

REPORT ON

MEDICAL AESTHETICS

A JOURNAL FOR THE SUCCESS OF YOUR AESTHETIC PRACTICE

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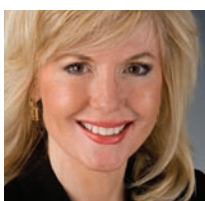
DAN WEBB
CEO, Clarion Medical
Technologies™

Thanks to you, we are rapidly approaching our 20th year providing service and support to the Canadian aesthetic and medical marketplaces. Over this time we have seen numerous changes in technology and approaches to the market. In our early years we were primarily providers of laser technology. As the market has evolved we also have changed! We are now a full service Aesthetic Solution provider. Our product offerings now include state-of-the-art energy sources, lasers, radio frequency, focused ultrasound, Levulan, HA dermal fillers and cosmeceuticals. With this evolution we have been re-inventing ourselves and felt we needed a new name to reflect this metamorphosis.

Coherent-AMT will now be known as Clarion Medical Technologies Inc. Clarion Medical Technologies™ will be a distinctively Canadian name that with your assistance will represent a significant partner to the aesthetic industry in Canada. Coherent was a borrowed name related to the laser world. The name has served us well through the last 20 years and yet we look forward to the next 20 years as Clarion Medical Technologies™, a full service aesthetic solutions provider to the Canadian marketplace. I would like to take this opportunity to thank you again for your continued support. The future of the aesthetic industry looks very bright and we look forward to partnering with you to realize the great potential that it presents.

PRACTICE MANAGEMENT

Target your client to maximize your marketing budget



LOUISE LAMBERT
President,
MedMarket Solutions
Canada's leading aesthetic
marketing specialists

Advertising and promotional activities are investments in growing your practice. Nevertheless, you want to make the most of your marketing budget. So how do you allocate your limited resources to maximize your outcome? Consider not only where you are placing your ads but just as importantly, who your prospective client is and

what you are trying to say to them. Initially you need to define your potential client.

Target your market with appropriate copy and layout

The potential client/patient has only a few seconds to read the message and make a

decision. If you tailor your ad and speak directly to them, there is a better chance that they will consider using your services. Determine who your ideal customer is and appeal directly to them. The more you can design a message that targets a specific client, the better. Study the clients who use your services and identify their ages, residential district, occupation, marital status, ethnicity, life stage and income level to determine the types and locations of media and the corresponding treatment options which would be most in demand by those groups. Our national statistics tell us that the majority of your clients will be women between the age of 35-55, median age 45, married, with a household income of over \$60,000. However, you will want to

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Knocking out cellulite in a single round

ThermaTip™ CL, Designed to Improve the Appearance of Cellulite on the Thigh and Buttocks Area in a Single Treatment



ANNETTE SUMMERS
Product Manager, Thermage

According to a study published in 2007 by the Millennium Research Group, nearly 90% of women experience some degree of cellulite, and it is expected that demand for non-invasive cellulite treatments in the U.S. will nearly double to over 750,000 procedures per year by 2011.

The growing need for cellulite reduction in women is what has prompted Thermage to develop and launch the NEW ThermaTip™ CL that “Knocks out cellulite in a single round”. This innovative product is designed to improve the appearance of cellulite on the thigh and buttocks area in a single treatment. The Cellulite procedure by Thermage and the ThermaTip CL treatment tip are the result of 21 months of clinical and technological development.

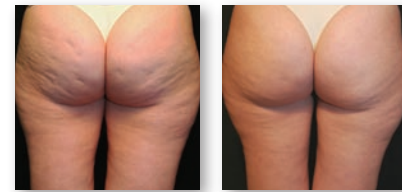
“Clinical evaluations have demonstrated that Thermage® technology noticeably reduces the appearance of cellulite after just a single treatment,” said Stephen J. Fanning, Chairman of the Board, President and Chief Executive Officer at Thermage. “We have conducted vigorous research since the spring of 2006 to develop a treatment tip that offers optimal results for our customers and their patients. The ThermaTip CL provides a unique option to physicians who want to treat cellulite, but have yet to find something that produces significant results in a single treatment.”

“Many of my patients have cellulite, and despite rigorous exercise and diet efforts, there is not much that they can do to minimize the appearance of cellulite,” said Dr. Karyn Grossman, a cosmetic dermatologist with offices in Manhattan, NY and Santa Monica, CA. “I am thrilled to be able to offer patients an option for

this condition that produces results in one treatment session without surgery, injections or downtime.”

