

THE AESTHETIC GUIDE



Molly Sims Announced
as Brand Ambassador
for First-Ever PRP-Based
Skincare

January/February 2020
www.theaestheticguide.com



SKINCARE THAT'S ALL YOU

SoME™ is a rejuvenating topical skincare product that uses a proprietary blend of ingredients combined by your physician with your own Platelet Rich Plasma (PRP) to give you a truly personalized cosmetic experience.

Visit us at
AAD Booth # 1653



STAY CONNECTED
Show Us Your SoME™
#PRPSkincare

To learn more about SoME™ Skincare or to have a local representative reach out to you, please contact us at 1-800-726-5029 or visit us online www.SoMESkincare.com

Disclaimer:

Aesthetics Biomedical's SoME™ products described on this material are intended to meet the FDA's definition of a cosmetic product, an article applied to the human body to cleanse, beautify, promote attractiveness, and alter appearances. These Aesthetics Biomedical products are not intended to be drug products that diagnose, treat, cure, or prevent any disease or condition. These products have not been approved by the FDA and the statements on this material have not been evaluated by the FDA.

Manufactured by Aesthetics Biomedical Inc. Copyright © 2020 SoME™ Skincare – PRP Skincare | All Rights Reserved



THE PERPETUAL PURSUIT OF PERFECTION
AESTHETICS BIOMEDICAL

Groundbreaking PRP-Based Home Skincare Revolutionizes the Industry

By Kevin A. Wilson, Contributing Editor

Poised to revolutionize the personal skincare regimen, SoME™ Skincare from Aesthetics Biomedical, Inc. (Phoenix, Ariz.) is the first home-use product to be based on autologous platelet-rich plasma (PRP), a proven technology packed with growth factors and other constituents that promote healing and the generation of healthier tissue. The product has undergone rigorous scientific study by top professionals and represents the future of skincare.

The arrival of SoME couldn't be better timed. Regenerative medicine is gaining traction and will likely become the standard of care with applications across all fields of medicine. PRP itself, an early example of this, has been used with confidence within the industry for years to refresh skin, promote healing, and as an adjunct to various skin rejuvenating and hair restoration therapies.

SoME is no different, but it is better – after constitution in-office using a patient's autologous PRP and a proprietary blend of all-natural ingredients, patients can take it home, where it remains viable for up to 90 days. “Patients are always looking for something safe and easy to use that doesn't irritate skin or require a complicated process to apply,” said Dianne Quibell, MD, who practices in Wellesley, Mass., and is assistant clinical professor of medicine at Harvard Medical School (Boston, Mass.).

According to dermatologist Sejal Shah, MD, of SmarterSkin Dermatology in the Tribeca district of Manhattan, N.Y., “There has been a visible trend toward skincare customized for you and your issues. SoME takes this concept to a whole new level. It is not simply customized, it is the ultimate personalized skincare.”

“The nice thing about SoME is that it is for everybody regardless of skin type or time of year, and fits with all the therapies we already provide,” said plastic and reconstructive surgeon Michael S. DeWolfe, MD (Chicago, Ill.). “Because it is the most natural and personalized skincare ever devised, it is perfect as a stand-alone product, or post-procedure. From my perspective, it checks all the boxes for safety, efficacy, utility and versatility.”

Convenience is also emerging for Dr. DeWolfe's patients. “The more serious our patients are about skincare, the more products and more complicated regimen they are typically using. We tell them that SoME has the power to simplify a skincare routine yet maintain the effectiveness because it is the most powerful thing you can use, it is all natural, and it is from you so it couldn't be more personalized,” Dr. DeWolfe expressed. “Any concerns a patient may have can be alleviated because there's nothing more natural than your own cells telling your body what to do.”

SoME Skincare is innovative, simple by design, yet eloquent in its performance according to Lawrence A. Rheins, PhD, chief science officer at Aesthetics Biomedical. “The cosmetic formulation of SoME has 22 all-natural ingredients, and the fewer ingredients, the less chance of irritation or allergic reactions with continued use,” he explained.

“Each ingredient was selected based on its safety profile and specific functional role on the skin,” Dr. Rheins explained. “If you look at the listing on the back of any skincare product, a majority of them contain more than 22 ingredients and include numerous compounds and engineered chemicals not necessarily optimized for a functional role following application to the skin.”



Dianne Quibell, MD
Assistant Clinical Professor of
Medicine
Harvard Medical School
Boston, MA



Sejal Shah, MD
Dermatologist
SmarterSkin Dermatology
Manhattan, NY



Michael S. DeWolfe, MD
Plastic and Reconstructive
Surgeon
Chicago, Ill



Lawrence A. Rheins, PhD
Chief Science Officer
Aesthetics Biomedical
Phoenix, AZ

T H E
AESTHETIC GUIDE

January/February 2020 • Volume 23 • Number 1

Features

- 24** Integrative Aesthetics
- 36** AAD 2020 Product Showcase
- 52** Facial Injectables in 2020
- 64** Breast Implant Update

Practice Management

- 70** Culture of Success
- 82** Run Your Practice Like a Business
- 84** How to Choose a Corporate Entity

Women in Aesthetics

- 86** Wendy Lee, MD

Talent & Techniques

- 88** Surgery in a Syringe

Events & Education

- 90** Aesthetic Events and Education News

Directory

- 92** Aesthetic Company Directory

Comparison Charts

- 100** Physician-Dispensed Topicals
- 101** Dermal Fillers
- 102** Microneedling
- 103** Acne Tx Devices
- 105** Skin Rejuvenation
- 109** Fractional Technologies
- 111** Vascular Technologies
- 113** Emerging Technologies
- 116** Hair Removal
- 118** Body Shaping Technologies



Advertiser Index

AAFPRS	93
Advalight Corp.	47
Advice Media	73
Aerolase	49
The Aesthetic Awards 2020	79
The Aesthetic Guide Online	115
The Aesthetic Show	62, 99
Aesthetics Biomedical	2, 35
AMSPA Bootcamps	77
AMWC	85
Apyx Medical	123
ASLMS	83
BTL Aesthetics	13
Certified Aesthetic Consultant	80-81
Crystal Clear Digital Marketing	75
Cutera	23
CureVoya (Frozen C)	27
EndyMed	39
EUROIMMUN	41
FotoFinder	59
Fotona	124
hMSC Skincare	63
Lasering USA	51
LASEROPTEK	21
Miami Cosmetic Surgery	122
miRing USA	57
PCA Skin	17
Practical Dermatology	46
Rohrer Aesthetics	43
Seiler Skin Institute	61
Sensus Healthcare	33
Suneva	55
TIZO	29
TSLMS - Music City Scale	95
Vegas Cosmetic Surgery	48, 91
Vydence Medical	19
Zero Gravity Skin	31
Zimmer MedizinSystems	45

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

* Indicates demographic advertisement

Content

PUBLISHER

Erin Velardo
erin.velardo@informa.com
949.830.5409

CONTENT COORDINATOR

Tawni Bosiljevac
tawni.bosiljevac@informa.com
949.830.5409

CONTRIBUTING EDITORS

Lisette Hilton
John Jesitus
Cindy Papp
Kevin A. Wilson

Graphic Design

Marco Villas

Sales & Marketing

GROUP SALES DIRECTOR

Mindy Millat
mindy.millat@informa.com
949.830.5409

SALES MANAGER, MEDIA

Monty McMurray
monty.mcmurray@informa.com
949.830.5409

MARKETING & BRAND MANAGEMENT

Stefani McGee

SUBSCRIPTION INQUIRIES/CHANGES OF ADDRESS

949.830.5409

Informa Markets

AESTHETICS & ANTI-AGING GROUP BUSINESS DIRECTOR

Eileen Baird



The Aesthetic Guide is published six times per year by Informa Markets 36 Discovery, Ste. 170, Irvine, CA, 92618. POSTMASTER: Please send address changes to *The Aesthetic Guide*, 36 Discovery, Ste. 170, Irvine, CA, 92618. Canadian G.S.T. number: R-124213133RT001. Printed in the USA

© 2020 Informa Markets. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by UBM for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923, 978-750-8400 fax 978-646-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept, fax 949-830-8944 or e-mail anjail.mitchell@ubm.com.

Informa Markets provides certain customer contact data (such as customer's name, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Informa Markets to make your contact information available to third parties for marketing purposes, simply call 949-830-5409 or e-mail anjail.mitchell@ubm.com between the hours of 9 a.m. and 5 p.m. PST and a representative will assist you in removing your name from Informa Markets lists. Outside the U.S., please phone +1 949-830-5409.

The Aesthetic Guide does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content.

Informa Markets endeavors to collect and include complete, correct, and current information in its directories, but does not warrant that any or all of such information is complete, correct, or current. Informa Markets does not assume, and hereby disclaims, any liability to any person or entity for any loss or damage caused by errors or omissions of any kind, whether resulting from negligence, accident or any other cause. If you notice any error, we would appreciate if you would bring such error to our attention.

The Aesthetic Guide welcomes unsolicited articles, manuscripts, photographs, illustrations, and other materials but cannot be held responsible for their safekeeping or return.

Library Access Libraries offer online access to current and back issues of *The Aesthetic Guide* through the EBSCO host databases.

To subscribe, call 949-830-5409. Outside the U.S. call +1 949-830-5409.

“SoME is ideal for patients who want high-end skincare but may not be able to use other products or just want a simpler skincare regimen.”

Stabilization has been achieved using a proprietary electrolyte solution that took years to develop. “Your body relies on electrolytes and we include seven, which are known to keep cells viable – biological molecules known to support the platelets,” Dr. Rheins continued. “We’ve also put together an innovative natural preservative system which is viricidal, fungicidal and bactericidal. Microbial studies demonstrated no pathogenic bacteria or fungi growing over 90 days. Results of studies testing HIV and Hepatitis B diseases with the product were negative. This is a very safe product.”

The harvesting process currently involves drawing 50 mL of blood by trained personnel, to which anticoagulant is added before centrifugation to extract the useful constituents. These are centrifuged a second time to further separate the most beneficial components. From the initial drawn volume, 9 mL of concentrated PRP is obtained along with about 20 mL of platelet-poor plasma (PPP), which itself is still rich in the almost countless compounds that enhance the body’s natural regenerative processes. The entire procedure typically takes less than 30 minutes.

The patient’s PRP is then added to the cosmetic base cream, a proprietary formulation which serves as a vehicle and stabilizes the PRP. The patient is sent home with a 90-day supply of SoME + PRP, along with a mini beauty refrigerator to store their three-month supply of SoME Skincare product for 90 days. It is the change in temperature from refrigeration to skin temperature along with the massaging of the product into the skin that triggers platelet degranulation and the release of growth factors and other biomolecules (these biomolecules, e.g. cytokines, chemokines and exosomes, are known to penetrate into the stratum corneum) critical for tissue regeneration. The company continues with research to better understand the degranulation

process of platelet granules and the role in facial rejuvenation.

There are generally two schools of thought regarding new products in the space: skeptics who will wait a few years to see what happens, and the early adopters who drive hard with the latest novel therapy. SoME satisfies both, according to Dr. Quibell. “We still need more science, but PRP is established as safe and effective, and the growing body of research behind SoME shows us what we need to know so the conservative can confidently use this product. However, the early adopter has a proven safe and effective, but novel product, to stoke the enthusiasm of physicians and their patients. The only risk is time and money. And SoME is ideal for patients who want high-end skincare but may not be able to use other products or just want a simpler skincare regimen.”

The safety and efficacy of SoME has been demonstrated in clinical research. A double blind, controlled, randomized split-face study was conducted by Zoe Diana Draelos, MD (Dermatology Consulting Services in High Point, N.C.), consisting of healthy men and women (n=20, age range 30 to 60 years) who applied the product twice daily over a period of eight weeks. Data confirmed that the product is safe and stable through 90 days via refrigeration at 4° C.¹

Clinical improvement of several endpoints was noted at four weeks, with more robust findings observed at eight weeks. Dermatologist assessment noted improvement in dryness, tactile and visual smoothness, softness, luminosity and radiance for SoME + PRP. Biopsies from the facial skin demonstrated improved skin architecture of underlying rete pegs which help maintain skin integrity and firmness; this was not observed using the SoME base serum by itself.



Before and 16 weeks after treatment with SoME Skincare
Photos courtesy of Zoe D. Draelos, MD

Immunohistochemistry revealed enhanced Collagen Type 1 and elastin expression in the SoME + PRP vs. the control SoME base serum itself. Molecular studies demonstrated that there was an upregulation of Collagen Type I with SoME + PRP vs. the base serum alone, where there was no upregulation noted. The increase in collagen and elastin may suggest that SoME + PRP is upregulating other extracellular matrix (ECM) proteins through signaling of multiple cell pathways.

Most importantly, the patients loved the product, and saw the same improvement that the investigator observed. And, according to Dr. Rheins, 100% of study subjects were satisfied and eager to use the product on a routine basis. “An additional 120-day study will be completed Q1 2020.”

As Dr. Rheins, the study co-author explained, “The double blinded vehicle controlled split-face study and execution has assisted us in addressing early skepticism surrounding our ability to deliver an efficacious home-based PRP skincare product viable out to 90 days. The product continues to generate interest from the physician community. I’m not aware of anything like this, and it has potential applications beyond aesthetic

development of SoME in the way we have. Finally, physicians may use SoME in conjunction with other minimally invasive aesthetic procedures further augmenting its abilities, as well as its healing and therapeutic potential. Consumers are looking for personalized skincare, and SoME represents a new category in facial rejuvenation.”

When it comes to any skepticism among patients, Dr. DeWolfe shared that SoME results speak for themselves. “Even though this may seem like weird science, there are significant benefits to taking our own cells and applying them topically in a serum as skincare.

“The strong science behind the product and its safety, plus the track record and science behind PRP itself, also instills confidence in physicians and patients alike,” he added, “and this initiates dialogue with patients about how and why SoME works, generating more interest and confidence.”

According to Dr. Shah the cost of SoME is easy to justify. “I tell patients who may balk that the cost of SoME is similar to other high-end skincare products, and some of that comes from the expertise and labor required to regularly constitute

“The double blinded vehicle controlled split-face study and execution has assisted us in addressing early skepticism surrounding our ability to deliver an efficacious home-based PRP skincare product viable out to 90 days.”

medicine. In my 35 years in the space, there have been few cosmetic technologies that present themselves as truly novel, chemistry-wise, biology-wise and performance-wise. SoME is clearly one of the most innovative products I’ve had the opportunity to work on.”

In summary, the study showed how PRP-based SoME is efficacious with topical use, Dr. Rheins continued. “In my mind the compelling science provides the data to marketing, which in turn drives the sales. We are looking long-term, which is why we’ve approached the



Before and 16 weeks after treatment with SoME Skincare
Photos courtesy of Zoe D. Draelos, MD



Before and 16 weeks after treatment with SoME Skincare
Photos courtesy of Zoe D. Draelos, MD



Before and 16 weeks after treatment with SoME Skincare
Photos courtesy of Zoe D. Draelos, MD

“I think the fact that we can derive both a treatment-enhancing product and an outstanding skincare product for home use at the same time appeals to patients.”

the product. We need to make a new batch each time and this is not something you would trust to anyone but highly trained, skilled professionals under physician oversight.”

Patient interest and feedback has been overwhelmingly positive. “It is a different conversation when considering new-to-PRP patients and established ones, and right now most of my SoME patients are ones who have experience with PRP, but this is changing,” said Dr. Shah. “As more and more information emerges in the public domain, more interest and enthusiasm will be generated. We did a TV spot recently featuring SoME and many of our patients had their first exposure to the product through that medium. The results also drive excitement. I think the fact that we can derive both a treatment-enhancing product and an outstanding skincare product for home use at the same time appeals to patients.”

As noted, a side effect of SoME composition is how doctors can use the extraneous PPP. There will typically be 20 mL left over after constitution of the SoME serum for use as a no-cost adjunct to other therapies performed on the day of the blood draw.

“If we were just doing PRP we’d keep all of it together, but for the SoME we want the best concentration,” stated Dr. Quibell. “We call the by-product ‘platelet-poor plasma,’ but it remains a significantly concentrated source of beneficial biomolecules. We have approximately six hours to use it, which we know for a fact will improve healing and may also enhance the overall result of another procedure. We can also inject it as a hair restoration therapy. We suggest this to patients because we have those six hours, so why not maximize the benefits?”

Dr. DeWolfe has been using PRP for years with microneedling and was astounded at how well it worked topically. “We typically envision microneedling channels ushering in growth factors for a visibly improved overall result, but we never thought we’d see PRP therapy used without some method promoting penetration of the larger molecules,” he shared.

“But now we have SoME, which allows us to provide a powerful adjunct to invasive and non-invasive therapies with the PPP, as well as the take-home product to rejuvenate skin and maintain the result. PRP is proven to improve wound healing,

“Whenever you can provide something safe and non-irritating to accelerate and improve healing, as well as reduce downtime, you’re doing the patient a service.”

which is important because aesthetic therapies are often based on causing some kind of injury to stimulate the body’s regenerative processes and see improvement. Improved healing and marshalling of the body’s natural regenerative capacity more effectively enhances this process.”

Long-term, Dr. DeWolfe is seeing significant improvements with adjunctive use of SoME. “By far we see better, firmer, thicker and more even skin for all skin types.”

In discussing laser therapies in particular, Dr. DeWolfe noted the special effect of SoME. “No matter how invasive or ablative, or if the barrier is intact, lasers heat skin and therefore cause thermal injury of some kind and some erosion of the barrier. Whenever you can provide something safe and non-irritating to accelerate and improve healing, as well as reduce downtime, you’re doing the patient a service. Plus, there’s the benefit of rejuvenation and enhanced skin turnover seen with the product itself.”

SoME therefore provides a versatile solution to any patient’s skincare needs and fits neatly throughout the continuum of care. “I’m very up front with my patients when it comes to what we can and can’t do,” said Dr. Shah. “A topical product can only be so good, injectables and then device-based therapies are better, and combinations will provide the best outcomes. SoME can be integrated virtually anywhere along this spectrum for any patient, as a stand-alone product or as part of virtually any treatment we provide.”

Beyond the stated clinical skincare benefits of SoME, Dr. Quibell is enthusiastic about how the product and everything about it reconnects physicians with their patients’ day-to-day skincare lifestyle.

“Among my patient base more than 85% buy their skincare products online, which I believe to be a fair enough representation of patient behavior overall,” she said. “This means we’re losing touch with our patients’ skincare habits and compliance, which ultimately affects their outcomes.”

“With SoME, patients must return every 90 days. If they don’t – and as of now about 80% of my patients fall into this category – I know they haven’t been using the product as recommended and are missing out on the full benefits,” Dr. Quibell continued. “I see this as an opportunity to further counsel patients on their regular skincare regimen and use of sunscreen, plus maintenance of a healthy environment and lifestyle, but it is also an opportunity to stay in touch with them and maintain exposure to other anti-aging therapies we offer such as lasers or RF, whether patients currently use them or are considering using them.”

“This is where we show them how powerful the combination of SoME and other modalities can really be, as well as make sure they are getting maintenance for treatments they’ve already undergone,” Dr. Quibell noted. “The skincare product is great, energy-based devices yield better results, but in combination we see the best outcomes. And patients have to come back if they want more SoME, giving us a new set of opportunities for accountability every 90 days.”

Everyone wants the magic serum to do everything, Dr. Quibell summarized. “But there isn’t one. The best bet is a combination of topical skincare maintenance and aesthetic procedures. The beauty of SoME is that it drives patients to both.”

Reference:

1. Draelos ZD, Rheins LA, Wootten S, et al. *Pilot study: Autologous platelet-rich plasma used in a topical cream for facial rejuvenation. J Cosmet Dermatol* 2019 Jul;00:1-5



Before and 16 weeks after treatment with SoME Skincare
Photos courtesy of Zoe D. Draelos, MD

Doctors Weigh in On HIFEM Muscle Stimulation Plus RF/TPE Combination

By Kevin A. Wilson, Contributing Editor



Paul J. Frank, MD
Cosmetic Dermatologist
Medical Director
PfrankMD
New York, NY



Lesley Clark-Loeser, MD
Dermatologist
Davie, FL



Mariano Busso, MD
Cosmetic Dermatologist
Miami, FL



Dendy Engelman, MD
Cosmetic Dermatologist
Manhattan Dermatology &
Cosmetic Surgery
New York, NY

With a suite of modalities that attack different issues and areas via a variety of vectors, BTL Aesthetics (Boston, Mass.) is a force to be reckoned with in non-invasive body sculpting technologies. There's no denying the results because the research is there: BTL technologies work if you use them as directed. In combination, the synergy is equally evident, according to expert physicians.

An excellent example of this includes the EMSculpt and EMTone. As stand-alone treatments, each provides results that will bring patients back into the office for more and can be integrated into any body sculpting plan because of their unique mechanisms of action. Together, they can provide homerun results.

According to Paul J. Frank, MD, a cosmetic dermatologist and medical director of PfrankMD in New York, N.Y., combination treatments are always the best intervention. "When people look at their bodies, they see one thing – that it's just no good – but the problem is usually multifactorial," he said. "It is not just the skin, or fat or muscle, so a multifactorial solution will yield the best results. Therefore, the more therapies we can bring to bear, the more aspects of the silhouette can be corrected, and the better the overall outcome is going to be. When the procedures complement each other, it is even better, and that is what we have with EMSculpt/EMTone."

EMTone, the newer of the technologies, uses radiofrequency (RF) plus targeted pressure energy (TPE) to battle cellulite effectively. A combination itself, this comfortable treatment works for both hard and soft cellulite by delivering homogeneous heat via monopolar RF to affect the skin and underlying tissue. Concurrently, the fibrous septae are relaxed and slackened by the mechanical manipulation of TPE, which also enhances collagen turnover and stimulates microcirculation as shown in histology studies. The overall effect is improved skin quality, remodeling of

surface and underlying tissue, and visibly improved appearance of cellulite.

According to dermatologist Lesley Clark-Loeser, MD, who practices in Davie, Fla., a typical course of treatment is four sessions spaced over about two weeks. "This is a truly effective therapy for improving cellulite, which is a high-demand indication because there hasn't been much in the way of effective treatment available to us. It not only addresses different types of cellulite; it also accounts for the multifactorial nature of the condition."

"In my experience it is the first device to combine RF and mechanical energy in this way," added Dr. Frank, "so you're able to boost collagen and improve connective tissue components while breaking up irregularities such as fat pockets and dimples in the skin."

EMSculpt has been making waves since its arrival on the scene and is becoming more popular as the device evolves with the addition of smaller skeletal muscle applicators, increasing its utility. "EMSculpt uses algorithms designed to rapidly and variably target all regional muscles using focused electromagnetic current of different intensity levels," said cosmetic dermatologist Mariano Busso, MD, who practices in Miami, Fla. "This provides supramaximal contractions throughout the treatment session to induce muscular hypertrophy."



Before and after treatment with EMSculpt and EMTone

Photos courtesy of Mariano Busso, MD



Before and after treatment with EMSculpt and EMTone

Photos courtesy of Mariano Busso, MD



Before and after treatment with EMSculpt and EMTone

Photos courtesy of Mariano Busso, MD

Not only does this use of high intensity focused electromagnetic (HIFEM) energy improve underlying musculature, it causes upregulation of local metabolism as the supramaximal contractions – far beyond what one could achieve voluntarily – create a local energy deficit affecting nearby fatty tissue. Four 30-minute sessions of EMSculpt, spaced two to three days apart, are required to produce results, which take a few months to fully manifest.

“This device is truly novel, bringing a new category of aesthetic treatment into the armamentarium,” Dr. Frank explained. “To me, EMSculpt is to the body what injectable neurotoxin was to the face a few decades ago.”

“What happens with the combination is that we start with EMSculpt to build the underlying musculature, which has a serendipitous effect on localized fat as energy needs cause fat cell apoptosis,” said Dr. Frank. “I don’t sell EMSculpt as a fat removal device, but people definitely notice reduction of fat. Then we have EMTone to treat the surface and subsurface skin and tissue.

“It is like a layer cake; the musculature is the deepest layer, with fat going into the subdermis, then the dermis and epidermis with the fibrous septae throughout,” Dr. Frank continued. “This combination treats all layers of the cake. EMSculpt treats the deeper layers, fat and muscle, where EMTone is everything above that including improvement of microcirculation, better skin tone and quality, and reduction of laxity.”

“What this kind of therapy is great for is addressing body contouring needs the patient has a hard time describing,” said cosmetic dermatologist Dendy Engelman, MD, who practices at Manhattan Dermatology & Cosmetic Surgery (New York, N.Y.). “It could be the underlying musculature, skin laxity, textural issues, things like that, mostly in combination. I start with EMSculpt to restore

underlying musculature and reduce fat, then apply a course of EMTone to address the skin and underlying tissue. You can do both treatments the same day, safely.”

Both devices are also very easy and safe to use, and as such are commonly delegated to ancillary staff, improving profitability. “EMTone requires a little more attention by the user, EMSculpt mostly requires supervision and simple adjustment over a treatment session, and both are totally safe for trained staff to apply to patients with confidence,” said Dr. Clark-Loeser.

“The similar protocols make concurrent treatment convenient for patients, and the more I can rely on physician extenders to provide excellent care, the greater the impact on our bottom line due to efficient use of time and expertise,” Dr. Clark-Loeser added. “Most of my staff is cross-trained on either or both devices, so no matter who is around or who is on vacation, we’re able to function.”

Patient response to the combination has been enthusiastic, according to Dr. Clark-Loeser. “Most women, starting at age 30, come in with textural changes and skin tone issues, but will benefit from the improvement of underlying musculature. As they age the problems are more profound, but results can still be achieved. Both low- and high-BMI patients will benefit, but the higher BMI group won’t see as much of a visible result.”

This combination is ideal for professionals on the go, or anyone seeking maximum results with minimal hassle. “In New York City where I practice, everybody is busy,” said Dr. Frank. “They want to know how many treatments, how much time, how much is involved, and what kind of downtime they can expect. This is perfect because it is fast and easy, involves relatively few sessions, has no downtime and requires nothing but a little time. We can often do both treatments concurrently, saving more time. And maintenance is just as easy, maybe a few sessions a year if they take good care of themselves. You can’t beat that.”

Editorial Advisory Board

Alberto Goldman, MD

Plastic Surgeon
Past President
Brazilian Society of Laser (South)
Porto Alegre, RS, Brazil

Alexander Z. Rivkin, MD

Facial Cosmetic Surgeon
Founder
Westside Aesthetics
Los Angeles, CA, USA

Angelo Cuzalina, MD, DDS

Past President
American Academy of Cosmetic Surgery, 2011
American Board of Cosmetic Surgery, 2013
Tulsa, OK, USA

Anil Rajani, MD

Board Certified Physician and Surgeon
CEO
Rajani MD
Hood River, OR, USA

Atchima Suwanchida, MD, MS

Dermatologist and Dermatologic Surgeon
Director, Medisci Biointegrative and Anti-Aging
Center
Instructor of Dermatologic Surgery
School of Anti-Aging and Regenerative Medicine
Mae Fah Luang University
Bangkok, Thailand

Barry DiBernardo, MD, FACS

New Jersey Plastic Surgery
Montclair, NJ, USA

Bruce Katz, MD

Clinical Professor of Dermatology
Mount Sinai School of Medicine
New York, NY, USA

Candace Crowe

Founder and CEO
Candace Crowe Design
Orlando, FL, USA

Chan Yeong Heo, MD, PhD

Chairman
Department of Plastic Surgery
Seoul National University Budang Hospital
Gyeonggi, Korea

Chang-Hun Huh, MD, PhD

Clinical Assistant Professor
Department of Dermatology
Seoul National University Budang Hospital
Gyeonggi, Korea

Christine Petti, MD, FACS

Board Certified Plastic Surgeon
Spa Medical Day Spa
Torrance, CA, USA

Craig L. Ziering, DO, FAOCD

CEO and Medical Director
Ziering Medical Worldwide
West Hollywood, CA, USA

Daniel Man, MD

Plastic Surgeon
Boca Raton, FL, USA

David J. Goldberg, MD

Clinical Professor of Dermatology
Mount Sinai School of Medicine
New York, NY, USA

David McDaniel, MD

Director, Laser & Cosmetic Center and McDaniel
Institute of Anti-Aging Research
Co-Director, Hampton University Skin of Color
Research Institute
Adjunct Professor, School of Sciences Hampton
University
Adjunct Assistant Professor, Biological Sciences
Old Dominion University
Virginia Beach, VA, USA

Deborah S. Sarnoff, MD, FAAD, FACP

Clinical Professor of Dermatology
NYU Langone Medical Center
New York, NY, USA

Deepak Dugar, MD

Board Certified Facial Plastic Surgeon
Scarless Nose Institute of Beverly Hills
Beverly Hills, CA, USA

Dore J. Gilbert, MD

Medical Director
Newport Dermatology and Laser Associates
Associate Professor of Dermatology
University of California, Irvine
Newport Beach, CA, USA

Doris Day, MD, FAAD, MA

Board Certified Dermatologist
Director
Day Dermatology and Aesthetics
Clinical Associate Professor of Dermatology
NYU Langone Medical Center
New York, NY, USA

E. Victor Ross, MD

Director
Cosmetic and Laser Dermatology Unit
Scripps Clinic
San Diego, CA, USA

Edward M. Zimmerman, MD

Medical Director
Las Vegas Laser & Lipo
Las Vegas, NV, USA

Eliot Battle, MD

Dermatologist
CEO and Co-Founder
Cultura Dermatology & Laser Center
Washington, DC, USA

Gordon Sasaki, MD

Clinical Professor
Department of Plastic Surgery
Loma Linda Medical University Center
Private Practice
Pasadena, CA

Gregory Buford, MD, FACS

Board Certified Plastic Surgeon
Beauty by Buford
Englewood, CO, USA

Gregory W. Chernoff, MD, FRCS

Plastic Surgeon
Medical Director
Chernoff Cosmetic Surgery
Indianapolis, IN and Santa Rosa, CA, USA

Hsien-Li Peter Peng, MD

Dermatologist
Founder and Director
P-Skin Professional Clinic
Taiwan, Republic of China

Jason Emer, MD, FAAD

Board Certified Dermatologist
Beverly Hills, CA, USA

Jay Shorr

Founder and Managing Partner
Shorr Solutions
Ft. Lauderdale, FL, USA

Joel L. Cohen, MD, FAAD, FACMS

Director: AboutSkin Dermatology and DermSurgery
Medical Director: AboutSkin Research
Assistant Clinical Professor of Dermatology
University of California, Irvine
Greenwood Village and Lone Tree, CO, USA

Joel Schlessinger, MD

Board Certified Dermatologist
Skin Specialists PC
Omaha, NE, USA

Joely Kaufman, MD, FAAD

Skin Associates of South Florida
Skin Research Institute
Volunteer Associate Professor of Dermatology
University of Miami, Miller School of Medicine
Coral Gables, FL, USA

Jorge A. Perez, MD, FACS

Plastic and Reconstructive Surgeon
Perez Plastic Surgery
Ft. Lauderdale, FL, USA

Joseph Niamtu, III, DMD

Cosmetic Facial Surgeon
Richmond, VA, USA

Kei Negishi, MD, PhD

Associate Professor and Chief of Aesthetic
Dermatology
Institute of Geriatrics, Tokyo Women's
Medical University
Tokyo, Japan

Kevin Brenner, MD, FACS

Board Certified Plastic and Reconstructive Surgeon
Beverly Hills, CA, USA

Kian Karimi, MD

Double Board Certified Facial Plastic Surgeon
Medical Director and Founder
Rejuva Medical Aesthetics
Los Angeles, CA, USA

Klaus Fritz, MD

Director
Dermatology and Laser Centers
Associate Professor
President, German Academy of Dermatology
Past President, European Society of Laser
Dermatology
Landau, Germany

Koenraad De Boule, MD

Director
Aalst Dermatology Group
Aalst, Belgium

Kwon Cheung Hau, MBChB, MRCP, FHKAM, FHKCP, DCH

Dermatology Specialist
Hong Kong SAR, China

Lorrie Klein, MD

Dermatologist
Medical Director
OC Dermatology
Laguna Niguel, CA, USA

Mara Shorr

Vice President of Marketing and Business
Development
Shorr Solutions
Winter Park, FL, USA

Mark Berman, MD, FACS

Board Certified Cosmetic Plastic Surgeon
Beverly Hills, CA, USA

Mark B. Taylor, MD, FAAD

President and CEO
Gateway Aesthetic Institute and Laser Center
Salt Lake City, UT, USA

Michael H. Gold, MD

Gold Skin Care Ctr.
Tennessee Clinical Research Ctr.
Clinical Assistant Professor
Vanderbilt University School of Medicine
Nashville, TN, USA

Miles Graivier, MD, FACS

Plastic and Reconstructive Surgeon
North Atlanta Plastic and Reconstructive Surgery
Roswell, GA, USA

Miriam Emily Piansay-Soriano, MD, FPDS

Founder and President
Philippine Academy of Dermatologic Surgery
Foundation, Inc.
Associate Professor and Chief of Dermatology
Davao Medical School Foundation
Consultant in Dermatology and DermSurgery
Davao Doctors Hospital
Davao City, Philippines

Nantapat Supapannachart, MD

Dermatologist
Clinical Professor
Ramathibodi Hospital, Mahidol
University Medical School
Clinical Staff
Bumrungrad Hospital
Bangkok, Thailand

Neil Sadick, MD

Private Practice
Clinical Professor of Dermatology
Weill Cornell Medical College
New York, NY, USA

Peter Huang, MD

Plastic and Cosmetic Surgeon
Director
Rebecca Cosmetic Institute
Taipei, Taiwan

Red M. Alinsod, MD, FACOG, ACGE

Urogynecologist and Pelvic Reconstructive
Surgeon
Laguna Beach, CA, USA

Robert Troell, MD, FACS

Board Certified Facial Plastic and Cosmetic
Surgeon
Laguna Beach, CA and Las Vegas, NV, USA

Ryan Welter, MD, PhD

CEO and Medical Director
Regeneris Medical
North Attleboro, MA, USA

Sabine Zenker, MD

Dermatologist
Dermatology Surgery Clinic
Munich, Germany

Sabrina Fabi, MD

Goldman Butterwick Fitzpatrick Groff & Fabi,
Cosmetic Laser Dermatology
Volunteer Assistant Clinical Professor
University of San Diego
San Diego, CA, USA

Sanjay Grover, MD, FACS

Diplomate
American Board of Plastic Surgery
Newport Beach, CA, USA

Suneel Chilukuri, MD, FAAD, FACMS

Dermatologic and Cosmetic Surgeon
Director of Cosmetic Surgery
Refresh Dermatology
Houston, TX, USA

Terrence Keaney, MD, FAAD

Board Certified Dermatologist
Founder and Director
SkinDC
Arlington, VA, USA

Tess Mauricio, MD, FAAD

Founder
M Beauty Clinic by Dr. Tess
San Diego, Chula Vista and Beverly Hills, CA, USA

Tim Sawyer

Founder
Crystal Clear Digital Marketing
Orlando, FL, USA

Tina Alster, MD

Director
Washington Institute of Dermatologic Laser Surgery
Clinical Professor of Dermatology
Georgetown University
Washington, DC, USA

Urmen Desai, MD, MPH, FACS, FICS

Double Board Certified Plastic and Reconstructive
Surgeon
Beverly Hills, CA

Wendy W. Lee, MD

Oculofacial Plastic and Reconstructive Surgery,
Orbit and Oncology
Bascom Palmer Eye Institute
Associate Professor of Clinical Ophthalmology
and Dermatology
University of Miami Miller School of Medicine
Miami, FL, USA

Wendy E. Roberts, MD

Board Certified Cosmetic Dermatologist
Rancho Mirage, CA, USA



EMSCULPT®

BUILD MUSCLE & SCULPT YOUR BODY

NO SURGERY - NO DOWNTIME

MEET THE NEWEST EMSCULPT EMBASSADOR

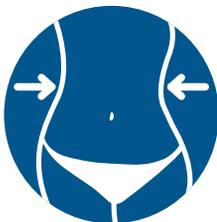


“All the Cool Girls Are Doing It!”

