

Avoid Commoditization and Enhance Your Cosmetic Practice with the Lumenis M22 Multi-Application Platform



J. Matthew Knight, M.D

As cosmetic surgeons, we see it all the time: an advertisement for the latest hot aesthetic procedure, likely offered by someone you've never heard of. Perhaps it's in a local throwaway magazine or on a billboard near the highway. It's likely this doctor is somehow a "world expert" in the laserliquid galvanic thermafreeze wrinkle-ease procedure. The doctor might have even appeared on The Doctor Jane Show promoting it.

"Daily Deal" websites and the incredible expansion in the number of cosmetic providers have commoditized our services - making getting a filler as lackluster a venture as buying milk, gasoline or razors. True, glitzy eponymous procedures help fight this trend. Fashion magazines and television shows, constantly starved for attention and original content, are happy to promote the hype. But there's a problem: flashy procedures may be fun to talk about, but they rarely work. They are not a component of long-term practice success - unless you like unhappy, possibly litigious, patients.

So how do you compete with Dr. LipoWrinkle? And how do you avoid commoditization of the aesthetic skills you spent years refining? In this paper, we'll examine how treatment with the Lumenis M22 Multi-Application Platform can improve patient outcomes, diversify your services, and solidify your reputation as an expert in comprehensive aesthetic medicine - avoiding commoditization while sustaining your practice long after the latest trendy procedure has come and gone.

Dr. Knight's Hot Beauty Secrets... Revealed!

Not long ago, a beauty editor from New York cold-called my office to ask about "new and exciting" cosmetic procedures that we offer to our patients. A bit caught off guard, I took five minutes to briefly summarize the great results we were seeing with Ultrapulse CO₂ resurfacing, novel laser tattoo removal

techniques, newer fillers, and M22 treatments, among other things.

Irritated, she interrupted, "but doctor, do you do anything that's hot and hip?" After an uncomfortable pause, she hung up on me. I shrugged it off. After all, what does being "hot and hip" have to do with effective, logical, and sound cosmetic medicine?

Our goal as aesthetic practitioners is to treat our patients to the best of our ability, safely. Our objective is to make them look great and feel happy.

While beauty magazines and daily talk shows clamor for the latest and greatest buzz-worthy miracle treatment, there's rarely a mention of long-term safety or efficacy. The nuts and bolts of actual patient care are rarely attention grabbing and hardly electrifying. And that doesn't sell ad space.

If you're reading this paper, you have patients with real-world concerns and, unfortunately, real potential for complications. What's more, our patients almost always have a limited budget and an even more limited tolerance for "down time." In modern aesthetics, patients expect superior results - and they expect them quickly. There's no getting around it.

What can the M22 do for your practice?

At its core, the M22 is a world-class Intense Pulsed Light (IPL) device.

While treatments with IPL may not warrant a breaking news story, modern IPL systems treat up to 30% of all non-surgical cosmetic concerns safely and effectively, with minimal downtime.



As I wrote in a previous paper, IPL treatments form the cornerstone of any modern cosmetic practice - helping practitioners treat a wide range of problems while avoiding the therapeutic black hole created by purchasing expensive, singular-purpose devices that can only do one or two things well. The M22 protects you from having to turn patients away due to a lack of therapeutic flexibility.

The M22 is more than just IPL, however. Its modular design allows us to add innovative treatment modalities, further expanding its therapeutic reach.

For years, we've used the Nd:YAG module to tackle treatment-resistant and congenital vascular lesions.

Recently FDA-approved, the new ResurFX module adds non-ablative fractional resurfacing to the M22's capabilities. Packed full of Lumenis innovations, this high-powered Er:Glass fiber laser expands our M22 platform's already robust treatment opportunities. Now the system can treat fine lines and wrinkles as well as dyschromia, non-ablative skin resurfacing, and everything in-between.

M22: Safety and Efficacy

Frederick W. Smith, founder of Federal Express, once said "I don't think that we understood our real goal when we first started. We thought that we were selling the transportation of goods; in fact, we were selling peace of mind. When we finally figured that out, we pursued our goal with a vengeance."

It goes without saying that our patients want spectacular outcomes. Of course, they also want those results safely with minimal downtime. Patient tolerance for days of pain, redness, and bruising has been relegated to the last decade.

Fortunately the Lumenis M22 increases patient safety and efficacy simultaneously:

Optimal Pulse Technology (OPT): patented Lumenis technology eradicates dangerous energy spikes during treatment, delivering constant, homogenous energy over the duration of the treatment pulse. OPT leads to enhanced results with fewer treatment sessions, a drastically reduced chance of skin damage, and the ability to treat Fitzpatrick skin type III and above.

Multiple-Sequential Pulsing: the M22 emits energy in a customizable train of pulses, allowing for tissue cooling between pulses. This innovation delivers peak energy safely to the target, while protecting vital epidermal structures like melanocytes.

Worry-free treatments: Lumenis created IPL technology in 1993. Since then, they have continually refined their treatment parameters through 20 years of field-testing. It's all at your fingertips, delivered through a colorful user-friendly touch-screen interface. Additional safety features (such as the M22's filter recognition system) help further prevent unwanted outcomes. In my experience, M22 owners routinely and safely delegate operation to properly trained

In our clinic, we use our M22 IPL module to treat the following patient problems:

Photofacials (with or without photodynamic therapy/ALA)

dyschromia & general photoaging

Benign pigmented lesions

hyperpigmentation and sun damage (face, chest, hands)

melasma

ephelides (freckles) & lentigines

Benign cutaneous vascular lesions

rosacea

flushing/erythema

angiomas & spider vessels

poikiloderma of Civatte

Permanent hair reduction

non-physicians in their office.

