

# aesthetic

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## ANTI-AGING & WELLNESS

Intravenous Vitamins for Men

## DERMATOLOGY

Smile Reminder Software System

## LEGAL CASE OF THE MONTH

Medical Malpractice  
Insurance Checklist

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Brachioplasty

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Dr. Katz is Clinical Professor of Dermatology at the Mount Sinai School of Medicine and Director of the Cosmetic Surgery & Laser Clinic at Mount Sinai Hospital in New York.

Dr. Katz, who has been named by New York Magazine as one of the best doctors in New York, received his medical training at McGill University Faculty of Medicine in Montreal, Canada. He completed his post-graduate training at Columbia-Presbyterian Medical Center, where he was Chief Resident in Dermatology.

A frequent guest on national and international news shows, including The View, 20/20, Good Morning America and CNN, Dr. Katz is a leading innovator of advanced laser technology and skin rejuvenation techniques. He has published extensively in leading medical and scientific journals and lectures regularly at medical symposia in the United States and abroad.

A national spokesman for the Skin Cancer Foundation, Dr. Katz holds leadership positions in many local, state, and national professional organizations. He is a Fellow in the American Academy of Dermatology, the American Society for Dermatologic Surgery, and the American Society for Laser Medicine & Surgery. He is Past President of the Dermatologic Society of Greater New York.

We are pleased to have the above-mentioned physicians as our editorial advisors. Our thanks go out to these individuals for their time and support in providing our readership with valuable information for their practices.

## Letter from the Editor

# Summer Lull Doesn't Mean Stall

*“Time is the scarcest resource;  
and unless it is managed,  
nothing else can be managed.”*

—Peter Drucker

Writer | Professor | Management Consultant  
1909 - 2005



*Cindy Vandruff*

Cindy Vandruff  
Editor in Chief  
Aesthetic Trends & Technologies, Inc.

Many physicians have headed off for a retreat this summer or just a short reprieve while the medical meetings are sparse and perhaps their practices are in a bit of a lull. However, now is the time to ramp up and prepare for the months to come. The economy crunch has hit everyone, and the cosmetic industry is not immune.

This surge in patients curbing their spending might just be the most important time you can spend on re-energizing your practice and your staff. In this issue of *Aesthetic Trends*, we want to help you facilitate this momentum into the fall and help you on your way.

The Anti-aging and Wellness department this issue is all about new trends in the increasingly popular wellness segment. Find out how intravenous treatments are helping men stay healthy by reading our contributing editor Dr. Allan Sosin's latest article.

To help the aesthetic practice keep in touch with their patients, SmileReminder is featured in the Dermatology department – a great way to remind your patients to remember their appointments and keep them.

Read the most powerful tool available to you when choosing the right malpractice insurance for your practice. Contributing Editor Megan Packard gives our readers a checklist for understanding how to choose the appropriate coverage for you and your practice.

The LaserTight CO<sub>2</sub> portable handpiece is the latest in technology as the number of fractionated treatments continues to increase. In this issue's Laser & Light Technology department, Dr. Caruso explains the evident place this new device has within our industry.

In the Medical Spas department this issue we feature the Key Performance Indicators article. A valuable resource for practitioners wanting to sharpen their business skills and increase productivity of their practice.

Blepharoplasty surgery is on the rise and currently counts for 20% of the male elective procedures within the cosmetic surgery arena. In this issue of *Aesthetic Trends*, the Plastic Surgery department features the latest trends in eyelid surgery by Dr. Gregory Wiener.

Also this issue, Contributing Editor Gregory Wiener, M.D., shares his view as a plastic surgeon who has seen the nip and tuck of spending by patients and gives our readers insight on how to boost business as patients continue to hold onto their dollars in this downward spending trend.

So, no matter what status your practice is in, it's time to pick up the pace... reward yourself with the abundance of positive results you can gain when applying a very simple rule: OUTFLOW = INFLOW. Now go to it!

summer 2008

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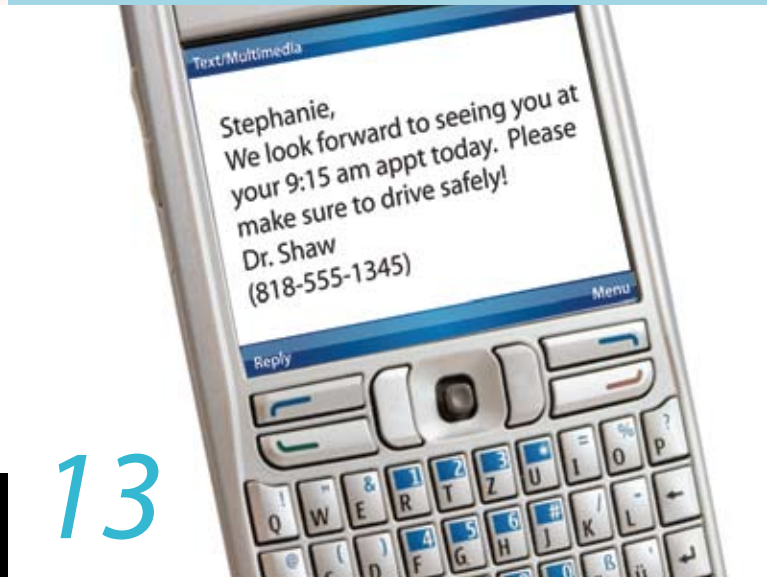


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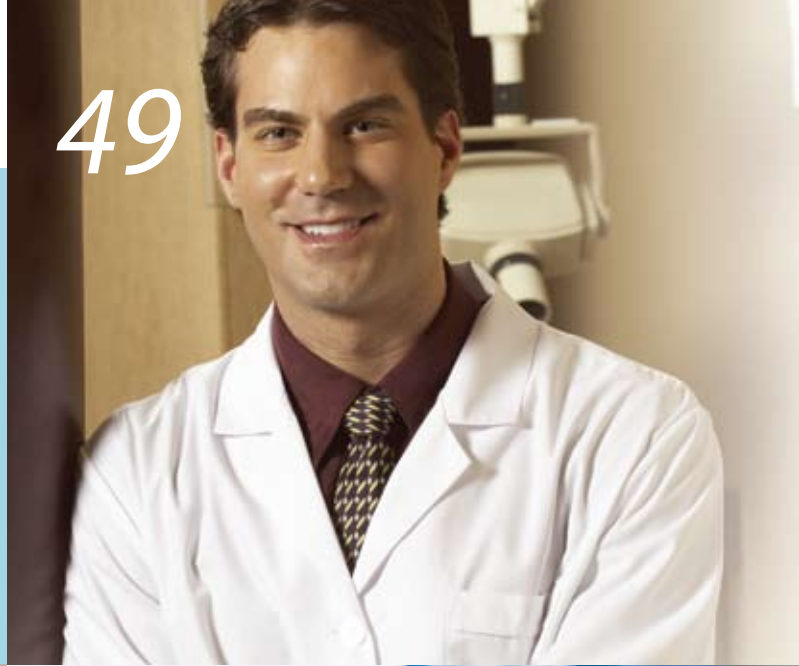
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# Intravenous Vitamins for Men

By Allan E. Sosin, M.D., Editorial Advisor and Contributing Editor

## A Vitamin List

to Provide Your Male Patients:

- Multivitamins and trace minerals
- Omega 3 fatty acids
- Vitamin E
- Vitamin D
- Calcium- magnesium powder
- Vitamin C powder
- Alpha lipoic acid
- Resveratrol
- Niacin
- Coenzyme Q10
- Vitamin B1
- Folic acid and vitamin B12
- DHEA

Individuals who take vitamin and mineral supplements know how much these supplements can help. It is not really a matter of manufacturing expensive and bright yellow urine.

I have not had so much as a cold in over a year and have missed only three days of work due to illness in the last 30 years. I take a lot of regular supplements, but no medications.

I also take intravenous nutrients. Our medical office specializes in lifestyle and nutritional therapies in preference to

drugs and surgical treatment. Many patients come in for treatment with intravenous infusions containing high-dose vitamin C, glutathione, B vitamins, magnesium, and trace minerals. The combination is often

*Many patients come in for treatment with intravenous infusions containing high-dose vitamin C, glutathione, B vitamins, magnesium, and trace minerals.*

called an immune drip. It takes about 60-75 minutes to complete through a vein in the hand or forearm.

## How the Immune System Drip Can Help Patients

1. Respiratory, urinary, and gastrointestinal infections, including the flu
2. Surgery, since it reduces post-operative pain and speeds healing. Patients going for extensive operations such as heart surgery or hysterectomy come in for several infusions to get built up and return after surgery to speed recovery.
3. Injuries, including fractures, sprains, bruises, and lacerations
4. Emotional stress of any type
5. Drug detoxification
6. Chemotherapy or radiation therapy for cancer. Nutrients improve the tolerance and effect of these therapies.
7. Physically demanding events, such as running marathons, long-distance cycling, or competitive athletics. Intravenous nutrients enhance athletic performance, improve conditioning, and reduce the risk of injury.



### DOSING

Highly trained athletes, and those involved in prolonged and intensive activities, receive a more potent combination of nutrients. Dosages are increased over time so eventually the athlete receives 100

Some individuals receive even higher doses of vitamin C.



### VITAMIN C

Vitamin C has valuable effects. It enhances immune function and is

essential for wound healing. In high doses vitamin C greatly increases production of collagen, which establishes the strength and elasticity

C in high doses is also ergogenic, meaning that it creates heat and energy. A well-known trainer of professional and Olympic athletes told me that using high doses vitamin C, his athletes have achieved their lowest levels of body fat, well under 10%, in several months less time than usually required.

*Glutathione is perhaps the most important protein in the human body in terms of its multiple life-sustaining functions. It is both an anti-oxidant and detoxifier.*

gm of vitamin C, along with 10,000 mg of glutathione, 6,000 mg of L-carnitine, and 6,000 mg of taurine.

of connective tissue in the body, the matrix of support for muscles, tendons, and ligaments. Vitamin



## L-CARNITINE

L-carnitine is an amino acid that is essential for metabolism of long-chain fatty acids in mitochondria, the energy-producing factories in cells. Ninety-seven per cent of all carnitine in the body is located in skeletal muscle. L-carnitine is crucial for energy production. In our medical practice L-carnitine is a major nutrient for the treatment of heart disease, especially congestive heart failure.



## TAURINE

Taurine is a sulfur-containing amino acid that is important for the production of L-carnitine. It is used in the treatment of heart disease, diabetes, high blood pressure, liver disease, and inflammatory disorders.



## GLUTATHIONE


Glutathione is perhaps the most important protein in the human body in terms of its multiple life-sustaining functions. It is both an anti-oxidant and detoxifier. The liver requires glutathione for the metabolism and excretion of toxic byproducts. Acetaminophen is one

of many drugs whose excretion depends on the presence of glutathione. Glutathione also prevents cellular damage caused by oxidizing agents, or free radicals. Intense exercise increases oxygen-derived free radicals, and glutathione prevents them from injuring cells.

## THE STRESS FACTOR

The greater the level of stress and the higher the energy demands on the body, the greater is the risk of injury and of impaired performance. The supply of critical nutrients should be more than adequate in order to prevent negative events. Intravenous nutrition is an easy and certain method of ensuring sufficient body stores. There is no concern about absorption; the nutrients are delivered directly into the blood stream. Effects are instantaneous, since delivery is immediate.

## SAFE AND EFFECTIVE

Our most recent patients include a football lineman, a boxer, and a middle-aged man who just wants to perform better. Our treatment uses no drugs and no hormones, only basic nutrients in doses to prevent any deficiency and to achieve optimal health and performance. There is no risk of the complications that have occurred with performance-enhancing drugs such as ephedrine. The treatment is safe, easy, and uses only nutrients with which the body is completely familiar. 



**Allan E. Sosin, M.D.**, is a board certified Internist and Nephrologist with over 35 years of experience.

Dr. Sosin is

a Volunteer Faculty Member of the University of California, Irvine, CA, and is a Staff Physician at the Irvine Regional Hospital, Irvine, CA. In addition, he is Founder and Medical Director of the Institute for Progressive Medicine, Irvine, CA. Dr. Sosin is a Diplomate, American Board of Internal Medicine; Diplomate, Nephrology; and Diplomate, American Board of Chelation Therapy. For more information please contact Dr. Sosin at 949.600.5100 or visit his website on the world wide web at [www.iprogressivemed.com](http://www.iprogressivemed.com).

# The Energy Drink Craze

## A BEVERAGE INDUSTRY TREND... BUT, ARE THESE BEVERAGES SAFE?

By Julie Kahn Harden, N.D. L.Ac.

**T**In witnessing the latest trends in the beverage industry, one will be well aware of the popularity of energy drinks. They are consumed first thing in the morning, throughout the day, and well into the evenings and late night parties, providing a caffeine and energy boost. According to the New York Times, energy drinks are the fastest growing division of the beverage industry. However, it is important to become aware of what one is drinking when grabbing for one of those flashy silver or gold cans.

### CLAIMS AND STATEMENTS

Energy drinks have tall claims, including statements that they contain vitamins and minerals to help increase one's vitality or "party like a rockstar." The truth is that the energy boosts come exclusively from a huge dose

of caffeine and sugar. The result is a temporary high followed by a "sugar crash." Other unpleasant side effects can include weight gain, disrupted sleep patterns, and general malaise.

The sugar content in energy drinks exceeds that of any regular soda on the market. High fructose corn syrup is the second ingredient, next to carbonated water in Amp Energy and No Fear. Sucrose and glucose are the second ingredients in Red Bull, Rockstar, and Monster. Be aware that most energy drinks come in a 16-oz. can which contains 2 servings.

When reading the ingredients list, double all of the values listed to obtain the sugar and caffeine content for the

whole can. The most popular energy drinks range in sugar content from 54 to 66 grams per 16-oz. can.

### ARTIFICIAL SWEETENERS

One might think that the sugar-free energy drinks solve the sugar and calorie concern. Unfortunately, commonly used artificial sweeteners carry a long list of health concerns. One study reported in May 2008 in

*Several countries such as France and Denmark have banned sales of the energy drink Red Bull, claiming such drinks are associated with potential health dangers due to their high caffeine content.*

the Journal of the American Medical Association (JAMA) that artificial sweeteners actually promote weight



It is important to consider the role of the thyroid gland, the adrenal glands, the pineal gland, overall hormonal status, diet, and lifestyle in a comprehensive evaluation. This will lead to natural treatments and simple lifestyle adjustments that can provide appropriate energy and stamina, all while avoiding caffeine and sugar dependency and the ultimate crash that accompanies daily energy drink intake.

gain. So if one is looking for a low calorie energy boost, these energy drinks may not be the diet solution.

The “amp” that one gets from these drinks also comes from a very high caffeine content. For example, “No

### VITAMINS AND MINERALS

What about all of the vitamins and minerals that are listed on the labels? These helpful nutrients are great marketing tools that provide the false impression of a natural or herbal approach to increasing energy. However, the amounts of Panax ginseng, Gingko biloba, grape seed

extract, L-carnitine, L-arginine, and milk thistle found in many of these beverages are too low to actually add to the energy burst caused by caffeine and sugars. The real “adrenaline rush” is coming from the sugar and caffeine.

### THE REMEDY FOR FATIGUE?

So why are people so eager to adopt another quick and artificial energy source? Fatigue is a pervasive problem in our society and is greatly responsible for the energy drink craze.

The key is to identify the cause of the fatigue. A doctor experienced in natural medicine can recommend the appropriate tests to evaluate fatigue.

If patients are still interested in a natural energy boost, there is also a myriad of high-quality, calorie-free nutritional and herbal supplements available. When administered in the proper dose, they will do the job without the high fructose corn syrup, caffeine, sucrose, sucralose, glucose, artificial flavors, colors, and preservatives. **nti**

*The amounts of Panax ginseng, Gingko biloba, grape seed extract, L-carnitine, L-arginine, and milk thistle found in many of these beverages are too low to actually add to the energy burst caused by caffeine and sugars.*

Fear” energy drink has a whopping 174 mg of caffeine, 3½ times more than the same amount of Pepsi.

Energy drinks have overwhelmed the bar scene. They are now one of the most popular mixers to add to alcoholic beverages. This combination can be a dangerous one, as mixing a stimulant with a depressant is a risky proposition.

Several countries such as France and Denmark have banned sales of the energy drink Red Bull, claiming such drinks are associated with potential health dangers due to their high caffeine content. The action followed several reported deaths of people who mixed the energy drink with alcohol.



**By Julie Kahn Harden, N.D. L.Ac.**, earned her degree in Naturopathic Medicine from Bastyr University

in Seattle, WA, then completed two degrees in Acupuncture and Chinese Medicine, the first at Bastyr University and an advanced degree at South Baylo University. She is a member of the American Association of Naturopathic Physicians, the California Naturopathic Doctors Association, the American Association of Oriental Medicine, and the American College for Advancement in Medicine.



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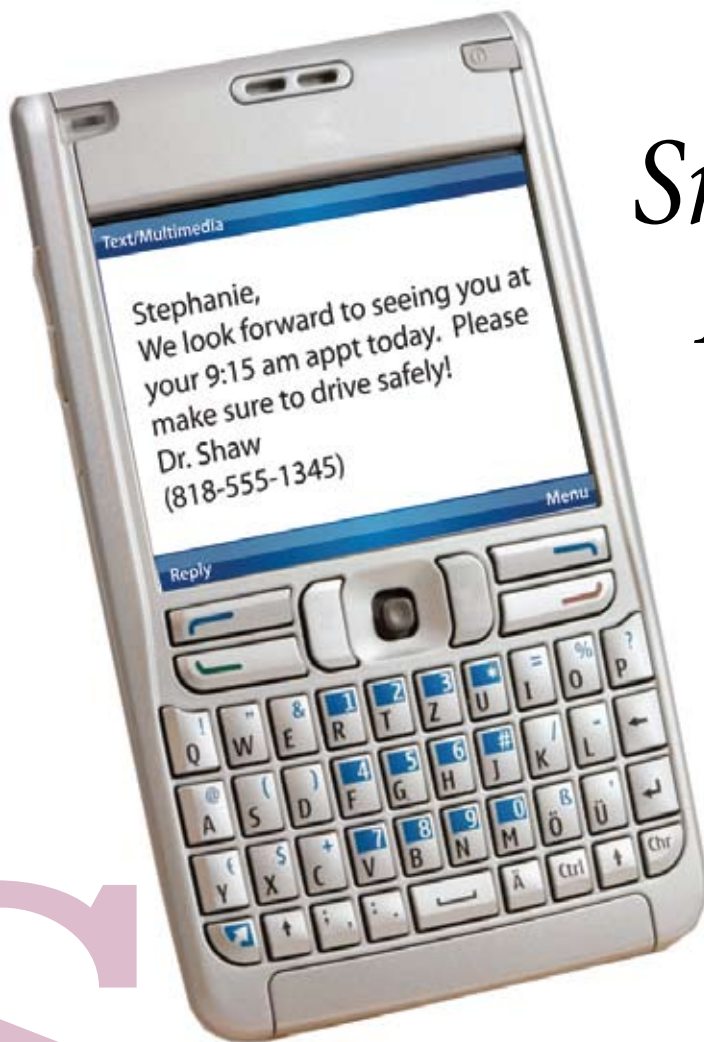


*City of Hope, an innovative biomedical research, treatment and educational institution, is dedicated to the prevention and cure of cancer and other life-threatening diseases.*

# Smile Reminder

## PATIENT MESSAGING SOFTWARE SYSTEM

By Robert Prince, Contributing Editor



Smile Reminder™ is a patient messaging software system that provides a secure and effective way for practices to directly communicate with patients by automatically sending personalized, real-time text messages to patients on their cell phones, email addresses, pagers, and more. As the innovator of electronic Contact Management Solutions, Smile Reminder is the clear market leader in both functionality and service.

Smile Reminder is continually rated by industry associations as the #1 Contact Management program on the market.

Smile Reminder is a SERVICE,

not a product. This means that you have all the benefits of ownership without the burdens of high cost and constant maintenance. With the Smile Reminder service you do not pay for product enhancements, support calls, or re-training of staff, nor do you have the need to hire a "tech-guy" to integrate or oversee anything.

### **SIMPLE AND SECURE**

Smile Reminder integrates with your existing practice management or

office software system, so there is never a need for double entry.

The Smile Sync updater automatically gathers patient

*With the Smile Reminder service you do not pay for product enhancements, support calls, or re-training of staff, nor do you have the need to hire a "tech-guy" to integrate or oversee anything.*

information from your software (schedule, patient information, birthdates, etc.) and sends the information via the Internet (using a secure 128-bit encryption technology) to a secure server where



Shelly,

We wanted to wish you a Happy Birthday!  
Hope you have a wonderful day and we  
look forward to seeing you again soon.

Sincerely,

*Dr. Elaine Bennett*

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in advance of their appointment, and even hours in advance of their appointment. Because some patients need to be reminded a little differently than others, your reminder schedule can be customized right down to the individual patient or client.

Reminder messages always include your

the data is stored.

The Smile Reminder system then personalizes and delivers each and every message according to the specific delivery settings of your practice.

The web-based system is accessed via the internet, just like online banking applications. This eliminates the need for office or

*The web-based system is accessed via the internet, just like online banking applications.*

network integrations and provides an added layer of security. Smile Reminder messaging includes appointment reminders, follow-up care, recall, pre-med alerts, late cancellations, group messaging, product and service marketing, birthday wishes, and

more. Messages can be sent—on predefined schedules or at a moment's notice—to all patients or select patients and on any electronic device.

### REMINDERS

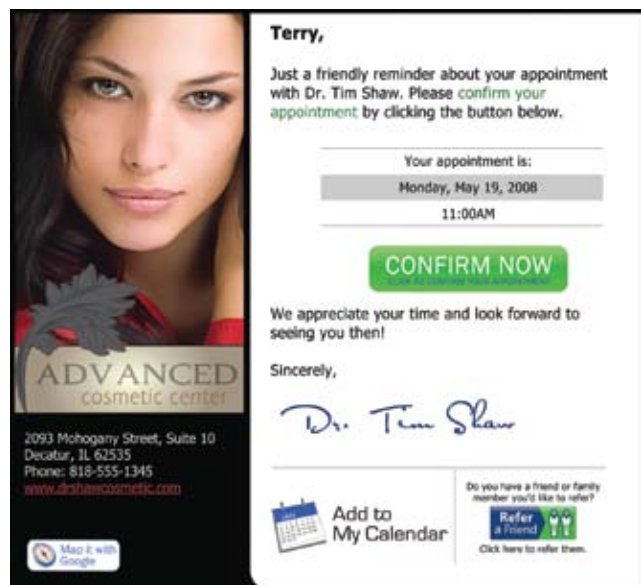
Consider that 50% of all missed appointments

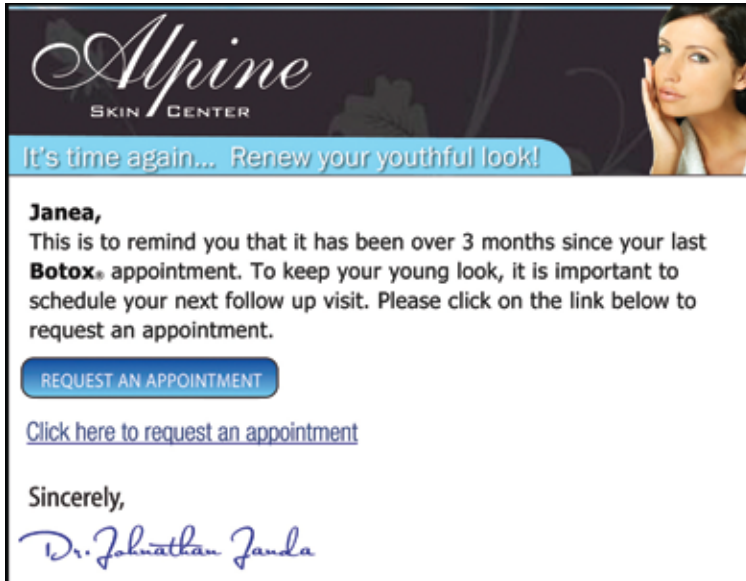
are missed because they are forgotten. Smile Reminder uniquely addresses

this problem by providing a powerful reminder service that allows you to remind patients weeks in advance of their appointment, days

branding elements including logo and photographs, contact information, custom signature fonts, and links to your website.