Drew Barrymore
Actress/Director/Mom

HEAR DREW’S STORY FIRSTHAND AT EMSCULPT.COM

20K
CONTRACTIONS
IN 30 MIN



120K
TREATMENTS*

Results and patient experience may vary. As with any medical procedure, ask your doctor if the Emsculpt procedure is right for you. Emsculpt® is intended for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen. Strengthening, toning, firming of buttocks, thighs, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms. ©2019 BTL Group of Companies. All rights reserved. BTL® and EMSCULPT® are registered trademarks in the United States of America, the European Union, and other countries. The products, the methods of manufacture or the use may be subject to one or more U.S. or foreign patents or pending applications. Trademarks EMSCULPT®, Emsella®, Emtone®, Embody®, and HIFEM® are parts of EM™ Family of products. *Data on file.



EMSCULPT.COM | INFO@BTLNET.COM



Emsculpt_AD_Drew_8.37x10.8_ENUST000_7995-74EMCADDRINUS100

Non-Invasive EMSELLA/EMSCULPT Combination for Complete Core Health

By Kevin A. Wilson, Contributing Editor

The core is often thought of as the abdominal and back muscles, but there is much more to the story. The numerous small pelvic muscles that stabilize the body and fine-tune motor activity are often overlooked. A strong core leads to maximum athletic performance while an incomplete core strength profile often leads to injury. And, importantly, anyone can benefit from a solid foundation of core strength for these very reasons.

The challenge: building the core is not as simple as doing bicep curls. “Building the biceps, triceps or pectorals involves relatively limited movement, more or less depending on the muscle, and simple exercises to strengthen them. The core supports all of these muscles and is much harder to work thoroughly without performing a wide range of different exercises, so it is a much more complicated prospect,” explained urologist Judson Brandeis, MD, an expert in sexual medicine and male rejuvenation in San Ramon, Calif.

“Range of motion, balance and overall strength all start with core strength,” Dr. Brandeis continued. “In the lower trunk these muscles work together as a system, often working against each other, but still as part of a distinct whole that affects many aspects of life that we take for granted until they’re impaired. This is painfully evident for women after pregnancy. While we can’t treat the stretching of the pelvic floor, we can restore the core musculature using a new and profound combination therapy of EMSELLA and EMSCULPT.”

Targeting local musculature, both EMSELLA and EMSCULPT from BTL Aesthetics (Boston, Mass.) deliver focused electromagnetic energy (HIFEM) of varying intensity and duration of pulses to induce supramaximal contractions non-invasively over the course of therapy. The result is a complete stimulation of the muscles, both large and small, independent of movement because induced contractions are involuntary. None of the local musculature is missed, and each muscle is worked well

beyond any person’s capacity to exercise, regardless of athletic ability.

Individually, each device delivers astounding results, but together they provide a second-to-none core building workout. Furthermore, both devices require minimal supervision of ancillary staff, so physicians need not spend a lot of time performing the actual treatment, thus freeing them for tasks that are a better use of their valuable time.

“These devices effectively build core musculature in a manner impossible through exercise alone, with more therapeutic benefits than we could possibly state here,” Dr. Brandeis advised. “For example, my posture is better since undergoing EMSCULPT treatment, because the back and abdominal muscles work together.”

While not specifically studied as of yet, the combination of EMSELLA and EMSCULPT offers the distinct benefit of providing a more complete, hassle-free treatment of core muscles. This is especially true in the lower trunk, where the combination can



Judson Brandeis, MD
Urologist
San Ramon, CA



Carolyn DeLucia, MD
Obstetrician/Gynecologist
Director
VSPOT MediSpa
New York City, NY



Dendy Engelman, MD
Cosmetic Dermatologist
Manhattan Dermatology &
Cosmetic Surgery
New York, NY



Before and three months after treatment with EMSCULPT

Photos courtesy of Carolyn DeLucia, MD

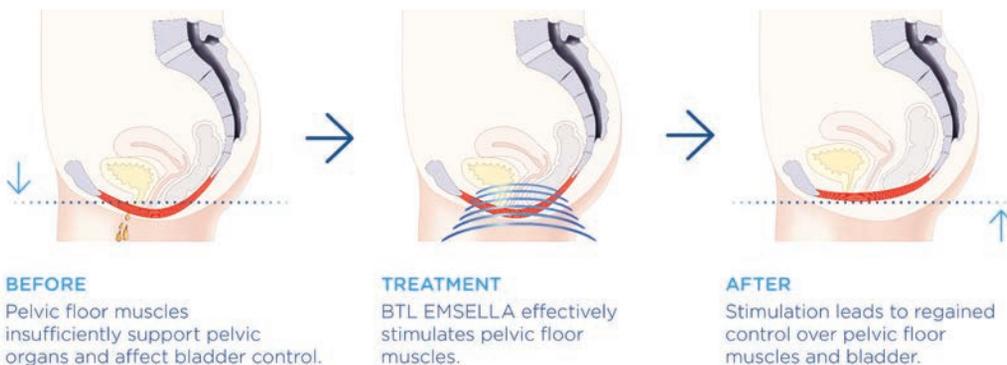
address the full circumference of muscular anatomy, and at depth.

EMSCULPT uses the HIFEM procedure to create tens of thousands of supramaximal contractions in the treated areas such as the back, abdomen and thighs. New applicators allow for the treatment of skeletal muscles on the limb as well.

EMSELLA also employs HIFEM, but is focused on pelvic floor strength, sending its carefully crafted electromagnetic pulses upward through a dedicated treatment chair. Women simply sit in the chair fully clothed – no muss, no fuss. It is FDA cleared for the treatment of incontinence, but the strengthening and toning of core muscles in the pelvic region may provide myriad benefits not yet thoroughly studied. Regardless, both devices are safe and easy to use. A course of EMSELLA treatment is typically six, 30-minute sessions, done two times per week. With EMSCULPT, four, 30-minute sessions are spaced about two to three days apart.

The pelvic floor supports pelvic organs and is part of the system that manages urination. Weakness and lack of control in these muscles is often a significant factor leading to incontinence. According to obstetrician/gynecologist Carolyn Delucia, MD, director of VSPOT MediSpa in New York City, N.Y., this may stem from deconditioning due to aging, childbirth, menopause or other common factors, and therapies generally involve the manual training of these muscles.

“EMSELLA treats all forms of urinary incontinence because it strengthens all pelvic floor muscles,” Dr. DeLucia stated. “Patients may experience leakage when coughing, sneezing or working out; they may have sudden urges their weakened muscles are unable to hold back for long, or they may experience any or all of these symptoms. Regardless, EMSELLA can help.” The impact on quality of life is extraordinary.



“Women avoid, or altogether cease, many activities, including sex, or avoid social situations because of incontinence,” Dr. DeLucia shared. “The statistics on how many women deal with these issues are staggering. Improvement leads to a marked return of self-esteem and a sense of restored normalcy.”

One area where this combination excels is in the mommy makeover – therapeutic interventions designed to restore a woman to some semblance of what her body was like before she had children. This may involve treatment of incontinence, or treatment of abdominal separation – the separation of abdominal rectus muscles after childbirth.

Cosmetic dermatologist Dendy Engelman, MD, who practices at Manhattan Dermatology & Cosmetic Surgery (New York, N.Y.), dealt with significant abdominal separation post-childbirth. “It takes more than sit-ups to improve this, and in extreme cases surgery is required. If you have had C-sections, you’re going to be even less inclined to have additional surgery in that area,” she pointed out.

“In my case it wasn’t a weight-related thing, you could literally place two fingers there, the separation was that severe,” she explained. “I noticed improvement using EMSCULPT by about the fourth session, but over time the improvement was significantly greater. Without these treatments I would have just roughed it because I didn’t want more surgery with the associated risks and loss of work time. It is phenomenal to have this kind of simple, nonsurgical therapy at our disposal. It avoids every negative aspect of surgery, but gives a near-surgical result, in my opinion.” She added that the condition might also be prevalent in patients who were born with some level of super-umbilical hernia as well.

“We’ve also seen in studies that abdominal separation is directly correlated with urinary incontinence and weakness in the pelvic floor,” added Dr. Delucia. “The musculature is basically contiguous. So, we can safely infer that using EMSCULPT to treat abdominal separation will complement EMSELLA treatment. What this all means is that we can take a full-scale surgical mommy makeover, which costs a lot and involves a fair amount of risk, and reduce much of it to two non-invasive treatments that will be much less risky and much less expensive.”

Transforming Skin with Science That is Beyond Skin Deep

By Cindy Papp, Contributing Editor

Allowing patients to continue their skin transformation at home is critical to patient satisfaction. That's why it is important to integrate professional, in-office treatments with daily at-home products. PCA SKIN® (Scottsdale, Ariz.), creator of the modified and enhanced Jessner's Peel, has been doing this for 30 years, empowering physicians to continue improving the lives of their patients.

As leaders in professional chemical peel treatments, PCA SKIN has combined in-office treatments with a wide range of advanced daily care products for proven results. With the introduction of their new, first-of-its-kind MD Peel (CCl₃), along with their improved Sensi and Ultra Peels (all three formulated with trichloroacetic and lactic acids), the company continues to elevate the professional chemical peel industry with renewed focus on product innovation, education and unparalleled customer support.

PCA SKIN has renovated the popular Sensi and Ultra Peels based on the latest and most advanced science and research. With a new delivery method and the inclusion of new antioxidants, these improved formulations are more stable, ensuring superior efficacy and transformative results with no downtime required.

Suneel Chilukuri, MD, of Refresh Dermatology in Houston, Texas, enjoys the ability to treat nearly all of his patients with PCA SKIN peels. "Both my team and I appreciate that PCA SKIN's self-neutralizing formulas adhere to a layer-and-leave-on treatment technique to ensure complete control over the strength and depth of the peel," he expressed. "I also love their peels because they can be customized to treat all patients' needs and they pair well with other treatments I offer in my practice, like filler or lasers."

PCA SKIN's versatile chemical peel portfolio ensures the physician can offer a wide range of treatments for conditions such as rosacea, acne, hyperpigmentation, lines and wrinkles. Furthermore, the new Sensi and Ultra Peel formulas include the

addition of alpha-lipoic acid, emblica and silymarin to protect patients' skin during treatment and while the skin recovers.

"Sensi Peel is a great option for all Fitzpatrick skin types and is my go-to peel option for patients with sensitive skin, including rosacea and eczema-prone skin, and first-time peel patients," Dr. Chilukuri explained. "Ultra Peel is a slightly stronger formula, and while still quite versatile, I like to use it for patients with maturing skin who are concerned with typical signs of aging."

In February 2020 PCA SKIN kicks off their 30-year anniversary with the launch of their new, medium-depth TCA peel, MD Peel (CCl₃). Ideal for those with resilient skin, it is a physician-only treatment that will rejuvenate skin by treating the appearance of fine lines and wrinkles, as well as helping patients achieve a beautifully even skin tone.

Dr. Chilukuri is ready to offer his patients this service and shared, "I personally will be using the new MD Peel for those patients with more severe sun damage as it is a true medium-depth peel."

PCA SKIN's comprehensive range of chemical peels allow physicians and aestheticians to customize treatment for patients with all skin types and concerns. With three decades of focus and expertise in skin transformation, PCA SKIN has been a leading and trusted innovator of skincare backed by holistic science, with solutions that are as unique as each patient.



**Suneel Chilukuri, MD,
FAAD, FACMS**
Dermatologic and
Cosmetic Surgeon
Director of Cosmetic
Surgery
Refresh Dermatology
Houston, TX



Melasma before and after treatment with Sensi & HQ Peel

Photos courtesy of Suneel Chilukuri, MD, FAAD, FACMS

peel the difference of this breakthrough innovation

NEW &
IMPROVED
FORMULAS



PCA SKIN® was born in the treatment room in 1990 and has been a trusted professional skincare leader and innovator ever since. Developed by professionals for professionals, we believe in an integrated approach to skincare that incorporates both in-office chemical peel treatments and daily care at-home products. Our newest, breakthrough innovation in chemical peels brings you uniquely formulated TCA and lactic acid blends that deliver the most transformative and efficacious results.

To get the newest peels for your practice,
contact your PCA SKIN® representative
or call 877.PCA.SKIN [722.7546].

@pcaskin #pcaproknow pcaskinpro.com



Unique Nd:YAP 1340 nm Handpiece Enables Greater Versatility and Improved Outcomes

By Cindy Papp, Contributing Editor



Valeria Campos, MD
Clinica Valeria Campos
Jundiai, Sao Paulo, Brazil

Today's advanced technologies are creating a perfect opportunity for cosmetic surgeons to increase their repertoire of laser treatments to rejuvenate and improve their patients' skin. The ETHEREA-MX by Vyndence is a laser-based platform that offers multiple applications in just one system and remains one of the most successful and versatile systems available today.

As the latest generation of fractional non-ablative skin resurfacing tools, the unique ProDeep Nd:YAP 1340 nm handpiece for the ETHEREA-MX platform allows practitioners to offer a wide array of skin rejuvenation and improvement options. The versatility of this handpiece opens the door for doctors to also treat complicated issues like inflammatory acne with greater efficacy and minimal side effects with little to no downtime.

Fractional treatment delivers a high dose of evenly distributed energy through microscopic treatment zones (MTZs), which generates heat in the subdermal tissue, resulting in deeper collagen remodeling and greater patient satisfaction with less visible erythema. This allows practitioners to effectively treat scars, including acne scars, as well as stretch marks, wrinkles and more, with the ProDeep Nd:YAP 1340 non-ablative laser.

Even more exciting, patients can be treated in a shorter amount of time, thanks to the 10 mm square spot shape handpiece that covers a larger treatment area, while the 100 MTZ lens allows high operator visibility and accuracy. In addition, cosmetic surgeons can expand their client base with a wider array of treatments, such as melasma, stretch marks, scars and fractional rejuvenation for mature patients.

According to Valeria Campos, MD, of Clinica Valeria Campos in Jundiai, Sao Paulo, Brazil, her patients enjoy the little to no downtime with the ProDeep. "I use Nd:YAP 1340 with patients who need a better skin treatment, facial rejuvenation and require no downtime."

This laser is the basis for any treatment protocol. It is essential in the doctor's office, Dr. Campos noted. The range of treatments available with ETHEREA-MX allows Dr. Campos to address all of her patients' concerns. "I perform several techniques with the ETHEREA-MX. There are possibilities for several clinical conditions such as cutaneous flaccidity, pore size reduction, bleaching, removal of keratoses, hair treatment, hair vessels, among other treatments that also comprise other specialties, such as vascular problems."

Of course, the ProDeep technology's revolutionary wavelength allows greater depth of penetration, so it more effectively treats striae as well as fine lines and wrinkles, skin resurfacing, most textural irregularities, vascular lesions and cystic acne scars. The high energy dose per MTZ, along with higher subdermal heating, increases efficacy and accelerates the recovery process. But patient results are what counts most.

As Dr. Campos pointed out, "My patients notice results in the first session and are happy because they know that it is only the beginning of many benefits that this technology can do for them." And the ETHEREA-MX technology provides a comprehensive portfolio of aesthetic treatments, "I can promote rejuvenation – from a young patient with more youthful skin that needs only maintenance or prevention – to skin that is already very mature."



Before and after treatment
with ETHEREA-MX
Photos courtesy of Vyndence



THE FIRST AND ONLY ND:YAP 1,340NM SOLID-STATE LASER HANDPIECE IN THE WORLD



ProDeep®, powered by the ETHEREA-MX® workstation, places easy to use and groundbreaking fractional non-ablative LASER skin resurfacing technology in your hands.

- ProDeep® penetrates deeper than Er:Glass 1,540 nm, inducing a more intense, controlled coagulative effect in the subdermal layers of the skin*.
- ProDeep® treats a wide range of indications for body and face, with built-in cooling adapter system to assure optimal safety and comfort during treatment.
- Faster, more precise treatments. ProDeep's squared spot size covers 25% more area than comparable lasers, and assures better coverage accuracy during treatment.



Courtesy of Valéria Campos, MD, Jundiaí, SP, Brazil.



Courtesy of Nariane Cortes, MD, Brazil



Courtesy of Valéria Campos, MD, Jundiaí, SP, Brazil.



Courtesy of Nariane Cortes, MD, Brazil

ProDeep® is available exclusively on the ETHEREA-MX® workstation along with any of the other VYDENCE family of innovative LASER and light technologies.

**ETHEREA-MX® IS THE #1 LASER BRAND IN BRAZIL,
THE WORLD'S 2ND LARGEST AESTHETIC MARKET**

ETHEREAMX.COM



Picosecond LIOB – A Potential New Paradigm in Acne Scar Treatment

By HyuckHoon Kwon, MD, PhD

As a dermatologist working at one of the largest dermatology institutes in South Korea, achieving satisfactory outcomes for patients with acne scars is one of the most important tasks. To treat these patients there are a variety of treatment options, including ablative lasers, RF needles and even dermal fillers. And while the application of various types of energy-based devices is currently in use, patients tend to experience a high risk of side effects, including pain, hyperpigmentation, scarring, and prolonged social downtime, especially in dark-skinned patients.

Picosecond lasers were originally introduced as a novel technology for the clearance of tattoos and pigmented lesions. Interestingly, however, thru the process of laser-induced optical breakdown (LIOB), the single laser beam splits into distinct, separate beams, creating micro-injury zones present as dermal vacuoles.

LIOB is a non-linear absorption process related to plasma generation, followed by mechanical expansion, the physical principle of which is different from selective photothermolysis. With the initiation of wound repair processes and stimulation of dermal remodeling, these micro-vacuoles have been shown to clinically improve

skin texture, atrophic scars and wrinkles, avoiding any damage to the epidermis.

In addition to daily uses for these indications, our institute rigorously conducted a clinical trial comparing Pico-LIOB and fractional laser directly in terms of efficacy and safety for the treatment of acne scars. We concluded that Pico-LIOB is superior to conventional fractional lasers in both efficacy and safety of acne scar treatment, proven by histological analysis showing elongation and increased density of elastic and collagen fibers, without notable damage to the epidermis.

I have used the picosecond laser, PicoLO, developed and manufactured by LASEROPTEK (Gyeonggi-do, South Korea), and have definitively concluded that the stability of PicoLO's output energy and pulse duration enabled a reliable and reproducible LIOB process. I usually apply PICO-LIOB for the treatment of acne scars, enlarged pores and skin texture issues.

Interestingly, in addition to resurfacing issues, skin tone improvement is concurrently observed in many cases. The most distinctive feature of PicoLO from other picosecond lasers is that the targeted depth of the LIOB process is adjustable by using its proprietary diffractive optical element (DOE) type of fractional handpiece – the DIA FX. Taking into account that skin thickness, lesion depth and skin conditions vary by patient, this feature would be beneficial for more delicate treatment.

In conclusion, picosecond lasers have emerged as my foundational treatment option not only for well-known pigmentation treatments, but also for multiple resurfacing issues including acne scar treatment. It is for these reasons that I find myself seriously considering the possibility that the PICO-LIOB process could change the treatment paradigm of acne scar/enlarged pores in the near future.



HyuckHoon Kwon, MD, PhD

Dr. Kwon earned his biochemistry degree from Seoul National University College of Natural Science, followed by an MD at the Seoul National University College of Medicine. He is a board certified dermatologist and visiting scholar at Johns Hopkins University and Penn State University. Dr. Kwon is currently the main director at Nowon Oaro Dermatology Institute and is expected to become the representative director at the Gangdong Oaro Dermatology Institute (both in Seoul, Korea) in 2020.



Before and after five sessions of PicoLO laser treatments
Photos courtesy of HyuckHoon Kwon, MD, PhD

Time to Wake Up “Radiance” Inside Your Skin with **PicoLO**



- Clinically validated and FDA-cleared picosecond laser
- Strong photomechanical effect by PicoLO's DIA FX
- Safe and clean laser tattoo removal

* DIA FX : PicoLO's fractional handpieces that uses LASEROPTEK's proprietary DOE fractional technology to ensure consistent treatment result

PicoLO

Nd:YAG Picosecond Laser System (1064 & 532nm)



LASEROPTEK

TEL : +1. 619. 997. 7905 | Email : marketing@laseroptek.com | www.laseroptek.com

Capitalizing on Treatment Versatility to Maximize ROI with Secret RF

By Cindy Papp, Contributing Editor

More than ever patients are seeking results-driven, nonsurgical aesthetic procedures with little to no downtime. The Secret RF by Cutera (Brisbane, Calif.) provides physicians these advantages in one innovative platform that maximizes return on investment and patient throughput.

Secret RF is a fractional radiofrequency (RF) microneedling system that delivers precise and controlled bipolar RF energy at variable depths. This platform is designed to safely stimulate and remodel collagen on the face and body addressing fine lines, wrinkles, photodamage, acne scars, scarring and striae. Treatment versatility is optimized with an intuitive user interface, adjustable parameters and two tip sizes allowing for the ultimate in customizable treatments.

Providers can choose from semi-insulated and non-insulated tips that deliver RF energy where it is needed within various depths of the skin from 0.5 mm – 3.5 mm. Secret RF features an ergonomic handpiece with a 25 pin tip for smaller treatment areas and a 64 pin tip for large areas. Adjustable RF intensity and needle penetration depth increases customization, allowing the practitioner to target a patient's individual skin concerns in as little as 20 minutes.

Secret RF allows practices to expand their patient reach as it is safe for all skin types (Fitzpatrick I-VI) with little to no downtime, making it an attractive option for a busy lifestyle. Treatments with Secret RF can be performed anytime of the year, thus avoiding seasonal limitations. Patients can expect to see noticeable results in as little as two to three sessions.

Thomas Sands, MD, of Metairie Plastic Surgeons in Metairie, La., evaluated many devices before settling on the Secret RF. According to him, "The true benefit of this

device is the elegant design and functionality compared to other devices."

But what about patient response? In Dr. Sands experience, it has been extremely positive. "The unique benefit that I see with this device for a patient is the comfort level associated with the treatment and the lack of downtime and recovery, which allows patients to return to their normal lives."

Kate Holcomb, MD, of Pure Dermatology agreed, "The Secret RF from Cutera fit well with our practice because of multiple factors: ease of use, patient comfort, ability to treat all skin types and practice marketing support," she stated.

"I actually prefer Secret RF to traditional microneedling because the heat seals the blood vessels so there is less redness. It is also safe on acne and rosacea patients. It sells itself, and everyone is a candidate," she continued. And like Dr. Sands, Dr. Holcomb also enjoys the sleek design. "The smooth motion of the needles is something that really sets the Secret RF apart from other microneedling RF devices," she noted.

Today's patients are not solely motivated by results, but also by the entire treatment experience. Secret RF is designed with a smooth motor which gently delivers the needles into the skin increasing patient comfort and safety. This eliminates unnecessary damage/trauma to the epidermis, allowing for quicker healing.

In addition, Dr. Holcomb enjoys the ease of use and full support that comes with the Secret RF. "The device is very easy to use out of the box and the company also has a practice development team that helps with events and educating patients," she shared. "These are nice attributes for a busy practice."



Thomas Sands, MD
Plastic Surgeon
Metairie Plastic Surgeons
Metairie, LA



Kate Holcomb, MD
Dermatologist
Pure Dermatology
Metairie, LA



Before and after treatment with Secret RF
Photos courtesy of Thomas Sands, MD



Before and one month after one treatment with Secret RF
Photos courtesy of Kate Holcomb, MD



TIME FOR YOUR PRACTICE TO FLEX ITS MUSCLES.

Make your practice stand out with truSculpt®flex, a muscle building device that offers personalized treatments based on patient fitness level, shape and goals.

Only truSculpt flex with Multi-Directional Stimulation (MDS) provides three unique treatment options, covering up to 8 areas simultaneously to optimize results and practice revenue.



Personalized
and Selective



3 treatment
modes



Treat 8 areas
simultaneously

Learn how truSculpt flex can
strengthen your practice at
cutera.com/truSculptflex

truSculpt®flex

CUTERA®

©2019 Cutera, Inc. All rights reserved. Model; Not actual patient. AP002773 rA





How Emerging Integrative Approaches Are Transforming Aesthetic Medicine

By Kevin A. Wilson, Contributing Editor

Integrative Aesthetics describes the emerging trend of individualized, multi-disciplinary holistic approaches to care being embraced by practitioners across the country. Instead of offering the traditional armamentarium of aesthetic therapies, other factors and methodologies are included as part of the philosophy of care. In theory, these work synergistically to promote overall wellness.

For some, this methodology stems from the services offered and approaches taken by a single physician; for others, several specialists oversee the application of a wide variety of integrated care options.

As the more traditional, cookie-cutter approach yields to new thinking, the patient population is taking notice and, more importantly, driving this trend.



Mark J. Tager, MD
CEO
ChangeWell Inc.
San Diego, CA



Orna Fisher, MD
Plastic Surgeon
Medical Director
The Fisher Center
Las Vegas, NV



Rita Linkner, MD
Dermatologist
Spring Street Dermatology
New York City, NY



J.D. McCoy, NMD
Medical Director
Contour Medical
Gilbert, AZ



Derek Cooney, MD
MedSpa Solutions
Syracuse, NY



Dorothy Kassab, DDS
Dentist
MedSpa Solutions
Syracuse, NY

A Natural Evolution

According to Mark J. Tager, MD, CEO of ChangeWell Inc. (San Diego, Calif.) and co-author (with Stewart Gandolf) of *Cash-Pay Healthcare: How to Start, Grow & Perfect Your Business*, there are key factors driving the growth of this emergent paradigm in medicine.

“This is a natural evolution in the practice of medicine across multiple specialties, not just aesthetics,” he said. “Changes in the healthcare system make it harder to practice medicine profitably, so standing out in the crowd and offering something better, which brings in the money you need to grow your business, is more and more common.

“And, the rise of regenerative medicine is playing a huge role, with amazing new ways to harness the body’s own healing potential,” he continued. “Most of all there has been a dramatic shift in public interest toward total wellness and the impact of nutrition and lifestyle. Sales of health and beauty supplements have increased significantly. Statistics show that millennials think more about daily health and lifestyle than baby boomers and are more often looking for ways to be healthier. This is the generation coming up through the system right now.”

Orna Fisher, MD, a plastic surgeon and medical director of The Fisher Center in Las Vegas, Nev., is also a certified health coach. “This gives me a tool that other physicians don’t have for evaluating patients and helping them decide how to best achieve their health goals. Like any physician, my ultimate goal is for my patients to be well. If I don’t think a certain procedure they are interested in will improve wellness, I will not do it,” she stated.

This often includes changes in nutrition. “Regardless, some patients want what they want, and I respect that, but my philosophy is to bring wellness into

every equation. I don’t accept every patient or perform procedures I think won’t contribute to that.”

Dr. Fisher shared that while she offers the same array of aesthetic therapies as everyone else, her approach is what sets her apart. “We take a thorough look at the patient’s lifestyle with an inside out perspective, because that ‘glow’ comes from within,” she shared. “This includes skincare regimens, vitamins, nutrition and sun care, among other things.”

Dr. Fisher doesn’t have a proprietary skincare line. “The proprietary part of what I offer is me and my expertise. In fact, before I suggest any new skincare products I have them take a picture of their medicine cabinet. I want them to start with what they have that works and go from there, rather than just throw out what they have been using.”

A challenge for Dr. Fisher is that because she doesn’t just say yes to everything, she often suggests lifestyle changes that may be hard for some patients to swallow.

“Some patients need to lose weight before they’ll see much benefit from a particular procedure, and to improve their health and well-being as a whole, so we need to come up with sustainable means to accomplish this goal; instead of temporary weight reduction, we are looking to achieve long-term success.

“Compliance is a challenge for all doctors, but because of my approach, it is less so for me,” Dr. Fisher continued. “But not everybody is responsive. It is not a one-size-fits-all approach, it is highly personalized. Other offices with a more traditional philosophy can maximize their throughput and profits, but I don’t look at my practice that way. Mine is a personal, compassionate approach. I love my patients, which is very fulfilling; it is why I became a doctor in the first place.”

TOP CRYOTHERAPY DEVICE



FROZENC¹

Exclusively By



**THE ONLY
FDA CLEARED
CRYO DEVICE**

REQUEST A DEMO

FROZENCice.com 

 @FROZENCice

HIGH RETURN MARGINS

Boost profits with this diverse asset that can be used on virtually any patient, for only a few dollars each, depending on duration of treatment.

ANTI-AGING

Clinically proven to produce the Bohr's Effect & Hunting Response, increasing available oxygen, stimulating blood flow, & improving texture & tone.

POST PROCEDURE COMPLIMENT

Significantly reduce downtime, redness & bruising without adversely impacting the underlying procedure's results.

ACNE & ROSACEA

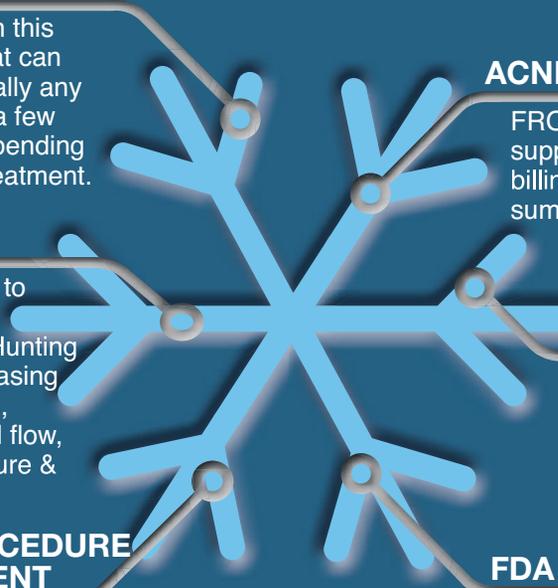
FROZEN C facials support CPT Code billing & secure reliable summertime revenue.

