

New Technologies Improve Resurfacing Experience

A Doctor's Perspective

By David Hopp, M.D

It's been a long time since I've said I love a new technology, but I'm willing to say it about plasma energy technology. Other technologies make similar claims, but there are no comparable alternatives doing what **Rhytec's Portrait® PSR³** does, the way it does it. The underlying science is different, and perhaps more importantly, so is the experience, for both patient and doctor.

Compared to its closest rival, the CO₂ laser, Portrait's efficacy for skin tightening and wrinkle reduction is as good, if not better, and it surpasses radio frequency and intense pulsed light therapies. It has no ablative effect, yields a short healing time, and can be used to resurface parts of the body other than the face, including the neck, chest, and hands. I've even successfully used it to treat wrinkling on the inner thigh area.

From a purely practical standpoint, Portrait's pluses include treatment times that are less than half that of a CO₂ laser. It's not a laser so goggles are not necessary, and since no laser tech is required, treatment can take place with no additional staffing. Portrait is such a reliable delivery system and outcomes are so solidly consistent that a trained certified technician could easily produce good results.

From a treatment perspective, the system offers the flexibility of two different protocols to accommodate different patient needs: a low-energy protocol with no downtime and a high-energy protocol with a five-day healing period. Results are similar with both. In neither case does the patient experience side effects associated with an energy beam technology: no residual hyperpigmentation, no persistent hyper-erythema, and no margin of demarcation, except in the very darkest skin types (V and VI, possibly IV), but this is transitory and resolves spontaneously or with a bleaching cream. The downside of this technology is minimal and transient. High-energy treatments create pinkness, but it disappears within 10 to 14 days. Beyond this there is no "healing drama," no weeping wound or raw surface. The epidermis stays intact until it peels or flakes off to reveal the new epidermis underneath. This makes the recovery simple for the patient and my office staff.

I've used Portrait to treat 50 patients over the past seven months, and the patient account in the adjacent column (See *A Patient's Perspective*,) exemplifies a fairly typical case. She's an active woman who came in seeking non-invasive treatment for wrinkle reduction as well as tightening of the skin on the face, neck, chest and hands, and she didn't want to have substantial downtime. I treated her with a single high-energy application, subsequent to which she experienced a period of transition that included extra pigmentation. Four days post-treatment her skin peeled. (*Continued, pg. 4*)

A Patient's Perspective

Kathy V. is a 62 year-old Caucasian female. She received a single high-energy Portrait® PSR² treatment on February 28, 2007.

My skin looked good most of my life, even though I didn't take care of it. But recently age and my lifestyle finally caught up with me in the form of sun damage, brown spots and wrinkles. I heard about Portrait, and I thought, why not? Since I wasn't limited to damage to the face, I decided to go for the whole shebang and treat the loose skin on my hands and the wrinkles on my chest and neck.

The doctor said the treatment would take about an hour. I'd stay awake for the procedure but would receive local nerve blocks and topical anesthetic. He warned me to expect a stinging sensation but that it wouldn't last. If necessary, I'd get pain medication after treatment. To shorten recovery time, I'd also have GentleWaves® sessions, which would be very brief and pain-free. I'd leave the office with salves to apply and instructions to follow.

The experience was pretty much what I expected. It was short, and felt like a very intense windburn, but that sensation disappeared quickly. The next 2-3 days were pretty uneventful. I was tired so when I wasn't applying salves, I spent my time resting, making it easy to avoid exercise and sun as I'd been instructed. My only discomfort was a stinging feeling on my chest when I showered. It went away when I applied salve and took the prescribed pain medication. As promised, I was red and swollen. I was surprised by the degree even though it was similar to the recovery pictures I'd been shown. Within four days, all but a few patches of the top layer of skin had peeled away. Three nights after treatment, I dined in a restaurant with friends. The next day I was on a plane. By day five I was resuming my normal life. I was red but could cover it with makeup.

Two weeks later, the crow's feet around my eyes are much less noticeable. There's less wrinkling around my lips. The skin on my hands is tighter, and they look younger. My skin is softer everywhere I was treated. From what I'm told, this is just the beginning. I certainly recommend this treatment, but unless someone is crazy like me, I think they'd find it easier to treat multiple areas in stages.