Messages are personalized to the client's "preferred" name, and the message is customized





for your office. From the reminder message clients can confirm their appointment, place the appointment on their electronic calendar (Outlook, iCal), and even refer friends and family to your office.

Smile Reminder can also generate pre-med reminders for those patients needing to take medication prior to their treatment.

Smile Reminder helps reactivate lost patients and retain existing patients by automatically sending out recare messages prior to a patient's continuing care date. Patients who are not currently scheduled for any care can simply click to request an appointment, and practices are immediately notified in order to best accommodate the patient's request.

### BENEFITS

- Reactivate Lost Patients - Smile Reminder automatically

finds patients in your office or practice who have not had an appointment in the last six months and begins sending Recare Messages.

- Retain Existing Patients - Smile Reminder will continue to send recare messages beyond the continuing care date until the patient schedules an appointment.
- Track Recare Results - Smile Reminder automatically graphs your current and future revenue generated by recare messages.

### FEATURES

- Automated - Recare messages are sent automatically to notify patients that an appointment is

due or overdue.


- Configurable Message Settings - Recare message delivery is based on your chosen settings.
- Customized Message Templates - Write your own message, insert your own image, or choose from a variety of professionally designed templates.
- Instant Appointment Request Notification - Your practice is notified instantly by email when a patient requests an appointment.

### CUSTOM MARKETING MESSAGES

The Smile Reminder messaging system also has custom marketing features. Many of our clients use these to announce new products or services, send seasonal promotions, announce special product days, inform clients of

*Consider that 50% of all missed appointments are missed because they are forgotten. Smile Reminder uniquely addresses this problem by providing a powerful reminder service that allows you to remind patients weeks in advance of their appointment, days in advance of their appointment, and even hours in advance of their appointment.*

new certifications the doctor has earned, or just wish their clients a Happy Holiday.

Custom marketing messages can be sent as often as you want via email, text message, or both. Our customer service team can help practices create messages. 



# ANNUAL SUBSCRIPTION



PLEASE PRINT CLEARLY USING BLACK INK.

NAME \_\_\_\_\_

SPECIALTY \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

TOPICS OF INTEREST \_\_\_\_\_

PLEASE SIGN AND DATE BELOW TO BEGIN YOUR SUBSCRIPTION (REQUIRED)

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### SPECIALTY

- DERMATOLOGIST       MEDICAL SPA       OTOLARYNGOLOGY
- FAMILY PRACTICE       OB/GYN       PLASTIC SURGEON
- INDUSTRY EXECUTIVE       ORAL & MAXILLOFACIAL       OTHER

PAYMENT METHOD: PLEASE FILL OUT YOUR PAYMENT INFORMATION TO BEGIN YOUR SUBSCRIPTION (REQUIRED)

- CHECK       VISA/MASTERCARD       AMERICAN EXPRESS       DISCOVER

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

NAME ON CARD (PLEASE PRINT) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### SUBSCRIPTION TYPE

- \$75 ANNUAL (U.S. ONLY)       \$129 TWO YEARS (U.S. ONLY)

- \$19 EMAIL ADD-ON (WITH PAID SUBSCRIPTION)

NON-U.S. SUBSCRIBERS-ADD \$50 TO EACH YEAR OF SUBSCRIPTION

PLEASE FAX TO: 786.206.7278

You may also mail your subscription form OR for more information, please contact:

AESTHETICTRENDS & TECHNOLOGIES, INC.  
 201 SOUTH BISCAYNE BLVD., SUITE 2800  
 MIAMI, FL 33131 USA  
 PH: 800.277.1391  
 www.aestheticstrends.com

ATnTSUMMER08

PLEASE PRINT CLEARLY USING BLACK INK.

NAME \_\_\_\_\_

SPECIALTY \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

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# Dermal Fillers & Injectables

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## spotlight FASCIAN™

### Affordable Fillers to Repair any Situation

#### Fascian™

Fascian is our popular injectable filler consisting of preserved, particulate fascia. To make Fascian fascia is removed, carefully treated, and preserved and is then supplied to physicians in a form that can be injected. Fascian is a natural, biological substance. Specifically, Fascian is typically processed gastrocnemius fascia.

#### Fasciablaf™

Fasciablaf is our newer product that provides fascia grafts in convenient sheets, extra-thick sheets and strands. Preserved fascia grafts are procured and processed under sterile conditions. The graft is then cut into the desired sizes.

#### What is Fascia?

Fascia is the medical name for the sheets of thick, white connective tissue that are located throughout the human body. Doctors, especially surgeons, are familiar with the dozens of layers of fascia in the human body. Surgeons often sew layers of fascia together in order to repair lacerations and other defects, since they are strong and hold sutures well.

These layers of fascia wrap around most of the internal structures of the human body, packaging them tight and keeping them in place and in the proper relationship to each other. Organs like the heart and lungs are wrapped in fascia or fascia-like membranes, for instance. Layers of fascia surround most muscles, keeping them isolated from one another. By

being enveloped in fascia, muscles that are laying adjacent to each other may still contract independently. Furthermore, the fascia layers give support to the muscle fibers themselves, keeping them in tight bundles so that they can act as a single unit.

#### What is Fascia made of?

Like many tissues in the human body, fascia is largely composed of a single protein known as collagen. This protein is the major substance that gives fascia its durability and strength. The protein collagen is nature's glue or cement that binds different structures. Collagen is found throughout the human body in many natural tissues besides fascia, such as skin, cartilage, and tendons. In all instances, the protein collagen performs the same functions. It gives support, holds things together, and adds strength.

#### Is Fascian FDA cleared?

Since Fascian is a tissue product and has been classified by the FDA as such, it does not require clearance as the FDA does not "approve" tissue products. However, our facility and production methods are governed by FDA regulations and have been inspected.

**Fascia Biosystems**  
888.3FASCIA (332.7242)  
[www.fascian.com](http://www.fascian.com)



U.S. Source	Product	Product Source	Reconstituted/ Rehydrated		Refrigeration	Dispensed Measurement	Shelf Life	Price	Skin Test Required	Regulatory Information
<b>Allergan</b> www.allergan.com 2525 Dupont Drive Irvine, CA 92612 714.246.4500 p	Botox® Cosmetic	Botulinum Toxin Type A	Yes	Yes		100 units/freeze-dried	24 months	\$417 /vial	No	Cleared for Cosmetic Use
	Juvéderm 24 HV	Non-animal Hyaluronic Acid	Yes	Yes		100 units/freeze-dried	from date of manufacture	\$200-\$225	No	FDA Cleared
	Juvéderm 30 HV	Non-animal Hyaluronic Acid	Yes	Yes		100 units/freeze-dried		\$200-\$225	No	FDA Cleared
	Juvéderm 30	Non-animal Hyaluronic Acid	Yes	Yes		100 units/freeze-dried		\$200-\$225	No	FDA Cleared
	Zyderm® 1 & 2	Bovine Collagen	No	Yes		.5, 1.0, & 1.5cc	3 years	List	No	FDA Cleared
	Zyplast®	Bovine Collagen	No	Yes		.5 & 1.0cc	3 years	List	No	FDA Cleared
<b>CosmoDerm™1</b> <b>Cosmoplast™</b>	CosmoDerm™1	Human-Based Collagen	No	Yes		1 cc syringe	2 years	List	No	FDA Cleared
	Cosmoplast™	Human-Based Collagen	No	Yes		1 cc syringe	2 years	List	No	FDA Cleared
<b>Artes Medical, Inc.</b> www.artesmedical.com 5870 Pacific Center Blvd. San Diego, CA 92121 858.550.9999 p 858.875.5556 f	ArteFill	PMMA		Yes				\$700 - \$800 per cc	Yes	FDA Cleared
<b>BioForm Medical Inc.</b> www.bioformmedica.com 1870 Grant Ave., Suite 10 San Mateo, CA 94402 650.286.4000 p	Radiesse (formerly Radiance FN)	CaHa with gel carrier	No	No		1.3 & 0.3cc	2 years	\$250	No	Cleared for Vocal Fold, Tissue Marking, Oral/Maxillofacial Defects
<b>Fascia Biosystems</b> www.fascian.com 11040 Santa Monica Blvd., Ste 340 Los Angeles, CA 90025 888.332.7242 p	Fascian	Cadaver Tissue	Yes	No		Multiple sizes, standard & custom. Pre-filled with 80 mg of particles; comes in six sizes from 0.01 to 2.0 ml	5 years	\$85 /syringe	No	FDA registered
<b>Medicis Aesthetics</b> www.restylaneusa.com 8125 North Hayden Road Scottsdale, AZ 85258-2463 800.550.5115 p	Restylane® Perlane®	NASHA gel	No	No		1.0 ml syringes	18 months	\$275 per cc	No	FDA Cleared in US & Canada Pending FDA Clearance
<b>Sanofi-Aventis</b> (Dermik Laboratories) www.sculptra.com 55 Corporate Drive Bridgewater, NJ 08807 800.981.2491 p	Sculptra (New -Fill)	Poly lactic acid (PLA) hydrogel	Yes	No		2 vials that are reconstituted into 3 x 1 cc syringes	N/A	\$480/vial	No	FDA cleared for restoration and/or correction of the signs of facial fat loss (lipoatrophy)

# DERMAL FILLERS & INJECTABLES PRODUCT LISTINGS



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trends & technologies™

Sources Outside U.S.	Product	Product Source	Reconstituted/ Rehydrated	Refrigeration	Dispensed Measurement	Shelf Life	Price	Skin Test Required	Regulatory Information
<b>ABR Development</b> www.atlean.com Parc d'activité Aftalion Rue François Perroux 34670 Baillargues France (+33) 4 67 10 94 81 p (+33) 4 99 62 05 73 f	Atléan	BTCP					N/A		CE Mark
<b>Adoderm</b> www.adoderm.com lisabeth-Selbert-Stasse 5 D-40764 Langenfeld Germany +49 (0) 2173 / 101 91 80 p +49 (0) 2173 / 101 91 82 f	Varioderm Varioderm Fine Line Varioderm Plus Varioderm Subdermal	Non-animal Hyaluronic Acid		No	2 x 1.0 ml syringes				
<b>Atrium Medical</b> www.atriummed.com Remdementsweg 24, LIII 3641 SL Mijdrecht The Netherlands 31.297.230.420 p <b>Atrium Australia-Pacific</b> www.atriummed.com L1 Bridgepoint 3 Brady Street Mosman NSW 2088 61.2.9960.0169 p	Advanta ePTFE Facial Implants	Dual-Porosity ePTFE	No	No	Wide selection of oval and round strands, and other configura- tions	5 years	\$285-\$400 Varies depending on size and with/without attached trocar	No	CE Mark/TUV  Cleared in Australia
<b>BioPolymer GmbH &amp; Co. KG</b> www.biopolymer.info Bahnhofplatz 4 D-56410 Montabaur Germany 0049 2602 83868 0 p 0049 2602 83868 20 f	MATRIDEX® MATRIDUR® MATRIGEL®	DEAE Sephadex					\$250 - \$350		CE Mark Not FDA Cleared
<b>Prolenium Medical Technologies</b> www.revanesse.com 10670 Yonge St Richmond Hill, ON L4C 3C9 Canada Toll Free 866.353.3015 905.508.6716 f	ReDexis Revanesse Revanesse Ultra	Hyaluronic Acid					\$175 - \$225 per cc	No	Cleared in Canada. U.S. Pending
<b>Q-Med AB</b> www.q-mediesthetics.com Seminarjégatan 21, SE-752 28 Uppsala, Sweden +46 18-474 90 00 p	Restylane Restylane Touch Restylane Perlane Restylane Sub-Q Restylane Lipp Restylane Vital	NASHA gel - a non-animal hyaluronic acid, stabilized with BDDE.	No No No No No No	No No No No No No	0.7ml syringe 0.7ml syringe 0.7ml syringe 0.7ml syringe 0.7ml syringe 0.7ml syringe	18 months	\$275 per cc	No No No No No No	FDA Cleared FDA Cleared FDA Cleared FDA Cleared FDA Cleared FDA Cleared
<b>Rofil Medical Int'l N.V.</b> www.rofil.com Heusing 16 4817 ZB Breda The Netherlands +31 (0) 76 5315670 p	Beautical 2 Beautical 5 REVIDERM Rofilan	Poly Acrylamide Poly Acrylamide Dextran - Sephadex Hyaluronic Acid	No No No No	Yes Yes Yes Yes	4 syringes/.05ml 4 syringes/1.0ml 4 syringes/1.0ml 2 syringes/1.0ml	2 years 2 years 2 years 2 years	\$150 \$190 \$336 \$235	No No No No	Not FDA Cleared
<b>Tissue Science Laboratories</b> www.tissuescience.com Victoria House, Victoria Road Aldershot, Hampshire GU11 1EJ United Kingdom (01252) 333.002 p	Permaco™	Porcine Dermis processed to yield a sterile collagen matrix	No	No	Various sizes of sheet goods 1mm in thickness	2 years in U.S. 5 years in E.U.	Varies according in size	No	FDA Cleared

# Sweep Away The Signs of Aging.

Introducing a particle-free micro-resurfacing system featuring 7 combinations of bristle treatment tips, adjustable vacuum pressure, and skin-specific solution™ delivery.

Ideal for treating acne, early age lines, uneven skin texture, hyperpigmentation, photo-damage, pre-PDT, surgical scars, and improving overall skin health.

**DERMASWEEP**®  
One System. Three levels of treatment. Skincare reinvented beautifully.



To learn more go to [www.dermasweep.com](http://www.dermasweep.com).

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## Sun Protection Products

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### spotlight JAN MARINI

#### De-age, De-wrinkle, Soften, Smooth, Hydrate, Firm, and Define



Age Intervention Eye Cream is a spectacularly effective formula that delivers amazing results.

For ultra smooth, contoured-looking eyelid skin that appears flawlessly ageless, Age Intervention Eye Cream is a must-have formula.

Based on a new, patented Peptide/Retinol combination, Age Intervention Eye Cream includes a number of supporting additives that synergistically

provide remarkable benefits.

The results are visibly exciting and objectively measurable.

*This anti-aging wonder makes a superb facial cream any time skin needs an extra "spark" of skin rejuvenation. If your patient's skin looks stressed or needs a seasonal "pick me up" or if they want their skin to appear fresher, smoother and more contoured, give this a try. You'll thank me. — Jan Marini*

**Jan Marini Skin Research**

**800.347.2223**

**[www.janmarini.com](http://www.janmarini.com)**



Company	Product	Active Ingredients	SPF Rating	Size	Form	Professional Price	Suggested Price
<b>Abella Skin Care, Inc.</b> www.abellaskincare.com 4240 Oak Circle Boca Raton, FL 33431 877.622.3552 p 561.620.7888 f	SolarShade	Octinoxate 6.50% & Titanium Dioxide (micronized) 4%	SPF 45	4 oz. (125 ml)	Cream Based	\$9.50	\$21.00
	ColorShade Light	Zinc Oxide 3% & Octinoxate 3%	SPF 30+	1.7 oz. (50 ml)	Cream Based	\$12.00	\$24.00
	ColorShade Medium	Zinc Oxide 3% & Octinoxate 3%	SPF 30+	1.7 oz. (50 ml)	Cream Based	\$12.00	\$24.00
	ColorShade Dark	Zinc Oxide 3% & Octinoxate 3%	SPF 30+	1.7 oz. (50 ml)	Cream Based	\$12.00	\$24.00
	ColorShade Ebony	Zinc Oxide 3% & Octinoxate 3%	SPF 30+	1.7 oz. (50 ml)	Cream Based	\$12.00	\$24.00
Additional Information: Introduces the newest addition to their uniquely formulated protective sun care products; is mineral based, utilizing ultra-micronized titanium dioxide and zinc oxide as its active sunscreen ingredients. Oxybenzone free. ColorShade is non-oxidating pigment.							
<b>Allergan</b> www.mdforte.com www.ViviteSkinCare.com 2525 Dupont Drive Irvine, CA 92612-1599	VIVITÉ® Daily Facial Moisturizer with SPF 30	Olive leaf extract, Vitamin E; Vitamin C; Superoxide dismutase; Licorice root; Sunscreens	SPF 30	1.7 oz. (50 ml)	Lotion	\$24.50	\$49.00
	M.D.FORTE® Total Daily Protector SPF 15	Transparent zinc oxide; Vitamin E; Allantoin	SPF 15	2.5 oz (75g)	Lotion	\$7.50	\$15.00
	M.D.FORTE® Aftercare Environmental Protection Sunscreen SPF 30	Transparent zinc oxide; Vitamin E; Allantoin	SPF 30	2.5 oz (75g)	Lotion	\$12.50	\$25.00
Additional Information: Based on exclusive GLX Technology™, the ingredients in VIVITÉ® Daily Facial Moisturizer with SPF 30 work synergistically to protect and rejuvenate the skin from the outside in and the inside out. Appropriate for all skin types, this light daily moisturizing sunscreen creates a protective barrier that shields from damaging UVA/UVB rays while simultaneously penetrating into the dermis to deliver glycolic acid and antioxidants that help nourish healthy, vital-looking skin. M.D.FORTE® Total Daily Protector SPF 15: The perfect daily-use lotion to protect the face, neck, chest, and hands against UVA/UVB exposure. Glycolic free. Recommended by The Skin Cancer Foundation as safe and effective sunscreen. M.D.FORTE® Aftercare Environmental Protection Sunscreen SPF 30: Provides higher levels of transparent zinc oxide for higher levels of broad-spectrum UVA/UVB protection. Ideal for use following glycolic acid peels and laser procedures as directed by your physician. Glycolic free. Recommended by The Skin Cancer Foundation as safe and effective sunscreen.							
<b>BioTherapeutic</b> www.bio-therapeutic.com 2244 1st Avenue S. Seattle, WA 98134 800.976.2544 p	Shade™ 30	Ethylhexyl Methoxycinnamate, EthylHexyl Salicylate, Benzophenone-3, Butyl Methoxydibenzoylmethane,	SPF 30	6oz. Professional 3oz. Retail	Chemical	6 oz. \$19.95 3 oz. \$11.55	3 oz. \$23.10
<b>CosMedical Technologies</b> www.cosmedicaltechnologies.com info@cosmedicaltechnologies.com 3961 SW 47th Avenue Davie, FL 33314 954.587.8989 p 800.275.3627	Replenishing Sunblock SPF 36	Micronized Zinc Oxide, Aloe Vera, Beta Carotene, Colhibin and Elhibin, Cucumber Extract	SPF 36	1.7 oz. (50 ml)	Pump Bottle	Contact Mfr.	\$34.00
	Aqua Guard Sunblock SPF 30	Micronized Titanium Dioxide, Ethylhexyl p-Methoxycinnamate	SPF 30	4 oz. (120ml)	Self-Locking Pump Bottle	Contact Mfr.	\$18.00
	Green Tea Sun Splash SPF 25	Parsol 1789 (Avobenzone) Octocrylene, Green Tea Extract, Aloe Vera	SPF 25	4 oz. (120ml)	Self-Locking Pump Bottle	Contact Mfr.	\$18.00
	Tinted Moisturizer SPF 15	Titanium Dioxide, Vitamins A&E, Hyaluronic Acid	SPF 15	1.7 oz. (50 ml)	Pump Bottle	Contact Mfr.	\$30.00
Additional Information: Replenishing Sunblock SPF 36— Delay premature aging with this state-of-the-art formula with Micronized Zinc and exclusive botanicals that help prevent the breakdown of collagen and elastin. Ideal for daily facial wear and can be used around the eyes. Formulated for all skin types. Aqua Guard Sunblock SPF 30— Sweatproof and non-irritating, this light waterproof formula provides maximum full spectrum face and body protection. Ideal for active lifestyles and sensitive skin, this sunscreen contains 70% less potentially irritating chemicals than most commercially available waterproof formulations. Green Tea Sun Splash SPF 25— Showers your body with antioxidant green tea and Vitamin E while protecting against damaging UVA/UVB sunrays. This daily antioxidant protector is waterproof, lightly textured and leaves your skin feeling pampered and protected. Tinted Moisturizer SPF 15— This lightly textured tinted facial moisturizer protects and hydrates your skin with Vitamin E and hyaluronic acid and gives skin a healthy vital glow. Daily use provides full spectrum sun protection and helps protect against premature aging and skin cancer. It can be worn alone or under makeup and is gentle enough to be used around and even on the eyelids.							

# SUN PROTECTION PRODUCT LISTINGS



aesthetic  
trends & technologies™

Company	Product	Active Ingredients	SPF Rating	Size	Form	Professional Price	Suggested Price
<b>CosMedix</b> www.cosmedix.com 3715 Northside Pkwy. Building 200 Suite 200 Atlanta, GA 30327 800.267.6334 p	Reflect SPF 30 Natural UV Protection	Titanium Dioxide 15%	SPF 30	4 oz. (120 ml)	Sunscreen	\$21.00	\$42-\$63
	Protect Daily Moisturizing UV Protection, SPF 17	Zinc Oxide 7.02%	SPF 17	1 oz. (30 ml)	Moisturizer	\$21.00	\$42-\$63
	Serious Protection SPF 28 Sunscreen	Zinc Oxide 11.6%; Titanium Dioxide 0.67%	SPF 28	3.3 oz. (100 ml)	Sunscreen	\$20.00	\$40-\$60
Additional Information: Reflect - The only natural spray-on sunblock on the market that blocks the full spectrum of UVA/UVB/UVC rays. Reflect is excellent for outdoor activities, and can be worn on both the face and body. In addition to micronized titanium dioxide, Reflect contains L-glutathione, a potent anti-inflammatory to protect skin cells from free radicals. Protect - A daily, therapeutic, moisturizing sunscreen to hydrate dry or stressed skin. Natural emollients, including jojoba, wheat germ oil, and glycerin, nourish skin and protect natural moisture factors while ZinClear™ blocks damaging ultraviolet radiation. Serious Protection - The newest addition to the CosMedix sunscreen family, Serious Protection utilizes natural titanium dioxide and zinc oxide in a facial-quality formula to fully protect skin from head to toe. Serious Protection blocks both ends of the UV spectrum, making it a necessary final step in clinical treatments.							
<b>Dr. Michelle Copeland Skin Care</b> www.drcopelandskincare.com 1001 Fifth Avenue New York, NY 10028 866.833.7546 p	SPF 40 Lotion Mist Sunblock	Clear Zinc Oxide, Antioxidants, Aloe	SPF 40	4 oz. (120 ml)	Bottle with Sprayer	N/A	\$30.00
	Daily Moisturizer with SPF 20	Clear Zinc Oxide, Antioxidants (Vitamins A & E), Lipoic Acid	SPF 20	4 oz. (120 ml)	Tube	N/A	\$48.00
	Sunless Tanning Bronzer w/ SPF 15		SPF 15	4 oz. (120 ml)	Tube	N/A	\$32.00
	Lip Protector with SPF 15		SPF 15	.5 oz. (15 ml)	Jar	N/A	\$18.00
Additional Information: SPF 40 Lotion Mist Sunblock— Developed by renowned New York plastic surgeon, Dr. Michelle Copeland this lotion-mist is the only high SPF product in a spray mist. Gentle yet effective, it provides SPF40 protection to block both UVA/UVB rays and is PABA free with soothing Aloe to reduce inflammation. Great for travel and safe for children. Prevents sun-induced skin damage. Daily Moisturizer with SPF 20 – this unique moisturizer with SPF-20 protection from UVA/UVB rays is hydrating without clogging pores, contains Vitamins A & E and Lipoic acid powerful antioxidants for smooth, supple, youthful skin. Sunless Tanning Bronzer w/ SPF 15— this luxurious sunless tanning bronzer contains SPF 15 protection for a safe golden glow all year round. Contains antioxidants to leave your skin smooth, supple and radiant. Lip Protector with SPF 15— provides a powerful blend of antioxidants to prevent chapping, cracking and dryness - while erasing fine lines around the lip area. Plus its SPF-15 protects lips from harsh ultraviolet rays.							
<b>Fallene, Ltd.</b> www.totalblock.com 2555 Industry Lane West Norriton, PA 19403 1.800.332.5536 p 610.630.6202 f	COTZ	Titanium Dioxide, Zinc Oxide	SPF 58	2.5 oz (75 ml)	Powder	N/A	\$26.99
Additional Information: Total Block introduces the newest addition to their uniquely formulated protective sun care products. COTZ is mineral based, utilizing ultra-micronized titanium dioxide and zinc oxide as its active sunscreen ingredients.							
<b>Jan Marini Skin Research, Inc.</b> www.janmarini.com 6951 Via del Oro San Jose, CA 95119 800.347.2223 p 408.362.0140 f	Antioxidant Daily Face Protectant SPF 30	Octinoxate, Octisalate, Benzophenone and Avobenzone	SPF 30	2 oz. (60 ml)	Lotion	\$21.00	\$50.00
Additional Information: Daily Face Protectant SPF 30 combines a cutting edge microscopic sponge encapsulation system and PhytoMelanin™ plant extract that mimics human melanin and provides further UV and antioxidant protection.							

