

The Evolution of Skin Resurfacing: A Closer Look at HELIX



FEATURING:



Jeff Antimarino, MD
Plastic Surgeon
Bellissimo Plastic Surgery & Medi Spa



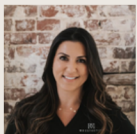
Mark Halsey, MD
Dermatologist
Halsey Dermatology



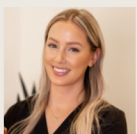
Megan Frances, AGPCNP-BC
Med Spa Owner
NM Aesthetics | Wellness



Aleta Sloan, PA
Med Spa Owner
United Medical and Aesthetics



Angela Lamothe, APRN
SVP Training MD Esthetics
MD Esthetics



Joanna Ellis
Laser Aesthetician
NM Aesthetics | Wellness

The world of customized skin resurfacing has just become more advanced—and versatile with the launch of HELIX, the latest state-of-the-art resurfacing innovation by DEKA available exclusively from Cartessa Aesthetics.

The multi-functional HELIX combines advanced fractional ablative CO2 with non-ablative 1570nm technologies in a single device. Inspired by the success of DEKA's Tetra CO2, HELIX features the same exclusive pulse shape control, including the H-pulse that enables the popular CoolPeel treatment. HELIX also incorporates a 1570nm fiber laser for standalone treatments or protocols that combine the two energies. Boasting 70 watts of power and exponential ways of using CO2 and 1570nm, HELIX allows providers to expertly tailor ablative and non-ablative resurfacing treatments and to offer a broad range of highly effective and low downtime options.

Successful Tetra CO2 providers that added HELIX to their offering were invited to share their insights given their history with the advanced CO2 device and now the HELIX. They offered valuable perspectives on the transformative capabilities of this cutting-edge technology. Below are excerpts from their discussion.

Q: Despite your affinity for the Tetra CO2, you invested in HELIX, why?

Angela Lamothe, APRN: We had the Tetra for about three years and fired CO2 a lot, achieving really good results. Our team was discussing combination therapy, and when HELIX was introduced to us, we saw it as a great opportunity to be the best of the best and to be the first to have this technology.

Aleta Sloan, PA: My patients range between 40 to 70 years of age, and so I was doing a lot of deeper ablation with the Tetra. I had the Tetra device for three years and was comfortable pushing my settings beyond CoolPeel. My priority is always to be able to provide as much tightening as possible with the least amount of downtime. When I learned the HELIX added 1570nm to the CO2, which would allow me to get more tightening with less ablation, that was the sell for me.

Megan Frances, AGPCNP-BC: For me, it was HELIX's broader range of resurfacing options and overall, how much better the device was. The screen and the navigation are very technologically advanced. It is a very easy machine to use and the different the cooling plates are nice to have as well.

"I love that HELIX takes everything that Tetra has and builds upon it."

- Dr. Mark Halsey, MD

Dr. Mark Halsey, MD: I love that HELIX takes everything that Tetra has and builds upon it. The contact cooling, the larger stamping size - it makes treatments more comfortable and faster. And then, of course, the results I saw were outstanding. I had the Tetra for two years, and paid off that device in six months, so it was an easy choice to make the upgrade to HELIX.



Courtesy of MD Esthetics - 2 Weeks Post, 1 FUSION Treatment

Q: What has been your experience with HELIX in your practice?

Dr. Jeff Antimarino, MD: We purchased our first Tetra over five years ago, using it both in combination with plastic surgery and our MedSpa. The amazing thing about this HELIX is that it combines the unique advancements of the CO2 that we all love - the CoolPeel and the DEKA pulse - with 1570nm in sequential (stacked) and alternating modes (side-by-side) that make for exponential combinations. You can use this laser with just the CO2, you can use it as the CO2 and the 1570nm together, or you can use the 1570nm by itself. It gives you the ability to mix and match how you need to, and this has been invaluable for my practice. The scanner and handpiece are also phenomenal.

Angela Lamothe, APRN: The results I am seeing from the HELIX are tenfold from what I saw with the Tetra. As a provider, when you see those results, even after one treatment, you get excited. Then your team sees them, and you get even more excited about the device in general. I honestly can say that I don't go a day without talking about the HELIX or using it on someone. That thing does not rest - it really has been a game changer in terms of those instant results.

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- Angela Lamothe, APRN

Aleta Sloan, PA: HELIX is the workhorse in my practice. It can improve so many signs of aging. HELIX shrinks pores, helps erase fine lines, wrinkles, unwanted pigmentation and it improves skin tone, texture, life-long acne scars, etc. HELIX effectively reduces 30 to 40 years of sun damage on people's faces. I rarely find the need to use IPL on anybody because

HELIX can achieve such incredible results. Additionally, I believe it provides more skin tightening in the lower face, and I do see diffused facial redness improve, which is a huge plus. Moving from Tetra to the HELIX has definitely elevated me above every practice in my local area of Wilmington. Patients are always sharing their incredible results. They love the outcome, and I can do the procedure in 30 minutes, charging between \$2,500 and \$4,500 for one treatment and be done. Few practices in the area can say the same.

