for quick, precise and efficient protocols and procedures. Featuring fully customizable settings, this system achieves true third-generation Er:YAG resurfacing, which pairs beautifully with the Nd:YAG wavelength, the gold standard in wrinkle reduction, acne, pigmented and vascular treatments.

Nd:YAG and Er:YAG scanner compatibility further enhances treatment speed, safety and efficacy, especially for larger treatment areas. The Dynamis combines popular aesthetic-based applications with minimally invasive surgical procedures such as laser lipolysis. To see the Dynamis in action, visit our booth.

Fotona, Booth 2545

excel V+

The new excel V+ is the latest generation laser technology for vascular and pigmentation treatment. With design input from leading dermatologists, the excel V+ features larger spot sizes of up to 16 mm with more power to deliver two times faster treatments*, facilitating patient satisfaction and improving practice ROI. excel V+ features both the 1064 nm and 532 nm wavelengths to treat multiple common skin conditions (i.e. benign vascular lesions, acne vulgaris and wrinkles) with proven results. Its new dual wavelength Laser Genesis handpiece is designed to provide safe and efficacious skin revitalization outcomes 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.

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*Data on file.

Cutera, Booth 1501



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How to Prevent PIH in Asian Patients

By Randal Pham, M.D., M.S., F.A.C.S.

Post-inflammatory hyperpigmentation (PIH) in Fitzpatrick skin types IV and V is the most common post-operative complication seen in this patient group. However, PIH can be avoided if appropriate modalities and settings are used.

Signs of photoaging in ethnic skin types include wrinkles and mottled pigmentation. In light-complexioned Chinese, Korean and Japanese patients at the age of 50 years old, solar lentigines, seborrheic keratosis and deep wrinkles are the most common signs of photoaging observed. However, these signs can appear even earlier in light-complexioned Asians living closer to the equator (Cambodia, Thailand and Singapore).

In our study, published in 2015¹, we evaluated the use of the MiXto laser from Lasering USA (San Ramon, Calif.) in a group of six Vietnamese-American patients between the ages of 26 and 45 who, at the time, resided in the Silicon Valley (Calif.)

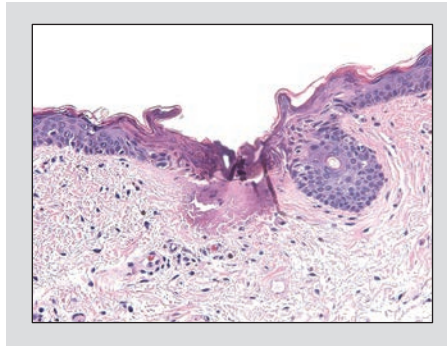
In this study, a single-depth fractionated CO₂ laser resurfacing treatment was performed with no overlap, using a pulse width of 2.5 ms, energy of 21 J/cm², a 300 µm spot size and the 8 x 8 mm square shaped scan pattern.

Results showed improvement in the overall texture and tone for all patients. In addition, photograph evaluation by an experienced oculofacial plastic surgeon serving as an independent observer found no PIH.

Bulk tissue heating during ablative laser resurfacing is the leading cause of PIH. Fractionated resurfacing leaves untreated areas surrounding the laser spot, thereby minimizing the inflammatory response associated with ablative laser resurfacing.

Furthermore, the patented mathematical algorithm of the scan is designed to deliver a non-sequential Z-shaped pattern, allowing the skin to cool off with

Figure 1.



Haematoxylin and Eosin (H & E) stained histologic section at 100x magnification. Image shows uniform diathermy at a depth of 0.05 mm for the resurfaced area.

Image courtesy of *Modern Plastic Surgery Journal*

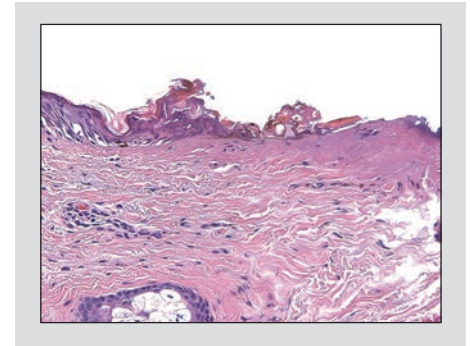
negligible heat buildup. It is this patented technology that helps further reduce the inflammatory response and prevent PIH.

In the same study, a histologic arm was performed with a seventh patient whose upper eyelid skin was incised using the cutting handpiece of the MiXto laser. The laser was set in continuous wave mode with an energy level of 5 W. Areas within the incised skin were resurfaced with the MiXto laser using the same settings as the primary arm of the study.

Results showed uniform diathermy at a depth of 0.05 mm for the resurfaced areas and 0.15 mm for the area next to the edge of the incised skin. Histologic findings confirmed the depth precision of the MiXto laser and showed that, despite being a CO₂ laser, MiXto was able to achieve a shallow depth of resurfacing comparable to that of an Erbium YAG laser.

However, it was the uniform depth of penetration, as shown by the uniform diathermy noted in our histologic study, that helped the MiXto laser achieve consistent and reproducible results in skin resurfacing.

Figure 2.



H & E stained histologic section at 100x magnification. Image shows uniform depth of 0.15 mm of diathermy in the area next to the edge of the incised wound using continuous wave mode.

Image courtesy of *Modern Plastic Surgery Journal*

The proprietary features of the MiXto laser, the patented scanning pattern and the uniform energy delivery system for both cutting and resurfacing applications, make this laser a versatile tool that I can use in most of my ethnic skin patients.

Reference:

1. Pham, R.T.H., Mattoch, I., Baker, S.S. (2015) *Hyperpigmentation after Fractionated CO₂ Laser Resurfacing in Asians. Modern Plastic Surgery, 5, 9-13.*



Randal Pham, M.D., M.S., F.A.C.S.

Dr. Pham is an oculofacial plastic surgeon who has been practicing in the Silicon Valley for 25 years. He served as clinical assistant professor in the department of ophthalmology at Stanford University from 1995 to 2006. He has lectured nationally and internationally, published several landmark papers and received numerous awards: The Inaugural UCSF Innovators Award, the Stanford Provost Award, the Best Clinical Science Award from the *American Society for Lasers in Medicine and Surgery*, and the Achievement Award from the *American Academy of Ophthalmology*. He is a fellow of the *American Society of Ophthalmic Plastic and Reconstructive Surgery*.



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What's the

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IDEA

*The New Year Offers New
Paths to Success*

By Kevin A. Wilson, Contributing Editor

As we begin another new year, aesthetic medicine continues to be propelled forward by new developments and evolving trends. With the rise of social media and a plethora of scientific and practical breakthroughs, 2019 is sure to be an exciting year filled with promise.





What's the Big Idea?

The New Year Offers New Paths to Success

While social media has changed marketing and delineated the divide between generations, cultural shifts have brought previously taboo topics, such as sexual health, to the forefront.

Powerful forces within our own bodies are being harnessed to regenerate and restore. The doctor-patient relationship is changing, as is the system itself, driven by social, governmental, economic and industrial factors. R&D is bringing new and exciting technologies to bear, which seem right out of science fiction, whilst proven and popular techniques and technologies are being further refined.

Generational aesthetics

As aesthetic medicine has become more accessible to and accepted by the average consumer, the patient base has expanded. In addition, affordability and media exposure, specifically the rise of social media, has coupled with development and refinement of modalities providing less aggressive, but effective therapies that stave off the need for more drastic measures.

All of these changes have contributed to the wider age range of patients seeking aesthetic enhancements. Understanding the significance of generational aesthetics will prove critical to our industry in all aspects, including creation of a wider potential patient base, evolution of technology and changing the ways in which you market to and communicate with patients.

Shrewd practice owners know they must strategically offer treatments that appeal to different generations and market them accordingly.

"The term 'prejuvenation' has been coined to describe the increasing use of small, subtle, less aggressive, minimally or non-invasive therapies to slow the appearance of aging in younger patients," said Joel L. Cohen, M.D., director of AboutSkin Dermatology and DermSurgery in metropolitan Denver, Colo.

Millennials, or Generation Y (born between 1980 and 1995), are more comfortable with – and expect – an 'experience,' as well as a result. They seek solutions and digest information quickly. Their relative youth and resilient skin make them ideal for less aggressive therapies and any level of body contouring.

Conversely, older patients and baby boomers need more aggressive therapies and respond to more traditional marketing.

However, the bulk of patients in a practice will be from Generation X (born between 1965 and 1979). These patients are more media savvy and skeptical, but in a prime position to benefit from a variety of therapeutic options.

The most recent addition to the aesthetic patient population is Generation Z, also known as the iGeneration (mid 1990s to mid 2000s). This group may seek body contouring and milder therapies. They are most comfortable with the Internet, open to new ideas and treatments, and hungry for information, while being put off by more traditional marketing.

Regenerative medicine

While it is still early in the game, the use of adipose-derived stem cells (ADSCs), platelet-rich plasma (PRP), platelet-rich fibrin matrix (PRFM), stromal vascular fraction (SVF) and growth factors are being applied safely and effectively in a myriad of ways, both as stand-alone therapies, as well as to enhance results and speed healing after other treatments. The number and variety of products and applications is growing exponentially, almost faster than science can keep up.

Experts agree that regenerative medicine holds a tremendous amount of potential to dramatically transform the future of aesthetic medicine by changing the way physicians approach anti-aging and other indications. Examples include, autologous products that implement the use of a patient's own cells in surgical products, products that utilize amniotic fluid, epithelial growth factors and stem cell tissues, as well as adipose stromal connections. Other sources include cord blood, bone marrow and stem cells for the heart.¹



Joel L. Cohen, M.D.
Director
AboutSkin Dermatology
and DermSurgery
Denver, CO



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Arizona Facial Plastics
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Stephan J. Finical, M.D.
Medical Director
Charlotte Plastic Surgery
Charlotte, NC

Facial injectables

Injectable neurotoxins are the backbone of aesthetic medicine, with Botox Cosmetic from Allergan, Inc. (Irvine, Calif.), being largely responsible for the explosive growth of the aesthetic industry. For years there have been three main neurotoxin offerings in the U.S., but this is about to change, according to Dr. Cohen. Three competitors are on the radar and the potential market is still huge.

After overcoming FDA-clearance hurdles, Evolus (Newport Beach, Calif.) is expected to disrupt the current market as an aesthetic-only neurotoxin that is as good as rivals, but most likely offered at a much lower price. While the product has received a lot of backing by KOL physicians, some of these KOLs also are investors in Strathspey Crown/Alphaeon, which is a 50% owner of Evolus. Despite this detail, the buzz is still growing.

Revance Therapeutics, Inc., (Newark, Calif.) has completed Phase III trials on the long-acting neurotoxin product DaxibotulinumtoxinA for Injection (RT002) for the treatment of glabellar lines. The product is in clinical development for a broad range of aesthetic and therapeutic indications, including glabellar lines. Data presented by industry luminaries throughout 2018 strongly supported the product's potential of longer duration.

In addition, Croma-Pharma GmbH (Leobendorf, Austria) has partnered with Hugel, Inc. (Seoul, South Korea) to bring Botulax to the U.S. market soon, along with its unique saypha brand of HA-fillers and family of PDO threads.

"These are all type-A neurotoxins, with some variations in formulation, so I expect some heavily-marketed differentiating features, such as price and studies on longevity," said Dr. Cohen, who has been an investigator in trials of all three of these new neurotoxin products, but is not an investor in Revance Therapeutics.

"Patients are becoming more comfortable with the concept of injectables — even from a younger age, so the market is growing significantly. Thus, there are certainly opportunities for new players, products and procedures," Dr. Cohen said.

Collagen restoration is another popular characteristic being offered by many soft-tissue augmentation agents, such as poly-L-lactic acid (Sculptra, Galderma Laboratories), but lesser known products, such as Polycaprolactone (PCL) fillers (Ellansé, Sinclair Pharma, plc), take it to the next level. Ellansé is touted as a high viscosity, easy-to-inject biostimulator with a longevity outcome that relies on a specific neocollagenesis effect.

"We've been talking about fillers inducing collagen stimulation for a long time, and there have been studies in the literature, but now we are seeing more specific pathways and mechanisms of action reported to explain this," Dr. Cohen stated. "There is definitely something to it, with both established and emerging biostimulatory fillers."

Integrative customized care

In aesthetics, integrative customized care denotes a modified approach to patient care that comes with unique benefits, said Farhan Taghizadeh, M.D., medical director of Arizona Facial Plastics (Scottsdale, Ariz.). This concept marries the whole-person approach with multi-vector treatment, some of which may seem to fall outside the purview of aesthetic medicine at times.

"A healthy lifestyle is better medicine than anything we can prescribe," Dr. Taghizadeh pointed out. "Diet, exercise, and supplementation when necessary, can go a long way to improving health and allows patients to maximize results."

"Everyone knows that lifestyle profoundly affects health, healing and aging," he continued. "Consider the role of inflammation, which we're learning more about every day. And what better example is there of the opportunity to affect outcomes with a healthy lifestyle than among body contouring patients?"

Lifestyle coaching, plus the use of combination therapies, especially non- or minimally invasive therapies, is a big part of this approach, but it is more than that.

"A healthy lifestyle is better medicine than anything we can prescribe. Diet, exercise and supplementation when necessary, can go a long way to improving health and allows patients to maximize results."



Before treatment



Three weeks after treatment with saypha VOLUME PLUS to the midface
Photos courtesy of Croma-Pharma

What's the Big Idea?

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According to Dr. Taghizadeh, the resulting patient trust and loyalty has numerous benefits. Compliance is higher, and a loyal patient refers their friends.

"We provide a caring atmosphere and we're interested in how they are doing. They sense this," he explained. "Patients who trust us are more likely to do what we ask of them. We give options and explain thoroughly that we are with them every step of the way. And, in this business, reputation is everything. You can't buy the kind of advertising that a happy, trusting patient provides by word of mouth."

In many cases, this kind of 'multi-specialization' isn't nearly as far a stretch as it may seem, he added.

"It makes sense when you think about it," he began. "We are in the quality-of-life business. Aesthetic medicine is about outcomes that improve self-image and wellness. Any physician should understand the role of nutrition, hormones and exercise in day-to-day health."

"Wellness isn't just about how you look, it is about how you feel," he continued. "Thus, there are areas in which we're addressing issues from several angles, which is only natural, but goes against – and is ultimately changing – the paradigm of modern medicine."

Skincare advancements

Personalization is also a growing trend within the segment of topical skincare, according to Dr. Taghizadeh.

"What we are seeing, and doing, is individualized skincare from one of two vectors. On one side, you have a patient undergoing a survey of their skin and being given a personalized combination of proven ingredients designed specifically for their needs," he expressed. The other side involves the harvest and application of a patient's own growth factors and platelets.

Dr. Taghizadeh is currently performing research on skincare products derived from autologous platelets. "This is inexpensive and effective, but I think it's only the beginning," he said. "Aesthetic medicine has been extracting growth factors and stem cells in a variety of ways and who knows how these could be incorporated into valid, accessible topical skincare therapies?"


