A MEDICAL SPA MD TECHNOLOGY GUIDE



Aesthetic Laser A head-to-head comparison and buying guide for cosmetic laser platforms. Platforms.



Alma Harmony

For Physicains

Palomar Icon

Syneron elos Plus

Cutera Xeo

Sciton Joule

Syneron Emax



Welcome

Welcome to another Medical Spa MD Guide To Aesthetic Laser Platforms.

Those in the Cosmetic & Aesthetic industries are craving information. I can't count how many times I have heard from our physician members that they feel like they are working in a vacuum; without a "community" to support them. Medical Spa MD was created for that very reason. We are a place where you can praise, complain, ask, answer, vent and share with your peers.

This report includes a comparison of popular aesthetic laser platforms; how they are similar and how they differ from each other. This isn't intended to be an in-depth comparison, but a guide that you can use to narrow your search for the system that best suits your needs, allowing you to eliminate platforms and winnow the number of systems you're looking at.

In this report we've chosen to cover six popular platforms that are widely available in many countries; Palomar, Syneron, Alma, Cutera, and Sciton are all represented. There are other platforms but we're starting with just these six for expediency. (We might cover others in following reports.)

A special thanks to our growing group of physicians and clinics for participating and providing feedback. If you would like to join our panel, please sign up to contribute to the next report here. Participants get special offers and deals!

As always, please ask any questions you have on our community forums where everyone can learn from the answers.

Do you have a suggestion to improve our services or an idea for as research project you think we should be doing? Would you like to be interviewed or sponsor a report? Please <u>contact us</u>.

Warmly,

Marco Magallona

Publisher, Medical Spa MD

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About This Report

This report is published by <u>MedicalSpaMD.com</u>, an active community of plastic surgeons, cosmetic dermatologists, medical spas and laser clinics with more than 5,000 members. It's designed to give physicians the stats, inspiration, and information to improve their results, make better business decisions, and grow their business.

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Aesthetic patients have a variety of needs. Increasingly they want fast treatment with positive

outcomes and maximum procedural comfort. To stay competitive you need flexible and cost effective

solutions offering a variety of treatment options.

Aesthetic Laser / IPL Platforms offer flexibility due to modular applications designed to treat a wide

variety of patient requested procedures. The platforms adjust to deliver the exact power and pulse

requirements for each application and offer a user interface for monitoring the progress of the

procedure. The modular nature allows you to design your equipment to match your practice. Simply

expand the system as your needs change by purchasing additional applications at any time.

The latest platforms are compact and easily manipulated for ease of use. Designed to be used in the

confining area of even the smallest treatment rooms, platforms are convenient to move from room to

room or even between multiple facilities.

With the variety of platforms available, it's important to make an informed choice before deciding on a

system for your practice. Each system has unique features and benefits as well as potential limiting

factors. We've reviewed several leading platforms to assist with your due diligence.

Physician Forum: Cosmetic IPL & Laser Reviews & Comparisons

Palomar Icon Aesthetic System

The Palomar Icon Aesthetic System builds on Palomar's 20 year history of creating quality aesthetic technology. The platform itself is powerful and compact, offering a max power of 1600 VA. Offering nine applicators, this system is modular and able to perform common treatments such as hair removal, leg vein treatment, wrinkle treatment, and fractional ablative and non-ablative skin resurfacing. Unfortunately there is no application for lipolysis available. The user interface screen is relatively small but includes treatment tracking software to improve feedback during treatment.



The Palomar System includes the only FDA- cleared melanin reader available. Known as Skintel, this reader allows quantitative determination of the average melanin density of the skin prior to treatment. The system also takes advantage of increased surface coverage over its competitors allowing for greater overall effective energy and faster treatment time. The Palomar system can complete a full face single pass high speed non-ablative fractional resurfacing in less than fifteen minutes.

Overall patient comfort is optimized by adjustable cooling technology. By maintaining a treatment temperature of five degrees Celsius skin damage is minimized and your patient is more comfortable. In addition, dual filters minimize excess epidermal exposure and further enhance patient comfort.

Used Palomar Icon Systems are available online, however quantities are limited. Pricing varies depending upon the age and configuration of the machine.

Forum: Palomar Starlux, Slimlipo & SINON

Sciton JOULE System

The Sciton JOULE System accommodates three distinct delivery systems allowing combination treatments in the same session to maximize flexibility and efficiency. By allowing delivery via arm, fiber and broadband light in the same system you can create custom treatments that maximize patient outcomes. For example, the combining fiber delivered laser assisted lipolysis to melt unwanted fat and coagulate tissue with a broadband light treatment to improve skin firmness gives patients a total treatment option with a more positive outcome in one session.



