

# LA & HA

Fotona4D edition

MAGAZINE

## Fotona4D®: A Revolutionary Non-invasive Laser Facelift

Current Trends and  
Drivers Propelling the  
Aesthetic Laser  
Industry

Aging Skin - the Process  
Nobody Can Escape

06 August, 2021

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# Have We Found a Revolutionary Fountain of Youth?



**Dr. Masa Gorsic Krisper**

*Head of the LA&HA Institute*

*Masa Gorsic Krisper*

“Long for their beauty Ljubljana women were known,” begins a famous ballad by France Prešeren, the greatest Slovenian poet. Similar verses can be found in literary treasures throughout the world. Man has always revered beauty, and although the standards of aesthetics have changed over time, our innate desire to discover a “fountain of youth” has remained.

Society’s attraction with youthfulness and beauty is not at all surprising. While we can endlessly discuss the meaningfulness, or even the morality of this trend, we cannot deny its existence. To look more youthful and beautiful are the universal wishes of patients as they enter through the doors of our practices. Natural beauty is trending, and some even argue that the global pandemic has sparked a renewed interest. Because, if the skin around your eyes doesn’t crinkle or your brow doesn’t furrow, it’s hard to know whether you are smiling or disappointed, especially while wearing a mask or video conferencing.

The global aesthetic laser market has achieved remarkable progress in the past few years owing to technological advancements that have enabled a wide array of effective and safe laser treatments. The use of lasers for medical applications is expected to continue its upward trend as a result of an aging population, changing lifestyles, and a rising awareness and demand among patients for non-surgical, minimally invasive aesthetic procedures.

With all of the above in mind we are excited to present a revolutionary laser treatment for achieving a natural-looking facelift, without surgery or downtime, called Fotona4D®. It is a synergistic, non-invasive laser treatment of both the exterior facial and interior oral cavity, enabling full-thickness contraction of collagen for persistent tightening and volumization. There is little-to-no downtime with Fotona4D® and it does not require injectables or anesthesia.

In combination with Fotona’s **SmoothEye**® procedure, a non-invasive Er:YAG laser treatment for tightening and wrinkle reduction in the periocular region, and **Lip-Lase**®, a non-invasive plumping for fuller lips without injectables, we can assure a unique holistic approach to natural facial rejuvenation. I dare to say that Fotona may have even discovered a true “fountain of youth” for our patients.

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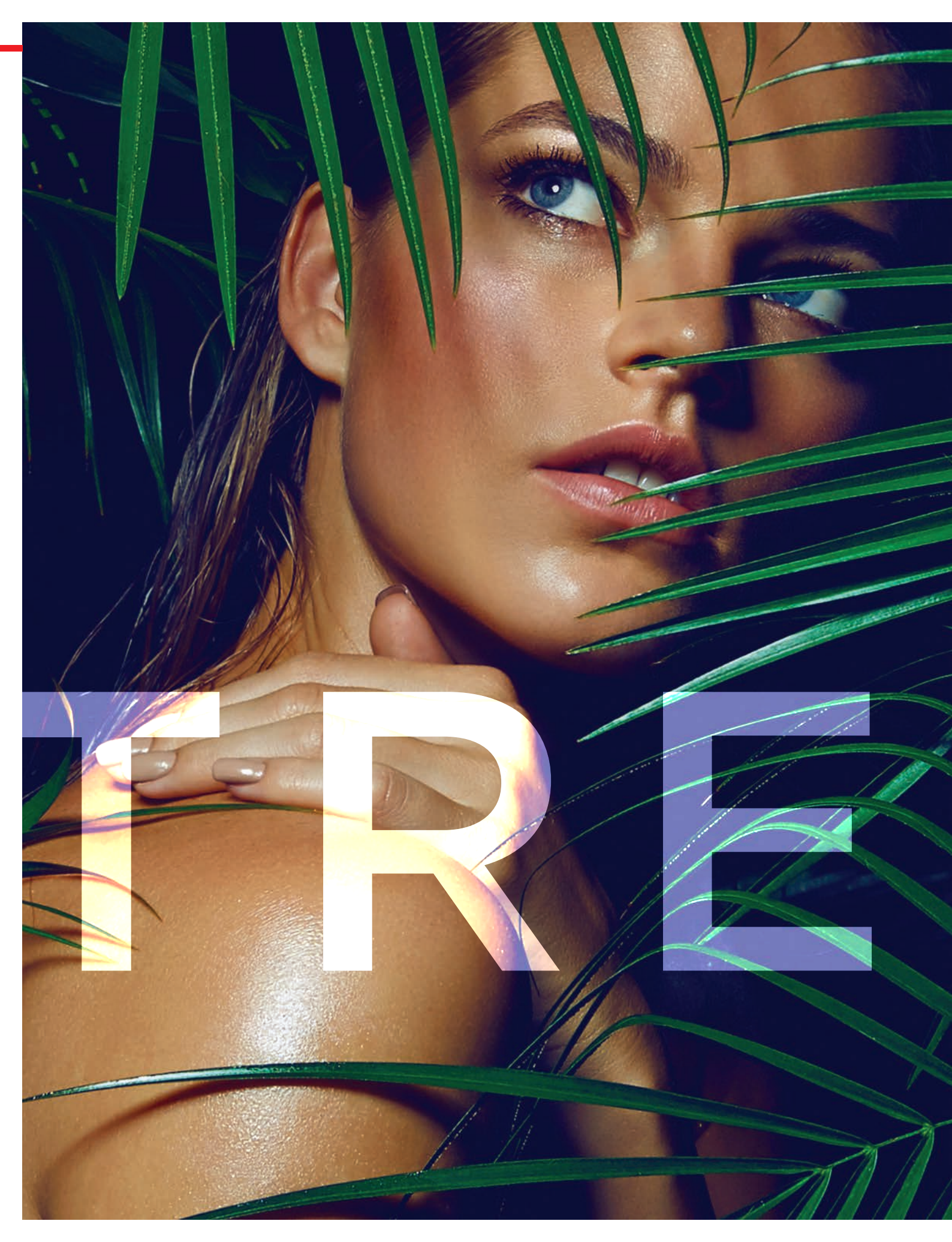
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TIRE



# NIDS

# TRENDS

By Tjasa Presern Krivec

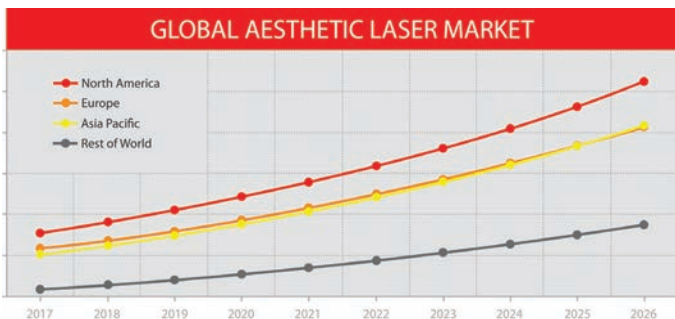
Laser use has become widespread in the aesthetic industry. The global aesthetic laser market has achieved remarkable progress in the past few years owing to technological advancements allowing a wide array of effective and safe laser treatments. The sale of lasers for medical applications and demand for aesthetic treatments among patients is expected to continue its upward trend as a result of a rising awareness and demand among patients for non-surgical aesthetic procedures.

## Current Trends and Drivers Propelling the Aesthetic Laser Treatments Market

The global energy based device market for aesthetics is predicted to grow at a CAGR of 15% between 2020 and 2025, and is estimated to be 7 bn USD in 2025.

According to a study made by EY Parthenon the global energy based device market for aesthetics is predicted to grow at a CAGR of 15% between 2020 and 2025 and is estimated to be over 7 bn USD in 2025.

While the North American aesthetic laser market is projected to record a CAGR on par with the global average during the 2021-2028 forecast period, the Asia-Pacific market is anticipated to be the fastest-growing region for the aesthetic laser industry, partly due to government regulations which are aimed at commercializing aesthetic lasers within certain countries.



Source: Inkwood Research

Nevertheless, the main market drivers for the increased demand for aesthetic procedures remains the same, with the aesthetic laser industry achieving remarkable progress in the past few years with numerous significant developments and trends boosting the growth of the market:

- Growth in the aging population,
- Increasing demand for minimally invasive and non-invasive aesthetic procedures,
- Changing lifestyles,
- Technological advancements.



## Trend 1

**Growth in the Aging Population**

According to the UN's most recent *World Population Prospects* report, the percent of the global population over the age of 65 will increase from one in 11 (9%) to one in six people by 2050 (16%). As people age, their concerns about their appearance increasingly focus on the face. A study (*Goodman*) of men and women aged 25 to 75 revealed that younger adults were mostly concerned about the shape of their bodies, while older adults were preoccupied with their facial features (lips, eyes, and cheeks). As the skin ages there is a loss of fat in the mid-face, a reduction in volume of the bone structures, and loss of elasticity and strength in the skin. Many adults in their late 30s and 40s start to feel that their aging face no longer matches their self-identities and look for fast, simple and minimally invasive solutions. Patients who have undergone aesthetic procedures experience an almost therapeutic transformation, with an improved sense of well-being and a boost in their self-esteem.

Ageing is expected to become one of the most significant social transformations of the twenty-first century, with implications for nearly all sectors of life, including the medical aesthetics market. As the population ages, more and more people search for new treatments to enhance their appearance and reverse the aging process. Thus, an ever-growing aging population will continue to increase demand for aesthetic laser devices.

One of the biggest trends in the aesthetic market is the rising demand for minimally invasive and non-invasive aesthetic procedures. Non-surgical aesthetic treatments are more popular than ever. They have significantly contributed to the growth of the global aesthetics market and gained momentum over surgical procedures. Patients look for safer, more natural and less invasive aesthetic procedures. Millennials, in particular, do not want to undergo surgical procedures that could make them look like someone else.

Patients want aesthetic treatments that are effective, long-lasting, have minimal downtime and low risk of complications. Shorter downtime and fast results are, in particular, contributing to a high acceptance of non-invasive and minimally invasive therapies by both patients and practitioners. For example, patients are increasingly bothered by skin laxity of the face, abdomen, arms, but are unwilling to undergo a facelift or abdominoplasty. They want to return to their everyday lives as soon as possible. As a result, non-surgical laser skin tightening options and laser body contouring are becoming increasingly attractive options.

## Trend 2

**Increasing Demand for Minimally Invasive and Non-Invasive Aesthetic Procedures**

In terms of demand for particular procedures, the latest consumer survey by the *American Society for Dermatologic Surgery (ASDS)* revealed that 70% of interviewed consumers were bothered by lines and wrinkles around the eyes, 73% by laxity under the skin/neck, and 71% by skin texture/discoloration issues. All of these issues can successfully be treated with lasers. Next to anti-aging skin treatments, other popular non-invasive laser applications include hair removal, vascular treatments, tattoo removal, acne treatment, scar removal, onychomycosis treatment and body contouring. According to the Organization for Economic Cooperation and Development, obesity levels are expected to be particularly high in the US, increasing demand for body shaping aesthetic treatment options. Moreover, the growing number of indications connected to skin damage are additionally driving the market for aesthetic lasers, allowing effective treatment of sun-damaged skin, wrinkles and unwanted lesions.

