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Modern Aesthetics®



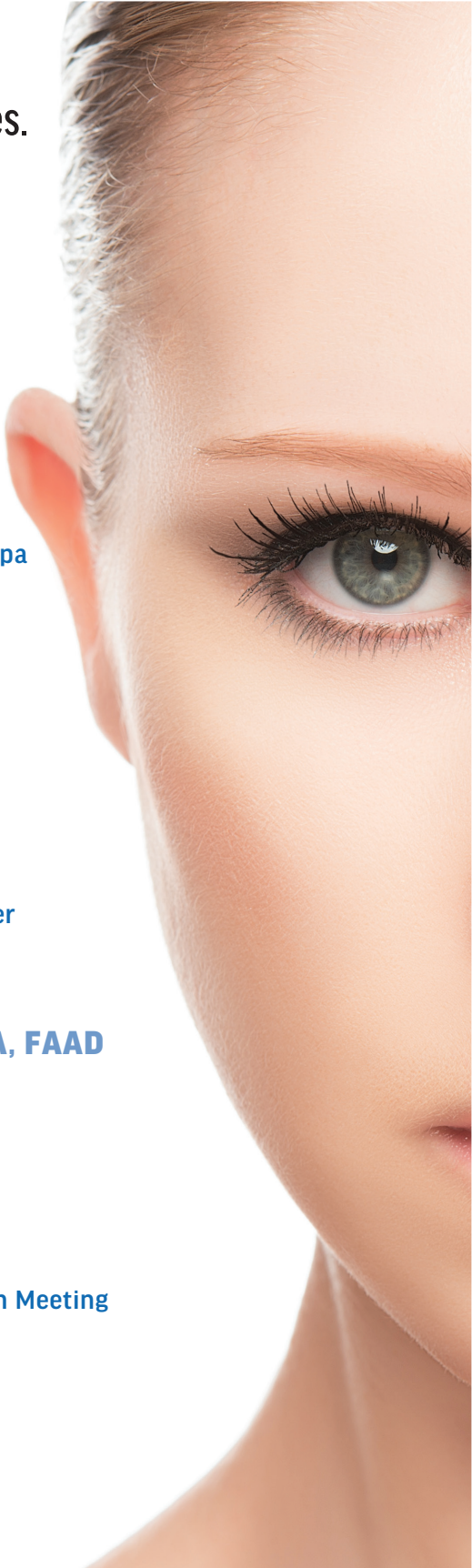

AGING...IN REVERSE

Aerolase's Reverse Is a Two-Step Procedure That Delivers Targeted Energy to the Dermis and Epidermis for Synergistic Benefits

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Reverse from Aerolase is a two-step procedure appropriate for all skin types. It targets the dermis and epidermis, providing synergistic benefits.

FEATURING



NIA BANKS, MD, PhD

- Board-certified plastic surgeon
- Owner, Beaux Arts Institute of Plastic Surgery
- Glen Burnie, MD
- Co-owner, Art of Balance Wellness Spa
- Baltimore, MD



ROBERTA DEL CAMPO, MD

- Board-certified Dermatologist
- Del Campo Dermatology
- North Miami, FL



MICHELLE EYLER, ANP-BC

- Nurse Practitioner
- Owner, Ageless Skin and Laser Center
- Hagerstown, MD



CHESAHNA KINDRED, MD, MBA, FAAD

- Founder, Kindred Hair & Skin Center
- Columbia, MD



NAZANIN SAEDI, MD

- Clinical associate professor, Thomas Jefferson University
- Dermatology Associates of Plymouth Meeting
- Plymouth Meeting, PA



SUZANNE YEE, MD

- Plastic surgeon
- Little Rock, AR

AGING...IN REVERSE

Combinations are the name of the game when it comes to skin rejuvenation, conferring synergistic benefits that may be particularly attractive to millennials seeking prejuvenation as well as older patients looking to correct photoaging without surgery.

Due in large part to “selfie-awareness” on social media and our increasing reliance on Zoom and other video conferencing technologies, the facial aesthetics market is experiencing a growth spurt and is expected to hit \$25.76B by 2031, according to Allied Market Research.

Enter Aerolase’s new Reverse procedure. Reverse pairs the non-ablative Neo Elite (NeoSkin) 650-microsecond laser and the Era Elite (EraPeel) 300-microsecond ablative laser. Neo Elite combines a 650-microsecond pulse duration with high energy (J/cm^2) directed toward the dermis. Era Elite targets the epidermis, allowing for an independent depth of ablation.

Both devices deliver impressive results in their own right, but when used together, they exponentially improve signs of skin aging and boost patient satisfaction.

“AEROLASE HAS SPENT THE ENERGY AND RESOURCES TO DO RESEARCH ON SKIN OF COLOR AND TO DEVELOP INNOVATIVE PROTOCOLS THAT ARE SAFE ON SKIN OF COLOR.”