For Before and After Photos, See pg. 4

Visit our website, mededge-inc.com, to monitor this patient's progress over a 12 month time period. New photos will be posted every 30 days.

Doctors and patients who contribute to this publication do so on a volunteer basis. They receive no compensation for their participation, and all opinions expressed are their own.

Publisher's Note

As we began making plans to launch a MedEdge newsletter, one question kept coming up: "What seems to be the biggest trend in aesthetic technology today?"

With **nearly 80 million baby boomers** trying to grow older without betraying the outward appearance of aging, the demand for skin resurfacing is growing. PhotoFacial™ and other non-invasive procedures, while effective for our patients 5 to 10 years ago, are not able to satisfy their needs today. It is for this reason that we devote our inaugural issue of *The Edge* to the subject of Resurfacing.

Our intentions with *The Edge* are to keep you, the practicing aesthetic clinician, well informed about the safety, efficacy and predictability of emerging aesthetic technologies. Let us know if you have questions you want answered or have topics you'd like to know more about.

-Will Schubert
Director of Clinical Education

The Bottom Line on Plasma

By Farnaz Gaminchi, M.D.

"With minimal marketing...I covered the purchase within six months."

Aesthetic technology is expensive, and we can't afford to buy every new piece of equipment that comes along. While promises of dramatic results can be enticing, financial realities are sometimes disappointing. It's a lesson I learned the hard way, so I was cautious about deciding to add Portrait PSR³ technology to my dermatology practice.

After extensive research, I was impressed with what I learned about Portrait's quality and efficacy. But, I also had to consider how it would fit into my existing practice. I'm located in a middle-class area, and the majority of my patients are careful about how they spend their money and time. They may want cosmetic procedures, but most aren't willing to pay a high price for them. Profitably integrating technology requires that I be mindful of this reality. Portrait works for me because it combines quality with the ability to offer treatments at prices within reach of at least a portion of my patients. Its shorter recovery time is also a plus for these working people.

My concerns didn't immediately go away when I purchased my Portrait machine in August 2006. I still wondered if I would treat enough patients to cover its cost. Thankfully, experience soon allayed my fears. Finding patients has not been hard. Initially, I treated several patients for free to gain experience and show what the machine could do. I sent out a newsletter, distributed brochures, and I display posters in my office. Those who are interested approach me. As anticipated

some are put off by the cost, but the others haven't been difficult to persuade. Again, success is a matter of knowing my patients. They want results for their money so I stress the textural changes they'll notice within a week and treat any longer-term wrinkle reduction benefits as an added bonus. I'm also careful to show them pictures of what to expect during recovery. They don't encounter any surprises. I don't have to do a lot of hand-holding. And, we're both happy with the result.

As a practitioner, I'm nicely surprised to consistently see better outcomes than I expected. While results on skin types I and II are best, one great advantage is the positive results I've also had with Asian, Middle Eastern, and Hispanic skin. To date I've had several Asian acne scar cases resulting in 30% improvement and surpassing the mild chemical peel I was previously able to offer these skin types.

I currently treat 2-3 patients per month. That number is relatively small, but it's significant in a dermatology practice with a primary focus on skin cancer surgeries and general skin disorders. It exceeds my expectations and is large enough to insure a healthy profit. With minimal marketing focusing only on existing patients, I covered the purchase cost within six months. For me this is a success. I can only imagine what the results would be for a high-end cosmetic practice.

Dr. Gaminchi is a dermatologist with a practice in West Hills, CA.

This newsletter is provided as a service to educate and inform the medical/surgical/spa communities about the latest advances in aesthetic technology. Your feedback and input will help us make this a high quality, relevant publication. If you have questions, requests or would like to contribute, please contact mededge@gmail.com.

If you prefer to receive this newsletter via e-mail rather than as a print publication, please email mededge@gmail.com and include your name and address in the body of the email.

