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CROWDSOURCE

With a variety of devices to target a broad range of patient concerns, Solta Medical helps attract patients to your practice and grow satisfaction.



FEATURED AHEAD



Steven Dayan, MD, FACS

Facial plastic surgeon practicing in Chicago, IL; Co-Chief Medical Editor for Modern Aesthetics® magazine.



Mark Jewell, MD, FACS

Jewell Plastic Surgery Center, Eugene, OR.



Jeanine B. Downie, MD, FAAD

Founder and director of Image Dermatology in Montclair, NJ. She is on staff at Mountainside and

Overlook Hospitals. A popular lecturer, she has made frequent media appearances, including on the "Today Show."



Rebecca Kazin, MD, FAAD

Associate Director, Washington Institute of Dermatologic Laser Surgery in Chevy Chase, MD.



Chris Khorsandi, MD, FACS

Founder of VIP Plastic Surgery in Las Vegas and Beverly Hills. He is President of the Las Vegas Plastic Surgery Society and a frequent lecturer.



Jason Emer, MD, FAAD

Board certified and fellowship-trained cosmetic, laser, and procedural dermatologist in Los

Angeles/Beverly Hills. He is recognized as a thought leader by his peers and has pioneered the use of social media in his practice.



Ellen Marmur, MD, FAAD

Founder, Marmur Medical in New York City. Associate Clinical Professor in both the Department of Dermatology and the Department of Genetics & Genomic Research at The Mount Sinai Medical Center.

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THERMAGE: NATURAL-LOOKING RESULTS FOR WOMEN...AND MEN

Aesthetic physicians have many tools at their disposal, but many patients—especially men—prefer the natural-looking results Thermage can offer. | **With Rebecca Kazin, MD**

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CLEAR + BRILLIANT: A PLUS FOR PRACTICES

Combining procedures can boost a practice. Clear + Brilliant is a device ideal for pairing. **With Steven Dayan, MD**

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FRAXEL FOR ALL

The Fraxel re:store device facilitates a variety of treatments across a range of skin tones, making it a useful tool in the aesthetic practice. | **With Jeanine Downie, MD**

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ALL WRAPPED UP: LIPOSONIX FOR SHRINKING WAISTS

With its unique mode of action, Liposonix targets fat differently than other devices, offering a reduction in fat and tightening at the same time. | **With Mark Jewell, MD**

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CLEAR+BRILLIANT PÉLO: GETTING A LEG UP ON A POPULAR PROCEDURE

Clear+Brilliant and Clear+Brilliant pélo allow practices to offer in-demand procedures within a physician practice model. | **With Ellen Marmur, MD**

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DEFINING AN OPPORTUNITY: LIPOSCULPTURE AND THE EMERGENCE OF HI-DEF LIPO

Advancements in technology and technique mean that liposuction has moved well beyond fat extraction alone. | **With Jason Emer, MD**



FRAXEL FOR ALL

The Fraxel re:store device facilitates a variety of treatments across a range of skin tones, making it a useful tool in the aesthetic practice.

WITH JEANINE DOWNIE, MD

Since she added the device in 2007, the Fraxel re:store from Solta has been a workhorse in the practice of Jeanine Downie, MD. Dr. Downie says she uses the fractionated thulium fiber laser device for a wide range of “typical” patient concerns, including severe acne scars, stretch marks, photodamage, actinic keratoses, and surgical and traumatic scars. But the device also has a range of less common uses, such as treatment of dark circles around the eyes. “It’s wonderful technology. It’s consistent. It works well. And my patients love it,” Dr. Downie says. She says that downtime is minimal—essentially two days for most patients.

The broad utility of the device derives from its initial design, Dr. Downie explains. “They wanted a more color-blind technology that doesn’t target normal pigment,” she says of the Fraxel technology. The re:store is suitable for treatment of all skin types, she says, from the lightest to the darkest. While other devices also claim to treat all skin types, in clinical use, that’s not a reality, Dr. Downie cautions.

Fraxel is a recognized brand, and some patients come in to Dr. Downie’s Montclair, NJ practice seeking the treatment by name. That’s one benefit of integrating the well-recognized, proven technology into practice. Other patients don’t know what treatment they need, but they have very specific goals when they come in, and achieving those goals often involves Fraxel re:store treatment.

Dr. Downie notes that her website is designed to educate patients about the types of treatments she offers in her practice. The frequently updated, targeted information has brought in numerous patients who ultimately receive Fraxel treatments. This is especially true of patients with concerns like scarring, including acne scarring. “One of my patients had a body lift and needed her scars in her arms to be treated. She looked at what I did and came in saying, ‘Okay, this is what I would use,’” Dr. Downie says.

Having plenty of up-to-date information on the website is an important aspect of patient education and marketing, but it’s just the start, Dr. Downie emphasizes. Patients require careful, one-on-one assessment and education with an emphasis on recovery and anticipated outcomes. Some

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device marketers or beauty magazines may describe no-downtime procedures—which may not be accurate in all instances. Dr. Downie stresses that even short downtime is still downtime, so be clear with patients about what to expect.

Patients are responsible for good post-procedure care, Dr. Downie insists. “Patients have to wear sunblock after Fraxel treatment, and they have to do proper wound care. Every patient must wear sunscreen every day, rain or shine, regardless of their ethnicity,” Dr. Downie says. “Proper wound care means applying Bionect or Luxamend.” Failure to properly care for wounds may introduce the risk for hyperpigmentation.

“If they’re not willing to do the wound care, they’re not a good candidate for the procedure,” Dr. Downie says. “All of that needs to be discussed first.” Dr. Downie also asks patients to adhere to a low- or no-salt diet in the days leading up to and after treatment. This can help reduce post-procedure swelling. Some patients seem to be more prone to swelling, but it’s impossible to predict.

While treatment regimens are personalized to each patient and presentation, Dr. Downie says that as a general rule, most indications can be successfully treated with four treatments sessions. Some patients require up to six or eight treatments.

To get the most out of their Fraxel in practice, Dr. Downie urges laser surgeons, “to be creative and listen to what the patient is saying.” As a case-in-point, she describes a patient who had been under the care of a plastic surgeon, “two towns over who works with a dermatologist; and I know that dermatologist has a Fraxel. The patient came



Photos courtesy of Jeannine B. Downie, MD

into my practice to treat her tummy tuck line.” The plastic surgeon wanted to resect the scar—“putting her through all that pain, itching, and trauma, all over again.”

Listening to patients’ concerns and offering suitable solutions is essential, Dr. Downie stresses. “She really wanted the scar flattened out. I said, ‘Oh, why didn’t they offer to use the Fraxel on you?’ The patient said ‘Well, if they didn’t say they could do it, then I don’t want to do it with them.’” Dr. Downie treated the patient, who was pleased with the outcome.

Solta provides helpful marketing tools for practices, Dr. Downie says. These provide information on many uses for the Fraxel device, as well as tips for promoting services.

But there are plenty of sources for clinical inspiration. “Going to meetings I get new ideas all the time. I wasn’t really thinking necessarily about doing people’s feet with the Fraxel. One of my patients had come in right before a meeting with a scar from corn removal. I asked my friends at the meeting what they do with that. A couple of them said, ‘Oh yeah, we do a sandal-ready feet service.’ And now I do the same.” Dr. Downie has also found the Fraxel restore effective in improving the appearance of the scalp after hair transplant operations with plugs. Treatment helps reduce scarring and improve the appearance of the plugs. ■