Megan Frances, AGPCNP-BC: There are not many machines out there like the HELIX. From the combination of treatments you can do, how user-friendly the technology is to the results you can generate in just one treatment. In aesthetics, so many times you need to come in more than once, but with HELIX, I would say that while nothing is ever one and done, it's pretty close.

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- Megan Frances, AGPCNP-BC

Q: What are you most impressed by with the HELIX?

Dr. Jeff Antimarino, MD: The HELIX is very user friendly, but for me, I've been most impressed by the power. HELIX is powered by 70 watts of energy which means you go from 30 watts of energy behind the CoolPeel or other Tetra settings to 70 watts of energy with the HELIX. This step up in energy is going to give you the results that you want.

Dr. Mark Halsey, MD: I've been impressed that HELIX has given me everything that Tetra has plus more. It has spray mode, which gives your patients a return to a more normal appearance much faster. It has the same CO2 settings and control and a very similar interface that you'll feel comfortable with if you're migrating from Tetra. Overall, I haven't had to give up what I loved about the Tetra.

Q: HELIX offers three unique branded treatments. How do these benefit your practice?

Dr. Mark Halsey, MD: It's very important for patients who are migrating from CoolPeel to continue to see the CoolPeel branding in my office. It helps them feel more comfortable transitioning to a HELIX treatment. And, with the other treatments, I can cater the settings based on the patient's downtime limitations, skin type, and their treatment goals and make it easy for them to understand how it might differ from a CoolPeel.

Angela Lamothe, APRN: In our membership program, members get to choose one piece of equipment a month. So, within that membership, they can choose HELIX and then have the option for CoolPeel and a Sultra non-ablative treatment, and for a small price upgrade to the FUSION treatment. This uniquely allows the patient and operators the freedom to choose different skin tightening treatment options based on their goals or lifestyle demands for that month.

Aleta Sloan, PA: When I do CoolPeels now, I'll throw in the 1570nm too. I say to my patients, you're getting a free upgraded CoolPeel, but I still charge them the same as a CoolPeel. I get better results and I know they will be happier with the outcome. The next time, they know to ask for a FUSION.

Joanna Ellis: Whenever I have a HELIX patient come in, I go over the details and explain things to them as if they've never stepped foot in an aesthetic office before. So, when you mention the fact that they're basically getting two treatments in one with the FUSION, that's super intriguing to them. FUSION is just more power for your punch, more bang for your buck so I'm rarely not doing a FUSION treatment because it's just better.

"HELIX is powered by 70 watts of energy...This step up in energy is going to give you the results that you want."

- Dr. Jeff Antimarino, MD

Q: What benefits have you seen with having 1570nm wavelength on the same device as CO2?

Megan Frances, AGPCNP-BC: By adding the 1570nm to CO2 treatments, we're seeing increased circulation and blood flow which seems to help with swelling in particular and overall healing time.

Dr. Mark Halsey, MD: The 1570nm non-ablative wavelength can be used in several different ways. Paired with advanced CO2 pulse modes, it can offer more precise results and ways to get more energy into the skin more effectively for different patient types.

Angela Lamothe, APRN: Let's say someone comes in and decides to purchase three HELIX treatments. For the first one, they might express some hesitancy and prefer to start off more gently. I might opt for a lower CO2 setting, but I'll increase the 1570nm setting because I know it will induce some swelling without being as aggressive as a DEKA treatment. But when they return after a month and we take an after photo, the difference between that treatment and just the CoolPeel is like night and day. Then we can discuss what the next two treatments might look like because we can customize with just this one device.

"HELIX is the workhorse in my practice. It can improve so many signs of aging...I rarely find the need to use IPL on anybody because HELIX can achieve such incredible results."

- Aleta Sloan, PA

Q: Have your loyal CoolPeel patients embraced the new technology?

Dr. Mark Halsey, MD: I gently encourage CoolPeel patients to move towards the FUSION mode. I've stopped marketing or pushing CoolPeel as a monotherapy and instead, mention that CoolPeel is available in the FUSION. The "CoolPeel Fusion" demands a higher price point but together they are synergistic, and the results are really nice. Also, with the HELIX, I feel comfortable promising less downtime when doing a DEKA pulse if I am using it with a 1570nm sequential mode. This protocol allows me to go deep and aggressive and get amazing skin tightening results and potentially reduce some of the healing time. Then if I add exosomes on top, I can change the runway even more.