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Be transformed™

**Fotona**  
choose perfection

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Sound Surgical Technologies LLC

**THE TOOL BEHIND THE TALENT!**

**CME TRAINING**

**Light Applications  
Laser Safety Officer  
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# LaserTight™ SelectScan

FIRST PORTABLE CO<sub>2</sub>  
FRACTIONATED HANDPIECE

By John C. Caruso, M.D.

Introduced two decades ago, the CO<sub>2</sub> laser has proven to be the most effective instrument for laser skin resurfacing. The CO<sub>2</sub> laser is considered the gold standard as a modality to remove facial rhytids, acne scars, and dyschromia and to effectively tighten facial skin. However, the prolonged patient downtime and risk of delayed permanent complications tarnished the reputation of the CO<sub>2</sub> and also accounts for the dramatic decline in the number of patients undergoing this procedure.

As the number of CO<sub>2</sub> laser procedures declined, the number of new and costly systems and technologies, with claims of shorter recovery and lower complication rates than the CO<sub>2</sub> increased. In an effort to stay current with new technology, many physicians purchased multiple laser devices, most

addressing singular issues such as vascular or pigmentation. The downtime and complication rates associated with CO<sub>2</sub> procedures significantly decreased in patients treated with alternative technologies; conversely, many of my colleagues reported modest improvements and increased patient dissatisfaction.

## VALUABLE AND COST-EFFECTIVE

LaserTight's SelectScan portable handpiece has proven to be a valuable and cost-effective tool for converting my CO<sub>2</sub> laser into a fractional system. Ablative laser resurfacing, using fractionated laser energy which reduces healing time, is currently one of the most

popular and reliable ways to achieve meaningful and long-lasting cosmetic changes. Compared to CO<sub>2</sub> resurfacing procedures which required weeks of healing time, the fractionated laser procedure typically reduces recovery time to five days.

*Compared to CO<sub>2</sub> resurfacing procedures which required weeks of healing time, the fractionated laser procedure typically reduces recovery time to five days.*

## MICRODOT AND MICROLINE SCAN PATTERN

SelectScan uses a CO<sub>2</sub> laser beam to apply a programmed line-by-line MicroDot™ and MicroLine™ scan pattern on the skin. Using this

technique, the SelectScan delivers laser energy in a stippled or fractionated fashion, ablating miniscule areas without damaging the surrounding skin. The laser ablates the skin in a pre-selected pattern, and the bridges of untouched skin between the dots provide a natural healing process.

New collagen formation typically begins at the time of dermal injury and continues for many months, affecting a progressive improvement in skin texture and tightening, with significant improvements optimizing in four to five months post-procedure.

### TREATMENT PARAMETERS

One of the most significant advantages of the SelectScan is that it allows me to choose the most appropriate treatment parameters. The ability to choose these various options, in any combination, enables me to select the ideal level of laser fluence to treat any skin type or lesion with exquisite precision, including the delicate neck area.

*SelectScan features include variable laser spot sizes and dwell times, adjustable scan field dimensions with variable fractional coverage, and eight different scan patterns that allow precise tiling of any tissue area and any desired depth of ablated wells.*

The broad choice of scanner options further enables me to artistically blend therapies to individually address each

patient's distinct features and desired cosmetic outcome.

### VARIABLE TREATMENT OPTIONS

SelectScan features include variable laser spot sizes and dwell times, adjustable scan field dimensions with variable fractional coverage, and eight different scan patterns that allow precise tiling of any tissue area and any desired



depth of ablated wells. The various grades of skin treatment range from deep, sub, or micro-ablative in full or fractional coverage mode. For example, simply changing the focusing lens during

the procedure allows me to use both deep and sub-ablative settings on a patient.

A deep ablative treatment is specifically indicated for wrinkle removal and skin tightening. Ablation and heating

of the skin are essential for wrinkle removal and tightening on the surface of the facial skin. The less invasive options

are indicated for immediate removal of skin irregularities, such as superficial pigmentation. The most dramatic and longest lasting results are achieved by using a combination of both.

### PROTOCOLS

Prior to patients undergoing the SelectScan ablative procedure, it is recommended that an antiviral

prophylaxis be prescribed. I prescribe Valtrex 500 mg b.i.d. starting the day preceding and nine days following the procedure.

A topical anesthetic, such as a BLT cream, is applied in my office approximately one hour before the scheduled procedure. Prior to beginning the procedure, the topical anesthetic is removed with gauze sponges; and the skin is degreased with acetone or alcohol. Eye shields for the patient and laser protective glasses for the operator and personnel must be used. A full face and neck procedure is usually completed within 30 minutes.

Following the procedure patients may report that the area treated feels



Before Treatment (Left) and After LaserTight™ Treatment (Right).

“hot.” This can be resolved by applying cold packs, if necessary. One hour post-procedure most patients report no discomfort; and, within certain parameters, no narcotic analgesics are required.

Bacitracin ointment, NeoSporin®, or petrolatum is immediately applied to the treated areas; and the patient is advised to reapply the topical moisturizer 3-10 times daily.

Protocols for at-home care are provided to each patient. I recommend gently washing the treated skin with Purpose® or Dove® and then blot drying. The importance of gently washing, versus scrubbing, the skin is emphasized. Immediately following skin cleansing and drying, I stress the importance of applying the topical moisturizer used post-procedure.

On the third day eschar will slough lightly. If the patient scrubs or aggravates the eschar, it can result in exudation. Should this occur, I instruct

the patient to keep the skin covered with the recommended moisturizer until healing is complete.

Return visits are normally scheduled seven days post-procedure. Our staff will also make periodic follow-up calls to check the patients' progress.

### PATIENT OUTCOMES

I have used the SelectScan with my CO<sub>2</sub> laser system on more than 100 patients; and there have been no reported complications, patient complaints, or observed hypopigmentation. Procedures included treatments of the face and neck on patients with skin types ranging from I through IV. The majority of my patients return to work within days following the procedure.


Generally one treatment is sufficient for desired outcomes. Certain challenging conditions, such as scar revision, are best treated with multiple procedures. These aggressive treatments

may result in longer healing time but are recommended in order to obtain optimal long-term results.

### FACE AND NECK REJUVENATION

The LaserTight SelectScan has proven to be very effective for face and neck rejuvenation. Results observed include measurable improvements in rhytids, skin laxity, texture, and pigmentation. All patients experience post-procedure erythema and some slight edema which resolves within a week. There is no reported scarring, hyperpigmentation, or hypopigmentation.

### LASERTIGHT

LaserTight, LLC is a developer and seller of laser devices for medical and aesthetic applications. The company offers a range of laser products and extensive product support systems that include training, continuing education, physician networking, and service. The company has a patent pending on its technology. 



**John C. Caruso, M.D.**, a graduate of UC Irvine, School of Medicine, is a member of the American Academy of

Cosmetic Surgeons and serves as the medical director of Artistic Image Medical Clinic in Newport Beach, CA. Disclosure: Dr. Caruso has participated as a clinical investigator for the SelectScan. For more information about LaserTight and its products, log on to [www.lasertight.com](http://www.lasertight.com).



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## *Laser & Light Technology*

### *Ultrasonic Devices*

*Aesthetic Trends & Technologies* Product Listings are shown on the following pages for your buying power. Conveniently listed, you may refer to these products. If at any time you do not see a product listed here, please contact us by e-mailing the staff at [product.listings@aestheticstrends.com](mailto:product.listings@aestheticstrends.com). We will update the listings to include the products in which you are most interested.

## *spotlight* **LASERTIGHT SelectScan**

**LaserTight. The first laser company to offer high power 980 nm as an optimal wavelength for laser cosmetic treatments.**

**Faster Surgical Procedures and Less Post-Treatment Trauma.** Less effort and fatigue for the patient and the physician.

**More Options to Offer Your Patients.** LaserTight's diode technology offers physicians more options for soft tissue vaporization and skin tightening. Specific body areas are often resistant to traditional liposuction. 980 nm. will effectively vaporize these soft tissues and provide skin tightening. These areas, including chins, necks, backs, flanks, hips, bellies, breasts and under arms, benefit from laser vaporization and skin tightening.

**Multiple Surgical Tools.** LaserTight offers a unique family of cannulas which deliver laser energy effectively and



safely, creating more treatment options including EyeTight. LaserTight will continue through

physician input and innovation to develop additional surgical tools to complement new procedures.

**Superior Cosmetic Results.** LaserTight's 980 nm technology with fibers and cannulas offers predictable results for desirable outcomes.

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**LaserTight LLC**  
**856.216.2280**  
**[www.LaserTight.com](http://www.LaserTight.com)**



Source	Product	Technology	Specifications / Treatments	Price
<b>Aesthera</b> www.aesthera.com 6111F Southfront Road Livermore, CA 94550 877.275.4779 p	Aesthera Photopneumatic (PPx) System	Photopneumatic Technology	400-1200 nm, 33-10 j/cm <sup>2</sup> , 2ms	\$29,000
	Additional Information: 1 yr. warranty. 25% Vitamin C lipid soluble serum.			
<b>Ageless Aesthetics</b> www.agelessaesthetics.com 6500 S Quebec St. #270 Denver, CO 80122 877.721.7975 p	Ultra	Micro current, Ultrasound, Light Therapy,	Exfoliation, wrinkle treatments, product penetration and non-surgical facelifts	Cont. Mfr.
	Quantum	Micro current	Non-surgical Facelifts	Cont. Mfr.
	Additional Information: Equipment includes training and specialty products. Units are touch-screen operated and contain multiple pre-programmed treatments.			
<b>Alma Lasers</b> www.orionlasers.com 6555 NW 9th Avenue Suite 303 Fort Lauderdale, FL 33309 954.229.2240 p 954.229.8310 f	Sonata	Diode	Repetition rate up to 3 Hz, spot 10 x 12 mm, Fluence 5-100j/cm <sup>2</sup> , pulse width 10-400 msec, contact cooling, electrical 110, weight of unit 44 lbs., cart 92 lbs. Dimensions WxDxH unit 8"x12"x18" cart 15"x25"x28". For hair removal treatments.	\$67,000
	Harmony	AFT, Long Pulse	Uses light from wavelengths 250 up to 950. Electrical 110, wt unit 88lbs cart 88 lbs. Size of unit WxDxH 26"x18"x16" cart 22"x22"x30".	\$109,700
	Harmony / Pixel	Nd:YAG, Q-Switched Nd:YAG, Pulsed UVB 2940 nm Er:YAG	For skin rejuvenation, vascular and pigmented lesions, tattoo removal, hypopigmentation, leg veins, hair removal, skin resurfacing treatments. Fractional ablative skin resurfacing.	Contact Mfr.
	Additional Information: Harmony - Advanced Fluorescence Technology and Lasers in one unit. *Unit is \$39,700. You build your own unit. Each handpiece is priced so you can pick and choose by application: Acne 420nm \$5,000, Vas and Pig 540nm \$5,000, SR 570nm \$5,000, HR 650nm \$5,000, UVB \$15000, Long Pulse Yag \$15,000, Q-Pulsed Yag \$20,000, Erbium \$18,000. Now available – the ST handpiece. IR handpiece for Skin Tightening. New tip for the Q-Switched Yag handpiece for more treatments. New home care acne treatment available.			
<b>Aesthetic Technologies</b> www.parisianpeel.com Aesthetic Technologies, Inc. 2150 West 6th Ave., Ste. J Broomfield, CO 80020 800.262.4412 p	Elite	Ultrasound	1 & 3 MHz. 2.2 watts/cm <sup>2</sup> Modified CW & Pulse Modes. For skin rejuvenation treatments.	\$5,900
	Additional Information: 1 yr. warranty. 25% Vitamin C lipid soluble serum.			
<b>CoolTouch, Inc.</b> www.cooltouch.com 9085 Foothills Blvd. Roseville, CA 95747 800.378.7222p	CoolLipo	1320nm Nd:YAG	Laser-Assisted Lipolysis and Skin Tightening	\$99,950
	Additional Information: Now FDA cleared! CoolLipo™ photo-acoustically disrupts fat cells, simplifying aspiration of adipose tissue while promoting skin tightening from the "inside-out" through the collagen enhancing effects of 1320nm wavelength. The CoolLipo™ 1320nm laser is an ideal adjunct to conventional liposuction.			
<b>Cutera</b> www.cutera.com 3240 Bayshore Blvd. Brisbane, CA 94005 888.4CUTERA p	Pearl	2790 nm YSGG	Skin Rejuvenation	\$45,000-
	Titan	Tailored Infrared Light	Skin Rejuvenation	\$90,000
	Additional Information: Pearl Laser skin renewal. Treats wrinkles, uneven texture, discoloration and mild acne scarring.			
				\$40,000-
				\$85,900



Source	Product	Technology	Specifications / Treatments	Price
<b>Cynosure, Inc.</b> www.cynosure.com 5 Carlisle Road Westford, MA 01824 800.886.2966 p 978.256.6556 f	Smartlipo	1064 nm Nd:YAG	Laser Body Sculpting	Contact Mfr.
	Additional Information: Affirm is the first microrejuvenation which uses the exclusive mid-infrared Combined Apex Pulse™ (CAP) technology. This technology stimulates collagen production throughout the entire treatment area. Through precise thermal manipulation of the epidermal and dermal tissue, it remodels collagen through the papillary dermis to promote collagen production and skin tightening.			
<b>Dermawave Mesotherapy Systems LLC</b> www.dermawaveusa.com 15693 83rd Lane North Loxahatchee, FL 33470 866.769.3011	No-Needle Mesotherapy™ System	Electroporation technology. Dual wavelength diode laser cluster with three sequences of electrical waveforms. May be used, at physician discretion, in combination with specially formulated gels and topicals.	For treatment of congested areas of tissue characterized as cellulite. Facial and deep fat applications.	\$45,000
<b>Edge Systems</b> www.edgesystem.net 2277 Redondo Avenue Signal Hill, CA 90755 800.603.0102 p 562.597.0148 f	HydraFacial™	Serum-based skin resurfacing.	Non-irritating, hydrating skin resurfacing with active serums –for all skin types and ethnicities. Exfoliates and extracts painlessly while simultaneously bathing the skin with active serums which thoroughly cleanse, exfoliate, hydrate & provide residual antioxidant protection.	\$24,500
	HydraFacial™ Wave	Other options: crystal & crystal-free microdermabrasion, LED light therapy, lymphatic and cellulite massage therapy.		\$16,875
	UltraCam™ Color UV Camera	UV and Natural Light Photography for Skin Analysis	Uncovers patient's unique skin conditions and instantly documents them with a Polaroid color or UV picture.	\$3,495
Additional Information: HydraFacial™ produces results equivalent of some laser treatments. Marketing package, trade-out, free-disposables and financing available. Edge provides essential medical spa equipment and full service; assistance with equipment needs, financing, training and full marketing & customer support.				
<b>Elemé Medical</b> www.elememedical.com Heron Cove Office Park 10 Al Paul Lane, Suite 102 Merrimack, NH 03054 877-333-5306 p 603-882-4762 f	SmoothShapes™	Photomology™	FDA cleared for the treatment of cellulite	Contact Mfr.
<b>Flip 4</b> www.flip4.ca 2142 Leonard de Vinci Suite 80 Saint-Julie, Quebec, Canada 450.649.4244 p	Max7	LED	For skin rejuvenation and acne treatments.	\$19,950
	Additional Information: Patent pending. Also for oily, dry, combination and aging skin.			
<b>Hoya ConBio</b> www.conbio.com 47733 Fremont Blvd. Fremont, CA 94538 800.532.1064 p 510.445.4550 f	RevLite™	EO Q-Switched Nd:YAG with PhotoAcoustic Technology Pulse™ (PTP)	Featuring PhotoAcoustic Technology Pulse™ (PTP) designed to produce peak energy output for all skin types. With four wavelengths (1064nm, 532nm, 585nm, 650nm) for the treatment of skin rejuvenation, wrinkle reduction, tattoo removal, epidermal & pigmented lesion removal, vascular lesion removal, hair removal, and acne scar removal.	Contact Mfr.
	Additional Information: Available accessories for the RevLite are the PurpuraLite™ exclusive chromophore-clearing compression tool; MultiLite™ handpieces for 585nm and 650nm converted wavelengths; MultiSpot handpiece offering four spot sizes from 2-8mm.			



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# PRODUCT REVIEW

## SmartXide DOT Fractionated CO<sub>2</sub> Laser

### THE LATEST BREAKTHROUGH IN SKIN RESURFACING —FRACTIONATED CO<sub>2</sub> LASERS

By Carolyn I. Jacob, M.D.



The gold standard for facial resurfacing since 1996 has been the standard CO<sub>2</sub> (carbon dioxide) laser. A great treatment for smoothing the skin, removing brown spots, and treating some types of acne scars, the CO<sub>2</sub> laser was popular but not without its faults. Healing took up to 14 days or more, often with crusting of the skin, itching, and discomfort. Occasionally discoloration of the skin or whitening of the skin occurred. Discomfort during treatment (sometimes requiring IV sedation) was another drawback in using the CO<sub>2</sub> laser. In the worst of cases, patients were left with permanent scars from over aggressive treatments.

Over the years, many lasers tried to mimic the results of the CO<sub>2</sub> laser, without removing the surface of the skin. The hope was to stimulate collagen production but not with the risks of discoloration, pain, or scarring. Although they required no “down time,” these non-ablative lasers failed to produce satisfactory results in the vast majority of patients. They also required multiple treatments to achieve their goal. Dissatisfied with the meager results of pure

non-ablative lasers, researchers developed fractionated lasers. These lasers have the ability to treat portions of the skin while leaving tiny untreated areas in between to allow for quick healing.

The original fractionated lasers used wavelengths that were beneficial, but still did not produce results similar to the standard CO<sub>2</sub> laser. Multiple, sometimes painful, treatments were required to achieve an effect.

Several different versions of fractionated lasers became available, but none could reproduce the effects of the standard CO<sub>2</sub> laser.

Most recently, the SmartXide DOT Fractionated CO<sub>2</sub> laser was developed to allow for maximum skin improvement, with minimum downtime. Similar to “aerating a lawn,” tiny dots of skin tissue are treated within seconds to produce tightening and generate new collagen within the skin. Because of the normal skin in between the dots, the treated tissue can easily heal within 4-6 days. The healing process consists of mild sandpaper-like flaking of the skin, while the patient uses physician grade emollients to moisturize and sunblock to protect.

Patients need only topical anesthesia for full face treatments and describe the sensation during the procedure as similar to a mild sunburn. Treatment of the entire face can be done in as quickly as 20 minutes. Immediate skin tightening is seen during the procedure, and the patients have mild swelling for 1-2 days.

Most patients are back in makeup in 5-6 days, with only mild pinkness of the skin. Collagen replenishment then continues for 6-9 months.

The SmartXide DOT therapy fractionated CO<sub>2</sub> laser is unique in that the intensity of the treatment can be increased or decreased, depending on the patient’s need. No other fractionated CO<sub>2</sub> laser is

*The SmartXide DOT therapy fractionated CO<sub>2</sub> laser is unique in that the intensity of the treatment can be increased or decreased, depending on the patient’s need.*

as versatile. This versatility allows the physician to customize treatments to his or her specific needs. Brown age spots, wrinkles, fine lines, sagging eyelid skin can all be treated with the DOT therapy. Plus, nothing is better for reducing the size of pores. For further improvement, for instance of acne scars, treatments can be repeated every 6-9 months as desired. The results are dramatic, and the patients are thrilled.



**Carolyn I. Jacob, M.D.**

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20 W. Kinzie St., Suite 1130  
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www.chicagodermatology.com  
at: www.cosmeticlasermd.com



Source	Product	Technology	Specifications / Treatments	Price
<b>Innovative Med Inc.</b> www.imibeauty.com 4 Autry, Suite B Irvine, CA 92618 877.779.9492 p 949.458.7416 f	Infinity Teeth Whitening Systems	Teeth whitening with LED Light Available in a single mouthpiece or a dual model with two mouthpieces for treating two patients at once	405+/-2nm>=80/cm2.Works to whiten teeth in only one appointment of three 7minute treatments,by combining our exclusively formulated whitening gel containing a proprietary catalyst that boosts the whitening power when the LED light is applied.	Contact Mfr.
	Hand Light Therapy System	LED Red and Infrared Pulsed Light	Red 625+/-5nm>=60/cm2, Infrared 840+/-10nm>=40/cm2 Combines the two wavelengths in a specifically programmed pulsed sequence for skin rejuvenation of the hands.	Contact Mfr.
Additional Information: Each system comes complete with 50 boxes each containing 3 treatment procedure packs with Whitening Gel and applicator, chap stick protector, and maintenance spray to help maintain the whitened teeth. Small spacesaving tabletop teeth whitening systems.				
<b>Lumenis</b> www.lumenis.com 2400 Condensa Street Santa Clara, CA 95051 408.764.3000 p	Aluma® Skin Renewal	RF FACES Technology	For wrinkle reduction and skin tightening.	\$69,900
	Additional Information: Utilizes vacuum to conform skin to allow heating of dermis.			
<b>Myotonology, Inc.</b> www.myoinc.com 1187 Coast Village Rd, Ste.247 Santa Barbara, CA 93018 877.969.2811 p	Microcurrent Facial Toning System	160Ua-960Ua and 3Hz-100Hz	Faradic, alternating microcurrent tones muscles and skin. Galvanic current used for Iontophoresis skin treatment.	\$8,995
	Additional Information: Myotonology® is a patented microcurrent facial toning process with proven clinical efficacy that can be combined with numerous other cosmetic procedures such as IPL, Microdermabrasion, Chemical Peels, and more.			
<b>Palomar</b> www.palomarmedical.com 82 Cambridge Street Burlington, MA 01803 800.725.6627 p	LuxIR Fractional™ Infrared Handpiece	Fractional deep heating	Deep heating for pain relief and smoother, tighter skin (not yet cleared by FDA).	\$45,000
<b>Revitalight</b> www.revitalight.com 119 W. Hubbard, Suite 300 Chicago, IL 60610 312.527.0131 p	Revitalight	LED	For skin rejuvenation and acne treatments.	Starting at \$5,995
	Additional Information: Helps diminish fine lines, wrinkles, age spots on the face, neck and hands by promoting collagen firmness.			
<b>Silhouet – Tone</b> www.silhouettone.com 7 Champlain Commons St. Albans, VT 05478 800.552.0418 p	Soli-Tone	LED, Micronized HF polarized currents	Acne, redness, pigmentation, photoaging and lifting.	Contact Mfr.
<b>SoundSkin</b> www.soundskin.com 429 South Main Street Oswego, IL 60543 888.596.5277 p	SmartSound	Ultrasound / E-Stim	2.2 mhz. 2 watts/cm² Modulated CW & Pulsed modes. For facial treatments.	\$14,500
	Additional Information: Combination system. SmartGel ultrasonic gel.			



