



Welcome from the Moderator Dr. Amy F. Taub

As co-founder of SkinQRI, I am excited to moderate our very first KeraLase roundtable, featuring three world-renowned physicians who have been performing the procedure in their office. Drs. Levin, Downie and Weiner are going to share their success stories, best practices, and exclusive insight into this new treatment for early androgenetic alopecia. We have been searching for a non-invasive, fast, virtually painless, consistent treatment for these patients. The KeraLase procedure appears to be an exciting new option for improving scalp health.

1. When and why did you begin to offer hair growth services in your practice?

Dr. Melissa K. Levin: As a board-certified dermatologist, I treat different causes of hair loss, with androgenetic alopecia (AGA) being the most common. The treatment for AGA has expanded over the past years in both medical and procedural therapies. We are seeing many patients who are interested in treatment options besides oral and topical medications. I approach my AGA patients with a combination treatment using medical and non-invasive treatments. Prior to platelet-rich plasma (PRP), treatments were primarily limited to surgical options. Many patients are not interested due to cost, associated surgical risks, pain and stigma, particularly for female patients.

I began to perform PRP therapy about 3 years ago. While some patients responded to PRP, others did not. Due to the discomfort of multiple injections, staff exposure to bloodborne pathogens, and the cost of the procedure, I began looking for a more consistent solution that eliminated those problems and discovered the KeraLase treatment solution.

Dr. Steven F. Weiner: After attending a presentation on the benefits of High-Density Platelet Rich Plasma (HD PRP) at the IMCAS meeting in 2014, I immediately integrated it into my menu of services. Once the KeraLase solution became available, I jumped on the opportunity to add the procedure as it was simple to implement and eliminated the pain, unpredictability and cost of the PRP kits while boosting efficacy.

Dr. Jeanine B. Downie: I began to offer hair growth services in April 2013 when I started to recommend Viviscal nutritional supplement to my patients and was taking it myself. By May 2015, I tried Nutrafol and liked their formulation as it not only stopped breakage but actually grew my hair. Nutritional supplements were helpful, but my patients and I wanted more. KeraLase was an appealing addition to the practice because the efficacy was high and it eliminated what I disliked about PRP.

2. What hair growth services do you offer?

Dr. MKL: In addition to PRP therapy, I offer a non-ablative fractionated resurfacing laser with enhanced delivery of biomimetic growth factors for hair restoration: KeraLase. Given the literature that currently exists, I typically treat patients with androgenetic alopecia, usually in the early stages, as well as traction alopecia.

Dr. SFW: We offer KeraLase because it is fast, easy to perform, and the perfect addition to any aesthetic treatment.

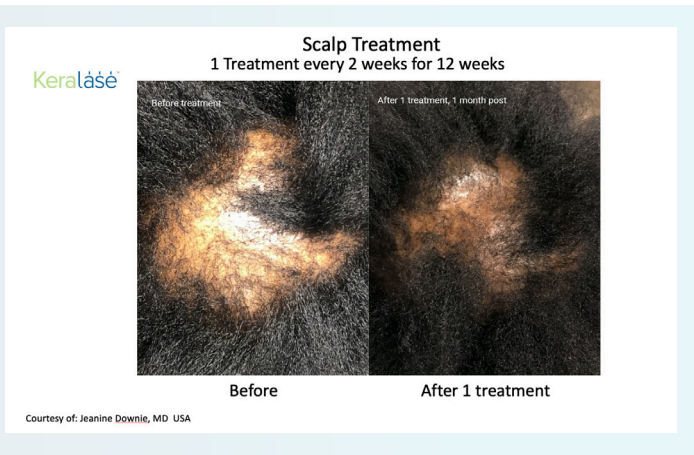
Dr. JBD: I sell a lot of Nutrafol, but I never started with PRP due to the complexity of treatment methods. Additionally, it seemed inconsistent in terms of the percentage of patients. Fortunately, in January 2020, I began offering the KeraLase hair growth solution in my practice. It has taken off very well and both my male and female patients really love it. I have tried it on all different ethnicities and people are very happy with the results.



