

# DermaWave No-Needle Mesotherapy Eliminates Negative Side Effects

Bob Kronemyer, Associate Editor

Protocol: Abdomen, age: 35, volume: 15 cm circ. decrease



Developed to reduce problems associated with mesotherapy cellulite injection treatments, the DermaWave No-Needle System™ (DermaWave, Loxahatchee, Fla.) can be used for a variety of facial and body applications in aesthetic medicine. During injection therapy patients can experience negative side effects such as pain, bruising, erythema and the risk of allergic reaction to the medications used. With the No-Needle technology, discomfort and related problems for the patient are eliminated, thereby diminishing patient drop out rates.

Patient drop out is a real issue affecting costs and profit, and with injection mesotherapy the drop out rate can be especially high. DermaWave's system lists for \$45,000 so initially it's more expensive than the start up costs associated with the injection technique. But consider the additional costs for injection mesotherapy, above and beyond the standard equipment and training workshop fees. Lost revenue from patient drop out must also be factored into base start up costs of injection mesotherapy. Also, since the injection technique is always administered by a physician or nurse, the per hour cost of treatment escalates rapidly. Add the costs of malpractice insurance, marketing, scheduling and initial consultation and it doesn't take long to realize that when patients discontinue treatment the impact on bottom line performance and profitability is high.

DermaWave treatments are always delegated to ancillary personnel, freeing up physicians for other tasks. Revenue potential is high with single sessions priced at \$300 and a full treatment series generating between \$2,400 to \$3,000. Using a standard formula which calculates patient revenue versus average month

Utilizing a proprietary combination of electroporation waveforms, the DermaWave No-Needle Mesotherapy System relieves the congested tissue area that initiates the development of cellulite.

lease cost, tax depreciation factors, cost of disposables and office overhead, it's return on investment (ROI) is less than six months, based on an operating schedule of fifteen hours per month and an individual treatment time of thirty minutes. Another important factor to consider is the pool of potential patients available for treatment in the immediate area of the facility. Since 90% of the female population exhibits some degree of skin dimpling, the market potential is high.

DermaWave's No-Needle Mesotherapy system was initially created for the treatment of cellulite by addressing all factors that cause external skin dimpling. Cellulite deposits occur as a result of a number of biochemical and metabolic alterations at an interstitial matrix and connective structures level. These include alterations in fibroblast production, which diminishes the production of glucose amino glycans (GAG) in vascular sleeves. There is a pronounced slow down in arterial and vascular flow and permeability of the capillaries and the lymphatic drainage system is severely compromised. Fat cells are displaced into the lower dermis and the fibrous bands, responsible for the maintenance of skin tension, become less elastic and trap the displaced cells.

Utilizing a proprietary combination of electroporation waveforms, the DermaWave No-Needle Mesotherapy System relieves the congested tissue area that initiates the development of cellulite. A low level laser is used to pre-treat tissue areas. On the order of the physician, prescription medications may be used in combination with the device and these are based on the same types of ingredients found in the unit doses supplied for injection mesotherapy.

Protocol: Thigh, age: 34, volume: 5 cm circ. decrease on each thigh



Before Tx

After ten treatments

Two months after ten treatments

Two double blind radioactive lymphography studies confirm the benefits of the DermaWave No-Needle approach and allow objective comparisons between conventional needle technique and the No-Needle treatment. 100% of the No-Needle patient group showed penetration of the permeation enhanced material through an intact stratum corneum to the extra cellular matrix of the dermis. Heavy concentrations of actives were found in the lymphatic system after approximately 20 minutes and remained for 24 hours after application. Compared to needle injection, the distribution of the active substance was extremely even across a given area, avoiding the potential for under or over treatment of a tissue region due to needle delivery of too little or too much medication.

Multiple applications also accelerate the DermaWave system's ROI. In addition to cellulite treatment, other established applications include facial applications for photo-aging and general skin rejuvenation, and reduction of wrinkles. Physicians using the DermaWave system may order a standardized prescription gel formula from a formulating pharmacy to use with the device. Protocols for facial applications are different than for body, therefore a different gel formula is required.

DermaWave systems also provide treatments competitive to LipoDissolve injections. This therapy, known as DermaDissolve™, requires a prescription gel formula to be used in a series of treatments with the cellulite gel for a progressive effect on body recontouring. DermaWave DermaCell™

treatments, which address cellulite, are delivered first because the medication used is designed to clean the extracellular matrix, increase blood circulation and lymphatic drainage, as well as assist in the fat burning process. DermaDissolve is always used after DermaCell because it only focuses on fat burning and can use the drainage pathways that have been cleaned by the action of the DermaCell gel.

A new protocol, to address the growing population of patients with hyperpigmentation, is set to be released shortly. Additionally, software upgrades allow existing DermaWave units to obtain the latest configuration – an extremely valuable benefit in terms of maintaining the value of an existing purchase.

Many users report that they utilize the DermaWave system as an integral part of combination treatments. Combination strategies maximize success potential by employing several protocols. In the case of DermaWave, the system may be used with conventional needle mesotherapy, VelaSmooth (Syneron, Irvine, Calif.), endermologie, or virtually any other device designed for body recontouring.

DermaWave supports its product claims with a full package of scientific data, DVD discussions and before and after examples. Please call or email DermaWave directly to obtain a copy.

Protocol: Wrinkle reduction and general rejuvenation



Before Tx

After seven treatments (One per week)