Among the currently available topicals that work with growth factors or signal stem cells are products like Tensage from Biopelle, Inc., (Ferndale, Mich.) and DefenAge from Progenitor Biologics, LLC (Carlsbad, Calif.). Each have unique formulations and supporting studies.

These products are being used as part of daily skincare regimens and adjunctively with in-office procedures.

"After laser resurfacing, I have patients use Tensage Serum, which I believe can help jump-start the fibroblasts to aid in the repair process, augment wound healing and be overall synergistic with the procedure," said Dr. Cohen, who has done research for Biopelle on Tensage. He also has resurfacing and peel patients use Senté Dermal Repair cream from Senté Laboratories (Carlsbad, Calif.). "The proprietary Heparan Sulfate Analog (HSA) technology uniquely supports the extracellular matrix milieu."

Among some of the more recent ingredients being introduced for use in topical formulations, orchids, more associated with traditional or 'folk' medicine in Asia, may have a promising future. A 2018 investigation reported that dihydrostilbene derivatives (known as stilbenoids) from two orchid species offer anti-melanogenic and anti-oxidative effects, potentially making them extremely useful in skincare products.² These could provide further mitigation of undue oxidative stress and manage age-related pigmentary disorders when used regularly in effective formulations.

According to an article in *Dermatology Times*,³ probiotics may have dermatologic applications, but this has become problematic. A plethora of products from cleansers



"We are in the quality-of-life business. Aesthetic medicine is about outcomes that improve self-image and wellness. Any physician should understand the role of nutrition, hormones and exercise in day-to-day health."

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to creams have arisen that all claim to nurture and promote the proliferation of a natural, healthy microbial ecosystem of the skin.

Many products have been tagged as 'probiotic.' The issue: There are no regulatory guidelines, few definitions of beneficial processes, few demonstrated mechanisms of action, and no real standards on which claims can be based. However, there is still plenty to keep an eye on as researchers continue to expand our understanding of the role of our body's microbiome, inside and out.

Cannabis-based skin therapies that harness anti-inflammatory and other properties of derived compounds are on the way, and a 2017 review paper discussed their potential in dermatology.⁴ However, while cannabis has many potential medicinal uses, there is still significant controversy.

"The public seems enthralled with marijuana right now, and I come from a state where it is legal and sold openly," said Dr. Cohen. "Nevertheless, we have much work to do as far as dosimetry, ideal routes of administration, and formulations are concerned. And given the hype these days, we must be cautious and thorough. I don't think concerns will apply to topical formulations, but we really need the research and the time for that to happen on a comprehensive scale to properly investigate cannabis."

Non-hormonal estrogen receptor activators (NERA) are an emerging class of cosmeceuticals. Emepelle topical skincare from Biopelle, Inc., which incorporates this technology, will launch at AAD in March 2019. A November 2018 study of 79 patients⁵ produced impressive data.

"Estrogen deficiency causes accelerated loss of collagen and speeds aging of skin in women who may not actually correlate increased dryness, inhibited wound healing, or other changes with declining estrogen levels," said Dr. Cohen, who is currently involved in clinical trials with Emepelle.

"In fact, women may lose significant collagen within the first five years post-menopause, leading to wrinkles and thinning skin," he added. "Emepelle has been shown clinically to reduce these effects without causing untoward systemic effects, leading to smoother, more luminous skin with potential improvement in lines and wrinkles."

Amino acids, which have long been known to have beneficial effects on skin, stimulate fibroblasts, improve skin quality and hydration, as well as revive natural anti-oxidants in skin. "This is decades-old knowledge," Dr. Taghizadeh indicated. "Amino acids penetrate well, and the skin knows what to do with them. The issue is how should they be prepared."

Microneedling advances and delivery systems

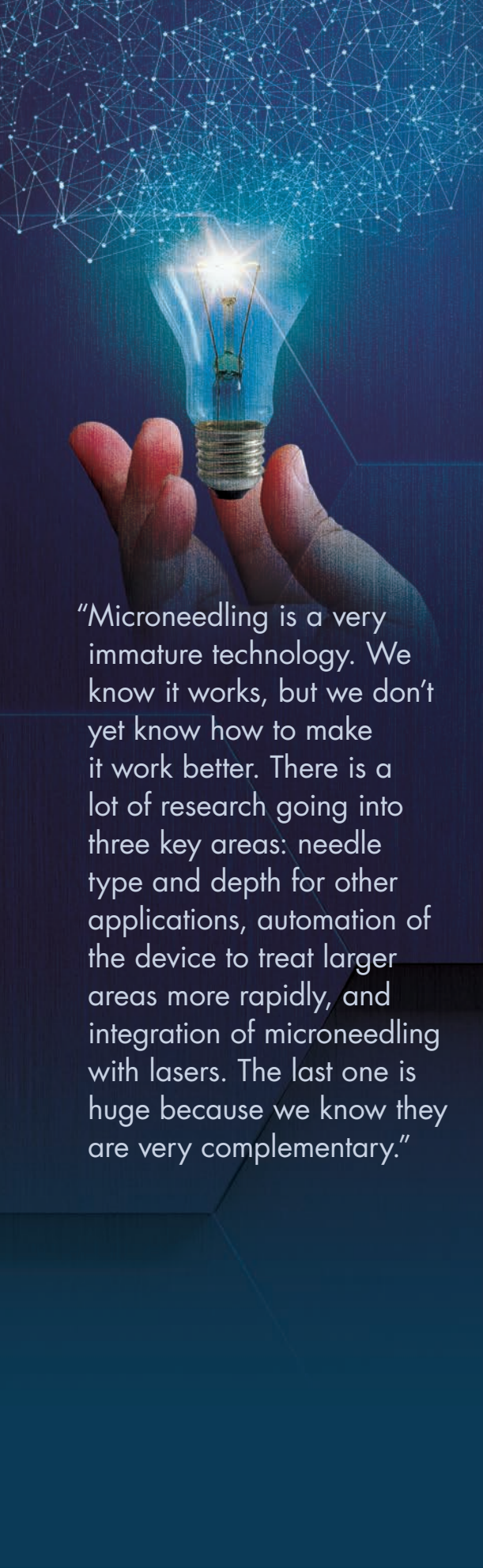
"Microneedling is a very immature technology," Dr. Taghizadeh said. "We know it works, but we don't yet know how to make it work better. That is why it is so often paired with other therapies, such as PRP.

"There is also a lot of research going into three key areas: needle type and depth for other applications, automation of the device to treat larger areas more rapidly, and integration of microneedling with lasers. The last one is huge because we know they are very complementary, we just need to find out what lasers work well with it," Dr. Taghizadeh stated.

Another area of investigation is unique uses of microneedling on and off the face, including post-traumatic burn scarring, hyperhidrosis and stretch marks, to name a few.

Furthermore, in addition to the wound healing response, "microneedling creates channels to allow entry of compounds into the skin, so companies are developing products specifically for use with microneedling," Dr. Taghizadeh elaborated.

With the proliferation of new compounds for skincare, other delivery systems, such as RF microneedling, iontophoresis and combination plasma/ultrasound, are becoming more prominent. These are designed to facilitate minimally invasive penetration of compounds and can be used with proprietary sera, as well as existing compounds.



"Microneedling is a very immature technology. We know it works, but we don't yet know how to make it work better. There is a lot of research going into three key areas: needle type and depth for other applications, automation of the device to treat larger areas more rapidly, and integration of microneedling with lasers. The last one is huge because we know they are very complementary."

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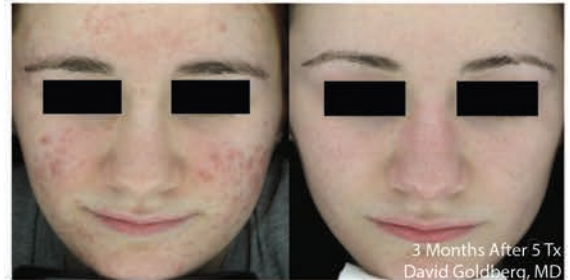
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Sexual Health

Concepts common in aesthetic medicine have driven recent advancements in sexual health, an equally popular and controversial topic. Despite the scrutiny being placed on the emerging therapies in this segment and their proposed efficacy, to the doctors who perform them, home runs are being hit daily.

"When you have patients who come back and talk about how happy they and their partners are, detailing their renewed interest in sex and more gratifying experiences, that's hard to argue with," said Dr. Taghizadeh. "It goes back to total wellness, regardless of gender. That's why we offer the P-Shot and O-Shot therapies," Dr. Taghizadeh said, referring to PRP injections designed to improve sexual function, "as well as lasers for cosmetic and functional therapies."

According to Dr. Taghizadeh, recent advancements in sexual health therapies use concepts harnessed in aesthetic medicine, which is why many practitioners have adopted them. "While gynecologists and related specialties can and do perform these treatments, they are often not readily set up to do so," he noted.

"We in aesthetic medicine have a cash-pay, fee-for-service business model, and they do not. Our patients expect the fee, while their patients expect a co-pay," he explained.

"For the most part, the current system does not provide for insurance reimbursement for preventative measures, and, in many ways, this is punitive to core specialists," Dr. Taghizadeh observed. "Also, we've been using these technologies in other ways for a while, and they have not. Frankly, patients should be able to go to their specialist for these therapies, but they come to us because we are performing these therapies, we've adopted them and the specialists, in general, are behind and trying to get into the game."

Another emergent therapy involves the application of acoustic sound waves from various existing devices to genital tissue. This non-invasive procedure breaks up plaque formations in local blood vessels and stimulates neovascularization for increased blood flow and sexual function. Treatment is intended for erectile dysfunction in men and orgasmic dysfunction in women, and it is often given in conjunction with PRP injections.

Unique uses of thread lifts

Polydioxanone (PDO) thread lifts are gaining popularity, with subtler outcomes being a fair trade-off for the easy implantation and relative safety compared to surgery.

According to a 2018 consensus paper,⁶ the procedure is very technique dependent, but provides results safely, which can easily be combined with energy-based therapies and/or injectables for improved global outcomes.

Physicians are now exploring off-face applications for thread lifting, such as the neck and chest, arms, buttocks and thighs, and even the abdomen. Some physicians already offer these therapies, but in Dr. Taghizadeh's opinion, there is much work to be done before these become a new standard.

"I don't use threads myself because, while they work, I don't believe they provide better or more lasting results than other tools currently available," he elaborated.

Furthermore, "Expectations management is as important with PDO threads as anything else, even more so for off-label uses such as on the body," he added. "And again, we must ask ourselves, are they truly equal to or better than other options out there?"

Advancements in Body Shaping

While traditional liposuction and related therapies are still the gold standard in fat reduction and body shaping, non-invasive modalities are proliferating.

What began with cryolipolysis has expanded with the advent of non-invasive laser and radiofrequency therapies that melt fat all over the body, some of which can be used on larger patients to great effect.



Abdomen before treatment



After fourth Emsculpt treatment

Photos courtesy of Katerina Fajkosova, M.D.

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Recently, electromagnetism and microwaves have entered the arena. Most notably, the EMSCULPT from BTL Aesthetics (Marlborough, Mass.) uses non-invasive high-intensity focused electromagnetic (HIFEM) technology to stimulate the underlying musculature, inducing intense muscular contractions. According to BTL, studies using MRI, CT, ultrasound and histologic evidence have demonstrated significant fat reduction and increases in muscle mass, with high patient satisfaction.

"This isn't hype, this is reality," said Edward M. Zimmermann, M.D., medical director of Las Vegas Laser & Lipo (Las Vegas, Nev.). "We build muscle while permanently destroying fat through apoptosis. This technology was born as a mode of physical therapy to rehab muscles. The repeated contractions are so strong that the energy uptake required to sustain them destroys surrounding fat cells."

Microwave energy is another recently introduced technology that non-invasively disrupts fat cells. While not yet available in the U.S., Onda Coolwaves from DEKA M.E.L.A. srl (Florence, Italy) is the first device to feature microwaves for fat reduction and skin tightening. During treatment the generated heat destroys fat cells and tightens connective tissue while cooling the dermis.

The increasing popularity of Kybella (Allergan) for submental fat reduction injections has led to its use on other parts of the body. The product uses synthetic deoxycholic acid, a naturally-occurring molecule that helps the body break down and absorb dietary fat.

Stephan J. Finical, M.D., medical director of Charlotte Plastic Surgery (Charlotte, N.C.), has observed successful outcomes using Kybella on small areas of localized fat such as bra-rolls and the pre-axillary region above the breast, among others, but sees an emerging benefit as an adjunct to cryolipolysis.

"Kybella dissolves adipose tissue, there's no question, so it is ideal for small pockets of fat," Dr. Finical stated. "One limiting factor in cryolipolysis is cost of treatment, so Kybella is a relatively inexpensive way to improve results or smooth out suboptimal outcomes. It is perfect for this."

"Mesotherapy has been around a while and Kybella is effective when used properly," said Dr. Taghizadeh. "So off-label use is going to increase, but we need more research before we get ahead of ourselves. Some therapies like fillers or lasers lend well to off-label use, but even with decades of science about mesotherapy we need more studies on the long-term impact of Kybella on body fat." ■

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Axillary fat before treatment



Three months after Kybella injections
Photos courtesy of Stephan J. Finical, M.D.

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Know Relevant Regulations Before Publishing Videos and Patient Photos

By Jeffrey Frentzen, Contributing Editor

Sharing practice videos and patient photos in the office and online can be a vital marketing tool for aesthetic physicians. However, you need to ensure conformity with the regulations set down in the Health Insurance Portability and Accountability Act of 1996 (HIPAA), which were designed to protect the privacy and security of certain health information.

This third and final part of the practice management series on photo and video galleries, provides an overview of the various legalities that must be obeyed when posting patient images.

Before-and-after images of dermatological or aesthetic procedures are a vital means of attracting new patients, building public trust and reassuring current patients of your abilities.

But, before you publish any information or patient images, it is crucial to recognize the types of private information also conveyed by those images, such as a patient's tattoos, hair and eye color, birthdate, birth marks or a medical record number.

Often, these violations arise in content that is posted on social media. Social media is used by three-quarters of Internet users. Furthermore, 80% of

those on Facebook, practice websites, Instagram and other Internet-based media, are actively seeking medical news, research, physicians and clinics.

To completely avoid HIPAA violations of this kind, you will need to follow a few rules.

Consent

"Many physicians that have developed the skills to take good photos and use video effectively may stumble when it comes to HIPAA compliance and patient privacy," stated Tim Sawyer, president and co-founder of Crystal Clear Digital Marketing in Orlando, Fla. "In this Kardashian era most people will do anything in front of a camera. They have no reservations whatsoever, because so many people over share everything. While we are in a generation where it is not difficult to get consent, you still have to get it."

