

HOME-USE DEVICES
**19th Annual World Congress on Anti-Aging
and Aesthetic Medicine**
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HOME-USE DEVICE MARKET

- Retail sales to increase by ~33% per year:
 - \$255 million in 2007 to \$1.0 billion in 2012
- Factors for the increase:
 - technology advancements,
 - competition,
 - consumer interest in aesthetics

HOME-USE DEVICES

- Provide lower energy to ensure consumer safety
- Provide support role for maintenance treatments
- Not a replacement for office treatments
- Still need physician overview for best results

HOME-USE DEVICE CATEGORIES

- Hair Reduction
- Hair Growth
- Acne
- Skin Rejuvenation

HAIR REDUCTION DEVICES

- No!No! Hair by Radiancy
 - Utilizes LHE→ (Light and Heat Energy Technology)
- Silk'n™ by Home Skinovations Ltd.
 - Utilizes HPL™ (Home Pulsed Light technology)
- TRIA Laser Hair Removal System by TRIA Beauty
 - Utilizes 800 nm diode laser

NO!NO! HAIR, BY RADIANCY

- Heat based technology; uses no light
- Proprietary thermodynamic wire transmits heat to hair, singeing the hair at the skin
- Upper part of hair follicle is crystallized
- Heat travels to root where it “disrupts cell communication”
- No chromophore required

NO!NO! HAIR

- Since heat based, thought to be effective on all hair colors
- Clinical studies showed 48% average reduction in hair count after six weeks of use twice weekly
- \$189-270 online

SILK'N™ SENSEPIL

- IPL proprietary technology utilizes shorter pulse with lower energy
- Light energy combined with acoustic effect is absorbed by the hair shaft, disabling hair growth
- Energy is absorbed by the hair follicles, destroying them

SILK'N™ SENSEPIL

- Corded machine, larger head (~30min to treat both legs)
- Comes with 4 extra lamps (750 pulses each)
- Shave first, do test patch on lowest setting
- Have to fill out skin typing questionnaire to buy unit
- \$499 online
- Replacement flash lamps are about \$45

SILK'N CLINICAL STUDIES

- Multi-center clinical study
- Patients received 3 treatments at two week intervals and were evaluated at three months and six months post last treatment
- On average, patients experienced a 54-65% reduction in hair in three months and a 41-54% reduction at six months

SILK'N



TRIA

- 800 nm diode combined with a patented optical diffuser, eliminating the need for safety goggles
- Has sensor which enables user to test skin before treatment to ensure proper skin type (pigment)
- Sensor allows Class I rating and is available in retail settings (\$1000); \$650 online

HOME LASER HAIR GROWTH

- HairMax Laser Comb by Remington Int.'l
- Low Level Red diode light
- Touted to regrow hair and slow loss via photo-bio-stimulation-mixed reviews
- Move slowly (1/2" Q 4 seconds) against direction of hair growth, 2 passes; 5-20 minutes; 3 days per week
- \$400-750 online

HOME-USE ACNE DEVICES

- Zeno→ by Zeno Corporation
 - Utilizes heat shock response
- Tända Clear™ by Tända Skincare
 - Utilizes 414 nm blue LED
- Omnilux Clear-U™
 - Utilizes red and blue LED

ZENO®

- Initiates heat-shock response in P. acnes
- Delivers controlled heat in disposable treatment tip that heats to 118.5° F (ouch!)
- Clinical trials demonstrated 90% improvement or resolution of treated pimples within 24 hours

TÄNDA CLEAR™

- 414 nm blue light-emitting diode proven to kill bacteria that causes mild to moderate acne on and below the skin's surface

ACNE APPLICATION:

LIGHT TREATMENT OF P. ACNES (IN VITRO STUDY)



No light (10-5 dilution): 626 colonies



30 joules (10-5 dilution): 181 colonies



60 joules (10-5 dilution): 93 colonies

**ACNE TREATMENT
WITH TÄNDA CLEAR™**

- 414 nm blue light therapy
 - combats P-acne bacteria
 - aids in cure and prevention of acne
- A 660 nm red light therapy also available
 - increases collagen and elastin production
 - increases micro circulation
 - faster healing,
 - lessens scarring,
 - reduction in fine lines and wrinkles

ACNE TREATMENT WITH TÄNDA CLEAR™

- Recommended use is 3 minutes, twice daily
- SAFE - > 30 years of ongoing clinical tests, trials and studies, no reported short or long term side effects
- Non-UV
- Rechargeable
- ~\$300 and up, online

TÄNDA CLEAR™ STUDY

- Purpose - to collect treatment progress and results of the Tända device use. A photo was to be taken of the affected skin area each day by the patient; Patient generated summary / progress report.
- Protocol – 3 minutes, twice daily over effected area.
 - 30 day cycle, recording results through photo diary and daily email input
 - Digital cameras were provided by Pharos Life Corp. to record daily progress .
- Cross gender, cross generational
- 14 Qualified participants*
 - 24 participants to start
 - 6 did not complete study
 - 4 were not "qualified" participants (claimed to suffer from, but had little or no acne break-outs; - some testimonials)

TÄNDA CLEAR™ STUDY RESULTS

- 93% saw visible positive results
- 84% found Tända easy to use
- 100% satisfaction with weight of device
- 70% liked the shape & size of the device
- 76% felt changing the heads was easy
- 84% felt it was very portable
- 93% would recommend to friend or family

