



The *Aesthetic Trends & Technologies'* Laser & Light Choice Awards were developed to give credit to those devices which are outstanding in their treatment categories. These awards are based on survey results conducted by *Aesthetic Trends*. The awards concept, categories, and accompanying comments were developed and written by David M. Cauger of Boston Aesthetics, LLC in cooperation with *Aesthetic Trends & Technologies*. The following descriptions are for the **ATnT Award** and **Honorable Mention** for each Treatment Category. This year there are expanded categories. A few categories have been removed and some added based on balloting comments received by ATnT.

The objective of these awards is to both recognize excellence as well as provide an avenue of understanding of what devices are available and suggested by your peers. Neither *Aesthetic Trends & Technologies*, Boston Aesthetics, LLC, nor David Cauger is in any way responsible for the outcome of any individual or entity, whether positive or negative, if they choose to purchase one of the devices by a manufacturer that received any one of the following awards.



# 2005

## Choice Awards



### *Cynosure Inc.*



Most Diverse Hair Removal Laser  
for All Skin Types

#### **Apogee Elite by Cynosure Inc.**

Combining the 755nm Alexandrite (Apogee 5500) and 1064nm Nd:YAG (Acclaim 7000) in one system made this laser an obvious winner. The 755nm is the "gold standard" for skin types I-III while the high powered Nd:YAG is the "gold standard" for types IV-VI. This is a serious "no compromise" laser for hair removal. The Elite is variable pulsed with both the 1064nm and 755nm wavelengths. The 1064nm may also be effectively used as a vascular and non-ablative laser. In addition, shortening the pulse width on the 755nm wavelength to 0.5ms will treat specific pigmented lesions. The independent SmartCool system allows for very light handpieces which significantly reduce operator fatigue when treating large areas.

2005

Choice Awards 



## Cynosure Inc.



### Best Hair Removal Laser for Light Skin Types

#### Apogee 5500 by Cynosure Inc.

The Apogee 5500 is a variable pulsed Alexandrite and a proven performer. 12.5mm and 15mm spot sizes with variable pulsed technology make treating large areas easy and comfortable. 755nm Alexandrite lasers which reach 20 milliseconds do not decrease efficacy when the proper settings are used. What it does accomplish are more comfortable treatments without affecting efficacies. The idea of having an independent epidermal cooling system has many advantages. First, handpieces are very light which greatly reduce operator fatigue. Secondly, if one handpiece fails, the practitioner may simply snap in another and avoid canceling appointments. Simply a great laser for lighter skin types. In addition, the practitioner may treat pigmented lesions with the 5mm spot and 0.5ms pulse durations.



### Best Laser for Facial Telangiectasias

#### Honorable Mention:

##### PhotoGenica VStar by Cynosure Inc.

This pulsed dye laser is one of the leading systems, and one of only two available for aesthetic applications. The pulsed dye laser is making a strong comeback due to technical advances in pulse structures, which create new treatment options and safer, more convenient operation. Cynosure's Cynergy, their next generation PDL with integrated Nd:YAG wavelength, may prove a real challenger in many vascular categories next year.



### Best Laser for Vascular Malformations

#### Honorable Mention:

##### PhotoGenica VStar by Cynosure Inc.

The VStar is a great pulsed dye laser. In my opinion, it would have won the balloting with a larger installed base. The downsides of the pulsed dye laser have traditionally been service and side effects. Side effects are mainly purpura and service being mainly the complexity of changing dye packs. The dye pack change-outs and other service issues have been for the most part technically solved. The purpura issue has been significantly reduced due to improvements in "sub pulses" which make up what a practitioner may consider to be a single pulse. Over a 30 ms pulse or "shot," there are "peaks and valleys" in between. Cynosure is one of only two manufacturers of the pulsed dye laser. It is demonstrating new and fully legitimate uses for this well investigated wavelength. Interestingly, Cynosure is pursuing new aesthetic applications for the pulsed dye laser.



### Best Hair Removal Laser for Dark Skin Types

#### Honorable Mention:

##### Acclaim 7000 by Cynosure Inc.

This laser is a proven, high powered 1064nm Nd:YAG that operates at high speeds. For epidermal cooling the Acclaim uses cold air. This system may also be used for vascular and non-ablative collagen synthesis treatments with specific settings and techniques. It is an excellent device with many treatment possibilities.



### Best Laser for Superficial Leg Veins

#### Honorable Mention:

##### Acclaim 7000 by Cynosure Inc.

This high powered Nd:YAG is very capable in this category.