PRE PROCEDURE COMPLIMENT

Desensitize nerves in 1 to 5 minutes instead of clogging exam rooms with patients waiting for numbing cream onset.

FDA CLEARED

Safely capture the power of extreme cold (-78°C) without the risk.





Relationship Building

As part of a larger New York City, N.Y. practice, with other partners, dermatologist Rita Linkner, MD, of Spring Street Dermatology is just five years out of residency. According to her, “the new generation of dermatologists takes more of a holistic approach, focusing not on specific issues but the face, body and overall wellness as a whole,” she stated.

“You have to look beyond the skin and see the person as a human being. What is their age, their lifestyle and nutrition, their environment, their budget and life stressors?,” she noted. “At the first consult I like to work with them to assess their needs, bring perspective to what we can do, and begin to form a game plan that will take a year or more to achieve. I make it a palatable and understandable thing the patient can explain adequately to others, such as their spouse. As they understand and invest in this fully, we can move forward.”

Dr. Linkner’s practice offers the expected suite of therapeutic options, but her personal focus combines both Western and Eastern medicine. “A lot of my clients are women like me, between the ages of 25 and 45, of childbearing age and with kids or trying to get pregnant, getting married/divorced; everyone wants to build their healthier lifestyle. So, where I see a need for

treatment with lasers or injectables, for example, I recommend a clean diet with a lot of antioxidants, and when using injectables I employ homeopathic medications before and after to minimize downtime,” she expressed. “I’m of Indian descent and was taught a lot of Ayurvedic medicine when I was younger, so I try to incorporate those principles in my approach.”

To be successful, Dr. Linkner focuses on relationships from moment one. “This is my favorite part of practicing, getting to know people and investing in their lives.”

The personal touch pays off. “I personally reach out to them the day after treatment to learn how they’re doing, tell them what’s next, or deal with any issues or uncertainty they may be experiencing,” Dr. Linkner revealed. “You don’t often see this kind of personal touch. Patient feedback and referrals show that this sets me apart and draws in new patients.”

This relationship-based approach builds trust, improves understanding and compliance, and makes the experience positive for all. “Patients are more eager to take responsibility for their own care,” Dr. Linkner shared. “The trust patients feel leads them to bring their teenager with horrible acne, or other relatives to see me to do regular skin checks, which I think perpetuates the notion of diligence in one’s own care.”

100% MINERAL PROTECTION
100% EXCEPTIONAL ELEGANCE

*Sheer, Silky,
All Mineral
Sun Protection*

FREE OF:

- *Chemical Sunscreens*
- *Oils*
- *Fragrances*
- *Preservatives*
- *Gluten*



Reef Friendly

Defend your Skin. Defend the Earth.™

TIZO®

*For more information, samples, or to order contact us at:
800-332-5536 or info@tizofusion.com*

The Looking Good-Feeling Good Connection

J.D. McCoy, NMD, medical director of Contour Medical in Gilbert, Ariz., incorporates natural hormone therapy and nutrition into a wellness-based approach to aesthetic medicine. “There is a strong connection between looking good and feeling good. That is the focus of my practice,” he said. “Early on in my career I was working with hormone replacement therapy and I saw a lot of overlap in this patient population. The same people were into self-care, prevention and anti-aging, so they’re perfect cosmetic patients.”

Trained as a naturopathic physician, Dr. McCoy is the first doctor of naturopathy to attain membership in the *American Academy of Cosmetic Surgery* (AACS). “I understand this is a little outside the box, not like your traditional dermatologists and plastic surgeons, and even non-core physicians,” he noted. “The upside is that I’m trained to take an integrated, holistic, wellness-based approach to medicine.”

As a naturopathic physician, Dr. McCoy’s philosophy is about whole-person wellness, seeking and treating causes rather than symptoms, and starting with natural and non-invasive treatments. While the discipline is sometimes considered pseudoscience, Dr. McCoy and many others of his specialty do not shy away from traditional clinical treatments, they just don’t necessarily start there.

“My advantage is that my paradigm revolves around prevention and harnessing the healing power of your own body,” he shared. “When you look at non-surgical aesthetics, prevention and regenerative medicine is a big part of what we are all doing, and where we are going.”

Dr. McCoy’s armamentarium is almost strictly nonsurgical and non- or minimally invasive therapies, which is standard

fare for many practices. “A lot of these procedures, like PRP, micronized fat, or injectable fillers (especially biostimulant fillers) work hand in hand with the environment of the human body,” he explained. My goal is to optimize this environment, which improves results and makes patients feel better as well as look better.

“Nutrition plays a role in how your body responds to these therapies,” Dr. McCoy continued. “Vitamin C, for example, is very important for collagen formation so if a patient is deficient, they won’t have an optimum wound healing response. But patients often come in with wellness issues such as gastrointestinal problems or hormonal changes due to aging, or low energy and they cross over to the aesthetic side and I encourage this. Just like a healthier body yields better aesthetic outcomes, looking good is part of feeling good.”

A lot of times it is the simple things, he explained. “How is their nutrition, their hydration, their environment? These things can be handled with lifestyle changes that greatly impact quality of life, not to mention improving the final aesthetic outcome possible with non-invasive body sculpting or removal of unwanted vascularity.”

“True beauty is an outward sign of inner health and well-being,” said Derek Cooney, MD, of MedSpa Solutions (Syracuse, N.Y.), the aesthetic practice he co-operates with dentist Dorothy Kassab, DDS, and wife, Norma Cooney, MD.

“In order to achieve a comprehensive aesthetic improvement, you should start with wellness,” Dr. D. Cooney noted. “We built a practice that melds IV infusion therapy, body sculpting, injectables and PRP, laser- and light-based therapies, therapeutic massage, hair restoration, Hydrafacials and cosmetic dentistry, as well as nutrition. There is a synergy because an improved



Perfectio X™



Relaxatio™



sapphire X™

dotan-ltd.com

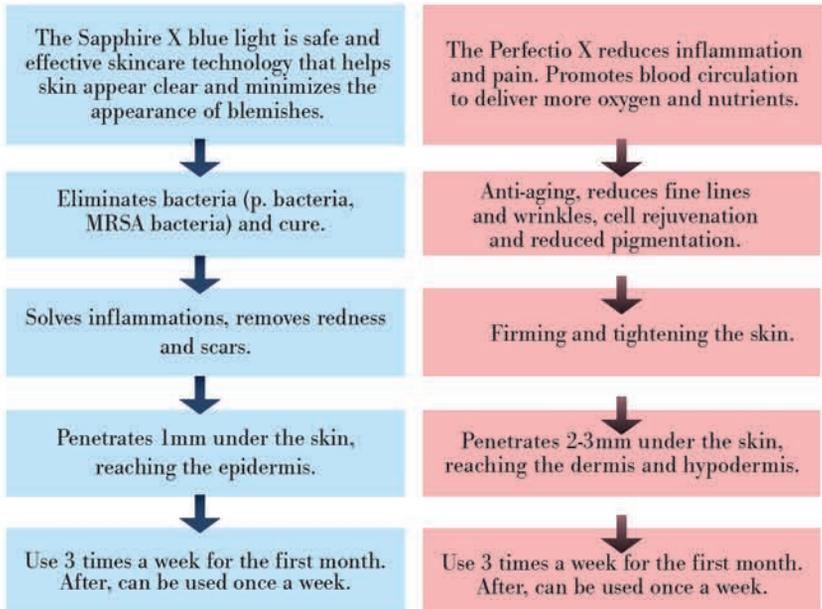
THE X SERIES BY ZERO GRAVITY · THE MIRACLE OF LIGHT



grandio™

BY ZERO GRAVITY

Grandio is non invasive treatment that combine follicles stimulation and biological treatment of hair loss.



Come visit our booth #1944 and #606 | www.zerogravityskin.com

“Each of our team members is a specialist who shares our vision and practice philosophy – that we are treating the whole person.”

aesthetic appearance enhances inner wellness, and enhanced inner wellness maximizes aesthetic outcomes.”

“For example, if a person needs to lose weight but just wants a body contouring therapy, we have to look at the co-factors,” Dr. D. Cooney pointed out. “Will the person be able to maintain the result with a healthy lifestyle? Will the result improve their sense of well-being? Or more importantly, will the person over eat and gain weight, creating a disproportionate appearance? Our Slim Body Solutions program helps them achieve their goal, not only with nutrition, but health coach support and a personalized fitness regimen so they can succeed. They will look better and feel better about looking better, which improves their well-being.”

Aesthetic dentistry also plays a key role. “Studies have shown that when building first impressions, people look at the smile first and the eyes second,” explained Dr. Kassab. “We want to bring the perioral area in line with everything else the patient is having done. Proper bite and jaw alignment are important to shaping the face, which changes as we age. So, as we treat the aging face with traditional aesthetic therapies, we also want to restore that youthful smile and profile.

“Crowding and retroclined dentition comes with age as the muscles move differently and press on the teeth, changing the shape of the lower face and lips,” Dr. Kassab continued. “If you try to address these issues with fillers there are limits to what you can do, thus the result is unlikely to look truly natural.

Manipulating and improving teeth supports the facial structure. In addition, often we have teeth clenching and grinding, which builds jaw muscles and squares off the face. With neurotoxins we can relax those muscles and bring the face back toward its original shape. So, we can induce profound changes to the face just by manipulating the perioral region.”

The Importance of Team Building

With a more extensive multispecialty practice, team building is crucial. A team-based approach is the hallmark of MedSpa Solutions. “Each of our team members is a specialist who shares our vision and practice philosophy – that we are treating the whole person,” said Dr. Kassab.

“We put the therapeutic aspect first,” Dr. Kassab added, “and every one of our treatments has a therapeutic component. We are not just improving the appearance of skin for example, we are improving its quality and addressing irregularities.”

Building your team is a key component to success, according to Dr. McCoy. “It is important that everyone involved understands and believes in the values and vision of the practice, of what you are trying to do and why. This enhances the overall patient experience – their safety, outcomes, happiness and confidence in us as a practice. The team must also have accountability to those values; even if someone makes a mistake, if we are accountable to each other, everyone is on the same page.”

SRT Is A Non-Surgical Treatment Option

For Non-Melanoma Skin Cancer Patients And An Effective Solution For Keloids!



Before



After



MKT-SRT-060 B

Superficial Radiation Therapy (SRT)
Has Proven Patient Outcomes



for Non-Melanoma Skin Cancer



for Keloids

www.sensushealthcare.com | 800.324.9890

Contact us to find out more about adding Sensus Healthcare's
Superficial Radiation Therapy to your practice.

Actress Molly Sims Named Brand Ambassador for SoME PRP-Based Skincare

By Kevin A. Wilson, Contributing Editor

On the brink of a new era in home-based skincare, Aesthetics Biomedical, Inc. (Phoenix, Ariz.) has named model and actress Molly Sims as the brand ambassador for SoME™ Skincare. As the first product of its kind in the industry, SoME serum is created from autologous PRP and concentrated with a proprietary blend of all-natural ingredients that stabilize the PRP, providing patients with a top of the line skincare product for home use. Results with regular use of SoME are outstanding, as proven with third-party clinical studies, setting this product above even the highest tier of modern skincare products.

“We are so proud to welcome Molly Sims as brand ambassador for SoME Skincare,” said Sheldon Larson, chief marketing officer at Aesthetics Biomedical. “Not only is she an expert in all things beauty, but through her confidence in her own skin, she exemplifies what modern beauty means in her own unique way, which aligns perfectly with Aesthetics Biomedical’s first-ever PRP based skincare that’s all you.”

MaryAnn Guerra, Aesthetics Biomedical President and CEO, added: “We love that Molly truly believes that PRP is the future, so it was a natural fit to partner together in this capacity.”

Ms. Sims has appeared in the celebrated swimsuit issue of *Sports Illustrated*, as well as in films and television series such as her role as Delinda Deline on NBC’s *Las Vegas*. Throughout not only her career, but her life, skincare has been a priority and passion for Molly. *The Aesthetic Guide* sat down with Molly to learn more about her interest in skincare and her new role as the SoME Brand Ambassador.

Q: Describe your interest in skincare and how you first learned about SoME.

A: I’ve always been obsessed with skincare. At a young age my momma taught me the importance of taking care of my skin. She used to lather herself with castor oil and let me tell you... it works! I feel like we’re in an era where people are sharing what they do for their skin and it’s refreshing. I’m a firm believer in investing in some hero products that truly work rather than a 10-step system – momma doesn’t have time for that!



Molly Sims, brand ambassador of SoME PRP-Based Skincare

Q: Describe your own personal experience with SoME. Where did you first hear about SoME skincare?

A: I first heard about SoME while receiving a Vivace™ microneedling treatment (Aesthetics Biomedical) about one year ago. They were talking to me about a new take-home personalized product they were developing, and I told them that I needed it since I love PRP. I truly feel like it is the future! The first time I put the serum on my skin, I was hooked. It feels so luxurious. You definitely know when a product is really working. My skin feels and looks better than ever.

Q: In your experience, what separates SoME from other skincare products you’ve trusted?

A: No single product works for everyone and the key to great skincare is all about customization. I truly feel like SoME is the future of skincare as it takes advantage of your own growth factors. I’ve used so many skincare products and this is the first that I’ve ever experienced that is legitimately personalized and it has simplified my skincare routine. It blows my mind that Aesthetics Biomedical was able to create a base serum using my own PRP that delivers clinically proven results. The process takes almost no time at all. You go to your dermatologist or plastic surgeon, they draw and centrifuge your blood, put it in the serum and then you take it home to use for the next three months. It’s all in the name – this product is SoME!



Sheldon Larson
Chief Marketing Officer
Aesthetics Biomedical
Phoenix, AZ



MaryAnn Guerra
President & CEO
Aesthetics Biomedical
Phoenix, AZ



SoME™

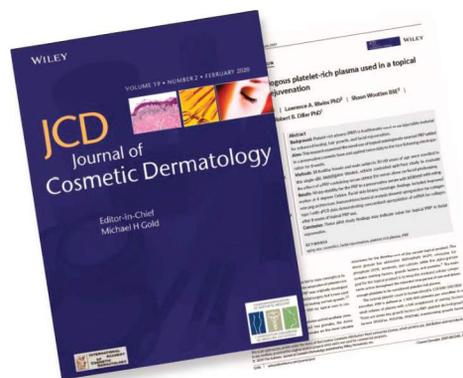
SKINCARE THAT'S ALL YOU

SoME™ is the first cosmetic base serum designed to be used with the patient's own **Platelet-Rich-Plasma (PRP)**, thus providing a truly personalized home-use skincare product for facial rejuvenation.

This innovative product was made in conjunction with key opinion leaders in dermatology. The SoME™ product, when combined with PRP, delivers multiple cosmetic effects for photodamaged skin.

“Pilot Study: Autologous Platelet-Rich Plasma Use in a Topical Cream for Facial Rejuvenation”

Zoe Diana Draelos MD
Lawrence A. Rheins Ph.D
Shaun Wootten BSE
Robert S. Kellar Ph.D
Robert B. Diller Ph.D



THE PERPETUAL PURSUIT OF PERFECTION
AESTHETICS BIOMEDICAL





AAD 2020 Product Showcase

Highlighting the most advanced clinical and aesthetic dermatology developments, the *American Academy of Dermatology's* (AAD) 78th annual Winter meeting will feature a robust scientific program covering the most important cosmetic and therapeutic dermatologic innovations over the past year. This year's meeting will take place at the Colorado Convention Center in Denver, Colo., from March 20-24, 2020. An expansive exhibit hall will accompany the solid educational curriculum, featuring new products, technologies and services from over 400 exhibiting companies.



ENDYMED Medical

ENDYMED Medical provides flexible and expandable radiofrequency (RF) platform systems, offering multiple, high revenue generating modalities to meet the many needs of an aesthetic practice. ENDYMED's unique and innovative 3DEEP RF delivery technology provides safe and effective skin tightening and contouring comfortably with zero downtime. ENDYMED also offers several premium fractional RF options for the treatment and correction of various patient issues such as tissue laxity, deep wrinkles, acne and traumatic scars, stretch marks and volume reduction using the Intensif RF Microneedling and FSR (Fractional Skin Resurfacing) technologies.

ENDYMED Medical, Booth 3747



Neo Elite

The brand new Neo Elite by Aerolase® revolutionizes the conventional YAG laser to send high power energy in 650 microseconds. Aerolase 650 Microsecond Technology® is safe and effective for a range of skin conditions for skin of color, including stubborn hyperpigmentation, acne and acne related PIH, psoriasis, and more. The Neo Elite is clinically proven to treat multiple skin conditions safely, efficiently and without the risk of adverse effects, unlike traditional technologies. By having a powerful, yet short pulse duration, the Neo Elite can non-invasively reach deep into the skin, not only in a safer manner but with comfort to provide unmatched patient experiences. By creating new treatment possibilities for skin of color patients, acne, psoriasis and melasma, the Neo Elite enables your practice to benefit from new revenue sources and the ability to differentiate your practice, drive patient demand, and separate you from increasing competition.

Aerolase, Booth 1708



Vivace

The Vivace™ is the newest generation of RF microneedling, and is FDA-cleared for your patient's safety. This minimally invasive treatment stimulates the natural production of collagen and is shown to be effective in alleviating facial wrinkles, fine lines, tightening and toning the face, neck, hands and body. The results are immediate and also improve over time, giving you the best of both worlds. If you are looking for optimal results, look no further than The Vivace Experience™.

Aesthetics Biomedical, Booth 1653



EMSCULPT

The EMSCULPT procedure helps both women and men build muscle and sculpt their body (arms, abs, legs). In addition, the EMSCULPT creates the world's first non-invasive buttock toning procedure. This is made possible by the non-invasive HIFEM® procedure inducing powerful muscle contractions. Studies report a 16% average increase in muscle mass and a 96% patient satisfaction rating.

BTL Aesthetics, Booth 3740



PCA SKIN

For 30 years, PCA SKIN® has been a trusted professional skincare industry leader and innovator. As a brand born in the treatment room, we take pride in formulating highly effective professional chemical peels with complementary daily care products for continued results. We believe in a progressive, not aggressive, treatment approach and promote integrative skincare that incorporates both professional treatments and at-home care. Our vision is to provide your practice with scientifically proven solutions that transform skin health, correcting patients' most bothersome skin concerns, to improve their lives. In February 2020, PCA SKIN introduces new updates to our innovative blended TCA peels, including our new physician-exclusive MD Peel (CCl₃).

PCA SKIN, Booth 2126



RESURFACE AND REJUVENATE YOUR SKIN FROM THE INSIDE OUT

Intensif RF Microneedling and
FSR Fractional Skin Resurfacing
by ENDYMED - The Ultimate Skin
Resurfacing and Tightening Tool

The Most Effective Solution For:

- Skin resurfacing and rejuvenation
- Deep wrinkle reduction
- Lifting and tightening
- Acne scar/traumatic scar reduction
- Texture improvements
- Pore size reduction

Contact Us:

Email: info@endymed.com

Tel: 732-409-5148

Connect with us: @EndyMedUSA [in](#) [t](#) [@](#) [t](#) [f](#)

www.ENDYMED.com

ENDYMED™
3DEEP SKIN SCIENCE



EUROArray Dermatomycosis

The EUROArray Dermatomycosis kit enables detection of 56 fungal species that cause infections of skin, hair and nails in less than 24 hours. In the same analysis, 29 fungal species can be identified at the species level. Moreover, this PCR-based detection method is more sensitive and specific than the classic detection methods, which is why the EUROArray Dermatomycosis solution contributes significantly to faster and improved diagnosis of fungal infections of skin, hair and nails. The EUROArray Dermatomycosis solution offers the following advantages compared to the classical methods and other molecular genetic procedures: a simple procedure that doesn't require expert knowledge; automated evaluation and report generation; high sensitivity, even after start of treatment with antimycotic nail polish; reliable differentiation of closely related species; and clear and reliable identification of mixed infections with different fungi.

EUROIMMUN, Booth 4514

truSculpt Flex

truSculpt flex is an innovative muscle sculpting device that offers personalized treatments based on patient fitness level, shape and goals. Only truSculpt flex with Multi-Directional Stimulation (MDS) deploys a unique method of electrical stimulation to target specific muscle groups using three treatment mode options to strengthen, tone and firm the abdomen, buttocks and thighs. truSculpt flex treats up to eight areas simultaneously covering the largest treatment area in the body sculpting industry. Low levels of energy achieve deep muscle contractions at high intensity via a proprietary handpiece design with truGel to optimize results and increase practice revenue.

Cutera, Booth 2518



FotoFinder Bodystudio ATBM Master

FotoFinder will showcase the new Bodystudio ATBM Master for total body dermoscopy, for the first time in the U.S. This extreme high-resolution camera, with the new Polflash XE, captures cross polarized total body photos in raw image format allowing the physician to see dermoscopy structures already on global view photos. FotoFinder's Mosaic View presents all detected lesions on a single screen for quick identification of "ugly ducklings" and changed or new moles. The Artificial Intelligence powered Bodyscan and Moleanalyzer Pro serve as a second opinion for skin lesions, making it one of the most advanced mole mapping systems available. The Medicam 1000s, with the D-Scope 3, offers up to 400x optical magnification. The aesthetics software module with Proposer and UVscan make it a versatile automated imaging system for any medical aesthetic practice.

FotoFinder, Booth 3126



TimeWalker

Leading the medical laser industry, Fotona recently launched the all-new TimeWalker™, representing a new family of specialized Fotona aesthetic lasers that are optimally designed for a particular range of treatment. The first product in this new laser family is the TimeWalker laser system for a multitude of non-invasive procedures including Fotona4D® facelifting. In four simple steps, Fotona4D rejuvenates tired, sagging skin by treating deeper, medial and superficial connective structures of the skin, all while targeting imperfections. Patients experience immediate freshness and tightness, a more youthful texture of the skin, and continuing improvement for up to six months after treatment. Fotona4D is the ultimate tool to achieve a natural facelift without surgery, downtime or injectables. It has earned a reputation for providing patients with superior results and meets even the high standards of Hollywood's A-list.

Fotona, Booth 3122



Start the New Year off on the right foot!!!

Visit us at the 2020
American Academy of Dermatology
Annual Meeting
Denver, CO

Booth 4514



The World's Fastest Dermatophyte Detection



FAST

Less than 24 hours from sample to result



SIMPLE

Easy-to-perform procedure and fully automated evaluation of results



RELIABLE

Highest possible accuracy of results compared to culture



SPECIFIC

Precise identification of closely related species and mixed infections



EXTENSIVE

Worldwide broadest multiplex test for the detection of 50 dermatophytes as well as 3 yeasts and 3 molds



"The EUROArray dermatomycosis solution has provided our clients the fastest turnaround time, and valuable species-specific information, allowing our clients to more effectively treat their patients."

-NeoAnalytics Laboratory, Alhambra, CA

CE-IVD marked, available for research use only in the USA

For more information: www.euroimmunus.com | www.dermatophyte-pcr.com

EUROIMMUN
a PerkinElmer company



UNITED STATES OF AMERICA



PiXel8-RF Microneedling System

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

Rohrer Aesthetics, LLC, Booth 4147



EMTONE

The EMTONE device simultaneously delivers both thermal (radiofrequency) and mechanical (targeted pressure) energy to treat all major contributing factors to cellulite. Combined, there is a synergistic effect that neither technology can achieve on its own. Studies report EMTONE is more effective than stand-alone procedures for building elastin and collagen (+64%, +59% respectively) as well as faster than stand-alone procedures (+50%).

BTL Aesthetics, Booth 3740

PicoLO

PicoLO is a novel Nd:YAG picosecond laser with 1064 nm and 532 nm. Its proven output pulse energy and duration stability delivers a strong photomechanical effect and produces LIOBs to treat scars and skin rejuvenation. It also leads to faster, more effective and safer results in the treatment of benign (epidermal and dermal) pigmented lesions and multicolored tattoos. PicoLO's DIA FX (fractional handpieces) allow physicians to control the penetration depth of LIOBs, enabling more delicate treatments.

LASEROPTEK, Booth 2149



ETHEREA-MX

ETHEREA-MX is a versatile and powerful laser workstation. It can operate with up to seven unique, gold standard solid-state laser and light-based technologies, built into easy to use, plug-and-play handpieces. ETHEREA-MX offers over 70 FDA cleared treatment indications for all skin types in a compact and portable system that has proven its technical reliability and ROI.

Vydence, Booth 2044

the Spectrum

Multi Platform Laser / IPL



the Phoenix

Carbon Dioxide Laser



2-Year Warranty

30-Day Buy Back
Guarantee*

PICK
ANY 3
For
\$99,995

the EpiLaze

The Ultimate Solution for
Laser Hair Removal



the PiXel8-RF

Radio Frequency
Microneedling System



ROHRER AESTHETICS

Call or Visit Us Online Now

205.940.2200

www.RohrerAesthetics.com



Z Wave Q

The “Q” is for quiet. The Zimmer Aesthetic Division is introducing Z Wave Q with ultra-quiet, water-cooled handpiece technology. This system is equipped with an innovative water-cooled generator ensuring high efficiency and durability – with a softer sound, but equal effectiveness. The new ergonomic handpiece with “shock absorption” offers the industry’s quietest operation and the highest level of safety. Our projectile has a five times greater mass than pneumatic systems, resulting in a softer pulse and maximum comfort to the patient. Z Wave Q is FDA cleared for the temporary reduction of the appearance of cellulite, the temporary increase in local blood circulation, and to relieve minor muscle aches and pains. Z Wave Q may also be used as an adjunct in Cryolipolysis™ and other body contouring treatments for enhanced results.

Zimmer, Booth 3922



SoME Skincare

Aesthetics Biomedical Inc. has launched a personalized topical PRP skincare product line for take-home use. SoME™ + PRP is a skin rejuvenating product that uses a proprietary blend of ingredients combined with your own platelet-rich plasma (PRP), by your physician, to give you a truly personalized cosmetic experience. SoME + PRP reduces the appearance of fine lines and wrinkles, enhances skin tone and texture, discoloration, puffiness and darkness around the eyes. Until now, there has never been an autologous topical skincare product with proven results. SoME is great for all skin types, as it does not contain the harsh and unnatural alcohols that typical skincare products contain, such as phenoxyethanol, benzyl alcohol and other alcohols known to dehydrate the skin. SoME uses only a combination of botanical preservatives and two honeysuckle variants (Lonicera Japonica, Lonicera Caprifolium) to keep it from degrading and keep it fresh for your everyday use. SoME’s proprietary base preserves platelet components allowing the product to remain efficacious over the course of three months.

Aesthetics Biomedical, Booth 1653

Perfectio X

The Perfectio X provides damaged cells with the vital energy necessary to quickly renew and recover in the most optimal way. The powerful LED red and infrared beams penetrate deeply into your skin, muscles and joints. The light photons are absorbed by photoreceptors in your cells’ mitochondria, which convert the light into ATP, the fuel that enables cells to perform cellular tasks and biological processes. This boost of energy at the cellular level increases circulation in the blood vessels, micro-repairs tissues and decreases inflammation and pain. This process is comparable to plant photosynthesis, during which sunlight is absorbed by plants and converted to essential energy for plants to grow and repair cell damage. The Perfectio X produces amazing results you just have to see and feel to believe. The two-in-one device, which treats both pain and signs of aging, is actively working to reverse cellular damage accumulating in our body over time. Now with the Perfectio X by Zero Gravity you have the golden opportunity to reverse the damage to healthier, younger-looking skin.

Zero Gravity Skin, Booths 1944 and 606



ZYE LASER

ZYE® is the first smart laser platform offering up to nine exclusive laser- and light-based technologies, with a dedicated internal cavity, high power and two different models: ZYE YAG, in 1064 nm and ZYE ALX in 755 nm. ZYE brings innovative technology with high efficiency and simultaneous sapphire cooling, offering much safer and more comfortable treatment.

Vydence, Booth 2044

“Q” is for Quiet

Cellulite
Treatment



Enhanced
Body
Shaping

Introducing Z Wave^Q with Ultra-Quiet, Water-Cooled Hand Piece Technology

The Z Wave^Q system is equipped with an innovative water-cooled generator ensuring high efficiency and durability – with a softer sound but equally effective.

The new ergonomic hand piece with “shock absorber” offers the industry’s quietest operation, the highest level of safety, and maximum comfort to the patient.

Radial Pulse Therapy was never this quiet and felt this good.

Contact us to find out about our introductory offers and upgrade specials.



Ultra-Quiet
Hand Piece



Z Wave^Q

Zimmer

Aesthetic Division
3 Goodyear, Suite B
Irvine, CA 92618
tel (800) 327-3576
info@zimmerusa.com
www.zimmerusa.com
shop.zimmerusa.com

Across the globe, Zimmer chillers are the gold standard in Cryotherapy, with thousands of happy doctors and patients in the U.S. alone.

Skin
Cooling
with
Cold
Air



Contact us to find out how Zimmer chillers could help you and your patients.

World-Class Chillers

practical dermatology[®]

YOUR LEADING SOURCE FOR EVERYTHING
DERMATOLOGY.



SUBSCRIBE TODAY @ PracticalDermatology.com/subscribe



@Practical_Derm



ADVATX

589 & 1319
THE POWER 2 RESTORE

**Foundational technology
for restoration of
dermal health**



www.advalight.com



Vegas
Cosmetic
Surgery
& Aesthetic Dermatology

June 10-13, 2020
Bellagio
Las Vegas



America's Premier Multispecialty Event

Vegas Cosmetic Surgery & Aesthetic Dermatology is the leading multispecialty forum addressing the science, practice and techniques of aesthetic surgery and medicine.

Register today at
www.vegascosmeticsurgery.com

Part of the AMWC World Series of Aesthetic Medical Events



CAPTURE NEW TREATMENT POSSIBILITIES AND NEW REVENUE STREAMS TO STAND OUT OVER ANY COMPETITION

Introducing the
Aerolase Neo Elite
650-Microsecond Laser



Melasma Rejuvenation Photos Courtesy of Avanti Aesthetics Academy
Harley Street, London, UK



Acne and Acne Scarring Photos Courtesy of Michael Gold, MD
Nashville, Tennessee, USA

NEW POSSIBILITIES FOR SKIN HEALTH

More profitable, more effective, and more comfortable therapies to address 36 FDA-cleared medical and aesthetic skin conditions your patients of all skin types present to you each day. Unmatched patient experiences outcomes and experiences are now available in your office with the Neo Elite® using 650 Microsecond Technology® - only by Aerolase®.

**See, Feel, and Experience the Difference.
Call for a Demo Today: (914) 345 8300**



Venezia Lift: A Novel Non-Ablative Fractional CO₂ Laser Procedure

For several decades there has been an ever-increasing desire for, and migration to, non- and/or minimally invasive cosmetic procedures and treatments. Hence, many products and devices have been marketed to the medical and spa communities to fill this void. A good number of these devices are laser systems of various wavelengths designed to deliver mild aesthetic treatments with little to no post-operative downtime.

The CO₂ laser has long been considered the gold standard for skin resurfacing and rejuvenation. Now, with the addition of the non-ablative *Venezia Lift*[®] procedure, this is taken to a whole new level. The *Venezia Lift* is a new upgrade to the MiXto Pro fractional CO₂ laser from Lasering USA (San Ramon, Calif.) that includes a software update and a special scanning handpiece for non-ablative fractional skin treatment.

Rather than having to choose between purchasing an ablative or non-ablative device, the MiXto Pro delivers both modalities in one device via two patented technologies. The new *Venezia Lift* (unavailable on other CO₂ laser platforms) offers a short 15-minute procedure for the periorcular area to lessen the appearance of crow's feet and tighten loose saggy skin around the eyes, but can also be performed anywhere on or off face.

As more than just a non-ablative procedure, the *Venezia Lift* is designed to deliver laser energy into the dermis, generating the necessary heat to rejuvenate tissue through new collagen production, thus smoothing out fine lines and wrinkles by tightening the skin. It creates thousands of small micro-columns of coagulated tissue via the special scanning handpiece, producing results similar to other non-ablative devices.

The protocol calls for a series of three treatments, delivered two to three weeks apart with the ultimate results being realized several months after the third treatment.

Post-operatively, the tissue is slightly pink for a day or two, quickly resolving back to normal skin color. If desired, a patient can

return immediately to work without major swelling, broken skin or the four to five days of bronzing/peeling associated with traditional ablative fractional CO₂ laser treatments.