Incorporating patient photos and video into public facing media, like websites, social media, or even group e-mails, requires extra vigilance regarding HIPAA's requirements. Accordingly, prior to sharing any photos or videos for any reason other than the treatment of the patient, physicians need to obtain requisite patient authorization.

"Before you publish any information or patient images, it is crucial to recognize the types of private information also conveyed by those images, such as a patient's tattoos, hair and eye color, birthdate, birth marks or a medical record number."



Tim Sawyer
President and Co-Founder
Crystal Clear Digital Marketing
Orlando, FL



Michael Cohen
Vice President of Marketing
eRelevance
Austin, TX



Gregory A. Buford, M.D., F.A.C.S.
Plastic Surgeon
Denver, CO

Obtaining informed consent from patients is essential to creating a positive relationship with the practice. When sharing patient information and their likeness online or in marketing materials, physicians should initiate a conversation early on about how their information can be used and the consequences of that sharing.

Most physicians would be wise to create, "an airtight patient consent form that covers everything related to posting patient images," said Michael Cohen, vice president of marketing at eRelevance, a marketing service firm based in Austin, Texas.

"A photo release document is usually a single page with relatively simple language," he continued. "Versions are readily available on the Internet. For some, hiring counsel to help develop these forms is a very good idea. It is a one-time effort and expense that is necessary to avoid future legal matters, and it is a good idea to review



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that consent form on an annual basis, because the laws do change.”

According to Gregory A. Buford, M.D., F.A.C.S., a plastic surgeon in Denver, Colo., “Twenty years ago, the consent form had a disclaimer in small print at the bottom of the page, where it said patient photos can be used for educational or promotional purposes. Now, because of the explosion of social media and the Internet, it is in bold print and big letters.

“There are different levels of consent and release,” Dr. Buford continued. “My lawyers have always advised me to include a specified duration, as in obtaining consent to release a patient’s photos for, say, the next five years. The consent and release need to be specific about where their photos and videos will be used – on a website, for internal use, on social media, etc., as well as the amount of time involved.”

Policies and procedures

Another way to avoid legal snares with social media-based HIPAA violations is for offices to maintain a carefully crafted policy statement on how to take, edit, process and post patient images for online use or in an in-office look book.

In addition, hired staff should be trained on those privacy and security policies with an annual review process. “Your social media policy should be integrated into these policies and procedures,” Mr. Cohen noted.

Image storage guidelines

Storage requirements are also stringent when sharing images, including to third parties. So, for a practice to be fully HIPAA compliant, physicians and staff should learn how

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photos are stored in the camera, on computer hard drives and when using Internet technologies.

The safest approach is to save photos in a HIPAA-compliant system or a professional medical photo database. Do not store them in a camera, an iPhone or iPad, as these are not HIPAA-compliant.

Also, stored images should not include a patient’s protected health information (PHI) within the photo, file names or a photo’s EXIF information or metadata.

Annual risk assessment

Undertaking a regularly scheduled HIPAA risk assessment can help practices understand the technical security of these systems. For instance, HIPAA severely restricts the use of e-mail to send and receive patient images or information.

Controlling photography by staff can be much easier than supervising what patients, family and/or visitors photograph. Today, cell phones are common, and many have cameras with advanced photo and video recording abilities. Thus, practices should contemplate employing a policy that addresses limits to non-staff photography and video in the office.

Above all, using photos or videos created by another physician and posted publicly on the Internet is a no-no, Dr. Buford expressed.

“If you’re looking for images to illustrate your latest lecture, you cannot grab a Google image and put it on your website or in your PowerPoint deck,” he elaborated. “There are firms that troll for copyrighted images, and it can be very expensive if you take them for your own uses.”



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Your Guide to Practice Planning for 2019

By Lisette Hilton, Contributing Editor

As we enter a new year, now is the time for all of us, even thriving aesthetic practices, to reflect on the highs and lows of 2018 and determine what changes can be made to improve in 2019.

According to Glenn Morley, a senior consultant in plastic surgery and dermatology at BSM Consulting, planning is key to business success.

“Good is never good enough because [aesthetic physicians] understand that the medical aesthetic marketplace is dynamic and competitive,” Ms. Morley elaborated.

Annual business plans for practices often include three main components, said Ms. Morley: A financial plan or budget, a marketing plan and organizational improvement plans.

Budget planning

In a recent BSM blog post about planning for 2019, consultant Andrew Muller stated that the creation of an annual budget requires a few actions:

- Determine scheduling expectations for each physician in the practice
- Assess patient visit targets and compensation goals
- Estimate upcoming capital expenditures
- Determine staffing and compensation

- Calculate predictable changes in operating expenses, such as rent adjustments
- Establish changes in fee schedules

“The budgeting process is not a numbers game; nor is it about simply shifting budget numbers from 2018 to 2019,” Ms. Morley stated.

“Instead, those responsible for planning the practice budget should start by taking a step back and analyzing how the practice functioned budget-wise in 2018,” she continued.

Key questions to ask yourself include, “Where were we overbudget and where were we underbudget, and why? How accurate was our forecasting? And together with the stakeholders in the practice, determine what you will need in 2019. Hardware? Software? Training? Development?”

Marketing plan

Whether practices spend hard-earned dollars or make substantial time investments in marketing, start the new year right by determining which marketing efforts did and didn’t meet expectations.

Ms. Morley recommends adjusting, and in some situations, eliminating the marketing, advertising or promotions that fell short on their expected return on investment. Ask your marketing



Glenn Morley
Senior Plastic Surgery and
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partners, vendors and other experts about changes that could lead to better results from your marketing efforts in the new year.

Organizational improvement

Organizational improvement planning begins with looking back and determining how to better meet projections and goals in 2019.

For example, did the treatment devices purchased last year meet projections? Why or why not?

If a practice determines that a device purchase didn’t meet projections due to a lack of provider training, for example, that training should be part of the plan in 2019, Ms. Morley noted.

Organizational improvement also involves self-assessment at a leadership level to determine whether the leader or leaders met the needs of the organization at that upper-most level, Ms. Morley added.

As organizations grow, change might be necessary.

Nonetheless, a changing of the guard doesn’t mean a previous leader isn’t or wasn’t valuable. The situation might simply be that the individual doesn’t have the time required to devote to an evolving practice or the experience

“The budgeting process is not a numbers game; nor is it about simply shifting budget numbers from 2018 to 2019. Instead, those responsible for planning the practice budget should start by taking a step back and analyzing how the practice functioned budget-wise in 2018.”

necessary to deal with an increasingly complex healthcare environment, Ms. Morley expressed.

Practice leaders should ask the following:

- Does the management structure, the managers, and the way that managers are managing meet the needs of the organization?
- Are the goals of the organization reflected in the goals of each individual team?
- Were we focused on the right goals? Did we set and attain operational goals last year?

“At this time of year, I ask my clients to not just look at operations from a functional standpoint, but also to think in terms of operations as meeting our patients’ or customers’ needs,” Ms. Morley emphasized. “Operations must be built for provider and staff efficiency, while also making things as easy as possible for our patients.”

Specific to aesthetics

Entwined in the traditional business plan’s building blocks are specific considerations for medical aesthetic practices in 2019. These include preparing for increasing competition, taking a hard look at devices and treatment options that over-promise and under-deliver and balancing enjoyment with profits, said Joe Niamtu, III, D.M.D., an oral and maxillofacial surgeon with a cosmetic facial surgery practice in Richmond, Va.

Aesthetic practices that rely heavily on neurotoxin and filler injections, as well as minor skin tightening and rejuvenation with devices or minimally invasive treatments, will likely see more competition from non-traditional providers in 2019, he speculated.

“You have traditional cosmetic injectors or cosmetic physicians and surgeons

“Even people with money will drive a little further to save \$60 on a Botox injection. You don’t necessarily want to combat that by lowering your fees, but you really have to figure out what your advantage is in order to retain your patients.”

and then you have spas, family practice, nurse practitioners and others,” Dr. Niamtu elaborated.

“The competition from non-traditional injectors is going to dilute a lot of procedures that are bread and butter for subspecialists. That’s something that you need to plan for – whether you’re planning for it by making yourself more competitive price-wise, service-wise or marketing-wise.”

Traditional providers shouldn’t bank on patients paying a premium for their services.

“Even people with money will drive a little further to save \$60 on a Botox injection,” Dr. Niamtu indicated. “You don’t necessarily want to combat that by lowering your fees, but you really have to figure out what your advantage is in order to retain your patients.”

According to Dr. Niamtu, the beginning of 2019 will be a time of reflection about what’s hype versus what works. This reflection should happen before a practice decides to budget for and invest in a new, expensive device.

“We’ve seen a lot of new minimally invasive technologies introduced –

Kybella (Allergan), microneedling and energy-based devices – and at this point they’ve been on the market long enough to know whether they are sinking or swimming,” he pointed out.

Dr. Niamtu’s advice: Separate the hype from outcomes and make sure the services and devices you offer are in line with the outcomes you promise.

While new practices might have to offer a wide range of services to get more patients through the door, more experienced aesthetic physicians can increasingly focus on doing more of what they like to do, while maintaining a profitable business, he continued.

For Dr. Niamtu, whose practice is 80% surgical, this includes facelifts, eyelid lifts and other aesthetic surgeries, rather than doing injectables. The surgical part of his practice is well established, consistent and offers a high profit margin, he asserted. This allows him to do fewer injectables, which he said are the least profitable aspect of his practice.

“One of the perks of having a mature, successful practice is you get to pick and choose a little bit,” Dr. Niamtu shared.

How to Avoid the Biggest Profit-Killing Mistakes in 2019

By Kelly Smith, founder and CEO of Projected Growth Consulting

We've worked with more than a thousand physicians in the aesthetic industry over the past decade, and it has become very clear that there are three key areas of strategy required for growth and profit: finance, operations and marketing.

While there are several specific systems and processes that practices can implement in order to take revenue and profit to the next level, let's focus on marketing and practice growth through an annual marketing plan (AMP).

A solid AMP will increase revenue, decrease impulsive spending on marketing, cross patients over into new services, maintain your bottom line, even out cash flow and create high surges of revenue. Conversely, the cost of not creating an AMP: stagnation, confusion and discounting.

The four key essentials of an AMP are monthly cross-promotions, social media planning, email marketing and quarterly sales events.

Cross-promotions

Start by asking yourself which services you really want to grow and what areas are most profitable for you. Use the answers and seasonality to determine your cross-promotions.

Typically, a client needs to hear a message eight to ten times before they'll respond. This number continues to grow as online noise increases; thus, it is important that you layer your monthly message so that your patients can respond to your offers. Some patients are going to watch a video blog in your email; others will look at your social platforms; some will see in-office

advertising; others might listen to your 'on-hold' voicemail greeting.

Value-added offers that create a 20% savings are the most successful. Cross-promotions reward clients for trying something new. They are also an effective method to bring exposure to something that is difficult for you to sell on its own. For example, if your cross-promotion is free toxin with a laser series, then you have two talking points for the month. Toxins and a series of energy-based treatments are wonderful because typically they are done quarterly. Let's say you use these for your monthly promotion; now you simply select toxins or the laser series as the prize for your contest of the month.

Social media editorial planning

Unquestionably, a Facebook/Instagram giveaway contest of the month will deliver the best results on social media. We've managed social media for years, and this type of contest provides the 'What's in it for me?' (WIFM) aspect that keeps fans engaged on your page.

Engaged fans comment on, like and share your offers. This alone has created one to three times growth for our clients. Commenting and sharing creates warm referrals from the fans to their online friends. Herein lies the main goal of social media: Online referrals that become a lead source.

Email marketing

Email marketing works. Sending a weekly e-blast to your patient database will get the highest response. Based on your services and patient demographics, there are a variety of topics



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.

that can be used to draw people in for more services.

Quarterly sales events

The final step is a quarterly sales event. These are extremely effective for conversion. Keep a narrow focus for each event, like body, breast, face, feminine health, body contouring or injectables.

Quality attendance is the goal for high conversion at events. The key is pre-qualifying your event attendees by consulting with them and making helpful suggestions. The event is a consultation in the round, with a grand prize and door prizes, not an open house.

Limit events to 30 attendees so that you have time for one-on-one 15-minute physician consults with each interested patient.

In summary, an annual marketing plan will increase profitability, organization and, ultimately, yield repeat business and happy patients. By strategically narrowing your marketing focus, improving consistency and layering your overall message, you will reach new clients and increase conversion and closing ratios of both existing and new patients.

Proof through a case study

We recently implemented an AMP with a Louisiana-based medspa. The challenge they faced was creating growth without spending the profit on lead generation and marketing. After being in business for seven years, marketing costs were impacting profitability.

We refocused their marketing efforts on cross-promotions versus a discounting strategy, implemented monthly social media contests and emailed their existing client database weekly. The result was that their net profit doubled in 13 months and their marketing spending decreased by 15%. By maintaining these three key marketing efforts, they continue to experience patient loyalty and referrals.

A solid AMP will increase revenue, decrease impulsive spending on marketing, cross patients over into new services, maintain your bottom line, even out cash flow and create high surges of revenue.

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The Aesthetic Show 2019 Announces Completely New Program

As the premier multispecialty venue for medical professionals looking to expand their aesthetic abilities, The Aesthetic Show (TAS) has firmly established itself as a progressive, first-in-class educational program covering the most cutting edge aesthetic procedures, techniques, products and technologies.

In keeping with the continually evolving and advancing landscape of our industry over the last 13 years, TAS has exceeded all expectations with a completely revamped curriculum for 2019, developed by some of the greatest minds in the industry.

The addition of the new Scientific Advisory Board, led by top experts and key opinion leaders, has been one of the most important changes to the 2019 program. By engaging accomplished professionals across all specialties practicing aesthetic medicine, TAS has constructed its most comprehensive and diverse learning experience to date.

Taking place from July 11 – 14, 2019, at the luxurious Wynn Las Vegas, this year's program debuts a lineup of forward-thinking and interactive symposia, lectures, debates and workshops that will advance your practical experience in the art and science of aesthetics. Additionally, TAS has increased the number of CME credits available to attendees in 2019.

According to Gregory Chernoff, M.D., a facial plastic and reconstructive surgeon in Santa Rosa, Calif., "This meeting has proved invaluable to expanding the armamentarium of treatments that I offer to my patients. The camaraderie of attendees has grown, and I have forged valuable relationships there."

Most notably, the new program will give special emphasis to the emerging theme of Generational Aesthetics. Specifically, this year's Keynote Address will be entirely focused on the multi-generational aspect of aesthetic medicine. Attendees will learn the specific needs, motivations and expectations of each demographic, and how to use this knowledge to grow their practices. This pervasive theme will be present throughout the entire program.

Other new sessions will cover topics such as sexual health, ethnic and gender considerations, bespoke treatments, integrative aesthetics, aesthetics in the digital age and the legal structure of an aesthetic practice, among others.

