

WHAT AESTHETIC DOCTORS ARE EXCITED ABOUT RIGHT NOW

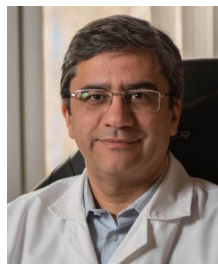
Wendy Lewis interviews 6 top doctors from around the world to find out



WENDY LEWIS is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, author of 13 books, Editor in Chief of beautyinthebag.com, and frequent presenter on the international stage. Her first textbook, *Aesthetic Clinic Marketing in the Digital Age* (CRC Press) will debut a second edition in 2023.

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UNLESS YOU HAVEN'T ATTENDED ANY OF AMWC's recent global congresses, you surely know the scope of new technologies and products that have been launched so far in 2023. From novel technologies to innovative topicals, practitioners have a lot of new options for optimising their treatment menu in their clinics.



Professor Alireza Firooz MD
Professor of Dermatology,
Tehran University of Medical
Sciences, Iran

PLURYAL® Hair Density, MD-SKIN SOLUTIONS

PLURYAL® Hair Density formulation is an injectable intradermal gel consisting of 15mg (75mg/ml) polynucleotides that targets hair

loss. It is a stimulator that strengthens the scalp, nourishes hair follicles, and increases the duration of the anagen phase of hair growth. So, patients rapidly experience a reduction in hair loss and gradually an increase in hair thickness and scalp coverage by hairs.

It is very unique in that it uses polynucleotides to stimulate hair follicles. With an innovative package design, it is prefilled and easy to use. The package contains an extra needle change during the injection, which makes the injection process easier and less painful for the patient. The improvement in hair growth will be visible within 4 weeks, including a decrease in hair shedding, an increase in hair thickness, and improved scalp coverage. It is safe and well-tolerated by patients.

DENSIFIER PN



Pluryal Hair Density
Polynucleotide intradermal gel
2ml

I usually use PLURYAL® Hair Density intradermal gel for the treatment of male and female pattern androgenic alopecia in 10 injection sessions. For month 1, I perform four injections at 1-week intervals for a total of four injections. For months 2, 3, and 4, I perform one injection every 2 weeks for a total of six injections. With this treatment, I have seen a better efficacy profile in male pattern alopecia. In addition, based on its amazing effects on reducing hair shedding and increasing the trend of anagen phase duration, this can also be an effective treatment for hair loss due to telogen effluvium.



Wendy E. Roberts, MD, FAAD
Dermatologist,
Rancho Mirage, CA,
USA

ZO SHEER FLUID SUNSCREEN SPF 50 & ZO GEL SUNSCREEN BROAD SPECTRUM SPF 50, ZO

SKIN HEALTH

The new sunscreens from ZO Skin Health are very efficacious and have many unique features. ZO Sheer Fluid Sunscreen SPF 50 makes your face look amazing as a standalone product. This truly innovative, elegant zinc oxide formulation is instantaneously moisturising. It is slightly tinted and goes on like an essential oil with some sheer coverage. Superb functionality in a handy sporty size bottle slips right into the side pocket of your gear during sports or a run and my patients go protected and glowing. It features high efficacy and is water resistant and all the UV, IR and HEV filters needed for my potent photoprotection. I recommend it to my patients for use

“ZO Gel Sunscreen Broad Spectrum 50 is a true sunscreen formulation breakthrough. This formula is a non-greasy SPF that is ideal for kids, as well as women and men who have oily skin.”

Wendy E. Roberts, MD

ZO Gel Sunscreen Broad Spectrum 50, ZO Skin Health

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Alireza Firooz MD, PhD
PLURYAL Hair Density®,
MD-SKIN Solutions

on the face, neck and hands, and it is excellent for drier mature skin.