The JOULE System uses a touchscreen interface and offers procedure menu to assist in combining treatments for maximum effectiveness. While the JOULE system is compact, specifics on weight and dimensions are not available to help determine the system's overall portability.

This system has an advantage over others in that Sciton offers an unlimited warranty on the base equipment and modules. They guarantee the equipment for unlimited pulses. Given the fact that the modular system offers an upgrade path to guard against obsolescence, this warranty is a good value.

Used Sciton JOULE Systems are available online. These machines vary in price from \$45,000 to \$74,500 depending on configuration and age.

Forum: Sciton Joule & BBL

Cutera Xeo Platform

The Cutera Xeo Platform is versatile and relatively powerful. While small and compact, the Xeo is a bit heavier than other platforms, weighing in at 135 lbs. The Xeo System accommodates nine popular tools allowing multiple applications. Combining multiple procedures using the system increases profitability and provides a strong return on investment.



One of the tools available for the Xeo System is Laser Genesis. Using

Cutera's patented microsecond technology and 1064 nm wavelength you can offer your patients positive skin regeneration outcomes while protecting the epidermis and stimulating collagen production. There is evidence of erythema reduction and new collagen formation in the papillary dermis after Laser Genesis treatments. Combining this procedure with deep dermal heating using the Titan tool gives your patients significant improvement in skin tone, texture and tightness.

Another available module for the Xeo System is the Excel Laser. This laser is the first clinically effective long-pulse Nd:YAG laser for the treatment of both facial and lower extremity vascular lesions. Cutera's patented PowerFlex technology provides highly effective treatments by allowing independent control of fluence, pulse duration and repetition rates so you can tailor your treatment parameters. The Excel Laser features a clear view hand piece feature to limit contact pressure and prevent vessel closure. There is even a feature to allow you to adjust the spot size during treatment for additional safety and exacting results.

PowerFlex technology is at work in the CoolGlide application as well. CoolGlide provides effective and safe hair removal for all skin types and even tanned skin during the summer months. This module is supported by the Xeo System and is recognized world-wide for effective permanent hair reduction.

The Xeo System can be purchased used online. As with other platforms the cost varies depending on the age and configuration of the equipment. The current resale price for a Xeo System is between \$45,000 and \$60,000.

Forum: <u>Cutera Xeo, Solera, CoolGlide</u>

Alma Harmony Platform

The Alma Harmony Platform has a unique design feature not found among other platforms. The unit has a detachable design allowing the top and bottom to split apart. As a result the Harmony unit is very portable and easy to transport to satellite locations.

Alma lasers used with the Harmony Platform have a unique IN-Motion Technology that combines a gradual thermal rise to therapeutic temperature with concurrent cooling. This lowers the risk of injury for the patient and means a much less painful treatment experience. The



technology allows the hand piece to move during energy delivery rather than remaining stationary. By using a sweeping technique for continuous administration over a larger treatment area you can minimize missed spots and increase patient comfort.

The Harmony Platform includes the components needed for their Laser360 skin rejuvenation protocol. This procedure is relatively new and requires three hand pieces for treatment. Over the course of 60 days patients receive customized treatments to improve skin color, tone, texture and laxity. These treatments take advantage of Harmony's AFT technology combined with traditional laser technology.

AFT is a pulsed light technology that takes formerly unused short-wavelength light and uses a special filtering system to convert it into the usable spectrum. This process increases emission and penetration and allows safer and more effective treatments. Every pulse has uniform energy density across the entire output face ensuring repeatable results and increased safety.

Unlike other platforms in this report, the Harmony system has an available hand piece that is cleared for

tattoo removal. The Q-Switched ND:YAG hand piece uses two discrete wavelengths to break tattoo

pigments into smaller particles allowing them to be filtered from the skin naturally by the body. This

technology is effective even on the darker tattoo colors that other treatments can't resolve. Full

removal typically takes six to eight treatments.

The Alma Harmony Platform is available used from an online reseller. The total cost varies from \$35,000

- \$50,000 depending on equipment age and configuration.

Forum: Alma Accent XL, Harmony XL, Pixel Co2

Syneron elos Plus

and comfort while you work.