About MedEdge

MedEdge, Inc. is the leading independent, value-added distributor of emerging aesthetic technologies in Southern California and Hawaii. The company represents a wide range of aesthetic and medical products and offers unparalleled clinical support and education for all of its product offerings. MedEdge is dedicated to seeking out and evaluating emerging aesthetic and medical technologies in order to offer practicing aesthetic clinicians only the safest, most efficacious technologies currently approved for sale in the United States.

FEATURED PRODUCTS

MedEdge proudly distributes these products featured in the March issue of *O, the Oprah Magazine*

Rhytec Portrait® PSR³

Plasma Skin Regeneration

The safest, most effective resurfacing device for hard to treat acne scars, perioral and periorbital wrinkles. In-office Portrait®PSR³ treatment initiates skin regeneration by delivering millisecond pulses of high-energy Nitrogen plasma to the skin's surface in a uniform, predictable and gentle fashion. The procedure is easy to learn and perform. Patients see results immediately post-procedure and experience continued improvement during the next 12 months. FDA approved for use both on and off the face.

"... the healing response you get with a wound but without a wound."

– Dr. Eric Bernstein, Director of Laser Surgery and Cosmetic Dermatology Centers Inc. of New Jersey and Pennsylvania

Clareon® by Novalis

Krypton Flash Lamp IPL

Krypton's unique spectral light distribution offers considerably less painful and much more effective treatment of stubborn vascularities than traditional xenon flash lamps systems. The modular system allows you to offer additional services including hair removal, skin tightening, skin rejuvenation, acne reduction and vascular removal.

GentleWaves®

LED Photomodulation® Skin Fitness System

THE recovery device for erythema. In addition to greatly reducing your patients' recovery time from aggressive skin resurfacing and other procedures that cause erythema, GentleWaves® is also FDA cleared to reduce visible signs of aging. GentleWaves uses non-thermal, non-ablative LED Photomodulation® technology from within and is one of the only technologies available for safely treating all skin types. The unique combination of repair and prevention makes GentleWaves the perfect device to keep skin fit.

Also Available from MedEdge

DermaSweep™ MD

Multi Level Resurfacing System

DermaSweep™ micro-resurfacing technology employs adjustable vacuum pressure and multiple treatment bristle tips to fully customize skin health treatments for the most fragile as well as the most resilient skin types. Designed to deliver both a stand alone treatment and adjunct therapy for other treatment modalities such as pre-IPL and pre-PDT, DermaSweep treatments are rising to meet the needs of patients or clients who deal with photodamage, fine lines and wrinkles, hyperpigmentation, acne, surgical scars and uneven skin texture.



Talsyn-CI / bid
Scar Cream. Stain-free.
Pleasant scent.



**Zimmer ElectroMedizin
Cryo 6 Skin Cooling System**
Minimize pain and thermal injury during
laser and dermatological treatments and
provide temporary topical anesthetic
relief for injections.



biO₂ Cosmeceuticals
A complete skin care line,
including the Portrait Recovery
Kit which reduces PSR³
recovery to mere days!

For further information on these products, visit mededge-inc.com

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New Technologies Improve Experience (Cont. from pg 1)

Within days she resumed her normal routine and positive changes were already apparent. One month later her skin is visibly brighter, smoother, tighter, and free of unsightly pigmentation.

I've also recently begun using **GentleWaves® LED Photomodulation®**, another relatively new technology that's effective and attractive for patients who find other treatments too dramatic. Using light emissions, GentleWaves stimulates mitochondria and activates collagen production to firm and tighten skin and reduce wrinkles. It's not a heat treatment so there is no superficial burning. It's non-invasive, takes only minutes, and is pain-free. The protocol consists of a set of 4-6 treatments on a twice-weekly basis, followed by on-going monthly treatments. Results are visible after 4 weeks. GentleWaves offers the additional benefit of reducing inflammation and has been used successfully to alleviate radiation-induced dermatitis and discoloration in breast cancer patients. Used as a complement to plasma treatment, it further enhances the recovery profile. When administered immediately following a Portrait treatment and other skin traumatizing treatments, it reduces the severity and length of erythema.

Boiling it all down, what excites me about these technologies is this – they safely deliver consistent results that satisfy me and make my patients happy.

Dr. Hopp is a Plastic and Reconstructive Surgeon with a practice in Beverly Hills.



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