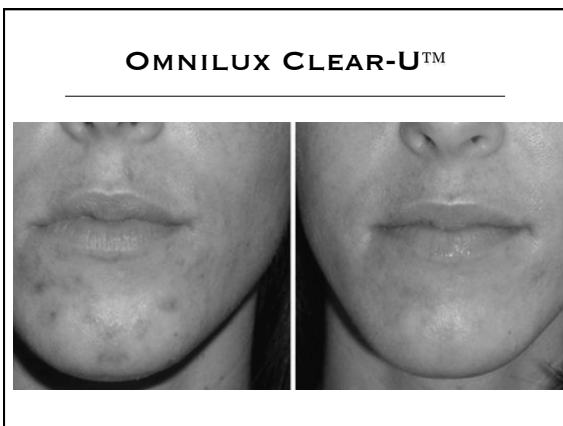
	Nicole	Tanya	Katy	Beth	Viviane	Jennifer	Nadia	Paula	Lisa	Cryle	Shelly	Carli	Denise	Tancy
Easy to Use	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Weight	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Size & Shape	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Easy to exchange heads	X	X		X	X	X	X	X	X	X	X	X	X	X
Portability	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Pleased with results	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Would recommend the Tända	X	X	X	X	X	X	X	X	X	X	X	X	X	X



OMNILUX CLEAR-U™

- Handheld device FDA approved for OTC use for treating acne
- Consists of combination of blue 415 nm and red 633 nm light emitting diodes
- Clinically proved to treat acne vulgaris
 - Twice a week treatments for four weeks
 - Reduction of 7 out of 10 acne lesions, 12 weeks after full course of treatments

Sadick N. Handheld LED Array Device in treatment of acne vulgaris. J Drugs Derm. April 2008: 74.



**HOME-USE SKIN
REJUVENATION DEVICES**

- Tända Regenerate™ by Tända Skincare
 - Utilizes 660 nm red LED
- Omnilux New-U™ by Photo Therapeutics
 - Utilizes LED technology
- AgeLOC Galvanic Spa by Nu Skin
 - Utilizes Galvanic technology and various AgeLOC gels

TÄNDA REGENERATE™

- 660 nm red light-emitting diode
- Increases collagen production and micro-circulation
- Accelerates healing and reduces appearance of fine lines and wrinkles
- About \$250 online; Heads (last 300 Hours, are \$75)

TÄNDA REGENERATE™

- Tända Regenerate Pilot Study
 - 79% noticed visible results on their skin from using Tända Regenerate
 - 86% would recommend Tända Regenerate to friends and family

TÄNDA REGENERATE™

CASE STUDY

- 50 yo Female
- Wrinkles around eyes and mouth, uneven skin tone.
- Results: Excellent response to treatment, skin tone evened out.
- Skin around eyes tightened and lines under eyes have diminished greatly
- Softer, plumper, younger skin and appearance
- "I noticed a significant decrease in wrinkles around my eyes and mouth. Tända Regenerate shows much faster results than the anti wrinkle creams I have used."



ONMILUX NEW-U™

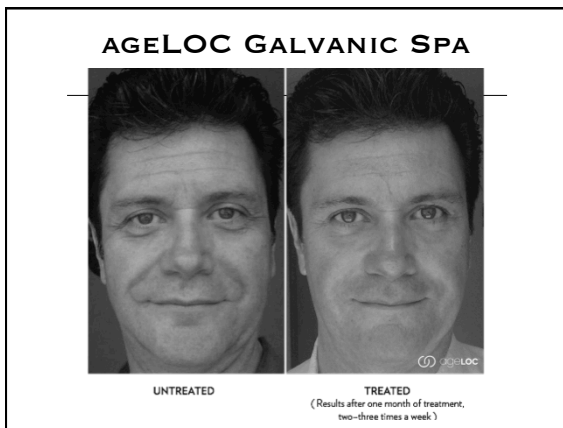
- Hand-held device utilizing combination of red LED and infrared light; Costs about \$150 online.
- FDA approved for treatment of periorbital wrinkles
- Clinical studies showed 7 out of 10 subjects reported visible reduction in periorbital wrinkles and 8 out of 10 reported improvement in skin clarity and smoothness after treatments

Sadick N. Study to determine efficacy of a novel handheld LED device in the treatment of photoaged skin.

AGELOC GALVANIC SPA

- Pre treatment Gel and Spa are -- charged; Spa repels/pushes Gel into skin
- Treatment Gel and Spa are then ++ charged; repel each other: Gel pushed in; -- charged impurities pulled out
- Patented self adjusting currents
- Heads for Skin; Cellulite; Hair Growth
- \$350 with gels, from Distributors





HOME-USE DEVICES UNDER DEVELOPMENT

- Light BioScience / L'Oreal
 - Utilizes LED technology
- STOP™ from Ultragen Ltd.
 - Utilizes TriPollar™ radiofrequency technology
- Candela working on home-use skin rejuvenation device
- Palomar has joined forces with Proctor & Gamble to launch home-use hair removal device

HOME-USE DEVICES UNDER DEVELOPMENT

- Palomar also joining forces with Johnson & Johnson to product home use devices for skin rejuvenation, acne, and cellulite
- Syneron working with Proctor and Gamble on home use device for skin rejuvenation and is currently conducting clinical studies
- Syneron (owns Tanda) and just launched SyneronBeauty's "me" RF/IPL (ELOS) HR system in Europe and Israel

SUMMARY HOME-USE DEVICES

- They will become an adjunct to many aesthetic treatments
- When used CORRECTLY, they can enhance professional treatments
- They can provide an additional revenue stream for physicians





- Invitation to Apply
- Learn and Demonstrate Your Knowledge of Laser Safety; Physics; Tissue Interactions
- Study Guide; Written and Oral Exams
- Discount Pricing for A4M Attendees till June 30th
- www.americanboardoflasersurgery.org
- lasers1060@aol.com

THANK YOU!

QUESTIONS?