The Syneron elos Plus system has some interesting and unique features. Small and compact like other platforms, the elos Plus includes grab bars on the back of the cabinet to increase portability. When combined with attachment holders built into the cabinet, this system is extremely mobile.

The elos Plus also features a smart touchscreen. You can modify the treatment as it progresses by simply pressing the screen and accessing the treatment software. The system provides real time



treatment feedback making it easy to quickly adjust and modify treatment as you go along for a better patient outcome. The touchscreen allows use of three applicators at once and incorporates fully guided treatment modes for effective coordination of application.

The elos Plus system combines optical energy and bi-polar radio frequency to provide excellent treatment ability while minimizing damage to the epidermis. This innovation accelerates the healing process leading to a smoother appearance of the skin after treatment and increased patient satisfaction. The elos Sublative fractional applicator increases collagen and elastin with minimal disruption by placing bi-polar RF energy directly into the upper dermis while the Sublime applicator blends infrared light and the same RF energy and treats the deep dermal tissue layer to encourage collagen growth.

The proprietary Active Monitoring Feature monitors the skin's impedance changes during treatment.

Combined with an efficient cooling system and real time feedback you can be assured of patient safety

The Syneron elos Plus has only recently been released. At this time this platform is not available from a reseller.

Forum: Syneron elos, eLight, eMax & LipoLite

Syneron eMax

The Syneron eMax system uses the same elos technology as elos Plus and delivers a several applications all in one compact unit. The benefit of this system is that it is delivered complete with a comprehensive range of applications for some of the most frequently demanded patient treatments. This benefit is also a limitation as the eMax system does not have the same modular capability as other systems. There are no additional features available to increase functionality as your practice demands change.



The eMax system offers skin treatment using the Triniti skin program. The Triniti program achieves color correction, skin tightening and Focused Dermal Remodeling all in one session. This system combines FotoFacialRF, ReFirme skin tightening and Matrix IR Fractional Non-Ablative skin treatments to achieve rapid results. Generally Triniti treatments are administered three to five times at an interval of four weeks to achieve optimal results.

FotoFacialRF treats superficial benign vascular and pigmented lesions including symptoms of rosacea and angioma by using radio frequency based treatments that resolve even resistant lesions on light skin tones.

ReFirme is the only non-invasive treatment with FDA approval for skin tightening via wrinkle treatment.

This treatment is virtually painless and firms and tightens lax skin for positive results.

The final piece of the Triniti protocol is Matrix IR Fractional Non-Ablative skin treatment. This

application uses selective heating within matrix thermal bands to deliver treatment to the deep dermal

levels and produce new collagen generation. The surrounding tissue remains undamaged, promoting

rapid healing time and resulting in renewed skin.

eMax prepares you to offer your patients hair removal for even minimally-pigmented hair and skin

colors. Offering the largest treatment spot size currently available, eMax is perfect for backs and legs.

The Syneron eMax is a popular platform that has been on the market for some time. There are several

used units available from online resellers. The cost varies between \$35,000 and \$50,000 depending on

the age and configuration of the unit.

Forum: Syneron elos, eLight, eMax & LipoLite

System Recap and Comparison

Aesthetic Laser / IPL Platforms offer you the convenience of a scalable, comprehensive treatment system that is compact and highly portable. By allowing you to offer multiple treatments in a single session the return on your investment is quickly multiplied. In addition, patients enjoy the convenience of fewer visits and increased comfort during procedures.

While all the systems compared offer commonly requested treatments like hair removal and wrinkle therapy, there are differences in innovation and focus among them. It's best to consider the needs of your patients and the treatments you provide with greatest frequency when making your purchasing decision. If you patients express interest in lipolysis or tattoo removal, your options are restricted to the units that offer these treatments as a part of their capability.

TREATMENT OPTIONS	Palomar Icon Aesthetic System	Sciton JOULE System	Cutera Xeo Platform	Alma Harmony Platform	Syneron elos plus	Syneron Emax
Skin Resurfacing	YES	YES	YES	YES	YES	YES
Hair Reduction	YES	YES	YES	YES	YES	YES
Lesion Treatment	YES	YES	YES	YES	YES	YES
Wrinkle Treatment	YES	YES	YES	YES	YES	YES
Lipolysis	-	YES	-	5.	-	-
Venus Insufficiency	YES	YES	YES	YES	YES	YES
Phototherapy	-	YES	YES	YES	YES	YES
Deep Heat Treatment	YES	YES	YES	YES	YES	YES
Tattoo Treatment	-	-	-	YES	-	-

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