

Blepharoplasty

## LASER NOTEBOOK

aerolase®



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## Blepharoplasty Combined with LightPod® Era™: Improved Patient Outcomes & Practice Revenues

The fast growing anti-aging market spans a wide range of procedures including blepharoplasty, involving the removal of lax skin and fat deposits from the eyelids. A patient whose eyelids have progressed to this stage will typically also exhibit extensive signs of aging in the periorbital skin, in the form of wrinkles, sun and age spots, and other blemishes. The rejuvenation of this skin with the LightPod Era (Erbium) laser from Aerolase allows for 'total periorbital rejuvenation' with a more complete cosmetic enhancement as compared to blepharoplasty alone.



James Gordon, MD, an oculoplastic surgeon who practices in White Plains, NY, routinely offers Era resurfacing treatments to his blepharoplasty patients. "The resurfacing is a natural adjunctive procedure. Patients who have undergone blepharoplasty appreciate the enhancement of their eyelids

but they begin to become conscious of the aging condition of the periorbital skin, which can suddenly stand out. Adding skin resurfacing with the Era provides increased patient satisfaction and additional practice revenue, while having the clinical advantage of a fast, safe and easy procedure with less healing time than the bleph itself. I've also enjoyed the exceptionally affordable price of this unique system."

Although many have benefited from the affordable price of LightPod Era – as well as its compact, portable configuration and lack of required mainte-

nance – it is the clinical advantages that attract many practitioners. The Era delivers 1,200 millijoules of 2940nm laser energy with optimized energy parameters of fluence, pulse width, spot size and speed to yield efficient, uniform skin ablation while avoiding collateral thermal damage.

"Patients are pleased that only one treatment session is necessary for profound results," Dr. Gordon said. "They are especially pleased with their final appearance and minimal inconvenience." He also appreciates the ease of use of the Era. "I find the laser to be easy to use with a wide margin of safety. Its simple control and display panel make it possible for even the novice to operate this instrument." The laser's unique collimated beam provides the convenience to work at any distance from the skin without making contact. The Era can also work in tight spots around the eyes and nose, even on the eyelids themselves in close proximity to the eyes.

"The LightPod Era is an ideal tool for periorbital skin resurfacing, nicely complementing a cosmetic eyelid procedure," Said James Newman, MD, a plastic surgeon in San Mateo, CA who is also a clinical instructor at Stanford



Medical School. "Combining these two procedures makes for a nice overall improvement of the periorbital region. Patients really feel like they've turned the clock back a number of years in terms of facial appearance. It also makes a lot of economic sense to com-

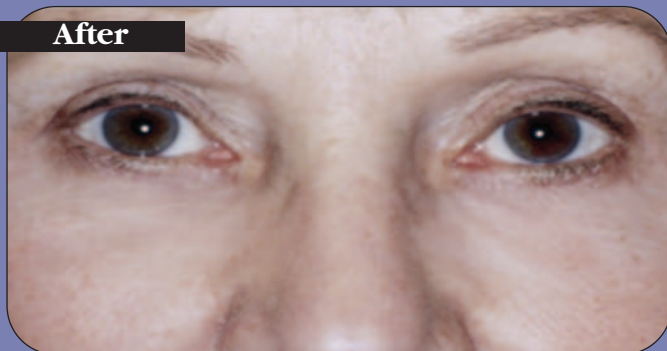
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bine them, from the practitioner's perspective." The LightPod Era is compact and easy to use. It can be used for either superficial 'laser peels' as well as deeper resurfacing. Laser peel procedures have a brief recovery period while deeper resurfacing patients usually recover within several days. After these resurfacing procedures patients are pleased with the visible improvement and quick recovery.

In addition to rejuvenating the aging skin tissue of the epidermis, the Era also stimulates long-term collagen remodeling in the deep dermal tissue, which can add a nice skin tightening effect to complement the surface improvements.

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compact laser technology

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