

For Immediate Release

For More PR Information Contact:

Pankhuri Sharma, Power PR

Phone (310) 787-1940

Fax (310) 787-1970

E-mail: press@powerpr.com

New MicroSpot Fractional Laser Improves Revenue and Results for Facial Skin and Lower Eyelid Rejuvenation

Ophthalmologists enjoy economic benefits and a unique support group offered with an innovative CO₂ laser technology that reduces heat build-up and pain while promising quicker recovery time

For ophthalmologists seeking laser procedures that reduce pain yet speed healing, LASERING USA of San Ramon, California, announces the immediate availability of its new MiXto SX CO₂ laser for facial skin resurfacing and eyelid rejuvenation. By employing an innovative "quadrant" fractional technology and a more tightly focused beam, the MiXto SX laser delivers uniform tissue ablation to the deep dermis causing immediate contraction and tissue tightening. A secondary effect is the production of new collagen over the next 6-12 weeks. The precise micro-spot matrix driven by a proprietary scanning algorithm keeps the longest possible interval between two adjacent spots, which minimizes heat accumulation around the treated area. This significantly reduces pain during the procedure.

The availability of more sophisticated technology has made it possible for ophthalmologists to minimize thermal damage and charring of tissue. CO₂ Laser resurfacing of the lower lid may be performed alone to remove superficial wrinkles over the lower lid. The laser also improves treatment for patients who do not want an incision along the lower lid margin and for those with residual fullness of the eyelid skin.

The MiXto SX CO₂ laser also represents an excellent opportunity for ophthalmologists to quickly expand revenue. By adding skin resurfacing procedures they will attract a new group of clients who expect to pay about \$2,500 for a laser facial. And LASERING USA

has designed a professional program to help doctors set up, market and expand their aesthetic business – all of which is included in the price of the laser.

The MiXto SX is the first medical laser to offer MicroSpot Fractional technology combined with a high-speed scanner to deliver .3mm spots in continuous wave mode. Other CO2 Fractional lasers deliver larger 1.3mm spots in super pulse mode with random distribution. This method requires some form of anesthesia or tissue cooling. With the MiXto SX most procedures are done without anesthesia and within a time frame of 20 minutes for a complete facial.

With older CO2 laser skin resurfacing systems, the beam moves across the skin, one spot after another, in linear fashion—causing excessive pain from thermal buildup and without time for tissue cooling. Complete facial anesthesia is required. This aggressive procedure results in long recovery times. In contrast, the high-speed MiXto SX scanner driven by a patent pending algorithm divides the treatment area into four quadrants (“fractions”), and skips the beam from quadrant to quadrant so that each strike is separated by the longest possible interval. The process is repeated until the entire area is treated. Dividing the laser energy in this manner allows maximum time for thermal cooling of the tissue.

“I normally don’t need to use any anesthesia when I perform fractional resurfacing at a mild-to-moderate intensity because the heat is much more diffused across the whole surface,” comments Daniel Cassuto, M.D., a professor of plastic surgery at the University of Catania in Italy. “And in those instances when I need to perform more aggressive treatments, I prescribe an over-the-counter analgesic tablet one hour before the procedure.”

A lower level of thermal burn permits quicker recovery so that patients can resume their normal lifestyle with one week. For example, when using for facial resurfacing, women can apply makeup within 48 hours after treatment.

In addition to speeding recovery, LASERING USA's MiXto SX CO₂ laser hastens a return on investment. At approximately \$79,000, the cost-benefit relationship of the MiXto SX laser exceeds that of competing technologies. Large-spot CO₂ fractional lasers cost more than \$110,000 and fractional near-infrared non-ablative lasers (which are much less powerful) can approach \$120,000. Coupled with the ability to perform resurfacing and rejuvenating procedures in less time, often requiring only one visit, the MiXto SX can quickly pay for itself in about 32 treatments.

But LASERING USA is not merely in the business of selling excellent equipment. The California firm also wants to help care givers become better, more successful business people. For this reason each MiXto SX CO₂ laser comes with free marketing and technical consultations that assure an easy and lucrative transition into the skin resurfacing arena.

The MiXto SX CO₂ laser places infinite control into the ophthalmologist's hand by virtue of its use of fractional laser technology to carefully regulate the depth of penetration and the amount of heat delivered by the beam.

“If some areas require deeper treatment during the same sitting, you can easily switch to traditional resurfacing with a touch of a button,” adds Dr. Cassuto. “Treatment is also safe for the hands and the chest area.”

Such flexibility allows for the ideal compromise between non-ablative and ablative methods. With specialized optional accessories, the MiXto SX system can be used for a broad range of clinical applications including ophthalmology offices, surgery centers and hospitals.

In meeting all FDA 510K requirements, LASERING USA's MiXto SX CO₂ laser is now available to ophthalmologists wishing to increase patient turnover time with the help of new technology. An initial low cost compared with many other laser systems facilitates a rapid ROI.

"In my hands, I believe the Slim MiXto SX CO₂ laser is the best fractional device currently on the market," concludes Cassuto. "To date, I have more than 130 cases and everyone has been enthusiastic."

For more information, contact LASERING USA at 2246 Camino Ramon; San Ramon, CA 94583 USA; 866-471-0469; fax 1-925-355-0777; info@lasingusa.com, or visit www.lasingusa.com.

###