3. Why did you choose to offer biomimetic growth factors to your patients?

Dr. MKL: While autologous treatment with injected PRP can yield improvement, a percentage of patients are considered non-responders or have limited or inconsistent results with PRP due to the variability of an autologous preparation. There is a subset of patients that have difficulty tolerating injections due to pain despite management techniques such as Pronox, topical anesthetic and cool air. I added KeraLase to my practice due to the compelling research behind complimentary laser and growth factor therapies for improving hair and scalp health.

Dr. SFW: After some in-depth research with my peers I learned that the science behind biomimetic growth factors was solid and made a lot of sense. I use lasers extensively in my practice and it is very easy to add a non-ablative fractional laser to improve the absorption of the growth factors into the scalp.



4. In your opinion, what is unique about this formulation?

Dr. MKL: While the precise mechanism of action with PRP is not completely defined, it is generally understood that activated platelets release numerous growth factors and cytokines which are thought to promote hair growth through a variety of mechanisms. KeraFactor® contains a higher concentration of specific hair growth factors and stimulators. Furthermore, the growth factors and proteins are encapsulated individually within a nanoliposome package to enhance penetration and absorption into the scalp.

Dr. SFW: The biggest advantage of KeraFactor is the concentration of high growth factors in the serum. It is remarkable that the KeraFactor serum has an unmatched concentration level in a pre-packaged solution.

Dr. JBD: The KeraFactor formulation stands out because it works extremely well and is very consistent. As long as the patient has follicles, the hair grows back. Depending on genetics and ultimate damage that the scalp has undergone,

results may vary. I explain this to patients to set their expectations properly. Having a consistent solution is very important with hair loss patients as they are typically very unhappy about their condition and need something they can depend on.

5. How do you optimize outcomes for your patients?

Dr. SFW: I offer my patients a 6-treatment protocol. We perform treatments twice per month for 3 months. I also include the KeraFactor shampoo in each patient's take-home care package.

Dr. JBD: I try to look at the entire clinical picture to provide my patients as much help as I can. I typically use KeraLase in conjunction with Nutrafol. I also ask patients to exercise at least four times a week to boost their circulation and decrease their stress level. Additionally, if patients have an itchy scalp, I provide prescription shampoos to decrease the itch. Scratching breaks the hair and can exacerbate the hair loss that we are trying to prevent.

6. Describe the ideal patient where you would use biomimetic growth factors.

Dr. MKL: The ideal patient is in the early stages of androgenetic alopecia who is starting to thin and lose hair. They may be taking topical or oral treatments, are interested in complementary treatments, or are unable to tolerate injectable procedures.

Dr. SFW: The ideal patient is someone who is just starting to notice hair loss, and possibly a receding hair line. I do not like to start patients if they are severely balding or are completely bald as they are not ideal candidates. Women who are noticing thinning hair and are starting to see bigger clumps in the shower drain are ideal candidates.

Dr. JBD: A patient who is losing hair and is committed to a treatment will normally follow the instructions properly. This treatment is not covered by insurance, so patients need to see the value in paying for this out-of-pocket.

7. How did you integrate this service into your practice?

Dr. SFW: We love producing videos to share on Instagram and other social media outlets, and we have generated some great buzz from those activities. We constantly show procedures on a loop on our in-office waiting room screens, which are great conversation starters. I always inform my male patients about KeraLase during my initial consultations.

Dr. JBD: I integrated the service into my practice by introducing it on Facebook, Instagram and my website. I also use direct email marketing, before and after pictures, and large posters

in my office. My patients are telling their friends and family members and it is taking off by word-of-mouth.

8. What types of patients express the most interest in these services?

Dr. MKL: Early stage women with androgenetic alopecia are very interested. In my practice, there are multiple inquiries from in patients with telogen effluvium, post-pregnancy hair loss, and estrogen depletion during menopause.