Shorter downtime and fast results are, in particular, contributing to high acceptance of non-invasive and minimally invasive therapies by both patients and practitioners.

### Trend 3

## Changing Lifestyles



Lasers are continually gaining in popularity among patients and practitioners due to their effectiveness and increased user-friendliness.

Over the past few decades, there has been a shift in lifestyles, with higher discretionary incomes of individuals, a rise in medical tourism, and better living standards. What's more, there is an increasing awareness among patients about aesthetic procedures. By sharing their experience online, celebrities and social media influencers play an important role in reducing the stigma surrounding aesthetic treatments, introducing individuals to a wide array of procedures available on the market.

As people live longer and stay active in the workplace and society well into their 60s and 70s, they are increasingly more willing to invest in their appearance with minimally invasive aesthetic "touch-ups" that help them look their best. With the younger segment of patients, the search for minimally invasive, preventative treatments starts in their 20s, 30s, and 40s to avoid or delay the need for more aggressive surgical procedures in the future. According to the ASDS survey mentioned above, the majority of customers would prefer to spend more money upfront to lower their annual costs of skin care products.

The growing demand for non-surgical aesthetic procedures by men is another important factor driving the market for non-invasive aesthetic treatments. A recent study found that the male segment of patients in the US and Europe has witnessed a significant increase in the use of Botox, laser hair removal, laser skin resurfacing and lip augmentation (*Grand View Research*).

The changing lifestyle of consumers and the increasing awareness of safe and effective non-invasive procedures will pave the way for further growth of the aesthetic laser market.

#### Trend 4

### Technological Advancements

Lasers are continually gaining in popularity among patients and practitioners due to their effectiveness and increased user-friendliness. The laser segment is, therefore, the leading segment in the energy-based aesthetic industry, with the US and Canada accounting for the largest market share in the industry. The high effectiveness of aesthetic laser devices for non-surgical skin tightening of the face, arms, neck, thighs, and knees, is a significant driver propelling the aesthetic market.

The aesthetics market is further aided by the accessibility of user-friendly laser devices. Manufacturers' investments in R&D provide technologically advanced equipment with greater ease-of-use, lower costs of consumables, and high flexibility. High-technology laser devices now have intuitive, easy-to-use interfaces with customizable memory presets to help practitioners work faster and more effectively. The skin can be targeted precisely with light, pen-shaped handpieces that provide greater practitioner control during treatments, and touch-screens now feature easy-to-select operating modes that help to enhance clinical efficacy and assure greater patient comfort.

Next to anti-aging skin treatments, other popular non-invasive laser applications include hair removal, vascular treatments, tattoo removal, acne treatment, scar removal and body contouring.

#### Sources:

- *Verified Market Research: Global Medical Aesthetics Market Size by Product, by End User, by Geographic Scope and Forecast, July 2021*
- *Inkwood Research: Global Aesthetic Laser Market*
- *United Nations: World Population Prospects 2021*
- *Goodman M., Journal of Aging Studies: Social, Psychological and Developmental Factors in Women's Receptivity to Cosmetic Surgery*
- *ASDS Survey: Dermatologists and Digital Resources Influence Cosmetic Procedures and Skin Care Decisions*
- *OECD: Obesity Update*
- *Grand View Research: Aesthetic Medicine Market Size, Share & Trends Analysis Report By Procedure Type (Invasive Procedures, Non-invasive Procedures), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), and Segment Forecasts, 2021 - 2028*



# TRENDS

By Masa Gorsic Krisper **After the age of 30, the production of collagen and elastin slows down, so our skin starts to lose firmness and tone. This is noticeable, especially on the face, which is exposed to the outer elements more than any other part of our body.**

## Aging Skin – the Process Nobody Can Escape

Facial ageing is caused by changes in anatomical structures such as the skin, facial expression muscles, soft tissue and adipose tissue.

All systems in the body accumulate subtle and not-so-subtle changes as a person ages. Among these changes are reductions in cell division, metabolic activity, blood circulation, hormonal levels, and muscle strength. In the skin, these changes lead to a thinner epidermis with less elasticity, as well as slower wound healing. The hypodermis, with its fat stores, loses structure due to the reduction and redistribution of fat, which in turn contributes to thinning and sagging of the skin.

Sun, skin disorders, aging and even heredity can all contribute to skin irregularities on the face and elsewhere on the body. These include textural irregularities like wrinkles and acne scars, pigmentation changes like freckles, sunspots or visible blood vessels. In addition, the skin may lose tone, feel less firm and lose the healthy glow that is evident in younger skin.

Facial ageing in particular is caused by changes in anatomical structures such as the skin, facial expression muscles, soft tissue and adipose tissue.



There are many treatment options on the market, from classical surgical procedures to non-invasive approaches, which have become more and more popular in recent years. Surgical procedures provide dramatic results but are much more invasive, risky, painful and expensive. Another important aspect is that while they address the appearance of aging skin, they very rarely address the skin quality itself.

### What are the benefits of non-invasive aesthetic treatments?

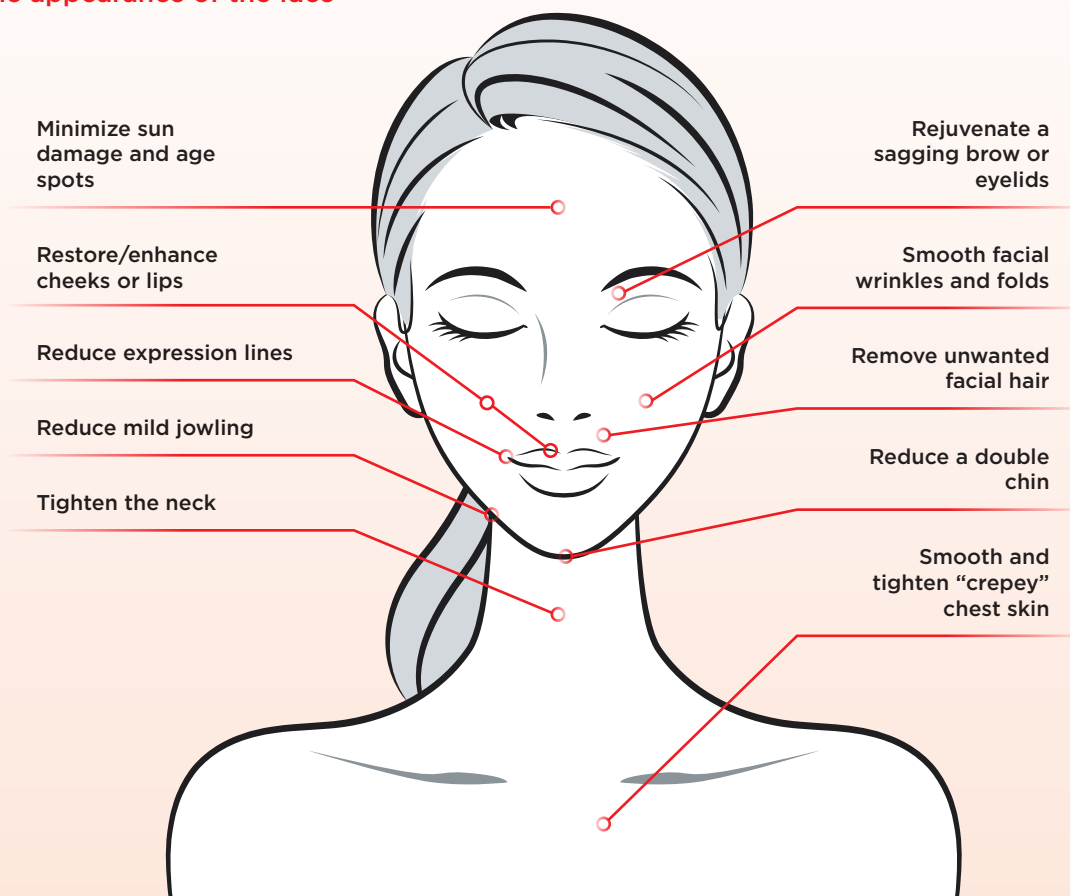
Non-invasive procedures can be very effective at targeting wrinkles as well as loss of facial volume and skin tone and texture.

Other benefits of non-invasive procedures include:

- **Less recovery time.** In general, the recovery time is significantly reduced, and many treatments are considered “lunch-time” procedures.
- **In and out office procedures.** Many nonsurgical treatments take less than an hour to complete.
- **Less discomfort.** Compared with a surgical procedure, nonsurgical treatments typically have minimal aftercare.
- **Fewer risks overall.** Because you don’t need general anesthesia or large incisions, fewer risks are typically involved with nonsurgical cosmetic procedures.
- **More affordable.**

The key components of non-invasive facial rejuvenation are skin resurfacing, tissue tightening, rhytid reduction and volume restoration.

### How can non-surgical treatments improve the appearance of the face and skin?



Non-invasive procedures can be very effective at targeting wrinkles as well as loss of facial volume and skin tone and texture.

## Non-invasive procedures to tighten, brighten, resurface and renew the skin

There are non-invasive procedures available that can address virtually any issue from fine lines to deep wrinkles, dark spots, and very specific problems such as a double chin. They are designed to tighten, brighten, resurface, and/or renew the skin. In many cases, there are multiple procedures to choose from. For example:

- Chemical peels, microdermabrasion, and laser treatments that use heat or light are used to refresh the skin's surface, and in some cases, work below the surface to stimulate the production of new collagen, improve skin tone, pore size and structure of the skin itself.
- Injectable dermal fillers help to reduce the appearance of lines and wrinkles by plumping the skin from underneath.
- Botox injections partially paralyze the muscle underlying lines and wrinkles, reducing the visual effect of the wrinkles by subtly reducing the ability to squint or frown.
- Microneedling uses tiny surgical needles to prick underlying skin layers without significantly damaging the epidermis.
- With **laser treatments** you can address so many skin issues, and they can be fitted to specific needs of the patient such as skin type, age, skin quality and expectations. The procedures are truly minimal or even non-invasive, and in general require the shortest down-time. You can also address many things that can't be solved with surgery – such as skin quality, pores, age spots, etc. and they are perfect for patients that prefer not to use injectable rejuvenation treatments.

With laser treatments you can address many skin issues as well as they can be fitted to specific needs of the patients (skin type, age, skin quality and expectations).