Source	Product	Technology	Specifications / Treatments	Price
<b>Sound Surgical</b> www.vaser.com 357 S. McCaslin Blvd., Ste. 100 Louisville, CO 80227 888.471.4777 p	LipoSelection <sup>SM</sup> only by VASSER®	VASSER® UltraSound	Body sculpting of delicate to fibrous areas.	Fee-Per Procedure
	Additional Information: Assisted Lipoplasty.			
<b>Sybaritic, Inc.</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f	Dermosonic LaserPeel Soft-MET	Ultrasound/Suction Massage Modified Erbium:YAG	For temporary reduction in the appearance of cellulite. For skin resurfacing and skin rejuvenation.	\$20,000 \$39,995
<b>Synergie™ by Dynatronics</b> www.dynatronics.com/aesthetic 7030 Park Centre Drive Salt Lake City, UT 84121 800.874.6251 p 801.568.7711 f	Synergie AMS (Aesthetic Massage System)	Vacuum massage for body and face	FDA Cleared for cellulite, skin tightening and toning and body contouring treatments.	\$14,995
<b>Syneron</b> www.syneron.com 100 W. Beaver Creek Rd. #6 Richmond Hill, Ontario, Canada 561.357.5827 p	ReFirme ST	Bi-polar Radiofrequency and Infrared Light	For skin tightening via wrinkle reduction.	Cont. Mfr.
	VelaShape	elos combination of Bi-Polar radiofrequency (RF), infrared light energies, plus negative pressure and tissue manipulation.	FDA cleared for circumferential reduction and cellulite reduction.	Cont. Mfr.
	VelaSmooth	elos -RF / infrared / suction	For the treatment of cellulite.	\$64,900
Additional Information: Patented ELOS technology.				
<b>Telsar Laboratories Inc.</b> www.telsar.com #1 Environway, Suite 100 Wood River, IL 62095 800.255.9938 p	DermaChiller4	Solid-Tip Sapphire Handheld Anesthetic Device	Contact skin cooling for laser treatments. Works with wavelengths between 532 and 850nm.	\$995
	Additional Information: FDA Cleared.			
<b>Thermage</b> www.thermage.com 25881 Industrial Blvd. Hayward, CA 94545 510.782.2286 p	ThermaTips	Capacitive Radiofrequency (CRF)	For Smoothing, tightening and contouring	Contact Mfr.
<b>Tyrel, Inc.</b> www.myzeno.com 515 W. Greens Road, Ste. 725 Houston, TX 77067 281.880.6541 p	Zeno	Clear point technology	For mild to moderate inflammatory acne treatment.	\$225 MSRP



LASER & LIGHT TECHNOLOGY  
PRODUCT LISTINGS

Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Aerolase</b> www.aerolase.com 777 Old Saw Mill River Rd. Tarrytown, NY 10591 914-345-8300 p 914-345-8303 f	LightPod Neo XL	X	X	X	X	X	X	Nd:YAG	1064	Up to 255	0.65	\$44,500
	LightPod Neo XT	X	X	X	X	X	X	Nd:YAG	1064	Up to 318	0.65-1.5	\$46,500
	LightPod Era			X			X	Erbium:YAG	2940	Up to 38	0.30	\$43,500
Additional Information: Neo is the only hair removal laser that offers pain-free treatment on tanned and darker skin with no skin cooling. All LightPod lasers are compact (22 lbs.), portable and maintenance-free.												
<b>American Medical Bio Care</b> www.medicalbiocare.com 1201 Dove Street, Suite 520 Newport Beach, CA 92660 949.477.5795 p	OmniLight FPL	X	X	X		X		Xenon Flash Lamp w/ Fluorescent Filters	400-1200	Up to 90	Up to 1.5	\$79,000
	Novalight FPL	X	X	X		X		Diode	400-1200	Up to 55	1.5-50	\$49,000
Additional Information: Cleared for the treatment of pigmented lesions, tattoo removal and permanent hair reduction. Up to 1Hz, multi-functional: leg vein, skin rejuvenation, hair removal handpieces, and external cooling system.												
<b>BioCell</b> www.medidermlaser.com 105 Freeman Rd Charleton, MA 01507 512.326.1025 p	MediDerm LRS			X			X	Er:YAG	2940	Up to 1	3,6 & 9 Hz	\$34,999
	Additional Information: Low-powered, virtually painless Erbium YAG with no downtime											
<b>biolitec</b> www.biolitec.com 515 Shaker Road E. Longmeadow, MA 01028 800.934.2377 x 246 p	Ceralas D					X		Diode	980	0.01 -15	0.01-99.9 sec & CW	\$35,000
	Ceralas D 15/810					X		Diode	810	0.01 -25	0.01 to 99.9 sec & CW	\$35,000
	Ceralas G5 LRS					X		Diode	532	0.01 -50	0.1-CW	\$37,500
Additional Information: Fiber Optic Delivery Systems & Introducer Kit for ELVeS System; protective eyewear. Several other accessory packages available. Handpieces, fiber optic delivery systems, and protective eyewear.												
<b>Candela</b> www.candelalaser.com 530 Boston Post Road Wayland, MA 01778 800.821.2013 p	AlexTriVantage™			X	X			Q-switched Alexandrite	755, 532, 1064	3-12 J/cm <sup>2</sup>	50ns, 140	\$84,500/ up
	GentleLASE Family		X	X		X	X	Alexandrite	755	10-100	1.5-100	\$69,900-\$98,500
	GentleMAX		X	X		X	X	Alexandrite + Nd:YAG	755, 1064	Up to 600	0.250-300	\$129,000/ up
	GentleYAG Family		X	X		X	X	Nd:YAG	1064	Up to 600	0.250-300	\$69,900-\$109,900
	Light Station	X		X		X	X	Fluorescent Pulsed Light	417-1200	Up to 60	10-500 ms	\$49,900
	Smoothbeam	X		X		X	X	Diode	1450	Up to 25	250	\$59,900
	SmoothPeel			X		X	X	Erbium YAG laser	2940	Max en.750	2,4,6Hz	\$39,900
	Vbeam Aesthetica			X			X	Pulsed Dye	595	Up to 20	.45-40	\$69,900
	Vbeam Perfecta	X		X		X	X	Pulsed Dye	595	Up to 40	.45-40	\$96,500
	Vbeam Platinum					X		Pulsed Dye	595	Up to 40	.45-40	\$86,500
Additional Information: Patented Integrated Dynamic Cooling Device (DCD) included with most units protecting the skin and ensuring patient comfort. Standard minimum 1 yr. warranty up to 5 years depending on the model. Full range of spot sizes from 1x5mm and 3x 10mm up to 18mm. Candela lasers and light-based systems offer the choice of a complete range of innovative technologies for optimal treatment. The flexibility to meet your specific needs today, then easily upgrade as you expand your practice. The value that comes from cost-effectively growing your business – step-by-step, with the leader in aesthetic laser and light-based technology for over 37 years.												

# PRODUCT REVIEW

## Plasma Facial: Rhytec Portrait PSR

By Susan Stevens Tanne, M.D.

Many of the laser treatments on the market today are geared toward the patient over forty looking to turn back the hands of time. These lasers can be quite invasive, use carbon dioxide therapy, and may require a week or two of downtime. With the media inundated with medical reports about treating sun damage, collagen banking and skin aging prevention, younger and younger women are looking into what kind of treatment they can get for themselves now.



Before Treatment (Left) and After Treatment (Right).

Being at the forefront of new, yet safe and effective technology, I acquired the Portrait® Plasma Skin Regeneration system, which uses nitrogen plasma, a modern energy source that gives birth to new skin. Portrait has the unique power to smooth away wrinkles and acne scars, eliminate brown spots,

brighten, tighten and tone skin – all at the same time.

Portrait Express™, the “Plasma Facial,” utilizes very low plasma energy to treat my patients, beginning in their mid to late twenties when they begin to see early signs of aging. Many younger patients come in complaining about fine lines and wrinkles that are starting to pop up and sun damage that has finally caught up to them after spending their childhood in the sun. The Plasma Facial is the perfect treatment improving skin tone, texture, fine lines, and pigmentary alterations with just a ten-minute treatment. This isn't a “lunchtime” procedure; this is a “coffee break” procedure.

More effective than any microdermabrasion, the Plasma Facial delivers low-level nitrogen plasma, a thermal energy, into the dermis to create new life for the skin at its foundation, replacing old damaged collagen and elastin. The treatment is pain-free and requires no downtime. Post-treatment patients have reported feeling heat and warmth to the skin, and some may experience light flaking. I have found that approximately three to six treatments spaced two to three weeks apart elicit superior results.

This is the key to quality,

long-lasting, and simultaneous improvements in wrinkling, skin laxity, skin texture, and photo damage. One of the unique characteristics of the Plasma Facial is that skin will show continual improvement over time. Patients from clinical studies have reported on-going improvements for as much as a year after treatment.



**Susan Stevens Tanne, M.D.**

specializes in laser and aesthetic medicine. Dr. Tanne graduated from Barnard

College of Columbia University. She completed her medical training at the Mount Sinai School of Medicine and Saint Vincent's Medical Center in New York and has been practicing medicine for over 20 years. Dr. Tanne combines her laser expertise with medical experience and artistry to create excellence for her patients. Dr. Tanne is a Fellow of the American Society for Laser Medicine and Surgery, a member of the International Society of Cosmetic and Laser Surgeons, and the American Academy of Aesthetic Medicine. Visit Dr. Tanne's website at: [www.cosmeticlasermd.com](http://www.cosmeticlasermd.com)



**LASER & LIGHT TECHNOLOGY**  
**PRODUCT LISTINGS**

Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>CoolTouch, Inc.</b> www.cooltouch.com 9085 Foothills Blvd. Roseville, CA 95747 877.858.2665 p	CoolTouch CT3	X		X			X	Nd:YAG	1320	Up to 24	50	\$54,995
	CoolTouch CTEV					X		Nd:YAG	1320		NA	\$45,000
	Varia		X			X		Nd:YAG	1064	Up to 500	.3-500	\$59,950
Additional Information: VARIA - Varizoom handpiece w/ 3-10mm adjustable spot size. Pulsed cryogen cooling with pre- & post-cooling. CT3 -10mm spot size, pulsed cryogen cooling with pre-, mid- & post-cooling. CTEV - Energy output is 10W max. Automated fiber pull-back device, 600µm reusable & single-use fiber, accessory packs.												
<b>CureLight, Ltd.</b> www.curelight.com 240 Main Street, Suite C Gladstone, NJ 07934 908.470.4005 p	Clear100XL	X		X			X	Intense Blue and Near Infrared Light	405-420 850-900	60	CW	\$26,950
	Multiclear	X						Proprietary High Intensity Plasma Light	296-315 UVB; 360-370 UVA1; 296-315/360-370 blend; 405-420 blue	.05-2.4 .1-150 1-40	.5-20	\$47,000
Additional Information: Clear100XL - Reduce wrinkles, acne, wound & post-surgical healing, pore reduction/skin rejuvenation and skin radiancy. Dual Head Full Coverage. No accessories needed. Multiclear - Delivers safe, effective, phototherapy for multiple common aesthetic and medical skin disorders such as Stretch Marks, Psoriasis, Vitiligo, Acne, Keloids, PDT, Morphea and Actinic Keratosis.												
<b>Cutera</b> (formerly Altus Medical) www.cutera.com 3240 Bayshore Blvd. Brisbane, CA 94005 888.4CUTERA p	CoolGlide CV			X				Nd:YAG	1064	10-100	10-100	\$70,000
	CoolGlide Excel		X			X		Nd:YAG	1064	5-300	1-300	\$95,000
	Solera		X	X		X	X	Pulsed Light	560-1200	6-40	Automatic	\$75,900
	Solera Titan			X			X	Infrared light	1100-1800	5-70	Closed Loop	\$75,900
	Xeo		X	X		X	X	Nd:YAG & Pulsed Light	1064 & 600-850	Up to 300	Photometric	\$100,000-\$135,000
Additional Information: All Cutera products are upgradeable to the next innovation, protecting your initial investment. The Xeo features Navigation software to allow the user to set the ideal parameters for each individual patient's needs ensuring the optimal clinical benefits and patient safety. Cutera now offers Pearl, a 2790 nm wavelength device for skin resurfacing that maximizes patient outcome with minimal downtime.												
<b>Cynosure, Inc.</b> www.cynosure.com 5 Carlisle Road Westford, MA 01886 800.886.2966 p 978.256.6556 f	Acclaim™		X	X	X			Nd:YAG	1064	300	.04-300	Contact Mfr.
	Affirm™			X			X	Nd:YAG/Xenon Pulsed	1140/560-950	8/20	3/5-35	Contact Mfr.
	Apogee®			X				Light	755	50	0.5-300	Contact Mfr.
	Elite™	X	X	X	X		X	Alexandrite	755/1064	300	0.4-300	Contact Mfr.
	Cynergy™	X	X	X	X		X	Alexandrite & Nd:YAG	585/1064	300	0.5-300	Contact Mfr.
	Cynergy III™		X	X	X		X	Pulsed Dye & Nd:YAG	585/1064/560-950	300	0.3-300	Contact Mfr.
	Cynosure PL™		X	X	X		X	Pulsed Dye, Nd:YAG & Intense Pulsed Light	560-950	30	5-50	Contact Mfr.
	PhotoSilk Plus™		X	X	X		X	Intense Pulsed Light	500-950	30	5-50	Contact Mfr.
TriActive™							Intense Pulsed Light Semi-Conductor	808			Contact Mfr.	
Additional Information: Treat all skin types including tanned skin. Upgrade to add more applications.												

# LASER & LIGHT TECHNOLOGY PRODUCT LISTINGS



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Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>DermaMed International, Inc.</b> www.quadraq4.com 394 Parkmount Road PO Box 198 Lenni, PA 19052 888.789.6342 p	Quadra Q4 Platinum	X	X	X		X		Intense Pulsed Light	500-1200	Up to 20	10-110	\$49,500
	Quadra Q4 Gold	X	X	X		X		Intense Pulsed Light	500-1200	Up to 20	10-110	\$39,500
	Quadra Q4 Silver	X	X					Intense Pulsed Light	500-1200	Up to 20	10-110	\$29,500
Additional Information: Patented Low Voltage Xenon flashlamp for little or no discomfort. One (1) multi-pulsing handpiece for hair removal and pigmented/vascular lesions and acne. Sixteen (16) pre-programmable settings for ease of use.												
<b>DermaVista</b> www.dermavista.com 800.333.5773 p West 800.767.6765 p East	The Cold Light							LED				\$6,995
	VascuTouch							Radio Frequency				\$4,995
Additional Information: Patented Low Voltage Xenon flashlamp for little or no discomfort. One (1) multi-pulsing handpiece for hair removal and pigmented/vascular lesions and acne. Sixteen (16) pre-programmable settings for ease of use.												
<b>Dusa Pharmaceuticals</b> www.dusapharma.com 25 Upton Drive Wilmington, MA 01887 877.533.3872 p	BLU-U w/Levulan							Fluorescent Lamp	417	N/A	CW	\$8,425
	Additional Information: The Cold Light – For rejuvenation (photo facial) stimulates tissue growth, collagen reprod, and rosacea. VascuTouch – For the treatment of vascular lesions.											
<b>Edge Systems</b> www.edgesystem.net 2277 Redondo Avenue Signal Hill, CA 90755 800.603.0102 p 562.597.0148 f	Del Sol™ Handheld LED	X						LED - Red/Infrared	800-1000nm	N/A	CW	\$1,500
	Light Therapy System		X				X	LED - Blue	420nm		CW	\$1,500
Additional Information: Red/Infrared light for skin rejuvenation, blue light for oily & acne-prone skin. Unique sequenced pulse for optimal red/infrared light therapy results. Unique focusing cone for concentrated treatments on hard-to-get areas.												
<b>Europro</b> www.europroequipment.com 3952 Camino Ranchero Rd., Building #2 Camarillo, CA 93010 866.633.5273 p	Phytoscan		X	X				HFD Cold Laser	430-750	0.3-0.5	N/A	\$9,000 to \$18,900
	Additional Information: Skin Rejuvenation, Cellulite. Optional upgrade – Hair Removal.											
<b>Focus Medical, LLC</b> www.focusmedical.com 23 Francis J Clarke Circle Bethel, CT 06801 866.633.5273 p	NaturaLase Fract.ER			X			X	Er:YAG, Fractionated Erbium and Traditional Erbium	2940	Up to 20	300	\$75,000
	NaturaLase ER			X			X	Traditiona Er	2940	Up to 20	300	\$65,000
	NaturaLase LP		X	X		X		Long Pulse Nd:YAG	1064	Over 250	0.5 to 100	\$64,900
	NaturaLase QS		X	X	X		X	Q-Switched Nd:YAG	1064, 532, 585, 650	Over 15	10	\$87,900-\$114,900
	NaturaLight		X	X			X	Pulse Light System (IPL)	640-1200, 530-1200, 510-1200, 420-1200, 800-1400	10-50	0.5 to 1000	\$54,900
Additional Information: NaturaLase QS comes with 1000mJ or 2000 mJ of 1064nm light. The doubled wavelength of 532 is 500 mJ or 900 mJ and the other wavelengths are 585 with 360mJ and 200 mJ or 650nm with 560 mJ or 310 mJ. The NaturaLase Er is upgradeable to the Fract Er by adding a new handpiece. The NaturaLase LP has 60 watts of output power. The NaturaLight has 40X10 mm Spot size and all handpiece wavelengths are included.												



**LASER & LIGHT TECHNOLOGY**  
**PRODUCT LISTINGS**

Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Fotona</b> www.fotona.eu www.fotonamedicalasers.com www.saratogadiagnostics.com 1415 1st Street South Suite 5 Willmar, MN 56201 Toll free 888-555-4113	Fotona <sup>XP</sup> Max		X	X		X	X	Long Pulse Nd:YAG	1064	Up to 600	0.1-300	\$104,500
	Dualis <sup>XP</sup> Plus		X	X		X	X	Long Pulse Nd:YAG	1064	Up to 600	5-200	\$84,500
	Dualis <sup>XP</sup>		X	X		X	X	Long Pulse Nd:YAG	1064	Up to 400	5-200	\$71,500
	Fidelis <sup>XP</sup>		X	X		X	X	Long Pulse Nd:YAG	1064	Up to 300	5-50	\$51,500
	Dualis <sup>SP</sup>	X	X	X		X	X	Long Pulse Nd:YAG	1064	Up to 400	5-200	\$99,500
	Fotona <sup>SP+</sup> (Combination Er/Nd:YAG)	X	X	X		X	X	Long Pulse Er:YAG	2940	Up to 3 J	0.1-1.5	\$128,000
	Dualis <sup>XS</sup>	X		X			X	Long Pulse Er:YAG	2940	Up to 3 J	0.1-1.5	\$79,500
	Fidelis <sup>XS</sup>	X		X			X	Long Pulse Er:YAG	2940	Up to 1 J	0.1-1.0	\$69,500
	Fotona <sup>QX</sup>			X	X	X		Q-switched Nd:YAG	1064	Up to 12.7	4-6ns	\$89,500
								KTP Nd:YAG	532	Up to 6.3	4-6ns	
	Dualis <sup>VP</sup>		X	X		X	X	Long Pulse Nd:YAG	1064	Up to 400	5-200	\$98,500
							KTP Nd:YAG	532	Up to 30	1-150		
Additional Information: No disposable costs. Multiple handpieces available suited for specific applications and optimized for maximum efficiency. All systems include VSP technology, Electronic Feedback Control for added safety, efficacy, ease-of-use and peace-of-mind. All systems calibrate automatically - no manual or periodical calibration necessary. Fotona XP MAX, DualisXP Plus, DualisXP scanner supported with 65x65 mm Tx area, multiple scanner spotsizes. DualisSP scanner supported with 35x35 mm Tx area. Spotsizes: Fotona XP MAX 2-20 mm, DualisSP 0.45 - 12 mm (Er:YAG), 2 - 8 mm (Nd:YAG), DualisXP Plus 2 - 10 mm, DualisXP 2 - 8 mm, FidelisXP 2 - 8 mm, DualisXS 0.45 - 12 mm, FidelisXS 0.45 - 10 mm, Fotona QX 2 - 8 mm, DualisVP 2 - 7 mm (Nd:YAG), 2 - 6 mm (KTP).												
<b>Genesis Biosystems</b> www.dermagenesis.com 1500 Eagle Court Lewisville, Texas 75057 888.577.PEEL (7335) P	Chromolite	X	X	X		X		Intense Pulsed Light	535 - 1200	25	5	\$44,300
	Regenlite	X		X		X	X	Pulsed Dye Laser	585	9	350-450	\$89,900
	Regenstation	X	X	X		X	X	Pulsed Dye Laser + IPL	535 - 1200	25	350-450, 5 msec	\$119,900
Additional Information: All systems offered with a Customized looping waiting room DVD & flat panel TV/DVD player.												
<b>Hoya ConBio</b> MedLite Lasers www.conbio.com 47733 Fremont Blvd. Fremont, CA 94538 800.532.1064 p	Medlite <sup>®</sup> C3				X	X		EO Q-Switched Nd:YAG	1064, 532	Up to 12	5-7 ns	Cont. Mfr.
	Medlite <sup>®</sup> C6	X	X	X	X	X	X	EO Q-Switched Nd:YAG	1064, 532, 585, 650	Up to 12	5-20 ns	Cont. Mfr.
Additional Information: Available accessories for the MedLite C6 are the PurpuraLite™ exclusive chromophore-clearing compression tool; MultiLite™ handpieces for 585nm and 650nm converted wavelengths; MultiSpot handpiece offering four spot sizes from 2-8mm.												