Dr. Jeff Antimarino, MD: My die-hard CoolPeel patients love the FUSION on HELIX. By adding 1570nm the results are just better, and I can't offer something less to a patient if I have a better option. Instead of doing three CoolPeels, four to six weeks apart, I can get the same results with one heavy DEKA pulse and 1570nm. The patient is getting more value, with controlled downtime. Then similarly, if I add exosomes to help with the healing (they may get three to five days of redness), patients are actually happier because they don't have to come back multiple times.

Aleta Sloan, PA: They just say, I trust you, I've seen your results. I do educate them, I say, this is a different device, you are actually getting an upgraded CO2 and because I'm adding the 1570nm, it's gonna go deeper, it's gonna get more tightening. I share that it is the next evolution of the technology with which I can get you more skin tightening without additional downtime. I think they understand that.



Courtesy of Halsey Dermatology - 30 Days Post, 1 FUSION Treatment

Q: How do you choose your HELIX treatment settings?

Joanna Ellis: The first thing I do is ask my patients what their goals are. Often, I see something in a patient's skin that to me is a top priority, but they don't seem to care about it when they look in the mirror. I may see a lot of hyperpigmentation, but they are more concerned about the sagging in their skin, under their eyes or neck. Approaching it that way I can make sure that I am starting off targeting their goals and then, if they are able to handle a second pass, I can address what I'm specifically seeing.

Aleta Sloan, PA: I examine my patient's skin and look for any skin cancers, abnormalities, and how much solar damage, pigmentation, and laxity they have around the eye, above the lip, and in the face. These factors help me determine dwell, spacing and energy needed.



Courtesy of NM Aesthetics | Wellness - 1 FUSION Treatment

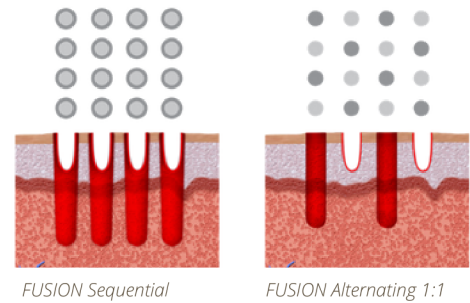
Q: How do you approach treating a darker skin type?

Dr. Jeff Antimarino, MD: I typically use the sequential settings for FUSION. With darker individuals, then I would change it to the alternating settings. And then vary that 1:2, or 1:3, which means that you're gonna get more of the 1570nm, than the CO2. So, you're causing less heat.

Angela Lamothe, APRN: Same. I'm usually in sequential mode, and the only time I move away from that is if I've got a darker skin type. Typically I'll go into an alternating mode at a 1:2 or 1:3, based on a skin type V or VI. I'm pushing limits with my CO2 as well, to be honest. I am currently treating acne scars on a female with darker skin. I started out with a thousand spacing on the CO2 to pinpoint her scars and I think we're down to like 800 or 750 and she's doing great.

Megan Frances, AGPCNP-BC: When it comes to more aggressive treatments on darker skin types, you obviously want to be careful. So, I feel like I must set the expectation that everyone is different. Everyone's going to have different results, but you might not get what you want from one treatment.

Illustration of FUSION scan pattern & cross-section



"In the first 6 months with HELIX, I'm generating over 50% more revenue...it's been a tremendous asset to my practice."

- Dr. Mark Halsey, MD

Q: Are you happy from an investment perspective that you brought the HELIX into your practice?

Dr. Jeff Antimarino, MD: Yes, there is no doubt I am happy about the investment. As I have said before, I loved my Tetra, but the HELIX is even more versatile. Tetra provided a very healthy revenue stream for our practice, complementing both surgical procedures and medi-spa services. Transitioning to HELIX, we are pacing to increase skin resurfacing revenue by over 60%. In an afternoon, I can do two or three FUSIONS and other resurfacing treatments. The key thing is your patients love it, it's very well tolerated and for the cost of the treatment, they're getting tremendous results. Happy patients come back, and it pays off.

Dr. Mark Halsey, MD: With the innovations that HELIX offers, you can easily and quickly recapture the difference in cost. In the first 6 months with HELIX, I'm generating over 50% more revenue than what I generated with Tetra. With the results the FUSION treatment delivers, I can certainly demand higher price points. I also do medical dermatology, so the HELIX has allowed me to continue to use my CO2 laser to ablate the field after curettage to treat skin cancer. It's a versatile device and obviously has many applications so it's been a tremendous asset to my practice.

Aleta Sloan, PA: I'm extremely happy about the return I have had on my investment. During our HELIX opening day, I sold \$45,000 worth of treatments in just two hours!



To learn more about the HELIX or Cartessa Aesthetics, visit www.cartessaesthetics.com