The advanced deep heating ThermaTip CL from Thermage helps improve the appearance of cellulite by restoring collagen connective tissue and equilibrating fibrous septae elasticity to improve the smooth appearance of the skin surface. The ThermaTip CL also improves circulation and metabolism in cellulite prone tissues to reduce fluid and improve the appearance of cellulite.

Single treatment by Silvia Cuevas, M.D.



Before After
6 months post treatment

Patient Satisfaction

Patients who have been dissatisfied with other cellulite treatments will benefit from:

- Smoothing of dimples and improved skin texture
- A single treatment with lasting results
- No surgery or injections and little to no downtime

Physician Benefits

Practices adding the Cellulite procedure to their treatments can expect:

- Increased hourly profitability
- Lower start-up costs when compared to other systems
- Proven technology and excellent practice support

For more information, please visit www.thermage.com or contact your Clarion Medical Technologies™ representative at 1-800-668-5236.

LIMITED TIME OFFER
For a limited time only, you can purchase a multi-pack of 3 Deep Contouring Tips and 3 Cellulite Tips. Save 10% when you order this limited time combination pack.

Reference the following when ordering these promotional packs:

Thermage 900 Rep Tip Promo
OR
Thermage 1200 Rep tip Promo

Photodynamic Therapy A Unique Therapeutic Approach to Manage Actinic Keratoses (AKs)



DR. STUART MARCUS, MD, Ph.D.

Targeted therapy destroys Grade I or II Actinic Keratoses

The Levulan Photodynamic Therapy System (PDT system) using the BLU-U® Blue Light Photodynamic Therapy Illuminator is an advanced 2-step treatment for minimally to moderately thick Grade 1 or 2 AKs (AKs that have not yet become enlarged and thick) of the face or scalp. The system is unique because it uses a light activated drug therapy to destroy AKs. This system consists of treatment with Levulan Kerastick Topical Solution, 20% and the BLU-U Blue Light Photodynamic Therapy Illuminator (BLU-U). PDT is physician controlled and contraindicated in patients with cutaneous photosensitivity at wavelengths of 400-450 nm, porphyria or known allergies to porphyrins and in patients with known sensitivity to any of the components of the Levulan Kerastick for Topical Solution, 20%.

Clinical Results

Complete response demonstrated in a high percentage of patients:

At 8 weeks...

- **75% clearance** of AK lesions was experienced by 77% of patients treated with Levulan PDT vs. 18% of vehicle-treated patients
- **100% clearance** of AK lesions was experienced by 66% of patients treated with Levulan PDT vs. 11% of vehicle-treated patients

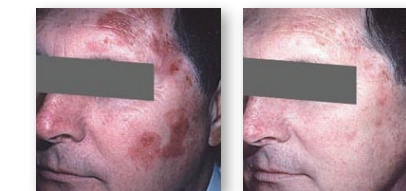
At 12 weeks...

- 83% of the patients treated with Levulan had 75% clearance of face lesions and 58% of the patients had 75% clearance of scalp lesions.
- 70% of the patients treated with Levulan had 100% clearance of face lesions and 53% of the patients had 100% clearance of scalp lesions.

Managing Expectations

Levulan PDT provides high clearance for the appropriate patients however; patient selection requires the evaluation of a range of factors. Managing patient expectations is an important part of the therapeutic process. Patients treated with Levulan PDT should be informed of the following:

- During the light treatment, patients may experience sensations of tingling, stinging, prickling or burning of the treated AK lesions.
- These feelings of discomfort should improve at the end of the BLU-U treatment and should subside between 1 minute and 24 hours after the BLU-U is turned off.
- Following treatment, the treated AKs and to some degree the surrounding skin may redden and swelling and scaling may occur. These effects are temporary and should completely resolve by 4 weeks after treatment.
- In two phase III trials, severe stinging and/or burning of one or more of the AKs being treated was reported by at least 50% of the patients at some time during treatment.
- Less than 3% of patients discontinued light treatment due to stinging or burning



Before After

For more information, please contact your Clarion Medical Technologies™ representative at 1-800-668-5236.

Order our **NEW** Patient Education Materials Today!

Order by emailing consumablesorders@coherent-amt.com

conduct your own analysis of your locale to determine who your clients are.