Dr. SFW: The lack of pain and no downtime are particularly intriguing to most people and makes it an easy step for them. This treatment is ideal for patients looking for quick, comfortable treatments without any social downtime. The truth is, men and women of all ages love KeraLase.

Dr. JBD: The majority of my male and female patients with hair loss ask me about the posters/Instagram/website/email blasts when they come in and ask me if it's "real" and if it will work for them. Patients need to be committed, follow up and follow the instructions.

9. How do you set patient expectations?

Dr. MKL: Patients understand that AGA is a chronic long-standing condition that requires maintenance. Even with hair transplantation, we do not have a cure-all, permanent solution. Hormonal and molecular signals that occur with the aging process will trigger hairs to miniaturize. I explain to patients that whether it is oral, topical, or non-invasive, this is an ongoing treatment. There is no quick fix in hair loss.

Dr. SFW: We inform our patients the KeraLase treatment is very fast and comfortable. Individual treatments typically take 10 minutes and subjects usually report 1 or 2 on a 10-point pain scale. People typically begin to see results after their third treatment, but I never promise anything. I like to bundle in a couple of touch-up sessions at the 3- and 6-month follow-up appointments.

Dr. JBD: I set expectations by explaining the process is slow. It typically takes six treatment sessions performed once every two weeks, with maintenance treatments at least three times per year. They understand that they may not wash the serum off their scalp for up to 48 hours. I ask them to avoid manipulating their scalp by scratching it and to avoid applying excessive amounts of hair gel or other products during the treatment sessions.

I remind them that the hair they have is fragile and in order to maximize our results, they need to avoid anything traumatic such as excessive blow drying, coloring too often or using chemicals that can cause breakage.

10. What other applications do you treat with the 1927nm Ultra laser?

Dr. MKL: I predominantly use the Ultra laser for skin rejuvenation and improvement in skin texture and tone. It is my workhorse for melasma patients due to combination with enhanced absorption of tranexamic acid with the 1927nm fractionated laser rejuvenation.*

Dr. SFW: We love the Ultra, and use it for skin rejuvenation, pigmentation/solar elastosis, superficial fine lines, melasma and a variety of other skin rejuvenation treatments. It is fast and treatments are easily delegated to my staff.*

Dr. JBD: I use the Ultra to manage melasma, freckling, decrease pre-cancerous lesions and for overall facial rejuvenation. It has been fantastic.



11. How has the addition of this service affected your practice from a financial perspective?

Dr. MKL: The 1927nm laser has been a great addition to my practice due to the ability to provide well-studied and reliable therapies for different patient populations, specifically hair loss and melasma, who have historically been limited with consistent and safe treatment options.*

Dr. SFW: As of March 2020, we have completed a full treatment series (6 visits) on about 10 patients. The operating cost to me is extremely low. KeraLase has already proven to be an excellent revenue driver. Quick, easy, and virtually painless. Patients are falling in love with KeraLase.

Dr. JBD: The addition of this service from a financial perspective has been fantastic. Patients like the treatments and are willing to pay for the procedure. I have been happy with the results personally as I am using it on myself as well as professionally on my patients.

In Closing

Dr. Amy F. Taub: Thank you for participating in this roundtable discussion. I am encouraged that you all discovered the advantages of this treatment over available treatments as well as share my enthusiasm for it being able to address hair loss, a condition which seems to accompany high degrees of distress in our patients. The main reason I got involved in the development of this protocol and product was the possibility of being able to give consistent results to patients who are so unhappy over their hair. It is gratifying to see this confirmed in clinical practice.