There is no risk or downtime of any kind. There are no consumables and application of topical anesthetic is all that is required for the procedure. Although not required, it is recommended to keep the skin moist (via application of a topical moisturizer) for a couple of weeks after treatment. Since this procedure is non-ablative it can often be done by any trained medical personnel, subject to state laser regulations.

With the MiXto Pro CO₂ laser, medical practitioners can perform aggressive ablative, medium ablative or mild, minimally ablative (aka, Lunch Time Peel or Buff & Shine) procedures. And now, with the addition of *Venezia Lift*, they can offer a patient a no downtime non-ablative treatment, all in one device.



Before and after treatment with the *Venezia Lift*
Photos courtesy of Lasering USA



 **LASERING USA**

MiXto 



Five Awards. One Incredible Laser.

The MiXto® Fractional CO₂ laser delivers winning results to capture the “Best Non-Surgical Facial Rejuvenation Enhancement” award* in five different years.

MiXto® leads the way in micro-fractional CO₂ laser skin resurfacing for all skin types, easily outperforming all other heat producing energy based systems - lasers, IPL, RF, ultrasound, microneedling & plasma.

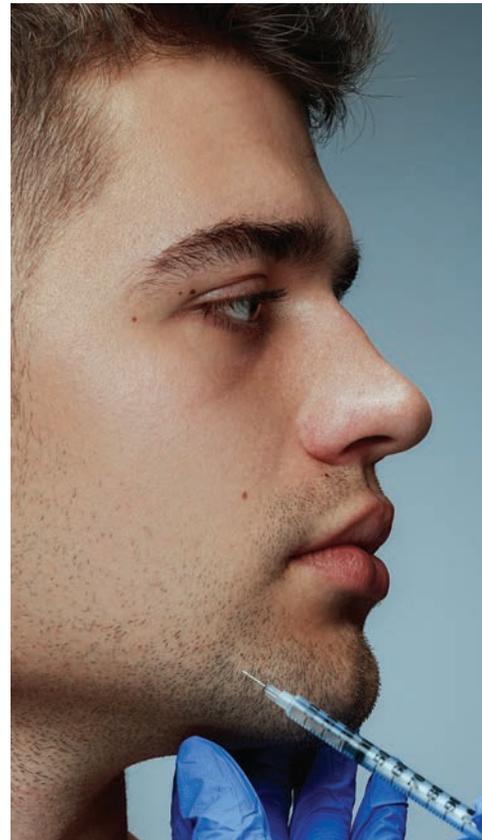
- **Trade-up your original MiXto SX® CO₂ laser (or QuadraLASE™) to the “New” MiXto Pro®.**
- **Notice to QuadraLASE™ customers – The QuadraLASE™ laser is a private label version of the original MiXto SX® CO₂ laser. Lasering USA provides complete repair service and advanced clinical training on all QuadraLASE™ systems.**

Call 866-471-0469.

Learn how easy it is to achieve award-winning results for your patients with the MiXto Fractional CO₂ laser. Visit:

www.laseringusa.com | info@laseringusa.com | or call (866) 471-0469

*THE Aesthetic Show, Las Vegas, Nevada





New Horizons for Injectables in 2020

By Kevin A. Wilson, Contributing Editor

While injectable therapies have been a mainstay in aesthetic medicine for decades, this established arena is still an exciting place for physicians and patients alike. While many commonly sought treatments are still in use and have remained relatively unchanged save for refined techniques, additional and expanded indications are expected, new techniques are emerging and novel products are poised to enter the market.

Within the practice of aesthetic medicine, more than just the injectables market is changing, but new neurotoxin, dermal filler and biofiller products may be uniquely situated to have a great impact on transforming paradigms.





Gretchen W. Frieling, MD
Dermatologist
CEO
GFaceMD
Boston, MA



Rand Rusher, RN
Injector and Injection Trainer
Beverly Hills, CA



Jose Raul Montes, MD
Oculoplastic Surgeon
San Juan, Puerto Rico



Heidi A. Waldorf, MD
Director
Waldorf Dermatology Aesthetics
Nanuet, NY



Jennifer Levine, MD
Facial Plastic Surgeon
New York, NY

“We’re in the midst of a shift in what we perceive as beauty in this modern era,” said dermatologist Gretchen W. Frieling, MD, CEO of GFaceMD (Boston, Mass.). “The challenge is that this differs across geography, not just globally, but within the U.S. Whether it’s Texas or the mid-West vs. Los Angeles or New York, the vibe is very different. People are beginning to realize that they don’t want to look fake, but rather look their best selves, especially among men, which is a growing area of the aesthetic patient population. Less is more. Injectables have been one area of aesthetic medicine where the evolution of this has played out visibly over the last two decades.”

Evolving Physician-Patient Relationship

One factor contributing to the continued growth and stability in the injectables space is that the patient base has expanded to include people at both ends of the age spectrum, but especially on the younger side, according to Rand Rusher, RN, a Beverly Hills, Calif.-based injector and injection trainer. “I’ve discussed this before because it is a key factor in the continued growth of this market,” he said. “We have an established, relatively old class of products in injectables, but as new offerings and techniques emerge, combined with new understanding and a more informed public, we are seeing the younger patients seeking earlier intervention than ever. We have tools at our disposal to effectively do this without causing more harm than good, and this is very much evident with injectables. They tend to not only be less aggressive options, but with things like PRP we have regenerative properties that are useful and appealing to patients of any age.”

In Dr. Frieling’s opinion, another factor is the return of physician expertise. “We are seeing the re-emergence of physician expertise as the driving force behind patient choices,” she explained. “The more informed people became, the more they presented with their own ideas of what treatments they were looking for, and as an industry we were giving it to them, so there was a shift to product-driven marketing.

“Now we’re receiving the informed patient with more of an armamentarium, and they don’t know what we know,” she continued. “It is our expertise they need, not just for undergoing therapy, but in making the best therapeutic choices. This requires the physician to acquire the kind of expertise and reputation that will inspire that kind of patient trust, which is how we focus our practice. The emergence of new offerings makes this even more important, and we are seeing more and more physicians marketing their expertise rather than products.”

New Techniques

Make no mistake, new products and techniques are coming. “There are definitely a variety of injectable offerings in clinical trials that should enter



Before and after treatment of the undereye region with Restylane Refyne and Restylane Silk, the cheek region with Restylane Lyft and Restylane Refyne to the lips

Photos courtesy of Gretchen W. Frieling, MD

THE 5TH PILLAR AND THE FUTURE OF AESTHETIC MEDICINE.



POWERFUL BRANDS DELIVERING A COMPLETE
REGENERATIVE EXPERIENCE.

Regenerative aesthetics is a revolutionary way to address growing patient demand for minimally invasive treatments that deliver effective and natural looking results.

Suneva Medical is shaping the future of regenerative aesthetics with its expanded portfolio, providing innovative technologies backed by science, addressing key patient needs safely and effectively.

bellafill[®]

PUREDRAFT

SUNEVA[®]
MEDICAL HD PRP

www.SunevaMedical.com

Toll-free call (U.S. & Canada): 844-Bellafill (844-235-5234) • Local calls: 858-550-9999 • International calls: ++ 858-550-9999

©2020 Suneva Medical, Inc. SM2852 REV02

SUNEVA[®]
MEDICAL

“We’ll be seeing more of a new class of injectables, skin boosters using superficially injected hyaluronic acid to improve fine lines, texture and hydration.”

the marketplace this year or next,” said Jose Raul Montes, MD, an oculoplastic surgeon in San Juan, Puerto Rico.

“We’ll be seeing more of a new class of injectables, skin boosters using superficially injected hyaluronic acid to improve fine lines, texture and hydration,” Dr. Montes expressed. “New indications previously used off label like fillers in the temples or tear trough, the jawline, or the cheek, are emerging as well.”

“Once a new technique or indication is cleared by the FDA, the company can talk about it and teach it officially, which helps the spread of these techniques considerably,” added Heidi A. Waldorf, MD, director of Waldorf Dermatology Aesthetics in Nanuet, N.Y.

“We are poised to see new indications for existing fillers in areas such as the jawline and temple,” she added. “The impact of new indications for approved products tends to be minimal for my practice because they aren’t new to me. However, for other physicians and non-physicians that are not typically able to attend aesthetic meetings it opens the door to education and training. New indications also allow

industry outreach to consumers which may increase demand.”

Further study also enhances understanding of newly emerging, yet safe and effective techniques, Dr. Montes pointed out. “Further study is always needed because otherwise we are uncertain if the way we work with, or sometimes alter (such as during dilution), a product negatively effects the product as it has been studied and optimized by the manufacturer.”

“When you consider something like microdroplet injection techniques that improve skin quality and texture, we have potentially powerful therapies, but we still need to refine the technique,” added facial plastic surgeon Jennifer Levine, MD (New York, N.Y.). “The product may need to be altered or concentrated to provide us with precise, consistent, predictable effects for new applications.”

Many aesthetic treatments rely on the age-old concept that a controlled injury creates a healing effect with an associated aesthetic benefit, Mr. Rusher indicated. “For example, by blending down Radiesse (Merz Aesthetics) calcium hydroxyapatite filler with four more



Before and after treatment of the undereye region with Restylane Refyne and Restylane Silk

Photos courtesy of Gretchen W. Frieling, MD

Improve Your Injectable **Game**

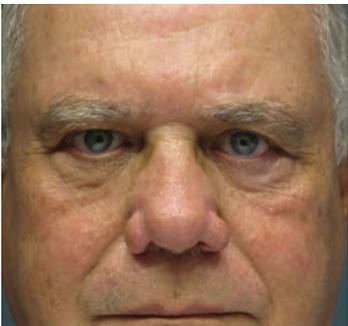
miRing, the medical injector ring device gives you the ability to make a **one-handed aspiration** allowing for total accuracy, control and precision. No shaky hands, no second guessing proper placement and most of all no switching hands to aspirate.

Fits 99% of aesthetic syringes on the market and comes with an adapter for small TB syringes.

To order or to learn how miRing can boost your injection practice visit us at **miringusa.com**



miRing
THE MEDICAL INJECTOR RING™



Before and after treatment of the midface region with facial injectables
Photos courtesy of Jose Raul Montes, MD

ccs of saline to make a more dilute, less viscous product, we can inject the subsurface to stimulate neocollagenesis. It serves as an irritant to stimulate new collagen,” he explained. “We are looking for an effect similar to that seen with Poly-L-lactic acid, but because it is not a foreign substance, there is no chance for granuloma. It is similar to the skin boosting technique where HA fillers are blended down to improve moisturization.”

Collagen is a hot topic, Dr. Levine agreed. “We are seeing companies driving new ways to produce collagen with injectables, and some offerings and techniques are already emerging with more on the way,” she noted. “Various existing products stimulate different types of collagen, and it will be interesting to see how these products work in combination with energy-based therapies to improve global results for rejuvenation of skin on the face and body.”

Another topic gaining attention: the effect of fillers on muscular action. “Now that we have much more experience with fillers, there is a lot of talk being generated about asymmetry from

muscles affected by the implantation of fillers,” she said. “In cases where we have perceived facial asymmetry caused by deep volume loss changing the shape of the surface over which a facial muscle contracts, one side may appear more dynamic than the other,” Dr. Levine stated. “If we reshape that area the muscular action may appear less dynamic, and we will have volumizing from the filler as well; a sort of two-vector approach to improving facial symmetry in some cases.”

New Product Announcements & Updates

Publication of a non-inferiority trial¹ in December 2019 has bolstered the buzz around Jeuveau, the prabotulinumtoxinA-xvfs neurotoxin product from Evolus, Inc. The study data revealed no significant difference between prabotulinumtoxinA versus onabotulinumtoxin A in the primary efficacy endpoint assessment, with all secondary efficacy outcomes achieved, which adds to an already robust and growing body of literature supporting the product. The neurotoxin is touted as a safe and effective alternative to the “Big Three” neurotoxins, but features a price point up to 25% lower than the industry-leading Botox Cosmetic from Allergan, Inc.

Among new product announcements, Dr. Waldorf focused on the excitement surrounding the imminent launch of Revance neurotoxin from Revance Therapeutics, Inc., “later this year or early 2021.”

DaxibotulinumtoxinA for Injection, or Daxi, as it is known, may offer greater longevity of results. “The clinical trials suggested it may produce a more sustained response than competing toxins. I’m looking forward to seeing how it compares once we have the ability to use it off label for other areas and at varied doses,” explained Dr. Waldorf,



Before and after treatment of the tear troughs with dermal fillers
Photos courtesy of Jose Raul Montes, MD

 FotoFinder®



Aesthetics Bodystation

High Performance Photo
System for Aesthetics

Visualize the difference!

FotoFinder Bodystation is a mobile imaging system for consistent photos and videos of **Face and Body** treatments. FotoFinder's Ghost feature and Guided Photography Templates make it easy to get brilliant and consistent before and after photos. With the integrated UVscan and Proposer module for professional skincare plans, as well as the iPad app, the Bodystation makes for an impressive consultation tool that will boost your consultations.



Contact us to schedule a live online demo!

888-501-0805

E-mail: info@fotofinder-systems.com

phone: +1-443-283-3865



Setting the Pace in Skin Imaging Worldwide.

www.fotofinder-systems.com



“We must remember that the excitement about therapies – and sometimes, the financial gains they might bring – can be the things that cause the most problems in our industry.”

who serves on the company’s advisory board and has been involved in clinical trials.

“Also, the unique properties of the Revance neurotoxin will revive the debate about immunogenicity and neurotoxins, similar to what we saw with Xeomin,” Dr. Levine pointed out.

Additionally, Revance recently announced a partnership with TEOXANE SA to market their RHA filler line in the U.S. This collaboration may catapult Revance to measure up to the leaders in the U.S. injectables market.

Restylane Kysse from Galderma, is a new addition to the long-standing filler family and is most akin to Restylane Refyne and Defyne, which are among the more elastic offerings in the line, according to Dr. Waldorf. Like its brethren, the product is a hyaluronic acid-based filler, but is implanted superficially into the lip and vermilion border to provide a defining, plumping effect and more youthful look to the mouth. Lidocaine is incorporated to enhance patient comfort.

According to the manufacturer, Restylane Kysse is clinically demonstrated to last six to nine months, with outcomes seen as far out as 12 months. “We are going to have to wait and see how well this product takes hold in the U.S. market,

but based on my results with Refyne and Defyne, I’m looking forward to getting it in hand,” Dr. Waldorf said. “I think for each physician, the utility of Restylane Kysse will depend on the needs of the patient population.”

Then there is Renuva, an injectable fat alternative derived from cadaver fat, which is reconstituted and used like autologous fat to sculpt and volumize the face, hands or body, Mr. Rusher noted. “The material is injected where you’d place autologous fat grafts, and includes proteins, collagen and growth factors so the body naturally replaces the material with your own fat,” he explained. “There seems to be something causing an additional effect because we are seeing visible brightening of the skin, even in people as old as 70.” Currently the product is employed on a limited basis and should be more widely available over the course of 2020, according to the manufacturer.

Regardless of the excitement generated by new products and possibilities, Dr. Frieling is cautious about the hype surrounding new therapies. “We must remember that the excitement about therapies – and sometimes, the financial gains they might bring – can be the things that cause the most problems in our industry. We need to see what these products can do, even in the case of new neurotoxins, where the likely differences between products are relatively minimal and not expected to impact safety because we have a strong body of knowledge and experience about their use. We still need to exercise prudence.”

Reference:

1. Cheon HI, Jung N, Won CH, Kim BJ, Lee YW. *Efficacy and safety of prabotulinumtoxin A and onabotulinumtoxin A for crow’s feet: a phase 3, multicenter, randomized, double-blind, split-face study.* *Dermatol Surg* 2019 Dec;45(12):1610-1619.



Grow Your Practice

with SSAI's Online Injection Courses.

Looking to advance your business like never before? Dr. Seiler's online neurotoxin and filler courses are designed to help injectors of all experience levels grow their practice, hone their craft, and provide superior patient results. Through his trainings, you'll gain the knowledge necessary to assess and treat patients with confidence – all from the comfort of your home or office.



Use code **TASMAG15** to receive 15% off any of our online courses at checkout!

What will you learn and earn?

User-friendly web experience that allows you to learn at your own pace

Gain access to lectures, whiteboard sessions, and clinical demonstrations

Patient variability showcasing different ages, genders, skin types, and ethnicities

Earn AMA PRA Category 1 Credits™

Up to **\$1,000** bonus for every referral you make



T H E

AESTHETIC SHOW

JULY 9-12, 2020 \ WYNN LAS VEGAS

WHERE SCIENCE
MEETS BEAUTY

REGISTRATION
NOW OPEN

Visit www.aestheticshow.com for event updates.



QWENCH. QWELL. BRIGHTEN. TIGHTEN

*driven by EXOSOMES
powered by PEPTIDES, GROWTH FACTORS,
CYTOKINES, DNA REPAIR ENZYMES*

Paraben. Fragrance. Cell. Cruelty. FREE



*Brought to You by a Curated Team of Best in Class Biotech Chemists & World Renown
Cosmetic Formulators, Led by Veteran Aesthetic Industry Experts*

hMSC Technology Has Undergone:

- *Liquid Chromatography-Mass Spectrometry (LC-Masspec) performed at Stanford University Proteomics Core Facility (Stanford, CA) to detect the full array of proteins and peptides (well over 600 balanced specifically for wound/skin care)*
- *Gene Expression Analyzation (built-in auto-growth controlling/regulating mechanism in the cell)*
- *ELISA Assay Protein Marker (96 well plate for stability, quality, quantity, consistency)*
- *Clinical Trial Testing (placebo, solely using hMSC media)*

hMSC
skincare

www.hMSCskincare.com | 800.328.7931



Breast Implant Update: Tackling the Topic of Illness

By Lisette Hilton, Contributing Editor

There's plenty of online chatter about whether breast implants can make patients sick. Many of us, including potential breast augmentation patients and those who already have breast implants, are turning to plastic surgeons for answers. But while clinicians can confidently address some of what people see and hear on the news and internet about breast implant safety, there is a lot that remains in a grey area, leaving plastic surgeons conflicted about how to respond to consumers' concerns.

Cancer and other breast implant related illnesses have become a major topic of discussion in plastic surgery societies and between patients and their plastic surgeons, according to Tim Sayed, MD, a plastic surgeon with practices in La Jolla and Newport Beach, Calif. Dr. Sayed predicted that safety concerns about breast implants would continue to snowball in 2020 in the Nov/Dec feature: "A Year in Review: Taking a Look Back at 2019 and A Look Forward to 2020."¹

“There are a couple different issues that need to be unpacked when we talk about implant safety,” Dr. Sayed expressed. “First is that there has been a recall by Allergan of their textured breast implant devices, which use a type of texturing technology called Biocell. Biocell has been associated with a rare form of lymphoma cancer called breast implant-associated anaplastic large cell lymphoma (BIA-ALCL) in around 900+ patients worldwide.”

Allergan adhered to the FDA recommendation to pull these implants from the global market.

“Now we are seeing patients who have no symptoms of any concern, but are nonetheless worried that they might develop this rare form of cancer, and thus would like to have their implants removed,” Dr. Sayed reported.

Plastic surgeons are also seeing patients with increasing frequency who present with clusters of various symptoms, from blurry vision and lethargy, to depression and memory loss – a malady informally called Breast Implant Illness (BII).

“This really represents a grab-bag of nonspecific constitutional, rheumatologic, endocrine, gastrointestinal, dermatologic and other symptoms,” Dr. Sayed indicated. “Many of these patients are very debilitated and they have gone through pretty comprehensive workups to try to identify other causative factors, often seeing multiple doctors without really finding an answer.”

Patients with those symptoms are concerned that their breast implants may be to blame. However, this concern is not yet backed or refuted by science.

“Although we do not have any good scientific data or pathways to correlate these symptoms to the presence of implants (or to the presence of the capsule of tissue that forms around the

implant), there is a strong impetus on the part of these patients to get these devices out, and many of the patients who undergo removal start to feel better after explantation,” Dr. Sayed noted.

According to plastic and reconstructive surgeon Charles Galanis, MD (Beverly Hills, Calif.), science and action to identify and remove the offending implants have somewhat quelled the concern among potential breast augmentation patients about cancer risk. But BII remains a big worry among people that have implants and those interested in breast augmentation surgery.

BII is a difficult and grey area to navigate with patients, Dr. Galanis maintained.

“It is something that continues to be investigated by the scientific community and in the literature. We have not yet found a cause-and-effect link between breast implants and some of the symptoms that a small percentage of patients are presenting with and attributing to their implants,” Dr. Galanis stated.



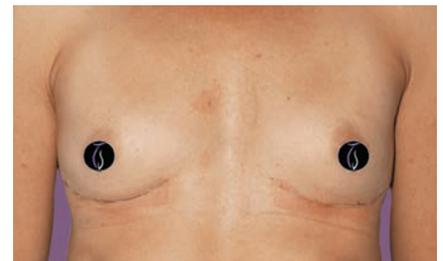
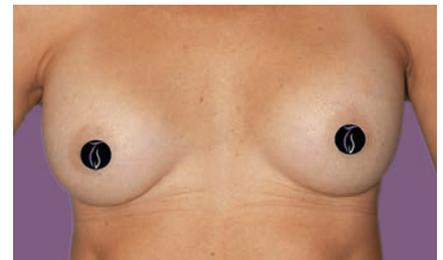
Tim Sayed, MD
Plastic Surgeon
La Jolla and Newport Beach, CA



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



Diane Duncan, MD
Plastic Surgeon
Fort Collins, CO



Before and three weeks after breast implant removal

Photos courtesy of Tim Sayed, MD

“Many plastic surgeons are grappling with the best way to respect these patients’ concerns, work with those who want to have their implants removed, while at the same time not adding unnecessary paranoia or panic around implants in general.”

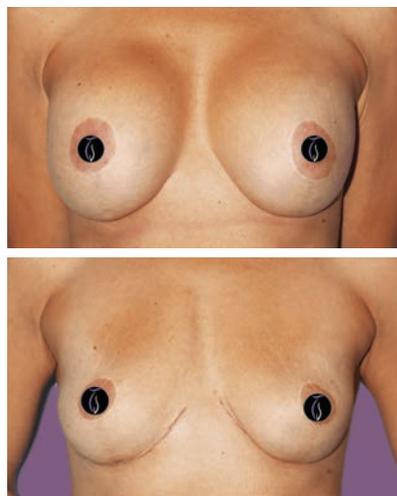
Despite the probability that BII is rare and unproven, there is a groundswell of grassroots efforts to bring attention to this issue and discuss it on social media. Concerns about implants and illness are widespread causing anxiety and, in some cases, misinformation.

The Breast Implant Illness and Healing by Nicole Group on Facebook boasts nearly 105,000 members. Researchers analyzing Google Trends for relative search volumes of “breast implant illness” from February 2018 to 2019 found an exponential increase in searches, according to a viewpoint published in January 2020 in *Plastic and Reconstructive Surgery*.²

RealSelf recently reported breast augmentation was the most researched surgical treatment in 2019, while breast implant removal searches climbed five spots, from the 16th most searched surgical procedure in 2018 to number 11 in 2019.³

The Impact on Demand

According to Fort Collins, Colo.-based plastic surgeon Diane Duncan, MD, demand for breast implant surgery is down.



Before and three months after breast implant removal

Photos courtesy of Tim Sayed, MD

“I have seen about a 50% reduction in consultations for breast augmentation. Of course, I do not hear from the patients who do not come into the office as to why. I believe part of the issue is that large breasts are falling out of fashion, and the health concerns are a factor as well,” Dr. Duncan declared. “In the 1990s, when the FDA banned the use of silicone gel implants, there was a similar slowdown. Then removal of gel implants and replacement with saline was a trend.”

Now, more patients are considering outright implant removal, Dr. Duncan continued.

However, it is not yet clear whether BIA-ALCL and BII concerns have negatively impacted U.S. consumer demand for breast augmentation surgery.

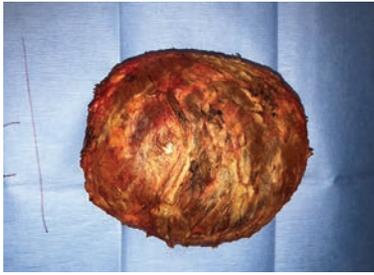
“I think that is going to bear out in the next year or two when we see data from the various societies that track that information,” Dr. Galanis speculated.

Recent statistics don't yet suggest an impact. *The American Society of Plastic Surgeons'* (ASPS) 2018 statistics – the most recent data available – show that demand for breast augmentation rose 4% from 2017 to 2018. Moreover, breast augmentation has been the top cosmetic surgical procedure since 2006, according to ASPS.

Addressing Patient Concerns

Plastic surgeons say they have encountered concerned patients and transparency is key.

“Many plastic surgeons are grappling with the best way to respect these patients’ concerns, work with those who want to have their implants removed, while at the same time not adding unnecessary paranoia or panic around implants in general,” Dr. Sayed pointed out.



An intact capsule surrounding a breast implant that has been removed from the right breast of the patient. The capsule consists of natural tissues and fibers that grow around a breast implant once the patient has lived with her implants for a certain amount of time.

Photos courtesy of Tim Sayed, MD



The breast implant device was removed from its surrounding capsule. With each En Bloc/Total Capsulectomy, it is best to remove the entire capsule along with the implant without tearing or ripping the capsule during the process.

Photos courtesy of Tim Sayed, MD

Dr. Galanis approaches the topic with worried implant patients with empathy, honesty and an open mind. He acknowledges that there is no scientific evidence that implants are the cause of patients' symptoms. He also feels that it is conceivable that, in a small percentage of patients, there is some sort of reaction to the implant that results in symptoms.

"We have to be open to the fact that this is possible for these patients," Dr. Galanis acknowledged. "Furthermore, I think that for patients coming in who have had these symptoms and have exhausted every other diagnostic avenue, there is something to be said about peace of mind if they want their implants out and to remove them."

When patients ask about BIA-ALCL risk or have concerns, the conversation is more straight-forward. "There is more of an understood and studied phenomenon," Dr. Galanis confirmed. "It is more directly attributable to a particular kind of implant that many providers in the U.S. don't even use. Because of that it is not as much of a grey area. It is an avoidable issue based on your implant selection."

Dr. Galanis explains to patients that BIA-ALCL is a disease that is exclusively attributed to textured implants and in the majority of those cases it is attributable to a specific kind of implant that is no longer on the market. If they are using smooth implants, the risk approximates to zero.

Still, BIA-ALCL remains a realistic concern for patients who have textured implants, Dr. Duncan noted. "Part of the challenge is that the implant industry has invested millions of dollars in making textured implants and does not plan to take them all off the market.

"I've never used textured implants, but my colleagues do," Dr. Duncan continued. "I had a recent case of ALCL, only

two years after Sientra textured implants were placed by a colleague. More and more patients with textured implants are seeking to exchange for smooth implants or desire a simple removal."

As of now, the FDA does not recommend implant removal for patients with Allergan Biocell breast implants who do not have symptoms. But patients with confirmed BIA-ALCL should undergo implant removal and removal of the surrounding scar capsule, according to [FDA.gov](https://www.fda.gov).⁴

Dr. Duncan believes patients come to her based on trust and her 30 years' of experience. "I have the reputation of speaking directly and honestly with everyone. I can assure my patients that they will not get ALCL with smooth-walled implants."

Breast Implant Illness is harder to define but seems rare, Dr. Duncan maintained. She has seen only one case of what she would consider BII, nevertheless, the goal for plastic surgeons should be to arm patients with credible information and let them decide, she stated.

"I feel the operation is safe or I would not perform it," Dr. Duncan continued. "I do not do Brazilian buttock surgery as safety is a big concern. I do not try to push people into breast augmentation; it must be a self-driven decision."

Do Patients Get Better After Removal?

Dr. Galanis has removed breast implants in a small percentage of patients concerned about BII. In his experience outcomes are mixed.

"That is probably echoed in my conversations with colleagues around the country. A lot of patients do experience improvement in their symptoms, but then there are others that all their symptoms do not go away," Dr. Galanis



“It is very difficult to predict who will be a responder and who will not. I tell patients that implant removal is not a guarantee that their symptoms will improve.”

asserted. “It is very difficult to predict who will be a responder and who will not. I tell patients that implant removal is not a guarantee that their symptoms will improve.”

Dr. Duncan had one patient who wanted her implants removed due to concerns about BII, and she made a significant recovery from symptoms of fatigue and depression following implant removal.

“For some who believe their symptoms are from BII, surgery to remove the implants may represent a sort of diagnostic procedure to identify if they feel well after explantation of the devices,” Dr. Sayed stated.

“There is no non-invasive or nonsurgical test to ascertain if removal of the implants and capsules will help them feel better. The removal is the test, in a way,” Dr. Sayed conceded.

Staying the Course, For Now

Dr. Galanis sees no need to change his approach to breast augmentation because it remains a relatively safe procedure that, for the most part, positively impacts patients’ lives.

“The first and most important thing is making sure patients are fully educated on all the risks, fully informed on what the available literature shows, but also acknowledging that there may be other issues such as BII, which have not yet been born out in the literature,” Dr. Galanis emphasized.

Dr. Galanis, who does a lot of body contouring with liposuction says fat grafting of the breast is often an option for his patients, but fat is not an ideal substitution for breast implants.

“Today, we cannot quite achieve the same results with fat that we can with implants in terms of predictability, quality and the size of the augmentation,” Dr. Galanis reported.

It is important to continue research on BII and to continue to be there for patients, according to Dr. Galanis. But it is a balance.

“Breast Implant Illness appears to represent a very, very small percentage of patients,” Dr. Galanis continued. “There are other risks from breast augmentation surgery that are probably far more common than BII. I think it is important to talk with patients about that and let them know it could be a real entity, it is out there, and we are looking at it, but I don’t think we need to contribute to a hysteria that everyone is going to get BII. Currently, it is just not the case. The vast majority of people are happy with the surgery, they are healthy and they are doing well with an improved quality of life.”

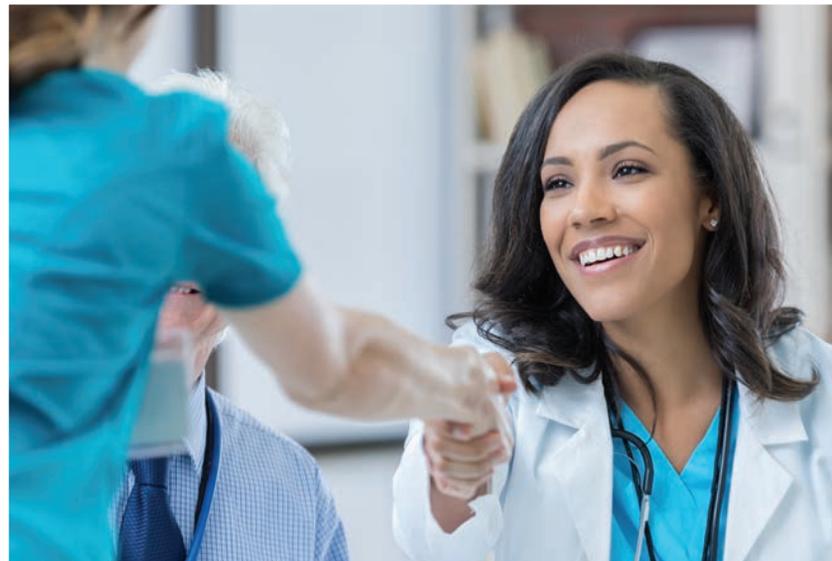
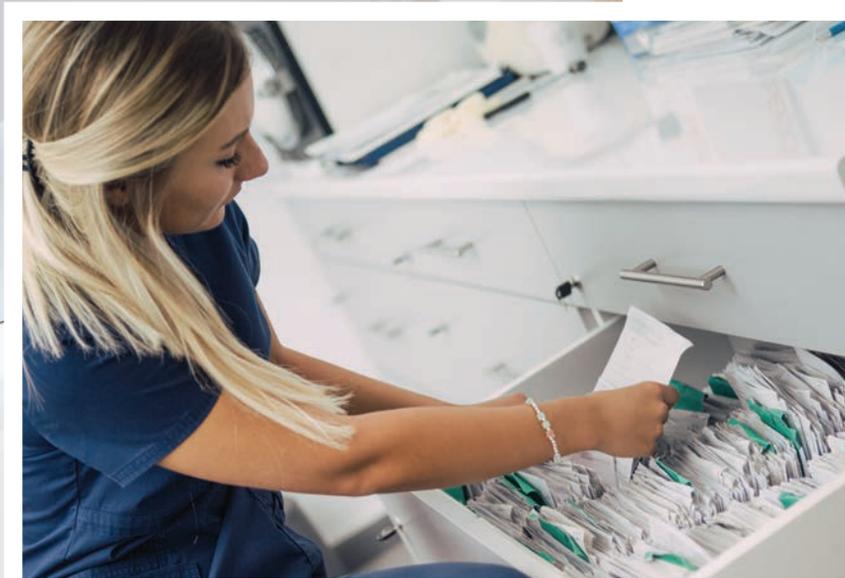
References:

Hilton, L. (2019). *A Year in Review: Taking a Look Back at 2019 and A Look Forward to 2020. The Aesthetic Guide* Nov/Dec 2019: 62 – 70. Print. Available at: <https://www.aestheticchannel.com/year-review-taking-look-back-2019-and-look-forward-2020>

Adidharma, W., Latack, K., Colohan, S., Morrison, S. and Cederna, P. (2020). *Breast Implant Illness: Are Social Media and the Internet Worrying Patients Sick?* [online] Available at: https://journals.lww.com/plasreconsurg/fulltext/2020/01000/Breast_Implant_Illness__Are_Social_Media_and_the.96.asp

Realself News. (2019). *The Most-Researched Cosmetic Treatments of 2019.* [online] Available at: <https://www.realself.com/news/most-researched-cosmetic-treatments-of-2019>

U.S. Food and Drug Administration. (2020). *FDA issues safety communication on Textured Allergan Breast Implants.* [online] Available at: <https://www.fda.gov/medical-devices/safety-communications/fda-requests-allergan-voluntarily-recall-natrelle-bio-cell-textured-breast-implants-and-tissue>



New Year How To: Creating a Culture of Success

By Lisette Hilton, Contributing Editor

A waiting room suitable for a visit from the Queen and an arsenal of energy-based technologies capable of rejuvenating the entire planet won't keep an aesthetic practice afloat if the staff and providers don't take the time to define their practice culture and provide patients with great experiences.