# LA&HA Institute



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By Masa Gorsic Krisper

**Fotona4D® is a unique laser treatment for achieving a natural looking facelift, without surgery or downtime This revolutionary laser treatment is an investment in yourself that is sure to pay off.**

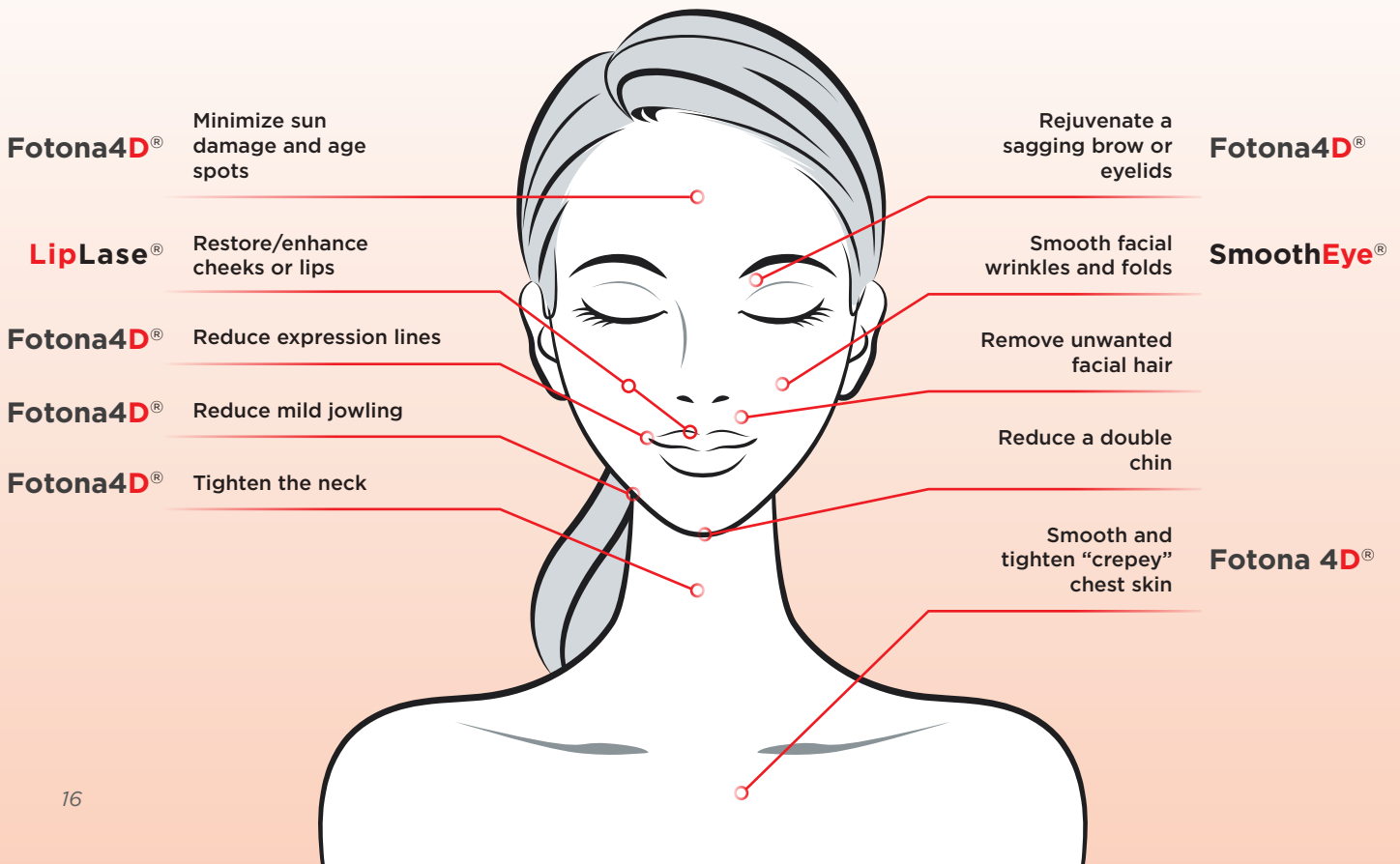
# Fotona4D®: A Revolutionary Non-invasive Laser Facelift

There is little-to-no downtime, the procedure is done without any kind of anesthesia, and it can be performed all year-round.

Fotona4D® is synergistic, non-invasive laser treatments of both the exterior facial and interior oral cavity, enabling full-thickness contraction of collagen for persistent tightening and volumization. There is little-to-no downtime, no injectables or anesthesia required, and it can safely be performed all year-round.

### Two wavelengths, 4 treatment modes

With two laser wavelengths (Er:YAG and Nd:YAG) and 4 treatment modes, anti-aging with Fotona4D® is approached from 4 different levels and 4 different modes of action. The treatment works on deeper, medial and superficial connective structures of the skin, as well as targets imperfections. With Fotona4D® we can achieve immediate freshness and tightness - it's like an investment in the quality of the skin to look fresher and younger!





With Fotona4D® treatment we can achieve immediate freshness and tightness of the skin to look fresher and younger.

Fotona 4D® addresses several dimensions of skin care simultaneously:

- **Wrinkles and folds**
- **Pigmentation:** freckles, sun spots, or other darkened patches
- **Loss of skin tone**
- **Dull skin**

The four "dimensions" of Fotona4D® refer to four distinct treatments that can be performed with Fotona's aesthetic laser platforms\*: SmoothLiftin™, FRAC3®, PIANO® and SupErficial™. These unique aesthetic modes are all harnessed in concert to combat facial aging, with each modality targeted to treat a different aspect of aging-related skin conditions.

With a single laser platform, Fotona 4D® effectively combines skin resurfacing, intraoral mucosa tightening, and global toning and tightening of facial skin and deeper structures, including shrinkable connective tissue, for anchoring areas of the superficial musculoaponeurotic system (SMAS) layer in a single minimally invasive treatment.

\* *SP Dynamis & SP Spectro as well as the new TimeWalker system*

Fotona 4D® combines synergistic non-invasive laser treatments of both the exterior facial and interior oral cavity.

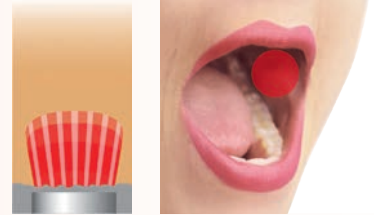


## 4 STEPS TO REJUVENATE FOUR “DIMENSIONS” OF FACIAL AGING

### STEP 1

#### SmoothLiftin™ Er:YAG

Utilizing patented SMOOTH Er:YAG technology in an industry first, non-ablative, intraoral treatment, TimeWalker is able to deliver a controlled and gentle energy which provides improvement of nasolabial folds, perioral wrinkles and sagging jowels while delivering rejuvenating facial tightening from the inside-out.



### STEP 2

#### FRAC3 Nd:YAG

Revolutionary FRAC3® technology produces a 3-dimensional fractional pattern in the epidermis and dermis, which selectively targets specific tissue chromophores for treatment of deeper, age-related skin imperfections, initiating neocollagenesis and healing without damaging the epidermis, regardless of skin type.



### STEP 3

#### PIANO Nd:YAG

The next-generation, super-extended PIANO mode provides full-thickness bulk heating for safe and controlled tightening of the dermis and epidermis, while sparing the skin from unnecessary thermal damage.



### STEP 4

#### Light Peel Er:YAG

The final step in this comprehensive treatment delivers a cold, accurate and precise Er:YAG light peel, which improves the appearance of the skin, reduces superficial imperfections, and restores a youthful texture resulting in a glowing, pearl-like appearance of the skin.



### The Results of Fotona4D® are:

- Full-thickness contraction of collagen for persistent tightening and volumization
- Immediate freshness and tightness
- Improvement of skin imperfections

Patients will already experience tighter and fresher looking skin after a single treatment. Complete results take place gradually over a period of 3-4 months.

With Fotona 4D® patients can invest in the quality of their skin and help to turn back the clock - almost like a real fountain of youth!

Courtesy of Adrian Gaspar MD



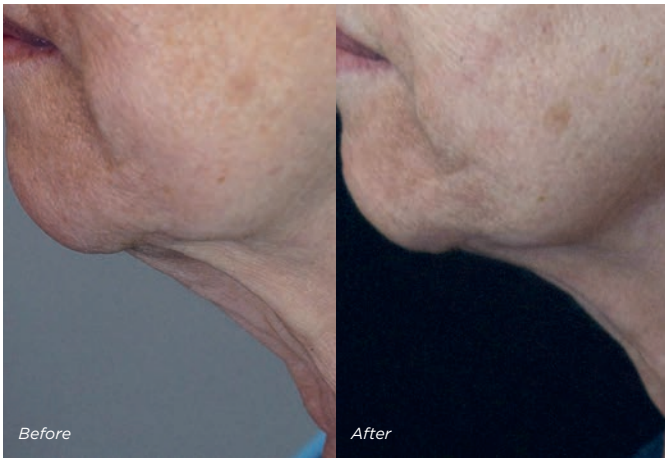
Courtesy of Natalie Shanina MD

Courtesy of Adrian Gaspar MD



Courtesy of Adrian Gaspar MD

Courtesy of Harvey Shiffman MD



Courtesy of Adrian Gaspar MD

*By Maja Toni* **Fotona's revolutionary Fotona4D® non-surgical face-lifting procedure has been gaining recognition from patients and practitioners around the world. In the recent period, the pandemic has made us transform some of our lifestyle patterns and somehow this has resulted in a sudden spike in demand for the medical aesthetic industry. China was no exception.**

# Fotona4D®: No. 1 Facial Treatment in China

China is estimated to have developed the world's largest aesthetic medicine market, and will reach revenue of USD 48 billion by 2023.

Its aesthetic medicine market is now thriving, and some analysts think it has already become the world's largest. As reported by Deloitte, the Chinese medical aesthetics industry (including surgery, injections and skin treatments) has reached revenue of USD 27 billion, around one-fifth of the global total. Considering the fact that the average annual rate of growth in China's aesthetic market between 2015 and 2019 was 29%, compared with a global average of around 15%, estimates suggest that by 2023 China's aesthetic industry will reach a whopping USD 48 billion in revenue.

### Trending Topic: Non-Invasive Lifting Treatments

In the not-so-distant past, traditional surgical methods were considered as the ultimate and often only solution for Chinese patients who wished to achieve a radiant and youthful facial appearance. However, more and more male and female patients are now deciding for modern laser facial treatments as it spares them the downtime required for postsurgical healing, and provides natural looking results.

According to Grand View Research, the Asia Pacific region is projected to register the fastest CAGR (compound annual growth rate) in the non-invasive aesthetic treatment market, reaching over 14% by the year 2028, not only because of a growing population, but also because of the ever-increasing focus on physical appearance in many Asian countries.

### What are the trends that drive the Chinese market to look for Fotona4D?

- Social media has taken over China, and online reputation has become crucial for success in the aesthetic medicine segment in this country. The increasing "selfie" culture and the great influence of South Korea's "K-POP" culture have led to a rise in individuals seeking to obtain a similar look to celebrities on social media.
- "Lunch-break cosmetics", referring to non-invasive or minimally invasive facial procedures, are gaining popularity, especially because they are so practical and require very little or no downtime.

Fotona4D® is a perfect choice for women in China. It is non-invasive, requires little or no downtime, and offers results that match their perception of flawless beauty.

- A younger generation (aged 20 – 35) is reported to be the key to the market. While in the West, the majority of non-surgical procedures are performed on those over the age of 35, in China, more than half of clients who underwent cosmetic procedures were under the age of 28, seeking mainly to enhance their chances in job applications and dating.
- Luxury aesthetics are flourishing. The term usually stands for non-surgical or minimally invasive procedures and products, which have become a hot topic of discussion among young women; it is perceived to represent a beautiful gift for friends and family in their younger years.