– DR. BANKS

This Reverse protocol was developed for Fitzpatrick Types IV-VI and caters to the needs of the largest patient demographic: individuals age 25-45.

Reverse is the best of both worlds, says Nazanin Saedi, MD, a clinical associate professor at Thomas Jefferson University in Philadelphia and board-certified dermatologist at Dermatology Associates of Plymouth Meeting, PA.

“We call it the Reverse combination because it is corrective and preventative: You get a collagen boost at a deep level and improve complexion on a superficial level,” says Dr. Saedi. “It’s the wave of the future and the wave of now.”

STEP BY STEP: THE AEROLASE REVERSE PROTOCOL

Step one involves four to six full passes across the face with Neo Elite, along

photos courtesy of Chesahna Kindred, MD



Before 2nd Treatment



7 Days After

photos courtesy of Skin Boss Med Spa



with spot treatments on areas of acute concern, targeting water, melanin, and hemoglobin and stimulating collagen and deeper pigments to reduce the signs of rosacea, acne, and melasma. This is followed by one pass of Era Elite across the entire face, which targets water and gently vaporizes the outer skin layers for a laser peel, improving superficial red or brown spots, large pores, fine lines, and wrinkles.

Treatment takes 35-45 minutes, and if patients have pronounced hyperpigmentation, pretreatment with a lightening agent is recommended.

"We use the Neo Elite to safely warm the skin and then we use the Era Elite at specific settings for ablative treatment and achieve results that we couldn't get before," says

Chesahna Kindred, MD, MBA, FAAD, the founder of Kindred Hair & Skin Center in Columbia, MD.

Textural differences between the dermis and epidermis can cause visible signs of aging, but Reverse eliminates this by "renewing" the epidermis and strengthening the dermis.

Reverse reduces the appearance of fine lines, acne scars, and wrinkles, decreases roughness and dryness, diminishes hyperpigmentation, reduces erythema, and increases skin elasticity

and firmness, according to Dr. Kindred. "I think it is absolutely brilliant," she says.

The Neo Elite emits uniquely tolerable energy, enabling multiple passes, explains Roberta Del Campo, MD, a der-

matologist at Del Campo Dermatology in North Miami, FL. This energy stimulates collagenesis for tissue tightening and brightening and breaks down red and brown discolorations, she says.

"MILLENNIALS WANT NO DOWNTIME, FAST TREATMENTS WITH NO PAIN SO THEY CAN BE IN AND OUT OF THE DOOR, AND NEO ELITE IS IDEAL: IT DOESN'T TOUCH SKIN AND THERE IS NO GEL TO REMOVE. IT'S NOT PAINFUL AND YOU SEE RESULTS IMMEDIATELY IN TERMS OF FIRING AND BRIGHTNESS."

- DR. DEL CAMPO

photos courtesy of Strella Med Spa



**“OUR STAFF LOVES ITS PORTABILITY,
THE FACT THAT IT’S SAFE FOR ALL
SKIN TYPES, AND EASE OF USE.”**

– DR. YEE

Neo Elite has multiple clinical indications, namely acne, psoriasis, pseudofolliculitis barbae, and onychomycosis, as well as cosmetic indications, including laser hair removal, melasma/hyperpigmentation, and acne scars, making it a true workhorse for any practice, she says.

What’s more, Neo Elite is gentle enough to allow ablation as a second step on the same day, Dr. Saedi adds.

The Era Elite gently vaporizes epidermal layers and avoids collateral damage in the dermis, allowing for new, smooth, youthful skin to replace ablated tissue, she says.

Reverse can be a one-and-done procedure for millennials. “Millennials who want tighter skin and more uniform complexion can have one Reverse treatment and get incredible results,” Dr. Saedi says.

By contrast, an older patient with crepey, photodamaged skin may need two or three treatment sessions, followed by a maintenance treatment at around 18 months for maximum results and satisfaction, she says.

In general, the number of Reverse treatments is based on a patient’s age, skin quality, skin concerns, and aesthetic goals, she adds.

“We typically do a Neo treatment every four weeks for four or five treatments depending on the condition we are treating and then add the Era with every other Neo treatment for the Reverse treatment protocol,” says Suzanne Yee, MD, a plastic surgeon in Little Rock, AR.

Reverse also ticks every box for today’s patient base, especially millennials: It’s comfortable, and there are immediate effects plus long-lasting benefits, Dr. Yee says.

“With the Era, there is a little downtime,” she says. “With the Neo alone, there is no downtime.”

Meet Exci308, a handheld phototherapy device that addresses a broad range of autoimmune skin conditions, including vitiligo, atopic dermatitis, psoriasis, scalp psoriasis, and leukoderma. Aerolase plans to seek approval from the FDA for the treatment of Alopecia areata with this device in 2023. Aerolase is launching the device in the US, Caribbean, and Canada through its partnership with French device maker Clarteis SAS. Exci308 will complement other Aerolase treatments for acne, psoriasis, and rosacea. The vitiligo capability enhances Aerolase’s excellence in treating dermatology issues in skin color.