There is no better time to take stock of your business than the start of a new year. And the only way to guarantee success is by devoting time to creating a culture of success – fueled by a professional, competent and cohesive team.

An Investment of Time

According to practice management consultant, Terri Ross, practice owners and leaders need to be fully invested in the business. “They can’t just work in it; they need to work on it,” she expressed.

Robyn Siperstein, MD, a dermatologist in Boynton Beach and Boca Raton, Fla., says it takes a lot of time and hard work to make an aesthetic practice run like a well-oiled machine, and she agrees that it starts and ends with having the right team in place.

Dr. Siperstein’s practice includes ten board certified dermatologists and a board certified facial plastic surgeon, three physician assistants, three aestheticians/laser techs, one Coolsculpting technician and one cosmetic consultant. That’s not to mention an additional 50 support staff, from front desk personnel and medical assistants to billing staff.

“We are hyper-focused on providing each of our patients with highly personalized experiences that exceed all expectations. This requires a significant investment of time, energy and money dedicated solely to training,” Dr. Siperstein stated.

Dr. Siperstein has built a culture of success with a disciplined approach to ensure consistently great patient experiences. The entire team is equipped with detailed checklists and protocols that they must adhere to when completing tasks and procedures, she says.

The quality of the team is vital for practice success, said Brian S. Biesman, MD, assistant clinical professor of Ophthalmology, Dermatology and Otolaryngology at Vanderbilt University Medical Center and past president of the *American Society for Laser Medicine and Surgery*.

Dr. Biesman also runs a private practice in Nashville, Tenn., which includes four providers and ten team members. “Without the staff being a good representative of what I’m about and what

our practice philosophy is, I can’t begin to make any progress and move forward,” he noted.

Building a culture of success means defining a practice’s philosophy and making sure that everyone on the team is on the same page, Dr. Biesman pointed out.

For example, Dr. Biesman’s philosophy is to steer clear of selling services and products. “We want our patients to feel comfortable and not pressured. This is a medical environment and we are here to help them make the best decisions for their health overall,” he said. “We are not here to upsell them. So, everyone on the team has to be on the same page that this is the philosophy they like and agree with.”

An Alternative Medical Practice Mentality

Potential patients have choices in aesthetic practices. And often, having a competent provider isn’t enough. Potential patients often contact several offices and choose the practices with which they’ve had the best experiences, Ms. Ross indicated. And, it takes a team, from the front desk to the back office, to create the right experience.

Jay A. Shorr, managing partner of Shorr Solutions called attention to the culture of service at high-end brands like Bloomingdales, the Four Seasons and Ritz Carlton. “The approach is evident in the simplest of interactions.

“For example, a physician’s staff member might respond to a patient who says ‘thank you,’ with ‘no problem,’” Mr. Shorr noted. “Conversely, an employee at a high-end brand is trained to say, ‘my pleasure.’

“After all, is it not truly your pleasure to do something for a person?” Mr. Shorr posed.

“In a practice that applies a culture of success, staff understand that patients need to ‘hear a smile,’ even if they are on the phone, or are communicating



Terri Ross
Practice Management Consultant
Terri Ross Consulting
Manhattan Beach, CA



Robyn Siperstein, MD
Dermatologist
Boynton Beach and Boca Raton, FL



Brian S. Biesman, MD, FACS
Oculoplastic Surgeon
Assistant Clinical Professor
Ophthalmology, Dermatology, and
Otolaryngology
Vanderbilt University Medical Center
Nashville, TN



Jay A. Shorr
Managing Partner
Shorr Solutions
Coral Springs, FL



IF I HAD TO DESCRIBE MY RELATIONSHIP
WITH ADVICE MEDIA IN ONE WORD,
THAT WOULD BE

“ **TRUST** ”

Renato Saltz, MD, FACS
Past President, ISAPS | Past President, ASAPS



BECOME
**OUR NEXT SUCCESS
STORY.**



advicemedia.com/testimonials

435.200.1018



online and don't see the staff member smiling," Mr. Shorr noted.

That is why practices should be open-minded when hiring non-medical staff. Work experience in the hospitality industry or high-end restaurants might not seem ideal, but those candidates generally have the customer-is-first mentality that is so important in today's culture of success.

Hiring right is key because the people a practice hires generally reflect the clientele the practice will attract, according to Mr. Shorr.

More Hiring Best Practices

At Dr. Biesman's office each member of the team participates in the interview process and can weigh in on whether they think candidates are good fits for the practice.

"This gives my staff a voice, but also gives them some ownership. If something is not going well, rather than it being my problem or a manager's problem, it is our problem," he said. "We work together as a unit."

Dr. Siperstein's quickly growing practice is perpetually in hiring mode. She too thinks it is wise to get the staff involved in the hiring process.

"While we are often successful at identifying candidates who might be a great fit for our practice through conventional methods, we have found that enlisting our current staff members to help us find our future staff members is often a better strategy," she advised.

"A few years back, we implemented a staff referral program that incentivizes our current staff members to recommend other like-minded individuals to apply for open positions with us," Dr. Siperstein continued. "If their referral is hired, our staff members receive \$100

finder's fee. This approach has yielded some amazingly talented and experienced new-hires, and simultaneously decreases attrition since these individuals are pre-screened by the staff member who referred them."

Nonetheless, Dr. Siperstein also noted that while the referral program has worked, it has also backfired. She cautioned that practices hiring staff should tread carefully when hiring family members or close friends of current staff.

Dr. Siperstein's team also leverages online job sites to search for qualified candidates and hosts meet-and-greet job fairs at the offices a few times a year, where staff can pre-screen interested candidates in-person.

"We always 'screen for aptitude and hire for attitude,' meaning that we will not always hire candidates who only look good on paper," Dr. Siperstein stated.

To ensure they hire candidates who assimilate into the practice culture, Dr. Siperstein and staff have designed situation-based interview questions around the practice's core values. The questions allow those doing the interviewing to get inside the candidates' heads, to see if they could genuinely embrace the practice's service culture and values.

"For instance, we pose a scenario where a wheelchair-bound elderly patient arrives by ambulance with either no appointment scheduled for that day or has been dropped off at the wrong office. We ask the candidate how they would handle this type of situation," Dr. Siperstein shared.

"Some candidates have said they would tell patients arriving on the wrong day or time that they need to come back when they're scheduled, and the practice cannot accommodate walk-ins," Dr.



DISCOVER

THE INDUSTRY'S ONLY FULLY-INTEGRATED PRACTICE MANAGEMENT & MARKETING SOLUTION!

MAXIMIZE REVENUE & SIMPLIFY
OPERATIONS WITH CRYSTAL CLEAR'S
SOCIAL PATIENT CENTER - **THE SPC!**



CRYSTAL CLEAR

SOFTWARE | MARKETING | CONSULTING

- Opportunity Management
- Integrated Practice Marketing
- Multi-Location Scheduling
- Text & Email Reminders
- Document & Photo Storage
- Referral Tracking
- Online Reviews & Surveys
- Quoting & Billing
- Integrated Payment Processing
- Membership Programs & Loyalty Rewards
- Service Packages
- Email & SMS Marketing
- Social Media Marketing
- Notification Center
- Task Management
- Two-Way Text Communication
- Conversion Reports
- User Productivity Reports
- Scheduling Reports
- Financial Reports & Much More!



CLOUD-BASED
SOFTWARE



TOP-TIER
MARKETING



WORLD-CLASS
CONSULTING

SCHEDULE A DEMO TODAY
VISIT CRYSTALCLEARDM.COM
OR CALL 888-426-0165

Siperstein continued. “Some candidates have also said that if patients are dropped off at the wrong office, they’d tell the patients they’re in the wrong place without offering further assistance.

“We know that a candidate providing answers like these will not be a good fit for us, as we always try to find a way to say yes. This is the can-do attitude we are always looking for in prospective employees, and demonstrates the genuine type of empathy, compassion and desire to serve that are aligned with our practice culture,” Dr. Siperstein expressed.

In Ms. Ross’s opinion, many providers and practices do not take the time to invest in their teams or train them adequately. As someone who teaches fundamentals of the patient experience, she says it starts with the initial phone call. Hiring someone who is pretty, bubbly and willing to work is not how your practice will achieve success.

Ms. Ross recommends that employers should do personality tests. Employers should also consider having potential candidates come in and shadow for the day, so they can see them in action, how they work and how they interact.

Instead of Craig’s List, use a more professional source like LinkedIn or Indeed, or a recruiter that has a database in the aesthetic industry, Ms. Ross asserted.

Once the person is onboard, the practice manager should sit down with the new employee and communicate what their training and onboarding process is and test them throughout the process. Practices are in the retail business, so the level of patient engagement and ability to connect, while building trust and rapport by providing value, is what makes the difference, Ms. Ross added.

“I think people that want a thriving practice have to show that they are invested in their team. When someone is onboarding, sit down with that person and really talk about the culture of the

company, what the practice is, the value proposition, what their expectations are, what the new employee is accountable and responsible for,” Ms. Ross underscored.

Avoid Known Pitfalls

“There’s no perfect formula for hiring the right people and keeping them. But there are things that often do not work. One potential hiring mistake is to cut corners by hiring candidates at lower than average salaries,” Dr. Siperstein pointed out. “That doesn’t end up saving the practice money; rather, it results in a revolving door of staff who are always looking for a better salary.

“Obviously, there needs to be a balance between underpaying and overpaying staff, but we have found more success in bringing staff onboard at an introductory pay rate with a commitment to raising their pay following an initial 90-day review,” Dr. Siperstein explained. “This has proven to be an effective strategy to get staff members to show us their A-game right out of the gate and also builds trust and credibility by honoring the commitments we make to our staff members.”

It is important when making hiring decisions to take your gut into consideration, Dr. Biesman emphasized. “Even if you’d like very much for someone to work out, if your gut tells you it is not a good call, then it is not a good idea,” he declared.

Office Drama: A No-No

Office drama undermines a culture of success.

Dr. Siperstein’s practice has a no-tolerance policy for office drama, but she and the staff understand that keeping peace and harmony between departments in a fast-paced, high-volume and growing practice requires constant attention.

“To avoid falling into a situation where departments are working in individual silos, we try to find creative ways to break down barriers and enhance



Medical Spa & Aesthetic BOOT CAMPS are designed for:

Medical spa owners in search of business growth and greater profitability

Entrepreneurs looking to open a medical spa who want to start off on the right foot

Managers who want to make sure they are running their business efficiently and compliantly

Marketing professionals who want to learn how to effectively spread the word about their medical spas.



MEDICAL SPA & AESTHETIC boot camps

TAKE YOUR MED SPA TO NEW HEIGHTS!

UPCOMING **BOOT CAMPS**

April 4-5	2020	Phoenix, AZ
May 2-3	2020	Columbus, OH
May 30-31	2020	Los Angeles, CA
June 27-28	2020	Boston, MA
July 18-19	2020	Salt Lake City, UT
Sept. 12-13	2020	Dallas, TX
Oct. 10-11	2020	Nashville, TN
Nov. 7-8	2020	Orlando, FL

AmSpa's Medical Spa & Aesthetic Boot Camps are intensive two-day seminars covering **legal and business best practices in the medical spa industry**. These events are designed for all medical spa professionals looking to run efficient, compliant and profitable aesthetic practices.

AmSpa AMERICAN MED SPA ASSOCIATION

info@americanmedspa.org / 312-981-0993
www.americanmedspa.org

SAVE \$50* with Promo Code: **BCAG1**

*Promo code expires on April 30, 2020 at 11:59pm EST. Promo code only applies to the primary registrant. Promo code cannot be applied towards additional attendee registration and cannot be combined with any additional offers. Discount only applicable to new Boot Camp registrants.



inter-departmental communication, cooperation and collaboration,” she shared.

The practice does that with quarterly team-building events that foster stronger relationships between departments and encourage staff members from each work group to better understand what a day-in-the-life looks like for their teammates in other departments.

“Teamwork is one of our core values. We know that any disharmony can have negative consequences on staff morale, which can ultimately impact how our staff members treat our patients,” Dr. Siperstein acknowledged.

Retaining Good Staff

Dr. Biesman makes it a point to show his staff that he appreciates what they do. “My goal is to create a situation where someone will never leave to find a ‘better job.’ I don’t think I’ve actually had someone who we wanted to keep leave for a better opportunity,” he shared.

But it is not a one-size-fits-all approach. Different people are motivated by different things. Some are motivated primarily by money, while others might want the opportunity to grow professionally by getting involved in industry consulting, writing papers or going back to school, Dr. Biesman noted.

“We have a questionnaire that staff fill out as part of their review process. I try to figure out what’s most important to them, and we’ll do our best to accommodate that,” he stated.

Dr. Biesman feels it is important for the practice leader to be a leader and not the staff’s best friend. Still, long-time staff do become like family. So, he and his wife invite staff members to their home a few times each year. He also

takes an interest in helping them grow professionally and personally. The office closes, for example, on team-building days when speakers come in to talk about topics aimed at enhancing people’s lives.

Dr. Siperstein offers a “staff appreciation benefit,” where every quarter the practice offers staff members a choice of a complimentary service. It is a nice perk for staff and helps them better educate patients about popular procedures.

Other benefit types are also important, Dr. Siperstein added.

“We also offer three different levels of health insurance to cater to the varying needs of our diverse staff and even long-term disability options. We offer flex-scheduling for working moms and staff members pursuing their educational goals and, most importantly, a path towards career advancement opportunities with our practice for those who make their long-term goals known to us,” Dr. Siperstein noted.

Building a culture of success is worth it, Dr. Biesman remarked. “Having a really strong staff and healthy environment takes the stress off of me. There is less for me to worry about.”

But it is a never-ending process.

Dr. Siperstein says her practice culture has been built on a humble foundation.

“While we are not perfect, we always strive for excellence in everything we do and try to learn from our mistakes,” she expressed. “We are committed to promoting a culture of continuous improvement and believe that by never allowing complacency to set in, we will keep our entire team committed to achieving.”



*The Aesthetic
Awards*
2020

THE
AESTHETIC AWARDS

Now
accepting
submissions
for 2020

Peer voting will take place online at www.theaestheticguide.com and live at The Aesthetic Show 2020. Award winners will be announced in the September/October issue of *The Aesthetic Guide* magazine.

Visit our website
for more news and information.

Submit your entry online today at
www.theaestheticguide.com



T H E C E R T I F I E D

AESTHETIC CONSULTANT

Join over 2,500 Successful CAC Graduates

- Increase practice revenues and growth
- Master social media and internet marketing
- Acquire advanced staff management skills
- Learn how to run a more efficient and profitable practice
- Enhance your sales and marketing abilities
- Improve your patient assessment and consultation skills
- Learn how to deal with patient expectations
- Understand financial analysis and practice metrics



"Offering training to a staff this size in a traditional setting would have been extremely difficult. The online format gave us the ability to customize training in a way that worked for us, without interruption to patient care. Staff was able to work at their own pace, within a curriculum selected to meet the individual's needs and chosen interests." – Musick Dermatology



To sign up for a free trial of the new CAC online program or for promotional rates contact Anjail Mitchell +1 (949) 830-5409 or anjail.mitchell@informa.com

cac.aestheticshow.com





Catherine Maley, MBA

Ms. Maley has been an author, speaker, podcaster, consultant and trainer for the cosmetic surgery industry since the year 2000. Her mission is to help cosmetic practices attract and convert more cosmetic patients using creative marketing strategies and training staff to be conversion rock stars. Get free practice-building resources at www.CatherineMaley.com.

How to Run Your Practice Like a Business

By Catherine Maley, MBA

How would you like to have a smooth running practice with the best staff supporting your vision while you stay busy and profitable delivering the best results possible to your patients.

You may feel like that's a pipe dream. That you have tried everything; yet, you continue to encounter staff who don't "get it;" leads not being followed up on; inconsistent revenues; and the constant feeling you could be progressing so much more if only...(fill in the blank).

The solution to your frustrations can be found in core business principles. Once you have these down, you will quickly see how leveraging your skills, effort and resources takes your practice to a whole new level, giving you the clarity and peace of mind you're looking for, and the smooth running practice that you've always wanted.

In order to succeed in today's ultra-competitive, complex and saturated marketplace, these practice fundamentals need to be in place:

1. Surround Yourself with a Professional Team

Hire, train and motivate a team of rock stars who respect and support you. The kind of staff who have your back; who eagerly and cheerfully sing your praises to prospective patients; who take care of your current patients and treat them like family; and work together as a team so nothing falls through the cracks.

This greatly reduces high staff turnover, an uncomfortable working environment, tension or, even worse, embezzlement.

2. Follow a Strategic Marketing Plan

What is the best way to grow your cosmetic practice? Is it SEO? PPC? Consumer directories? Social media?

The list is endless and that makes it easy to get overwhelmed so please hear this:

The most successful surgeons I know aren't opportunists. The most successful surgeons I know are strategic.

Instead of chasing marketing tactics, they take time out to create a comprehensive and strategic marketing plan using a specific formula. They implement a marketing machine to keep a steady stream of cosmetic patients coming to them on autopilot.

3. Set Standards So You Don't Compete on Price

Because the cosmetic patient today has so many choices, they are confused as well as skeptical. They must weigh the pros and cons of price versus value and then choose the best choice for them.

With this in mind, it is important to position yourself as the best choice. You do this by building your brand with content that presents you as the best choice.

4. Set Your Practice Up for Growth

A successful cosmetic practice is built on key metrics and predictable income, as well as processes and systems.

When you know your numbers, you can clearly see what you need to address as a trouble spot brewing – so you are never again blindsided by surprises – or where to direct more effort because it is securing results.



ASLMS 2020

PHOENIX

ASLMS Annual Conference on
ENERGY-BASED MEDICINE & SCIENCE
April 29-May 3, 2020

Join innovative clinicians and scientists from around the world in Phoenix, Arizona at the premier international meeting in the field of medical lasers and energy-based technologies.



LEARN from the best of the best about the latest technologies, techniques, protocols and applications.



EXPLORE the Exhibit Hall, featuring exhibitors showcasing new technologies and equipment.



CONNECT with professionals in laser and energy-based medicine technology, safety and patient care.

See how the latest groundbreaking research, techniques and tips can be employed in your discipline.

- » Fundamentals for Clinical Applications
- » Body Contouring
- » Combination Therapies
- » Integrating Topicals with Devices
- » Hair Removal
- » Hyperhidrosis
- » Periorbital Area
- » Pigmented Lesions
- » Scar Treatments
- » Skin of Color
- » Skin Rejuvenation and Resurfacing
- » Tattoo Removal
- » Vascular Lesions
- » Safety
- » Pain Management Tips
- » Side Effects and Complications

Gain perspectives through courses, workshops, special speakers, abstract sessions, expert videos, hands-on courses, clinical pearls, and more!

This activity has been approved for **AMA PRA Category 1 Credit™**.

REGISTER TODAY!

LEARN MORE
ASLMS.ORG

GET CONNECTED
#ASLMS2020



The American Society for Laser Medicine and Surgery, Inc. is the largest multi-disciplinary professional organization dedicated to the development and application of lasers and related technology for health care applications.

The American Society for Laser Medicine and Surgery (ASLMS) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The *Dos* and *Don'ts* of Choosing a Business Entity

By Michael Byrd

Choosing an entity for your business can be overwhelming. Clients often seek our advice, confused by the choices and the process. From partnerships, sole proprietorships and corporations, to limited liability companies (LLC), each entity offers advantages and disadvantages depending on your unique business model.

Choosing an entity should be informed by the current business strategy, in conjunction with the vision for the company for the future. Among other things, the choice of entity can affect tax structure, capital raising, initial public offerings, mergers and acquisitions and distribution structure.

While the biggest risk in forming an entity without strategic thought and input stems from potentially picking the wrong structure, tactical mistakes are often made in the formation process. What many clients don't realize is there are actually two separate filings to consider: first with the state and second with the IRS.

Filing with the State

State filings are nuanced and often dependent on options available in a specific state. Entities owned by a professional requiring licensing (by the state or other jurisdiction) may have more limited options. For instance, in California a medical practice must be filed as a corporation, and may be required to file additional documents with the State's medical board. Otherwise, professional entity choices can range as follows: a Professional Corporation (PC), a Professional Medical Corporation (PMC), a Service Corporation (SC), a Professional Association (PA), a Professional Limited Liability Company (PLLC), a Limited Liability Partnership (LLP), or an unincorporated Sole Proprietorship.

Overall, the most common entity formed is an LLC (and its professional counterpart, the PLLC). An LLC is flexible and can be customized to different business models, while also leaving open a menu of tax

options. In circling back to the strategy and vision considerations, the LLC's flexibility tends to be a great starting point when the vision for the business is uncertain.

The corporation as an entity choice has its place in more complicated businesses that raise outside funding from private equity or have a plan to become a publicly traded company.

Do: Think two steps ahead and be aware that state filing dictates tax return.

Don't: Overlook IRS options before choosing a state entity.

Filing with the IRS

What we stress to clients is that an entity choice at the state level dictates your choices with the IRS, and thus how you will be taxed. For example, filing as a Corporation limits your choices with the IRS to either a C-Corp or an S-Corp. If you form a Partnership (Limited, General, or Limited Liability), your choices with the IRS will be limited to a Partnership. The popularity of the LLC for tax election with the IRS again rests with its flexibility. An LLC can choose to be taxed as a corporation (C-Corp or S-Corp), a partnership (as long as there is more than one owner), or a disregarded entity (if there is one owner).

Do: Remember choosing a corporate entity is a two-step decision.

Don't: Forget to review details with a professional who can explain your options.

There are many pitfalls to avoid and variables to consider in choosing the right corporate entity for your business. In our practice, we advocate simplification.

Much like reducing a fraction to its lowest common denominator, we aim to provide simple solutions on complicated topics. If you would like to know more about choosing the right business entity to suit your needs, please contact us at: info@byrdadatto.com, to schedule a consult.



Michael S. Byrd

Mr. Byrd is a partner at the law firm of ByrdAdatto, a national business and healthcare law firm with offices in Dallas and Chicago. Mr. Byrd and his firm represent medical spas and medical practices in the spectrum of issues that arise on the business side of medicine. He helps specifically with setting up medical practices, medical spas, MSOs, other ancillary entities, structuring partnership transitions, employment agreements, other contracts and federal and state regulatory compliance.

AMWC 2020

18TH AESTHETIC & ANTI-AGING
MEDICINE WORLD CONGRESS

APRIL
2-3-4



Under the High Patronage
of H.S.H. Prince Albert II of Monaco

MONTE-CARLO
MONACO
GRIMALDI FORUM

WWW.EUROMEDICOM.COM



Dr. Wendy Lee – A Teacher at Heart

By Lisette Hilton, Contributing Editor

Wendy W. Lee, MD, MS, says she reached the pinnacle of her career on June 1, 2019, when at age 49 she was named professor of clinical ophthalmology and dermatology at the University of Miami's prestigious Bascom Palmer Eye Institute.

Teaching has always been at the heart of Dr. Lee's professional life. Before going to medical school, she taught biology, anatomy and physiology to community college students. What's more, her own father was a teacher.

"I started at Bascom Palmer in 2002. I did my fellowship in oculoplastic surgery here from 2002 to 2004. And then joined the faculty in 2004," Dr. Lee says.

Dr. Lee's recent promotion to professor highlights her passion for medicine and teaching.

"Climbing the academic ladder through hard work in all the different areas that are required in academic medicine – so far that has been my greatest career accomplishment," she stated.

Whether mentoring her teenage boys, medical students or residents, Dr. Lee has the same message for everyone – the first secret to success in medicine is to love what you do. "Find something that keeps you stimulated and excited and makes you happy to go to work every day. I think that's absolutely key," she emphasizes.

Dr. Lee, who's oculoplastic practice encompasses not only aesthetics, but also functional conditions from orbital tumors and skin cancers to trauma, lives by her own advice.

"I fell in love with the creativity involved in this specialty," she shares. "It is a nice mix of



Good to Know

Fast Facts about Dr. Wendy Lee

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

Sushi, pizza and French fries (if I had a magic pill that would prevent me from gaining weight!).

Q: What are your 3 favorite movies?

Silence of the Lambs, Something About Mary, Breakfast at Tiffany's.

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

Blepharoplasty is one of my favorites. Although 'bread and butter,' it can be an elegant procedure with very high patient satisfaction.

Q: Name a product or service you love so much that you'd happily be that company's spokesperson.

Botulinum toxins.

Q: Who is/was your role model or the person you most admire?

I most admire my parents for successfully raising five children who are happy and healthy. They have always kept our family extremely close through love and support – never pressure.

medicine and surgery. There is something different every single day of my life. So, it is definitely both exciting and challenging at the same time for its complexity and variety.

“I love aesthetics, but I also love helping patients with functional issues. You can really make a difference in someone’s life,” she explains.

“If you can improve someone’s quality of life, whether it be through aesthetics, taking their pain away or saving their life – that is the most rewarding thing.”

And, the fact that she’s a woman in medicine and academia motivates her more.

“Everyone knows that on average women get paid less than males. Most of us entered into the workforce being a minority, as women,” she says. “But I don’t think of it as a negative. I turn it around as a positive. It just challenges me more. I equally appreciate my female colleagues as I do my male colleagues. I don’t feel any discrimination at the workplace.”

Finding good work-life balance is Dr. Lee’s next bit of advice. This is probably one of the most challenging things, especially for females who have families.

“It means working hard, keeping up the motivation, stimulation, excitement and passion



Dr. Wendy Lee with her husband Dr. Michael Lee and their two sons

“I credit my husband for a lot of my success in life – at home and at work. I travel a lot to give talks, I work a lot and he has constantly been there for my family and my children.”

for what you do,” she says. “But you have to be well-balanced because if you put all your energy, time and effort into work it doesn’t create a healthy environment.”

A healthy balance, according to Dr. Lee, involves spending time outside of work and with family and friends. And, she practices what she preaches.

Dr. Lee met her husband of 21 years, Michael Lee, MD, while in medical school at Tulane. He is trained in obstetrics and gynecology and has a practice in anti-aging and hormone replacement therapy. They raise their children as a team, Dr. Lee says.

“I credit my husband for a lot of my success in life – at home and at work. I travel a lot to give talks, I work a lot and he has constantly been there for my family and my children,” she says. “It allows me to travel and be at work longer because I have peace of mind and don’t worry about my children. When I am home, it is quality time with my family. We have two beautiful teenage boys who we’re very close with.”

Despite reaching her career goal, Dr. Lee says she has no plans and no desire to slow down.

“I’m going to continue what I’m doing – working hard and being there for my family. I plan to keep that up with research – clinically and academically. I hope to continue teaching around the world,” she says.

Surgery in a Syringe: My Minimally Invasive Alternative to Surgical Liposuction

By Sachin Shridharani, MD

Among the available nonsurgical cosmetic procedures, body contouring treatments and the use of injectables for aesthetic improvement continue to gain popularity. As a modality for reducing unwanted adipose tissue, injection adipocytolysis is an approach to body contouring that accommodates the growing patient inclination toward minimally invasive treatments.

ATX-101 injection (deoxycholic acid injection 10 mg/mL) from Allergan, Inc., known as Kybella™ in the U.S., and Belkyra™ in Canada, is the first FDA-approved pharmaceutical therapy for injection adipocytolysis.

Indicated for the treatment of submental fullness, ATX-101 acts to permanently destroy fat cells on contact due to the cytolytic nature of its active ingredient, deoxycholic acid. Deoxycholic acid is a naturally occurring bile acid involved in dietary fat emulsification and is capable of inducing adipocyte lysis by irreversibly disrupting the cell membrane.

While ATX-101 injections to the subcutaneous submental fat have proven to be effective in reducing adipose tissue, there are limited publications assessing the results of treatment to non-submental regions.

In 2017, I conducted the first studies evaluating the efficacy and safety of ATX-101 injection to non-submental areas. The study involved ATX-101 injection to more than 200 patients on over 15 distinct anatomic fat compartments. The results demonstrated improved contour in nearly all patients after one to two treatments.

Based on meticulous clinical research and the results achieved at my personal practice, I developed Surgery in a SyringeSM – an

approach to body contouring that accommodates patient proclivity for minimally invasive treatments. Surgery in a Syringe is a nonsurgical procedure that involves precise injection of ATX-101 to areas of unwanted fat. Commonly targeted treatment areas include: submental, jowls, upper arms, anterior and posterior periaxillary, upper and lower abdomen, pubis, inner and outer thighs, knees, calves and ankles.

The patient in Figure 1 is a 49-year-old male who presented for a chief complaint of body contour deformity related to the abdomen. He was displeased with the appearance of contour irregularity and excess fat in the abdominal region. The patient had previously undergone liposuction to the abdomen with another physician



Figure 1. Before and five months after one Surgery in a Syringe treatment. The patient received a total of 94 cc of ATX-101 administered to the abdomen (47 cc of ATX-101 was injected into the left abdominal region and 47 cc was injected into the right abdominal region, from cephalad to caudal) using a 32 gauge, 0.5 inch needle.

Photos courtesy of Sachin Shridharani, MD

and was unhappy with the remaining fat. He was not interested in liposuction or cosmetic surgery and requested a nonsurgical procedure. After discussing the available treatment options and reviewing the advantages and disadvantages of each option, the patient elected for Surgery in a Syringe to the abdomen.

Prior to treatment, consent was obtained, risks were disclosed, and we discussed the treatment protocol, which included the likelihood of needing two to four treatments at six-week intervals. Following physical examination, the patient was marked to define the treatment zone and the 1.0 cm injection grid (recommended for use with submental ATX-101 injections) was applied to the area. To enhance patient comfort, lidocaine with epinephrine was injected in the treatment area.

In total, 94 cc of ATX-101 was administered to the abdomen using a 32 gauge, 0.5 inch

needle. 47 cc of ATX-101 was injected into the left abdominal region and 47 cc was injected into the right abdominal region, from cephalad to caudal. Injections were administered perpendicular to the skin's surface and midway into the subcutaneous fat (0.2 mL per injection site to achieve a dose of 2 mg/cm²).

At follow-up, the patient was very pleased with the results we achieved. He noticed dramatic improvement in cellulite and excess fat of the abdomen. He also observed improvement in skin quality. Based on the results of treatment, the patient scheduled an appointment for ATX-101 injections to the submental and jowl regions at follow-up. The patient is pictured before treatment and five months after his first and only treatment.

While further clinical trials and explicit indications for non-submental ATX-101 injection are imperative, treatment has shown to be effective and unaccompanied by significant adverse events at early follow-up. In the treatment of patients with large areas of undesired fat, the use of deoxycholic acid for body contouring is, undoubtedly, limited by cost. Considering current product cost, favorable applications for non-submental ATX-101 injection involve small treatment zones.

With proper patient selection, Surgery in a Syringe represents an attractive, minimally invasive alternative to surgical liposuction and other forms of injection lipolysis for body contouring.

Meet the Experts



Sachin Shridharani, MD

Dr. Shridharani is a renowned, board certified plastic surgeon and founder of LUXURGERY, located on Manhattan's famed Fifth Avenue. His firm commitment to excellence has earned him several accolades and he has authored over 100 publications. Dr. Shridharani is recognized as an international authority on aesthetic plastic surgery treatments and techniques. He serves as an international opinion leader and has lectured around the world. Dr. Shridharani is frequently featured in national media outlets including *The New York Times*, *New York Post*, *Cosmopolitan Magazine*, *Harper's Bazaar*, *NBC*, *FOX*, and *ABC*. He also serves as the cosmetic surgery expert and is a recurrent contributor on the topic of plastic surgery and beauty for *Haute Living Magazine*.



