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# AESTHETIC

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GUIDE™

Autumn 2009  
Circulation: 12,000  
[www.eurabg.com](http://www.eurabg.com)

## Merz Expands Aesthetic Product Offerings

In 2009 and 2010 pharmaceutical company Merz GmbH & Co. KGaA (Frankfurt, Germany) is planning a major push deeper into the worldwide aesthetic market. The company has a history of compassion for patient needs, as well as innovation in healthcare that spans more than 100 years. Among other long range efforts, Merz plans to strengthen the international aesthetic pipeline with the creation of its own brand of neuro-modulators (botulinum toxin), dermal fillers and standardized, validated scales to grade aging skin.

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INNOVATING  
BEAUTY



**High Power Pixel 2940**  
*Er:YAG technology  
for the Harmony<sup>®</sup>XL system*



**Pixel<sup>RF</sup>**  
*Micro Plasma Technology™  
for the Accent<sup>®</sup>XL system*



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# Pixel Omnifit and Pixel<sup>RF</sup> Handpieces Revive Antiquated Technology

By Bob Kronemyer, Associate Editor



**Michael Radenhausen, M.D.**  
Dermatologist  
Skin and Laser Center at the Siloah Clinic  
Bern, Switzerland

"In my opinion, the best indications are acne scars, skin rejuvenation for wrinkles and skin laxity, as well as shrinking facial pores."



**Gerhard Sattler, M.D.**  
Founder and Medical Director  
Rosenpark Klinik  
Darmstadt, Germany



Before Tx



After Pixel CO<sub>2</sub> Omnifit Tx

Photos courtesy of Michael Radenhausen, M.D.

Investing in the newest aesthetic modalities does not always mean spending a lot of money on technology that has been tested for only a short amount of time. Alma Lasers (Buffalo Grove, Illinois, U.S.) offers two radically different methods for dramatic skin rejuvenation. The Pixel Omnifit and Pixel<sup>RF</sup> fractionated skin resurfacing handpieces breathe new life into older technologies that exist in most well-equipped aesthetic practices already.

Both technologies have been significantly field tested (mainly in Europe), and they deliver outstanding results, greater safety and minimal downtime, at a fraction of what it would cost to purchase a completely new aesthetic system.

For many cosmetic centers that invested in ablative CO<sub>2</sub> skin resurfacing technology, many have experienced a significant drop in patient interest for this more aggressive procedure. Until now, the center's only recourse was to buy a new system in order to compete effectively. Fortunately, the Pixel Omnifit handpiece converts any CO<sub>2</sub> resurfacing laser, between 30 watts and 100 watts, into an effective fractional resurfacing system.

"In my opinion, the best indications are acne scars, skin rejuvenation for wrinkles and skin laxity, as well as shrinking facial pores," noted Michael Radenhausen, M.D., a dermatologist at the Skin and Laser Center at the Siloah Clinic (Bern, Switzerland). Dr. Radenhausen uses the Pixel Omnifit on both a Derma K CO<sub>2</sub> laser from Lumenis (Santa Clara, California, U.S.) and Sharplan 1030 CO<sub>2</sub> also from Lumenis (formerly Sharplan).

"We prefer the Omnifit for facial treatments, but also for the neck and décolletage," Dr. Radenhausen shared.

"We typically perform two passes using a low power setting of 10 W with 300 ms pulse duration. Patient downtime is significantly reduced compared to traditional resurfacing." Furthermore, when treating Fitzpatrick skin types I-IV, "we have seen no problems with hyperpigmentation."

Dr. Radenhausen is also excited about how little anesthetic he needs to apply. "We reduce discomfort with a special ointment (tetracain / lidocain mix) and air cooling. General anesthesia is just not necessary," he noted.

For users of Alma's popular Accent<sup>XL</sup> system (traditionally for treatment of cellulite and body shaping), the new Pixel<sup>RF</sup> fractionated skin resurfacing module employs proprietary Micro Plasma technology to create multiple controlled microperforations, which are formed by tiny bursts of radiofrequency (RF) energy.

"After significant testing in our clinic, we feel that the Pixel<sup>RF</sup> is the ideal method of fractional resurfacing because it is so much easier to control the depth of penetration and the amount of thermal injury we deliver to the tissue," reported Gerhard Sattler, M.D., a dermatologist at the Rosenpark Klinik in Darmstadt, Germany. "Our patients have very little downtime – similar to a treatment with one of the early fractional Er:YAG lasers, but the results are much more dramatic. We can do a full-face in less than ten minutes, or both sides of the upper arms in less than 15 minutes."

Dr. Sattler also feels his Accent<sup>XL</sup> has provided an exceptional return on investment. "Between cellulite, body shaping and now facial skin rejuvenation with the Pixel<sup>RF</sup>, the system is always in use," he said.