# LASER & LIGHT TECHNOLOGY PRODUCT LISTINGS



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Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Innovative Med Inc.</b> www.imibeauty.com 4 Atry, Suite B Irvine, CA 92618 877.779.9492 p 949.458.7416 f	Multi-Wave Light Therapy			X	X	X		Pulsed Diode LED		0-22 mw/cm <sup>2</sup>	0-500	\$13,000
	- Super Red	X							630			
	- Royal Blue								440			
	- Pure Green								525			
	- Infrared								880			
Ultra Rev Light			X			X						
- Red	X					X		LED-Red + Ultrasound		3 mhz/2 watts		\$195
- Blue								LED-Blue + Ultrasound		3 mhz/2 watts		\$195
Additional Information: Our Multi-Wave light therapy unit has three colors + infrared in each of its three pads. With this unit you are able to select pre-programmed or custom combinations of lights (red, green, blue, infrared) and pulses allowing you to treat multiple symptoms at once or just one specific problem at a time. Touch screen option available for an additional cost. The Ultra Rev Lights are small hand-held LED wands with Ultrasonic.												
<b>Iridex/Laserscope</b> www.iridex.com 1212 Terra Bella Avenue Mountain View, CA 94043 650.962.8100 p	Aura i	X		X		X		KTP	532	1-240	1-50	\$72,500
	Gemini	X	X	X		X	X	Nd:YAG KTP	1064	Up to 990	10-100,	Contact Mfr.
	Lyra i		X	X		X		Nd:YAG	1064	Up to 100	1-100	\$72,500
	Varilite	X		X		X		Diode-Pumped KTP	532/940	5-900	20-100	\$56,500
	Venus i			X			X	Direct Diode		950	5-100	\$67,000
Additional Information: Aura i - includes 1-5 mm continuously. Adjustable VersaStat i. Lyra i - Includes 1-5 mm continuously. Adjustable and 10 mm fixed VersaStat i. Venus i - Includes Smartsan Plus: 1 mm to 25 mm, Lens cell handpiece: 1,3,5. Gemini - Includes 1-5 mm continuously. Adjustable and 10 mm fixed VersaStat i.												
<b>Lasering USA</b> www.laseringusa.com 2246 Camino Ramon San Ramon, CA 94583 866.471.0469 p	SLIM E30 MiXto SX	X		X			X	CO <sup>2</sup>	10.6	0-30	10-1000	\$73,500
	Velure S5 MiXto VX			X		X		Diode	532	0.1-5	10-1000	\$45,800
	Velure S5			X		X		Diode	532	0.1-5	10-9990	\$30,400
	Velure S8/15					X		Diode	808	10-450	10-9990	\$20,000
	Velure S8/30		X			X		Diode	808	10-450	10-1000	\$22,100
	Velure S800		X			X		Diode	808	10-600		\$54,400
	Additional Information: Patent Pending MiXto SX and MiXto VX technology.											
<b>Light Age</b> www.lightage.com 500 Appar Drive Somerset, NJ 08873 732.563.0600 p 732.563.1571 f	EpiCare™ LP		X	X	X	X	X	Alexandrite	755	Up to 40	3-300 var.	Contact Mfr.
	EpiCare™ LPX		X	X	X	X	X	Alexandrite	755	Up to 40	3-300 var.	Contact Mfr.
	Q Clear™ (QS)		X	X	X	X	X	Nd:YAG	1064/532	2-12	10ns	Contact Mfr.
	Ta2 Eraser™			X	X			Alexandrite	750	2-12	60ns	Contact Mfr.
	Q-Clear™ (LP)		X	X	X	X	X	Nd:Yag	1064/532	2-12	0.000075	Contact Mfr.
Additional Information: Light Age scientists invented the alexandrite laser, and Light Age pioneered and leads this technology. Unlike others, EpiCare™ LP and LPX are designed for serious LHR - they treat All Skin Types I - VI. Both have unique, next-generation features and by-far the best ROI. EpiCare™ LPX is the premier alexandrite system on the market: the most effective, lowest cost, and fastest system available. Q-Clear™ is a compact, portable, highly cost effective dual wavelength Nd:YAG laser system. Quoted laser system parameters often seen and compared in the market can be misleading. Please contact Light Age for detailed information regarding aesthetic laser products.												
<b>Light BioScience, LLC</b> www.lightbioscience.com 933 First Colonial Rd, #204 Virginia Beach, VA 23454 888.647.6219 p	GentleWaves Pro			X				LED	590	4.0mW/cm <sup>2</sup>	Variable	\$32,500
	GentleWaves Select-Handheld Model			X				LED	590	4.0mW/cm <sup>2</sup>	from cont. to 1 msec pulses	\$19,500



Source	Product						Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
		acne	hair removal	skin rejuvenation	tattoo removal	vascular					
<b>Lumenis</b> www.lumenis.com 2400 Condensa Street Santa Clara, CA 95051 408.764.3000 p	Lumenis 1-Lightsheer		X				Diode	800	10-100	5-400	\$149,900
	Lumenis 1-IPL					X	IPL	515-1200	10-40	3-100	Varies
	Lumenis 1-Multispot					X	Nd:YAG	1064	10-225	2-20	Varies
	LightSheer ET™		X				Diode	800	10-100	5-400	\$79,900
	LightSheer ST™		X				Diode	800	10-40	5-100	\$64,900
	LightSheer XCT™		X				Diode	800	10-100	5-400	\$124,900
	IPL™ Quantum SR			X			Intense Pulsed Light	560-1200	15-45	6-26	\$84,900
	IPL™ Quantum DL			X		X	Nd:YAG	1064	90-150	5-38	\$70,900
	VascuLight Elite			X		X	Intense Pulsed Light	515-1200	3-90	1-75	\$129,900
							Nd:YAG	1064	90-150	5-38	\$70,900
Bclear						UV				\$59,900	
ReLume			X			UV				\$69,900	
Additional Information: Lumenis One-Lightsheer – Spot 9x9, integ. cooling, multiple applications. Lumenis One-IPL – Spot 35x15 mm & 15x8 mm, integ. cooling. Lumenis One-Multispot – Spot 3,8,9 mm, integ. cooling, add'l heads. LightSheer ET™ – ChillTip hand-piece. LightSheer ST™ – ChillTip hand-piece. LightSheer XCT™ – ChillTip hand-piece, 12x12mm spot size. IPL™ Quantum SR – Spot: 34 x 8 mm. Upgradeable, simple, optimized pre-sets, spot size: 6mm with Integrated Real Time Cooling, touch screen. VascuLight Elite – Multi-application, optimized pre-sets, spot: TTL – 45x10mm, Nd:YAG: 6mm. Bclear – For psoriasis/vitiligo treatments. ReLume – For repigmentation treatments.											
<b>Med-Aesthetic Solutions</b> www.medaestheticsolutions.com 2033 San Elijo Ave, Suite 200 Cardiff by the Sea, CA 90249 760.942.8815 p 505.341.2575 f	iPulse™ i200+	X	X	X		X	Intense Pulsed Light	530-1200	0-0	10-110	\$34,995
	iPulse™ i400	X	X	X		X	Intense Pulsed Light	530-1200	0-20	10-110	\$49,995
	MAStique Light	X		X			LED (4 wavelengths, Micro Current and High Frequency in one)	Blue-470, Green-525, Yellow-590, Red-640	Up to 29	Variable with 6 pre-sets	\$16,995
Additional Information: The iPulse™ i400 combines advanced IPL technology with striking design and versatility. Special features include a video touch screen with sound. Patented constant spectrum of light and unique square pulse delivery is more energy-efficient and achieves long-lasting results in hair removal, skin rejuvenation, treatment of pigmented/vascular lesions and acne. The 8.9 cm <sup>2</sup> constant spectrum treatment head rapidly treats large areas with less discomfort. The mini glass filter is available for smaller areas. Settings are pre-programmed for easy use. iPulse™ i200+ – Patented constant spectrum of light technology. Unique square pulse delivery achieves long-lasting results in hair removal, skin rejuvenation, treatment of pigmented/vascular lesions and acne with one hand-piece. 8.9 cm <sup>2</sup> spot size and mini glass filter handpieces. Easy-to-use pre-programmed settings for treatment and skin type. MAStique Light - Non-invasive and non-ablative High-frequency (HF) and Micro Currents enhance the effects of four distinct wavelengths of LED phototherapy.											
<b>MedSurge Advances, Inc.</b> www.medsurgeadvances.com 14850 Quorum Drive, Ste. 120 Dallas, TX 75254 972.720.0425 p	Asclepion MeDioStar XT		X			X	Diode Laser	808	Up to 90	Up to 500	Contact Mfr.
	Asclepion MCL 30 Dermablate			X		X	Er:YAG Laser	2940	1 - 100	400	Contact Mfr.
	Asclepion TattooStar R			X			Q-switched Ruby Laser	694	Up to 23	40	Contact Mfr.
	Quantel Medical Aramis II	X			X		Er: Glass Laser	1540	Up to 126	3.3	Contact Mfr.
	Quantel Medical Prolite II			X		X	Intense Pulsed Light	530 - 1200	15 - 44	20 - 72	Contact Mfr.
	Quantel Medical Viridis Derma		X			X	Diode Pumped KTP Laser	532	Up to 110	15 - 150	Contact Mfr.
Additional Information: MeDioStar XT - Step Pulse technology, 12 mm spot size (standard); 6, 10, and 14 mm tips available; automatic spot size detection, integrated skin cooling. MCL 30 Dermablate - built-in smoke evacuation and filter system. VarioSpot handpiece: 1-6mm spot size adjustable handpiece, tips can be sterilized. TattooStar R - Ergonomic design; Homogeneous hexagonal spot through microlens array; Auto spot size detection; Tattoo and pigmented lesion removal. Aramis II - Cooling System: virtually painless treatment. Prolite II - Operator selectable filters in one handpiece (530/550/580/610/615) - spot size 10 x 20 mm. Viridis Derma - Small and portable, optional scanner.											
<b>Norseld</b> www.norseld.com 9 Claxton St., S. Australia 5000 618.8231.9000 p <b>Norseld USA</b> Medical Laser Engineering 2284 Main St. Concord, MA 01742 978.318.9996 p	Dual Yellow	X		X		X	Copper Bromide	578 & 511	300	FEM Micropulsed	\$68,000
	Ylite	X		X		X	Copper Bromide	578	75	FEM Micropulsed	\$58,250
Additional Information: Contact scanner with 6 & 10mm spot, contact and non-contact handpieces, 0.6-1.0mm spot. DualYellow comes complete with scanner and the Ylite comes complete with fully functioning applicator. The optimum wavelength and pulse duration provide ideal and mostly single treatments for most vascular, pigmented and seboreic keratoses lesions. By stimulating new collagen formation in the upper papillary dermis by non-ablative resurfacing, scars, warts and stretch-marks can all be treated or improved with the Dual Yellow laser. The complete skin enhancement solution for sun and age damage, wrinkles, skin blemishes, stretch-marks and acne.											

# LASER & LIGHT TECHNOLOGY PRODUCT LISTINGS



aesthetic  
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Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Novalis</b> www.novalismedical.com 1719 W. Kennedy Blvd. Tampa, FL 33606 866.627.4475 p	Clareon™											
	Clareon SR		X	X	X	X		Pulsed Light	550-1200	Up to 45	30/50/70	\$44,900
	Clareon HR		X		X			Pulsed Light	630-1200	Up to 45	30/50/70	and up
	Clareon AR	X						Pulsed Light	420-1200	Up to 45	30/50/70	incl.
	Clareon VR				X	X		Pulsed Light	500-61/740-1200	Up to 35	30/50/70	handpiece
	Solarus™											
	Solarus SR		X	X	X	X		Pulsed Light	530-1200	10-20	20/40/60	\$34,900
	Solarus HR		X		X			Pulsed Light	630-1200	15-35	20/40/60	and up
Solarus AR	X						Pulsed Light	420-1200	Up to 35	20/40/60	incl. handpiece	
Additional Information: Clareon – Patented Kr/Xe Flashlamp technology. Up to 1 Hz.												
<b>OptoGenesis</b> www.optogenesis.com 5912 Northwest Place Austin, TX 78731 512.451.3333 p	EpiCool™											
	Platinum/HR SR		X	X		X	X	Intense Pulsed Light	515-1100	Up to 65	Up to 25	\$49,500
Additional Information: PhotoFace™ Rejuvenation. Hair Removal for all skin types. Superior sapphire cooling.												
<b>OPUSMED</b> www.opusmed.com 306-3333 Graham Blvd. Montreal(Quebec) H3R 3L5 Canada 866.678.7633 p	F1 Diode Laser™		X					Diode	810	10-40	10-100	\$74,500
	LumiPhase-R™	X		X			X	LED	660	150 mW/cm <sup>2</sup> - 4.5 J/cm <sup>2</sup>	Pulsed	Contact Mfr.
	LumiPhase-R/B	X		X			X	LED	630/405	R: 150 mW/cm <sup>2</sup> -4.5J/cm <sup>2</sup> B: 90 mW/cm <sup>2</sup> -48J/cm <sup>2</sup>	CW or Pulsed	\$37,500-39,500
	LumiPhase-R/IR			X			X	LED	630/850	R: 150 mW/cm <sup>2</sup> -4.5J/cm <sup>2</sup> B: 90 mW/cm <sup>2</sup> -65J/cm <sup>2</sup>	CW or Pulsed	Contact Mfr.
Additional Information: LumiPhase products: Laminar air flow for comfort, optical positioning functionality for maximum beam uniformity.												
<b>Palomar</b> www.palomarmedical.com 82 Cambridge Street Burlington, MA 01803 800.725.6627 p	StarLux™ System	X	X	X	X	X	X	Pulsed Light & Nd:YAG	500-1200, 1064	Up to 700	0.5-500	\$89,900
	MediLux™ System	X	X	X		X		Pulsed Light	500-1200	Up to 45	10-100	\$52,900
	EsteLux™ System	X	X	X		X		Pulsed Light	500-1200	Up to 40	10-100	\$42,900
	Q-Yag 5			X				Q-switched YAG laser	1064/532	Up to 12.5	3 +/- 1 ns	\$50,000
	Additional Information: Wavelengths vary by handpiece.											
<b>PhotoTherapeutics, Inc.</b> www.phototherapeutics.com 2720 Loker Ave. West, Suite C Carlsbad, CA 92010 800.743.8150 p 760.607.0288 f	OmniLux Blue™	X						LED	415 nm	48 J/cm <sup>2</sup>		\$24,950-
	OmniLux PDT™							LED	633 nm (for PDT)	96 J/cm <sup>2</sup>		\$34,950
	OmniLux Plus™			X			X	LED	830 nm	66 J/cm <sup>2</sup>		
	OmniLux Revive™	X		X			X	LED	633 nm	126 J/cm <sup>2</sup>		
Additional Information: 2 yr. warranty, Platform Technology (interchangeable heads), Loyalty Counts Plan, Key to Success Plan, Wound Healing, Pain Relief and PDT for non-melanoma skin cancers Tx.												



**LASER & LIGHT TECHNOLOGY**  
**PRODUCT LISTINGS**

Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Radiancy</b> www.radiancy.com 40 Ramland Road South Suite 10 Orangeburg, NY 10962 845.398.1647 p	Mistral	X	X	X		X	X	LHE (Light Heat Energy)	400-1200 nm	4-15 J/cm <sup>2</sup>	Up to 80 ms	\$45,000
	SkinStation	X	X	X		X	X	LHE (Light Heat Energy)	400-1200 nm	3-10 J/cm <sup>2</sup>	10-35 ms	\$32,990
	Duet		X	X		X		LHE (Light Heat Energy)	400-1200 nm	3-10 J/cm <sup>2</sup>	10-35 ms	\$24,990
	WhisperNG			X			X	Er:YAG, Extended Ablation	2940 nm	8.5 J/cm <sup>2</sup>	300 ms	\$39,990
	SPR			X			X	LHE (Light Heat Energy)	400-1200 nm	3-10 J/cm <sup>2</sup>	10 ms	\$19,900
	SpaTouch Pro							LHE (Light Heat Energy)	400-1200 nm	3-10 J/cm <sup>2</sup>	10-35 ms	\$19,900
Additional Information: Skin Station - 3 yr. warranty and assorted Light Unit Assemblies. WhisperNG - Patented Extended Ablation handpiece and fractional handpiece.												
<b>Reliant Technologies, Inc.</b> www.fraxel.com 464 Ellis Street Mountain View, CA 94043 888-4FRAXEL (437-2935)	Fraxel re:store™ laser	X		X			X	Erbium-Fiber laser	1550	4-70 mj/ MTZ	0.5-3	Contact Mfr.
	Fraxel re:fine™ laser							Single Mode Fiber laser	1410	5-20 mj/ MTZ	0.5-3	Contact Mfr.
	Fraxel re:pair™ laser	X		X			X	Fractional CO <sub>2</sub> laser	10600	5-70 mj/ MTZ	0.1-2	Contact Mfr.
Additional Information: Fraxel re:store™ laser is FDA cleared for the treatment of pigmented lesions, soft tissue coagulation, melasma, periorbital wrinkles, skin resurfacing, acne scars and surgical scars and actinic keratoses. Fraxel re:fine™ laser is FDA cleared for the treatment of pigmented lesions, melasma, periorbital fine lines, skin resurfacing, texture and tone. Fraxel re:pair™ laser is FDA cleared for the treatment of wrinkles, rhytids, furrows, fine lines, textural irregularities, pigmented lesions, soft tissue ablation, coagulation and resurfacing and vascular dyschromia.												
<b>Rhytec</b> www.rhytec.com 130 Turner Street, Bldg. 2 Waltham, MA 02453 888.4rhytec p 781.419.9402f	Portrait PSR3			X			X	Non-contact Plasma Energy		1-4 J/cm <sup>2</sup>	4-16 ms	\$69,900 Disposable nozzles - \$1,750/pkg of 5
	Additional Information: Ergonomic handpiece, disposable delivery nozzle, Hi-Def Marketing program, PR support, 1-yr limited + optional extended warranty. Effectively treats acne scars, fine, moderate and deep wrinkles of the face and body, improves skin tone, texture and elasticity, removes discoloration, tightens skin and treats benign skin lesions/actinic keratoses.											
<b>Sciton</b> www.sciton.com 845 Commercial Street Palo Alto, CA 94303 650.493.9155 p	Profile™-MP	X	X	X		X	X	Modular platform	Various	Up to 400	0.1-200	Cont. Mfr.
	Contour™			X			X	Er:YAG module	2940 μm	45 Watts	0.1-50	\$19,500
	ClearScan™		X	X		X	X	Nd:YAG module	1064 nm	Up to 400	0.1-200	\$19,500
	ThermaScan™	X		X		X	X	Nd:YAG module	1319 nm	Up to 80	10-200	\$23,000
	BBL™		X	X		X	X	Pulsed Light module	400-1400 nm	Up to 30	Up to 200	\$30,000
	Profile-S ClearScan™		X	X		X	X	Nd:YAG	1064 nm	Up to 400	0.1-200	\$54,500
	Profile-S ThermaScan™	X		X		X	X	Nd:YAG	1319 nm	Up to 80	10-200	\$54,500
	Profile-S Contour™			X		X	X	Er:YAG	2940 nm	45 Watts	0.1-50	\$54,500
	Profile-S BBL™		X	X		X	X	Pulsed Light	400-1400 nm	Up to 30	Up to 200	\$54,500
Profile-D ClearScan™		X	X		X	X	Nd:YAG	1064 nm	Up to 400 J	0.1-200	\$82,000	
Additional Information: Configurable; up to 5 laser modules. Scanning systems – computerized. Integrated cooling and Smart Filters. 15mm x 30mm spot size and 30mm x 30mm spot size on various units.												
<b>Sybaritic, Inc.</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f	LaserPeel Soft-MET			X			X	Modified Erbium Laser	2940	Up to 127	300 ns	\$39,995
	NannoLight	X	X	X		X	X	Intense Pulsed Light System	410 - 1400	Up to 50	1-30	\$42,995
	SkinClear			X	X			Q-Switched Nd:YAG Laser	532 & 1064	Up to 19	10 ns	\$29,995
	SpectraQuattro	X	X	X		X	X	Intense Pulsed Light System	410-1400	Up to 40	5-30	\$34,995
Additional Information: Six filters available. Requires only one handpiece. Active contact cooling.												
<b>Synergie™ by Dynatronics</b> www.dynatronics.com/aesthetic/ 7030 Park Centre Drive Salt Lake City, UT 84121 800.874.6251 p 801.568.7711 f	Synergie LT1	X		X				All product are Bio	660-880	3J-6J	Yes	\$3,995
	Synergie LT2	X		X		X		Stimulatory Light with	660-880	500mW-1000mW	No	\$3,195
	Synergie Elite LT	X		X		X		Super Luminous Diodes	660-880	6J/ 5 cm <sup>2</sup> 1000mW	Yes	\$4,495
	Red Pad XP			X		X			880	6J/ 5 cm <sup>2</sup> 1000mW		\$1,995
	Blue Probe	X		X		X			405-880	8J/8"X10" 7500mW		\$1,595
										6J/ 5 cm <sup>2</sup> 500mW		
Additional Information: 2 yr. Warranty. LT1 delivers 6 joules in 30 seconds. Interchangeable red/ near-infrared and blue probes available. LT2& Elite LT deliver 6 joules in 30 seconds. Interchangeable red/ near infrared probes, pads, and blue probes available. Elite LT comes with internal tutorial and treatment protocol guide. Equipment manufactured in an FDA scrutinized facility.												

# LASER & LIGHT TECHNOLOGY PRODUCT LISTINGS



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Source	Product	acne	hair removal	skin rejuvenation	tattoo removal	vascular	wrinkle reduction	Technology	Wavelength (nm)	Energy Output (J/cm <sup>2</sup> )	Pulse (ms)	Price
<b>Syneron Medical</b> www.syneron.com 100 W. Beaver Creek Rd. #6 Richmond Hill, Ontario Canada 561.357.5827 p	Aurora AC	X	X	X				Diode/RF	400-980	6-18 L, 5-20 RF	Up to 200	\$89,900
	Aurora DS/DSR		X					Optical Energy	580-980	Optical plus	Up to 100	\$84,900
	Aurora SR		X	X		X		Combined with Bipolar RF electrical energy	580-980	5-20 RF	Up to 100	\$79,900
	Polaris DS		X					Diode/RF	800	Up to 25 & 20	Short	\$69,900
	Polaris Vascular					X		Diode/RF	900	Up to 140	N/A	\$79,900
	Polaris WR			X				Diode/RF	900	& 100	N/A	\$84,900
	Galaxy	X		X				elos-Diode	580-980	Up to 140 light	Up to 200	\$104,900-
	Comet		X					elos-Diode/RF		Up to 200 RF	Up to 2 Hz	\$155,900
Additional Information: Aurora AC – 3 yr. warranty. No disp. costs. Aurora DS/DSR – Both applicator heads included for treatment of hair removal and vasc/pigm. lesions. Aurora SR – 3 yr. warranty. Applicator heads incl. Polaris DS – 3 yr. warranty. Spot 8 x 12 mm, cooling. Polaris Vascular – 3 yr. warranty. No disposable costs. Polaris WR – 3 yr. warranty. No disposable costs. Galaxy – 3 yr. warranty. No disp. cost. 5 application heads avail. Comet – 3 yr. warranty. Spot 12 x 15 mm.												
<b>Telsar Laboratories</b> www.telsar.com #1 Environway, Suite 100 Wood River, IL 62095 800.255.9938 p	Softlight		X	X			X	Nd:YAG	1064	3	12	\$55,00
	Additional Information: This is the only laser licensed to use Carbon Lotion for hair reduction on all skin types. New and used laser systems are available.											
<b>Thermage</b> www.thermage.com 4058 Point Eden Way Hayward, CA 94545 510.782.2286 p	ThermaCool			X			X	Radio Frequency	N/A	200	N/A	\$39,950
	Additional Information: Non-Ablative. Tips are interchangeable by application. For the non-invasive treatment of facial wrinkles rhytids. Single-use sterile treatment tip that delivers RF energy to the deep layers of the dermis while protecting the epidermis with cryogen cooling spray.											
<b>Viora, Inc.</b> www.vioramed.com 30 Montgomery Street Suite 660 Jersey City, NJ 07302 877.384.8032 p 201.332.4200 f	Axiom	X	X	X		X		Intense Pulsed Light	390 – 1200nm	>40J/cm <sup>2</sup> @ 25x50 mm spot	25-75 msec single pulse program-mable multi pulse mode	\$54,900
	Additional Information: Comes with all 4 applications as interchangeable lamps w/ONE handpiece; cooling gels not necessary due to TLC technology; largest spot size 25x50 mm (12.5cm <sup>2</sup> ); 3 multi-size reduction windows; intuitive menu-driven touch screen; 1 yr. full-service warranty/2-day loaner; training DVD; 40 Lbs.; client brochures included; 5 languages available; repetition rate of 1.5 seconds; ask about our Viora Support Program (VSP).											
<b>Wavelight</b> www.wavelight-laser.com Am Wolfsmantel 5 91058 Erlangen, Germany +49/91 31/61 86-140 p	ARION		X					Alexandrite	755	5-40	5-40	\$69,500
	MYDON		X			X		Long Pulse Nd:YAG	1064	10-450	.05-90	\$72,800
	BURANE			X				Long Pulse Er:YAG	2940	0.1-113	350	\$37,000
	BURANE XL			X				Long Pulse Er:YAG	2940	0.1-141	350	\$68,750
	SINON			X				Q-switched Ruby	694	Up to 14	20	\$82,000
	TALOS							Excimer	-	-	-	\$125,000
Additional Information: Large area scanner (90 x 65mm). Skin Cooling (air). Handpieces 1.5, 3, 5, 10mm hair and vascular with contact or air cooling. Up to 250ms thermal. Pigmented skin; Spots: 3, 4, 5mm long pulse. For psoriasis, vitiligo and atopic dermatitis.												