The show's new scientific program represents an adaptation to current times, noted Anil Rajani, M.D., an aesthetic physician in Portland, Ore. "With its integrative focus, combination treatments, updates on the exciting new generational market traffic and



"With its integrative focus, combination treatments, updates on the exciting new generational market traffic and interactive opportunities, the 2019 program is the best we have seen to date."

interactive opportunities, the 2019 program is the best we have seen to date," he said.

Of course, the program will also feature the main pillars of aesthetics, including facial injectables, energy-based and minimally invasive aesthetic treatments, innovations in body shaping, skincare advancements and regenerative aesthetics.

Other returning highlights include the popular hands-on / live demo injectable courses, which provide attendees with the opportunity to learn advanced neurotoxin and dermal filler injection techniques under the guidance of skilled instructors. However, this year, instead of only being offered during the pre-show schedule, these courses will also be offered during the main program.

With this change, attendees can now take advantage of the other high-interest topics being presented during TAS's renowned pre-show program.

This year's pre-show lineup offers full day gatherings on a range of subjects shaping the future of aesthetic medicine, including feminine rejuvenation; regenerative treatments and techniques and the Injectables 101 course for beginner injectors.

Based on overwhelming feedback from 2018 attendees, TAS has added a brand-new pre-show session: Advanced Laser Techniques and Applications Symposium, which will review current and emerging technology, combination treatments and best practices for evaluating and selecting aesthetic laser devices and platforms.

Of course, TAS wouldn't be complete without its exclusive Certified Aesthetic Consultant (CAC) pre-show Certification course. This proprietary practice management program is offered as a highly-structured, interactive and intensive one-day session providing current and actionable

information and techniques that help practices stay competitive in this fast-growing field. This course is open to any aesthetic professional that wants to gain the core competencies and best business practices that are critical for practice success. Participants can take an examination at the conclusion of the show to receive their certification.

"I attend the show to enhance my practice," stated Kimberly Evans, M.D., a gynecologist who is specialty-trained in aesthetic services. "It is the one place where world-renowned physicians can grow and learn from one another."

The exceptional value that attendees encounter in TAS's educational and practice management sessions is also reflected in the expanded exhibit hall, which features all of the leading manufacturers spotlighting the hottest products, as well as daily live events and presentations by industry doyens.

And last but not least, is The Aesthetic Awards ceremony. Hosted by plastic surgeon Andrew Ordon, M.D., The Aesthetic Awards honors the influencers and innovators driving medical aesthetics forward.



The Aesthetic Show 2019

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A Practical Approach to Non-Surgical Rhinoplasty

By Alexander Z. Rivkin, M.D.

Meet the Expert



Alexander Z. Rivkin, M.D.

Dr. Rivkin is a Yale-trained facial cosmetic surgeon and University of California, Los Angeles (UCLA), faculty member who focuses exclusively on non-invasive cosmetic procedures. He was the first physician in the country to offer the Non-Surgical Nose Job, his signature method for non-invasive correction of cosmetic nasal irregularities. Dr. Rivkin has become an international authority on non-surgical cosmetic treatments and has been featured throughout the national media on shows like *The Today Show*, *The Doctors* and *EXTRA*. He currently divides his time between patient care, clinical research, educating other physicians, media appearances and lecturing at scientific conferences throughout the world.

Surgical rhinoplasty is one of the most popular aesthetic procedures worldwide. However, until recently, patients who wanted to avoid surgery – and the associated risks, recovery and expense – have never had a viable, non-invasive alternative that could accomplish similar cosmetic goals.

Capitalizing on the advent of long-lasting injectable fillers, non-surgical rhinoplasty (NSR) can correct mild or moderate cosmetic nasal irregularities.

I perform this procedure to achieve the following cosmetic goals:

- Raise and better define an underdeveloped nasal dorsum.
- Raise and better define a ptotic tip.
- Camouflage a dorsal bump. The dorsum is leveled by injecting filler above and below the bump.
- Correct asymmetry of the tip or dorsum by subtly augmenting the weaker side.
- Correct post-rhinoplasty contour defects. Most commonly, these present as saddle nose deformity or other types of dorsal cartilage collapse, poly beak deformity, dorsal asymmetry due to asymmetric scarring, asymmetry of the tip due to post-surgical scarring or cartilage over-resection and alar foreshortening.

Appropriate candidates

Not all patients are candidates for the NSR procedure. Some are better served by a surgical approach. Most of these can be grouped together as patients who need a reduction of their nose. They include:

- Patients with a large nose who want a reduction.
- Patients with a tip that is large and round who desire a smaller, sculpted tip. This is especially so with patients who have thick tip skin.
- Patients with a severely twisted nose.
- Patients with wide ala who want narrowing of their nasal base.
- Patients with an overly projected nose who want de-projection.
- Patients with a hanging columella.

My technique

NSR should be performed with the patient sitting straight up, as close to 90 degrees as is comfortable, leaning their head against a head rest to minimize movement. Injecting the patient in this position allows the practitioner to constantly re-assess the aesthetic effect of the nasal injections on the appearance of the entire nose and the patient's face as it is viewed by others.



Before and after non-surgical rhinoplasty
Photos courtesy of Alexander Z. Rivkin, M.D.



Before and after non-surgical rhinoplasty
Photos courtesy of Alexander Z. Rivkin, M.D.

After taking standardized photographs, I use a compounded triple anesthetic cream for 15 to 20 minutes prior to the procedure. Following removal of the cream, the patient ices the area to be injected. During the injection procedure, the patient can self-administer nitrous oxide if that is an option, and an assistant can tap a shoulder or leg as a distraction.

Currently, hyaluronic acid (HA) is the most popular filler material for aesthetic injections due to its natural look and feel and its reversibility with hyaluronidase. The ability to dissolve HA is a critical safety feature for non-surgical rhinoplasty, especially for injectors who are not yet proficient in the technique. An HA with high viscosity and a high elastic modulus will lift tissue well and hold its shape, both essential for a successful NSR. A filler with these qualities, as well as low hydrophilicity and a long

duration of action would be the preferred choice for NSR.

Voluma and Lyft are currently the FDA-approved fillers that best satisfy these criteria. Lyft has the highest G' and would be the ideal choice, but it lasts only eight to ten months. Voluma lasts for one to one and a half years in the nose and provides enough G' to accomplish the goals of NSR.

Conversely, while some practitioners recommend Juvéderm as a good filler for use in the nose, it is a soft, hydrophilic filler with a short duration of effect. Due to its limited ability to lift tissue, along with the risk of post-procedure edema causing compression ischemia in a fragile area like the tip, I do not endorse this product for the NSR procedure.

Restylane, also frequently used for this procedure, is less hydrophilic than Juvéderm, and it has better elasticity,

but with a six-month duration of effect, it is not ideal.

For maximum patient comfort and safety, HA filler can be transferred into a 0.3 cc, 31G diabetic syringe in a sterile manner by carefully removing the plunger, placing 0.2 cc of filler into the syringe and replacing the uncontaminated plunger. 21G, 1.5" needles work well for transfer. The rheology of the small syringe permits all FDA-approved HA fillers (including Voluma) to flow through the 31G needle at reasonable injection pressures.

I perform injections, for the most part, as tiny boluses or as short linear threads at the level of the periosteum or perichondrium, placing small amounts of filler as I withdraw the needle. I will place filler into the area of the radix, dorsum, sidewall, tip, columella and ala as needed to correct each individual irregularity. I will then massage and mold the filler to blend into the desired contour. The volume effect of most fillers decreases by about 25% within the first couple of weeks, so a touch-up visit is recommended for about four weeks after the initial procedure.

Experience matters

When performed carefully, NSR is a safe and simple procedure that makes patients extremely happy. However, this is a procedure with more risk than many other facial injections. It should only be performed by experienced injectors who understand fillers well and are very familiar with the anatomy of the face.

The injector must know how to recognize adverse events like ischemia and intravascular embolism of filler as they happen, and be comfortable with treating these types of adverse events.

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InMode is an aesthetic medical technology company focused on developing products and procedures utilizing the most innovative radiofrequency, light-based energy and laser technologies. Our minimally invasive and non-invasive procedures are clinically proven to reduce treatment time, recovery time and deliver real results so people can live their most beautiful lives.

Lasering USA

220 Porter Drive, Suite 120
San Ramon, CA 94583
(866) 471-0469 telephone (925) 718-8225 facsimile
info@laseringusa.com / www.laseringusa.com
www.mixtoskinresurfacing.com / www.v-lase.com

Lasering USA is the exclusive U.S. and Canadian distributor for Lasering s.r.l. based in Modena, Italy. Founded in 1994, Lasering earned the reputation as a world-class manufacturer of surgical and aesthetic lasers. The Lasering product line includes the MiXto SX and MiXto Pro microfractional CO₂ lasers; the Velure S5 523 nm diode laser and Velure S9 980 nm diode laser. The new V-Lase treatment platform is the only non-ablative CO₂ laser treatment for conditions in dermatology, gynecology, dental and ENT. All products are cleared by the FDA.

Lumenis

2033 Gateway Place, Suite 200
San Jose, CA 95110
(877) LUMENIS telephone (408) 764-3500 facsimile
www.lumenis.com/aesthetic/

Lumenis® is a global developer, manufacturer and distributor of laser and intense pulsed light (IPL) systems. Surpassing 265 registered patents, 260 FDA clearances, and a presence in over 100 countries, Lumenis products are recognized worldwide as an industry gold standard. Market leading products include UltraPulse® and AcuPulse™ fractional CO₂ lasers; LightSheer® Infinity™, Desire™ and Duet® hair removal systems; the M22™ multi-technology platform with VascuPlus+™; and the newly introduced FemTouch™ on Acupulse, a solution for vaginal health related conditions. Lumenis aesthetic systems deliver high standards of excellence, quality and reliability, with premium value and service.

Mattioli Engineering Corporation

1765 Greensboro Station Place, Suite 900
McLean, VA 22102
(703) 312-6000 telephone (703) 243-9139 facsimile
www.mattioliengineering.com

Mattioli Engineering is a global, research-driven company dedicated to providing state-of-the-art technology to the medical community, specifically in the field of dermatology, skincare, cosmetic and general surgery. The company led the development of sterile crystal microdermabrasion devices and transdermal delivery devices based on proprietary dermo-electroporation technology. They are a world leader with more than 10,000 devices delivered worldwide over 20 years.

Merz Aesthetics

6501 Six Forks Road
Raleigh, NC 27615
(919) 582-8000 telephone
www.merzusa.com

Merz North America, Inc., is a specialty healthcare company dedicated to the development and marketing of innovative quality products for physicians and patients across the U.S. and Canada. Merz products are distributed through two divisions, aesthetics and neurosciences, and developed with the goal of improving patients' health and quality of life.

Oxygenetix Institute, Inc.

9662 Santa Monica Blvd., Suite 223
Beverly Hills, CA 90210
(888) 500-1672 telephone
www.oxygenetix.com

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.

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.

Rohrer Aesthetics, LLC

105 Citation Court
Homewood, AL 35209
(205) 940-2200 telephone (205) 942-9905 facsimile
www.rohleraesthetics.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 \$12,500. All of Rohrer Aesthetics' systems include a two-year warranty and our unmatched 30-Day Buy Back Guarantee.

SINCLAIR Pharma

1 Technology Drive, Suite F211
Irvine, CA 92618
(844) 864-5297 telephone (949) 271-3789 facsimile
InstaLift.com

SINCLAIR is a global aesthetic company renowned for its collagen stimulation expertise, focus on facial shape, and best-in-class products that enable physicians worldwide to meet patients' needs for safe and effective rejuvenation solutions. SINCLAIR is committed to supporting medical professionals with excellent customer service and high-quality training programs.

SkinCeuticals, LLC

10 Hudson Yards
New York, NY 10001
www.skinceuticals.com

At SkinCeuticals, our mission is to improve skin health. We are committed to leading the skincare industry in terms of research and innovation, and we promise to provide advanced skincare backed by science.

Solta Medical, a division of Bausch Health Companies

25881 Industrial Boulevard
Hayward, CA 94545
(877) 782-2286 telephone (510) 782-2287 facsimile
www.solta.com

Solta Medical is a global leader in the medical aesthetic market, providing innovative and effective solutions. Solta offers energy-based aesthetic devices to address a range of skin-related concerns, including skin resurfacing and rejuvenation, fat reduction, hair removal and acne reduction. More than 5 million procedures have been performed with Solta Medical's portfolio of products around the world.

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, an Almirall Company

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

Thermi, an Almirall company, is a global leader in advanced temperature-controlled RF technology. Thermi systems offer versatile modalities and 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 weight loss, which may include fine lines, post-baby body, cellulite, loose skin and intimate tissue laxity, and to empower people to take control of their skin, body and intimate life.

Viscot Medical, LLC

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

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

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.

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 Hyaluronic Acid + Lidocaine	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	Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g. Non-animal, cross-linked cohesive hyaluronic acid 24 mg/g.	\$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. 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.	FDA approved.	
	Hironic	JUVINA – Light	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for superficial lines, worry lines, crows' feet and neck wrinkles.	Contact mfr.	CE marked.
		JUVINA – Moderate	Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for deep nasolabial folds, facial contouring and augmentation.	Contact mfr.	CE marked.
JUVINA – Deep		Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for severely deep lines, facial contouring and augmentation, and chin.	Contact mfr.	CE marked.	
JUVINA – Deep Plus		Non-animal, cross-linked cohesive Hyaluronic Acid	20 mg/mL for forehead, chin and nose.	Contact mfr.	CE marked.	
JUVINA – Light Comfort		Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for superficial lines, worry lines, crows' feet and neck wrinkles.	Contact mfr.	CE marked.	
JUVINA – Moderate Comfort		Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for deep nasolabial folds, facial contouring and augmentation.	Contact mfr.	CE marked.	
JUVINA – Deep Comfort		Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for severely deep lines, facial contouring and augmentation, and chin.	Contact mfr.	CE marked.	
JUVINA – Deep Plus Comfort		Non-animal, cross-linked cohesive Hyaluronic Acid plus Lidocaine	20 mg/mL plus 0.3% lidocaine for forehead, chin and nose.	Contact mfr.	CE marked.	
Merz Aesthetics	Belotero Balance – 22.5 mg/mL	Hyaluronic Acid	Non-animal double phase cross-linked hyaluronic acid – via biofermentation – with CPM (Cohesive Polydensified Matrix) technology.	Contact mfr.	CE marked in Europe. FDA approved.	
	Radiesse	CaHA	Radiesse injectable implant is a sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of sterile water for injection, glycerin and sodium carboxymethyl cellulose (1.5 cc, 0.8 cc).	Contact mfr.	CE marked in Europe. FDA approved.	
	Radiesse (+)	CaHA	Radiesse (+) injectable implant is an opaque, sterile non-pyrogenic, semi-solid, cohesive implant, whose principle component is synthetic calcium hydroxylapatite suspended in a gel carrier of glycerin, sodium carboxymethyl cellulose 0.3% lidocaine hydrochloride and sterile water for injection (1.5 cc, 0.8 cc).	Contact mfr.		
Suneva Medical	Bellafill	Purified Bovine Collagen and PMMA	80% purified bovine collagen and 20% polymethyl-methacrylate (PMMA) microspheres and 0.3% lidocaine.	Contact mfr.	FDA approved for the correction of nasolabial folds and moderate to severe, atrophic, distensible facial acne scars on the cheek in patients over the age of 21 years.	