She advises patients not to apply makeup for two days after undergoing the Reverse treatment. "Make sure the skin has normalized before putting on make-up," she says. "If you are not worried about makeup and having a heavy moisturizer on, then there would be no downtime for one to two days."

Michelle Eyler, ANP-BC, says her whole practice, Ageless Skin and Laser Center in Hagerstown, MD, was built around the Neo Elite. That's why she was so excited to add the Era Elite. "The Neo Elite works from the inside out, and the Era Elite works from the outside in to refresh the epidermis and help with texture, tone, and tightening," she says.

"Reverse gives women and men their confidence back," Mrs. Eyler says.

She has even served as her own N of 1. "I did a Reverse procedure on my chest due to sun damage," Mrs. Eyler says. "One Neo Elite and one Era Elite completely remodeled my chest: it's now smooth and bright."

IMPRESSIVE RESULTS, MINIMAL DOWNTIME

There's no skin contact, numbing, or cooling needed with Reverse. While there's no bleeding, pain, or pigmentary risk with this procedure, there is some downtime after any ablative treatment.

Due to the proprietary delivery of laser energy into the skin, downtime with Reverse is limited to 2-4 days. "We get really impressive results with very little downtime," Dr. Saedi says. Results



photos courtesy of Stella Med Spa

"THE NEO ELITE WORKS FROM THE INSIDE OUT, AND THE ERA ELITE WORKS FROM THE OUTSIDE IN TO REFRESH THE EPIDERMIS AND HELP WITH TEXTURE, TONE, AND TIGHTENING."

- MRS. EYLER

are noticeable after the first session and continue to improve gradually.

Post-treatment care can help shorten any downtime. "If a patient has hyperpigmentation, it may last for up to a week after the treatment and then resolve," she says. "The darker

the skin, the greater the hyperpigmentation rebound effect."

This tends to peak by days 3 to 5 and wane by days 6 or 7. To reduce downtime on the backend, Dr. Kindred offers patients the CO2Lift carboxytherapy treatment in the office and nightly at home. "This cuts the downtime in half," she says. She advises patients to start using their skin lightener a week after their Reverse treatment.

COLOR-COMPETENT TECHNOLOGY

By 2042, more than 50% of the US will have darker skin types, according to statistics from the Skin of Color Society. Reverse is safe for Fitzgerald Skin Types I-VI and was developed for Fitzpatrick Types IV-VI.

AT A GLANCE: AEROLASE REVERSE BENEFITS

- Smooths fine lines, acne scars, and wrinkles
- Decreases roughness and dryness
- Fades hyperpigmentation
- Reduces inflammation and redness
- Increases skin elasticity and firmness

photos courtesy of Chesahna Kindred, MD



“WE CALL IT THE REVERSE COMBINATION BECAUSE IT IS CORRECTIVE AND PREVENTATIVE.”

– DR. SAEDI

“I need to serve all of my clients, and I need an energy-based device to take care of skin concerns that is safe for all skin types,” says Nia Banks, MD, PhD, a plastic surgeon, and owner at Beaux Arts Institute of Plastic Surgery in Glen Burnie, MD, and co-owner of the Art of Balance Wellness Spa in Baltimore, MD.

“Aerolase has spent the energy and resources to do research on skin of color and develop innovative protocols that are safe on skin of color,” she says.

Dr. Kindred agrees: “It improves stubborn discoloration around the skin and mouth in women with darker skin types.”

Calling Reverse “color competent,” Dr. Kindred says, “it’s safe and effective for my lightest patients and my most richly complected patients.”

GIVE THEM WHAT THEY WANT

Millennials are seeking prejuvenation—i.e., collagen stimulation, brightening, and skin firming—en masse, and these are some of the many benefits of Neo Elite.

“Millennials want no-downtime, fast treatments with no pain so they can be in and out of the door,” says Dr. Del Campo. “Neo Elite is ideal. It doesn’t touch the skin and there is no

gel to remove. It’s not painful and you see results immediately in terms of firming and brightness.”

For prejuvenation, Dr. Del Campo recommends three to five Neo Elite treatments. “If they have a lot of sun damage or rosacea, they will likely need more treatments.”

It’s possible to layer other treatments on top as well, Dr. Saedi says. “I can combine Neo Elite with anything and everything on the same day. There is not one thing I can’t combine with Neo Elite.”

LEARNING CURVE

The Aerolase devices make dollars and sense. The average per treatment price for Reverse is \$3,000, and this is on top of the 40 other conditions that both lasers can address. Devices are typically paid back within 6 months of introducing the laser.

“Is Reverse worth it? Yes, it is,” adds Dr. Kindred. ■

For more information or to schedule a demo. Visit aerolase.com/lasers/reverse/

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