Source	Device	Technology	Mechanism of Action	Regulatory Status	List Price
<p><b>Liposonix</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f</p>	LipoSonix System	Ultrasound	Fat cells disrupted by sound waves	CE Pending FDA Pending	Contact Mfr.
<p><b>Sound Surgical Technologies</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f</p>	Vaser System	Ultrasound	Fat cells disrupted by sound waves	CE Cleared FDA Cleared	\$90,000 or \$1500 upfront; \$395 per procedure
<p><b>Sybaritic, Inc.</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f</p>	SlimLine Capsule DermaSonic	Heat / Oxygen / Light Ultrasound / Suction Massage	Heated air, oxygen and light-emitting diode Tissue heated by sound waves, stimulates new tissue production	CE Cleared	N/A \$20,000
<p><b>Ulthera Inc.</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f</p>	Ulthera System	Ultrasound	Tissue heated by sound waves, stimulates new tissue production	CE Cleared FDA Pending	Cont. Mfr.
<p><b>UltraShape Ltd.</b> www.sybaritic.com 9220 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f</p>	Contour I	Ultrasound	Mechanical and sound waves induce disruption of fat cells	CE Cleared	Cont. Mfr.

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# Protecting Your Practice

## A MEDICAL MALPRACTICE INSURANCE CHECKLIST

By Megan K. Packard, Professional Liability Solutions, LLC

**I**n today's litigious society you have to make sure none of your actions as a healthcare provider leave you vulnerable to a lawsuit. Reducing your risk of a medical liability lawsuit entails many proactive steps that you can take, such as documenting properly, providing thorough information on the potential outcomes, benefits, and possible consequences of the procedure. But also factoring in is the medical liability insurance policy that protects you. What happens when a claim comes in and your insurance policy does not cover you for that procedure? In essence, it is the same as being bare – being without insurance – and, therefore, leaving you exposed to face the lawsuit on your own, while also leaving both your financial assets and personal reputation at stake.

### ATTENTION TO THE DETAILS

It is prudent to get medical liability insurance to cover you against potential lawsuits. But what are the important aspects to keep in mind to ensure proper protection? Purchasing malpractice insurance requires attention to the details. It is always easy to understand premium, but decisions about medical liability insurance should never be made based on premium alone. The "devil is in the details," as they say, and without attention to the details, you could be leaving yourself exposed to potential problems when faced with a potential lawsuit.

What follows is a list of some of the important points to consider when securing medical liability insurance (in no particular order):

### 1 FINANCIAL STABILITY OF INSURANCE CARRIER – WHAT IS THE CARRIER'S A.M. BEST OR STANDARD POOR'S RATING?

Standard insurance carriers, as a part of their regulation by the State's Department of Insurance, must participate in and contribute to the State's Guarantee Fund. These State

*The "devil is in the details," as they say; and without attention to the details, you could be leaving yourself exposed to potential problems when faced with a potential lawsuit.*

Guarantee Funds provide a "back-up" of financial support, should one of the standard carriers become financially insolvent and not be able to meet its financial obligations to

its policyholders (such as paying out claims on behalf of its insureds). Surplus carriers do not participate in the State's Guarantee Fund. Therefore, it is of great importance to make sure that the surplus carrier is a financially stable company. Rating companies such as A.M. Best and Standard Poor's provide a basis for which insureds can learn about the financial stability of the carrier – whether it is a standard carrier or

taken into account for the damages to be paid for a lawsuit/claim.

Selecting the type of ownership structure will depend on how risk will be distributed and the profits will be shared. Incorporating your business will provide limited liability to the owner. Limited liability means that the individuals running the business are typically insulated from the liabilities of the corporation itself. This is true so long as the business

is properly capitalized and administered with the necessary corporate formalities. Remember, though, the physician or other healthcare professionals can still remain personally liable for

professional negligence (malpractice) that happens within that practice setting.

### PHYSICIAN LIABILITY – IS THE PHYSICIAN WITH DIRECT PATIENT CARE COVERED?

In the traditional sense, it seems that the point of what to ensure is

covered by a medical malpractice insurance policy should not have to be included. However, as practices evolve, it does become important to incorporate new ownership structures and new employment arrangements and, therefore, ultimately new ways to structure the medical liability insurance policy.

It is easy to understand that a solo physician needs to secure coverage for him/herself. But if a physician is employed by a practice, coverage can be secured on an individual basis as part of a group policy, which then protects the corporate/group entity. What happens in the event that the physician is an independent contractor, such as the case for many medical spas? Some policies may be able to add the independent contracting physician on the medical spa's policy, or coverage may need to be secured through the physician's individual policy that allows the coverage to extend to work in medical spa settings.

*If a physician is employed by a practice, coverage can be secured on an individual basis as part of a group policy, which then protects the corporate/group entity.*

surplus carrier. These ratings create a benchmark for assessing the insurers' financial strength. In recent years, ratings have become increasingly important in helping healthcare providers make decisions on which insurers to buy coverage from in order to protect their financial well being and career reputation. What we often find is that many of the surplus carriers are just as strong as, if not stronger financially than the standard carriers.

### CORPORATE LIABILITY – ARE THE BUSINESS ASSETS PROTECTED?

Corporate liability determines the extent to which a corporation as a fictitious person can be liable for the acts and omissions of the persons it employs. It is sometimes regarded as an aspect of vicarious liability. This means that the corporate assets can be





**MEDICAL DIRECTOR – ARE THE MEDICAL DIRECTOR'S ADMINISTRATIVE DUTIES COVERED?**

Again, in the traditional sense, a physician's policy would typically cover medical director duties of his/her primary practice. In the aesthetic practice/medical spa setting, many non-physicians may own the practice/spa and contract with or employ the physician. Even if the physician does not have direct patient care, the physician can be liable for the administrative aspects of serving as medical director.

The medical director is often held liable for the negligence of the staff he/she is supervising, as well as the set protocols to be followed in the practice setting. It is important to know what policy is covering the physician for acting as the medical director.

**STAFF – ARE MEMBERS OF THE STAFF WHO PROVIDE DIRECT PATIENT CARE COVERED?**

This question always creates interesting conversation. Many physicians' policies will cover the employees by either adding them on as additional named insureds (or "protected parties" – or whatever jargon the insurance carrier may use), as in the case of physician assistants/nurse practitioners/surgical assistants, or by definition of who is covered as an insured (and not by name), such as the case with registered nurses or aestheticians. However, some policies will not add on coverage for the employees.

An important consideration for the medical spa policy is whether the staff member is employed or working as an independent contractor. Many policies that cover the medical spa itself will cover the employed staff members,

but may not cover the independent contractors. Owners of medical spas who cannot add independent contractors on their medical spa policy will want to make sure the independent contractor has his/her

*It is important to know what the primary policy is covering so that you know what is left exposed and where you need additional coverage.*

own insurance in place. Otherwise, the medical spa or the physician policies become the "deep pockets" to which payments for the lawsuit can be made. When these payments are made, the outcome ultimately affects the physician or facility whose policy covers the indemnity.

**TYPE OF POLICY – FACILITY VS. HEALTHCARE PROVIDER POLICY?**

Two types of policies can cover aesthetic practices and/or medical

spas: either a facility based policy or a healthcare provider based policy. Most providers are accustomed to the individual policy where the primary named insured is that individual. A facility policy is structured to cover the facility (in this case the medical spa or aesthetic practice) as the primary named insured. It then adds on the coverage for certain providers who offer the direct patient care in that facility setting, or it could simply offer coverage for the corporate entity alone. The facility based policy can typically cover all employed staff with direct patient care, but may provide coverage to the work done only in that facility's location. If there are additional locations, they often have to be added on to the policy for coverage to extend to work done in secondary office locations. The individual provider policy allows for the primary named insured to be the healthcare provider, which typically follows the provider to different locations for work. However, there are always exceptions, so it is best to understand where work as a provider will be covered.

## 7 PROCEDURES / TREATMENTS – WHAT IS COVERED AND WHAT IS EXCLUDED FROM COVERAGE?

Are all treatments and procedures that the provider performs being covered? Many times a physician can add the aesthetic procedures to his/her primary malpractice policy, even if he/she is not a dermatologist or plastic surgeon. In many circumstances, though, the primary policy will

not cover select procedures. It is important to know what the primary policy is covering so that you know what is left exposed and where you need additional coverage.

Does the policy stipulate which type of healthcare professional it will cover for the performance of certain procedures/treatments? For example, the policy may cover lipodissolve claims, but only when lipodissolve is performed by a physician. It may not cover claims of lipodissolve if it is performed by any non-physician healthcare provider. Some policies will keep things as broad as possible and refer back to the application as to what is being covered. This is why disclosure on the application of all procedures is important.

## 8 LIMIT CONFIGURATION – ARE THE LIMITS OF LIABILITY SHARED OR SEPARATE?

The limits of liability state how much the insurance company will pay on the insured's behalf. For example, a \$1 million per claim / \$3 million per aggregate limit configuration means the insurance company will pay at a maximum during the policy period \$1 million for each claim and a maximum of \$3 million total for the entire policy period (typically a year in length), no matter how many total claims are made against that policy.

One aspect to keep in mind is whether the limits are separate (for each individual and/or corporate entity) or shared between the



corporate entity and healthcare providers. A policy can be set up where the corporate entity, the medical director (with or without direct patient care) and any employed staff all share in the one limit. This means that the insurance company will pay out, at a maximum, the per claim amount for ALL parties combined. Other policies may separate out the corporate coverage and individual provider coverage as two separate limits of liability and potentially two "pots" from which payment can be made...but this, too, is dependent on the overall policy limit configuration.

## 2. DEFENSE COSTS – INCLUDED INSIDE OR OUTSIDE THE LIMITS OF LIABILITY?

Another consideration is defense costs. Will the policy pay the cost to defend (attorney's fees, expert witness fees, etc.) the insured against any claims? Some policies may not, but many do. If defense costs are covered, how are they covered? Defense costs may be included within the limit of liability, meaning the maximum per claim the company will pay will include the defense costs and the monies that are paid out in damages or in settlement. If the defense costs are outside the limits of liability, then the insurance carrier will pay those expenses in addition to the limit that they will pay in indemnity. Therefore, the amount that can be paid out to the claimant in damages will not be reduced by the legal expenses.


## 10. COVERAGE TRIGGER – WHEN CAN YOU REPORT A CLAIM TO YOUR INSURANCE CARRIER?

Lastly, you will want to consider how and when you can report a claim to your insurance carrier. Some policies are "incident sensitive," while others are "written demand." Incident sensitive policies allow the primary named insured to report a claim when they expect a medical incident may result in a claim, even if no formal complaint has been made by the patient. This would allow the insured to report the potential claim even if it never turned into anything. A written demand type of policy stipulates that a claim be reported only when a demand for money, services, etc. is made via a written document, whether a letter from the patient, the patient's attorney, a subpoena, formal notice of lawsuit, etc.

## UNIQUENESS OF EACH POLICY

While this is a comprehensive list, it is not fully complete. It does show why it is more important to understand the various aspects of the policy rather than just the premium alone. The implications from the above can impact both from a financial standpoint as well as a career/reputation standpoint. Never buy on price alone!

Keep in mind that each healthcare provider's situation is unique and, therefore, not all aspects of a policy may be available. There may also be certain elements that are important which were not touched on here. It

is very important to work with an insurance agent who understands your needs and can diligently work with you to secure the best coverage, given your unique situation, and what is available in the insurance marketplace, and then can explain the implications the policy can have on your career and finances. Running through this checklist should provide a good starting point. 



**Megan K. Packard** is the Executive Vice President for Professional Liability Solutions,

LLC, an independent agency that specializes in providing personalized, comprehensive insurance and risk-management solutions for healthcare professionals. With offices in both Charlotte and Chicago, Professional Liability Solutions has been helping healthcare professionals protect their practices and assets for over 15 years. Megan works from the Charlotte office, where she focuses her business on the medical spa, aesthetic, anti-aging, and wellness segments of the healthcare industry. Megan received her degree from the University of Virginia. She can be reached by calling 800.372.3268, emailing [mpackard@pls-medmal.com](mailto:mpackard@pls-medmal.com) or by visiting their website at [www.professionalliabilitysolutions.net](http://www.professionalliabilitysolutions.net).

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beautiful forever



# Holding the Key to Success

## USING KEY PERFORMANCE INDICATORS TO UNLOCK YOUR BUSINESS POTENTIAL

By Cheryl Whitman, Founder and CEO of Beautiful Forever

You have a brilliant mission statement and a stellar practice vision, as well as superbly defined organizational goals. But how will you measure your progress? Tie your goals to key performance indicators, KPIs, and just watch where they can take you – and your business.

### WHAT ARE KPIs?

KPIs, a.k.a. Key Performance Indicators, are financial and non-financial measurements that help a business mark the progress toward its established goals. According to Peter Luhn, computer scientist with IBM and author of *A Business Intelligence System*, it is vital not only for organizations to measure their progress, but also to have “the ability to apprehend the

interrelationships of presented facts in such a way as to guide action towards a desired goal.” So, KPIs don’t just tell us where we are at any given moment; they can help us to get where we want to be.

You may choose to develop your own KPIs or hire a consultant to help you work through the process. No matter how you go about the process, a KPI is the main ingredient when developing a measurable objective or goal which will include a direction, KPI, benchmark, target, and time frame. For example: *“Increase (direction) the average revenue per patient*

*(KPI) from \$3,000 (benchmark) to \$4,000 (target) by end of year 2009 (timeframe).”*

As you develop your KPIs, keep in mind that they should:

- **Reflect your organization's goals** – For example, if one of your goals is to be the most profitable medical spa in your market, your

*It is vital not only for organizations to measure their progress, but also to have “the ability to apprehend the interrelationships of presented facts in such a way as to guide action towards a desired goal.”*

KPIs should measure profit and related fiscal numbers.

- **Be keys to your success** – Keep the number conservative so

everyone's attention is focused on the same KPIs (each KPI will have three to five of its own indicators to support it).

- **Be quantifiable** – Can you accurately define and measure it? If the goal is to generate more repeat clients, you need to distinguish between new and repeat clients. Then, set a clear target with specific actions, targets, and time frame to reach the goal.
- **Include long-term considerations** – Build short-term goals into your plans so you can more easily measure your success. If you want to hit \$1 million in revenue your first year, what do you need to bring in and how many clients do you need to see monthly? How about weekly?

*KPIs don't just tell us where we are at any given moment; they can help us to get where we want to be.*

- **Remain consistent** – Change your KPIs only as your goals are reached or revised.

*(Adapted from "Key Performance Indicators [KPIs]" by F. John Reh)*

KPIs function not only as performance management tools, but also as incentives. They create a clear picture of what is important and what needs to happen. When your performance indicators are straightforward and the requirements to meet your practice

goals are clearly mapped, you and your staff can more easily focus your efforts. Don't be shy about posting your KPIs – and consider offering bonuses or commissions when employees hit or exceed the target.

"By implementing KPIs in our practice, we can easily

pinpoint 'areas of improvement' that everyone can work together to achieve," shares Steve Watson, CEO and founder of The Miami Institute for Age Management and Intervention. "We are constantly on the lookout for opportunities to modify and refine our tactics, programs, marketing, etc. Awareness and common goals have really helped us pull together as a team, which translates into an incredible experience for our clients and higher revenues for us."



## DEVELOPING KPIs

You will need to start with a planning phase to develop your KPIs. Include the following steps:

- **Determine your goals** – the results you desire

## MADPRO Status

What is MADPRO status? Your KPIs must meet several madly professional standards in order to have the power needed to help you and your staff achieve the success you desire. Your criteria should be:

- Measurable
- Adequate
- Direct and easy to calculate
- Practical
- Reliable
- Objective

- **Brainstorm** all the possible indicators you may require
- **Refine your list** to a manageable and appropriately narrow scope
- **Assess** each indicator's MADPRO status
- **Choose the best** performance indicators

(Adapted from Visitask online project management resource center)

Some examples of the KPIs you may choose to include are:

- New patients acquired
- Status of existing patients
- Patient attrition and turnover
- Outstanding balances
- Number of procedures per patient
- Variety of procedures per patient

(Note: You can put this all together as you develop your measurable objectives using the formula above: direction + KPI + benchmark + target + time frame. So, "new patient acquired"

becomes "Increase the number of new patients acquired from 10 to 15 per month by December 2008.")

"As we developed our KPIs, we recognized that we could spend a week of each month crunching numbers and analyzing the results; however, that would lead to 'paralysis by analysis', and we wouldn't be devoting time and energy to growing and treating clients!" says Justin Brogan, M.B.A., Chief Operating Officer of Doctor's Approach Skin & Hair Care. "So we had to agree on the most important metrics: inflow of new clients and client spending patterns. Those two categories were then broken down into more digestible metrics that help us create action plans. These include:

- **Number of new clients referred from our dermatology practice** – internal marketing and cross-referrals from our dermatology practice continue to be our #1

source of new medspa clients and cost us very little.

- **Total new medspa clients**, including a comparison of internally-referred new clients and the results of external marketing and word-of-mouth marketing.

*When your performance indicators are straightforward and the requirements to meet your practice goals are clearly mapped, you and your staff can more easily focus your efforts.*

- **Aesthetician productivity per hour** to help us to better understand which aestheticians are truly generating profit for the practice.
- **Average revenue per procedure** to see which procedures are selling and where customer trends are heading.

"By keeping our focus limited in this way, we are able to communicate to our employees which key metrics we track and why, as well as understand the trends of our customers."

### USING THE INFORMATION YOU GATHER

In practical terms, KPIs are objectives to be targeted that will most successfully add value to the business. The information you gather through your indicators will provide:

- **Quantitative indicators of success** (How much of each product are you selling? How

many new clients do you have?)

- **Practical indicators** related to your existing practice processes (What is your staff turnover rate? How many client contacts do you make a week?)
- **Directional indicators** showing whether your practice is getting better or not (Is your revenue going up or down?)
- **Actionable indicators** that pinpoint areas in your control to change (What type of services are selling the most/least? What new treatments are your patients requesting?)

Want to know how your marketing campaign is performing in relation to the KPI you built into your marketing goal? If your objective is to increase the number of visits, visitors, or calls acquired from 20 to 30 per month within three months of implementing a new campaign: Divide the number of visits, visitors, or calls acquired through a campaign by the number of conversions (appointments for procedures). This conversion rate can be compared across the different campaigns you have run to understand the effectiveness of marketing efforts relative to each other.

Interested in identifying the KPI of services patients cancel after they've made the initial appointment? Subtract the number of done appointments from the number of

times the same type of appointment was made, and then divide by the number of times the same type of appointment was made. This information can help you backtrack to determine what happens in the consultations and even who performed the consult to make changes as needed.

### MAKING KPIs WORK FOR YOU

"Using KPIs and fostering an empowered culture among our employees has increased our revenue and (more importantly) net income significantly," adds Brogan. "We've broadened our services to include micropigmentation, and we've added a number of sought-after accessories to our retail product line-up."

Adds Debra Yates, Practice Administrator for Plastic Surgery Center, Ltd., in Camp Hill, PA, "As we developed our KPIs, we carefully considered the results that were required and created the list from there. We included client referrals, consultation and conversion rates, sales per employee, average daily revenue, and the ratio of new to repeat clients. Through our KPIs, we have a clear indication that customer satisfaction is exceeding, meeting, or

failing to meet goals. Also, we have solid data regarding our strengths and weaknesses."

Collecting, analyzing, and making use of key performance indicators is what keeps a business moving in the right direction. By locking key performance indicators into every goal in your business plan, then following through by measuring the outcomes, you can adjust or get rid of what isn't working and identify exactly where to put your efforts for even greater success. **ATI**



**Cheryl Whitman** is recognized internationally as a pioneer in the field of medical spa business

consulting. She is a published author, a popular speaker, and has been a beauty-industry consultant for more than 30 years. As founder and CEO of Beautiful Forever, Cheryl spearheads a successful team of medical spa consultants and business professionals. In addition, Cheryl developed the Medical Spa Success System, a revolutionary program that provides a turnkey educational success system and consulting services package to help clients jumpstart brilliantly successful medical spa businesses. For more information, please call 1.877.SPA.MEDI or go to [www.medicalspaconsultant.com](http://www.medicalspaconsultant.com) or [www.medicalspasuccess.com](http://www.medicalspasuccess.com).



## Microdermabrasion

*Aesthetic Trends & Technologies* Product Listings are shown on the following pages for your buying power. Conveniently listed, you may refer to these products. If at any time you do not see a product listed here, please contact us by e-mailing the staff at [product.listings@aestheticrends.com](mailto:product.listings@aestheticrends.com). We will update the listings to include the products in which you are most interested.

### spotlight DERMAMED MegaPeel

#### **MegaPeel Microdermabrasion Unit - Available in Three Designs**

At DermaMed International, Inc. we understand that not all microdermabrasion practices are the same. This is why we offer our MegaPeel microdermabrasion unit in three models to fit the needs of your microdermabrasion business. All of our MegaPeel microdermabrasion units are powerful, highly effective, and warranted; and extended warranties are available.

For physicians looking for dermatology equipment to treat patients with severe acne scars, we offer highly powerful physician-strength microdermabrasion machines. For spa owners looking to expand their microdermabrasion business and researching spa and esthetician equipment, we have the MegaPeel microdermabrasion unit that is right for you.

Whether you are looking for dermatology equipment, spa equipment, or esthetician equipment, we have the microdermabrasion machine for your microdermabrasion business. Our MegaPeel Platinum and MegaPeel Gold microdermabrasion machines are strong enough for even the most difficult cases. MegaPeel Silver, while still strong, is the perfect spa equipment for less aggressive microdermabrasion applications.

#### **The MegaPeel Microdermabrasion Unit Uses the Ultra Quiet MegaVac Motor**

All of our MegaPeel Microdermabrasion machines contain an ultra quiet MegaVac motor which is the most powerful, most dependable motor available today. Our motor is strong enough to run continuously for three years.

#### **Condition Specific Handpieces and Disposable Tips**

Our MegaPeel Microdermabrasion machine offers condition specific handpieces. Our handpieces are autoclavable, non-fatiguing, and can be sterilized.

Our condition specific disposable tips are available in three styles - divided clear, angled blue, and advanced gold. Our disposable tips save your microdermabrasion practice time and money and are a safer alternative for the patient than reusable tips. Disposable tips mean no streaking or clogging during the microdermabrasion procedure, and there is nothing to sterilize. When the procedure is finished, simply throw the tip away.