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

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
COSMED Dermaceuticals	•	•	•	•	•	•		•	•	•	www.cosmedderm.com
DefenAge Skincare		•	•	•		•				•	www.DefenAge.com
Eclipse MedCorp						•					www.Eclipsemed.com
Envy Medical		•	•	•		•	•	•		•	www.envymedical.com
Epionce	•	•	•	•	•	•		•	•	•	www.epionce.com
LIFTLAB Skin Regeneration		•	•	•		•				•	www.liftlabskincare.com
Oxygenetix	•	•		•		•	•		•	•	www.oxygenetix.com
SkinCeuticals, LLC	•		•	•	•	•		•	•	•	www.skinceuticals.com
SkinMedica, an Allergan Company	•	•	•	•	•	•	•	•	•	•	www.skinmedica.com
TOPIX Pharmaceuticals	•	•	•	•	•	•		•	•	•	www.topixpharm.com

Note: Data subject to change; please refer to Company Directory for supplier contact information.

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.	
Alma Lasers, Ltd.						
Harmony XL Pro Platform	Pulsed UV Light / AFT Pulsed Light / IN-Motion AFT Pulsed Light / Pulsed NIR / Alexandrite / Q-Switched Nd:YAG with KTP / Nd:YAG / Pixel 2940 Er:YAG / ClearLift Q-Switched / Nd:YAG / Dye-SR AFT Pulsed Light / Dye-VL AFT Pulsed Light	UVB / UVA, 300 – 380 nm / 515 – 950 nm, 540 – 950 nm, 570 – 950 nm / Near-Infrared / Near-Infrared / 755 nm / 532 nm, 1064 nm / 1064 nm, 1320 nm / 2940 nm / 1064 nm / 550 – 650 nm / 500 – 6600 nm	2,000 – 5,000 mJ/cm ² / 30 J/cm ² , 30 J/cm ² , 30 J/cm ² / 5 – 20 J/cm ² , 1 – 7 J/cm ² / 1 – 7 J/cm ² / 1 – 32 J/cm ² / 400 – 1200 mJ/p / 30 – 450 J/cm ² / 5 – 40 J/cm ² / 300 – 2,500 mJ/p / up to 1200 J/cm ² / up to 15 J/cm ² / up to 30 J/cm ²	30, 40, 50 ms / 10, 12, 15 ms, 10, 12, 15 ms, 10, 12, 15 ms / 30, 40, 50 ms, 1, 3, 30 sec / 10, 30, 90 sec / 3 ms / 20 ns / 10, 15, 45, 60 ms, 30, 40, 50 ms / Short, Medium, Long / 20 ns / 10, 12, 15 ms / 5, 10, 25 ms	Contact mfr.	AFT Pulsed: contact cooled version or non-cooled module options. IN-Motion AFT: contact cooled version or non-cooled module options. Pulsed NIR: ST module with large 40 x 16 mm spot. Alexandrite: 5 mm and 8 mm tips. QS Nd:YAG: 3 mm and 5 mm tips. Nd:YAG: 2 mm, 6 mm and 10 mm tips with contact cooling; 1320 nm: 6 mm tip. Pixel 2940: Pixel tips are 11 mm ² with 1 x 7, 7 x 7 and 9 x 9 arrays. Erbium tips are 1 mm and 4 mm. ClearLift QS: 5 x 5 tip.
Pixel CO ₂	Fractional CO ₂ System	10,600 nm	Up to 70 W	CW Superpulse	Contact mfr.	Pixel tips are 11 mm ² with 1 x 7, 7 x 7 and 9 x 9 arrays, surgical handpieces are 50 mm and 100 mm.
VShape	Pixel RF	RF, 40.68 MHz	Up to 80 W	N/A	Contact mfr.	25 mm Roller Tip, 12 mm stationary tip.
EXELO ₂	Fractional CO ₂ System	10,600 nm	3 – 40 W	1 – 100 ms plus CW	Contact mfr.	
BURANE	Er:YAG	2940 nm	Up to 2.5 J	Up to 260 ms	Contact mfr.	Variable, 1 - 6 mm; 7 x 7 fractional handpiece.
SINON	Ruby Q-Switched	694 nm	2 – 14 J/cm ²	20 ns	Contact mfr.	
PicoClear	Four Wavelength Q-Switched Nd:YAG with Pico and Nano Modes	1064 nm / 532 nm; 585 nm and 650 nm (Nano only)	250 mJ – 1 J	600 ps – 2 ns	Contact mfr.	Dual wavelength device for resurfacing of vascular and pigmented lesions, tattoo removal and fractionated skin resurfacing. 2 - 15 mm spot size.
Alma-Q	Triple Mode Nd:YAG Laser: Q-switched; Long Pulse, Double Pulse on One System	1064 nm / 532 nm	Up to 30 J/cm ²	4 ms – 60 ms	Contact mfr.	Pigmented and vascular lesions, tattoo removal, skin resurfacing, tattoo removal; fractional resurfacing with pixel handpiece.
Cutera						
xeo pearl	YSGG	2940 nm	Up to 3.5 J/cm ²	≤1000 µs	Contact mfr.	
xeo pearl fractional	YSGG	2940 nm	<400 mJ	≤1000 µs	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.
Hironic Co., Ltd.						
MIXEL	CO ₂ Fractional	10,600 nm	60 mJ	Up to 5,000 µs	Contact mfr.	Metal tube; scanner type, scan size 2 x 2 mm to 20 x 20 mm, beam size: 70 µm - 200 µm. Max. spot quantity: 40,000.
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.
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.
Lumenis						
UltraPulse (with ActiveFX, DeepFX, TotalFX and SCAAR FX)	Fractional and Full Ablative CO ₂	10,600 nm	Proprietary, unique UltraPulse technology: up to 225 mJ per single pulse (short pulse duration). Avg. power up to 60 W, peak power up to 240 W	Unique 225 mJ in less than 2 ms	Contact mfr.	Two scanners: CoolScan (CPG) delivers UltraPulse telecentric, collimated scanning with 1.3 mm spot size. DeepFX micro-scanner delivers energy with 0.12 mm spot size, up to 4 mm penetration depth. Collimated single spot energy delivery and focused incisional handpieces. SCAAR FX fractional mode delivers 150 mJ per pulse, deep treatment up to 4 mm in a single pulse and optimal ablation/coagulation ratio. 34 FDA cleared aesthetic indications.

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

FRACTIONAL TECHNOLOGIES COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Lumenis - continued						
AcuPulse MultiMode	Fractional CO ₂	10,600 nm	Average power up to 40 W, peak power up to 200 W	SuperPulse pulses less than 0.3 ms	Contact mfr.	Ten modes: FeatherTouch, SilkTouch, FineTouch, ToeTouch, Paint, Superficial, Deep, Combo, StretchTouch and Bleph. Two scanners: AcuScan120 for fractional resurfacing and SurgiTouch for full resurfacing. Three handpieces for use with SurgiTouch scanner and one incisional handpiece. 34 FDA cleared indications.
M22 ResurFX	1565 nm Erbium Fiber Laser	1565 nm	10 – 70 mJ per micro-beam	N/A	Contact mfr.	Single pass CoolScan scanner for non-sequential scanning, continuous contact cooling for increased patient comfort and protection of epidermis. No disposables; 600 combinations of shape, size and density.
Lutronic						
eCO2	CO ₂ Fractional laser	10,600 nm	Up to 240 mJ	Ultra Pulse: 40 – 1,000 μ s; Super Pulse: 1 – 5 ms	Contact mfr.	Fractional or Incisional handpieces. Variety of fractional handpiece tips available: 120, 300, 500 micron tip.
INFINI	Bipolar Fractional RF	N/A	50 W	10 ms – 1,000 ms	Contact mfr.	MFR handpiece with a variety of tips available: 49 tip (7 x 7 needles, scan size: 10 x 10 mm), Comfort / 16 tip (4 x 4 needles, scan size: 5 x 5 mm).
Mosaic HP LaseMD PicoPlus	Er:Glass Thulium Laser Pico / Nanosecond Dual Pulse Width Laser	1550 nm 1927 nm 1064 nm, 532 nm, 585 nm, 660 nm	Up to 120 mJ 1 – 20 mJ 1 – 20 mJ	N/A N/A 750 ps	Contact mfr. Contact mfr. Contact mfr.	10 x 10, 8 x 8, 6 x 6 and 5 x 10 mm, Contact tip, Hair tip. Five handpieces, including two fractional. *Pending FDA clearance.
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 (μ s)	400 ps / 450 ps; 250 μ s	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.
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 (μ s)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 μ s	Contact mfr.	Stacking Pulse technologies deliver very short and repeated shots. Various surgical handpieces available. Optional handpiece for the EVO Series, Discovery Pico/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Youlaser CO ₂	CO ₂	10,600 nm	Up to 60 mJ	0.25 – 20 ms	Contact mfr.	Scanner area 1.8x1.8 cm (max.), micro-spot of 300 μ m (10,600 nm). Stacking Pulse technologies deliver very short and repeated shots. Various surgical handpieces available.
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 – 1 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
Quanta Forte	Multi-Application Platform: Er:YAG	2940 nm	Up to 95 J/cm ² (non microbeam mode)	1 – 1.5 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
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.
Solta Medical, a division of Bausch Health Companies						
Fraxel DUAL 1550/1927 Laser System	Fractional Laser with Zimmer Cryo 6 Skin Cooling System	1550 nm / 1927 nm	Up to 70 mJ/MTZ (1550 nm) / 20 mJ/MTZ (1927 nm)	N/A	\$129,000	Intelligent Optical Tracking System (IOTS); single operator cooling.
Fraxel re:pair Laser System	CO ₂ Fractional Laser	10,600 nm	Up to 70 mJ/MTZ	N/A	\$139,000	FMDA: 600 micron (superficial treatments); FDDA: 135 micron (deep treatments); 0.2 mm surgical incisional handpiece; 2.0 mm surgical ablative handpiece.
Syneron						
Profound	Bipolar RF – 460, 5 kHz	N/A	Max. output voltage – 84 VRMS	N/A	Contact mfr.	Single-use, sterile Tx cartridge with either five (dermal) or seven (subQ) independently controlled bipolar microneedle pairs.
eMatrix Sublative Rejuvenation elōsPlus Sublative Applicator	Fractional Bipolar RF Multi-Application Platform: Optical Energy (IR) / Fractional RF (elōs)	N/A N/A	Up to 62 mJ/pin RF: up to 100 mJ/pin	N/A 1 Hz	Contact mfr. Contact mfr.	Standard 64: 12 x 12 mm, Focal 44: 11 x 3 mm. Standard 64: 12 x 12 mm, Focal 44: 11 x 3 mm.
eTwo Sublative Applicator	Multi-Application Platform: Optical Energy (IR) / Fractional RF (elōs)	N/A	RF: up to 100 mJ/pin	Up to 200 pulses	Contact mfr.	Sublime energy; up to 100 J/cm ² .
CO ₂ RE	CO ₂ Resurfacing System	10,600 nm	Up to 396 J/cm ²	20 – 3,000 μ s	Contact mfr.	Exclusive Fusion Tx mode to treat superficial and deep skin layers simultaneously. Multi-use featherweight delivery system, multiple treatment spots, full length fractional, short fractional and tapered surgical handpieces, 10.4" high-resolution color LCD, touchscreen user interface, footswitch.
PicoWay Resolve	Picosecond Laser with 101 Uniform Microbeams	532 nm / 1064 nm	Up to 1.5 mJ/ μ beam / up to 3.0 mJ/ μ beam	375 ps / 450 ps	Contact mfr.	101 μ beams, 6 x 6 mm array per Tx area.
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.

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.
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.	
Alma Lasers, Ltd.						
Harmony XL Pro	AFT Pulsed Light	515 – 950 nm	30 J/cm ²	10, 12, 15 ms	Contact mfr.	Contact cooled version or non-cooled module options.
	Nd:YAG	1064 nm	30 – 450 J/cm ²	10, 15, 45, 60 ms		2 mm, 6 mm and 10 mm tips with contact cooling.
	ClearLift Q-Switched / Nd:YAG	1064 nm	Up to 1200 J/cm ²	20 ns		
	Dye-VL AFT Pulsed Light	500 – 600 nm	Up to 25 J/cm ²	5, 10, 25 ms		
	Alexandrite	755 nm	1 – 32 J/cm ²	3 ms		5 mm and 8 mm tips.
SINON	Ruby Q-Switched	694 nm	2 – 14 J/cm ²	20 ns	Contact mfr.	
PicoClear	Q-Switched Nd:YAG with Pico and Nano Modes	1064 nm, 532 nm	250 mJ – 1 J	600 ps – 2 ns	Contact mfr.	Dual wavelength device featuring both pico and nano modes for tattoo removal, skin resurfacing, vascular and pigmented lesions. 2 mm - 15 mm spot size. Coming soon: 4D non-ablative skin resurfacing via a new refractive handpiece. Utilizes standard 110 V power and ready to treat in under two minutes.
EXCIMER 308	EXCIMER Laser	308 nm	50 – 6,000 mJ/cm ²	N/A	Contact mfr.	
Alma-Q	Triple Mode Nd:YAG Laser: Q-Switched, Long Pulse, Double Pulse on One System	1064 nm / 532 nm	Up to 30 J/cm ²	4 ms – 60 ms	Contact mfr.	Focus, HomoGenius, Fractional (with depth control), Collimated, Spectrum-Y (585 nm) and Spectrum-R (650 nm). Pigmented and vascular lesions, tattoo removal, skin resurfacing; fractional resurfacing with pixel handpiece.
Cutera						
xeo	Laser	1064 nm	Up to 300 J/cm ²	Up to 300 ms	Contact mfr.	Optional IPL handpieces.
excel V	Laser	532 nm, 1064 nm	Up to 300 J/cm ²	Up to 60 ms	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.
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.
Hironic Co., Ltd.						
New MIDAS	RF / IR	Bipolar (RF: 1 MHz / IR: 700 – 2,000 nm), monopolar (RF: 0.5 – 10 MHz)	360 W / 75 W	Continuous	Contact mfr.	No consumables; real-time cooling system (up to -5° C).
MIXEL	CO2 Fractional	10,600 nm	60 mJ	Up to 5,000 μs	Contact mfr.	Metal tube; scanner type, scan size 2 x 2 mm to 20 x 20 mm. Beam size: 70 - 200 μm. Maximum spot quantity: 40,000.
DOUBLO-S	High Intensity Focused Ultrasound	N/A	0.2 – 2 J/cm ²	N/A	Contact mfr.	Three types of cartridges: M7, D4, D7, available to 10,000 shots; 0.5 - 10 mm space between dots, length 5 - 25 mm.
MIRACLEAR	Blue Light, Vacuum, IPL	400 – 1202 nm	2 – 11 J/cm ²	3 – 27 ms	Contact mfr.	Small tip: 14.5 x 12.5 mm; normal tip: 26.5 x 14.5 mm.
Double Gold	High Intensity Focused Ultrasound	N/A	0.2 – 2 J/cm ²	N/A	Contact mfr.	Three types of cartridges: M7, D4, D7 available to 10,000 shots. 0.5 - 10 mm space between dots; length 5 - 25 mm.
Q-Fit	Q-Switched Nd:YAG	1064 nm / 532 nm	1.8 J / 0.5 J	5 – 10 ns	Contact mfr.	532 Fractional, 1064 Fractional, 1064 7 Fixed Collimated handpieces.

