Utilizing the Advantages of ResurFX Non-Ablative Technology

A Case Study by Jody Comstock, MD

With 24 years in practice, and over 18 years with a strict focus on cosmetic dermatology, Dr. Jody Comstock believes in offering her patients a combination of therapies to effectively achieve the most comprehensive results. For this very reason, Intense Pulsed Light (IPL) therapy has been one of largest components of her practice, as it provides a base from which she can incorporate additional procedures such as fillers, neuromodulators, mole removal, pre-skin cancer treatments, and Photo Dynamic Therapy (PDT). So when Lumenis introduced the ResurFX module for non-ablative fractional skin resurfacing to the M22 with IPL, Dr. Comtock saw it as fitting hand-in-hand with her strategy of combining therapies to get a cumulatively improved result. Comstock says, “Having the versatility of a three-in-one platform has been a complete game-changer for our practice.”

Skin Spectrum Dr. Jody Comstock
- 2 Dermatologists
- 2 Physician Assistants
- 4 Laser Technicians
- 25 Staff Members
- 22 Exam Rooms
- 150 - 200 Patients daily

Making the ResurFX Choice
Dr. Comstock has always recommended ablative resurfacing with a CO2 laser as the best way to stimulate collagen production and restore damaged skin. However, for many patients the lengthy recovery and downtime of seven to ten days following the procedure is a major drawback. Her past experience with competing non-ablative products left her completely underwhelmed, and the substandard results paired with common reports of high discomfort left her hesitant to continue. Dr. Comstock remained interested in a less invasive alternative to her CO2 laser, but she had yet to see a non-ablative technology that provided satisfactory clinical results. Because of her familiarity and trust with other Lumenis products, including the M22 platform with IPL, she decided to see how the ResurFX non-ablative module compared to ablative. Through careful analysis of the benefits and risks associated, she was pleasantly surprised to find that a combination of ResurFX and IPL could, in fact, provide excellent clinical results with substantially less downtime. She believes ResurFX acts like a more refined version of microneedling, which has been an extremely popular procedure in her practice. “It goes a little deeper, it’s more consistent, it has a faster recovery time,” Comstock says, “and all with better results.”

Presently, Dr. Comstock’s practice has performed approximately 400 ResurFX treatments and the results and patient reception have exceeded her expectations. By providing ablative and non-ablative procedures under the same roof, she has seen her overall business thrive. ResurFX does not detract from her ablative business, but instead provides another option, which has increased customer satisfaction and return visits. At least 90% of her ResurFX patients have scheduled additional treatments, and she’s been thrilled with how effectively it treats texture, acne scars, and especially
melasma. It has been a true practice builder, and has expanded her market reach. “Our patients are excited about it,” says Comstock, “and clinically, they love what it does for their skin.”

While IPL is a great treatment for superficial redness, brown spots, pores, and skin tightening, Dr. Comstock sees it as most effective when combined with non-ablative therapy. By immediately following IPL with ResurFX, she sees deeper collagen stimulation and therefore greater results. Mostly, her patients are happy that there’s essentially no downtime. She notes that immediately following treatment they are red and swollen, but by the next day they look great and are comfortable enough to put makeup on and resume their normal day to day lives. “The less downtime the better,” says Comstock, “and technology wise, it provides similar or even less discomfort than IPL.”

As with IPL, there is a learning curve to ResurFX. “How you perform the procedure will optimize your results,” says Comstock. She frequently combines ResurFX with fillers, injected before the treatment, and neuromodulators, injected following laser treatment. She has begun adding topical products immediately following the procedure directly onto the treated skin for even deeper product penetration, and her patients make sure to tell her how pleased they are with the outcome.

**Marketing ResurFX**

The ability to offer ResurFX as an alternative to CO_2_ ablative treatments has been instrumental in the continual growth of Dr. Comstock’s business. She is able to market it completely in-house, and she finds it an easy sell to patients who have been happy with IPL or ablative treatments and now want to maintain those results and refresh their skin. She recommends ResurFX to patients who have a little less superficial damage and are seeking treatment for scar tissue or improved texture. A combination of IPL and ResurFX especially appeals to patients that lead busy and active lifestyles and cannot afford the downtime following ablative therapy. “Our patients have a lot on their plate,” Comstock says, “and they are grateful for something that’s less invasive and will not cause them to miss out on all the important things going on around them.”

When first introducing ResurFX to her clients, Dr. Comstock offered a drastic discount for the first month or two, letting them know it was a new laser and price. She scheduled them back in for follow up a week or two later to see their skin, take pictures, and get feedback. “We didn’t have a single person disappointed with their investment, or who didn’t want to commit to additional treatments,” says Comstock, “Satisfaction for the ResurFX is among the highest out of any device we’ve ever used.”

**Versatility**

Being based in Tucson, Arizona, Dr. Comstock treats a diverse range of skin tones. Because half her patient base is Hispanic,
she had initial concerns about rebound pigmentation and other negative effects of non-ablative resurfacing. However, the ability to easily adjust and customize the fluence and density of the beam allowed her to feel comfortable in safely treating all skin tones on a case-by-case basis. She also notes that for newer users, ResurFX’s intuitive and user-friendly design offers preset energy levels for various skin tones and conditions. The Coolscan™ technology delivers a homogenous beam of energy to protect the patient’s skin from the effects of bulk heating, while providing up to 20% coverage in a single pass. Only a very few of her patients have had redness more than one day, and most actually feel that ResurFX is more comfortable than IPL. Additionally, the lack of consumables, and the convenience of having the M22, IPL, and ResurFX built into a single platform provides a way to pass savings directly back to the patient.

“Most people now realize that skin maintenance requires actual maintenance,” Comstock says, “ResurFX gives them the greatest return on their investment, with superior results, and almost no downtime.”

Patient received three combined treatments of IPL and ResurFX, applying 30 mJ with a density of 300 to the face, and 20 mJ with a density of 200 to the neck. Images are before and 3 weeks following the final treatment.