**DermaMed International Inc**  
888.789.6342  
[www.megapeel.com](http://www.megapeel.com)

Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>Aesthetic Solutions</b> www.dermaglow.com 651 Canyon Road Novato, CA 94947 888.345.4569 p	DermGlow II	Dual	Yes/32	Glass, Aluminum Disposable Tips	Aluminum Oxide or Sodium Bicarbonate \$2-\$4	On-site full training, technical and mktg support	\$8,750	N/A
	DermGlow II MD	Dual	Yes/32				\$4,750	\$10,500
	DermGlow EST	Yes	Wheels Yes/12					N/A
Warranty & Accessories: Lifetime warranty with 24-hour loaner. HEPA filtration. Trade-in program.								
<b>Aesthetic Technologies</b> www.parisianpeel.com 14828 W. 6th Avenue, Unit B-9 Golden, CO 80401 800.262.4412 p	Prestige	Dual	Yes/80	Proprietary ergonomic design w/ sterilizable immersible cartridge tips	\$3.50	One day on-site advanced training	N/A	\$16,900
	Esprit	Vacuum/ Compres.	Yes/46				N/A	\$12,900
Warranty & Accessories: 1 yr. warranty								
<b>Ageless Aesthetics</b> www.agelessaesthetics.com 5889 Greenwood Plaza Blvd. Suite 400 Greenwood Village, CO 80111 877.721.7975 p	ClairDerm (models 1,2, & 3)	Via Control Knob	Yes/15	Aluminum, plastic w/ cellulite roller / light therapy combo	Tips & Crystals		\$6,900	\$8,900
	Warranty & Accessories: 3 yr. warranty. Low cost per treatment at under \$1.15. Client brochures, specialty products, and consent forms available. ClairDerm3 now available with combined cellulite roller & light therapy handpiece.							
<b>Altair Instruments</b> www.diamondtome.com 321 Aviator St., Suite 113 Camarillo, CA 93010 805.388.8503 p	DiamondTome	Variable	Yes/27	Diamond tipped wands	\$0.50	Video On-site Training	\$10,250	\$10,400
	Warranty & Accessories: 1 yr. warranty, HEPA filters, filter pads, and assorted wands. Four grit sizes.							
<b>Bella Products</b> www.bellaproducts.com 27136 Burbank Foothill Ranch, CA 92610 877.550.5655 p	BD II	Yes	Yes/24	Aluminum Poly carb caps; Direct particle abrasion	\$3-\$3.50	Video on-site	\$11,950	\$19,950
	BD II-ASM	Yes	Yes/26				\$13,950	
	BD II-ASP	Yes	Yes/27				\$15,950	
	BD M II	Yes	Yes/36					
	BD M II-MAX	Yes	Yes/41					
	Bella Micro	Yes	Yes/16				\$4,950	
Warranty & Accessories: 1 yr. warranty.								

# MICRODERMABRASION PRODUCT LISTINGS



Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>DermaMed USA</b> www.megapeel.com P.O.Box 198 Lenni, PA 19052 888.789.6342 p	MegaPeel Platinum	Yes	Yes/32	Autoclavable; detachable;	\$2.50 per treatment	Intensive on-site; Video; Workshops; Seminars; Mfr. Corp. office	N/A	\$19,500
	MegaPeel Gold	Yes	Yes/25	condition specific tips	\$3.50 per treatment		N/A	\$15,000
	MegaPeel Silver	Yes	Yes/25		\$3.00 per treatment		\$12,500	N/A
	Warranty & Accessories: 1 yr. warranty, includes accessories and skin care products.							
<b>DermaSweep®</b> www.dermasweep.com 7251 Galilee Road Suite 160 Roseville, CA 95678 916.772.9134p	DermaSweep MD	Variable	Yes/26	Particle Free, Autoclavable	\$ .50- \$5.00	On-site	N/A	\$13,900 - \$14,500
	DermaSweep Pro	Variable	Yes/26	Stainless Steel	\$ .50- \$5.00	On-site	\$12,900	N/A
	DermaSweep Mini	Variable	Yes/8	7 Different treatment tips	\$0.50	Yes	\$4,999	\$4,999
	Warranty & Accessories: 1 yr. warranty, extended warranty options. 7 different treatment tips, 7 different Skin Specific Solutions™							
<b>Edge Systems</b> www.edgesystem.net 2277 Redondo Avenue Signal Hill, CA 90755 800.603.4996 p 562.597.0148 f	Delphia	Dual	Yes/24	Crystal, Lymphatic massage optional	\$ .55 - \$3.00	Full certification On-site, local courses & video	\$5,900	N/A
	Delphia™ Del Sol Plus	Dual	Yes/30	LED lights and crystal micro, Lymphatic and Crystal-free Optional			Starts at \$13,900	Starts at \$13,900
	Delphia Ile Plus	Dual	Yes/30	Lymphatic massage & LED lights			\$11,450	\$11,800
	Diamond Delphia	Dual	Yes/24	optional Crystal-free			\$7,500	\$7,850
	Warranty & Accessories: 1 yr. warranty, overnight loan program. 4 lbs. crystal and 10 tips included.							
<b>emed</b> www.silkpeel.com 31340 Via Colinas, Suite 101 Westlake Village, CA 91362 888.848.3633 p	SilkPeel Dermalinfusion System	Dual	Yes/30	Diamond-tipped handpiece; autoclavable; crystal-free	\$9.95 tips only	On-site certification	N/A	\$22,465
	Warranty & Accessories: 1 yr. warranty, extended warranty options. 11 combinations of grit sizes. Three choices of topical solutions.							
<b>Focus Medical, LLC</b> www.focusmedical.com 23 Francis J Clarke Circle Bethel, CT 06801 866.633.5273 p	NaturaBrador	Yes	Yes/30	Reusable, Plastic, Disposable	\$1.00-\$1.50	Video & on-site	N/A	\$8,500
	Warranty & Accessories: Massage therapy attachment.							

Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>Genesis Biosystems</b> www.dermagenesis.com 1500 Eagle Court Lewisville, TX 75057 888.577.PEEL (7335) p	AccelaFuze	Programmed		Dual-Mode	Bio-Barrier Tips	Hands On	N/A	\$17,995
	AccelaGen	Programmed		Dual-Mode	\$.50-\$3.00	Onsite and Online	\$13,995	\$16,995
	M2 - Turbo	Yes	Yes/39	Ergonomic Dual-Mode			N/A	\$15,995
	M2	Yes	Yes/34	Handpiece with Dual-			N/A	\$12,995
	M1	Yes	Yes/19	Lumen, Color-Coded			\$8,495	N/A
	Infusion Peel	Yes	Yes	Tubing Set			\$12,995	\$12,995
Warranty & Accessories: 3 yr. warranty. Plug-N-Peel Closed Canisters, Handpiece, Crystal and Crystal-Free Disposable Tips, CoolBreeze™ LED Lights, Blue, Red, Yellow								
<b>ImageDerm</b> www.imagederm.com 3032 Dolores Street Los Angeles, CA 90065 818.500.9034 p	ImageDerm	Dual	Yes/30	Reusable Delrin Tip	\$3.00	Full Training with Manual	\$8,500	\$10,700
	Warranty & Accessories: Full 5 yr. warranty. M.D. unit has 3-feature function.							
<b>Innovative Med Inc.</b> www.innovativemedinc.com 4 Autry, Suite B Irvine, CA 92618 877.779.9492 p 949.458.7416 f	PortaPeel 1050	Yes	Yes/14	Ergonomic, patented handpieces; disposable, reusable, metal & crystal free avail., disposable tips for face & body	\$2-\$4.00	Comprehensive manual, technical support & marketing support	\$4,500	N/A
	PortaPeel Pro 4150 Silver	Yes	Yes/16				\$4,800	N/A
	PortaPeel Pro 4150 Gold	Yes	Yes/18				\$6,800	N/A
	Setereh 1150	Yes	Yes/35				\$9,500	N/A
	Setereh 2150 MD	Yes	Yes/37				N/A	\$12,000
Warranty & Accessories: Setereh systems: 5 yr. warranty. Portapeel systems: Lifetime Warranty. All of our systems can be used for crystal free microdermabrasion as well. We accept trade-ins, loaners available.								
<b>Lumenis</b> www.lumenis.com 2400 Condensa Street Santa Clara, CA 95051 408.764.3000 p	SkinScape	Single	Yes/22	Autoclavable small & large handpieces Aluminum/ disposable tips	\$2.80	Intensive On-site training	\$14,500	N/A
	SkinScape Plus	Dual	Yes/30				\$2.80	\$18,995
Warranty & Accessories: 1 yr. warranty. Education and marketing materials.								

# MICRODERMABRASION PRODUCT LISTINGS



Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>Mattioli Engineering</b> www.matteng.com 4200 Wilson Blvd., Suite 750 Arlington, VA 22203 877.628.8364 p	Aesthipeel™	3 Pre-set Positions	Yes/17	Plastic/Glass	\$3.00-\$9.00	1 day on-site	\$3,675	N/A
	Ultrapeel® Pepita Ultrapeel® Crystal	Dual/Count Variable	No/39 No/44	Glass Pyrex/reusable Glass Pyrex/reusable	\$3.00-\$9.00		\$10,710 N/A	N/A \$13,860
Warranty & Accessories: Carrying case, 2 yr. warranty, next day loaner program, external comp. delivery kit, sealed plastic corundum containers, safety filter, vacuum and compression mode.								
<b>Med-Aesthetic Solutions</b> www.medaestheticsolutions.com 2033 San Elijo Ave, Suite 200 Cardiff by the Sea, CA 90249 760.942.8815 p 505.341.2575 f	Salt-APeel™ MacroDermabrasion Therapy	No	50 lbs	Proprietary aluminum design, with no mess auto control	\$3/treatment		\$13,900	\$16,500
	Warranty & Accessories: Proprietary crystal delivery system uses water-soluble, non-toxic salt. Pre-packaged salt containers and disposable 0.1 micron ULPA Filter waste containers. Positive and negative pressure system with little to no redness. Natural salt for superior results. Patented DermaMask and MacroTouch® 3 MHz Ultrasound module for Physician model. Marketing support program. Three year warranty parts and labor.							
<b>Raja Medical</b> www.rajamedical.com 6542 Hypoluxo Rd, #171 Lake Worth, FL 33467 561.868.4600 p	Sapphire Abrastim	No	Yes/15	Stainless steel, Sapphire heads	\$5.00	1 day	N/A	\$14,500
	Warranty & Accessories: 2 yr. warranty.							
<b>Science Innovative Aesthetics</b> www.scienceaesthetics.com 30 Montgomery Street Suite 660 Jersey City, NJ 07302 201.332.4100 p	Aurora	Yes	Yes/46	Stainless steel, 9 different tips, autoclavable	\$ .40 per filter, one filter per treatment	On-site, manual, PP presentation	\$10,900	\$10,900
	Gemini	Dual, pin point crystal flow control	Yes/55	Crystal - flexible, w/disposable plastic caps. Crystal Free - stainless steel w/9 different tips	\$1.50 for alum. ox. crystals, varies per treatment		\$13,500	\$13,500
Warranty & Accessories: 2 yr. warranty with next day loaner, 100 filters plus ultrasonic cleaner included with purchase, marketing material, tech-support, additional filter inside machines, quietest machines on the market (ask about our trade-in program). Gemini includes 2 (4 lbs.) bottles of crystals, closed loop system.								

Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>Sciton</b> www.sciton.com 845 Commercial Street Palo Alto, CA 94303 650.493.9155 p	MicroLaserPeel™	N/A	Yes/wheels	Large area scanner	None	In-office	N/A	\$19,500 module
	Warranty & Accessories: 10 to 40 microns in 5-micron steps.							
<b>Silhouet-Tone USA</b> www.silhouettone.com 7 Champlain Commons St. Albans, VT 05478 800.552.0418 p	S.T.Peel	Yes	Yes/65	Stainless steel disposable tips	\$3.00	Video on-site training	\$9,950	\$11,950
	Warranty & Accessories: 3 yr. warranty. Disposable tips. Manual included, complete marketing tools. Rotational projection handpiece.							
<b>Sybaritic</b> www.sybaritic.com 9920 James Avenue South Minneapolis, MN 55431 800.445.8418 p 952.888.8887 f	SkinBella	N/A	Yes/ 22 lbs Cart 32 lbs	Ultrasonic Applicator	\$2.50	On-Site Advanced Training	\$10,995	\$10,995
	Warranty & Accessories: 1 yr. warranty included with extended warranty available. Professional and retail skin care products, marketing kit and cart included.							
<b>SoundSkin Corporation</b> www.soundskin.com 429 South Main Street Oswego, IL 60543 888.596.5277 p	SmartPeel - Esthetician	16 settings + lymphatic	Yes/18	Acetyl copolymer with full range of accessories	\$1.50	On-site by specialist	\$10,500	N/A
	SmartPeel-M.D.	32 settings	Yes/23				N/A	\$13,500
Warranty & Accessories: 1 yr. warranty, parts & labor with dual probe lymphatic drain module, dual SmartFilter viral barrier system to 0.1 microns.								

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Source	Product	Vacuum Flow Control	Mobile/ Weight (lbs)	Handpiece	Disposables	Training	Aesthetician Unit Price	M.D. Unit Price
<b>Syneron Medical</b> www.syneron.com 100 W. Beaver Creek Rd. #6 Richmond Hill, Ontario, Canada 800.445.8418 p	Libra	Variable	Yes/34	Custom disposable tips	\$.50-\$1.00	Video on-site training	N/A	\$9,995
	Warranty & Accessories: 1 yr. warranty. Education and marketing materials.							
<b>Vibraderm, Inc.</b> www.vibraderm.com 2100 N. Hwy 360 Suite 1502 Grand Prairie, TX 75050 800.494.7181 p	Vibraderm	None	Yes/21	High-Tech Aluminum Alloy	None	On-site training included	\$18,100	\$18,100
	Warranty & Accessories: 1 yr. warranty.							
<b>Viora, Inc.</b> www.vioramed.com 30 Montgomery Street Suite 660 Jersey City, NJ 07302 877.384.8032 p 201.332.4200 f	Pristine - Diamond System	Single	Yes/28	Ergonomic stainless steel design; 10-13 tips depending on model; auto-clavable	\$.30/filter	Manufacturer support Manufacturer support	\$10,900	\$11,900
	Marquis – Diamond and Crystal System	Dual	Yes/35		\$.30/filter		\$15,900	\$16,900
	Warranty and Accessories: Pristine - 2 yr. warranty with next day loaner. Esthetician unit sold with 10 DPeel tips; M.D. unit sold with 13 DPeel tips; 100 disposable filters, 25 client brochures, 1 poster, ultrasonic cleaner; system manual. Marquis - 2 yr. warranty with next day loaner. Esthetician unit sold with 10 DPeel tips; M.D. unit sold with 13 DPeel tips. Diamond Peel-100 disposable filters, 25 client brochures, 1 poster, ultrasonic cleaner. Crystal Peel -10 plastic caps.							
<b>Vita Medical Technologies</b> www.vitamedtech.com 1286 University Avenue, #264 San Diego, CA 92103 619.795.7953 p	Beauty Skin	Dual	Yes/20	45 degree angle Teflon handpiece; reusable or disposable tips	\$1.50	On-site by representative	\$7,900	\$7,900 Dual Motor
	Warranty & Accessories: 2 yr. warranty, parts & labor. 2 handpieces; abrading and peeling. Variety of tip sizes available.							

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# Brachioplasty

**UPPER ARM LIFT CASES HAVE TRIPLED AS THE NUMBERS OF BODY CONTOURING PROCEDURES CONTINUE TO INCREASE THROUGHOUT THE UNITED STATES**

*By Gregory A. Wiener, M.D.*

**B**ody contouring procedures are increasing in popularity across America. In 2006 alone, over 15,400 patients received brachioplasty, otherwise known as an “upper arm lift.”

Indeed, the numbers of brachioplasty procedures performed have more than tripled since 1997 (American Society for Aesthetic Plastic Surgery). This procedure removes excess fat and skin from the upper arms, which can result from dramatic weight loss, pregnancy, loss of elasticity in the skin, aging, and lack of exercise.

Brachioplasty can remove the so-called “bat wings” (excess skin which flaps out underneath the triceps muscles) and lead to a toner, leaner appearance. Although liposuction in this upper arm area might be adequate for some patients, those patients in need of a more comprehensive and in-depth procedure should opt for a brachioplasty procedure, which often

includes a combination of liposuction and direct excision.

There are different types of brachioplasty procedures, and the one which you utilize depends on your patient’s skin laxity and long-term goals:

## THE SHORT-SCAR BRACHIOPLASTY

The short-scar brachioplasty is less invasive than other brachioplasty procedures, and it is best for patients who have only a moderate amount of excess skin and drooping. This procedure also has another benefit: less visible scarring. This is because the incisions are made where the arm meets the axilla, along the natural crease of the arm. The excess skin and fat is then removed. However, this is only a good option for patients who have more moderate needs, but the

benefit of less visible scarring can be very tempting to patients who don’t want their procedures to be evident to the naked eye.

## THE LONG-SCAR BRACHIOPLASTY

The long-scar brachioplasty is optimal for patients who have excessive amounts of loose skin and fat on their upper arms. In situations such as these, liposuction alone will not result in the toned, lean look that patients are

*Patients in need of a more comprehensive and in-depth procedure should opt for a brachioplasty procedure, which often includes a combination of liposuction and direct excision.*

seeking. When performing the long-scar brachioplasty, an incision is made from the elbow to the axilla, allowing for optimal removal of the majority of

the patient's excess fat. By taking pains to hide the point of incision within the axilla, obvious scarring can be diminished; but patients should always be warned to expect an inevitable amount of scar tissue.

### THE MODIFIED BRACHIOPLASTY

In cases where neither a long-scar brachioplasty nor a short-scar

*Scarring is partially based on genetics, so if a patient is a quick-healer with minimal issues with scarring in the past, this bodes well for the brachioplasty.*

brachioplasty is the best possible choice, a modified brachioplasty could be a good option. Rather than extending the incision down to the elbow (long-scar brachioplasty), or only relying on a horizontal incision (short-scar brachioplasty), a surgeon can create a combined incision on a limited area between the elbow and axilla. This procedure can also allow for some removal of lateral chest fat, if there is excess skin there that could be removed for a more proportional outcome.

### ADJUNCT PROCEDURES

These different variations on brachioplasty procedures can also be supplemented with minor to moderate liposuction for the best possible outcome, as the combination of an arm lift and liposuction allows for removal of fat and tightening of excess skin. Despite the numerous options patients and surgeons have when it comes to choosing their brachioplasty procedure,

some people do view this treatment as a bit of a "lose-lose" situation. Indeed, it seems as though a patient sometimes has a choice between options—visible scarring or excess skin. However, for patients who are greatly embarrassed and hampered by their upper arm fat, the expectation of moderate scarring might not be that big of a drawback. Indeed, I have encountered patients

whose arms are so disproportionate to the rest of their body (due to dramatic weight loss through gastric bypass and the loss of skin elasticity) that buying shirts is nearly

impossible. One of my female patients confessed to me that she had to have every shirt she bought tailored, just so that the sleeves would fit her arms! In her case, and in the cases of many other people whom I have encountered, brachioplasty is worth the risk of some moderate scarring.

This is particularly true in the case of patients who have worked very hard to lose dramatic amounts of weight, either through stomach stapling or

diet and exercise alone. After all their hard work, struggling with body image due to excess skin can certainly be a blow. Due to the large number of people who are seeking brachioplasty procedures after dramatic weight loss, brachioplasty is often combined with a number of other body contouring procedures, such as tummy tucks, thigh lifts, and buttock lifts.

### DIMINISHING THE VISIBILITY OF SCARS

Although some scarring is to be expected (and patients are to be warned of this inevitability), there are some ways surgeons can cut back on the visibility of scars. Beyond making sure that unnecessary incisions are not made (such as performing a long-scar brachioplasty in a situation where a short-scar brachioplasty or modified brachioplasty might do just as well), surgeons can also lessen visible scarring by making zigzag incisions.

Surgeons can help patients gauge how severe or moderate their scarring





Before (Left) and After Upper Arm Treatment (Right). Photos Courtesy Gregory Wiener, M.D.

will be by discussing their scar history. Scarring is partially based on genetics, so if a patient is a quick-healer with minimal issues with scarring in the past, this bodes well for the brachioplasty. However, if the patient has a personal or family history of keloids, or hypertrophic scars, additional precautions against scarring should be taken.

Another concern when it comes to the outcome of brachioplasty procedures is that an uneven look might occur, leaving patients with lopsided results. The natural symmetry of the arms should be preserved at all costs, but there have been brachioplasty cases in which the end result was not ideal. Not surprisingly, many surgeons do find themselves revising the unsatisfactory work of others, attempting to even out the results for patients.

### LOCAL VS. GENERAL ANESTHESIA

Brachioplasties are typically performed under generalized anesthesia, though they can be

performed with a local anesthesia with sedation. This outpatient procedure will generally allow for patients to return to work and normal activities after about two weeks, but exercise and lifting need to be carefully restricted during this time. Lifting arms over one's head

might lead to pain, even if it is for a simple task such as shampooing one's hair, so patients should try to plan ahead for this slight inconvenience. Most patients experience soreness and tenderness, which is generally treated quite easily with extra strength Tylenol.

## Not for Everyone

Despite the wide range of brachioplasty options, the procedure is not right for everyone. Who is not a good candidate for brachioplasty?

### BREAST CANCER SURVIVORS

Women who have undergone mastectomies are not good candidates for brachioplasties, as the lymph nodes may already be damaged, which would lead to a complicated and potentially dangerous outcome.

### PATIENTS WHO SUFFER FROM AXILLARY HIDRADENITIS

Patients who have axillary hidradenitis, otherwise known as excessive sweating, should not undergo brachioplasties. Additionally, patients who have infections in the axilla area should not have brachioplasties.

### OBESSE PATIENTS

Patients with a body mass index (BMI) over 30 are at a much greater risk for developing complications after brachioplasty.

## RECOVERY TIME

Patients are sent home with ACE bandages and must keep these compresses on for the next 1-2 weeks for best results. Some slight leakage onto the bandages is expected, although some patients are fitted with drains to help prevent the buildup of fluid and resulting seroma.

For patients seeking other types of body contouring along with brachioplasty, there are some possible complications to keep in mind. Recovery time is lengthened, and pain might be intensified when more than one cosmetic surgery procedure is undergone at once. For instance, undergoing brachioplasty and a thigh

elasticity. However, for the most part, patients can expect the results of their arm lifts to last for years, provided that they maintain a healthy lifestyle.

## PATIENT SATISFACTION

Despite the serious nature of brachioplasty (and of any surgery, cosmetic or otherwise), I have yet to encounter a patient who is not thrilled with the results of her arm lift.


Being able to embrace trendy fashions such as short sleeves, tank tops, and bikinis can be difficult when one feels that her arms are disproportionate,

*From brachioplasties to thigh lifts to tummy tucks, reconstructive surgeries after massive weight loss are truly becoming a new trend in plastic surgery.*

lift on the same office visit is convenient and can prevent the patient from having to undergo anesthesia multiple times; but many patients report longer healing times and more pain when procedures are combined.

One important benefit of the brachioplasty is that, unlike other cosmetic surgeries, the results of arm lifts can last indefinitely. One caveat: If the patient gains and loses weight, this will create skin laxity which may lead to a small recreation of the "bat wings" which already were removed. Additionally, the natural aging process tends to involve some loss of skin

bulky, or just flabby. Surgeries such as these re-contour more than just the body; they also help to re-contour a patient's self-esteem and happiness.

From brachioplasties to thigh lifts to tummy tucks, reconstructive surgeries after massive weight loss are truly becoming a new trend in plastic surgery. As surgeons, we must continually strive to achieve the changing face of plastic surgery and to the changing needs and goals of our patients. Continuing education and attention to the society in which we live make for comprehensive and rewarding results. 



**Gregory Alan Wiener, M.D.**

is a Board Certified Plastic and Reconstructive Surgeon who has been

practicing at Resurrection Hospital for the past 9 years. He was named a Consumer Reports "Top Surgeon" and completed his residency at the University of Illinois at Chicago. Dr. Wiener has been featured in several media outlets both nationally and locally. Visit Dr. Wiener online at: [www.TheArtofPlasticSurgery.com](http://www.TheArtofPlasticSurgery.com)

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## Elemé Medical Announces \$18 million "Series C" Financing

Elemé Medical Inc., a private venture-backed aesthetics company building a franchise in the body shaping market with an initial focus on treatment of cellulite, announced that it has raised \$18 million in a "Series C" financing led by L Capital Partners ([www.lcapitalpartners.com](http://www.lcapitalpartners.com)). The C round also included new investor Hambrecht & Quist Capital Management ([www.hqcm.com](http://www.hqcm.com)), as well as returning investors Three Arch Partners ([www.threearchpartners.com](http://www.threearchpartners.com)) and EDF Ventures ([www.edfvc.com](http://www.edfvc.com)). The funds will be used to commercialize the Company's FDA-cleared SmoothShapes® System and also to develop the Company's pipeline of body shaping technologies. Ting Pau Oei, a partner at L Capital Partners, and Daniel R. Omstead, Ph.D., President and CEO of Hambrecht & Quist Capital Management, will join the board of directors of Elemé Medical.