Before and after Surgery in a Syringe treatment
Photos courtesy of Sachin Shridharani, MD

Events & Education

VCS 2020 Announces New Injectables LIVE! with 3D Cadaver Learning Experience

For 16 years Vegas Cosmetic Surgery & Aesthetic Dermatology (VCS) has been considered the leading multispecialty forum addressing the science, practice and techniques of aesthetic surgery and medicine.

VCS 2020 will return to the Bellagio in Las Vegas from June 10-13, 2020. New this year, VCS will kick off the scientific program with a live injectables training course. Taking place on Wednesday, June 10; from 9:00 am – 3:00 pm, this add-on course features a 3D cadaver experience, followed by up close observation of expert injectors demonstrating their master level experience, insights and techniques. Faculty includes the foremost researchers, educators and practitioners in facial injectables, sharing cutting-edge content to advance your knowledge, enhance your skills and techniques, and improve your outcomes.

Space is limited so register early to guarantee your spot in this high-quality learning experience. To learn more visit: <http://bit.ly/vcs-reg-tma> or email anjail.mitchell@informa.com.



The Aesthetic Show 2020 Expands Facial Injectables Training

Leading the way as the most influential true multispecialty event dedicated to the rapidly-expanding field of aesthetic medicine, The Aesthetic Show (TAS) has become known for its one-of-a-kind injectables training course. Based on overwhelming response, this year the facial injectables training class has been expanded and will run twice – once on Thursday, July 9, as a pre-show session and again on Saturday, July 11.

In addition, based on attendee feedback, we have also revamped this two-part course to include in-depth, live demonstrations of thread lifts. This course is now known as the Minimally Invasive Facial Rejuvenation Masterclass.

Having been recently re-introduced into medical aesthetics, thread lifts have rapidly become a popular minimally invasive alternative to surgical facelifts, creating a need for more education and live instruction. The Minimally Invasive Facial Rejuvenation Masterclass answers this need, delivering an in-depth training experience for both facial injectable techniques and thread lifting, giving you a comprehensive learning experience where you can discover proven techniques that will improve your practical experience, leading to improved outcomes.



TAS is committed to providing another exciting and innovative educational program in 2020. Other new features include:

- Increased CME credits
- Microneedling techniques & live training
- Paul Nassif, MD, renowned plastic surgeon and star of the hit reality show, *Botched*
- Live demos in the scientific workshops
- An entire track dedicated to practice management and marketing all three days
- Four hours of content devoted to sales and consult conversion, with interactive training
- An entire session focused on building your social media presence and influence, taught by Jon Jacques of Viral Secrets
- And of course, the hottest scientific topics, including regenerative aesthetics, sexual health & wellness, complications/side effects management, integrative aesthetics / anti-aging medicine, male aesthetics, surgical advancements, nonsurgical body shaping, energy-based treatments, and more!

TAS 2020 is taking place at the Wynn in Las Vegas from July 9 – 12, 2020. Registration is now open so take advantage of Early Bird pricing by February 28, 2020: <http://bit.ly/tas-reg-tma>

Submit Your News
info@theaestheticguide.com



Vegas
Cosmetic
Surgery
& Aesthetic Dermatology

June 10-13, 2020

Bellagio
Las Vegas



America's Premier Multispecialty Event

Vegas Cosmetic Surgery & Aesthetic Dermatology is the leading multispecialty forum addressing the science, practice and techniques of aesthetic surgery and medicine.

Register today at
www.vegascosmeticsurgery.com

Part of the AMWC World Series of Aesthetic Medical Events



Aesthetic Company Directory

Advalight

1850 Diamond St.
San Marcos, CA 92078
(888) 354-5551 telephone
www.advalight.com

ADVATx is a solid-state, dual wavelength, 589 nm / 1319 nm laser with 16 FDA-cleared indications for everything from vascular and pigmented lesions, to scars, acne and wrinkle reduction. The ADVATx laser provides versatility, clinical efficacy with no downtime for the patient, and a simple-to-use interface, without the need for consumables.

Advice Media

1389 Center Drive, Suite 230
Park City, UT 84098
(800) 260-9497 telephone (435) 575-7475 facsimile
www.AdviceMedia.com

Advice Media is a leader in online digital marketing for aesthetic practices. We offer beautiful websites and proven marketing through SEO, social media, review management and paid search. Work with the last company you will ever need to manage all of your digital marketing for your aesthetic practice.

Aerolase

777 Old Saw Mill River Rd.
Tarrytown, NY 10591
(914) 345-8300 telephone (914) 345-8303 facsimile
www.aerolase.com

Aerolase is a worldwide technology leader for laser-based skin health. Our lasers are the product of more than two decades of research and development. Aerolase provides integrated solutions to the most commonly seen dermatological conditions and in-demand aesthetic procedures. Our lasers substantially improve treatment outcomes and patient experiences, help physicians practice medicine profitably, and reduce the overall costs of care in an evolving healthcare market.

Aesthetics Biomedical

4602 North 16th Street, Suite 300
Phoenix, AZ 85016
(800) 526-7029 telephone
www.aestheticsbiomedical.com

Aesthetics Biomedical (ABM) represents a team of the best and the brightest innovators in the global aesthetic market. ABM is dedicated to providing the highest quality patient experience utilizing best-in-class devices that do it right the first time, and deliver results you can trust and share with others.

AMA/Meditime Co., Ltd.

675 Brea Canyon Rd., Suite 8
Walnut, CA 91789
(909) 274-7700 telephone
www.meditimeusa.com

AMA/Meditime Co., Ltd. has been a leading global distributor of advanced medical and aesthetic solutions since 1994. We specialize in high-end laser and radiofrequency systems, along with other cutting-edge equipment for skincare and medical treatments that incorporate the latest trends and technology. We are proficient in customer understanding and we promise to continuously provide our customers with the highest quality products and excellent service.

Apyx Medical (formerly Bovie Medical)

5115 Ulmerton Rd.
Clearwater, FL 33760
(800) 537-2790 telephone
www.ApyxMedical.com / www.Renuvion.com

Apyx Medical (formerly Bovie Medical) is an advanced energy technology company with a passion for elevating people's lives through innovative products in the cosmetic market. Known for our Renuvion® Cosmetic Technology we're focused on one thing: bringing transformative solutions to the customers we serve.

BTL

362 Elm Street
Marlborough, MA 01752
(866) 285-1656 telephone
www.bodybybtl.com

Founded in 1993, BTL has grown to become one of the world's major manufacturers of medical and aesthetic equipment. With over 1,900 employees located in more than 53 countries, BTL has revolutionized the way to offer the most advanced non-invasive solutions for body shaping, skin tightening and other medical aesthetic treatments, including women's intimate health and wellness. BTL's brands include EMSCULPT, BTL EMSELLA, EMTONE, BTL Vanquish ME, BTL Exilis ULTRA, and BTL Cellutone.

Crystal Clear Digital Marketing

5750 Major Blvd., Suite 500
Orlando, FL 32819
(888) 611-8279 telephone (866) 890-8117 facsimile
www.crystalcleardm.com

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 of 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.

FACIAL PLASTIC SURGERY

EDUCATIONAL AND RESEARCH FOUNDATION FOR
THE AMERICAN ACADEMY OF FACIAL PLASTIC
AND RECONSTRUCTIVE SURGERY



AAFPRS ADVANCES IN RHINOPLASTY

MAY 14–17, 2020 | FONTAINEBLEAU MIAMI BEACH

The Gold Standard in Rhinoplasty
Education Meets the White Sands and
Vibrant Sounds of Miami.
Don't miss the world's original and
unrivaled rhinoplasty course.

REGISTER TODAY!
WWW.RHINOPLASTYMEETING.ORG

Course Chairs:

José E. Barrera, MD
Russell W.H. Kridel, MD
Brian J.F. Wong, MD

International Advisory Committee:

Roxana Cobo, MD
Yong Ju Jang, MD
Dirk Jan Menger, MD, PhD

AAFPRS Meetings

Program Director:
J. Randall Jordan, MD

Aesthetic Company Directory

CureVoya (previously Revenue Cure, Inc.)

P.O. Box 747
Sloughhouse, CA 95683
(916) 802-5308 telephone
www.CureVoya.com

CureVoya provides premiere aesthetic medical device distribution and innovation. We offer the latest, safest cures for life's battles with beauty. Successfully launching in 2019 with the market's top cryotherapy device, FROZEN C, CureVoya has even more cures coming soon in 2020!

Cutera

3240 Bayshore Blvd.
Brisbane, CA 94005
(415) 657-5000 telephone (415) 300-2444 facsimile
www.cutera.com

Cutera develops new solutions that give medical aesthetic professionals the power to adapt, evolve and stay at the forefront of the field so that they can deliver true patient satisfaction. Ideating, exploring, designing, testing and developing new solutions is the foundation of our process that has created truly one-of-a-kind devices.

Cynosure, A Hologic Company

5 Carlisle Road
Westford, MA 01886
(978) 256-4200 telephone
www.Cynosure.com

Cynosure, the medical aesthetic division of Hologic, develops a diverse range of leading treatment applications for hair removal, skin revitalization, scar reduction, gynecological health, body contouring and more. Our innovative products are used worldwide by practitioners, physicians and aesthetic business owners to enhance offerings and give patients the latest treatments.

DefenAge Skincare

5845 Avenida Encinas, Suite 130
Carlsbad, CA 92008
(888) 368-5372 telephone
www.DefenAge.com

Can your skin naturally turn back the clock? According to a new study, yes, it can! A recent multi-center 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."

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

Eclipse MedCorp, LLC

5916 Stone Creek Dr., Suite 120
The Colony, TX 75056
(800) 759-6876 telephone (866) 558-0415 facsimile
www.Eclipsemed.com

Eclipse provides superior solutions to the domestic and international medical and aesthetic communities. The company is known for its portfolio of innovative products including: Eclipse PRP®, Eclipse eVIVE™ for male wellness, Theradome® laser hair regrowth helmet, FolliCeuticals MD hair health system, among others.

ENDYMED Medical Inc.

4400 Route 9 South
Freehold, NJ 07728
(732) 409-5148 telephone
www.endymed.com

ENDYMED Medical, offers energy-based medical aesthetic treatment systems for both the professional and consumer markets. ENDYMED's proprietary, FDA cleared 3DEEP® RF technology is a highly effective solution for non-ablative and fractional wrinkle treatment, RF microneedling, skin tightening, body contouring, circumference and cellulite reduction, acne and traumatic scar treatment.

Epionce

10211 W. Emerald Street
Boise, ID 83704
(866) EPIONCE (374-6623) telephone (866) 374-6603 facsimile
www.epionce.com

Epionce is a comprehensive and innovative set of products designed to optimize the appearance and health of the skin by working at the core of the skin's own protective and reparative systems. Developed by a clinical dermatologist, the unique approach delivers a blend of active botanical ingredients to deeply penetrate the skin. This helps to improve skin function, restore the natural protective barrier and reverse destructive skin inflammation. Fifteen independent clinical studies comparing the marketed products against leading prescription products have validated the technology of the Epionce line.

EUROIMMUN

1 Bloomfield Ave.
Mountain Lakes, NJ 07046
(800) 913-2022 telephone (973) 656-1098 facsimile
www.euroimmun.us

EUROIMMUN is a global leader in autoimmunity, infectious serology, allergy and molecular diagnostics. The company's global success is attributed to its dedication of delivering the highest quality products matched with unsurpassed scientific and technical support. As of December 2017, EUROIMMUN became a member of the PerkinElmer family, combining two innovative, results-driven companies with a shared mission of improving global health.



JULY 22-25, 2020
MUSIC CITY CENTER
NASHVILLE, TN

COURSE DIRECTORS: BRIAN S. BIESMAN, MD AND MICHAEL H. GOLD, MD



THE PREMIER MEETING FOR COSMETIC & MEDICAL DERMATOLOGY

The Music City SCALE Meeting is for physicians and clinicians interested in learning more about the latest procedures in aesthetic medicine. In addition to the educational sessions, there are live patient workshops and an exhibit hall with the leading members of the industry.

CME CREDITS ARE AVAILABLE TO MEDICAL PRACTITIONERS!

THE 2020 PROGRAM WILL FEATURE COURSEWORK ON TOPICS SUCH AS:

- Acne Symposium and Expert Panel
- Anatomic Region Rejuvenation
- Atopic Dermatitis and Chronic Skin Disease
- Cosmeceuticals and Skin Care Dispensing
- Hair Symposium
- Home Based Devices
- Lasers and Energy Based Devices
- Medical Dermatology
- Non-invasive Body Contouring
- Nutrition and Skin Health
- PDT and Light Therapy
- Pediatric Dermatology
- Practice Management
- Psoriasis Symposium and Expert Panel
- Scar and Wound Healing
- Skin Resurfacing with Lasers
- Skin Tightening
- Vascular Concerns

<p>Music City SCALE Cadaver Workshop July 22, 2020</p>	<p>COST: \$400 per person, Pre-registration is required.</p>	<p>LASERS 101 with Patrick Clark, PhD, CMLSO Part 1: July 22, 2020 Part 2: July 23, 2020</p>	<p>COST: Included in registration. Pre-registration is required.</p>
--	---	--	---

REGISTER AT WWW.SCALEMUSICCITY.COM!

Aesthetic Company Directory

Fallene Cosmeceuticals, Ltd.

2495 Boulevard of the Generals, Bldg. B, Suite 1
Norristown, PA 19403
(800) 332-5536 telephone
Tizoskin.com

Fallene is dedicated to creating branded and private label mineral photoprotection that is highly efficacious and exceptionally elegant. With 30+ years of experience working with mineral sunscreen, we have developed formulations and techniques that deliver exceptional aesthetics and outstanding protection. Elegant skincare products are designed to complement our sun protection.

FotoFinder Systems, Inc.

7100 Columbia Gateway Drive, Suite 120
Columbia, MD 21046
(888) 501-0805 telephone (443) 283-3869 facsimile
www.fotofinder-systems.com

FotoFinder offers a variety of professional photo solutions for face and body, automatic mole mapping and dermoscopy. Our Mission is to bring the skin into the picture brilliantly and make medical photography high performance, time saving and intuitive.

Fotona

2307 Springlake Rd., Suite 518
Farmers Branch, TX 75234
(972) 598-9000 telephone
www.fotona.com

Fotona develops and manufactures high performance, quality made laser systems. Our wide range of laser systems purvey quality, reliability, safety and cutting edge innovation in treatment speed and efficiency. Our global network of representatives and reference medical centers guarantee exceptional customer support, as well as technical and clinical training.

Galderma Laboratories, L.P.

14501 N. Freeway
Fort Worth, TX 76177
(817) 961-5000 telephone
www.galderma.com/us

Galderma, the world's largest independent global dermatology company, was created in 1981 and is now present in over 100 countries with an extensive product portfolio to treat a range of dermatological conditions. The company partners with healthcare practitioners around the world to meet the skin health needs of people throughout their lifetime. Galderma is a leader in research and development of scientifically-defined and medically-proven solutions for the skin.

hMSC Skincare

9375 E. Shea Blvd, Suite 100
Scottsdale, AZ 85260
(800) 328-7931 telephone
www.hMSCskincare.com

hMSC features a curated team of best-in-class biotech chemists and world-renowned cosmetic formulators, led by veteran aesthetic industry experts. The powerhouse formulations, utilize clinically validated ingredients and diverse progressive technologies. Paraben, fragrance, cell and cruelty free. hMSC – driven by exosomes, powered by peptides, growth factors, cytokines and DNA Repair Enzymes.

InMode

100 Leek Crescent, #15
Richmond Hill, ON L4B 3E6 Canada
(855) 411-2639 telephone (855) 411-6789 facsimile
www.inmodemd.com

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.

LASEROPTEK Co., Ltd.

203 & 204 Hyundai I Valley, 31 Galmachi-ro,
244 beon-gil, Jungwon-gu
Seongnam-si, Gyeonggi-do 13212 Korea
+82 31 8023 5150 telephone +82 31 8023 5151 facsimile
www.laseroptek.com

LASEROPTEK is a global, technology-driven medical device company that focuses on aesthetic and medical lasers. Founded in 2000 and with in-house R&D capabilities, LASEROPTEK merges advanced laser technology with clinical efficacy to develop, manufacture and market safe, stable and high-quality laser systems.

Aesthetic Company Directory

Lutronic Global

19 Fortune Dr.
Billerica, MA 01821
(888) 588-7644 telephone
www.Lutronic.com

Now in its third decade, Lutronic produces products that are effective, innovative, intuitive and dependable. These four tenants fuel Lutronic's commitment to R&D in order to develop lasers and energy-based systems that exhibit Intelligent Design for Intelligent Care™. Our passion is to develop "smart" systems that improve the lives of patients and physician practices.

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.

Millennium Medical Technologies

6352 Corte del Abeto, Suite A
Carlsbad, CA 92011
(949) 215-8560 telephone (949) 215-8564 facsimile
www.mmt-us.com

Millennium Medical Technologies (MMT) specializes in comprehensive solutions and products that support harvesting, processing and deployment of autologous tissue and cells. MMT makes autologous tissue and cell procedures safe, reproducible and cost-effective.

miRing USA, a product of Kellida Inc.

3715 Northside Parkway NW
Atlanta, GA 30327
info@miringusa.com / www.miringusa.com

Kellida Inc. is committed to bringing the aesthetic and medical community together through innovative products and resources. The miRing™, an innovative medical injector ring, is an FDA-registered, patent-pending, high quality, anti-microbial silver ring device. miRing can be used with 99% of per-package aesthetic syringes, up to a 5 cc BD syringe, and enables the injector to make a one-handed aspiration, which improves safety and accuracy. No shaky hands, no second-guessing proper placement and most of all, no switching hands to aspirate.

PCA SKIN

6210 E. Thomas Road, Suite 200
Scottsdale, AZ 85251
(877) PCA SKIN (722-7546) telephone
www.pcaskinpro.com

For 30 years, PCA SKIN® has been a trusted professional skincare industry leader and innovator, formulating highly effective professional chemical peels and daily care products. We believe in a progressive, not aggressive, approach to skin transformation and promote integrative skincare that incorporates both professional treatments and at-home care.

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.

Rejuvn8, LLC

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

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

Rohrer Aesthetics, LLC

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

Rohrer Aesthetics provides high quality, affordable light and energy-based products. Featured products include the Spectrum Laser/IPL, the Phoenix CO₂ and the Pixel8-RF RF microneedling system. The Spectrum includes four lasers and an IPL, and is priced at \$57,495. Procedures include: removal of vascular and pigmented lesions, tattoos, unwanted body hair and skin resurfacing. The Phoenix CO₂ is priced under \$47,500 and can cut, coagulate and vaporize soft tissue. Furthermore, it can improve pigmentation, reduce fine lines, coarse wrinkles and help improve women's wellness. The PiXeI8-RF combats aging using bipolar energy, alongside minimally invasive microneedles to facilitate effective skin tightening with little to no downtime and can be placed in your office for \$39,995. All of Rohrer Aesthetics' systems include a two-year warranty and our unmatched 30-Day Buy Back Guarantee.

Aesthetic Company Directory

Sciton, Inc.

925 Commercial Street
Palo Alto, CA 94303
(888) 646-6999 telephone
<https://sciton.com/>

Sciton was created to provide advanced lasers and light sources to the aesthetic medical markets. With over a decade of performance behind us, Sciton systems have become the standard of care in each application our products address. Our flagship JOULE™ system exemplifies our approach to producing high quality, expandable platforms.

Sensus Healthcare

851 Broken Sound Pkwy. NW, Suite 215
Boca Raton, FL 33487
(561) 922-5808 telephone (561) 948-2071 facsimile
www.sensushealthcare.com

Sensus Healthcare, Inc., is a medical device company specializing in highly effective, non-invasive, minimally invasive, and cost-effective treatments for both oncological and non-oncological conditions.

Suneva Medical, Inc.

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

Privately-held regenerative aesthetics company, Suneva Medical, develops, manufactures and commercializes innovative products, including its flagship brand, Bellafill®. Building out their regenerative aesthetics product portfolio in 2019, Suneva Medical added an innovative PRP technology and Puregraft, the most predictable fat graft in the market.

Thermi, a Celling Biosciences Company

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

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

TouchMD

99 N. Main St., Suite 7
Cedar City, UT 84720
(435) 867-0077 telephone (435) 867-1254 facsimile
www.TouchMD.com

TouchMD is the all-in-one aesthetic technology hub that is used as a presentation tool during the consultation with robust drawing tools and image templates to enhance the patient experience. It educates patients in the waiting room and consult room, consistently captures and manages photos, provides digital charting/consents and allows patients to take their experience home to share what they learned with friends and family via the practice's patient app.

Vydence Medical

Rua Aldo Germano Klein, 359
Sao Carlos, São Paulo 13573-470 Brazil
+55 16 3306 5050 telephone
www.vydence.com

Vydence was infused with investments from major U.S. venture capital firms to transform this leading Brazilian aesthetic device company into a major global player. Vydence has set forth on an ambitious mission to develop, manufacture and sell a suite of innovative laser and energy-based devices to the worldwide aesthetic medical markets.

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 marked the 50th anniversary of the German parent company, Zimmer MedizinSysteme.



T H E

AESTHETIC SHOW

JULY 9-12, 2020 \ WYNN LAS VEGAS

WHERE SCIENCE
MEETS BEAUTY

REGISTRATION
NOW OPEN



Visit www.aestheticshow.com for event updates.



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
DefenAge Skincare		•	•	•		•				•	www.DefenAge.com
Eclipse MedCorp						•					www.Eclipsemed.com
Epionce	•	•	•	•	•	•		•	•	•	www.epionce.com
Fallene Cosmeceuticals, Ltd.					•	•			•		Tizoskin.com
hMSC Skincare	•	•	•	•		•	•	•		•	www.hMSCskincare.com
LOCKrx						•					www.SmartSolutionsrx.com
Oxygenetix	•	•		•		•	•		•	•	www.oxygenetix.com
PCA SKIN	•	•	•	•	•	•		•	•	•	www.pcaskinpro.com
Pneuma Nitric Oxide, LLC	•	•		•		•	•			•	www.PneumaNitricOxide.com
RegenLab USA						•					www.regenlabusa.com
SkinCeuticals, LLC	•		•	•	•	•		•	•	•	www.skinceuticals.com
SkinMedica, an Allergan Company	•	•	•	•	•	•	•	•	•	•	www.skinmedica.com
SoME Personalized Skincare (Aesthetics Biomedical)	•	•	•	•		•		•		•	www.someskincare.com

Dermal Filler Product Comparison Chart

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

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

Microneedling Devices Comparison Chart

Supplier	Product	Technology	Applications	Price
Aesthetics Biomedical	The Vivace Experience	Microneedling with RF	Fine lines and wrinkles.	Contact mfr.
Candela	Profound	Bipolar RF Microneedling	Jawline, submental area, wrinkles and cellulite.	Contact mfr.
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
Crown Aesthetics	SkinPen Precision	Mechanical Microneedling; FDA-Cleared; Single-Use Cartridge Unit; 14 32-Gauge Needles; Ergonomic Design; Cordless All-Day Charge	Facial acne scars for patients aged 22 and up. Clinically demonstrated, FDA-cleared microneedling device.	\$4,995
Cutera	Secret RF	Fractional Radiofrequency Microneedling	Scars, fine lines and wrinkles.	Contact mfr.
DermapenWorld	Dermapen 4 Dermapen Inject Dermapen Infuse with Tattoff Dermapen Cryo	Microneedling, Carboxy Therapy, Automated Meso Infusion, Cyro N2O Therapy	Acne, striae and surgical scarring, anti-aging and skin rejuvenation, pigmentation treatment, hair rejuvenation, lesions, cellulite, meso-injections and tattoo removal.	Contact mfr.
Eclipse	Eclipse MicroPen Elite	Microneedling	Improved appearance of fine lines, scars and texture.	Contact mfr.
ENDYMED Medical	Intensif RF Microneedling	RF Microneedling using Fractionated Pulse Mode (FPM)	Dermal collagen remodeling, skin rejuvenation, deep wrinkle reduction, acne and traumatic scar reduction, stretch mark reduction. FDA and CE cleared, Health Canada approved.	Contact mfr.
Jeisys Medical	INTRAcel PRO	Fractional RF Microneedling	Disposable tips..	Contact mfr.
Lutronic	Genius	High Intensity Radiofrequency	Proprietary needle design and high-torque motor assures accurate penetration to desired depth. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars.	Contact mfr.
mesoesthetic	m.pen[pro]	Microneedling	Anti-aging, skin rejuvenation, hair loss treatments, anti-stretch marks, double chin and depigmentation.	Contact mfr.
Rohrer Aesthetics	PiXeL8-RF	Fractional RF Microneedling	With a single treatment skin will become smoother, tighter and more vital.	\$39,995

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

Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
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 Elite	650 μs Nd:YAG	1064 nm	Up to 1272 J/cm ²	650 μs – 1.5 ms	Contact mfr.	36 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.
CureVoya						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Contact mfr.	Included.
Cutera						
excel V+	Laser	532 nm, 1064 nm	Up to 300 J/cm ²	Up to 60 ms	Contact mfr.	Dermastat pen.
DEKA						
SmartXide DOT	Fractional CO ₂	10.6 μm	50 W max	200 – 2000 μs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available.
SmartXide ²	Fractional CO ₂	10.6 μm	80 W max	100 – 2000 μs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Touch	Fractional CO ₂	10.6 μm	60 W max	100 – 2000 μs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module.
SmartXide Tetra	Fractional CO ₂	10.6 μm	50 W max	100 – 2000 μs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Multidisciplinary.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	Five different application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 J (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. Up to 20 mm spot area with up to 10 Hz rep. rate available on both Nd:YAG and Alex wavelengths. Proprietary new Moveo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
ENDYMED Medical						
PRO, PURE 2.0	RF	N/A	85 W	Various	Contact mfr.	Intensif RF microneedling, FSR fractional skin resurfacing.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm ²	0.1 – 1.5 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm ²	5 – 20 ns, 250 μs	Contact mfr.	Accelerera Pulse
SP Spectro	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	N/A	Contact mfr.	F-Runner fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11 Nd:YAG scanner: 42 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Spectro	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	S-11 Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP Dynamis	Nd:YAG / Long Pulse	1064 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	Same as above.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm ²	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
InMode						
Fractora / Optimas Workstation	Fractional RF	N/A	Up to 62 mJ/pin	Up to 2 pps	Contact mfr.	Variable pin configurations to treat active and cystic acne. Treats acne scars. Safe on ethnic skin. No pulse counter limitations.
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.

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

Acne Tx Device Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
LASEROPTEK						
PicoLO	Nd:YAG Picosecond	1064 nm / 532 nm	500 mJ / 300mJ	450 ps	Contact mfr.	Variety of handpieces: Zoom 2—7 mm; Collimator 20x20 nm, Fractional 1064 nm 10x10 mm, Fractional 532 nm 7x7 mm.
HELIOS III	Q-Switched Nd:YAG	1064 nm / 532 nm	1300 mJ / 500 mJ; RTP: 1600 mJ / FR: 3500 mJ	5 ns	Contact mfr.	Variety of handpieces: Zoom: 1—7 mm; Collimator: 8 mm; Fractional 1064 nm: 5x5 mm; Fractional: 532 nm 4x4 mm.
LOTUS III	Er:YAG	2940 nm	N/A	40 µs, 200 µs, 600 µs, 1 ms, 5 ms	Contact mfr.	Variety of handpieces: Zoom: 1—7mm; Collimator: 15 mm; Fractional: 9x9 mm.
Lutronic						
eCO2	CO ₂ fractional Laser	10,600 nm	Up to 240 mJ	Ultra Pulse: 40 – 1,000 µs Super Pulse: 1 – 5 ms	Contact mfr.	Designed to address the most demanding users' ablative resurfacing needs. Multi-spot Fractional Scanning handpiece with Controlled Chaos Mode (CCM) offers complete tunability for light and aggressive procedures, as well as all levels in between. The Incisional handpiece provides additional surgical options and the ability to treat discrete lesions.
Genius	Bipolar Fractional RF	N/A	50 W	10 ms – 1,000 ms	Contact mfr.	High-intensity RF microneedling platform. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars. Consumables: Single patient use tip for handpiece.
LaseMD	Thulium Laser	1927 nm	1 – 20 mJ	N/A	Contact mfr.	The 1927 nm Thulium wavelength can treat all skin types to improve sun damage, fine lines, stubborn pigment and skin health/luminosity. The included Multi-Modal Magnetic Scanning handpiece and associated caps and rollers enable a fast, comfortable, low-downtime treatment. Optional serums and cooling masks enhance results and complete the patient experience.
PicoPlus	Nd:YAG Picosecond and Nanosecond Laser	1064 nm / 532 nm; 595 nm and 660 nm	Up to 800 mJ	450 ps and 2 ns	Contact mfr.	1.8 GW of peak power for unmatched efficacy and minimal thermal impact. Optional Dual Focused Dots Fractional 1064/532 handpiece, plus 595 nm and 660 nm handpieces (pending US FDA clearance), are designed to complement 2 – 6 mm Zoom and 6 – 10 mm Collimated Toning handpieces, designed to effectively remove/reduce unwanted pigment and increase collagen.
Spectra	Nd:YAG Nanosecond and Microsecond Laser	1064 nm / 532 nm; 585 nm and 650 nm	Up to 1.2 J	5 ns	Contact mfr.	High peak power 0.24 GW nanosecond platform achieves efficacious results in pigment clearance, collagen stimulation and acne (scar) improvements.
Quanta System						
Discovery Pico Derm	Picosecond Nd:YAG	1064 nm	0.6 J (ps); 2 J (µs)	450 ps; 250 µs	Contact mfr.	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive PicoBoost technology to allow emissions in pico, nano (not for Discovery Pico Derm) or 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.
Discovery Pico / Discovery Pico Plus	Picosecond Nd:YAG	1064 nm	0.8 J (ps/ns); 2 J (µs)	450 ps; 6 ns; 12 ns; 250 µs	Contact mfr.	Rep. rates for Q-switched sources up to 10 Hz and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor, rep. rates up to 10 Hz. Spot sizes available for pulsed 1320 nm (optional) from 6-10 mm.
Q-Plus - EVO Series	Multi-Application Platform: Q-Switched Nd:YAG / Pulsed Nd:YAG (optional)	1064 nm / 1320 nm (optional)	Up to 37.5 J/cm ² (ns); 50 J/cm ² (µs) / up to 35 J/cm ²	6 ns; 12 ns; 250 µs / 5 – 10 ms	Contact mfr.	Q-Plus - Evo Series models: Q-Plus A (Q-switched 532 nm / 1064 nm); Q-Plus C (Q-switched 532 nm / 1064 nm and 694 nm); MDK 3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed Nd:YAG 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm).
Light - Evo Series	Multi-Application Platform: Pulsed Nd:YAG (optional)	1320 nm (optional)	Up to 35 J/cm ²	5 – 10 ms	Contact mfr.	Light - Evo Series models: Light B (pulsed 1064 nm / 1320 nm [optional]); Light A Star (pulsed 1064 nm / 1320 nm [optional]); pulsed 755 nm; Light C (pulsed 1064 nm / 1320 nm [optional]) / 532 nm; Light 4V (pulsed 1064 nm / 1320 nm [optional]) / 532 nm, pulsed 755 nm).
Twain IPL	Pulsed Light	400 – 1200 nm	Up to 25 J/cm ²	5 ms – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	Optional handpieces for the EVO Series and Discovery PICO/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm ² or 25x13 mm ² .
Twain 2940 (only acne scars)	Er:YAG	2940 nm	Up to 10 J/cm ² (non microbeam mode) Up to 121 J/cm ² (microbeam mode)	0.3 ms – 1 ms	Contact mfr.	Optional handpiece for the EVO Series, Discovery Pico/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
Vydence Medical						
IPL-Sq	Square-Wave Pulse IPL Handpiece	400 – 1200 nm	33 J/cm ²	Up to 100 ms	Contact mfr.	All-in-one, plug-and-play light-based handpiece for the ETHEREA-MX platform. Built-in sapphire contact-cooled square-wave pulse with 40x12 mm spot size; six plug-and-play cut-off filters: 400 nm, 515 nm, 540 nm, 580 nm, 640 nm and 695 nm; plus two additional precision spots; VasCuTips: 8 mm and 12x12 mm.
Wontech Co., Ltd.						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	450 ps	Contact mfr.	Various handpieces with zoom (2 – 10 mm), collimated (7 mm), dye (595 nm, 660 nm / 3 mm), HEXA MLA (3 – 5 mm, 6 – 10 mm).
Cosjet SR	Long Pulsed Nd:YAG Laser	1064 nm / 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 – 1ms (short) / 1 – 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot sizes from 2 – 10 mm, dual cooling system with Skin Cooling Spray (SCS) and contact cooling.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 – 40 ms / 5 – 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size from 2 – 12 mm and contact cooling system with a 16 mm sapphire window.

