

Cynosure Technology Provides Aesthetic Practice Platform

By Bob Kronemyer, Associate Editor

The dual-wavelength Apogee Elite laser system and the TriActive LaserDermology system for treating cellulite are just two of the innovative products from Cynosure, Inc. (Chelmsford, Mass.) that have allowed primary care physicians to successfully incorporate aesthetic procedures into their practices.

"I am involved with comprehensive women's health and my patients are very interested in aesthetic procedures," said Jay Kulkin, M.D., a gynecologist who is founder of the Women's Institute for Health in Atlanta, Ga. "The Apogee Elite allows me to be very effective in offering laser hair removal, spider vein treatments, laser facial procedures, treating pigmented lesions and rosacea. The Elite contains both a 1064 and 755 nm wavelength. You cannot operate a hair removal practice with one wavelength only. The Elite allows me to treat all skin types and all hair colors with excellent results."

Dr. Kulkin also uses the Apogee 9300 alexandrite laser for hair removal. For both devices, "results are excellent. We achieve 90% hair reduction," he said. "There is also very significant reduction of spider veins, facial blood vessels and pigmented lesions with the Elite. Patient return rates and referral rates are strong. Cosmetics provide a very rewarding professional relationship with the patient. It is dramatically different than managed care. I find aesthetics re-establishes the doctor/patient relationship from an encounter to a relationship. The key for a physician is to get on the learning curve and seek a mentor. And by having good training, I think you can do well. Cynosure equipment is very easy to use and well backed by the company."

Greg Alouf, M.D., is a family practice physician from Salem, Va., who today exclusively performs aesthetic procedures. "I have always loved skin and

ways to resurrect it," Dr. Alouf explained. "I have also had a fascination with lasers for a long time."

Dr. Alouf recently teamed up with his brother, Stephen Alouf, D.D.S, a cosmetic dentist, to form Alouf Aesthetics. Dr. Alouf uses the Apogee Elite for laser hair removal, pigmented lesions, laser vein,

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skin rejuvenation, and other vascular lesions (venous legs, cherry angiomas, spider veins). In addition, the SmartCool cold-air cooling system is used in combination with the Apogee Elite for increased patient comfort. He also uses the TriActive system to treat cellulite and with mesotherapy.

"We're getting great feedback from our patients," Dr. Alouf said. "The Cynosure machines do exactly what they say they will do, especially the Apogee Elite. In fact, the Elite is referred to as the Cadillac in its field because there are two powerful lasers in one box. The Elite is highly versatile and has great speed, as well as being so user-friendly. But it is very important to manage patient expectations. The rule of thumb is under promise, over deliver. Also, there are a lot of devices out there. So do your research."

Dr. Alouf recommends that other practitioners start offering aesthetics sooner than later. "I envision that my new practice will likely become three times as profitable as my family practice. It is all fee for service. There are none of the hassles of insurance." Besides relying on word-of-mouth, Alouf Aesthetics advertises in the newspaper and will soon begin running ads on a local television station. "We are also working on a web page," Dr. Alouf said. ■



Jay Kulkin, M.D.



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