ZO Gel Sunscreen Broad Spectrum 50 is a true sunscreen formulation breakthrough. This formula is a non-greasy SPF that is ideal for kids, as well as women and men who have oily skin. With three proven UV filters, it gives a high level of water resistance and photoprotection. The product's non-greasy texture helps with patient compliance. It is very user-friendly with a packable pump that you can put right into your handbag, golf bag, tote, or in your purse to protect your hands from the UV lamps used in nail salons, or anytime patients don't want to use an oily formulation for sun protection. My patients like this sunscreen because it is non-oily and can be effectively applied to the face, neck, and hands.



Jane Yoo, MD,
Dermatologist
New York City, NY,
USA

ULTRAPULSE ALPHA, LUMENIS

The Ultrapulse Alpha is Lumenis' newest CO₂ laser that combines the best-in-class CO₂

laser technology with an easy-to-use platform to safely treat a wide range of dermatological conditions. With this technology, I can treat patients with the deepest penetration and the lowest amount of energy. It enables ultra-short pulses per energy level so we can deliver superior results using minimal excess heating.

Lumenis' Ultrapulse Alpha is truly versatile in my practice. I address facial resurfacing, deep rhytides, rhinophyma, ice-pick acne scars as well as traumatic scars. Some physicians even use it to perform non-surgical blepharoplasty. However, I am interested in utilising this device for full facial rejuvenation, scars on any part of the face and body and thoughtfully utilising the laser in my skin of colour patients.

Lumenis has included some impressive new technology into this system, including CoolScan technology for enhanced patient comfort, and a BrushFX scanning mode helps to blend different anatomical subunits. In the SCAARFX mode, there is up to 4mm penetration depth in a single pulse which makes it ideal for treating deep, thick lesions.

The user-friendly, intuitive graphical interface allows me to create presets to enter the settings for each patient. It will save those settings so you can easily access them when the patient comes in for a follow-up treatment. The laser beam is transmitted through a scanner to control the delivery of energy. The scanner regulates the configuration of energy delivered ▶



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Jane Yoo, MD
Ultrapulse Alpha, Lumenis

▷ onto the skin, which can range from covering the entire treatment area or just a fraction of it. You can perform ablation and coagulation, full or fractional.

What I like most are the numerous options I have with this device that improves ROI. This is a powerful laser that can be utilised in many ways, including ablative skin resurfacing, which results in dramatic improvement of the signs of ageing, improvement of deep periorbital and perioral rhytides, and lifting and tightening of eyelid skin, to improvements in skin texture, laxity and skin tone. With this device I can also help improve the appearance of pitted acne scars, treat rhinophyma, as well as benign lesions such as syringomas with a safe, non-scarring method. Finally, it provides for advanced treatment of traumatic scars, which can have life-changing effects for some patients. It is truly a game-changer for my practice.



Pablo Naranjo, MD, PhD, MBA, Aesthetic Doctors, Elite Laser Clinic, Madrid, Spain

REVERSO, INDIBA®

Reverso is the evolution of deep fractional radio frequency, the new generation

that implements cutting-edge technology to achieve more effective skin resurfacing and remodelling, less painful, less downtime and faster treatments. When the electric energy penetrates the skin through an array of tiny needles, it is converted into heat, causing controlled local thermal destruction, including tissue ablation and protein coagulation. The natural healing processes of this thermal induction will result in skin remodelling and rejuvenation from the stratum corneum to the dermis. The inflammation that subsides will enable the



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Pablo Naranjo, MD, PhD, MBA Reverso, INDIBA®



release of several growth factors as Epidermal Growth Factors (EFF), Fibroblast Growth Hormone (FGH), Cytokines, Interleukins, and similar proteins. These growth factors stimulate the formation of collagen, elastin and other proteins that will stimulate dermis regeneration.