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 Elite	650 μs Nd:YAG	1064 nm	Up to 1272 J/cm ²	650 μs – 1.5 ms	Contact mfr.	36 applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included. No per treatment consumables and no skin contact by handpiece. No service contracts. Portable (22 lbs.). All laser accessories, training and marketing package included.
Era	Er:YAG	2940 nm	Up to 1400 mJ	300 μs	Contact mfr.	
Aesthetics Biomedical						
The Vivace Experience	Microneedling with RF	1 and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
CureVoya						
Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	N/A	Cryogen -78° C	N/A	Contact mfr.	Included.
Cutera						
xeo excel V+ enlighten (Pico Genesis)	Laser Laser Laser	1064 nm 532 nm, 1064 nm 532 nm / 670 nm / 1064 nm	Up to 300 J/cm ² Up to 300 J/cm ² 400 mJ / 125 mJ / 800 mJ	Up to 300 ms Up to 60 ms 750 ps, 2 ns / 660 ps / 750 ps, 2 ns	Contact mfr. Contact mfr. Contact mfr.	Optional IPL handpieces. Dermastat pen.
Cynosure						
TempSure Envi	Monopolar Radio-frequency Platform	N/A	300 W with 4 MHz RF delivery	N/A	Contact mfr.	Three handpieces (10, 15, 20 mm), ultrasound gel and neutral pads. Skintel melanin reader, four IPL handpieces, 1540 handpiece, 2940 handpiece and a 1064+ handpiece.
Icon	Aesthetic Laser	1540 nm, 2940 nm and 1064 nm	MaxG IPL Handpiece: Up to 80 J/cm ² MaxYs IPL Handpiece: Up to 90 J/cm ² MaxR IPL Handpiece: Up to 48 J/cm ² MaxRs IPL Handpiece: Up to 72 J/cm ²	1540 Handpiece: 10 ms; 15 ms 2940 Handpiece: .25 ms; 3 ms; 5 ms 1064+ Handpiece: 10 – 100 ms	Contact mfr.	
PicoSure	Picosecond Aesthetic Laser	532 nm; 755 nm; 1064 nm	165 – 200 mJ	550 – 750 ps	Contact mfr.	
DEKA						
SmartXide DOT	Fractional CO ₂	10.6 μm	50 W max	200 – 2000 μs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available. PSD technology with selectable pulse shape (SP, DP, UP; HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module. PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module. Multidisciplinary. PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary. Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 31 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening. Five application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables. Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables. Transportable device, integrated Peltier skin contact cooling. Up to 20 mm spot area with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. Proprietary new Mòvèo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
SmartXide ²	Fractional CO ₂	10.6 μm	80 W max	100 – 2000 μs	Contact mfr.	
SmartXide Touch	Fractional CO ₂	10.6 μm	60 W max	100 – 2000 μs	Contact mfr.	
SmartXide Tetra	Fractional CO ₂	10.6 μm	50 W max	100 – 2000 μs	Contact mfr.	
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	2 – 85 ms (1-3 pulses)	Contact mfr.	
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact 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.

Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
ENDYMED Medical						
PRO	RF	N/A	85 W	Various	Contact mfr.	iFine, Small, Mini-Shaper, Shaper, Intensif RF microneedling, FSR fractional skin resurfacing and Contour handpieces.
PURE 2.0	RF	N/A	65 W	Various	Contact mfr.	iFine, Small, Mini-Shaper, Shaper, Intensif RF microneedling, FSR fractional skin resurfacing and Contour handpieces.
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.
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 StarWalker MaQX	Nd:YAG / Long Pulse Nd:YAG Q-Switch Pico / Nano	1064 nm 523 nm, 585 nm, 650 nm, 1064 nm	Up to 600 J/cm ² Up to 300 J/cm ²	0.1 – 50 ms 580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr. Contact mfr.	Same as above. R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
InMode						
Lumecca/Optimas Workstation	Spectrum Shifted IPL	515 – 1200 nm, 580 – 1200 nm	10 – 30 J/cm ²	5 – 30 ms	Contact mfr.	Delivers 40% of total energy between 500 - 600 nm. Provides a photofacial in one to three treatments. Powerful peak power: 3,000 W/cm ² . No consumables.
Forma/Optimas Workstation	Bipolar RF	N/A	Up to 65 W	N/A	Contact mfr.	Non-invasive subdermal heating for collagen remodeling and contraction. RF current flows uniformly between the electrodes for a comfortable and safe Tx. ACE technology features built-in temperature controls to attain clinically proven optimal epidermal temperature, and exclusive capability for prolonged exposure at therapeutic temperatures.
Fractora/Optimas Workstation	Fractional RF	N/A	Up to 62 mJ/Pin	Up to 2 pps	Contact mfr.	Variable pin configurations and TX depths allow for a Designer Dermis approach to treatment. Safe on ethnic skin. No pulse counter limitations.
FaceTite, AccuTite + Morpheus8	RF	N/A	N/A	N/A	Contact mfr.	Subdermal adipose tissue remodeling targets skin laxity through subdermal RF and underlying fat coagulation. Bridging the treatment gap between non-invasive and surgical, EmbraceRF is perfect for patients who are not candidates for a face-lift, but want dramatic results without the downtime.
Morpheus8	RF	N/A	N/A	N/A	Contact mfr.	New concept of combining microneedling with a bipolar RF mechanism in the subdermal space resulting in subdermal adipose tissue remodeling with longer lasting skin contraction.
Jeisys Medical						
INTRAcel PRO	Fractional RF Microneedle	Radiofrequency	Up to 78.4 J/cm ²	N/A	Contact Perigee Medical	Disposable tips.
IntraGen	Non-Ablative RF	N/A	Monopolar RF; Power Level: 5 – 200 W 1 – 300 mJ	N/A	Contact Perigee Medical	Disposable tips, NeuViva handpiece.
EDGE	Fractional CO ₂	10,600 nm	1 – 300 mJ	N/A	Contact Perigee Medical	Fractional, surgical, NeuViva handpiece.
SmoothCool	Intense Pulsed Light	Long pass: 530 – 800 nm, Band pass: 420 – 600 nm	Up to 65 J/cm ²	N/A	Contact Perigee Medical	HR, SR handpiece, eight interchangeable filters.
TRI-BEAM	Nd:YAG (Q-switched)	1064 nm / 532 nm	Up to 3.5 J / 450 mJ	5 – 10 ns (Q-switched); 300 µs (Quasi-long pulse)	Contact Perigee Medical	Tattoo and pigment removal handpieces.
Lasering USA						
SLIM E30 MiXto SX	CO ₂	10,600 nm	0.5 – 30 W	2.5 – 16 ms	Contact mfr.	Patented chopped CW fractional scanner system; 20 x 20 mm, 180 micron scanning handpiece; 300 micron scanning handpiece; full range of cutting handpieces, micromanipulator and GYN handpiece for vaginal therapy. No disposables.
SLIM EVOLUTION II MiXto PRO Velure S5 MiXto VX	CO ₂ LBO Diode	10,600 nm 532 nm	0.5 – 30 W 0.1 – 5 W	2.5 – 16 ms 10 – 1,000 ms	Contact mfr. Contact mfr.	Same as above. MiXto VX Fractional scanner for non-ablative skin rejuvenation. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.

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
LASEROPTEK						
PicoLO	Nd:YAG Picosecond	1064 nm / 532 nm	500 mJ / 300mJ	450 ps	Contact mfr.	Variety of handpieces: Zoom 2–7 mm; Collimator 20x20 nm, Fractional 1064 nm 10x10 mm, Fractional 532 nm 7x7 mm.
HELIOS III	Q-Switched Nd:YAG	1064 nm / 532 nm	1300 mJ / 500 mJ; RTP: 1600 mJ / FR: 3500 mJ N/A	5 ns	Contact mfr.	Variety of handpieces: Zoom: 1–7 mm; Collimator: 8 mm; Fractional 1064 nm: 5x5 mm; Fractional: 532 nm 4x4 mm.
LOTUS III	Er:YAG	2940 nm		40 μ s, 200 μ s, 600 μ s, 1 ms, 5 ms	Contact mfr.	Variety of handpieces: Zoom: 1–7mm; Collimator: 15 mm; Fractional: 9x9 mm.
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.	Designed to address the most demanding users' ablative resurfacing needs. Multi-spot Fractional Scanning handpiece with Controlled Chaos Mode (CCM) offers complete tunability for light and aggressive procedures, as well as all levels in between. The Incisional handpiece provides additional surgical options and the ability to treat discrete lesions.
Genius	Bipolar Fractional RF	N/A	50 W	10 – 1,000 ms	Contact mfr.	High-intensity RF microneedling platform. Unique impedance measurement and feedback assures adequate levels of energy are delivered to stimulate production of collagen and elastin to improve wrinkles, laxity and acne scars.
LaseMD	Thulium Laser	1927 nm	1 – 20 mJ	N/A	Contact mfr.	Consumables: Single patient use tip for handpiece. The 1927 nm Thulium wavelength can treat all skin types to improve sun damage, fine lines, stubborn pigment and skin health/luminosity. The included Multi-Modal Magnetic Scanning handpiece and associated caps and rollers enable a fast, comfortable, low-downtime treatment. Optional serums and cooling masks enhance results and complete the patient experience.
PicoPlus	Nd:YAG Picosecond and Nanosecond Laser	1064 nm / 532 nm; 595 nm and 660 nm	Up to 800 mJ	450 ps and 2 ns	Contact mfr.	1.8 GW of peak power for unmatched efficacy and minimal thermal impact. Optional Dual Focused Dots Fractional 1064/532 handpiece, plus 595 nm and 660 nm handpieces (pending US FDA clearance), are designed to complement 2 – 6 mm Zoom and 6 – 10 mm Collimated Toning handpieces, designed to effectively remove/reduce unwanted pigment and increase collagen.
Spectra <i>Hollywood Laser Peel</i>	Nd:YAG Nanosecond and Microsecond Laser	1064 nm / 532 nm; 585 nm and 650 nm	Up to 1.2 J	5 ns	Contact mfr.	High peak power 0.24 GW nanosecond platform achieves efficacious results in pigment clearance, collagen stimulation and acne (scar) improvements.
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 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 (μ s) / 1.2 J (ns); 2 J (ms)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 μ s / 30 ns; 2 ms	Contact mfr.	Rep. rates for Q-switched sources up to 10 Hz, 3 Hz for Ruby, and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor; rep. rates up to 10 Hz. Spot sizes available for pulsed 755 nm from 6-16 mm; pulsed 532 nm from 2-6 mm; pulsed 1064 nm from 2-16 mm; pulsed 1320 nm (optional) from 6-10 mm. Twain IPL and Twain 2940 are optional.
Q-Plus - EVO Series	Multi-Application Platform: Q-Switched Nd:YAG / Q-Switched FD Nd:YAG / Q-Switched Ruby / Pulsed Nd:YAG / Pulsed FD Nd:YAG / Pulsed Nd:YAG (optional) Pulsed Alexandrite	1064 nm / 532 nm / 694 nm / 1064 nm / 532 nm / 1320 nm (optional) / 755 nm	Up to 37.5 J/cm ² (ns); 50 J/cm ² (μ s) / 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 μ s / 6 ns; 12 ns / 30 ns; 2 ms / 0.3 – 300 ms / 2 – 25 ms / 5 – 10 ms / 0.3 – 300 ms	Contact mfr.	Q-Plus-Evo Series models: Q-Plus A (Q-switched 532 nm / 1064 nm); Q-Plus C (Q-switched 532 nm / 1064 nm and 694 nm); Q-Plus R (Q-switched 694 nm); MDK3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm). Light-EVO Series models: Light B (pulsed 1064 nm / 1320 nm); Light A Star (pulsed Nd:YAG 1064 nm / 1320 nm; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm / 532 nm, pulsed 755 nm).
Light - Evo Series	Multi-Application Platform: Pulsed Alexandrite / Pulsed FD Nd:YAG / Pulsed Nd:YAG / Pulsed Nd:YAG (optional)	755 nm / 532 nm / 1064 nm / 1320 nm (optional)	Up to 60 J/cm 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.	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.
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.	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 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 handpiece for the EVO Series, Discovery Pico / Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.
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.	
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.

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

Skin Rejuvenation Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Rohrer Aesthetics, LLC - continued						
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.
Vydence Medical						
ACROMA-QS	Nd:YAG Q-switched, Dual-Wavelength Laser Handpiece	1064 nm; 532 nm	1500 mJ	20 ns	Contact mfr.	Available for the ETHEREA-MX platform; five spot sizes available: 3, 5 and 7 mm for 1064 nm, and 3 and 5 mm for 532 nm.
IntensellR	High-Powered, Halogen Lamp, Pre/Post-Cooled Infrared Light Handpiece	850 - 1800 nm	130 J/cm ²	3 - 10 seconds	Contact mfr.	Light-based handpiece for the ETHEREA-MX platform with both in-motion and stamping modes, as well as a 30x12 mm spot size.
IPL-Sq	Square-Wave Pulse IPL Handpiece	400 - 1200 nm	33 J/cm ²	Up to 100 ms	Contact mfr.	All-in-one, plug-and-play light-based handpiece for the ETHEREA-MX platform. Built-in sapphire contact-cooled square-wave pulse with 40x12 mm spot size; six plug-and-play cut-off filters: 400 nm, 515 nm, 540 nm, 580 nm, 640 nm and 695 nm; plus two additional precision spots; VascuTips: 8 mm and 12x12 mm.
Wontech Co., Ltd.						
PICOCARE	Picosecond Nd:YAG	1064 nm / 532 nm	600 mJ / 300 mJ	450 ps	Contact mfr.	Zoom (2 - 10 mm), collimated (7 mm), dye(595 nm, 660 nm / 3 mm) and HEXA MLA (3-5 mm, 6-10 mm) handpieces; and footswitch.
PASTELLE	Q-Switched Nd:YAG Laser	532 nm, 1064 nm	532 nm: 500 mJ, 1064 nm: 1,300 mJ, PTP Mode: 1,600 mJ, Genesis mode: 3,500 mJ	4 - 48 ns (QS mode) / 80 - 480 μs (Genesis mode)	Contact mfr.	Zoom (2-10 mm), collimated (7 mm) and dye (595 nm, 660 nm / 3 mm) handpieces; and footswitch.
COSJET SR	Long Pulsed Nd:YAG Laser	1064 nm, 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 - 1 ms (short) / 1 - 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot size from 2-10 mm.
Ultraskin II	HIFU	N/A	3.0 J/cm ²	N/A	Contact mfr.	Standard cartridges: 4.5 mm, 3.0 mm. Optional cartridges: 1.5 mm, 13 mm, 10,000 shots.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 - 40 ms / 5 - 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
Sandro Dual	Long-Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm / Hybrid mode (755 - 1064 nm, 1064 - 755 nm)	50 J / 80 J / 60 J	0.2 - 300 ms / 0.2 - 300 ms / 5 - 50 ms	Contact mfr.	Spot size: 2, 3, 5, 7, 10, 12, 15, 18, 20 mm; Skin Cooling Spray (SCS).

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

Product Profiles



miRing

miRing™, an innovative medical injector ring, is an FDA registered, patent-pending, high quality, anti-microbial silver ring device. miRing can be used with 99% of per-package aesthetic syringes on the market and up to a 5 cc BD syringe. miRing enables the injector to make a one-handed aspiration, which improves safety and accuracy. No shaky hands, no second-guessing proper placement and most of all, no switching hands to aspirate.

miRing USA, a product of Kellida Inc.: info@miringusa.com or visit www.miringusa.com



TIZO

TIZO creates all-mineral sunscreen protection that is exceptionally lightweight, virtually invisible on skin and free of chemical sunscreen filters, dyes, fragrances and preservatives. It is right in our name: TIZO stands for Titanium Zinc Oxide. TIZO₃ is an elegant, sheer mineral sunscreen and facial primer providing SPF 40 broad spectrum UVA/UVB protection. Universal tint blends with most skin tones, providing a silky, matte finish. Reef-friendly and water resistant (80 minutes). Contains antioxidant vitamins C and E.



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

Fallene Cosmeceuticals, Ltd.: 800-332-5536 or visit Tizoskin.com

Fractional Technologies Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Era	Er:YAG	2940 nm	Up to 1400 mJ	300 µs	Contact mfr.	No per treatment consumables and no skin contact by handpiece. No service contracts. Portable (22 lbs.). All laser accessories, training and marketing package included.
Aesthetics Biomedical						
The Vivace Experience	Microneedling with RF	1 MHz and 2 MHz	70 W	100 – 800 ms	Contact mfr.	
Cutera						
xeo pearl xeo pearl fractional Secret RF	YSGG YSGG Microneedling with RF	2940 nm 2940 nm RF: 2 MHz	Up to 3.5 J/cm ² <400 mJ 70 W (64 pin), 25 W (25 pin)	≤1000 µs ≤1000 µs 50 – 950 ms	Contact mfr. Contact mfr. Contact mfr.	
DEKA						
SmartXide DOT	Fractional CO ₂	10.6 µm	50 W max.	200 – 2,000 µs	Contact mfr.	DOT Scanner and Free hand handpiece; touch screen monitor, Stack feature, Smart Track delivery mode, Smart Pulse, patient database, CW, PW, traditional and fractional scanning modes available.
SmartXide ²	Fractional CO ₂	10.6 µm	80 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, UP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Optional diode laser module. Multidisciplinary.
SmartXide Touch	Fractional CO ₂	10.6 µm	60 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner with RF feature, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, multimedia built-in training videos, huge patient database with videos and photos. User protocol storage. Multidisciplinary.
SmartXide Tetra	Fractional CO ₂	10.6 µm	50 W max.	100 – 2,000 µs	Contact mfr.	PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), DOT/RF scanner, Free hand, TFT touch screen monitor, Stack and Smart Track delivery mode, huge patient database. User protocol storage. Multidisciplinary.
ENDYMED Medical						
FSR Fractional Skin Resurfacing Handpiece	Fractional RF	N/A	N/A	Various	Contact mfr.	FSR combines fractional ablation with 3DEEP deep volumetric heating, and offers superior skin penetration depth of 2.9 mm.
Intensif Fractional RF Microneedling Handpiece	RF Microneedling	N/A	Various	N/A	Contact mfr.	Intensif RF Microneedling with Fractionated Pulse Mode offers needle insertion depth of 5 mm (on the PRO) and non-insulated needles for deep volumetric heating of the dermis while protecting the epidermis.
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 StarWalker MaQX	Er:YAG Nd:YAG Q-Switch Pico / Nano	2940 nm 523 nm, 585 nm, 650 nm, 1064 nm	Up to 500 J/cm ² Up to 300 J/cm ²	0.1 – 1.5 ms 580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr. Contact mfr.	Same as above. R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
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.
LASEROPTEK						
PicoLO	Nd:YAG Picosecond	1064 nm / 532 nm	500 mJ / 300mJ	450 ps	Contact mfr.	Variety of handpieces: Zoom 2—7 mm; Collimator 20x20 nm, Fractional 1064 nm 10x10 mm, Fractional 532 nm 7x7 mm.
HELIOS III	Q-Switched Nd:YAG	1064 nm / 532 nm	1300 mJ / 500 mJ; RTP: 1600 mJ / FR: 3500 mJ N/A	5 ns	Contact mfr.	Variety of handpieces: Zoom: 1—7 mm; Collimator: 8 mm; Fractional 1064 nm: 5x5 mm; Fractional: 532 nm 4x4 mm.
LOTUS III	Er:YAG	2940 nm		40 µs, 200 µs, 600 µs, 1 ms, 5 ms	Contact mfr.	Variety of handpieces: Zoom: 1—7mm; Collimator: 15 mm; Fractional: 9x9 mm.
Quanta System						
Discovery Pico Derm	Picosecond FD Nd:YAG / Picosecond Nd:YAG	532 nm / 1064 nm	0.3 J (ps) / 0.6 J (ps); 2 J (µs)	400 ps / 450 ps; 250 µs	Contact mfr.	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive PicoBoost technology to allow emissions in pico, nano (not for Discovery Pico Derm) or microseconds. OptiBeam II technology for flat-top round, square and fractional spots. Spot sizes available: 3, 4, 5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5, 7x7 (only for Discovery Pico Derm) square; fractional round 8 mm.
Discovery Pico / Discovery Pico Plus	Picosecond Nd:YAG / Picosecond FD Nd:YAG	532 nm / 1064 nm	0.3 J (ps); 0.4 J (ns) / 0.8 J (ps/ns); 2 J (µs)	400 ps; 6 ns; 12 ns / 450 ps; 6 ns; 12 ns; 250 µs		Q-switched Ruby laser source available only with Discovery Pico Plus. Twain IPL and Twain 2940 options for Discovery Pico and Discovery Pico Plus.
Twain 2940	Er:YAG	2940 nm	Up to 10 J/cm ² (non microbeam mode); up to 121 J/cm ² (microbeam mode) Up to 95 J/cm ²	0.3 – 1 ms	Contact mfr.	Optional handpiece for the EVO Series, Discovery Pico/Pico Plus. Spot sizes available: 2, 4, 9, 9 dots array.

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
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.
Vydence Medical						
ProDeep	Microfractional Non-Ablative 1340 Nd:YAP Laser	1340 nm	200 mJ/MTZ	3-20 ms	Contact mfr.	Laser handpiece for the ETHEREA-MX platform with a built-in cooling system adapter. Two spot sizes available: 8 mm, 100 MTZ/cm ² and 6 mm (collimated).
GoSmooth	Microfractional Non-Ablative 1540 nm Er:Glass	1540 nm	N/A	N/A	Contact mfr.	Laser handpiece for the ETHEREA-MX platform with a built-in cooling system adapter; two spot sizes available: 8 mm, 100 MTZ/cm ² and 8 mm, 400 MTZ/cm ² .
DualMode	Microfractional Ablative/Coagulative Er:YAG Laser	2940 nm	8 J	0.3 – 400 ms	Contact mfr.	Laser handpiece for the ETHEREA-MX platform with a built-in smoke evacuator system adapter; four spot sizes available: 8 mm, 100 MTZ/cm ² , 8 mm, 400 MTZ/cm ² , 2.5 and 6 mm (collimated).
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	01 – 10 ms	Contact mfr.	Separately adjustable energy and pulse duration; adjustable shape and size of the laser beam. Tips: 10 mm, 20 mm, 30 mm. No consumables.

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

Product Profiles



Bellafill, Puregraft and Suneva HD PRP

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

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



ETHEREA-MX

ETHEREA-MX is a versatile and powerful laser workstation. It can operate with up to seven unique, gold standard solid-state laser and light-based technologies, built into easy to use, plug-and-play handpieces. ETHEREA-MX offers over 70 FDA cleared treatment indications for all skin types in a compact and portable system that has proven its, technical reliability and ROI.



PicoLO

PicoLO is a novel Nd:YAG picosecond laser with 1064 nm and 532 nm wavelengths. Its proven output pulse energy and duration stability deliver a strong photomechanical effect and produces LIOBs to treat scars and skin rejuvenation. It achieves faster, more effective and safer results in the treatment of benign (epidermal and dermal) pigmented lesions and multicolored tattoos. PicoLO's DIA FX (fractional handpiece) allows physicians to control the penetration depth of LIOBs, allowing gentler treatment.

LASEROPTEK: +82 31 8023 5150 or visit www.laseroptek.com

Vydence Medical: +55 16 3306 5050 or visit www.vydence.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 Elite	650 μs Nd:YAG	1064 nm	Up to 1272 J/cm ²	650 μs – 1.5 ms	Contact mfr.	36 applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
V650	650 ms Nd:YAG	1064 nm	Up to 1272 J/cm ²	650 μs – 1.5 ms	Contact mfr.	No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No service contracts. Portable (25 lbs.). All laser accessories, training and marketing package included.
Cutera						
xeo excel V+	Laser / Limelight Laser	1064 nm / 520 – 1100 nm 532 nm, 1064 nm	300 J/cm ² / ≤30 J/cm ² Up to 300 J/cm ²	Up to 300 ms / Automatic Up to 60 ms	Contact mfr. Contact mfr.	Dermatst pen.
DEKA						
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	Contact mfr.	Five different application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	2 – 85 ms (1-3 pulses)	Contact mfr.	Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 3.1 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening.
Synchro REPLA:Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J – 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse design and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five optional filters with enhanced vascular capabilities; 500 G. No disposables.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. 500 nm, 520 nm, 550 nm; 600 nm; 650 nm vascular lesion application via standard optional handpieces. Up to 20 mm spot area available with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. DEKA's proprietary new Moveo technology functionality for painless and smokless hair removal. Additional standard handpiece for pigmented lesions, skin rejuvenation and other dermatology indications.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm ²	0.1 – 50 ms	Contact mfr.	F-Runner, fractional Er:YAG scanner: 250 μm spot size, 168 mm ² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm ² Tx area. S-11: Nd:YAG scanner: 42 cm ² Tx area. Er:YAG handpieces: 0.25 - 12 mm spot sizes; Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP-2 Focus XP MAX	Nd:YAG Nd:YAG	1064 nm 1064 nm	Up to 300 J/cm ² Up to 600 J/cm ²	0.1 – 50 ms 0.1 – 300 ms	Contact mfr. Contact mfr.	Nd:YAG handpieces: 2 - 10 mm spot sizes. S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
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						
Vasculaze	Diode	1064 nm	40 – 300 J/cm ²	5 – 100 ms	Contact mfr.	

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

Vascular Technology Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Lasering USA						
Velure S5 MiXto VX	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	MiXto VX fractional scanner for non-ablative skin rejuvenation. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables. Focusing handpieces with spot sizes of 0.3 mm, 0.5 mm, 1.0 mm, 1.5 mm. No disposables.
Velure S5	LBO Diode	532 nm	0.1 – 5 W	10 – 1,000 ms	Contact mfr.	
Lutronic						
Clarity	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm ²	0.35 – 300 ms	Contact mfr.	Clarity provides single fiber for all spots, with modernized, ergonomic design to treat unwanted hair, vascular and pigmented lesions. Standard spot sizes include: 2, 3, 5, 8, 10, 12, 15, 18, 20 mm. ICD or air cooling available. Clarity II provides single fiber for all quick-zoom multi-spots from 2 to 25 mm, with new ergonomic design to treat unwanted hair, vascular and pigmented lesions with increased speed and ease. Proprietary Intelligent Tracking and Real-Time Temperature Sensing enable more efficacious coverage and faster results. ICD or air cooling available (Clarity II is pending U.S. FDA clearance).
Clarity II	Alexandrite and Nd:YAG Laser	755 nm / 1064 nm	Up to 600 J/cm ²	0.10 – 300 ms	Contact mfr.	
Quanta System						
DenaVe (manufactured for Cartessa Aesthetics)	Solid State Laser	585 nm	Up to 63 J/cm ²	0.25 – 8000 ms	Contact mfr.	Solid state laser with no consumables. Spot sizes: 0.5, 1, 1.5, 3 mm. Optional scanner with max. scanning area of 1.8x1.8 cm. Rep. rates for Q-switched sources up to 10 Hz and OptiBeam II handpieces for square and round flat-top spots. Spot sizes for nano and microsecond modes: 3, 4.5, 6, 7.5, 9, 10.5 mm round; 2x2, 3x3, 4x4, 5x5 square. Pulsed sources with contact skin cooling or Skin Cryo air adaptor; rep. rates up to 10 Hz. Spot sizes available for pulsed 532 nm Nd:YAG from 2-6 mm; pulsed 1064 nm Nd:YAG from 2-16 mm. Q-Plus - Evo Series models: MDK 3 (Q-switched 532 nm / 1064 nm and pulsed 532 nm / 1064 nm); MDK 1 (Q-switched 532 nm / 1064 nm and pulsed 1064 nm / 1320 nm [optional]); MDK 2 (Q-switched 532 nm / 1064 nm and pulsed 755 nm). Light - Evo Series models: Light B (pulsed 1064 nm / 1320 nm [optional]); Light A Star (pulsed 1064 nm / 1320 nm [optional]; pulsed 755 nm); Light C (pulsed 1064 nm / 1320 nm [optional] / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm [optional] / 532 nm, pulsed 755 nm). Skin Cryo air adaptor integrated into laser handpiece and software integrated cooling system. Optional powerful scanner available with a maximum of 29 cm ² scanning area, multiple fill modes and shapes. Thunder Series models: Thunder HR (pulsed 755 nm), Thunder VT (1064 nm), Thunder (pulsed 755 nm / 1064 nm). Multiple handpieces with spot sizes up to 24 mm; rep. rate for both wavelengths up to 10 Hz with handpieces and 15 Hz with scanner. Optional handpieces for the EVO Series and Discovery PICO/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm ² or 25x13 mm ² .
Q-Plus - EVO Series	Multi-Application Platform: Pulsed Nd:YAG / Pulsed FD Nd:YAG	1064 nm / 532 nm	Up to 300 J/cm ² / up to 95 J/cm ²	0.3 – 300 ms / 2 – 25 ms	Contact mfr.	
Light - Evo Series	Multi-Application Platform: Pulsed FD Nd:YAG / Pulsed Nd:YAG	532 nm / 1064 nm	Up to 95 J/cm ² / up to 300 J/cm ²	2 – 25 ms / 0.3 – 300 ms	Contact mfr.	
Thunder Series	Multi-Application Platform: Pulsed Nd:YAG	1064 nm	Up to 300 J/cm ²	0.3 – 300 ms	Contact mfr.	
Twain IPL	Pulsed Light	570 – 1200 nm / 550 – 1200 nm	Up to 25 J/cm ²	5 – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	
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.
Vydence Medical						
LongPulse	Short/Long-Pulsed Nd:YAG Laser Handpiece	1064 nm	500 J/cm ²	0.3 – 100 ms	Contact mfr.	Laser handpiece for the ETHEREA-MX platform featuring a built-in air cooling system adapter; five spot sizes available: 1, 2, 3, 6 and 9 mm handpiece.
Wontech Co., Ltd.						
COSJET SR	Long Pulsed Nd:YAG Laser	1064 nm, 1320 nm	50 J (1064 nm), 15 J (1320 nm)	0.3 – 1 ms (short) / 1 – 100 ms (long)	Contact mfr.	Handpiece cooling systems: skin cooling system and sapphire window contact cooling; foot switch spot size from 2 to 10 mm.
V-laser	Long-Pulsed KTP / Nd:YAG Laser	532 nm / 1064 nm	10 J / 50 J	1 – 40 ms / 5 – 60 ms / 0.3 ms (Genesis)	Contact mfr.	Spot size: 2, 3, 4, 5, 6, 8, 10, 12 mm; Sapphire window contact cooling.
Sandro Dual	Long-Pulsed Alexandrite / Nd:YAG Laser	755 nm / 1064 nm / Hybrid mode (755 – 1064 nm, 1064 – 755 nm)	50 J / 80 J / 60 J	0.2 – 300 ms / 0.2 – 300 ms / 5 – 50 ms	Contact mfr.	Spot size: 2, 3, 5, 7, 10, 12, 15, 18, 20 mm; Skin Cooling Spray (SCS).