## Exploring Beyond the Standardized Fotona4D® Treatment: Dr. Zheng Zongmei

**Chinese patients' beauty standards and expectations are specific and sometimes demand a customized approach to treatment when it comes to laser face-lifting protocols. For example, they want clear facial contours, and pay more attention to the facial muscular features and the mandibular groove.**

The practitioners who use Fotona4D® are therefore compelled to adapt their procedures and tailor them to patients' individual needs according to common Chinese beauty goals. This requires an individual patient evaluation before starting any treatment protocol in order to identify important treatment areas and to discuss the patient's expectations.

Dr. Zheng Zongmei, a doctor at the Beijing Stomatological hospital, has been using Fotona4D® for several years now. Dr. Zongmei and her Chinese colleagues have a first-hand experience in treating Chinese patients and report on how their non-invasive treatment market differs from that in the West.

Dr. Zongmei describes her Fotona4D® treatment protocol in the following steps. The first step of Fotona4D® is SmoothLiftin™, a solution for reducing nasolabial folds and perioral wrinkles. This treatment is non-invasive, painless, and performed without anesthetic. The next step is FRAC3®, where the temperature of the treatment site rises to above 40°C for about 2 seconds. Immediately after FRAC3® she proceeds to the third step - PIANO® mode, which produces a gentle, painless heating of the skin through all its layers. Bulk skin heating is



### About Dr. Zheng Zongmei

*Dr. Zongmei works as an Associate Chief Physician at the Beijing Stomatological hospital. She is a Doctor of Plastic Surgery and also a Postdoctoral Fellow in Maxillofacial Surgery, specialized in the fields of facial cosmetic surgery, injection micro plastic surgery, laser aesthetic treatments, congenital and acquired maxillofacial deformity repair, and secondary cleft lip repair. Her scientific research is focused on genetic analysis of stem cells, bone-tissue engineering and congenital maxillofacial malformations.*

applied across the whole face until the temperature at the skin surface reaches about 42°C. She then continues alternating each part of the operation twice, for 2 to 3 minutes. In the last step, she usually uses the SMOOTH® mode instead of SupErFicial™.

In order to get the best treatment effect, Dr. Zongmei usually performs three sessions, one month apart, and then a maintenance session every six months. In this way it is possible to maintain a good, long-lasting tightening and rejuvenating effect of the facial skin. She reports having a lot of patients who have been following the protocol for four years and are very satisfied with the results.



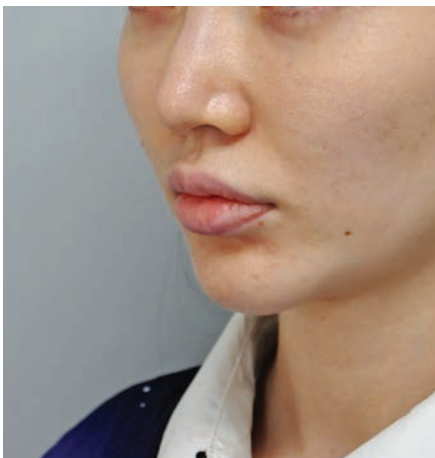
*before*



*3 months after the third treatment*



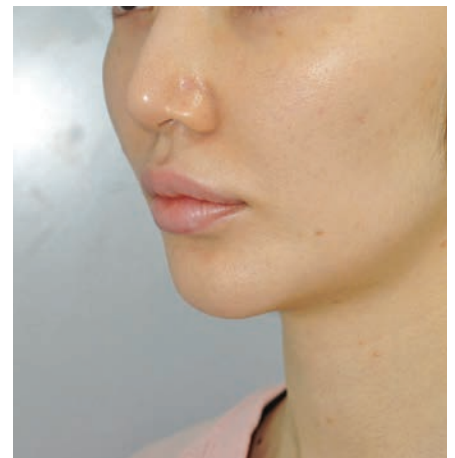
*2 years follow-up*



*before*

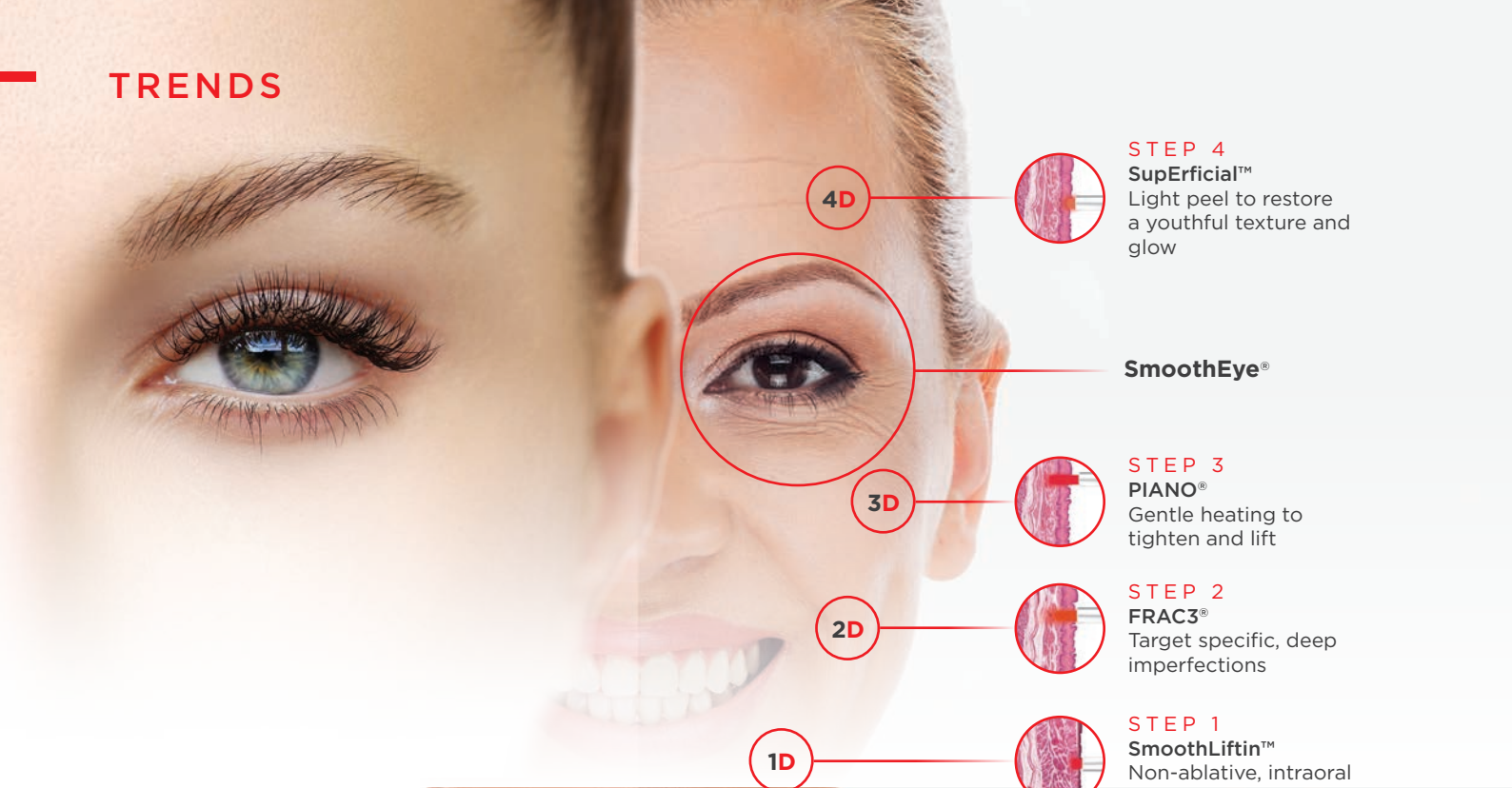


*15 months after the first treatment*



*12 months after the second treatment*





**STEP 4**  
**SupErECIAL™**  
Light peel to restore a youthful texture and glow

**SmoothEye®**

**STEP 3**  
**PIANO®**  
Gentle heating to tighten and lift

**STEP 2**  
**FRAC3®**  
Target specific, deep imperfections

**STEP 1**  
**SmoothLiftin™**  
Non-ablative, intraoral treatment

## SmoothEye®

# Non-invasive Er:YAG Laser Treatment for Tightening and Wrinkle Reduction Around the Eyes

The non-ablative SmoothEye® procedure can significantly tighten loose and aging skin of the eyelids and surrounding area, resulting in improved skin elasticity, overall structure, and volume and wrinkle reduction.

**SmoothEye®** is a new and exciting **Fotona SMOOTH®** mode treatment aimed at tightening the periocular region and reducing the presence of periorbital wrinkles from the inside out. The non-ablative SmoothEye® procedure can significantly tighten loose and aging skin of the eyelids and surrounding area, resulting in improved skin elasticity, overall structure, and volume and wrinkle reduction.

By using a transconjunctival approach (intraocular shields are a must in this case), SmoothEye® is also beneficial for additional improvement of eye bags and dark circles around the eyes.

The treatment is non-invasive, non-surgical, and without significant down-time or discomfort, making this a very sought after cosmetic procedure among patients.

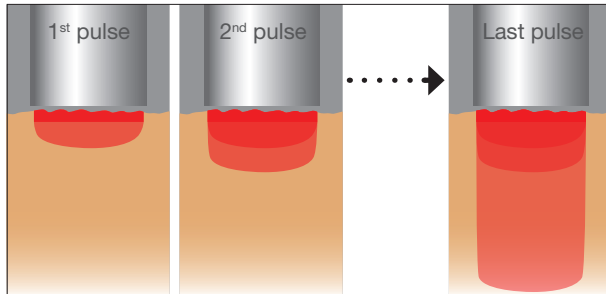
### Benefits of SMOOTH™ Mode

Fotona's revolutionary SMOOTH™ mode treats the skin in a smooth, "feather-like" non-ablative manner, without bleeding and with precisely controlled temperature deposition. The optical energy is delivered in a unique, sub-second long pulse sequence that prevents temperature build-up at the surface and achieves homogeneous heating within several hundred micrometers of the tissue.



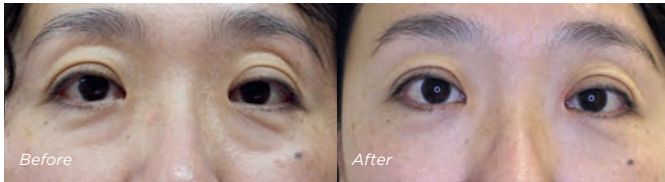
## SMOOTH mode pulse

Optimal sequence of sub-ablative micro pulses



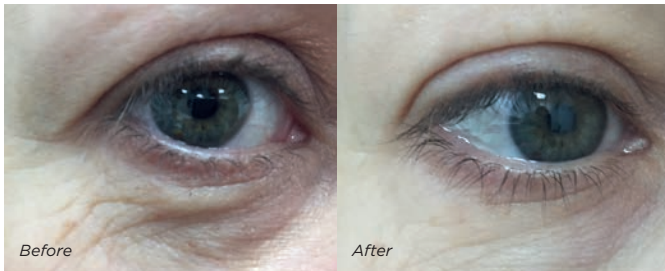
SMOOTH™ mode is ideal for skin tightening, thanks to highly controlled surface tissue heating that stimulates collagen remodelling and initiates neocollagenesis. The result is an overall improvement of wrinkles, laxity and elasticity in the treatment areas around the eyes.