You must gain their attention in the ads

We live in an over-communicated society whose attention has been diminished by too much media. Never assume that people will be paying attention to your ad. Rather, know that you must wrestle their thoughts away from powerful images and distractions that are tugging at their minds. Ads that list all your services, maybe informational, but do they receive the attention of your potential client? Traditional hype and ad-speak make today's sophisticated client deaf and blind. They can smell hype. So bluntly tell your prospects the truth. One of my clients' more successful campaigns was an ad headline that read, "Lets face it, lines and wrinkles happen."

- Consider what makes you different and why someone would want to come to your centre.
- Make it make sense. Believability is the key. Tell your clients how and why your service/procedure can deliver what it promises.

It may be difficult to step out from the crowd in your ads, but it will produce the results you want, which is to get the phones ringing with calls from the targeted prospective clients. From there it is up to your staff to book those appointments and to convert first time clients.

Make sure your advertising shows up in the right place and time for your prospective client

Consider local papers that target specific neighborhoods where your clients may live. Think about when your client may most likely use a specific service and advertise to them at those times.

When placing an advertisement, do not accept a position in the paper where your ad will be close to the ads of your competitors. Negotiate your ads' placement and attempt to have yours placed in the most desirable locations.

Another advertising rule to consider is ad frequency. The frequency of an ad does achieve results. Do not expect to run an ad once and then discontinue it without giving it a fair chance to do its work. Repetition does have its virtues. You will want to track your responses to see how a specific ad is performing, so make sure your receptionist asks clients where they found out about your practice. The purpose of your ad is to get the phones to ring, not necessarily build brand image. If you are working with an ad agency that suggests otherwise you may wish to reconsider other arrangements.

Next issue: Promotional strategies that are easy on your budget

TEOSYAL®

Discover the New Teosyal Syringe



DARLEEN RICHARDSON
*Clinical Trainer and Injection Specialist,
Clarion Medical Technologies Inc.*

Teosyal Dermal Fillers are still as great as ever and now are available in a new glass syringe. The new glass syringe brought to you by Teoxane allows unprecedented smoothness and uniformity in the injection process

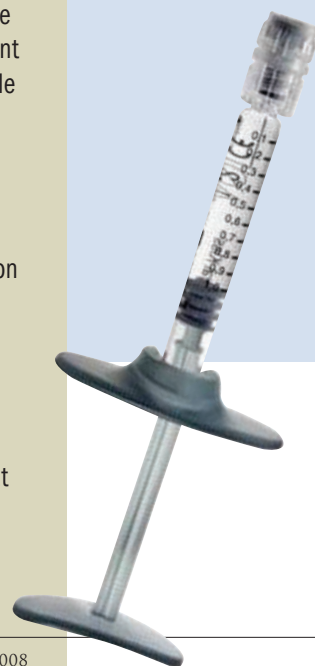
and ensures sterility and reliability. This smaller syringe with easy to read demarcations allows better control for those injectors with smaller hands and provides the additional benefit of clear, concise measurements of volume. A sturdy, shorter plunger with an advanced tip triple coiled for a snug fit is another one of the new features.

The new luer lock system on the glass syringe has a two tiered screw off top. The integrated valve automatically seals the vial to protect against loss and contamination. It is of utmost importance not to twist or turn the luer lock system that is attached to the syringe barrel as this will destroy the seal and containment of the product.

We at Clarion Medical Technologies Inc. consistently listen to your feedback about Teosyal. Our efforts continue to be focused on providing you with not only the best hyaluronic acids in the market but the best syringe for administering as well. We hope this change is welcomed by all and for those of you who have not yet tried Teosyal, this is the just another great reason to welcome it into your practice.

For more information, please contact your Clarion Medical Technologies™ representative at 1-800-668-5236.

Available soon in the NEW glass syringe



TEOSYAL
Ultra Deep
TEOSYAL
KISS

“I have used Restylane, Juvederm and Kiss. I prefer Kiss the most because it causes the least amount of swelling.”

Dr. Mathieu-Serra

Successfully launching UltraShape® in your practice



DR. TOM Y. WOO, MD, FRCP



DR. JANIS P. CAMPBELL, MD, FRCP

Successfully launching a new technology into your practice is a two-step process. Firstly, internal marketing is a way in which you and your staff become motivated, educated and excited to offer the new treatment. External practice marketing then allows you to support these internal initiatives while creating buzz directed at both current and potential clients/patients. Both are equally important to the successful launch of a new procedure.