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SKIN REJUVENATION COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
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 and Morpheus8 / EmbraceRF Workstation	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.
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 rejuvenation. No disposables.
SLIM EVOLUTION II MiXto PRO	CO ₂	10,600 nm	0.5 – 30 W	2.5 – 16 ms	Contact mfr.	Same as above.
Velure S5 MiXto VX	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	MiXto VX Fractional scanner for non-ablative skin rejuvenation. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.
Lumenis						
M22	Multi-Application, Multi-Technology Modular Platform	IPL: 515 – 1200 nm / Nd:YAG: 1064 nm	10 – 35 J/cm ² / 20 – 225 J/cm ²	4 – 20 ms / 2 – 20 ms	Contact mfr.	Universal IPL module treats 24 applications, Universal IPL handpiece has two light guides (15 x 35 mm and 8 x 15 mm), with six exchangeable ExpertFilters: 515, 560, 590, 615, 640, 695 nm. Nd:YAG module treats five applications, MultiSpot Nd:YAG handpiece has 2 x 4 mm and 6 mm light guides. Optimal Pulse Technology (OPT) and Multiple-Sequential-Pulsing. Continuous contact cooling with SapphireCool light guides. Optimized presets.
M22 ResurfX	1565 nm Erbium Fiber Laser	1565 nm	10 – 70 mJ per microbeam	N/A	Contact mfr.	Single pass CoolScan scanner for non-sequential scanning, continuous contact cooling for increased patient comfort and protection of epidermis. No disposables; 600 combinations of shape, size and density.
M22 Q-Switched Nd:YAG	Q-Switched Nd:YAG	N/A	1.6 – 14 J/cm ²	6 – 8 ns	Contact mfr.	Homogenous "Top-Hat" beam profile. Multiple disposable and non-disposable tips, multiple spot sizes: 2, 2.5, 3.5, 5 and 6 mm
UltraPulse (with ActiveFX, DeepFX, TotalFX and SCAAR FX)	Fractional and Full Ablative CO ₂	10,600 nm	Proprietary, unique UltraPulse technology: Up to 225 mJ per single pulse (short pulse duration). Avg. power up to 60 W, peak power up to 240 W	Unique 225 mJ in less than 2 ms	Contact mfr.	Two scanners: CoolScan (CPG) delivers UltraPulse telecentric, collimated scanning with 1.3 mm spot size. DeepFX micro-scanner delivers energy with 0.12 mm spot size, up to 4 mm penetration depth. Collimated single spot energy delivery and focused incisional handpieces. SCAAR FX fractional mode delivers 150 mJ per pulse, deep treatment up to 4 mm in a single pulse and optimal ablation/coagulation ratio. 34 FDA cleared aesthetic indications.
AcuPulse MultiMode	Fractional and Full Ablative CO ₂	10,600 nm	Average power up to 40 W, peak power up to 200 W	SuperPulse pulses less than 0.3 ms	Contact mfr.	Ten modes: FeatherTouch, SilkTouch, FineTouch, ToeTouch, Paint, Superficial, Deep, Combo, StretchTouch and Bleph. Two scanners: AcuScan120 for fractional resurfacing and SurgiTouch for full resurfacing. Three handpieces for use with SurgiTouch scanner and one incisional handpiece. 34 FDA cleared indications.
Mattioli Engineering Italia s.p.a.						
Pulse II	IPL	560 – 960 nm	Up to 30 J/cm ²	14 – 35 ms	Contact mfr.	
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. OptiBeam II technology for flat-top round, square and fractional spots. Spot sizes available: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5, 7x7 (only for Discovery Pico Start) square; fractional round 8 mm; Twain IPL and Twain 2940 options for Discovery Pico and Discovery Pico Plus.
Discovery Pico / Discovery Pico Plus	Picosecond FD Nd:YAG / Picosecond Nd:YAG / Ruby Q-Switched (only for Discovery Pico Plus)	532 nm / 1064 nm / 694 nm	0.3 J (ps); 0.4 J (ns) / 0.8 J (ps/ns); 2 J (μs) / 1.2 J (ns); 2 J (ms)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 μs / 30 ns; 2 ms	Contact mfr.	

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SKIN REJUVENATION COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Quanta System - continued						
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.
Quanta Forte	Multi-Application Platform: IPL / Er:YAG / Diode 808	HR635: 635 – 950 nm / SR580: 580 – 950 nm / VL-PL 535: 535 – 950 nm / AC415: 415 – 950 nm / Er:YAG: 2940 nm / Diode 808: 808 nm	Up to 25 J/cm ² / up to 25 J/cm ² / up to 25 J/cm ² / up to 25 J/cm ² / up to 15 J/cm ² / up to 95 J/cm ² (non microbeam mode) / up to 90 J/cm ²	15 – 100 ms / 15 – 100 ms / 10 – 25 ms / 10 – 25 ms / 15 – 100 ms / 1 – 1.5 ms / up to 200 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
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.
Spectrum	Er:YAG	2940 nm	1000 mJ	300 ms	\$57,495 (fully loaded) \$29,995 (with single handpiece)	Multi-platform laser/IPL features: 810 diode, Er:YAG, Q-switched Nd:YAG, long pulsed YAG and IPL. Er:YAG features adjustable spot size from 1.5 mm - 6 mm and adjustable Hz rate from 1 – 5 pulses/sec allowing treatment of a full face in under 15 minutes. Safe to treat the neck and chest; removes fine lines, wrinkles and pigmentation (including melasma); and can safely be used on most skin types.
Solta Medical, a division of Bausch Health Companies						
Fraxel re:pair SST	CO ₂ Laser	10,600 nm	Up to 70 mJ/MTZ	N/A	Contact mfr.	Four plug-and-play handpieces with fractional and surgical applications. Built-in smokeless evacuation system. Intelligent Optical Tracking system (IOTS) with roller tip. Over 240 pre-programmed Tx settings for targeted indications.
Fraxel DUAL 1550 / 1927	1550 nm Erbium Fiber / 1927 nm Thulium Fiber Laser	1550 nm / 1927 nm	Up to 70 mJ/MTZ / up to 20 mJ/MTZ	N/A	Contact mfr.	Two non-ablative lasers. IOTS adjusts to hand speed and ensures uniform Tx. Maximized lesion depth for chosen pulse energy. Variable optical spot size with telescope. Zimmer cooling integrated into handpiece.
Fraxel 1550	1550 nm Erbium Fiber Laser	1550 nm	Up to 70 mJ/MTZ	N/A	Contact mfr.	IOTS adjusts to hand speed and ensures uniform Tx. Variable optical spot size using telescope. Zimmer cooling integrated into handpiece. Precise dosimetry increases patient comfort for targeted indications.
Clear+Brilliant	Diode Laser	1440 nm	Up to 9 mJ/MTZ	N/A	Contact mfr.	Desktop system with ergonomic handpiece and roller tip. IOTS adjusts to hand speed and ensures uniform Tx. Same as above.
Clear+Brilliant Perméa Thermage FLX / Thermage CPT	Fractional Diode Laser RF	1927 nm N/A	5 mJ 6 – 32 J/cm (average) dependent on impedance and body tissue thickness	N/A N/A	Contact mfr. Contact mfr.	Single ergonomic handpiece for face and body. Face Tip for upper and lower face (excluding eyelids); Eye Tip for treatment of periorbital area and eyelids; Total Tip for face and body (including smaller areas of abdomen, neck, arms, thighs, buttocks and knees). Body Tip for larger body areas of the abdomen, arms thighs, buttocks and knees.
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	1 J / 50 J	1 – 40 ms / 5 – 60 ms / Genesis: 0.3 ms	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
Sandro Dual	Long-Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm / Hybrid mode (755 – 1064 nm, 1064 – 755 nm)	50 J / 80 J / 60 J	0.2 – 300 ms / 0.2 – 300 ms / 5 – 50 ms	Contact mfr.	Spot size: 2, 3, 5, 7, 10, 12, 15, 18, 20 mm; Skin Cooling Spray (SCS).

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ACNE TX DEVICE COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Advalight						
ADVATx	Diode	589 nm / 1319 nm	Up to 40 J/cm ²	Variable	Contact mfr.	Included scanner handpiece and optional foot pedal.
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.
Alma Lasers, Ltd.						
Harmony XL Pro	AFT Pulsed Light / Fractional Er:YAG Pixel / Nd:YAG	420 – 950 nm / 2940 nm / 1320 nm	Up to 25 J/cm ² / 300 – 2,500 mJ/p / 5 – 40 J/cm ²	30, 40, 50 ms / short, medium, long / 30, 40, 50 ms CW Superpulse	Contact mfr.	Pixel tips are 11 mm ² with 1 x 7, 7 x 7 and 9 x 9 arrays. Er:YAG tips are 1 mm and 4 mm. Nd:YAG: 6 mm tip.
Pixel CO ₂	Fractional CO ₂ System	10,600 nm	70 W	N/A	Contact mfr.	Pixel tips are 11 mm ² with 1 x 7, 7 x 7 and 9 x 9 arrays, surgical handpieces are 50 mm and 100 mm.
vShape EXELO ₂	Pixel RF Fractional CO ₂ System	RF, 40.68 MHz 10,600 nm	Up to 80 W 3 – 40 W	1 – 100 ms plus CW	Contact mfr.	25 mm Roller Tip, 12 mm stationary tip.
Cutera						
excel V	Laser	532 nm / 1064 nm	Up to 300 J/cm ²	Up to 60 ms	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.
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 Accelerera Pulse	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.	Same as above.
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 590 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr. Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
Hironic Co., Ltd.						
MIRACLEAR	Blue Light, Vacuum, IPL	400 – 1200 nm	2 – 11 J/cm ²	3 – 25 ms	Contact mfr.	Small tip: 14.5 x 12.3 mm; normal tip: 26.5 x 14.5 mm.
A-Fit	Diode/RF	1450 nm / 0.5, 0.7, 1.0 MHz	Max. 13 J/cm ²	250 ms	Contact mfr.	RF needle.
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 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. 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. 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 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).
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.	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).
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.	Optimal handpieces for the EVO Series and Discovery PICO/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Light - Evo Series	Multi-Application Platform: Pulsed Nd:YAG (optional)	1320 nm (optional)	Up to 35 J/cm ²	5 – 10 ms	Contact mfr.	
Twain IPL	Pulsed Light	400 – 1200 nm	Up to 25 J/cm ²	5 ms – 40 ms (pulses train duration up to 240 ms) 0.3 ms – 1 ms	Contact mfr.	
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)		Contact mfr.	
Quanta Forte	Multi-Application Platform: IPL / Er:YAG (only for acne scars)	AC415: 415 – 950 nm / Er:YAG: 2940 nm	Up to 15 J/cm ² / up to 95 J/cm ² (non microbeam mode)	15 – 100 ms / 1 – 1.5 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
Solta Medical, a division of Bausch Health Companies						
Isolaz 2 Acne Therapy	Photopneumatic: Vacuum and Broadband Light	400 – 1200 nm	Up to 60 J/cm ²	Up to 25 ms	Contact mfr.	Protective eyewear for patient and physician. Small and large tips available to access different areas with ease. 400 or 580 nm options based on skin type; safe for all skin types.
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.
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. Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	1 J / 50 J	1 – 40 ms / 5 – 60 ms / Genesis: 0.3 ms	Contact mfr.	

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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.
Alma Lasers, Ltd.						
Soprano ICE	CW Diode	1064 nm	Up to 120 J/cm ²	10 – 1,350 ms	Contact mfr.	Dual Mode: pulse and In-Motion SHR for virtually painless hair removal. Facial tip for hard to reach areas.
Harmony XL Pro	In-Motion AFT Pulsed Light / Alexandrite / Nd:YAG	650 – 950 nm / 755 nm / 1064 nm	Up to 120 J/cm ² / 5 – 20 J/cm ² / 1 – 32 J/cm ² / 30 – 450 J/cm ²	1, 3, 30 sec / 3 ms / 10, 15, 45, 60 ms	Contact mfr.	Contact cooled or non-cooled module options. Alexandrite: 5 mm and 8 mm tips. Nd:YAG: 2 mm, 6 mm and 10 mm tips with contact cooling.
ARION LEDA Soprano ICE Platinum	Alexandrite Diode CW Diode	755 nm 808 nm, 980 nm Trio Clustered Technology: 755 nm, 810 nm, 1064 nm	Up to 40 J/cm ² 60 J/cm ² Up to 120 J/cm ²	5 – 140 ms 6 – 60 ms 10 – 1350 ms	Contact mfr. Contact mfr. Contact mfr.	6, 8, 10, 12, 14, 16 mm. Hygienic tip and facial tip.
Cartessa Aesthetics						
Motus AX	High-Speed Alexandrite Laser	755 nm	Up to 160 J/cm ²	2 – 80 ms	\$89,900	Moveo handpiece with integrated skin cooler and additional spot sizes.
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.	
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, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
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.	
Lumenis						
LightSheer Duet	Diode	800 nm	HS: 4.5 – 12 J/cm ² ET: 10 – 100 J/cm ²	HS: 30 – 400 ms ET: 5 – 400 ms	Contact mfr.	Two spot sizes: 22 x 35 and 9 x 9 mm. Vacuum Assist technology. Advanced ChillTip handpiece. Intuitive touchscreen with recommended treatment settings.
LightSheer ET	Diode	800 nm	10 – 100 J/cm ² HS: 4.5 – 12 J/cm ² , ET: 20 – 80 J/cm ² , LR: 5 – 25 J/cm ²	5 – 400 ms HS: 30 – 400 ms, ET: 5 – 400 ms, LR: 5 – 400 ms	Contact mfr.	Advanced ChillTip handpiece. No consumables. Optional cart. Three spot sizes: 22 x 35, 9 x 27 and 9 x 9 mm. Vacuum Assist technology. Advanced ChillTip handpieces. Intuitive touchscreen with recommended treatment settings.
LightSheer Infinity	Diode	805 nm / 1060 nm	HS: 4.5 – 12 J/cm ² , ET: 10 – 100 J/cm ² , XC: 10 – 40 J/cm ²	HS: 30 – 400 ms, ET: 5 – 400 ms, LR: 5 – 400 ms	Contact mfr.	Three spot sizes: 22 x 35, 12 x 12 and 9 x 9 mm. Vacuum Assist technology. Advanced ChillTip handpieces. Intuitive touchscreen with recommended treatment settings.
LightSheer Desire	Diode	805 nm	HS: 4.5 – 12 J/cm ² , ET: 10 – 100 J/cm ² , XC: 10 – 40 J/cm ²	HS: 30 – 400 ms, ET: 5 – 400 ms, LR: 5 – 400 ms	Contact mfr.	Optional cart.
M22	Multi-Application, Multi-Technology Modular Platform	IPL: 515 – 1200 nm / Nd:YAG: 1064 nm	10 – 35 J/cm ² / 20 – 225 J/cm ²	4 – 20 ms / 2 – 20 ms	Contact mfr.	Universal IPL Module treats 24 applications, Universal IPL handpiece has two light guides (15 x 35 mm and 8 x 15 mm), with six exchangeable Expert Filters: 515, 560, 590, 615, 640, 695 nm. Nd:YAG Module treats five applications, MultiSpot Nd:YAG handpiece has 2 x 4 mm and 6 mm light guides. Optimal Pulse Technology (OPT) and Multiple-Sequential-Pulsing. Continuous contact cooling with SapphireCool light guides on both modules. Optimized presets.
SPLENDOR X	Alexandrite / Nd:YAG	755 nm / 1064 nm	7 kW output power	N/A	Contact mfr.	
Lutronic						
Clarity	Long Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm ²	0.35 – 300 ms	Contact mfr.	Nine spot sizes including 2, 3, 5, 8, 10, 12, 15, 18, 20 mm. ICD cryogen or air cooling available.
Advantage	Diode	805 nm	5 – 100 J/cm ²	5 – 400 ms	Contact mfr.	Field replaceable handpieces with chilled compression tip: D1-800 (10 x 10 mm); D3-800 (10 x 30 mm). Cart.