The SmoothShapes System uses a proprietary technology called Photomology® to treat the underlying causes of cellulite. Thermal and non-destructive, Photomology's unique mechanism of action combines dynamic laser and light energy with mechanical massage and vacuum to specifically affect the underlying tissue responsible for the visible manifestations of cellulite. Results include improved appearance of cellulite with tighter, smoother skin that patients can see and feel.

"The fact that we have raised a significant round of financing from

sophisticated investors in a down market bears strong testimony to the validity of our approach to treating cellulite," said Nancy M. Briefs, President and CEO. "We have said all along that our claims about SmoothShapes are based exclusively on results obtained in rigorous, independent and ongoing clinical studies of the System. Indeed, the due diligence conducted by our new investors and their ensuing investment in Elemé Medical further substantiates our technology's robust scientific foundation."

**Elemé Medical, Inc.**  
**603.816.1920**  
**www.elememedical.com**

## New Zerona Laser Zaps Fat with Light, not Liposuction

Erchonia Medical, the leading low-level laser technology manufacturer in the United States, announced the launch of Zerona, a low-level laser designed to remove fat and contour the body without invasive surgery. Zerona's launch coincides with the conclusion of Erchonia's pilot study, recently presented to the American Society of Lasers in Medicine and Surgery. The study's data revealed that in two weeks of trials with the Zerona laser – without surgery, diet restrictions, or any other adjuncts – patients lost an average of five to six inches from their waists, hips, and thighs.

In contrast to high-power, high-heat lasers that are used in various surgical procedures, the new Zerona

*(Continued on page 77)*

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# Today's Economics

## IN THE CHANGING WORLD OF COSMETIC SURGERY

By Gregory A. Wiener, M.D.

**T**oday's economic recession has led people to trim corners every way they can—even when it comes to trimming their waistslines. The plastic surgery field has been veritably booming nonstop in recent years (according to the American Society for Aesthetic Plastic Surgery, the number of U.S. cosmetic procedures increased 457% from 1997 to 2007). However, now that we find ourselves in the middle of a recession, the plastic surgery field has seen a decline in recent months as would-be patients are realizing that the perfect nose or perky breasts no longer fit into their budget. Indeed, during a down market, life's little luxuries often get bypassed in favor of more pressing concerns, such as unmanageable mortgages and the high cost of living.

### AN ELITE FIELD: FROM HOLLYWOOD TO HARTFORD

This most recent trend in stalled activity in the field of plastic surgery is reminiscent of the early days in cosmetic procedures, when only the rich and famous could afford a nip-tuck or a perfectly sloped nose. In the early days of cosmetic surgery, Manhattan and Los Angeles cornered the market, but since the late 80s and early 90s we have seen a gradual trend towards acceptance of the field and its impressive results.

Plastic surgeons no longer had to travel to California to open a lucrative office; and from the Midwest to the Old West, patients were beginning to line up out the door. Parents began allowing

their teenagers to have surgeries such as breast implants; and reality shows began featuring dramatic transformations at the hands of a skilled plastic surgeon, all further popularizing and familiarizing the field for potential customers. And, as technology improved, results became even more subtle and finely crafted than ever before, meaning that patients need no longer fear leaving

*One need look no further than the recent statistics (53% decrease in the industry overall) to see that people are skimping on their plastic surgery needs in an effort to save cash.*

the office looking like someone who just had "work done."

It was official—plastic surgery had arrived, and those of us eager

to ride the wave of its success and popularity found ourselves with more patients than we could hope for and a little less vacation time than we might like.

*Most insurance companies now offer plans that partially or totally cover the cost of certain cosmetic procedures, which means that patients can receive the procedures they need.*

### THE DOWN MARKET: A PRETTY POUT IS THE FIRST THING TO GO

Plastic surgery was once marketed as a tool for success and future wealth. Cosmetic enhancements kept people looking their best: youthful, fit, relaxed, and ready to take on anything life threw at them. Having a blepharoplasty and removing droopy eyelids might make the difference between acing the job interview or leaving the interviewer wondering if

you had the energy to stay on task.

However, in a down market, little things like looking more rejuvenated than your possible competition decrease in importance. One

need look no further than the recent statistics (53% decrease in the industry overall) to see that people are skimping on their plastic surgery needs in an effort to save cash.

But what about plastic surgeons? We still need to make a living at our chosen professions, but how can we stay relevant and relatively affordable in a nation that is facing a down market?

### ADDRESSING PATIENTS' NEEDS: WORKING WITH INSURANCE COMPANIES

Even in times of recession, plastic surgery is more than just a luxury. Some patients need cosmetic surgery for health and comfort reasons. From

gastric bypass to breast reduction, some procedures are necessary for the ease and well being of the patient. Some insurance companies will help cover the cost of such medically necessary procedures as:

- Breast Reduction (in the case of breast-related back pain)
- Breast Reconstruction (in the case of breast cancer/post-mastectomy)
- Rhinoplasty (in the case of deviated septums)
- Gastric Bypass (in the case of morbid obesity and obesity-related health problems)
- Surgery (after an accident)

By performing medically necessary procedures such as these (and accepting insurance), plastic surgeons can continue to flourish in a down market. Most insurance companies now offer plans that partially or totally cover the cost of certain cosmetic procedures, which means that patients can receive the procedures they need.

## ADDRESSING PATIENTS' DESIRES: WHEN LOOKING GOOD MEANS FEELING GOOD

When the cosmetic procedure in question springs not out of a health-related need, but more out of a patient's need for self-confidence, the insurance company often will not help to cover the cost. Yet, the cost of plastic surgery (see below for average surgeon fees) means that most patients cannot afford to pay for the perfect nose or implants without assistance.

With the cost of anesthesia, pain medication, and office charges (not to mention possible penalization for time off work), most patients find themselves overwhelmed by the cost of rejuvenating their looks. This is why many plastic surgeons have found ways to offer patients financial assistance.

One of the most common methods of financial assistance is the patient option to finance one's procedure.

## Surgical Fees

National Surgeon Fees per Procedure (Courtesy of the American Society for Aesthetic Plastic Surgery):

- Abdominoplasty \$5,263
- Facelift \$6,532
- Rhinoplasty \$4,277
- Breast augmentation  
–saline implants \$3,544
- Breast augmentation  
–silicone gel implants \$3,813

CareCredit is one such financing method and can be applied to everything from dental procedures to general checkups to, yes, plastic surgery procedures! CareCredit is currently accepted by over 100,000 providers and is the most popular

medical financing program in the United States. The American Society of Plastic Surgery endorses this financing option, and many plastic surgery offices have reaped the benefits of this safe and trustworthy payment option.

Other cosmetic surgery financing options include MediCredit, Health Ready, and MedDirect. By not taking advantages of these programs, plastic surgeons limit the amount of patients who will be able to afford the high cost of cosmetic enhancement. Even the most well-off patients cannot always afford to pay for their procedures in one large lump sum, and some patients find that these

*In 2008, I actually decreased the cost of procedures in my office by 5% in an attempt to reach out to patients in our current down market.*

financing options can be a better bet than regular credit cards.

## MARKETING THE LOWER PRICE OPTIONS: BIGGER ISN'T ALWAYS BETTER

When patients cannot afford the price tag associated with dramatic transformations, they should be made aware that they do not have to rule out cosmetic enhancement altogether. For instance, the price tag for a facelift might be too hefty for some in this economic downturn, but BOTOX® might be a viable option (and indeed, an even better option for those patients who are just seeking minor, subtle results).

The lower cost of BOTOX® and other injectables, such as Juvederm, means that small enhancements are more affordable. Hyaluronic Acid procedures and BOTOX® (the National Surgeon Fees for which

*Despite our roots as a field reserved for the rich and famous, the plastic surgery field has proven itself to be a viable, safe, and affordable option for all patients seeking a boost in their well-being and physical appearance.*

the American Society for Aesthetic Plastic Surgery estimates to be \$532 and \$417, respectively) are vastly cheaper than the \$7,000 and up which a facelift would cost. Another example of a lower cost option for a popular procedure would be collagen injections (\$490) over a lip augmentation procedure which does not use injectables (\$1,726).

Fortunately, these lower cost options do not even necessarily mean that patients are receiving

lower quality results. Indeed, for those patients who expect dramatic and face-altering results (even against the better advisement of their surgeons), these smaller and more subtle procedures can help patients receive the same high-quality, aesthetically pleasing results. (And with less downtime and less invasive procedures, the cost of pain pills, being laid up at home, etc. is negated, making for an even simpler and less expensive recovery.)

## SAVING THE INFLATION FOR A LATER DATE: MEETING THE NEEDS OF OUR PATIENTS

Another way to keep prices accessible for patients is to delay the yearly inflation of prices. At my Chicago office, I postponed the usual inflation of prices in 2007, realizing that even a small inflation to keep pace with the increased cost of living was not going to garner any more patients. In 2008, I actually decreased the cost of procedures in my office by 5% in an attempt

to reach out to patients in our current down market.

Keeping costs down and even decreasing costs at times help me maintain my patient base and help me stay relevant in a field which is being considered an unnecessary luxury. As the prices of basic necessities like food and gas rise, plastic surgeons must keep prices as low as possible in order to continue attracting patients. Of course, we cannot cut costs if it means cutting

quality; but as long as this is not the case, the plastic surgery field needs to adapt to the changing nation, just as we always have.

By continuing to adapt to the needs of our patients on both a medical and an economic level, we can continue to deliver the highest quality healthcare and the highest quality results to our patients. The plastic surgery field has grown dramatically in the last 10 years; and as long as we continue to adapt to our patients' needs, our growth will continue, regardless of economic recession. Despite our roots as a field reserved for the rich and famous, the plastic surgery field has proven itself to be a viable, safe, and affordable option for all patients seeking a boost in their well-being and physical appearance. **771**



**Gregory Alan Wiener, M.D.** is a Board Certified Plastic and Reconstructive Surgeon who has been

practicing at Resurrection Hospital for the past 9 years. He was named a Consumer Reports "Top Surgeon" and completed his residency at the University of Illinois at Chicago. Dr. Wiener has been featured in several media outlets both nationally and locally. Visit Dr. Wiener online at: [www.TheArtofPlasticSurgery.com](http://www.TheArtofPlasticSurgery.com)



laser produces a low-level, or cold, output that has no thermal effect on the body's tissue. Instead, the non-invasive laser helps the body absorb fat by stimulating biological function. Excess fat is then removed naturally by the body without the negative side effects and downtime associated with more invasive procedures such as liposuction.

Renowned plastic surgeon Rodrigo Neira, M.D., who participated in the pilot study explains, "Extensive research shows that fat congregates in interstitial spaces for a certain amount of time. The Zerona laser stimulates the body to rid itself of that excess fat using the body's normal processes. We were amazed with the results after using the laser on patients over a period of just two weeks."

Charlie Shanks, V.P. of Erchonia Medical, is greatly encouraged by the



results. "We believe Zerona is the future of body contouring without surgery. We expect to have the clinical trial completed in April 2008 and then plan to submit our data to the FDA for market clearance."

Erchonia lasers have achieved FDA market clearance (510K) for liposuction in 2004, acne in 2005, chronic pain in 2001, and just recently for breast augmentation in April 2008.

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### Jan Marini Revolutionizes Cosmetic Eyelash Enhancement – Again!

Jan Marini Skin Research, Inc. (JMSR) introduced Marini Lash, a revolutionary eyelash formulation designed to give users amazingly gorgeous, dense, and lush eyelashes. In 2005 JMSR revolutionized eyelash enhancement with a technological first that inspired a host of imitators. Now, JMSR sets the pace again by introducing a proprietary and spectacular non-prostaglandin eyelash formulation. JMSR research and development uncovered a recently discovered proprietary peptide which, when combined with other essential factors, produces extraordinary eyelash and brow enhancement.

"For three decades, I have been dedicated to developing products that provide men and women with real solutions for their skin and hair, offering



them the full benefit of the latest scientific innovations," said Jan Marini, President and CEO of Jan Marini Skin Research. "I was overwhelmed by the incredibly passionate response of women worldwide to my previous eyelash enhancement formulas. I am confident that Marini Lash will give everyone spectacular-looking, lush lashes."

Marini Lash, offered in a mascara-style container, is available through physicians and licensed skin care professionals worldwide.

San Jose, CA-based Jan Marini



Skin Research, Inc. (JMSR) is a recognized leader and innovator in skin care, providing state-of-the-art technologies and breakthroughs in medically-based skin care therapies. The JMSR Skin Care Management System is used and trusted by physicians and skin care professionals worldwide to ensure optimum results for their patients and clients. JMSR products range from Glycolic Acid formulas and patented breakthroughs to the state-of-the-art anti-aging properties of the remarkable C-ESTA® family of products, all aimed

(Continued on page 80)

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Contact: Ollie Edwards  
703.299.9291, ext 237 p  
oedwards@aafprs.org  
www.aafprs.org

## FEBRUARY 2008

### American Academy of Dermatology – AAD

66th Annual Meeting  
February 1 - 5, 2008  
San Antonio, TX  
Contact: Robin Downey  
866.503.SKIN (7546)  
www.aad.org

### Advances in Cosmetic Medical Dermatology – ACMD

MauiDerm 08  
Advances in Cosmetic Medical Dermatology  
February 25 - March 1, 2008  
Grand Wailea Resort  
Maui, Hawaii  
Contact: ACMD Administrative Office  
www.acmd-derm-hawaii.com

## MARCH 2008

### Medical Spa Expo

March 23 - 25, 2008  
Los Angeles Convention Center  
Los Angeles, CA  
Contact: Reed Exhibitions  
800.363.3631 p  
www.spaandresortexpo.com

### Dermatology Nurses' Association – DNA

26th Annual Convention  
March 25 - 28, 2008  
Las Vegas Hilton  
Las Vegas, NV  
Contact: DNA@ajj.com  
800.454.4DNA (4362) p  
www.dna.inurse.com

## APRIL 2008

### American Society for Laser Medicine & Surgery – ASLMS

28th Annual Meeting  
April 2 - 6, 2008  
Gaylord Palms Resort  
Kissimmee, FL  
Contact: Dianne Dalsky  
715.845.9283 p  
dianne@aslms.org  
www.aslms.org

### American Academy for Anti-Aging Medicine – A4M

16th Annual International Congress  
April 25 - 27, 2008  
Gaylord Palms Resort & Convention Center  
Orlando, FL  
Contact: Aaron Smith  
800.558.1267 p  
www.worldhealth.net

## MAY 2008

### American Society for Aesthetic Plastic Surgery – ASAPS/ASERF

Annual Meeting  
May 1 - 6, 2008  
San Diego Convention Center  
San Diego, CA  
Contact: Linda Stanton  
800.364.2147 p  
www.surgery.org

### American College of Obstetricians and Gynecologists – ACOG

56th Annual Clinical Meeting  
May 3 - 7, 2008  
Ernest N. Morial Convention Center  
New Orleans, LA  
Contact: acm@acog.org  
202.638.5577  
www.acog.org/acm

### China Beauty Expo

May 20 - 22, 2008  
Shanghai New International Expo Center  
Shanghai, China  
Contact: Vanessa Kuhlmann  
+49 711 490 890 0  
beauty@businessmediachina.com

## JUNE 2008

### Cosmetic Boot Camp

4th Annual Meeting  
June 12 - 15, 2008  
Broadmoor Resort  
Colorado Springs, CO  
888.355.3675 p  
www.cosmeticbootcamp.com

### International Esthetics, Cosmetics and Spa Conference – IECSC

June 28 - 30, 2008  
Las Vegas Convention Center  
Contact: John Clarke  
800.624.3248  
www.iecsc.com

## JULY 2008

### American Academy for Anti-Aging Medicine – A4M

July 17 - 19, 2008  
Washington, DC  
Contact: Aaron Smith  
800.558.1267 p  
www.worldhealth.net

### American Academy of Dermatology – AAD Academy '08 Summer Meeting

July 30 - August 3, 2008  
Chicago, IL  
Contact: Robin Downey  
847.330.0230 p  
www.aad.org

# events 2008

## AUGUST 2008

### Face & Body—Spa & Healthy Aging Annual Conference & Exhibition

15th Annual Meeting  
August 16 - 18, 2008  
Moscone North  
San Francisco, CA  
Contact: Faceandbody@allured.com  
630.653.2155 p  
www.faceandbody.com

## SEPTEMBER 2008

### American Academy of Family Physicians—AAFP

Annual Scientific Assembly  
September 17 - 21, 2008  
San Diego, CA  
Contact: Sondra Biggs  
800.874.2237 x 5360 p  
www.aafp.org

### American Academy of Facial Plastic & Reconstructive Surgery—AAFPRS

Annual Fall Meeting  
September 18 - 20, 2008  
Promer House Hilton  
Chicago, IL  
Contact: Ollie Edwards  
703.299.929 p  
oedwards@aafprs.org  
www.aafprs.org

### Medical Spa Expo

September 20 - 22, 2008  
Jacob Javits Convention Center  
New York, NY  
Contact: Reed Exhibitions  
866.884.4327

### American Academy of Otolaryngology Head and Neck Surgery—AAOHNS

2008 Annual Meeting & OTO EXPO  
September 21 - 24, 2008  
McCormick Place Convention Center  
Chicago, IL  
Contact: Irma Chavez  
703.519.1557 p  
www.entnet.org

## OCTOBER 2008

### International Society of Cosmetic and Laser Surgeons—ISCLS

17th Annual Meeting  
October 2 - 5, 2008  
Las Vegas, NV  
Planet Hollywood Resort  
Contact: info@thesentergroup.com  
312.981.6799 p  
www.iscls.org

### International Esthetics, Cosmetics & Spa Conference—IECSC

October 4 - 6, 2008  
Orlando/OC Convention Center  
Orlando, FL  
Contact: John Clarke  
800.624.3248 p  
info@iecsc.com  
www.iecsc.com

### International Congress on Applications of Laser & Electro-Optics - ICALEO

October 20-24, 2008  
Pechanga Resort  
Temecula, CA  
Contact: Laser Institute of America  
1.800.345.2737 p  
www.icaleo.org

### American Society of Plastic Surgeons—ASPS

77th Annual Scientific Meeting  
October 31 - November 5, 2008  
McCormick Place West  
Chicago, IL  
Contact: ASPS/PSEF Registration  
800.766.4955 p  
www.plasticsurgery.org

## NOVEMBER 2008

### American Society for Dermatologic Surgery—ASDS

35th Annual Scientific Meeting  
November 6 - 9, 2008  
J.W. Marriott  
Orlando, FL  
847.956.0900 p  
www.asds.net

### American College of Phlebology—ACP

22nd Annual Congress  
November 6 - 9, 2008  
Marco Island Marriott Resort Golf Club & Spa  
Marco Island, FL  
Contact: Dana DePonzi  
510.834.6500 p  
www.phlebology.org

### American Academy of Ophthalmology—AAO joined with European Society of Ophthalmology—SOE

Annual Meeting  
November 8 - 11, 2008  
Georgia World Congress Center  
Atlanta, GA  
Contact: Meetings Department  
415.561.8500 x320 p  
www.aao.org

### International Spa Association—ISPA

18th Annual ISPA Conf. & Expo  
November 10 - 13, 2008  
Las Vegas, NV  
Contact: Jennifer Spencer  
888.651.4772 p  
www.experienceispa.com

### American Society of Cosmetic Dermatology and Aesthetic Surgery—ASCAS

7th Annual Meeting and Exhibition  
December 4-7, 2008  
The Wynn Las Vegas Resort  
Las Vegas, Nevada  
Contact: Larry Bodkin  
850.531.8330 p  
lbodkin@ascdas.org

## DECEMBER 2008

### American Academy of Anti-Aging Medicine—A4M

16th Annual World Congress on Anti-Aging Medicine and Regenerative Biomedical Technologies  
December 11-14, 2008  
Venetian Hotel  
Las Vegas, NV  
Contact: Aaron Smith  
800.558.1267 p  
www.worldhealth.net

at addressing aging skin, acne, rosacea, and other common skin concerns.

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**408.363.1030**

**www.janmarini.com**

**LaserTight Introduces First Portable CO<sub>2</sub> Fractional Handpiece**

LaserTight LLC announced the company will be showcasing the first portable CO<sub>2</sub> fractional handpiece, SelectScan, at four major medical trade shows, scheduled to be held this fall. A LaserTight spokesperson stated that the SelectScan portable fractional handpiece offers physicians a cost-effective way to convert their CO<sub>2</sub> lasers into a fractional system. The conversion enables the CO<sub>2</sub> owner to offer a wider array of services, including the ability to meet patient demand for the popular fractionated procedures.

A distinct advantage of the SelectScan portable fractional handpiece, according to the company, is that it affords the physician the option of choosing the best applicable treatment parameters from among 8 different scan patterns. Based on patient needs and available recovery time, the SelectScan portable fractional handpiece can be used for procedures ranging from micro-ablative to conventional deep ablative. The deeper dermal penetration scanning mode removes unwanted skin cells and wrinkles while simultaneously affecting long-term remodeling of collagen.

Still recognized as the gold standard for facial rejuvenation and tissue

tightening, CO<sub>2</sub> ablative procedures have, however, declined in popularity over the past few years, in part due to the post-procedure downtime patients experience.

Conversely, fractional CO<sub>2</sub> resurfacing is rapidly growing in popularity. In this procedure the laser beams ablate defined miniscule areas without damaging the surrounding skin. The fact that the entire epidermis is not ablated accounts for the rapid healing time, and the skin not targeted by the laser beams triggers a natural healing process that affects skin tightening and promotes collagen genesis.

SelectScan CO<sub>2</sub> fractionated treatment is a 30-minute in-office procedure requiring only topical anesthetic. FDA cleared, the SelectScan CO<sub>2</sub> portable fractional handpiece uses no consumables and has been used on over 500 patients.

**LaserTight LLC**

**856.216.2280**

**www.lasertight.com**

**MenScience Combats Men's Aging From Inside and Out**

MenScience Androceuticals' dual anti-aging system, comprised of the topical Anti-Aging Formula and Advanced Antioxidants supplement, is the first anti-aging solution of its kind to simultaneously fight men's aging, both internally and externally.

The dermatological-grade Anti-Aging Formula is widely regarded as one of the most effective anti-aging skin

care products on the market because it supports the body's defense against skin aging from free radicals and promotes the production of collagen and elastin (two biological elements that facilitate cell renewal and improve elasticity). Using four of the most powerful substances known to doctors (Retinol, GABA, Alpha Lipoic Acid, and Peptides) the unscented, non-greasy formula visibly diminishes fine lines and wrinkles while revitalizing skin tone and texture.

For years, the medical community has advocated increasing antioxidant intake to neutralize free radical damage and prevent the visible signs of aging. New research has even suggested that antioxidants may help increase overall energy levels and prevent age-related memory loss. Scientifically formulated for men, the Advanced Antioxidants supplement combines a new, more powerful breed of antioxidants (Astaxanthin, Pycnogenol, Tocotrienol, and Zeaxanthin) along with traditional, time-tested components (Lutein, Lycopene, CoQ10, and Vitamins A, C and E) to naturally protect against free-radical damage and support cellular repair for a tighter, firmer, and more youthful appearance.<sup>1</sup>

<sup>1</sup> These statements have not been evaluated by the FDA; this product is not intended to diagnose, treat, cure, or prevent any disease.



**MenScience Androceuticals**

**800.608.6367**

**www.MenScience.com**



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\*Source: Dr. DiBernardo white paper



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