

ULTRApulse α
BY LUMENIS

AT A GLANCE

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Cosmetic Surgery for the Face and Body
Lafayette, LA

CASE STUDY

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**WOW RESULTS
IN JUST ONE
TREATMENT.**



INTRODUCTION

I've worked with CO₂ devices from the Silk Touch of twenty-some years ago to today and have treated countless patients across a spectrum of indications. After testing ULTRApulse Alpha in the real world, I'm confident that it's the ultimate CO₂ device in aesthetic medicine. This is the rare device that performs at an extraordinary level but is easy to use. The ULTRApulse Alpha sets a new bar in aesthetic medicine which benefits seasoned providers as well as those new to CO₂ and especially - the patients.

WHY DID YOU ADD ULTRApulse Alpha TO YOUR OFFERING?

All providers are in business for a common reason. We want to serve patients with our best work and give them the results they're seeking. We're in a great position when we're able to exceed a patient's expectations. The ULTRApulse Alpha enables me to do this with new levels of ease and precision. For example, when performing ablative skin resurfacing, it's imperative to think about how deep you're treating. You can keep the thickness of the skin in the treatment area in mind easily enough, but you need a device that tells you your depth. Remember, it's not how deep you go, but how efficiently you get there. The industry has plenty of CO₂ device that can't tell you how deep they'll go. ULTRApulse Alpha tells you right on the screen.

The ULTRApulse Alpha has many other advantages. You have to remember, Lumenis created this aspect of the industry when they introduced fractionated CO₂ to aesthetics. Now, Lumenis has decades of experience and feedback from providers at every level across all specialties. Lumenis turned that immense body of knowledge into a device that's, quite honestly, a dream come true.

HOW DOES ULTRApulse Alpha COMPARE TO ITS PREDECESSOR, THE UltraPulse?

Like a lot of providers out there, I've relied on the UltraPulse for a long time and treated a lot of patients. Some devices are foundational in nature, by that I mean that they become part of the foundation that you build your practice on. UltraPulse was one of my most foundational devices. Patients have always loved what I'm able to do for their skin. I have yet to hear a patient who's had UltraPulse treatment and tell me they don't like their skin. With all of that said, Lumenis had an extremely high bar to meet.

Fortunately, ULTRApulse Alpha meets that bar and exceeds it with features that increase precision and treatment capabilities. The new scanning modes are especially compelling. On top of that, experienced providers will use the added flexibility in parameters setting to their advantage. These two benefits ensure that ULTRApulse Alpha stands out from all other CO₂ machines, but there's even more to the device.

It's only fair to mention that the added features do not mean added complexity. In fact, it's just the opposite because ULTRApulse Alpha is an easier device to work with. This makes it a machine that's a win for the most seasoned provider as well as the provider who's just getting started with CO₂. New providers will especially benefit from the presets. The bottom line is this, when you use the ULTRApulse Alpha it's clear that decades of experience went into its creation.

WHAT DO YOU USE YOUR ULTRApulse Alpha FOR?

When Lumenis introduced fractionated CO₂ to the market, it truly changed the way we do facelifts. We used to cut and tighten to lift obviously aged skin. Now we address the canvas, turn back the clock, and have dramatically improved skin to lift. The outcomes are tremendous, as the before and after photos show. Understandably, I'm using my ULTRApulse Alpha to give my surgical patients this kind of wow result. Non-surgical patients request skin resurfacing, too. The results of full-face skin resurfacing, whether fractional or

totally ablative, drive demand. It's not uncommon for patients to add areas to their treatment. When a patient wants a dramatic outcome and wants to achieve it in a single session, ULTRApulse Alpha will be my tool of choice. But don't think of ULTRApulse Alpha as a one trick pony because it's not. We're helping patients with a range of acne scar issues and dyschromia all the time.

I also use my ULTRApulse Alpha to rehabilitate scars from traumatic injuries such as burns. This is an extremely rewarding area of CO₂ practice. When you successfully rehab a scar, you're not just improving the appearance of the scar, but giving the patient added mobility that they thought was gone forever. It's a treatment that can completely transform a patient's life and give their well-being a much-deserved boost as a bonus.

WHAT ADVICE WOULD YOU GIVE OTHER PROVIDERS CONSIDERING ULTRApulse Alpha?

Stop considering and start giving patients what they want. With ULTRApulse Alpha, you'll do so every time you give a patient an extraordinary result from a single treatment. At the same time, you'll be equipped to transform the lives of patients with scars from traumatic injuries, all because you choose the absolute best CO₂ device to grow your practice and your reputation with. Again, stop considering and take a giant step with your career. You've got everything to gain and nothing to lose.

WOW RESULTS WITH ULTRAPULSE ALPHA TECHNOLOGY



IMAGE COURTESY OF KEVIN DUPLECHAIN, MD.

HOW DOES ULTRApulse Alpha HELP WITH PATIENT ACQUISITION?

The answer is obvious. Of course, ULTRApulse Alpha attracts new patients. But let's look at the underlying reasons. As providers, we must always remember that our goal is the same as the patient's goal. The patient wants to achieve the best result that they can – period. As a provider, we want to give the patient the best result that we can in the most efficient way possible. It's the same goal, but only the provider with the right know-how and the right tools can make it happen. That part of the equation indicates what a treatment is worth in the patient's eyes.

Keep in mind, whenever we're talking about patient acquisition, we're really saying Return on Investment, (ROI). All providers owe it to their business to consider ROI before adding a device or a treatment to their offering. This is true, whether we're plastic surgeons, dermatologist, or any other specialty.

When you're setting your treatment price, remember the fact that you and the patient share the same goal. Then remember that only one of you invested the time to learn light-and-tissue interaction in-depth. Likewise, remember that only one of you invested the time to learn how to maximize laser

technology to achieve remarkable results. Finally, remember that only one of you invested in the right tool to get the job done. With this way of thinking, you can see that ULTRApulse Alpha treatments are worth a premium charge. So, imagine what your cost can be and multiply it by 20 patients. It's a nice number and a great use of your time.

Providers who are entering the world of CO₂ have a big advantage with ULTRApulse Alpha. Quite frankly, the learning curve to master the device is shorter now. I heard a colleague say this about Alpha, "It's the machine you'll wish you had when you were first starting out." She was right. So if you're serious about results and building your reputation as a top-tier provider, get your hands on ULTRApulse Alpha as soon as possible. If you're already working with a different CO₂ device, you're probably frustrated by its limitations. Compare the two by learning more about ULTRApulse Alpha and imagine the results you'll be able to achieve.

ULTRApulse α

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WARNINGS AND RISKS

CO₂ lasers are intended solely for use by professionals trained in the use of the Carbon Dioxide laser (10.6 μm) wavelength. Incorrect treatment settings or misuse of the technology can present risk of serious injury to patient and operating personnel. Risks that may be associated with any CO₂ laser procedure may include change of pigmentation, infection, erythema, skin induration or scarring. Read and understand the CO₂ systems and accessories operator manuals for a complete list of intended use, contraindications, and risks. The use of Lumenis® CO₂ laser is contraindicated where a patient has taken Accutane (Isotretinoin) within the past 6–12 months, has a history of keloid formation and demonstrate excessive or unusually prolonged erythema.

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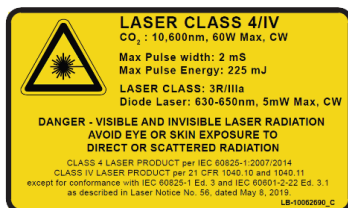
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