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HAIR REMOVAL COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Mattioli Engineering Italia s.p.a.						
Pulse II	IPL	650 – 960 nm	Up to 25 J/cm ²	14 – 35 ms	Contact mfr.	
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. 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 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). 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. Optional handpieces for the EVO Series and Discovery Pico/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm ² or 25x13 mm ² . Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12°C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
Domino - EVO Series	Alexandrite	755 nm	Up to 60 J/cm ²	0.3 – 300 ms	Contact mfr.	
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.	
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.	
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.	
Quanta Forte	Multi-Application Platform: IPL / Diode 808	HR635: 635 – 950 nm / HR580: 580 – 950 nm / Diode 808: 808 nm	Up to 25 J/cm ² / up to 25 J/cm ² / up to 90 J/cm ²	15 – 100 ms / 15 – 100 ms / up to 200 ms	Contact mfr.	
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.
Solta Medical, a division of Bausch Health Companies						
Clear + Brilliant pélo	Diode	808 nm	Up to 750 J/cm ²	4 – 400 ms	\$74,999	Linear scanning technology maximizes efficacy, speed and patient comfort. Large spot size and scan area. Integrated contact cooling.
Syneron 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.
elös Plus with Motif LHR Applicator	Multi-Application Platform: Optical Energy (IR) / RF (elös)	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.
elös Plus with Motif HR Plus Applicator	Multi-Application Platform: Optical Energy (IR) / RF (elös)	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.
elös Plus with Motif HR Applicator	Multi-Application Platform: Optical Energy (IR) / RF (elös)	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.

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EMERGING AESTHETIC TECHNOLOGIES COMPARISON CHART

Supplier	Product	Technology	Applications	Price
Advaiight	ADVATx	PULSync 589 nm / 1319 nm Laser	Vascular lesions, acne, scars, rosacea, warts and wrinkles.	Contact mfr.
Aesthetics Biomedical	The Vivace Experience	Microneedling with RF	Fine lines and wrinkles.	Contact mfr.
Alma Lasers, Ltd.	FemiLift/Pixel CO ₂ Alma-Q	Fractional CO ₂ ; Thermal CO ₂ ; Pixel CO ₂ Roller Triple Mode Nd:YAG Laser: Q-switched, Long Pulse, Double Pulse on One System; 1064 nm and 532 nm	Intravaginal labia majora, skin and body (various handpieces). Pigmented and vascular lesions, tattoo removal, skin resurfacing; fractional resurfacing with pixel handpiece.	Contact mfr. Contact mfr.
	LipoFlow	Console with Pump and Vacuum	All-in-one solution covering all stages of liposuction, fat harvesting, transfer and fat re-implantation for aesthetic body contouring. FDA cleared.	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
Collagen P.I.N.	Collagen P.I.N.	Automated Microneedling; Single-Use 36/30 Gauge or Single-Use 12/32 Gauge Needle Cartridges; Corded or Cordless; Lifetime/Forever Warranty	Fine lines, wrinkles, acne scars, post surgery scars, skin tightening and retexturizing. Induction Therapies – specific post-microneedling products minimize complications and maximize results.	\$2,995
Cutera	truSculpt iD enlighten Juliet Secret RF	Monopolar RF Laser 532 nm, 670 nm, 1064 nm; 750 ps and 2 ns Er:YAG Laser Fractional Radiofrequency Microneedling	Body sculpting. Tattoos and pigmentation. Women's health and skin resurfacing. Scars.	Contact mfr. Contact mfr. Contact mfr. Contact mfr.
	DermaSweep	DermaSweep MD	Simultaneous Mechanical and Chemical Exfoliation	Skin rejuvenation, photo-aging, fine lines and wrinkles, acneic skin, sensitive skin, the periorcular area.
Eclipse MedCorp	Power Mask Crazy Cool	Microcurrent Self-Cooling Mask	Disposable microcurrent patches and mask for in-office and at-home use. Innovative exothermic mask that aids in patient comfort by cooling and hydrating.	Contact mfr. Contact mfr.
	Eclipse eVIVE Theradome LH80 PRO	Power Pulse Therapy Low Level Light Therapy	Male wellness. Hair loss regrowth treatment.	Contact mfr. Contact mfr.
Envy Medical	Dermalinfusion	Advanced, Non-Invasive Skin Exfoliation for Face and Body	Patented 3-in-1 technology simultaneously exfoliates using diamond tips, extracts and infuses skin with condition-specific serums.	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.
Hironic	PLASONIC	Plasma and Ultrasound	Solution-delivery technology. Skin rejuvenation, moisturizing, sterilization, increased absorption, toning and maximized drug delivery.	Contact mfr.
	EasyMo Graft Hair Transplant Device	Automated Follicular Unit Extraction (FUE)	Supports extraction and implantation processes with automated mechanical technologies: pneumatic for extraction and implantation, rotation power for extraction, and positive pressure for implantation. Equipped with a low-temperature storage system (1° C to 5° C) to improve the survival rate of follicular units.	Contact mfr.
	Ultra Vera	High Intensity Focused Ultrasound (HIFU)	Non-invasive vaginal tightening, improves vaginal dryness and urinary incontinence. Painless, 20-minute treatment. No downtime or bleeding.	Contact mfr.
	SLIMUS	1060 nm Laser Vibration Alliance Technology (LVAT technology)	Non-invasive lipolysis device for various parts of the body such as the abdomen, back, arms and thighs.	Contact mfr.
InMode	FormaV FractoraV	Non-Ablative RF Fractional RF	Votiva with FormaV is registered as a therapeutic device for the treatment of sexual dysfunction or as an adjunct to Kegel exercises (tightening of the pelvic floor muscles to increase muscle tone), and FractoraV fractional coagulation of tissue.	Contact mfr.
Lasering USA	MiXto Pro / V-Lase	Non-Fractional, Non-Ablative CO ₂	Safe, painless, non-ablative CO ₂ soft tissue therapy for gynecology, ENT, dentistry and dermatology.	Contact mfr.
Lumenis	FemTouch SPLENDOR X	CO ₂ Alexandrite and Nd:YAG; Simultaneous Emissions	Vaginal rejuvenation. Hair removal, vascular lesions, pigmented lesions and wrinkle reduction capabilities.	Contact mfr. Contact mfr.
Mattioli Engineering Italia s.p.a.	Transderm Ionto DEP	Pulsed Iontophoresis Infusion Device	Transdermal delivery of ionic drug solutions. anesthesia, skin rejuvenation and fat dissolving.	Contact mfr.
Merz Aesthetics	Ultherapy	Micro-Focused Ultrasound with Visualization	Lifts and tightens skin on the neck, chin and brow, and improves lines and wrinkles on the décolleté.	Contact mfr.
	Cellfina	Tissue Stabilized-Guided Subcision (TS-GS)	Treats the underlying structural cause of cellulite dimples on the buttocks and thighs. U.S. FDA-cleared and E.U. CE-marked with results that last at least three years.	Contact mfr.
	DESCRIBE PFD Patch	Perfluorodecalin-Infused Gel-Based Skin Barrier and Optical Clearing Device	An accessory to laser tattoo removal with the commonly used wavelengths in both Q-switched (QS) and picosecond lasers enabling multiple laser passes in a single treatment session.	Contact mfr.
miraDry, Inc.	miraDry	Microwave Energy	FDA-cleared solution to permanently reduce sweat, odor and hair in as little as one treatment in one hour – with immediate results.	Contact mfr.

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EMERGING AESTHETIC TECHNOLOGIES COMPARISON CHART

Supplier	Product	Technology	Applications	Price
Quanta System	Discovery Pico Discovery Pico Plus Discovery Pico Derm	Picosecond, Q-Switched (not for Discovery Pico Derm) and Photo-Thermal 1064 nm Nd:YAG, Picosecond, Q-Switched (not for Discovery Pico Start) 532 nm Nd:YAG and Q-Switched 694 nm Ruby (only for Discovery Pico Plus). Up to 1.8 GW peak power. Pico-Boost Technology. OptiBeam II for fractional, square and round spots.	Benign pigmented lesions, tattoo removal, wrinkles and acne scars.	Contact mfr.
	Thunder Series	Pulsed 1064 nm Nd:YAG and pulsed 755 nm Alexandrite series with up to three models. Super elliptical spot handpieces up to 24 mm; Performant scanner with rep. rates up to 15 Hz.	Dermatological vascular treatments, permanent hair reduction and wrinkles.	Contact mfr.
	DenaVe (manufactured for Cartessa Aesthetics)	Solid State 585 nm Laser with no consumables. Scanner controlled by a touchscreen. Optional spot sizes: 0.5, 1, 1.5, 3 mm.	Benign vascular lesions and benign pigmented lesions.	Contact mfr.
Rohrer Aesthetics	Spectrum	Multi-Platform Laser/IPL	Hair removal, tattoo removal, skin resurfacing, vascular reduction and pigment reduction.	\$57,495
	Phoenix CO ₂	CO ₂ Laser	FDA approved for dermatological, gynecological and general surgery procedures.	\$47,495
	PIXel8-RF	Fractional RF Microneedling	With a single treatment skin will become smoother, tighter and more vital.	No cost (call for details)
Thermi, an Almirall 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. ThermiTight, ThermiRase, ThermiSmooth Face, ThermiVa.	Contact mfr. Contact mfr. Contact mfr.
Wontech Co., Ltd.	PICOCARE	Picosecond Nd:YAG laser (1064 nm, 532 nm); Collimated, Dye (595 nm, 660 nm) and HEXA MLA (size 3 to 10 mm) handpieces.	Multi-colored tattoos, benign pigmented lesions, enlarged pores, uneven skin texture, dull skin tone, fine lines and acne scars.	Contact mfr.
Zimmer MedizinSystems	Z Wave ZCryo	Ballistic Radial Pulse Cold Air (up to -30° C)	Temporary reduction in the appearance of cellulite. Skin cooling pre, intra and post laser treatments without interfering with the laser beam. Minimizes pain and thermal injury during laser and dermatological treatments. Temporary topical anesthetic relief for injections. Can be used for hair removal, tattoo removal and skin rejuvenation procedures.	Contact mfr. Contact mfr.

Note: Data subject to change; please refer to Company Directory for supplier contact information.

PRODUCT PROFILES

NeoClear[®]
Acne free. NeoClear.

NeoClear

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

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



Viscot VisFlow

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

Viscot Medical, LLC: 973-887-9273 or visit www.viscot.com



Glycolic 10 Renew Overnight

Glycolic 10 Renew Overnight is a nightly corrective cream formulated at a true 10% glycolic free acid value to promote turnover for a 36% improvement in skin's overall glow. Free acid value refers to the true strength of a glycolic acid product, which depends on two factors – acid concentration and pH. Proven tolerable for nightly use, Glycolic 10 Renew Overnight improves the appearance of skin texture, tone and radiance for visibly brighter skin.

SkinCeuticals, LLC: www.skinceuticals.com

VASCULAR TECHNOLOGY COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Advalight						
ADVATx	Diode	589 nm / 1319 nm	Up to 40 J/cm ²	Variable	Contact mfr.	Included scanner handpiece and optional foot pedal.
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.
Alma Lasers, Ltd.						
Harmony XL Pro	AFT Pulsed Light / Nd:YAG / ClearLift Q-Switched / Nd:YAG / Dye-VL AFT Pulsed Light / Alexandrite Diode	515 – 950 nm / 1064 nm / 1064 nm / 500 – 600 nm / 755 nm	30 J/cm ² / 30 – 450 J/cm ² / up to 1200 J/cm ² / up to 25 J/cm ² / 1 – 32 J/cm ²	10, 12, 15 ms / 10, 15, 45, 60 ms / 20 ns / 5, 10, 25 ms / 3 ms	Contact mfr.	Contact cooled version or non-cooled module options. Nd:YAG: 2 mm, 6 mm and 10 mm tips with contact cooling. Alexandrite: 5 and 8 mm tips.
VascuLife		1470 nm	Up to 15 W	10 – 990 ms	Contact mfr.	Unique robotic pullback fiber system; 1470 nm radial emitting diode for complete and accurate treatment of great and small saphenous veins (GVS, SSV).
Cutera						
excel V	Laser	532 nm, 1064 nm	Up to 300 J/cm ²	Up to 60 ms	Contact mfr.	
xeo	Laser / Limelight	1064 nm / 520 – 1100 nm	300 J/cm ² / ≤30 J/cm ²	Up to 300 ms / Automatic	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.
XP-2 Focus	Nd:YAG	1064 nm	Up to 300 J/cm ²	0.1 – 50 ms	Contact mfr.	Nd:YAG handpieces: 2 - 10 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.
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 Aesthetic Solutions						
Vasculaze	Diode	1064 nm	40 – 300 J/cm ²	5 – 100 ms	Contact mfr.	
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.
Velure S5	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.
Lumenis						
M22	Multi-Application, Multi-Technology Modular Platform	IPL: 515 – 1200 nm, Nd:YAG: 1064 nm	10 – 35 J/cm ² , 20 – 225 J/cm ²	4 – 20 ms, 2 – 20 ms	Contact mfr.	Universal IPL module treats 24 applications, Universal IPL handpiece has two light guides (15 x 35 mm and 8 x 15 mm), with six exchangeable ExpertFilters: 515, 560, 590, 615, 640, 695 nm. Nd:YAG module treats five applications, MultiSpot Nd:YAG handpiece has 2 x 4 mm and 6 mm light guides. Optimal Pulse Technology (OPT) and Multiple-Sequential-Pulsing. Continuous contact cooling with SapphireCool light guides. Optimized presets.
NewSurg						
NS-532 Laser System	Solid State Diode Pumped 532 nm Green Light Laser	532 nm	3 or 5 W	0.5 – 2,000 ms	Contact mfr.	Compact and portable. FDA cleared. Adjustable spot size through flexible fiber delivery.
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.
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.	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.
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.	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).