Internal Practice Marketing

Launching a new technology, especially one as innovative as UltraShape® requires commitment not only from the physician, but also more importantly from the staff members that make the first impression with patients. Training everyone including nurses, office managers and receptionists is vital to the success of any new treatment being offered, especially one that requires a large investment. Allowing staff to be your first patients for the new technology is a great way for them to try the treatment first hand enabling them to speak confidently to patients about their experience. Creating these internal advocates ensures your staff will be excited and confident to speak about UltraShape® at every point of client contact whether it is by phone, email or in-person.

Educating current patients that are already familiar with your medical aesthetic procedures is the first step in generating client interest. Ensuring you display patient education materials such as patient brochures, education binders that offer before and after pictures, posters and playing loop videos in your waiting area and/or consultation rooms is a key success factor. Another way in which you can capture your current clients and even prospective clients is by hosting a patient education seminar or an open house in your practice/

clinic specifically designed to educate attendees about UltraShape®. Some other internal tools to drive patient interest are:

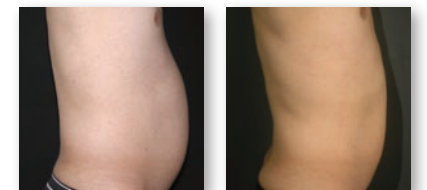
- Creating an on-hold message that speaks to UltraShape® now being available in your practice
- Communicating the NEW UltraShape® procedure on your practice website
- Adding the UltraShape® website link to your practice's website
- Registering for the physician locator on the UltraShape® website www.ultrashape.com

External Practice Marketing

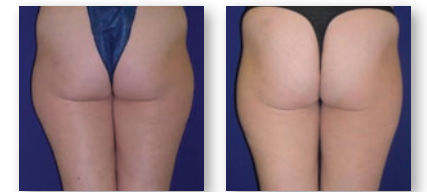
External practice marketing is an effective way to support the internal initiatives you are directing at your current clients and it is the method with which you will generate prospective clients. Sending a press release to local media is a great way to generate interest in your market. This is a way to capture the attention of local newspapers, magazine publications as well as local TV stations. Cross merchandising with a high-end fitness centre or spa is another way to reach out to prospective patients that could be interested in learning more about UltraShape®. Other suggested external practice marketing tools are:

- Communicating UltraShape® in your newsletter
- Sending a direct mail piece or email blast to current patients
- Hosting an off-site patient education seminar

Internal and external practice marketing go hand in hand. In order to be successful in launching a new technology such as UltraShape® in your practice, it is important to recognize that although you may not conduct all of the above-mentioned marketing methods, incorporating both internal and external tools are vital to your success.



Before After



Before After

For more information, please visit www.ultrashape.com or contact your Clarion Medical Technologies™ representative at 1-800-668-5236.

ProFractional® Therapy

My Experience



DR. ROBIN C. BILLICK, MD
 Chief of Dermatology
 Associate Professor of Medicine
 McGill University Dermatology,
 Dermatologic & Mohs Micrographic Surgery

The ProFractional Er:YAG laser has become one of the most valuable adjunctive therapies in both my cosmetic and medical reconstructive practices. It has given me the ability to customize each treatment based on my patient's needs and expectations.

Therapy Techniques and Precautions

Using a scanned 6x6 to 20x20 mm pattern, the laser swiftly covers the desired area of therapy. Downtime is typically 24-48 hours depending upon the depth of penetration (25-1200 microns). Utilizing a 23% xylocaine / 7% tetracaine topical anesthetic, most resurfacing is virtually painless up to a depth of 250 microns. Beyond 250 -500 microns chilling devices assist in alleviating discomfort. Deeper ProFractional procedures of 500-800 microns and ablation of 5%-10%, are extremely useful for deep acne scarring; however, local xylocaine infiltration and blocks may be required. These aggressive parameters should not be used on periorbital skin. Caution and avoidance of treating patients with steroid induced atrophy, immunocompromised patients and post accutane patients should be exercised. Although acne patients, once treated with accutane, may be very anxious to further improve their ameliorated appearance, they must avoid ProFractional laser therapy for 6-12 months post accutane before embarking on a scar improvement program.

Post-treatment Expectations

In my experience, post ProFractional therapy the patient appears immediately to have some pinpoint bleeding and sunburn-like results for 24-48 hours but this can be readily camouflaged with makeup. Aggressive therapy can occasionally cause some periorbital edema but this rapidly

clears in a few days. Repeated therapy with ProFractional (i.e. 2-4 treatments) is optimal, however one treatment can give some significant improvement of photo aging and acne scarring if appropriate energy parameters are selected.