The Panelists



Amy Forman Taub, M.D. is a board certified dermatologist who founded **Advanced Dermatology and skinfo® Specialty Skincare Boutique** in Lincolnshire, Illinois in February of 2003 and Glencoe, Illinois in September of 2013. Advanced Dermatology is a state of the art medical and cosmetic dermatology practice nationally recognized for excellence in dermatologic care. *Skinfo and skinfo.*

com, a professional skincare website, offer physician-dispensed and cosmeceutical-grade skincare products and product information to the public. Dr. Taub's practice philosophy is one of active collaboration with her patients. While she likes being on the cutting edge of technological and medical innovations, Dr. Taub carefully evaluates the scientific principles and safety of new treatments and procedures she makes available to her patients.

Dr. Taub graduated from Northwestern University Medical School in 1985 and completed her internal medicine internship and dermatology residency at its affiliated hospital, Northwestern Memorial, in 1989. Dr. Taub is on staff at Advocate Good Shepherd Hospital in Barrington, IL, Northwestern Lake Forest Hospital in Lake Forest, IL and Northwestern Memorial Hospital in Chicago, IL.

<https://www.advdermatology.com/>



Melissa Kanchanapoomi Levin, M.D. is a Manhattan-based board-certified dermatologist, specializing in simply, healthy skin. Known for her honesty and love for bespoke medical and cosmetic skin solutions, Dr. Levin has established a loyal patient following from all walks of life - from families to professionals, actors, beauty editors, educators, artists, and many more.

As a native Californian, Dr. Levin graduated summa cum laude from the University of California of Los Angeles (UCLA) and earned her medical degree from the University of California of San Francisco (UCSF), as a member of the highest honor society, Alpha Omega Alpha. She completed her internship at the California Pacific Medical Center and dermatology residency at New York University Langone Health.

As faculty at New York University Langone, she is committed to contributing to the field of dermatology by teaching dermatology resident physicians and medical students, as well as serving as a reviewer for various scientific journals. She is a fellow of the American Academy of Dermatology, the American Society of Dermatologic Society, and the American Society for Laser Medicine and Surgery.

<https://entierederm.com/>



Steven F. Weiner, M.D. is a Board Certified, Head, Neck, and Facial Plastic Surgeon. After graduating from UCLA, he completed Medical School at the University of Michigan. He interned and spent his residency at The Johns Hopkins Hospital.

After 10 years of great success in private practice, Dr. Weiner "laid down his scalpel" in 2005. He created The Aesthetic Clinique in Santa Rosa Beach, Florida and began concentrating 100% of his efforts on non-invasive and minimally invasive cosmetic procedures.

Dr. Weiner brings to The Aesthetic Clinique extensive experience. He has used BOTOX® for over 20 years, and several different lasers for the past 25 years. His surgical experience includes all the common facial cosmetic procedures. In addition, he has performed extensive surgeries on the head and neck for cancers, tumors, and trauma.

<https://theclinique.com/>



Jeanine B. Downie, M.D. is board certified by the American Board of Dermatology and holds medical licenses in the states of New Jersey, New York and California. Dr. Downie is the director of her own practice, *image Dermatology P.C.* in Montclair, N.J. She has extensive training and experience in all aspects of dermatology, cosmetic dermatology, laser and dermatologic surgery. Dr.

Downie provides both adult and pediatric patients with competent, compassionate care and all patients are treated utilizing the most medically advanced techniques.

Dr. Downie is a graduate of Tufts University, where she received her Bachelor of Science degree in Biology and Psychology. She received her Master of Arts degree in Biology from American University and her Doctor of Medicine from SUNY-Health Science Center at Brooklyn. Dr. Downie completed two years of Pediatric residency at New York Hospital-Cornell Medical Center. She then completed her Dermatology residency at Mount Sinai Medical Center in New York City and was also the Chief Resident. She is on staff at Mountainside and Overlook Hospitals and has published fifty-eight scientific papers.

Dr. Downie is a highly sought after lecturer who enjoys an excellent national and international reputation. She shares her expertise on a wide variety of topics including cosmetic dermatology, cosmeceuticals, skin cancer, photoaging, sunblock and skin of color.

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