

Alma's Pixel 2940 Laser Receives Praise for Highly Efficacious Treatments

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Alma Lasers' (Buffalo Grove, Ill.) Pixel 2940 erbium laser module has earned an excellent reputation from both physicians and physician assistants as a highly effective stand-alone device for fractional skin resurfacing, as well as an integral component of comprehensive rejuvenation.

"The Pixel laser is a really nice addition to our fractional armamentarium because it provides ablative treatment, not just non-ablative," stated Bruce Katz, M.D., director of JUVA Skin and Laser Center in New York City, N.Y. "The Pixel laser is particularly helpful for wrinkles, acne scarring and improving skin texture. Even on low-energy settings, we're able to effectively treat melasma."

Patients typically schedule four to six sessions, normally at two week intervals. "Results are better than what I would have expected," Dr. Katz observed. "Especially for acne scarring, the Pixel laser is probably the most effective treatment, short of deep CO₂ and erbium treatments that require lengthy downtime and prolonged recovery. With Pixel, patients are slightly red and swollen for only a few hours and by the next day they can wear make-up."

A new high-power version of the Pixel laser is available on the recently cleared and versatile Harmony^{XL} platform. "The Pixel already moves quite quickly," Dr. Katz noted. "So this new version should allow us to perform procedures even faster. The higher energies will also allow us to treat more deeply for better results." Dr. Katz also pointed out that the Pixel laser is not limited to the face. "You can use it on the neck, the décolleté area and on the back of the hands," he said. "The laser is particularly effective for women who have wrinkles in their cleavage area, sun spots on the

chest and fine crepey wrinkling on the neck and back of their hands."

Pixel is also one of the three distinct light-based modalities for comprehensive skin rejuvenation with Alma's Laser360, the other two components are Advanced Fluorescent Technology (AFT) for an intense pulsed light source and infrared for skin tightening. "In combination, these three modalities target tissue depth, tightening, fine lines and colors," said Valerie Stern, PA-C, MPAS, who administers laser treatments at the office of Jason Diamond, M.D., a facial, plastic and reconstructive surgeon in private practice in Beverly Hills, Calif. "I specifically use the Pixel to even out the tone and the texture, including small actinic lesions, sun spots, overactive oil glands, large pores and scars."

An average patient schedules five sessions, spaced one month apart. "However, patients can expect to see results after the first treatment, with continued improvement throughout the five sessions and five months thereafter," Ms. Stern advised. In addition, "most patients, on average, tolerate treatment quite well with absolutely no topical anesthesia or oral medicine."

Two popular Alma websites are www.laser-360.com for consumer branding activities and www.OfficebyAlma.com, which is a marketing support site for physicians. The latter website allows users to "have the entire Alma corporation at their fingertips," Ms. Stern said. Resources for advertising and marketing "include written information in the form of brochures and studies that explain the data discovered for these treatments and how and why they work." In addition, physicians can find various customizable marketing pieces to help get the word out to prospective customers in their area.