

# Aesthetic Buyers Guide<sup>®</sup>

The Leading Aesthetic Practice Resource<sup>™</sup>

Primary Care Edition

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## Cutera Designs Solera Opus for High Demand Procedures

According to market data published by Medical Insight, Inc., primary care and family practice physicians are the fastest growing customer segment for light-based aesthetic systems, buying more systems today than dermatologists or plastic surgeons. Many of these practices successfully operate under the radar screen without extensive local marketing since they can generate considerable revenue simply by offering aesthetic services to their existing patient base. "In my position as a family practice physician, I was frustrated with the health care system and reimbursement levels," said Anu Momi, D.O., of Cherry Hill, N.J. "As an alternative, I developed an interest in light-based hair removal, and covered my expenses within a month of offering my first aesthetic procedures."

As a physician considering entering the field of cosmetic services, Dr. Momi noted that the "range of procedures and conflicting information regarding competitive devices can be very confusing. Before making a purchase that can rival a mortgage

payment, it is important to do your research to ensure you get the best product for the most in-demand applications."

Sam Lederman, M.D., an OB/GYN in Lakeworth, Fla., has tremendous experience in developing an aesthetic practice, and is recognized as an early pioneer in this respect. "The foundation for any practice continues to be hair removal, with skin rejuvenation a close second. We began our aesthetic practice offering hair removal treatments over six years ago, and demand for both procedures continues to grow at a very healthy rate."

Dr. Lederman said the Solera Opus system from Cutera "offers an innovative solution to address these most wanted procedures in an easy to use platform. Real-time calibration, for instance, improves the consistency and efficacy of treatments over competitive systems. The proprietary power supply design allows physicians to perform all procedures at therapeutic levels without compromising speed. In addition, as

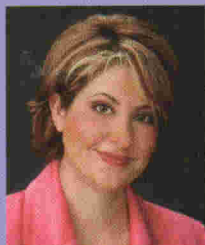
*continued on page 6*

Facial Rejuvenation Review

New Aesthetic Technologies

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Primary Care Practice Development

Page 46

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upgradeability has been the cornerstone of all Cutera systems, the Solera Opus can be upgraded to the multi-technology Xeo system as your aesthetic practice grows, protecting your investment from obsolescence. With the Solera Opus, you can obtain Cutera's best technology innovations in one compact, economical package."

Hair removal is the most popular light-based aesthetic procedure, with an estimated six million treatments performed in the U.S. last year based on market research from Medical Insight, Inc. According to Dr. Momi, the new ProWave™ 770 epilation system from Cutera "is the most significant advance in light-based hair removal in the last five years. I have been very excited with both the speed and the results I have seen using this technology."

A clinical study performed by Christine Lee, M.D., a dermatologist in Walnut Creek, Calif., highlights the effectiveness of the ProWave 770. Dr. Lee reported, "In a study of 44 patients with Fitzpatrick skin types I through V, hair reduction six months after completing

parameters are automatically optimized to destroy the hair follicles while sparing the surrounding tissue." While the ProWave is technically advanced, its user interface is straightforward and easy to use.

"I have been performing light-based hair removal since 1999 with a wide-range of systems," Dr. Lee added. "Based on the results I have seen with the ProWave 770 compared to other systems, I believe the ProWave should become a staple for any practice. It

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*"These longer wavelengths afford greater safety and efficacy in darker skin types, allowing the user to safely treat a broader range of patients than with traditional flashlamp devices."*

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**Christine Lee, M.D.**  
Dermatologist  
Walnut Creek, CA

a series of three treatments averaged 83% with similar results across all skin types treated. Assessment by body region revealed the highest response to be in the bikini area, axillae and chin, followed by the upper lip and lower leg. This is an excellent result, comparing favorably to even twice the number of treatments using other systems."

Dr. Lee describes the ProWave 770 as "an infrared programmable wavelength handpiece that is neither a laser nor a traditional intense pulsed light flashlamp. This light device is innovative in three key ways. First, unlike a traditional flashlamp for hair removal, the ProWave 770 emits infrared light, not visible light. These longer wavelengths afford greater safety and efficacy in darker skin types, allowing the user to safely treat a broader range of patients than with traditional flashlamp devices. Second, the ProWave 770 delivers the infrared light via a large 10 x 30 mm spot size to treat large areas effectively and efficiently. Its ability to maintain a high repetition rate at effective treatment fluences, combined with its large spot size, makes ProWave one of the fastest hair removal devices available today. Finally, it offers three preset programs tailored to a patient's skin and hair. In this way, treatment

combines the safety, efficacy and efficiency of multiple technologies in a single handpiece with skin specific programs."

Patient demand for improving skin tone, reducing or eliminating age and sun spots, and treating rosacea and mottled complexions have made photorejuvenation the fastest growing light-based aesthetic procedure today. Medical Insight estimates that over five million light-based skin rejuvenation treatments will be performed this year.