Courtesy of Jong-Gu Kim MD



Courtesy of Pham Huu Nghi MD

Courtesy of Dr. Tania Phillipis



Courtesy of Harvey Shiffman MD

### A DRAMATIC REDUCTION OF THE VOLUME AND WRINKLES BELOW THE EYE

A dramatic improvement below the eye "After only a few sessions of SMOOTH™ mode, a reduction in the volume and appearance of wrinkles below the eyelids can be appreciated. My patients have been very happy with the outcomes we have achieved with this technique. A dramatic reduction of the volume and wrinkles below the eye was observed in all treated patients."

— **Jong Gu, Kim** Dermatology, Oracle Dermatologic Clinic, South Korea

### A BREAKTHROUGH TREATMENT

"It works extremely well. Reducing eye bags usually requires invasive surgery, and there are side effects. The advantage of this laser-based approach is the non-invasive aspect, which can reduce eye bags safely. This is really a breakthrough treatment that is unlike anything we have seen before for this indication."

— **Pham Huu Nghi, M.D., Ph.D.**, plastic surgeon and medical consultant for Venus Medi Aesthetic Clinic in Hanoi, Vietnam

Lip augmentation, or 'lip plumping', has become an increasingly popular aesthetic phenomenon. Recent trends in fashion and beauty suggests that 'ideal lips' should have certain key characteristics, such as greater fullness and volume combined with an optimal balance between the upper and lower lips.

## LipLase®

# Non-Invasive Plumping for Fuller Lips without Injectables

Compared with injectable fillers, the LipLase® treatment is safe and non-invasive, with no artificial substances injected.

Fotona's **LipLase®** procedure is an exciting new laser treatment that enhances the lips to give a fuller, smoother and more natural appearance through the use of mild laser energy that stimulates the process of collagen regeneration.

### **An immediate response with no downtime**

Based on the well-proven Fotona SMOOTH® Er:YAG modality, LipLase® provides an immediate response that patients will notice, with no downtime. Compared with injectable fillers, the LipLase® treatment is safe and non-invasive, with no artificial substances injected. Patients plump their own lips naturally by stimulating their own collagen. With several adjusted passes, the characteristics of 'ideal lips' can be achieved such as fullness, volume, correct balance between the upper and lower lips and a well-defined vermilion border.

### A more comfortable procedure with less risks

Because LipLase® is a non-surgical, non-invasive treatment, with no cutting or puncturing of the skin, the procedure is more comfortable for the patient and there is less risk of imperfections or side effects. It may be used for all skin types, and is an ideal option for patients who are needle-phobic.

For even deeper collagen stimulation, Nd:YAG laser in PIANO mode can also be used as part of the treatment, which is the safest mode for reaching deeper lying skin tissues, with minimal thermal effect on the surface.

Courtesy of Harvey Shiffman MD



Courtesy of Harvey Shiffman MD

Courtesy of Dr. Jolanda Grayling



Courtesy of Dr. Natasa Teovska Mitrevska

### REJUVENATES, FILLS, AND PLUMPS LIPS

“LipLase® rejuvenates, fills, and plumps lips as well as defines the shape. Similar to injected fillers, the results last approximately 4-6 months.”

— Natasa Teovska Mitrevska, MD

### A VERY GOOD IMMEDIATE RESPONSE

“There was a very good immediate response in the patient. In contrast to injectable fillers, the LipLase® treatment is non-invasive, and there is nothing artificial as patients develop their own collagen in their lips.”

— Harvey Shiffman, DDS





PINK

PINK

Short draft of scientific article:

# Histological and Immunohistochemical Changes in Facial Skin Treated with Combined Ablative and Non-ablative Laser Therapy

By N.A. Shanina, A.V. Patrushev, A. Zorman

Published in *Journal of Cosmetic Dermatology*, 2021

## 1. A combined approach

Many different materials, energy-based devices and techniques have been shown to offer good results in facial rejuvenation. Ablative techniques are still considered the most effective methods for improving photodamaged skin, but are associated with a prolonged recovery time and high risk of side effects. Recently, a non-ablative mode of using an Er:YAG wavelength was introduced, where laser energy is delivered onto the tissue in a fast sequence of low-fluence laser pulses, producing a larger degree of thermal effect compared to conventional Er:YAG laser settings.

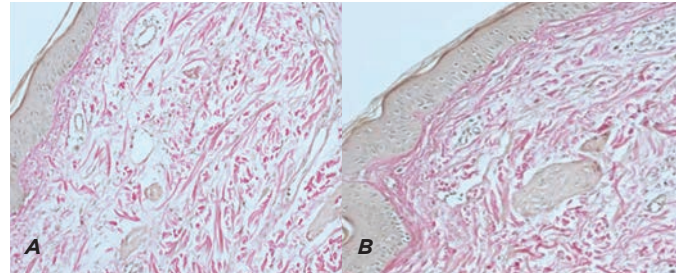
In order to be able to offer minimal-to-zero recovery time while maintaining high effectiveness, a combined approach using two different wavelengths (Er:YAG and Nd:YAG) and/or different pulse durations has been found to produce the best results.

## 2. Methodology

Fourteen patients aged from 38 to 59 years were included in the study. There were 2 males and 12 females with Fitzpatrick skin type I – III. We previously developed an index (IOVIKL) for assessing the age-related changes of the facial skin. Four qualities of the skin were taken into account; age spots (size and intensity), number of wrinkles, depth of wrinkles and pores (size and severity).

The procedure, commercially referred to as Fotona4D®, was carried out using an SP Dynamis laser system (Fotona, Slovenia). Two different wavelengths were used in this four-step procedure. The first step was performed using an Er:YAG patterned handpiece. The non-ablative mode (Fotona SMOOTH®) was used. For the second and third steps, 1064 nm Nd:YAG was used, and the last step consisted of a superficial, light-ablative polishing of the skin using Er:YAG laser. Oral mucosa was treated in the first step and all of the face was treated homogenously in the second, third and fourth steps. Two procedures were performed with a 1 month





**Changes in histochemical exploration**

Before (A) and after (B): increase in the number and intensity of color of collagen fibers (van Gieson staining, magnification 200x).

interval. No anesthesia was needed. Excision biopsy of the skin in the chin area was performed before and at 2 months after the final treatment. All 14 patients were assessed before the procedure and then 1 and 2 months after.

**3. Great results in skin quality**

The effectiveness of this dual-wavelength four-step approach in general facial skin improvement was also confirmed with histology, which has not been done before to the best of our knowledge. There were significant structural changes in the epidermis with increased thickness and cellularity, and in the dermis, where neoangiogenesis and an increased number of collagen fibers was confirmed. This compares favorably with previous studies. Patients treated with our four-step combined approach had a significant improvement according to the IOVIKL index for age-related changes in all areas of the face: reduction of the number and size of age spots, severity and depth of wrinkles, smaller and thinner pores and tightening of the skin. All of these changes contribute to a general improvement in the patients' appearance and perceived age.

**4. One of the most promising methods**

The use of combined Er:YAG and Nd:YAG laser treatment is in our experience one of the most promising methods for the improvement of age-related skin. With minimal recovery time, and no adverse sequelae to date, this dual-wavelength protocol has been found to provide excellent results for facial rejuvenation.

Short draft of scientific article:

# Correction of Nasolabial Folds Wrinkle using Intraoral Non-Ablative Er:YAG Laser

By Howyda M. Ebrahim and Khaled Gharib

Published in Journal of Cosmetic and Laser Therapy (2018, Issue 6).

## 1. Fotona SMOOTH® mode: a new non-ablative, non-invasive Er:YAG laser modality

Er:YAG laser with SMOOTH mode has been used for the treatment of mucosal tissue and it is reported to also be effective in facial rejuvenation. A recent study has assessed the safety and effectiveness of intraoral Er:YAG SMOOTH mode laser (Fotona SP Dynamis) in the treatment of accentuated nasolabial fold (NLF) wrinkles, which are a pronounced sign of aging.

As we age, the production of collagen decreases, causing skin rhytides. This aging process is natural but can be accelerated by other factors such as sun exposure and environmental pollution. These factors lead to progressive structural and physiological changes in skin via reduced collagen and elastic fibers, with subsequent loss of skin elasticity. Nasolabial fold (NLF) and perioral wrinkles are the most prominent signs of aging in the lower face, moreover, they are highly common and can appear early at the age of 30 or before.

Fotona SMOOTH® mode is a new non-ablative, non-invasive Er:YAG laser modality used for the treatment of mucosal tissues.

## 2. Clinical study with 20 patients

A total of 20 patients (18 females and 2 males) aged 35-55 years with different Fitzpatrick skin types were included in this study, conducted at the Department of Dermatology, Venereology and Andrology at Zagazig University Hospitals in Egypt from June 2016 to March 2017.

Each patient received six sequential sessions at 2-week intervals over a 3-month period. Fractional non-ablative 2940 nm Er:YAG laser (Fotona, SP Dynamis, Slovenia) using the special SMOOTH mode was applied. The laser beam was delivered to intraorally cover the NLFs and cheeks. The clinical outcome was evaluated by objective and subjective methods.





### 3. Statistically significant improvements in reduction of fine wrinkles

Statistically significant improvements were seen in most patients with 85.7% reduction in fine wrinkles and 77.8% in moderate type. The results at the 6-month follow-up period revealed an even better score than at the first 3 months after the final session, suggesting that the effect of laser treatment becomes more obvious with time.

### 4. A safe, effective, and tolerable method for wrinkles

The technique was non-invasive, requiring no anesthesia, no recovery time, no adverse effects, and was well tolerated by the patients. Intraoral Er:YAG laser with SMOOTH mode is a safe, effective, and tolerable method for tightening of nasolabial folds in patients with fine and moderate wrinkles.



**Fig. 1:** (a) Female patient, aged 44 years old, has moderate NLF wrinkles before treatment; (b) same patient at the end of follow-up treatment by fractional SMOOTH™ mode laser showing significant improvement.