Reverso incorporates several technological innovations intended to guarantee skin-tailored treatment and optimal aesthetic results while maintaining the highest level of safety with this very easy to use and delegable technology. The frequency used by Reverso (460 kHz) enables this technology to create more effective heating. The large tips and short electric pulses allow the doctor to perform a quicker treatment. The combination of more powerful technology, up to 10W/pin and very sharp metal edge pins (VSP) facilitates penetration to the dermis up to a depth of 1 mm and enables the achievement of more effective treatments. The decreased pain sensation and significantly lower risk of post-inflammatory hyper-pigmentation with this technology compared to the previous generations of deep fractional radio frequencies can be justified by way of delivering the energy sequentially in every electrode (scanning mode). One of the most important technological innovations is the Variable Pulse Profile (VPP) that allows Reverso to be a unique fractional radio frequency device where users can select the electric pulses shape (flat pulse, super pulse, double pulse and parallel scanning to decrease pain sensation), based on the treatment parameters.

We are using Reverso in our clinic for eight different applications: skin rejuvenation, tissue remodelling, acne scars improvement, fine wrinkles improvement, facial contour definition, skin firming, hyperpigmentation improvement and stretch marks. The range of treatments with this technology is very large (men/women, young/old patients, different skin colours, face/body, summer/winter), which makes it a very profitable technology.



Michael Gold, MD Dermatologist, Gold Skincare Center, Nashville, TN, USA

TARGETCOOL, COOL HEALTH

As we all know, cosmetic patients in particular are interested in minimally invasive treatments that are effective and fast, with little to no downtime. They also expect to have a comfortable experience. Cool Health’s TargetCool offers us a new way



to administer topical cooling that is simple to use, safe and effective for patients.

It uses compressed CO₂ cryogen that is modulated digitally, IR sensors, and a calibrated nozzle to deliver rapid cooling to the skin. The system provides accurate and efficient temperature control before and during treatments.

With this device, it is easy for my nursing staff to control the patient's skin temperature to a precise temperature between 10 degrees Celsius (°C) and 5 degrees Celsius (°C) for whatever duration we need to complete the treatment.

Another benefit of this technology is that it does all the work for us. It is very easy to use, so

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Michael Gold, MD
TargetCool, Cool Health

your staff can input the precise temperature and time into the device, point and spray where cooling is needed, and TargetCool can precisely cool the skin temperature to the level you want for each individual patient. This makes it a very simple and versatile device that can be used for many or most of the treatments aesthetic doctors and dermatologists offer in their practices. We find TargetCool to be particularly useful to pair with any energy-based devices to keep the patient comfortable and calm during the treatment. It can also serve to reduce bruising and swelling post procedure.

Having the ability to easily deliver a more comfortable and efficient experience for patients can also help you do more treatments and attract more patients. In fact, search through any review site and you will find that ‘discomfort’ and ‘painful treatment’ are among the most common complaints aesthetic patients post online. Happy patients are the ones who will come back to your practice for more procedures and refer their friends and family.



Nimrod Friedman, MD
Plastic surgeon, Israel,

STYLAGE®, VIVACY

I’m using the full range of VIVACY STYLAGE® products for wrinkle improvement, skin rejuvenation, and for volume enhancement.

I like the products a lot for several reasons. The first is their extremely low rate of complications. I have not encountered one case of granuloma or other complications throughout all my treatments with these products.

The second reason is I know with confidence the STYLAGE products will give me excellent lifting. So whenever I need a good lifting above the bone, like the cheeks, the chin and

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Nimrod Friedman, MD,
STYLAGE, VIVACY

other parts, especially if I’m treating an older patient and men, then the range of XL and XXL are the best products in the market, in my opinion.

But this is not the whole story because, besides that, it is also the best syringe on the market today. And this is important not just for the patient but also for the doctor. If you’re a doctor that injects a lot, then having a syringe that will keep your hand safe while also giving you the opportunity to inject many syringes without getting tired or without

having any fatigue or pain in your hand is very important. This is something that is crucial for doctors who are performing a lot of injections.

So the combination of the best syringe on the market, together with an excellent safety profile and a unique product like the XXL, for me, means that the product is the best on the market up to now.