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
Quanta System - continued						
Thunder Series	Multi-Application Platform: Pulsed Nd:YAG	1064 nm	Up to 300 J/cm ²	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 (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.
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.	Optional handpieces for the EVO Series and Discovery PICO/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm ² or 25x13 mm ² .
Quanta Forte	Multi-Application Platform: IPL	VL-PL 535: 535 – 950 nm	Up to 25 J/cm ²	10 – 25 ms	Contact mfr.	Portable, upgradable with up to eight modules; five IPL handpieces, high speed diode, Er:YAG and Nd:YAG. Advanced contact cooling with sapphire waveguide, which cools to 12° C. Adaptive Pulse Control (APC) adjusts pulse sequence and energy.
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	1 J / 50 J	1 – 40 ms / 5 – 60 ms / Genesis: 0.3 ms	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



excel V+

The new excel V+ features larger spot sizes of up to 16 mm with more power, delivering two times faster treatments*. With both the 1064 nm and 532 nm wavelengths, excel V+ treats multiple common skin conditions (i.e. benign vascular lesions, acne vulgaris and wrinkles) with proven results. Its new dual wavelength Laser Genesis handpiece is designed to provide safe and efficacious skin revitalization outcomes. 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.

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*Data on file.

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



DefenAge Clinical Power Trio

Can your skin naturally turn back the clock? According to a new study, yes, it can! A recent multi-center, placebo-controlled clinical study shows that DefenAge's Clinical Power Trio™, "globally improves the visual appearance of aging skin**" and, "offers most of the advantages of retinols and growth-factor cosmeceuticals, without irritation, inflammation, sun-sensitivity, or concerns about neoplasia.*" DefenAge's key ingredient, Age-Repair Defensins®, features a stand-alone natural target-specific mechanism of action.

*Taub, Bucay, Keller, et al; *J Drug Dermatol*, Apr 2018;17(4):426-441

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

BODY SHAPING TECHNOLOGIES COMPARISON CHART

Supplier	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)	Price
Alma Lasers, Ltd.	Accent Prime	Ultrasound; Bipolar and UniPolar (with focused RF technology); UniForm; Pixel RF	Deep heating focused RF technology, effective dielectric heating with powerful impedance matching; cold shear wave ultrasound technology to selectively target treatment areas.	CE cleared. FDA cleared.	Contact mfr.
	Alma Ultra	Ultra; Bipolar (with focused RF technology); UniPolar (with focused RF technology); UniForm; Pixel RF	Acoustic pressure selectively destroys the fat cells with a combination of focused RF technology.	CE cleared. FDA pending.	Contact mfr.
	Soprano ICE ClearTite	Near-Infrared	Heat-induced collagen shrinkage and micro-thermal injury.	CE cleared. FDA cleared.	Contact mfr.
	HarmonyXL ClearTite LipoLife	Pulsed Near-Infrared 980 nm / 1470 nm	Same as above. Patented 360° lipolysis technology with simultaneous lasing and suction capabilities.	CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. Contact mfr.
	LipoFlow	Console with Pump and Vacuum	All-in-one solution covering all stages of liposuction, fat harvesting, transfer and fat re-implantation for aesthetic body contouring.	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.
Fotona	SP Dynamis	Nd:YAG 1064 nm, Er:YAG 2940 nm	Laser assisted lipolysis, treatment of wrinkles; Photothermal - heat generated by laser light.	CE cleared. FDA cleared.	Contact mfr.
	XP-2 Focus	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	XP Dynamis	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	SP Spectro XP Spectro	Nd:YAG 1064 nm, Er:YAG 2940 nm	Same as above.	CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. Contact mfr.
Hironic Co., Ltd.	Micool-A	Cooling Lipolysis	Cooling energy is delivered to the subcutaneous fat layer without any damage to surrounding tissues. Two Cryolipo handpieces can be used simultaneously.	CE cleared.	Contact mfr.
	VeraShape	Multipolar RF: 0.5 MHz, Vacuum, 580 mm Hg, LED 610 mm	Vacuum-assisted multipolar RF and LED device for obesity care.	CE cleared.	Contact mfr.
	ByeLIPO	658 nm Diode	Low level laser therapy (LLLT) for fat reduction and cellulite removal.	CE cleared.	Contact mfr.
	SLIMUS	1060 nm Diode Laser with Vibration	High penetration depth of 1060 nm diode laser with minimal absorption in the dermis, effecting subcutaneous fat cells for permanent elimination. The diode laser increases temperature of the target fat to 42°-47° C, which means hyperthermic treatment and interval vibration occurs after the laser energy is delivered, maximizing fat drainage.	FDA & CE clearance in progress.	Contact mfr.
InMode Aesthetic Solutions	BodyFX and MiniFX / Contoura Workstation	Bipolar RF, Negative Pressure, Mechanical Massage, Ace Technology	Targets fatty tissue for body and cellulite Tx. RF provides precise, optimal heating of skin for contraction and body shaping using A.C.E. (Acquire, Control, Extend) technology to optimize maximal energy. Vacuum massage with gentle pressure allows maximum depth. Tissue temperature and impedance monitoring achieves and maintains optimal Tx temperature endpoints for enhanced safety and reduced risk of thermal injury. No consumables.	CE cleared. FDA cleared.	Contact mfr.
	BodyTite, FaceTite & EmbraceRF	RF	RF-assisted lipolysis. Dual electrode configuration allows both internal coagulation (fat) and external skin contraction. ACE technology prevents overheating.	CE cleared. FDA cleared.	Contact mfr.
Lumenis	NuEra	Temperature Controlled RF	Temperature controlled RF provides a temporary reduction in the appearance of cellulite.	FDA cleared.	Contact mfr.
Solta Medical, a division of Bausch Health Companies	Thermage FLX	RF	Patented RF energy penetrates deep into the dermis and subcutaneous tissue to tighten skin.	CE cleared. FDA cleared for non-invasive Tx of wrinkles and rhytides; incl. upper / lower eyelids; temporary improvement in appearance of cellulite (with vibration).	Contact mfr.
	Liposonix	High-Intensity Focused Ultrasound (HIFU)	Non-invasive fat reduction system utilizing state-of-the-art HIFU to permanently destroy subcutaneous adipose tissue and provide Custom Contouring capabilities. Intended use and indications for use: The Liposonix system delivers HIFU energy that can disrupt subcutaneous adipose tissue (SAT) to provide a non-invasive approach to body contouring to achieve a desired aesthetic effect.	CE cleared. FDA cleared. U.S.: Indicated for non-invasive waist circumference reduction (i.e., abdomen and flanks). E.U.: Indicated for trunk and lower extremities excluding the lower leg (i.e., abdomen, flanks, hips, thighs and buttocks). Canada: Indicated for abdomen, flanks, hips, thighs and buttocks.	Contact mfr.
	VASERlipo	Ultrasound	Ultrasonic energy selectively emulsifies fatty tissue through Acoustic Streaming, while preserving nerves, blood vessels, collagen and fat cell viability. Emulsified fat is removed via specially designed, atraumatic, suction cannulas.	CE cleared. FDA cleared.	Contact mfr.
	VASERshape	Non-Invasive Ultrasound and Massage	Small vacuum-assisted massage handpiece coupled with an ultrasound transducer directs a double beam of 1 MHz ultrasound energy to shape the body by temporarily reducing the appearance of cellulite.	CE cleared. FDA cleared.	Contact mfr.
	PowerX	Power-Assisted Liposuction	A powered handpiece on the VASERlipo system rotates the attached cannula based on predetermined angle and speed settings, allowing physicians to quickly debulk large areas of fat and reduce physician fatigue.	CE cleared. FDA cleared.	Contact mfr.
Syneron Candela	UltraShape Power	Non-Thermal, Pulsed Ultrasound Waves	Ultrasound energy is focused at the subcutaneous fat layer beneath skin surface. Oscillating high pressure induces selective destruction of mechanically fragile cell membranes resulting in fat cell destruction.	CE cleared. FDA cleared.	Contact mfr.
	VelaShape III	Bipolar RF, IR and Mechanical Tissue Manipulation with Pulsed Vacuum	The combination of IR and vacuum-coupled RF technologies effectively causes deep heating of the fat cells (adipocytes), surrounding connective fibrous septae, and the underlying dermal collagen fibers.	CE cleared. FDA cleared for temporary reduction in circumference of the abdomen and thighs, and the appearance of cellulite.	Contact mfr.
Thermi, an Almirall 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 intimate tissue laxity).	FDA cleared.	Contact supplier
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™.

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



StarWalker MaQX

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

Fotona: 972-598-9000 or visit www.fotona.com



Z Wave

The Zimmer Z Wave constitutes the latest development in the treatment of cellulite. Utilizing soft pulse technology to enhance patient comfort, it delivers mild, consistent sound wave therapy to the target area over a series of treatment sessions. The Z Wave is FDA-cleared for the temporary reduction of the appearance of cellulite. Typical patient treatment time is 3-4 minutes per body zone.

Zimmer MedizinSystems: 800-327-3576 or visit www.zimmerusa.com



PiXel8-RF

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

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



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>



Envy Medical

Envy Medical was born out of a demand for safer alternatives to treating problem skin. Dermalinfusion technology, and a concise range of daily at-home skincare products support the high standards of professionals while maximizing patient satisfaction with visible results. Envy Medical's products are powered by ingredient discoveries including Lumixyl® peptide, the tyrosinase-inhibitor researched and developed by Stanford University that is clinically-proven to safely address, control and prevent hyperpigmentation. Choose Envy Medical for results that retain patients and build your practice without compromising skin's delicate balance.

Envy Medical: 888-848-3633 or visit www.envymedical.com



PICO CARE

PICO CARE® is a novel picosecond laser system for tattoo removal, treatments of benign pigmented lesions, scars and skin rejuvenation. This system features dual wavelengths (532 nm and 1064 nm) so epidermal and dermal pigmentation, and various colored tattoos can be treated on all skin types. Additional handpieces available: 595 nm and 660 nm dye for certain tattoo colors (595 nm for blue and 660 nm for green), epidermal pigmented lesions, active acne and rosacea; and HEXA MLAs for scarring and skin rejuvenation.

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



VISIA Complexion Analysis System

The VISIA® Complexion Analysis System delivers a state-of-the-art skincare consultation experience that empowers clients to make informed decisions on skin-care options. The easy-to-use system enables users to document and track treatment progress over time through repeatable, high-quality image captures. Each capture allows users to visualize eight surface and subsurface skin features, as well as use VISIA's patented comparison analysis to compare individual patient results to a peer group of the same gender, age and skin type.

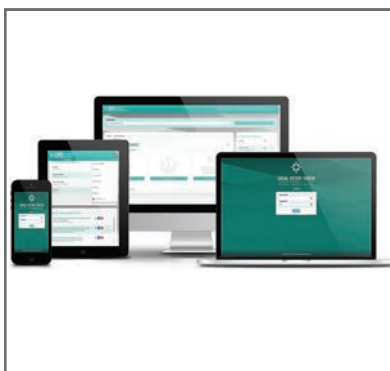
Canfield Scientific: 973-434-1201 / 800-815-4330 or visit www.canfieldsci.com



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



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

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



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



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.

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



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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



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 S.p.A. for Quanta Aesthetic Lasers: 866-353-5115 or visit www.quantausa.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.

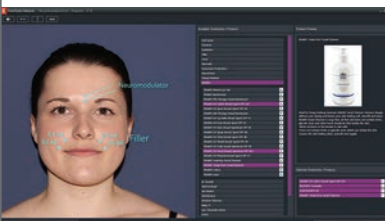
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Oxygenetix

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



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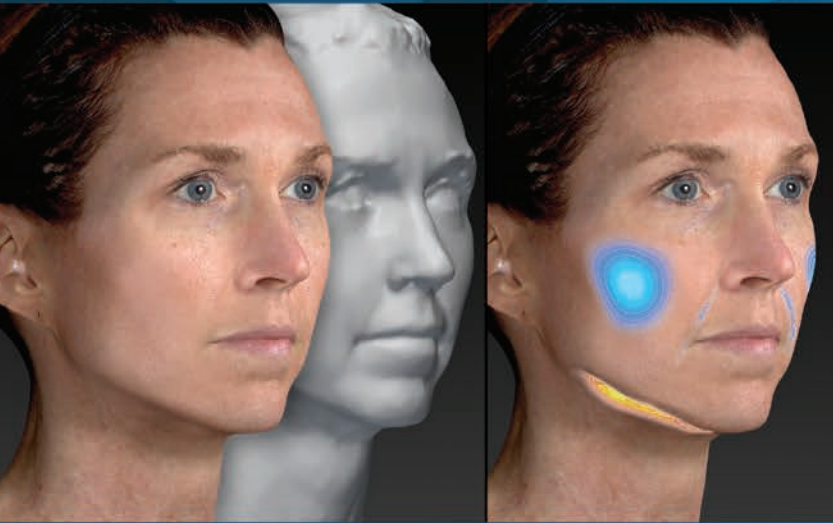
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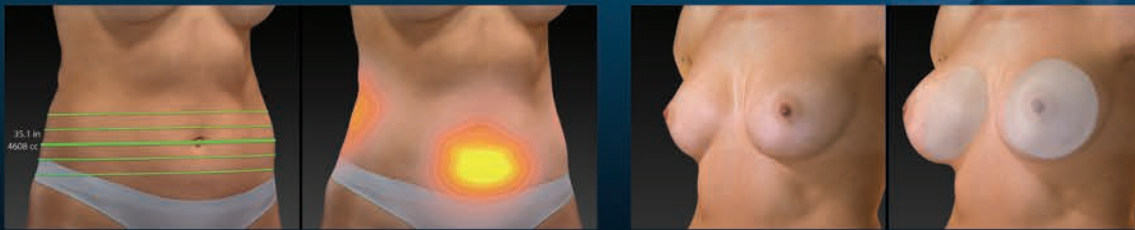


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