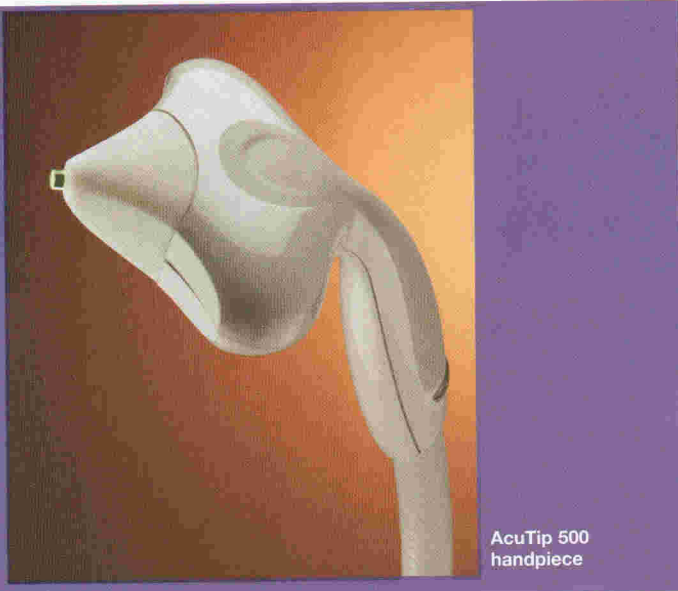
Created specifically for skin rejuvenation, the LP560 handpiece from Cutera has unique features designed so that physicians can treat patients faster and more effectively with less complications. According to Dr. Lederman, "As with hair removal, Cutera offers several unique advantages with its LP560 handpiece for skin rejuvenation. Two key benefits are: consistent



Before Tx

Four weeks after Xeo Tx

Photos courtesy of Murie DiLauro, M.D.



treatment through real-time calibration and a simple learning curve due to direct contact without gel. Most systems on the market today deliver unregulated output. In other words, the amount of energy you think you are delivering varies due to aging of the flashlamp and other changes. This variability is especially important, because there can be as little as

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*“The LP560 handpiece is a significant advance over the four other IPL handpieces I’ve previously used from other manufacturers.”*

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a 10% difference between an effective treatment versus an undesired outcome. The Intelligent Pulsed Light system from Cutera includes monitoring and regulation of the output power during each pulse. Real-time calibration and direct contact treatment ensure consistent energy delivery.”

“The LP560 handpiece is a significant advance over the four other IPL handpieces I’ve previously used from other manufacturers,” said Roy Grekin, M.D., a dermatologist at the University of California, San Francisco. “It is used in direct contact with the skin and doesn’t require any messy gels. It’s also lightweight and ergonomically friendly. And, it slides easily over the skin and is very fast, firing up to one shot per second. All this allows for a faster, more uniform and cleaner treatment session.”

The newest addition to the Solera Opus platform is the AcuTip™ 500. This handpiece combines the targeted

delivery of a laser with affordable flashlamp technology. The emission band of the AcuTip is 500 to 635 nm, which is optimized for treating discrete telangiectasia or sun spots.

When describing the AcuTip product development, Bob Shine, Ph.D. of Cutera said, “Most flashlamp systems simply change the wavelength filter within their multiple handpieces, claiming this is all that is required for a variety of indications. In contrast, Cutera always begins with the application in mind and designs the system around the application. The AcuTip 500 is the first light-based handpiece to offer a contact tip ideally sized for tracing small vessels. This is especially important in treating the vessels on the nose. The unobstructed view of the 6 mm tip on the AcuTip offers exceptional visibility. A sapphire tip is used for contact cooling, with two different cooling options, allowing physicians to target vessels or superficial lentiginosities.”

In describing the versatility of the AcuTip, Vic Ross, M.D. a clinical dermatologist in La Jolla, Calif. reported, “Most patients I see have some type of facial



**Vic Ross, M.D.**

Clinical Dermatologist  
Head of Laser Dermatology Scripps Clinic  
La Jolla, CA

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vessels or dyschromia that can be treated with the AcuTip. And the easy viewing with the AcuTip makes precise placement of the handpiece very easy.”

The combination of features and handpieces makes the Solera Opus truly unique, putting Cutera innovation and quality in a compact, economical package. Real-time calibration and direct contact cooling without gel create an easy learning curve with the LP560 for skin rejuvenation treatments. The ProWave 770 offers excellent results for a broad range of patients with a faster speed than most any other hair removal system on the market. And the targeted treatment tip of the AcuTip 500 makes tracing vessels or treating discrete lentiginosities simple and fast. ■

*Editor’s Note: While this article has addressed some of the key questions facing a primary care physician considering entering the field of aesthetic services, many more still remain. With this in mind, Cutera has published a book titled “Questions to Ask Before Buying a Laser or Light Based System.” This free book can help guide physicians in making what may be the single largest investment in their practice, and is available by request at [www.cutera.com](http://www.cutera.com).*