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

Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Apyx Medical	Renuvion Cosmetic Technology	Energy-Based Device using Helium Plasma and Proprietary RF Energy	Subdermal heating and tissue contraction.	Contact mfr.
BTL	EMSCULPT	HIFEM	Strengthening, firming and toning the abdomen, arms, buttocks, thighs and calves.	Contact mfr.
	EMSELLA EMTONE	HIFEM Combination RF and Targeted Pressure Energy	All forms of female and male urinary incontinence. Cellulite.	Contact mfr. Contact mfr.
CureVoya	Frozen C	Concentrated, Controlled Medical Grade Cryogen at -78° C	Safely delivers pressurized -78° C medical grade cryogen to eliminate pain associated with injections, fillers, threads, microneedling RF, ablative lasers, and hair restoration. Protocols of 1 to 5 minutes pre-op produce pain relief, yet remain localized enough to use post-op to reduce downtime without impacting results.	Contact mfr.
Cutera	truSculpt iD enlighten excel V+	Monopolar RF Laser 532 nm, 670 nm, 1064 nm; 750 ps and 2 ns 532 nm and 1046 nm Laser	Body sculpting. Tattoos and pigmentation. Vascular lesions, pigmentation, laser genesis.	Contact mfr. Contact mfr. Contact mfr.
DEKA	MonaLisa Touch	SmartXide ² Fractional CO ₂ Laser with PSD and Hi-Scan V2LR Scanning System SmartXide Touch Fractional CO ₂ Laser with PSD and Hi-Scan V2LR Scanning System	Feminine rejuvenation: restore natural physiological and mechanical mucosa conditions; improve reduced vaginal lubrication, vulvar itching and painful intercourse. PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), selectable free hand handpiece, TFT touch screen monitor, Stack and Smart track delivery modes, dedicated patient database and user protocol storage. Open to colposcopy and laparoscopy attachments. Multidisciplinary. Feminine rejuvenation: restore natural physiological and mechanical mucosa conditions; improve reduced vaginal lubrication, vulvar itching and painful intercourse. PSD technology with selectable pulse shape (SP, DP, HP, PW, CW, traditional and fractional scanning modes available), selectable free hand handpiece, TFT touch screen monitor, Stack and Smart track delivery modes, dedicated patient database and user protocol storage. Multidisciplinary.	Contact mfr.
ENDYMED Medical	FSR Fractional Skin Resurfacing	Fractional 3DEEP RF with Fractionated Pulse Mode (FPM)	Dermal skin remodeling, skin rejuvenation, skin resurfacing, wrinkles, acne and traumatic scars. FDA and CE cleared, Health Canada approved.	Contact mfr.
EUROIMMUN	Dermatomycosis Detection Kit	DNA Microarray	Fungal species detection	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.
Kellida Inc.	miRing	Injector Aspiration Device	FDA registered, patent-pending, high quality, anti-microbial silver medical injector ring. Can be used with 99% of per-package aesthetic syringes on the market and up to a 5 cc BD syringe. Enables the injector to make a one-handed aspiration, which improves safety and accuracy. Eliminates the need to switch hands to aspirate.	\$249.00
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.
LASEROPTEK	PicoLO	Nd:YAG Picosecond Laser: 1064 nm / 532 nm	Multi-colored tattoos, benign pigmented lesions, scars and skin rejuvenation (including large pores, fine lines and wrinkles).	Contact mfr.
Millennium Medical Technologies, Inc.	Cellmyx	Autologous Adipose Tissue Transfer System	Cosmetic, plastic, reconstructive, orthopedic and pain management.	Contact mfr.
Quanta System	Discovery Pico Discovery Pico Plus Discovery Pico Derm	Picosecond, Q-Switched (not for Discovery Pico Derm) and Photo-Thermal 1064 nm Nd:YAG, Picosecond, Q-Switched (not for Discovery Pico Start) 532 nm Nd:YAG and Q-Switched 694 nm Ruby (only for Discovery Pico Plus). Up to 1.8 GW peak power. Pico-Boost Technology. OptiBeam II for fractional, square and round spots.	Benign pigmented lesions, tattoo removal, wrinkles and acne scars.	Contact mfr.
	Thunder Series	Pulsed 1064 nm Nd:YAG and pulsed 755 nm Alexandrite series with up to three models. Super elliptical spot handpieces up to 24 mm; Performant scanner with rep. rates up to 15 Hz.	Dermatological vascular treatments, permanent hair reduction and wrinkles.	Contact mfr.
	DenaVe (manufactured for Cartessa Aesthetics)	Solid State 585 nm Laser with no consumables. Scanner controlled by a touchscreen. Optional spot sizes: 0.5, 1, 1.5, 3 mm.	Benign vascular lesions and benign pigmented lesions.	Contact mfr.

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

Emerging Aesthetic Technologies Comparison Chart

Supplier	Product	Technology	Applications	Price
Rohrer Aesthetics	Spectrum	Multi-Platform Laser/IPL	Hair removal, tattoo removal, skin resurfacing, vascular reduction and pigment reduction. FDA approved for dermatological, gynecological and general surgery procedures. Benefits of a long-pulsed YAG (1064 nm) laser, an 810 nm diode laser and a long-pulsed Alexandrite (755 nm) laser combined in one platform. The EpiLaze is the only system that includes all three of the gold standard hair removal wavelengths.	\$57,495
	Phoenix CO ₂	CO ₂ Laser		\$47,495
	EpiLaze	Alexandrite, 810 nm, Long Pulsed YAG		\$44,995
Sensus Healthcare, Inc.	SRT-100+	Superficial Radiation Therapy (SRT)	Delivering a precise and calibrated dose of radiation that penetrates just below the skin's surface, SRT-100+ safely and effectively destroys malignant non-melanoma skin cancer cells and treats keloids.	Contact mfr.
Vydenze Medical	ProDeep	Microfractional non-ablative laser; 1340 nm Nd:YAP	Subdermal non-ablative fractional skin resurfacing.	Contact mfr.
Wontech Co., Ltd.	PICOCARE	Picosecond 532 nm and 1064 nm Nd:YAG laser; Various Handpieces: Zoom, Collimated, Dye (595 nm, 660 nm), HEXA MLA (3 – 5 mm, 6 – 10 mm)	Multi-colored tattoos, benign epidermal and dermal pigmented lesions, scars and skin rejuvenation.	Contact mfr.
	Sandro Dual	Long-Pulsed 755 nm Alexandrite and 1064 nm Nd:YAG Laser with Hybrid Mode (sequential irradiations of 755 nm and 1064 nm or reverse order irradiation)	Hair reduction, benign pigmented lesions, vascular lesions and skin rejuvenation.	Contact mfr.
	V-laser	Long-Pulsed 532 nm KTP and 1064 nm Nd:YAG Laser with Contact Cooling System	Superficial and deep vascular lesions, benign pigmented lesions, acne vulgaris and skin rejuvenation.	Contact mfr.
	Lavieen	1927 nm Thulium Fractional Laser with Adjustable Pulse Duration, Energy, Shape and Scanner Size	Skin resurfacing, benign pigmented lesions, scars, wrinkles, enlarged pores and drug delivery.	Contact mfr.
Zimmer MedizinSystems	Z Wave ZCryo	Ballistic Radial Pulse Cold Air (up to -30° C)	Temporary reduction in the appearance of cellulite. Skin cooling pre, intra and post laser treatments without interfering with the laser beam. Minimizes pain and thermal injury during laser and dermatological treatments. Temporary topical anesthetic relief for injections. Can be used for hair removal, tattoo removal and skin rejuvenation procedures.	Contact mfr. Contact mfr.

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

Product Profiles



EUROArray Dermatomycolysis

The EUROArray Dermatomycolysis solution delivers prompt and clear results in less than 24 hours using a combined PCR-based and DNA microarray approach. EUROArray Dermatomycolysis is the most comprehensive PCR-based test for detection of fungal infections of skin, hair and nails worldwide. This assay allows 50 dermatophyte species to be detected together as a group via universal dermatophyte detection. Additionally, species-specific results for 23 dermatophytes, three yeast and three mold species can be detected, and identified in the same analysis.

EUROIMMUN: 800-913-2022 or visit www.euroimmun.us



MiXto/V-Lase

V-Lase® is a non-ablative surgical procedure for soft tissue coagulation utilizing patented Chopped CW CO₂ laser technology. The non-ablative photothermal effect addresses numerous conditions in gynecology, dermatology, dental and ENT. The V-Lase procedure is based on laser-induced, mild, controlled heating/coagulation of soft tissue without ablation or excessive thermal damage. Additional accessories are available for skin resurfacing and numerous surgical applications.

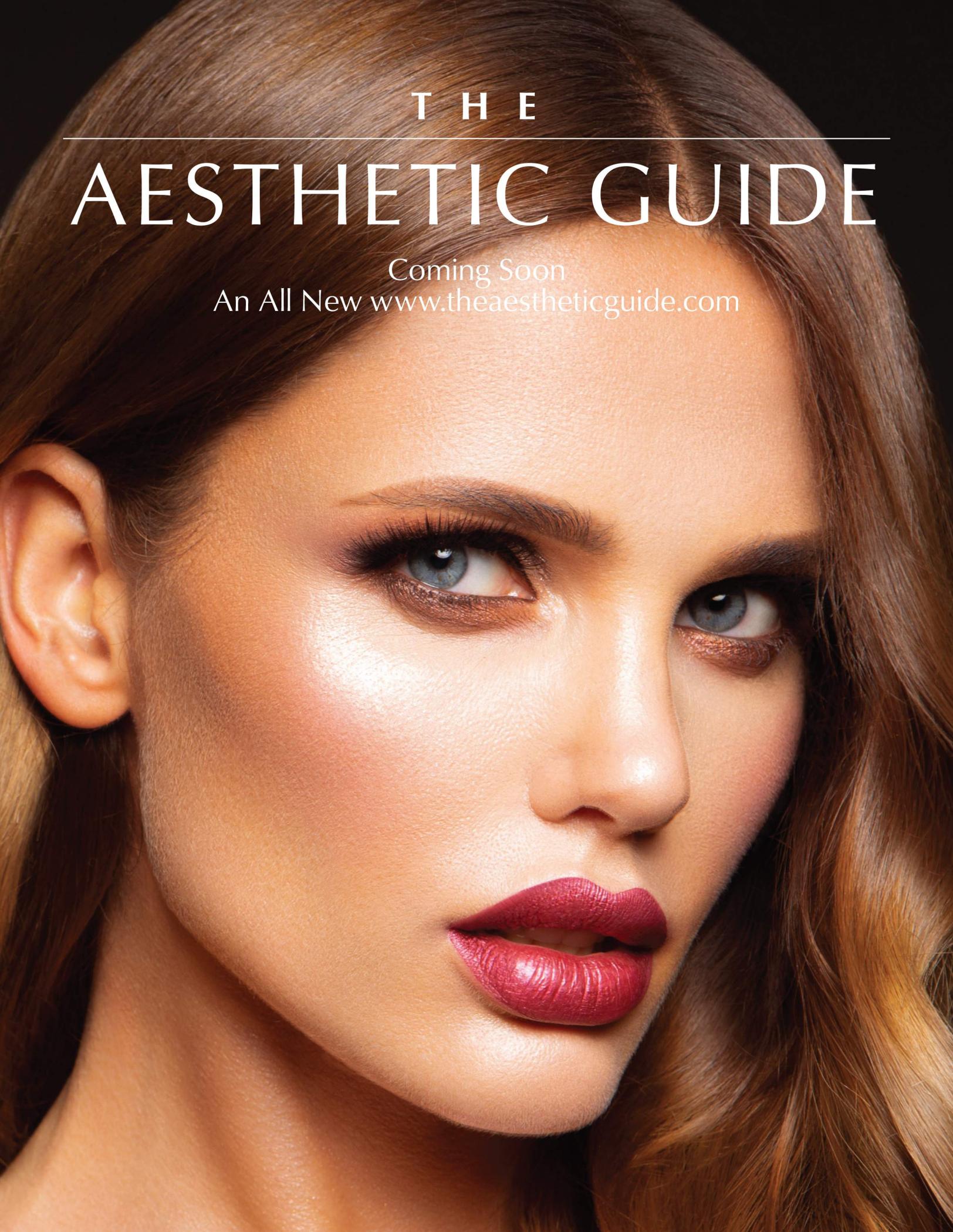


hMSC Trifecta Trio

hMSC Trifecta Trio: Serum. Amplify. Boost. An all-inclusive layering system, featuring hMSC technology and a dermatologists INCI dream team. Abundant in proven active ingredients, biomimetic peptides and essential nutrients, hMSC is based on years of research and formulation expertise. Each product is uniquely formulated and designed for optimal penetration while working synergistically to address skin firmness, even tone, protection, repair and natural moisturizing factors. hMSC – driven by exosomes, powered by peptides, growth factors, cytokines and DNA repair enzymes.

hMSC Skincare: 800-328-7931 or visit www.hMSCskincare.com

Lasering USA: 866-471-0469
or visit www.v-lase.com



T H E

AESTHETIC GUIDE

Coming Soon
An All New www.theaestheticguide.com

Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Aerolase						
Neo Elite	650 μs Nd:YAG	1064 nm	Up to 1272 J/cm ²	650 μs – 1.5 ms	Contact mfr.	36 applications with single handpiece. No pain / no anesthetic needed, no consumables and no skin contact by handpiece. No routine maintenance. Portable (25 lbs.). All laser accessories, training and marketing package included.
Cutera						
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.	
Cynosure						
Elite+ Vectus	Laser Platform Diode	755 nm; 1064 nm 810 nm	11 – 300 J/cm ² 100 J/cm ² (Small Sapphire Optic) and 20 J/cm ² (Large Sapphire Optic)	Adjustable 0.5 – 300 ms 5 – 300 ms	Contact mfr. Contact mfr.	
DEKA						
MiniSilk FT	Pulsed Light System	500 nm, 520 nm, 550 nm; 600 nm; 650 nm Filter	2 – 2.5 J/cm ²	3 – 8 ms (1-3 pulses)	Contact mfr.	Interchangeable snap-on filters; integrated skin contact cooling; lamp water cooling; transportable. 3.1 cm ² or 6.2 cm ² spot area available. IR filter available for increased skin tightening.
Synchro REPLAY	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / IPL: 500 nm; 520 nm; 550 nm; 600 nm; 650 nm	63.5 J (max) – 125 W (max) / LP: 120 J - 180 W (max); SP: 120 J (max) / 160 J (max) energy per pulse	From 2 – 50 ms (single pulse); from 2 – 40 ms (double pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode / From 3 – 8 ms	Contact mfr.	Alex emission: 5 Hz and high power (125 W) system. Nd:YAG laser module: 180 W with up to 27,000 W pulse peak power; three delivery pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve application handpieces up to 24 mm. Auto Spot Size Recognition System. Top hat technology; contact cooling or optional external cooling connections; patient database and protocols; IPL: five filters (optional) with enhanced vascular capabilities; 500 G. No disposables.
Synchro FT	Multi-Functional Platform	1064 nm Nd:YAG / IPL: 500 nm, 520 nm, 550 nm; 600 nm; 650 nm	700 J/cm ² (max) SP and LP / 160 J (max) energy per pulse	From 0.8 – 10 ms SP; from 2 – 30 ms LP (1-3 pulses) / From 3 – 8 ms	\$55,990	Five application-specific handpieces. Top hat technology and Auto Spot Size Recognition System; contact cooling or optional external cooling connections; delivery pulse settings available; patient database and protocols. IPL: five optional filters, 30,000 shots guaranteed. No disposables.
Motus AX	High Frequency Alexandrite Laser	755 nm	Up to 30 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse)	Contact mfr.	Transportable device, integrated Peltier skin contact cooling, 20 mm spot area available with up to 10 Hz rep. rate. Proprietary new Movèo technology functionality for painless and smokless hair removal.
Motus AY	High Frequency Alexandrite / Nd:YAG Laser	755 nm / 1064 nm	Up to 30 J / up to 60 J	From 2 – 50 ms (single pulse); from 4 – 80 ms (Twin pulse) / From 2 – 50 ms SP mode; from 0.2 – 12 ms LP mode	Contact mfr.	Transportable device, integrated Peltier skin contact cooling. Up to 20 mm spot area with up to 10 Hz rep. rate on both Nd:YAG and Alex wavelengths. Proprietary new Movèo technology functionality for painless and smokless hair removal. Additional standard handpiece for vascular, skin rejuvenation and other dermatology indications.
Fotona						
SP Dynamis	Nd:YAG / Er:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 1.6 ms	Contact mfr.	S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 - 20 mm spot sizes.
XP MAX	Nd:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 1.6 ms	Contact mfr.	Same as above.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm, 532 nm, 585 nm, 650 nm	Up to 160 J/cm ²	250 μs	Contact mfr.	Handpieces: 2 - 8 mm spot sizes.
StarWalker MaQX	Nd:YAG Q-Switch Pico / Nano	523 nm, 585 nm, 650 nm, 1064 nm	Up to 300 J/cm ²	580 ps, 0.6 – 50 ms, 5 ns / Hybrid Pico in Nano, Fractional	Contact mfr.	R28, R29, R58, R585, R650, FS20, FS20A, FS20B, FS50, up to 20 mm spot size.
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.	
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).
Domino - EVO Series	Alexandrite	755 nm	Up to 60 J/cm ²	0.3 – 300 ms	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.

Hair Removal Comparison Chart

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Price	Accessories
Quanta System - continued						
Light - Evo Series	Multi-Application Platform: Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm ² / up to 300 J/cm ²	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Light-EVO Series models: Light A (pulsed 755 nm); Light B (pulsed 1064 nm/1320 nm [optional]); Light A Star (pulsed 1064 nm/1320 nm [optional]; pulsed 755 nm); Light C (pulsed 1064 nm/1320 nm [optional] / 532 nm); Light 4V (pulsed 1064 nm / 1320 nm [optional] / 532 nm, pulsed 755 nm).
Thunder Series	Pulsed Alexandrite / Pulsed Nd:YAG	755 nm / 1064 nm	Up to 60 J/cm ² / up to 300 J/cm ²	0.3 – 300 ms / 0.3 – 300 ms	Contact mfr.	Skin Cryo air adaptor integrated with laser handpiece and software integrated cooling system. Optional powerful available scanner with a maximum of 29 cm ² scanning area, multiple fill modes and shapes. Thunder Series models: Thunder HR (pulsed 755 nm), Thunder VT (pulsed 1064 nm), Thunder (pulsed 755 nm/1064 nm). Multiple handpieces; spot sizes up to 24 mm; rep. rate for both wavelengths up to 10 Hz with handpieces and 15 Hz with scanner.
Twain IPL	Pulsed Light	650 nm – 1200 nm / 625 nm – 1200 nm / 590 nm – 1200 nm	Up to 25 J/cm ²	5 ms – 40 ms (pulses train duration up to 240 ms)	Contact mfr.	Optional handpieces for the EVO Series and Discovery Pico/Pico Plus. Optional skin cooling integrated. Spot sizes: 48x13 mm ² or 25x13 mm ²
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.
EpiLaze	Alexandrite, 810 nm, Long Pulsed YAG	755 nm, 810 nm, 1064 nm	5 – 100 J/cm ²	Adjustable from 5 ms up to 400 ms	\$44,995	Benefits of a long-pulsed YAG (1064 nm) laser, an 810 nm diode laser and a long-pulsed Alexandrite (755 nm) laser combined in one platform. The EpiLaze is the only system that includes all three of the gold standard hair removal wavelengths.

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



EMSELLA

BTL Emsella revolutionizes both the women's and men's intimate health and wellness categories by providing those suffering from incontinence with a completely non-invasive option. The patient remains fully clothed while one's pelvic floor is stimulated by 11,800 electromagnetic contractions in a 28 minute session. After two sessions per week for three weeks patients experience regained control over pelvic floor muscles and bladder. Studies report a decrease in the usage of pads and an increased quality of life. Noted side effects include sexual sensitivity and local blood circulation.

BTL: 866-285-1656 or visit www.bodybybtl.com



Sensi Peel and Ultra Peel

PCA SKIN's most popular and versatile blended TCA chemical peels (Sensi Peel® and Ultra Peel®) are newly reformulated with varying acid strengths and a powerful antioxidant trio to deliver optimal stability, delivery and patient results. PCA SKIN's newest TCA peel, MD Peel (CCl₃) is a physician-only, medium-depth peel most suitable for those with resilient skin. This highly active treatment rejuvenates aging skin and improves the appearance of fine lines and wrinkles while promoting an even skin tone.



SRT-100+

The SRT-100+™ is a state-of-the-art system that is transforming the lives of people coping with non-melanoma skin cancer and keloids developed by Sensus Healthcare. This machine harnesses the remarkable healing power of Superficial Radiation Therapy to achieve remarkable results. Designed with patients and physicians in mind, the SRT-100+ is compact, mobile and easy to use. Every patient deserves a choice – now they are able to choose a non-invasive, out-patient treatment option for NMSC and keloids.

Sensus Healthcare: 561-922-5808 or visit www.sensushealthcare.com

PCA SKIN: 877-PCA SKIN (722-7546) or visit www.pcasinpro.com

Body Shaping Technologies Comparison Chart

Supplier	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)	Price
Apyx Medical	Renuvion Cosmetic Technology	Helium Plasma / RF Energy	Unique helium plasma and proprietary RF technology allows for precisely-controlled delivery of heat to tissue that is not reliant on bulk heating. Rapid heating with near-instantaneous cooling allows for immediate tissue contraction and faster procedure times.	CE cleared. FDA cleared.	Contact mfr.
BTL	Vanquish ME	Selective Radiofrequency	Proprietary Selective Field RF with broad field applicator delivering uniform energy for circumferential reduction of the abdomen.	CE cleared. FDA cleared.	Contact mfr.
	Exilis Ultra	Focused RF and Ultrasound	Simultaneous delivery of focused RF and ultrasound energy with variable surface cooling delivers precise volumetric heating of tissue for wrinkles, laxity, cellulite and body contouring. Exilis patented applicators deliver maximum thermal effect without costly consumables.	CE cleared. FDA cleared.	Contact mfr.
	EMTONE	Combination RF and Targeted Pressure Energy	Simultaneous delivery of monopolar RF and Targeted Pressure Energy to non-invasively treat all major contributing factors to cellulite. The simultaneous effect of this combined energy results in disruption of old structures followed by the synthesis of new healthy ones leading to a thickening of the dermis, relaxation of connective septae and increase of elasticity.	FDA clearance 510k for the following is intended to provide a temporary reduction in the appearance of cellulite and heating for the purpose of elevating tissue temperature for medical conditions such as temporary relief of pain, muscle spasms, and increase in local circulation.	Contact mfr.
	EMSCULPT	HIFEM	Supra maximal muscle contractions	Cleared for strengthening, firming and toning of the abdomen, arms, buttocks, thighs and calves.	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.
	truSculpt flex	Current	Muscle sculpting via direct biomechanical simulation.	FDA cleared.	Contact mfr.
Cynosure	SculpSure	1060 nm Diode Laser	Using controlled energy modulation, SculpSure body contouring safely targets adipose tissue with minimal absorption in the dermis, leaving the skin's surface unharmed. Throughout the treatment, Contact Cooling is used to help provide the ideal depth of penetration for adipose tissue and cool the skin's surface for added safety and patient comfort.	FDA cleared for non-invasive lipolysis and CE marked in Europe.	Contact mfr.
DEKA	SmartLipo 6 SmartLipo 10 SmartLipo 18	1064 nm Nd:YAG Laser	Lipolisi technology with more than 15 years of experience on patients. Customized μ Pulsed Nd:YAG wavelength providing physiological contractions and elimination of the fat with no inflammatory effects. Controlled photomechanical effect, photo-coagulative action and photo-stimulative course for immediate skin tightening due to a flexible pulse design.	CE cleared. FDA cleared.	Contact mfr.
ENDYMED Medical	PRO	RF	Unique tissue lifting vacuum effect doubles the energy delivery and volumetric heating of the treatment area, achieving higher treatment temperatures that target fat cells, melting the cells under the tissue to improve the appearance of cellulite, sculpt and define the body.	CE cleared. FDA cleared.	Contact mfr.
Fotona	SP Dynamis	Nd:YAG 1064 nm, Er:YAG 2940 nm	Laser assisted lipolysis, treatment of wrinkles; Photothermal - heat generated by laser light.	CE cleared. FDA cleared.	Contact mfr.
	XP-2 Focus	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	XP Dynamis	Nd:YAG 1064 nm	Same as above.	CE cleared. FDA cleared.	Contact mfr.
	SP Spectro XP Spectro	Nd:YAG 1064 nm, Er:YAG 2940 nm Nd:YAG 1064 nm	Same as above. Same as above.	CE cleared. FDA cleared. CE cleared. FDA cleared.	Contact mfr. Contact mfr.
InMode	BodyFX and MiniFX / Contoura Workstation	Bipolar RF, Negative Pressure, Mechanical Massage, Ace Technology	Targets fatty tissue for body and cellulite Tx. RF provides precise, optimal heating of skin for contraction and body shaping using A.C.E. (Acquire, Control, Extend) technology to optimize maximal energy. Vacuum massage with gentle pressure allows maximum depth. Tissue temperature and impedance monitoring achieves and maintains optimal Tx temperature endpoints for enhanced safety and reduced risk of thermal injury. No consumables.	CE cleared. FDA cleared.	Contact mfr.
	BodyTite, FaceTite, AccuTite and EmbraceRF	RF	RF-assisted lipolysis. Dual electrode configuration allows both internal coagulation (fat) and external skin contraction. ACE technology prevents overheating.	CE cleared. FDA cleared.	Contact mfr.
Millennium Medical Technologies, Inc.	AcquiCell and Lipo-Loop	Electric	Vibration	CE cleared. FDA registered.	Contact mfr.
Thermi, a Celling Biosciences Company	ARVATI	Temperature Controlled RF	Versatile modalities and safe delivery of rapid results through controlled heating using RF to initiate positive tissue change and naturally stimulate collagen. Address common signs of aging and/or weight loss (fine lines, post-baby body, cellulite, loose skin and tissue laxity).	FDA cleared.	Contact mfr.
Zimmer MedizinSystems	ZWave	Electromagnetic Ballistic Radial Pulse	Mechanical impact: radial pulse technology temporarily reduces the appearance of cellulite. Electromagnetic generator creates ballistic force that is transferred to the applicator. Pulsed radial wave therapy is delivered to the treatment area for cellulite Tx and enhanced body shaping.	CE cleared. FDA cleared.	Contact mfr.

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



Vivace

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



EMSCULPT

The EMSCULPT helps both women and men build muscle and sculpt their body (arms, abs, legs). In addition, the EMSCULPT creates a non-invasive buttock toning procedure. This is made possible by the non-invasive HIFEM® procedure inducing powerful muscle contractions not achievable through voluntary contractions. Studies report a 16% average increase in muscle mass and a 96% patient satisfaction rate.

BTL: 866-285-1656 or visit www.bodybybtl.com



Z Wave Q

Introducing Z Wave Q, a new water-cooled radial pulse therapy device. New technology makes it the quietest system on the market according to the manufacturer. Advantages: gentle, painless, quick treatments, no disposables, no downtime, non-invasive, easy operation, consistently reproducible, visible results and quiet operation. FDA cleared for the temporary reduction of the appearance of cellulite, the temporary increase in local blood circulation and to relieve minor muscle aches and pains. Z Wave Q may also be used to enhance Cryolipolysis™ results. Contact us for trade-up opportunities on all shockwave brands.

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

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



PiXeI8-RF

The PiXeI8-RF uses bipolar RF energy alongside minimally invasive microneedles (insulated and non-insulated) to facilitate effective, non-surgical skin tightening with little to no downtime. During the treatment, heat is delivered deep within the skin layers to stimulate and remodel collagen, and regenerate elastin cells. This results in a firmer, smoother, and more consistent skin surface. Call to find out how the PiXeI8-RF can be placed in your office for \$39,995.

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



QuadraLASE CO₂ Fractional Laser

QuadraLASE™ is a private label CO₂ laser manufactured by Lasering S.r.l. Lasering USA is factory trained and authorized to provide repair service and advanced clinical training. We also have a trade-up program to the Slim Evolution II Pro with or without V-Lase accessories. Additional accessories are available for numerous surgical applications from Lasering USA.

Intensif RF Microneedling

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



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

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

Product Profiles



Advice Media

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

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



Dynamis

Fotona leads the aesthetic industry with laser systems that perform all major aesthetic treatments. By combining two complementary wavelengths, the Fotona Dynamis laser is a highly versatile, multi-purpose system that can perform an exceptionally wide range of treatments with only one device. Key treatments include, but are not limited to, Fotona4D® non-invasive laser facelifting, TightSculpting body contouring, acne and acne scar revision, pigmented lesions, vascular lesions, onychomycosis, permanent hair removal and NightLase® non-invasive snoring treatment.

Fotona: 972-598-9000 or visit fotona.com/us

Renuvion

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



Apyx Medical: 800-537-2790 or visit www.Renuvion.com



Frozen C

FROZEN C is revolutionizing local anesthetics by safely delivering pressurized 78° C medical grade cryogen to eliminate pain associated with injections, fillers, threads, microneedling RF, ablative lasers and hair restoration. Protocols of 1 to 5 minutes pre-op produce incredible pain relief, yet remain localized enough to use the system again post-op to dramatically reduce downtime without impacting results. Distinguish your practice, maximize patient satisfaction and boost profits by offering FROZEN C.

CureVoya: 916-802-5308 or visit www.CureVoya.com

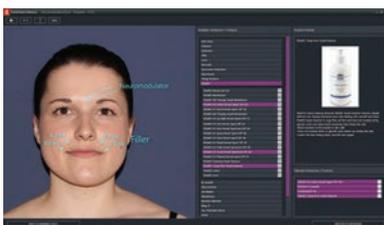


NeoClear

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

FotoFinder Proposer

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



FotoFinder Systems, Inc.: 888-994-0727 or visit www.fotofinder-systems.com

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



ADVATx

ADVATx is a solid-state, dual wavelength, 589 nm / 1319 nm laser with 16 FDA-cleared indications for everything from vascular and pigmented lesions, to scars, acne and wrinkle reduction. Delivering yellow light without the need for costly and toxic pulse dye kits has long been considered the holy grail of vascular lasers. The ADVATx laser exceeds this, providing versatility, clinical efficacy with no downtime for the patient and a simple to use interface, without the need for consumables.

Advalight: 888-354-5551
or visit www.advalight.com



Fraxis DUO

Fraxis DUO offers a unique combination of CO₂ laser and RF microneedling. With these two modalities, indications such as scars, photo-aged skin, poor skin tone, facial resurfacing and stretch marks can easily be treated. Because the Fraxis DUO is such a workhorse, there is no need to purchase additional equipment. This device can do it all while providing maximum treatment flexibility for your practice.

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



Crystal Clear Digital Marketing

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

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



EMTONE

The EMTONE is the first and only device that simultaneously delivers both thermal (radiofrequency) and mechanical (targeted pressure) energy to treat all major contributing factors to cellulite. Combined there is a synergistic effect that neither technology can achieve on its own. Studies report Emtone is more effective than stand-alone procedures for building elastin and collagen (+ 64%, +59% respectively) as well as faster than stand-alone procedures (+50%).

BTL: 866-285-1656 or visit www.bodybybtl.com



SoME Personalized Skincare

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

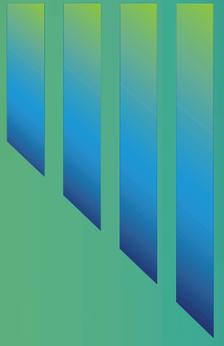
Aesthetics Biomedical: 800-526-7029
or visit www.someskincare.com



truSculpt flex

truSculpt flex is a muscle sculpting device that offers personalized treatments based on patient fitness level, shape and goals. Only truSculpt flex with Multi-Directional Stimulation (MDS) deploys a unique method of electrical muscle stimulation to target specific muscle groups using three modes, covering the largest treatment area in the body sculpting industry. truSculpt flex achieves deep muscle contractions at high intensity via a proprietary handpiece design with truGel to optimize results and increase practice revenue.

Cutera, Inc.: 415-657-5500 or visit <https://cutera.com/trusculptflex>



Miami
Cosmetic
Surgery
& Aesthetic
Dermatology

A Multispecialty Symposium

February 25-27, 2021
Miami Beach
Convention Center

Save the date

www.miamicosmeticsurgery.com | [#miamicosmeticsurgery](https://twitter.com/miamicosmeticsurgery)



renuvion[®]
COSMETIC TECHNOLOGY

**REIMAGINE
THE POSSIBILITIES.**

**REVITALIZE
YOUR PRACTICE.**

**RESHAPE
PATIENTS' LIVES.**

Learn more at
Renuvion.com

Apyx[™]
MEDICAL
Energy Elevating Lives[™]

© Copyright 2020 Apyx Medical, All rights reserved. Renuvion[®] is a registered trademark of Apyx Medical Corporation. Apyx[™] is a trademark of Apyx Medical Corporation. Energy Elevating Lives[™] is a service mark of Apyx Medical Corporation.



A NEW NATURAL YOU

with **Fotona4D**[®]

Non-Invasive Laser Facelift

- Lifts •Tightens •Volumizes •No Injectables
- No Surgery •Non-Invasive •Little to No Downtime

Available on the Fotona Dynamis and the all-new TimeWalker Laser

Fotona[®]
Ultra Performance Lasers[™]
FOTONA.COM/US

AS SEEN ON **EXTRA**
SCAN QR CODE TO WATCH!



Dynamis Pro

- Fotona4D[®]
- NightLase[®] Snoring Treatment
- TightSculpting
- Acne & Acne Scar Revision
- Permanent Hair Removal
- Pigmented Lesions

TimeWalker[™]

- Fotona4D[®]
- NightLase[®] Snoring Treatment
- LipLase[™]
- EyeLase
- Spider Veins

To learn more, contact Fotona at (972) 598-9000 or info@fotona.com!

- @FotonaLasersUS
- @FotonaLasers_Official
- @FotonaLasersUSA



Dynamis Pro



TimeWalker[™]