Combination Therapies

I have found that intense pulsed light and more recently, broadband light source (BBLs) has been one of our most effective rejuvenating procedures for photo-aged skin. Conducting a BBLs treatment first and immediately following up with the ProFractional laser doubly helps photo aging while downtime remains at approximately 24-48 hours. Similarly successful has been the use of micro laser peel (MLP) in conjunction with ProFractional. Approximately 30 microns of MLP followed by ProFractional is a more aggressive therapy, but more beneficial than either therapy alone. Downtime increases to approximately 5 to 7 days due to the more aggressive treatment. Being aggressive may give more improvement clinically in a single session, however multiple treatment sessions of ProFractional that are less traumatic has made for happy satisfied clients who return readily for repeated therapy and give positive testimonials to their friends. In addition, I will combine these treatments with Botox® and fillers where appropriate.

Having the flexibility to manage the degree of assertiveness with which I conduct my treatments using ProFractional has allowed me to customize each therapy session with each individual patient. This flexibility along with the superior results that ProFractional delivers makes it the ideal fractional solution for my practice.

Pro Fractional™

The complete fractional solution



Before After

For more information, please visit www.sciton.com or contact your Clarion Medical Technologies™ representative at 1-800-668-5236.

“The Sciton ProFractional has been a wonderful addition to my practice. The clinical results that I have seen have surpassed my expectations and patient satisfaction could not be more positive.

I have found ProFractional to be a convenient addition, with its ease of mobility and sturdy structure it can easily be moved from room to room which ads flexibility to my practice.”

Dr. Robin C. Billick, MD

One partner. Many benefits.

INTRODUCING THE CLARION PRIME VENDOR PROGRAM

With our Prime Vendor Program, physicians can now leverage their purchases to ensure that they receive not just the best pricing on individual products, but also innovative opportunities to acquire the latest technology.

Our Prime Vendor Agreement allows our clients to secure value pricing on each component (technology or consumable product) included in the agreement. In addition, the Prime Vendor Agreement grants the practice a lease rebate on the purchase of each of the Qualified Consumable Products. These lease rebates are automatically deducted from future lease payments. The more Qualified Consumable Products that you purchase, the lower your lease payment will be.

Discover the simplicity of one source:

- Leverage your total purchasing volume
- Simplified ordering and payment
- Technical support
- Competitive prices
- Leasing

To learn more about our Prime Vendor Agreement Program please call us at 1-800-668-5236 for a representative in your area.

the
simplicity of
one source



Masters

ADVANCED AESTHETIC TECHNIQUES WORKSHOP



Clarion Medical Technologies Inc. is pleased to host the 8th Masters Advanced Aesthetic Techniques Workshop.

This two-day event will bring together Canada's top medical aesthetics practitioners to share innovative techniques and technologies to enhance your already successful practice. Join us for didactic presentations, live demonstrations and as always the latest in advanced medical aesthetic technology.

Dates

Saturday May 24, 2008

9:00am - 5:00pm

Cocktail reception to follow 5:00-7:00pm

Sunday May 25, 2008

9:00am - 2:00pm

Breakfast and Lunch to be provided both days

Venue

The Fairmont Royal York

The Canadian Room

100 Front Street West, Toronto, Ontario M5J 1E3

Fees

Physician: \$395

Additional Guest: \$95

Transportation and accommodations not covered in the registration fee

Lodging

Hotel reservations can be made at the Fairmont Royal York
416-368-2511

Faculty

Dr. Kent Remington, Dermatologist, MD, FRCP(C)

Dr. Jaggi Rao, Dermatologist, MD, FRCP(C)

Dr. Arie Benchetrit, Plastic Surgeon, MD, FRCP(C)

Dr. Yves Hébert, Cosmetic Physician, MD

Registration

Website: www.aspirebecome.com/masters

Email: workshops@coherent-amt.com

Phone: 1-800-668-5236

ONE PARTNER

MANY BENEFITS

Formerly known as Coherent-AMT, Clarion Medical Technologies™ has been serving Canadian hospitals, private practices and spas since 1989. With best-in-class products, award winning technical support, comprehensive educational programs and many more unique services, Clarion Medical Technologies™ ensures that your needs are supported every step of the way.

It is our mission to build partnerships with our customers for life by delivering medical solutions that improve the lives of our customers and their patients/clients. Our commitment to building customer partnerships for life means your success is our success.

**CLARION**
MEDICAL TECHNOLOGIES

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For a Clarion Medical Technologies™ representative in your area call 1-800-668-5236.

Visit our website
www.clarionmedical.com
for more information on all of
our products and services.