**E X P E**



**ERTS**

By Tjasa Sterle Polak

**An interview with Dr. Ashraf Badawi, certified dermatologist and lecturer at the National Institute of Laser Enhanced Sciences at Cairo University in Egypt. Dr. Badawi is also President of the European Society for Cosmetic and Aesthetic Dermatology (ESCAD) and Vice President of the European Society for Lasers and Energy-Based Devices (ESLD).**

**About Ashraf Badawi**

*With two PhD degrees in clinical medical sciences and laser applications in dermatology, a Master degree in dermatology and a diploma in laser applications in biology and medicine, Dr. Ashraf Badawi is one of the leading experts in cosmetic dermatology worldwide. He is a certified dermatologist and lecturer in the National Institute of Laser Enhanced Sciences at Cairo University, Egypt, and a visiting lecturer at Szeged University, Hungary. He has over 15 years of experience in rejuvenation, treatment of photo damage, laser treatment of unwanted tattoos and unwanted hair reduction and has participated in over 100 international specialized conferences as a speaker and chairperson and has participated in providing training for over 1,500 practitioners in the field of cosmetic dermatology all over the world.*



**Fotona4D<sup>®</sup>  
is the Future**

### **Why is periocular rejuvenation, or rejuvenation around the eye area, an important topic today?**

The eye is a very important part of our face. In human interactions, during 80% of communication we focus on eye-to-eye contact. So the area round the eye gives us very important information about the person we are speaking with. About their mood - are they happy, sad, in pain? - many impressions about the person we are speaking with come from around the eye. On the other hand, one of the biggest problems we face in our practice is dark circles around the eye. Many people have this problem and in many cases the practitioners focus on using things to decrease the pigmentation, whereas pigmentation may not be the cause of the dark circles. In many cases this impression comes from the fact that the area around the eye, the skin, is becoming a little bit lax, with some wrinkles, and these will decrease the optical reflection of the light, which gives the impression of dark circles around the eye. And everyone wants to get rid of that.

### **And how are you treating these issues?**

When I looked in the laser field, where I've been practicing for more than 25 years, I found a very good laser from Fotona, the Er:YAG, and they have a very innovative modality, which is called "SMOOTH™ mode". This is a modality in the Fotona Er:YAG laser which allows heat to be deposited under the surface of the skin with very minimal effect on the surface. This means that we are able to use the laser now in order to tighten the skin and stimulate new collagen formation, with minimal impact on the surface of the skin. This is a very innovative method, which we started to use for the past 3 or 4 years.

### **How does it differ from other methods?**

It's different from any other modality. If we use injectables (fillers for example) there is a lot of complications with fillers and people afterward are not looking very natural. When we consider other procedures, like oculoplastic surgery, there is downtime, sometimes the scar is visible, sometimes the outcome is not very satisfactory for the patient, and the downtime makes many people not want to go for surgery. With this new modality we are able to treat the area around the eye very quickly. The procedure takes no more than 10 to 15 minutes, and the downtime is zero. We sometimes get some very superficial peeling of the skin, which can be managed by using a good moisturizer, and usually we need 3 sessions a month apart, and the improvement is going to continue for another 3 or 4 months.

We are very happy to have the Fotona4D® procedure today, which is delivering quick results with no downtime and no complications. This is becoming the future.

This means that we are able to improve the quality of the skin around the eye area in a very effective

way, with minimal downtime, with minimal complications and usually the patients are looking much younger after the procedures.

### **Do you use it only for periocular rejuvenation?**

In many cases this is going to be combined with a rejuvenation for the whole face. It is not a single procedure, because by the time we have issues and problems in the area around the eyes, we will have some other minor issues as well. However, if the focus is on the eye area, then this procedure - SmoothEye® - is one of the most effective and safest procedures to be used nowadays.

### **What does the SmoothEye® method do?**

With SmoothEye® you are able to improve how the skin around your eye is looking. We get better, tighter skin, with less pigmentation and fewer wrinkles. SmoothEye® is a 10 minute,

We are able to improve the quality of the skin around the eye area in a very effective way, with minimal downtime, minimal complications and usually the patients are looking much younger after the procedure.

non-ablative erbium procedure with no downtime. It's very popular, with 3 sessions usually, and then we might repeat it two times per year.

**What are the other “demands” of your patients? What they are seeking and how do you help them?**

Face lifting is also a big demand of many of our patients. Surgical face lifting is becoming less popular, because sometimes it leaves a scar and in addition to that, surgery is not going to improve the structure of the skin. Today we have a very good tool from Fotona, a procedure called Fotona4D®. 4D means we are able to treat 4 dimensions or aspects of the skin. We use the laser from inside the mouth in order to improve the nasolabial lines; this tightens the cheek and improves the smile line in a very effective way, with no pain and no downtime, with a brilliant, very effective outcome. And then

we use the “piano” mode with Nd:YAG, which leads to deep heating of the skin and tightening. We also use the Nd:YAG for stimulating the collagen at the level of the dermis to form new collagen, and finally we make a very superficial peeling to improve the surface of the skin.

With this procedure we are not only improving the laxity of the skin and lifting the skin, but we are also stimulating the collagen. And in a few sessions, maybe 3, we are going to get the structure of the skin as it was 5 to 10 years back. People have these sessions and in 5 or 10 years, if they are following up and doing those sessions regularly, will be looking 10 years younger than today. This is the patients' feedback. We are very happy to have the Fotona4D® procedure today, which is delivering quick results with no downtime and no complications. Everyone is happy. This is becoming the future.



By Sasa Gnezda

**An interview with Dr. Tania Phillips, an internationally recognised expert in non-surgical laser treatments. With over 21 years of clinical experience, she has developed her skills in the non-surgical laser field combining the science of the laser with the art of tailoring treatments to the individual's needs.**

**About Dr. Tania Phillips**

*Dr. Tania Phillips graduated from Southampton University in the UK in 1994. She has been a practicing General Practitioner for 20 years and continues to work in general practice in addition to her own business in laser aesthetics. Dr. Phillips holds Certificates for Advanced Laser Aesthetics for face and body as well as for vaginal treatments (IntimaLase® and IncontiLase®) from the Laser & Health Academy. She is keen to run further trials looking at the efficacy of laser aesthetics. Her experience and qualification in coaching & behavioral change are also invaluable in establishing and clarifying her clients' goals and expectations for treatments.*



# Fotona4D® - a Game Changer for My Medical Aesthetic Business



**When did you first learn about Fotona4D® and when did you first start to use it?**

Fotona4D® has been a game changer for my medical aesthetic business. I started using the Fotona4D® protocols 5 years ago and was already getting great results, but as always with Fotona, the research goes on and now the parameters and handpieces are even better than before - enabling even better results for our patients. The LA intraoral adapter for Stage 1 of the 4D treatment has been an amazing addition to this protocol, enabling me to use higher fluences and increased comfort for my patients. It also helps me access the areas that were harder to access with the standard handpiece.

There are a number of other treatments now on the market that claim to provide the results of a non-surgical facelift, but many of these treatments have a significant amount of downtime and are in fact quite painful to have performed, some requiring significant injections of local anaesthetic to the area being treated. Fotona4D® stands out from the crowd as it delivers outstanding results with very little discomfort, and allows a tailored downtime depending on the depths and passes the clinician uses at Stage 4 of the treatment protocol.

**What are the main benefits of Fotona4D® treatment in your opinion?**

The major benefit of Fotona4D® is the great results with little-to-no downtime, especially for the mid and lower face. Almost without fail, when patients come in concerned about this area they put their fingers on their cheeks and pull backwards towards the ears saying, 'I just want this'. "This" is the holy grail of aesthetics and 4D has it! The 4D treatment stimulates collagen over the whole face, but with the in-

tra oral procedure, it gives particular emphasis on the lower face where that much-desired change is requested by patients.

The intraoral aspect is unique to Fotona and enables clinicians to use fluences high enough to achieve significant collagen stimulation by treating the mucosa, giving outstanding results that could not be achieved by only using the laser externally. In addition to the standard protocol, I now also use the T-Runner scanner for the lower face, giving further collagen stimulation, and this has further enhanced the results for my patients.

**Did this treatment change your aesthetic practice? Do you now have more patients for non-invasive rejuvenation?**

Non-invasive rejuvenation is on the increase and the increase at the moment seems exponential. In the UK there is a gradual move away from dermal fillers and a drive for a more natural look. Patients want to look

Fotona has enabled me to develop individual treatments for individual patients. The capacity and multifunctionality of the SP Dynamis gives me a wealth of options to adapt and tweak.

the best version of themselves without looking 'done'. The key to helping achieve this is both a gradual improvement and a natural improvement. My patients love the fact that their friends and family say they look well but can't quite put a finger on why they look better. It highlights to my patients that they have achieved their goal of looking great... still looking like themselves, but better.

The request for non-invasive rejuvenation is continuing to grow as patients' knowledge improves and they realise how much can be achieved without the need for surgery, and that they can avoid the risks associated with an invasive procedure. Many of the plastic surgeons in the UK are now looking at adding lasers and other technologies to their clinics as the shift to non-surgical treatments continues.

Fotona4D®, SmoothEye®, TightSculpting® are the most incredible treatments when delivered well. With the right parameters given to the right patient, they deliver reliable and consistent results with great patient satisfaction.

### **What kind of patients decide for Fotona4D®?**

The majority of my patients are still female, but I have had a significant increase in males requesting these treatments too.

Patients from the ages of 35 - 75+ years request Fotona4D®. Clearly, the results for the extremes of age are different, and the majority of my patients for 4D are between 40-65 years old. For the older patients, the discussion focuses around a realistic expectation of results. I am always very clear on what is achievable and what is not, and also emphasize that every individual's response is different and that the results and outcomes are dependent on multiple factors. The younger patients are looking for a focus on collagen maintenance and prevention, whereas the older patients are looking for an improvement in skin laxity, tone and texture.

### **How do you attract new patients?**

My patients come from a number of sources, some from my surgical and medical colleagues, some from recommendations of those who have had treatments already, and some via Google and internet research.

I receive a number of referrals from my plastic surgeon colleagues who will consult with patients requesting a surgical facelift. If they feel that the patient is not best served by a surgical facelift, they will refer them to me for a laser "facelift", the Fotona4D®. I also get re-

ferred for SmoothEye®, neck tightening, body TightSculpting®, and stretchmark and scar treatment from my plastic surgeon colleagues. They have seen the results that I have achieved with their patients and are very impressed with what can be done with laser alone. Referrals also come from dermatologists and general practitioners. Building good relationships with colleagues and showing them what can be achieved with laser alone has helped patients to get the right treatment for their concerns with the least invasive technology possible.

Many of my patients will come following recommendations from friends, family members or colleagues. These referrals are also wonderful as it shows confidence in the treatments I can deliver.

My patients are then looked after every step of the way, with their laser treatments, skin care and options for injections of skin boosters to further enhance their results. We aim for a holistic approach to our patients' skin as well their general health and wellbeing. We stress the importance of maintaining their skin between treatments and advise on the best products for their skin and their concerns. This approach has enabled our patients to get the most from their treatments.

### **Do you use SmoothEye® and LipLase® treatment as well?**

SmoothEye® is one of my favourite treatments - not least because it has helped improve my eyes so much. I will often show my patients what it has done for me personally with my own before and afters. It is great to be able to demonstrate with either yourself or your staff what can be achieved with various treatments; it also helps to bring the treatments to life.

The most common combination for my clinic is 4D, SmoothEye® and TightSculpting® of the neck area. This is a great combination. I offer all these treatments individually of course, but together they give the greatest results – add in LipLase® too and you have perfection!

**How do you draw up a treatment plan?**

The advantage of the combination of face, eyes and neck treatments is that there is nothing left to “let you down”. Patients will often have a single focus of what is bothering them – be it their jowls, their eyes – something often only they focus on. As any experienced aesthetic doctor will know, once one area is better, other areas often draw focus for “lagging behind”. It is essential to be honest and ensure your patients have realistic expectations and it is always better to under promise and over deliver.