The Lumenis M22 and the Comprehensive Aesthetic Practice

In our practice, we strive to avoid commoditization by offering procedures that are effective and comprehensive. We've already seen how the M22 IPL module covers more than 30% of the cosmetic market by itself. It's worth noting that non-ablative resurfacing comprises almost 2/3 of all facial resurfacing procedures; adding the ResurFX module significantly increases treatment opportunities.

It is not uncommon, though, for patients to present for consultation with specific requests like, "I want filler in my nasolabial folds." How does having the M22 available in a comprehensive aesthetic practice change patient dynamics?

The M22 expands the cosmetic conversation

I'm amazed at how often patients fail to inquire about what's truly bothering them because they're unaware that correction is possible.

Even in my practice, when given a mirror, it's not unusual for a patient to say, "I'm here for neurotoxin, but I sure wish you could do something about these stubborn age spots . . . I've tried every cream on the market." Alternatively, we might hear, "I know you can treat these sun spots, but I'm just not willing to take three days off work."

The M22 makes you look like a magician

We are charged with listening to our patients' words and then coming up with a safe and effective roadmap to improvement. Yet, patients, bombarded by side panels in magazines and daytime talk shows, often present requesting a specific quick fix procedure wishing that it would make them look and feel better.

Similar to the get-rich-quick scheme or fad diet du jour, patients have high hopes that this hot new procedure will make everything better. Of course, this is illogical. Like financial gimmicks, (often half-baked) trendy cosmetic procedures frequently do more harm than good.

In contrast, I find that treatment with the M22 can lead to global improvement in most patients. Correcting dyspigmented, weather-beaten, tired skin with an M22 photofacial is fast, relatively inexpensive, effective, and makes

you look like a genius. When combined with well-respected, simple, and highly effective supplemental treatments, like neurotoxin injections, this effect is compounded.

It's also worth noting that the simple practice of sun avoidance before and after treatment (as required by our pre- and post-procedure instructions) allows weary skin to recover from countless hours of tennis or yard-work, creating happy collateral improvement in almost all aspects of skin quality.

M22 patients are highly likely to return to you for additional procedures or surgery once trust has been established.

The M22 is a gateway to your aesthetic practice and builds brand loyalty

The foundation of a successful medical practice is trust. Once a patient discovers that you're a safe, ethical practitioner who delivers unexpectedly exceptional comprehensive results (with minimal downtime and cost), loyalty routinely follows. This allegiance is hard to garner with one tool, a fad procedure, or a single-application laser platform.

The M22 offers a highly effective yet affordable entry point into your aesthetic practice, regardless if you're only dabbling in cosmetics or you're a full-time cosmetic surgeon.

Patients treated with the M22 in our practice are highly likely to return once or twice a year for touch-up treatments. They are also very likely to buy product and be interested in having other procedures done.

Finally, we find that patients treated with the Lumenis M22 are prone to referring their friends in for treatment - once they discover how effortless and inexpensive treatment can be.

M22: A Brief Case Study

A couple of years ago, a colleague of mine referred a patient to my practice for a cosmetic consultation. Her intake form said, "I want filler." Immediately, she stated, "I want three or four syringes of filler, like my friend had in Chicago."

Like many of our patients, she was addicted to makeup -



wearing so much heavy foundation and concealer it was hard to discern even the most gross aspects of her skin quality. She winced at the mention of removing even the smallest bit.

While gesturing toward her nasolabial folds with her finger, she complained that her skin “looked tired” and that she felt older than her age. She hoped that filler would make her look better, like her friend.

Once we talked her into letting me see her without makeup, I wasn’t surprised to find moderate volume loss in the mid-face completely overshadowed by tremendous dyschromia, sun damage, and telangiectasia.

We treated her in two sessions with the M22 IPL module using the “age spots/telangiectasia” setting (i.e. a photofacial). I also injected 1cc of hyaluronic acid filler into the mid-cheek bilaterally.

In follow up, she was wearing 75% less makeup and was thrilled - not only at her outcome but with how much she “saved” compared to her friend. We see her every year for touch-ups with the M22, every 6 months for neurotoxin injections, and every 2-3 months to stock up on product. She sent 3 members of her tennis group in to see me, and is a tremendous advocate for our practice.

Conclusion

In this paper, we explored how the Lumenis M22 Multi-Application Platform is a comprehensive, cost-effective, and safe tool conceived to help ensure the long-term success of your practice. Additionally, we saw how the M22 can fortify your reputation as a thought-leader in aesthetic medicine - building brand loyalty, while deterring commoditization of your services.

Although the M22 has a small footprint, you can treat an incredibly vast array of patient problems. If equipped with the new ResurFX module, I estimate that the M22 can address up to 50% of all common cosmetic problems. And it will make you look like a star.

So even if a young beauty editor hangs up on you for your practice’s lack of gimmicky buzz worthy procedures, it will be OK. Let her call Dr. LipoWrinkle down the street. Happy patients, a solid reputation, and a good night’s sleep are all the consolation you’ll need.