In my consultations I emphasise the importance of focusing on the whole and not just the area the patient is focused on. I believe this is how to achieve better results and high patient satisfaction levels. I am very honest and give an ideal treatment plan. I then break it down for the patients, so they can approach their treatment in a number of ways that is suitable to their desired goal, the time they would accept as ‘downtime’, their time availability and commitment for treatments, and the cost of treatments. All of these are important factors to consider and require an open discussion with the patient before proceeding to treatment.

**Any other favourite Fotona treatments?**

My top 3 are: Fotona4D®, SmoothEye®, TightSculpting®. These are the most incredible treatments when delivered well. With the right



parameters given to the right patient, they deliver reliable and consistent results with great patient satisfaction.

The other treatments I do a considerable amount of work on are benign skin lesion removal, scar tissue/burns treatment and port-wine stain treatments.

For me, Fotona has enabled me to develop individual treatments for individual patients. The capacity and multifunctionality of the SP Dynamis gives me a wealth of options to adapt and tweak and this is the reason I would not be without it in my clinic!

Patients want to look the best version of themselves without looking ‘done’. My patients love the fact that their friends and family say they look well but can’t quite put a finger on why they look better.

By Sasa Gnezda **An interview with Dr. Adrian Gaspar, an OB/GYN specialist, cosmetogynecologist and Medical Director of the Espacio Gaspar Laser Medical Clinic in Mendoza, Argentina.**

Fotona4D® treatment definitely brought my practice something I lacked, which was precisely the option to offer a non-aggressive rejuvenation program for all skin phototypes, and that can be performed all year 'round.

**About Dr. Adrian Gaspar**

*Dr. Adrian Gaspar is an OB/GYN specialist, cosmetogynecologist and Medical Director of the Espacio Gaspar Laser Medical Clinic in Mendoza, Argentina. Dr. Gaspar is also the former Professor of the Gynecology Department at Mendoza University, Argentina, a Visiting Professor at Colegio Mexicano de Gineco-Cosmética, Veracruz, Mexico, and a Visiting Professor at the Colombian Society of Cosmetic Surgery, Colombian College of Minimally Invasive Surgery and Genital Cosmetics in Cali, Colombia. As one of the pioneers in the use of laser treatments for vaginal rejuvenation, having published the first paper related to this topic in 2011, Dr. Gaspar has received many awards worldwide for his research on the use of lasers for vaginal and urethral treatments.*



# Fotona4D® - a Wonderful Non-invasive Treatment with Incredible Results

**When did you first learn about Fotona4D® and when did you first start to use it?**

I started using Fotona technology in 2011. At the time, the treatment was not known as Fotona4D®. I was first introduced to what is now known as Fotona4D® by Dr. Luis Mansilla at my first training with him. Then, my passion for the world of Aesthetics and well-being, combined with my personal experience, all contributed in some way to the creation of what is now Fotona4D®.

**What are the main benefits of the Fotona4D® treatment in your opinion?**

There are many benefits associated with this treatment. By following the treatment protocol, which requires no downtime, we give the skin a non-ablative thermal stimulus that enhances elasticity, firmness and glow. The skin looks younger, more hydrated and elastic. Perhaps the greatest benefit from my point of view is the fact that a well-hydrated skin with preserved elasticity will have less risk of wrinkles and elastosis as the skin undergoes the aging process.

**Did this treatment change your aesthetic practice? Do you now have more patients for non-invasive rejuvenation?**

This treatment definitely brought my practice something I lacked, which was precisely the option to offer a non-aggressive rejuvenation program for all skin phototypes, and that can be performed all year 'round. I have more consultations now with patients who want to rejuvenate without needles and without ablative procedures.

**What kind of patients decide for Fotona4D®?**

Patients who choose Fotona4D® are those who fear the more invasive aesthetic procedures. In the past doctors and patients had no other choice, but today we have this wonderful non-invasive treatment with incredible results, and 8 out of 10 patients who consult with me for facial rejuvenation end up choosing Fotona4D®.

**How do you attract new patients?**

The most effective publicity is the recommendation of our own patients, but also social media is an important source of attracting new patients today.

**Do you use SmoothEye® and LipLase® treatment as well?**

Yes, absolutely. The greatest benefit of these treatments is undoubtedly the possibility of maintaining turgid lips without the need for injectables. In relation to SmoothEye®, I find this procedure very useful as a means to avoid the need for blepharoplasty in the future and also to eliminate those undesirable wrinkles and sagging skin in this area.

**Recently you developed a new approach called VectorLift™, which you can combine with Fotona4D®? Can you explain a little more about that?**

VectorLift™ is a non-invasive laser treatment whose objective is to provide a more youthful look by raising sunken eyebrows. We can work only on the eyebrow tail or the entire eyebrow, depending on the result we wish to get and patient's needs. It is a procedure that requires no downtime, and whose results exceed those that can be obtained with threads, which is an invasive technique using needles.

My patients love this technique because it offers the possibility of rejuvenating the upper third of the face without any injectables and with a long-lasting result.

In my practice we combine VectorLift™ with the Fotona4D® protocol or carry it out as an isolated protocol to rejuvenate the upper third of the face.

VectorLift™ is a non-invasive laser treatment whose objective is to provide a more youthful look by raising sunken eyebrows.

## EXPERTS Dr. Li Jiongxiang

By Zala Kerle

**An interview with Dr. Li Jiongxiang, the founder of Shenzhen Xiangmi BeauCare Clinic and a pioneer in the field of non-invasive laser medicine in China.**

### About Dr. Li Jiongxiang

*Dr. Li Jiongxiang is the founder of Shenzhen Xiangmi BeauCare Clinic and is a pioneer in the field of non-invasive laser medicine in China. Having graduated from the Fourth Military Medical University in Xi'an, China, and with over 30 years of clinical experience, Dr. Li Jiongxiang has become one of the leaders in the field of anti-aging and rejuvenation, with extensive clinical experience in facial rejuvenation, microplastic surgery, and photoelectric therapy as a core treatment combined with injection, drugs, mesoderm therapy and other means. Dr. Li Jiongxiang is an Official recommended expert of Fotona4D® and Chair Professor of "Fotona4D®-Star physicians". He is one of the few cosmetic dermatologists with international vision and international influence in the field of medical beauty in China, and enjoys a high reputation in the field of non-invasive optoelectronics in the country.*



# Fotona4D<sup>®</sup>, the One, the All, the Future is Now!

**When did you first learn about Fotona4D®?  
When did you start to use it?**

I heard about Fotona4D® and had my initial contact with the Fotona China team as early as in 2016. Two years later, I attended a symposium on lasers in Beijing and several friends recommended Fotona lasers. After I returned to Shenzhen, I learned more about this laser and consulted my doctor friends. Later, in October 2018, I participated at the First Laser & Health (LA&HA) Academy at the China Summit. Thanks to one expert's presentation, I learned about the principles of Fotona4D®. After the summit meeting, I bought a laser offering Fotona4D® treatment and from then on I have built a friendship with Fotona4D®.

Initially I used the Fotona Er:YAG laser system for non-invasive acne treatment and saw obvious results. The first time I gave a patient a Fotona4D® treatment, the outstanding results surprised me. It was like opening doors to a new world. It was then that I started the research on non-invasive optoelectronics, which has been my great interest for three consecutive years. Fotona4D® has become my most important and trustworthy work partner ever since.

**What are the main benefits of Fotona4D® treatment in your opinion? Did this treatment change your aesthetic practice? Do you now have more patients for non-invasive rejuvenation?**

My understanding of Fotona4D® has developed in different phases. When I initially heard of Fotona4D®, its unique characteristics deeply impressed me: two wavelengths, four treatment modes, "a comprehensive treatment from the inside out", non-invasive, painless, and requiring no downtime. These advantages made it different from other similar lasers in the market. I soon became aware that Fotona4D® was a great treasure and its largest advantage was

The first time I gave a patient a Fotona4D® treatment, the outstanding results surprised me. It was like opening doors to a new world.

the easy adjustability, which provided infinite opportunities for doctor's medical explorations. By easily adjusting the wavelength, pulse width, frequency, energy density and other parameters, Fotona4D® can effectively solve various skin problems, including but not limited to fat reduction, skin tightening, volumizing, redness reduction, dark skin lightening, acne and scar treatment, skin tone improvement, etc. Before using Fotona4D®, we had to achieve these treatments with numerous different parameters.

The Chinese philosopher Lao Zi had a famous saying "The greatest truths are the simplest". Before reaching this state, there must be a process of simplifying. Fotona4D® is a wonderful tool, simplifying my medical practices. The system combines the functions of skin beautifying, fat reduction, volumizing, body shaping, skin

whitening, etc. Once we manage to master the laser parameters, many problems can be solved just by pressing one button,

thus realizing the expectation "The One is All". For physicians, this is an amazing experience.

**What kind of patients decide for Fotona4D®?  
How do you attract your patients?**

In the early period, Fotona4D® was preferred by patients with doubts about traditional invasive treatments, because they had a relatively lower pain tolerance. Now things have changed a lot. In the past year, Fotona4D® has become the most popular non-invasive laser treatment in China's medical aesthetics market, and has attracted countless patients.

To attract patients, we adhere to the concept "The Future Is Now" mainly from two aspects: First, effective word of mouth marketing. Since last year, as the chief tutor of Eurostar Fotona4D® physicians, I have participated in the formulation of Fotona4D® standards, training and assessment of the star physicians across the country. In the past three years, I have personally participated in more than 7,000 suc-

By easily adjusting the wavelength, pulse width, frequency, energy density and other parameters, Fotona4D® can effectively solve various skin problems.

successful clinical cases. Countless patients have given high praise to Fotona4D®.

Second, powerful marketing and publicity. We have a complete set of marketing and publicity activities. For example, when advertising the Fotona4D® project, we implement a bottom-up strategy. We attract customers through subdivided projects, such as dark circle removal and jaw line sculpting. At the same time, we strive for excellence in the large projects, and retain customers with satisfying effects.

### **Do you use SmoothEye® and LipLase® treatment as well? What are the benefits of those treatments?**

For these treatments, the great advantage is their cutting-edge technology. It makes the whole treatment process more comfortable and at the same time ensures effective results. It is non-invasive, requires no downtime, and gives customers a pleasant experience. The facial parts around the eyes and mouth have a significant impact on the overall perception of a person's age. However, they have always been neglected in the facial laser treatments, and there has never been a separate photoelectric treatment for those parts.

Lastly, I believe the entire SmoothEye® treatment is a test of a doctor's skill and understanding. The eyes are the "finishing touch" of the entire face. Compared to other parts, the skin around the eyes is more sensitive. The reasons for eye bags and dark circles under eyes are very complicated. During the treatment, different causes must be given sufficient consideration, and a targeted surgical plan should be designed for a personalized treatment according to each patient's unique facial charac-

teristics and aesthetic needs. This requires the doctor not only to accurately define the causes of various problems around the eyes, but also to master the laser treatment techniques.

### **Did you have any tips and tricks for Fotona4D® users to optimize their results in certain types of patients?**

In order to make the Fotona4D® treatment more suitable for Asians, especially for Chinese facial characteristics and aesthetic pursuits, I made some minor adjustments to the treatment approach and techniques. I use a laser-targeted therapy to tighten the fascia and ligaments, empowering them to enhance their natural tension, and ensure the resetting of the superficial fat pad. The result is that it not only effectively realizes a greater firmness and lifting, but it also brings an anti-aging effect. According to the distribution of ligaments and fascia on the face, I use a precise and targeted treatment method to tighten and lift the ligaments and fascia through a certain path, according to the distribution of ligaments and fascia on the face. I named this therapy "photoelectric ligament therapy".

Additionally, I adopt the "high + low" treatment protocol scheme. First, I use high energy to heat up the target position to let it quickly reach the required temperature. Supported by a cold air and temperature control system, this process lasts for a short period of 60-120 seconds. Then I switch to low energy in order to maintain the temperature. After clinical verification of the new treatment protocol, I was pleasantly surprised to see that the combination of photoelectric ligament therapy and "high + low" method can not only effectively achieve facial firmness immediately, but also delivers a more natural-looking and long-lasting effect. It can boost the therapeutic effect of Fotona4D® to a new level, and I believe it is a key to the future development of Fotona4D®.



**An interview with Dr. Jorge Gaviria, a Board Certified in Medical-Aesthetics and Gynecology Laser and Surgery Procedures by the America Board of Laser Surgery and the Academic Director of the Laser in Medicine Academy of IberioAmerica and the Laser & Health Academy in Venezuela.**

*By Klavdija Banfi*



**About Dr. Jorge Gaviria**

*Dr. Gaviria graduated as a Surgeon from the University of Los Andes in Venezuela (ULA) in 2001 and completed his specialization at the Venezuelan Red Cross in 2009. In 2015 he graduated with a degree in Aesthetic Medicine from the University of Los Andes, and in 2016 received a Master degree in Laser Medicine from the Catalunya Polytechnic University in Barcelona, Spain. He is Board Certified in Medical-Aesthetics and Gynecology Laser and Surgery Procedures by the America Board of Laser Surgery (ABLS). He is the Academic Director of the Laser in Medicine Academy of IberioAmerica and the Laser & Health Academy in Venezuela. Dr. Gaviria has been a Key Opinion Leader, researcher and trainer for Fotona since 2010. He publishes his work and lectures internationally on a regular basis.*

**I Built Up Clientele  
Because I Offer  
Fotona4D®**

4D is a reproducible, easy-to-learn and well-structured protocol that gives consistent results and improvements in the quality of the skin.

### **When did you first learn about Fotona4D® and when did you first start to use it?**

Back in 2012, I went to San Jose de Costa Rica to introduce laser treatments to a group of gynecologists, I had the good fortune there to meet Dr. Luis Mancilla, who just happened to be there for a similar presentation, only his was about aesthetics for the body and face. I learned a lot that day, and some of the many things I picked up from his presentation were Fotona3D (at that time it was intraoral SMOOTH mode with the PSO3 handpiece), the Frac3® pulse of the Nd:YAG laser, and lastly, a vectorized protocol against aging. I believe that day was revolutionary for me as it was when I first became interested in starting to perform facial treatments. I went back home and enrolled in a university program to learn about laser applications for facial aesthetics. A couple of months later, we changed the old SP Plus II for an SP Spectro, which had the new PIANO mode built in, and that is when we first tried the Fotona4D® protocol. Now it has been more than 6 years since I have been performing Fotona SMOOTH®, Frac3®, Piano® and SupErficial™ treatments.

### **What are the main benefits of Fotona4D® treatment in your opinion?**

For me, 4D represents four different layers of tissue remodeling - four steps with four different pulse modalities. Its advantage is that it is the most non-invasive form of face lift and rejuvenation, that requires no downtime and no surgery. It is a reproducible, easy-to-learn and well-structured protocol that gives consistent results and improvements in the quality of the skin.

### **Did this treatment change your aesthetic practice? Do you now have more patients for non-invasive rejuvenation?**

I built up clientele because I offer this. It was the protocol that made me want to do more facial laser treatments and less body treatment. The profit and results are really good comparing to my competition next door, Med Spa, with their laser hair removal.

Nowadays, due to social media, there has been a great demand among patients. It is specifically for these trademarked protocols that my patients from neighboring states come to see me. They just type "Fotona4D near me" into Google search.

### **What kind of patients decide for Fotona4D®?**

In my experience, the procedure is popular among Asian-skin patients in their 30's, and Middle Eastern and Indian-skin patients in their mid-40's. Caucasians look for anti-aging treatments a little later, after their 50's. I don't have any experience at all with darker Fitzpatrick skin types looking for facial rejuvenation - is it that they don't age (laugh)?

I perform one session for every 10 years of my patients' age, so 3, 4, or 5 sessions. After that, the first single-session maintenance treatment is done after 6 months, and then every 12 months. I believe patients should start using Fotona4D® as early as in their 30's. For older skin (above 60 years of age) I do Fotona3D and fractional medium-warm resurfacing to get more changes, as that type of skin is a low responder.

**How do you attract new patients?**

I have to be sincere, I only use social media. As a laser user, I advertise myself or the actual procedure and I know that works. However, most of the time the offices where I work do the advertising for me. Now that I am hopefully going to open my own practice, I will implement social media advertisements using segmentation and direct target marketing, and probably have some exclusive opening sales. I am also definitely going to do what I learned on my trips to Asia, where they sell VIP packages. For example, gym enrollment together with laser treatments whenever the patients want, according to their personal plan. That will be my future strategy.

**Do you use SmoothEye® and LipLase® treatment as well?**

Good question! Absolutely, our customers are very demanding (laugh). In my Fotona4D® treatment I always give my patients a little taste of these protocols to let them experience the feeling and to see the changes. And then I sell them the packages of SmoothEye® or LipLase® (remember that Er:YAG does not have consumables, so it does not cost anything to add an extra 3-5 minutes).

**What are the main benefits of those treatments?**

SmoothEye® helps with reducing the crow's feet, small wrinkles in the lower eyelid and thicker epithelium, and reducing the protruding eye bags. LipLase® provides a non-injectable plumping effect and cupid bow definition, created by collagen stimulation through Fotona SMOOTH® heat deposition. Patients who do not



want injections but want colorful and less dry lips can also benefit from this protocol.

**Any other favorite Fotona treatments?**

All the gynecological treatments with my G-Runner, as well as laser lipolysis with the R27c Nd:YAG handpieces, and the melasma protocol with the StarWalker. I am very satisfied with these protocols.

Due to social media, there has been a great demand among patients. It is specifically for these trademarked protocols that my patients from neighboring states come to see me.



Fotona 4D



### THE RIGHT COMPONENTS FOR THE RIGHT PATIENT

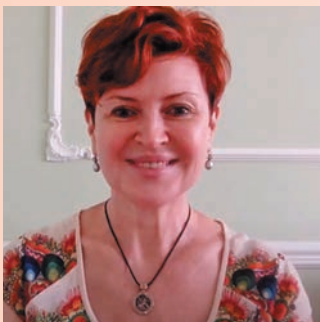
“Having the concept of Fotona4D® was a very unique opportunity in my professional career. Because with this technique I am able to select the right components for the right patient. I’m getting quick results with no downtime.”

— Dr. **Ashraf Badawi**

### A HIGHLY EFFECTIVE AND MICRO INVASIVE STRATEGY

“Fotona4D® is a highly effective, micro invasive, well-tolerated, and let’s say skin-normalizing strategy that has been accepted very well by patients.”

— Dr. **Leonardo Marini**



### THE 4D PROTOCOL IS MAXIMALLY THOUGHT OUT

“The Fotona4D® protocol is maximally thought out and developed for the treatment of various morphotypes of aging and the prevention of aging among young patients.”

— Dr. **Irina Bragina**

### ADDITIONAL TREATMENT STEPS

“Beyond the Fotona4D® routine treatment steps, I like to also add some treatment steps. Firstly, I like to use Frac3, adjusting the pulse width by 0.3-0.6 ms, so that it can be used for whitening.”

— Dr. **Liu Geng**



### DOING MORE FOR OUR PATIENTS

“I have been impressed by Fotona4D®’s versatility and efficiency, especially for bulk heating in PIANO mode. I can heat the skin so much more efficiently than with anything else out there. It saves me time, numbing cream and pain management. In my experience it’s proven to be one of the most efficient, least costly methods of skin tightening for me as a provider. It’s about doing more for our patients and practices, and Fotona4D® enables us to accomplish these objectives.”

— Dr. **Mark B. Taylor**



**MULTI-DIMENSIONAL CHOICE**

“The Fotona4D® facelift gives the physician a new and powerful non-invasive therapy. With Fotona4D®, our patients now have a multidimensional choice of safe and effective treatment options for their aesthetic needs. Fotona4D® provides a comfortable and painless treatment that does not require consumables or downtime.”

— **Adrián Gaspar, MD**

**NATURAL-LOOKING RESULTS**

“I love that I can provide my patients with long lasting, natural-looking results. I am able to tighten, volumize and restore collagen to the face while improving skin tone and texture to restore my patients’ youthful appearance without the risk of injectables, and with no downtime. My patients are delighted with the ‘natural glow’ of their new skin!”

— **Tania Phillips, MD**



**IT TACKLES PROBLEMS OTHERS FIND DIFFICULT TO ADDRESS**

“Fotona4D® face-lifting tackles problems of laxity around the mouth and jowls, which other systems or surgery will find difficult to address. This is a relatively painless procedure with no downtime.”

— **Hong Tan, MD**

Patients

**MY CONFIDENCE HAS BEEN RESTORED**

“I feel happy when I look in the mirror. My confidence has been restored as I’m seeing the fine lines diminish and the glow that was once present in my skin return.”

— **Jeneice M, Age 46**

**I SAW RESULTS RIGHT AWAY**

“After my Fotona4D® treatment I saw my skin getting tighter and even slimmer. I thought it was going to be a little bit bigger because of my concern with my cheeks but I just saw results right away. My skin looked super youthful! I loved it!”

— **Andrea L, Age 32, Fitness Influencer**

**LOOKING BETTER AND BETTER AS TIME GOES BY**

“Recently I was with a group of friends and one old friend took me aside and said: “I don’t know what you’re doing but you’re looking better and better as time goes by. So, whatever you’re doing, keep that up.” I took that as a real compliment to the treatments I was getting.”

— **Michael W, Age 62**

# ONE FAMILY TOGETHER



Join our global family of Fotona4D practitioners with access to the most comprehensive and professional workshops, active training by high-level industry experts and key opinion leaders, as well as participation in international clinical studies and scientific symposiums.



Fotona<sup>®</sup>  
choose perfection

# Fotona4D<sup>®</sup>

NON-INVASIVE  
LASER FACELIFT



## A Laser Elixir of Youth

- Easy-to-use, safe and gentle
- Immediate skin freshness and tightness
- Stimulates the production of new collagen
- Little-to-no down-time
- No sutures, needles or stitches

**TIMEWALKER<sup>®</sup>**  
LASER LINE