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## **Innovative Concept Creates Unique Tx Category**

For patients seeking repair of photodamaged skin, typical treatment options fall into two categories: aggressive skin resurfacing or fractional rejuvenation versus milder chemical peels and photofacial treatments. However, there remains a large gap between these two ends of the treatment spectrum. A new fractional laser technology fills this void and provides patients with a cost-effective continuum-of-care to help prevent the signs of aging or maintain results achieved with more substantial treatments.

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# Clear + Brilliant Fills Gap Between Mild and Aggressive Facial Rejuvenation Procedures

By Kevin A. Wilson, Contributing Editor

As a new fractional laser system, the Clear + Brilliant from Solta Medical (Hayward, Calif.), provides patients and practitioners with an innovative and cost-effective anti-aging treatment option. This easy-to-use device can be applied therapeutically to bridge the gap between less aggressive modalities such as chemical peels, and more aggressive options such as deeper fractional laser resurfacing. Additionally, this device, which is FDA cleared for skin resurfacing, can easily and safely treat the face, neck, chest and hands as well.

Clear + Brilliant is ideally positioned as a preventive and / or maintenance therapy. Rapid treatment is tolerable and downtime is virtually non-existent, resulting in an effective adjunct to mainstay aesthetic treatments promoting a valuable continuum-of-care business model as well.



**Vic Narurkar, M.D.**  
Dermatologist  
Founder  
Bay Area Laser Institute  
San Francisco, CA

Primarily used for treating surface irregularities of the skin, the Clear + Brilliant device employs a diode fractional laser approach that is milder than other technologies, according to dermatologist Vic Narurkar, M.D., founder of the Bay Area Laser Institute (San Francisco, Calif.). "In my estimation the Fraxel Re:pair and Fraxel 1550 (Solta) are the current gold standards for what we consider to be the spectrum of non-ablative

or minimally ablative fractional resurfacing. I have been using these devices successfully since their inception but there is a strong need for the gentler approach provided with Clear + Brilliant."

"A large segment of my patient base is not ready for more aggressive treatments because their youth, mild photodamage or high-quality skin do not yet demand this sort of treatment," Dr. Narurkar further explained. "Yet they have clearly maxed out what can be achieved with skincare products, chemical peels or photofacials. Some want better results but are extremely active so they need to limit recovery time as well. Clear + Brilliant serves this population effectively."



**Susan Van Dyke, M.D.**  
Founder  
Van Dyke Laser & Skin  
Paradise Valley, AZ

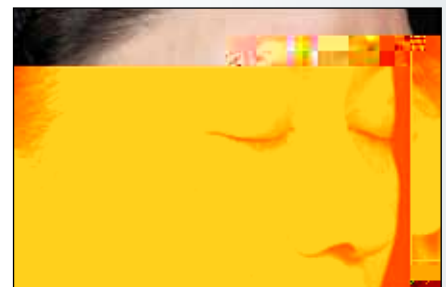
Susan Van Dyke, M.D., founder of Van Dyke Laser & Skin (Paradise Valley, Ariz.) was initially drawn to the minimal downtime with Clear + Brilliant. "It's easy to call this a niche-filler but really, we're talking about a large niche here," she said. "We often think about restoring lost youth to older patients and with this, we can start addressing patient needs considerably sooner and more broadly over the continuum-of-care for skin aging. Before now we didn't have anything to offer the patient between peels and aggressive lasers that would mitigate photodamage sooner and more subtly."



Clear + Brilliant



Before Tx



One week after six Clear + Brilliant treatments  
Photos courtesy of Solta Medical Aesthetic Center



Before Tx



One week after six Clear + Brilliant treatments  
Photos courtesy of Solta Medical Aesthetic Center

In Dr. Van Dyke's experience, many patients are familiar with, or easily educated about, the basic mechanism behind laser rejuvenation, so they view Clear + Brilliant as a sort of entry-level laser. Feedback so far has been very positive. "Even patients in their late twenties want treatment," she noted.



**Scott M. Gerrish, M.D.**  
Medical Director  
Gerrish & Associates MedSpas  
Vienna, VA

For years Scott M. Gerrish, M.D., medical director of Gerrish & Associates MedSpas (Vienna, Va.), has been offering very light treatment with the original Fraxel, in combination with a light chemical peel, as a midline option for his patients, so for his practice Clear + Brilliant was a natural fit. "Patients loved what we were doing with the original Fraxel," he said, "but now we're doing it better with Clear + Brilliant. Everyone wants to slow the appearance of aging. Nobody wants downtime or painful treatment – this is the perfect solution."

Dr. Gerrish believes the ideal patient is one that "feels they have outgrown the less aggressive treatments they've been relying on, while more aggressive lasers are still inappropriate for them. It's a continuum-of-care issue."

Engineered to address early or mild signs of aging and photodamage, such as increased pore size, mild brown spots or the onset of fine lines, Clear + Brilliant treatment is much more superficial compared to aggressive modalities. "While this level of photodamage won't really respond

to lighter treatments such as chemical peels, it is well beneath the stage that would call for more aggressive therapy," Dr. Narurkar elaborated. "The 1440 nm wavelength used in this device is perfect because it's a sort of intermediate between what we'd use for a photofacial and a traditional fractional resurfacing laser."

"It's a big plus that Clear + Brilliant is portable, elegantly and ergonomically designed, and easy-to-use," Dr. Narurkar added. "Patients are not threatened by its appearance in the least. Some patients have commented that to them, it looks like an iPad."

According to these experts, the learning curve with Clear + Brilliant, is very shallow and treatment can easily be administered by ancillary personnel with proper training. Treatment settings are predefined and selectable as low, medium or high, delivering 1440 nm laser energy continuously as the handpiece is rolled over the skin, versus the traditional stamping pattern which may create non-uniform treatment. Energy delivery is modulated automatically in relation to the user's hand speed, further assuring uniform treatment. Since the therapy is not as aggressive as other laser treatments, there is little or no line of demarcation between the treated and untreated skin. "It is definitely ideal for delegating to ancillary personnel once the staff becomes proficient in doing multiple passes at different vectors to maximize results," said Dr. Gerrish.

Overall, the process is relatively quick, including time for limited pre-treatment protocols. "Treatment with Clear + Brilliant requires only about ten minutes of topical anesthesia," said Dr. Narurkar. "We use a simple lidocaine preparation, maybe

4%. The ability to use minimal, short application time topical anesthetic speeds up treatment, but also allows us to treat multiple areas in one session without overexposing the patient to the topical. It's also faster in general if you treat everything in one session. For example, I almost always treat the face, neck, chest and hands in one session to promote global improvement; a face takes about seven minutes but I can do all four areas in about 15 minutes. That's how quickly I can treat."

Dr. Narurkar explained that with more aggressive lasers this sort of approach is not recommended for two reasons: more anesthetic is required, and treatment time would be greater as well. "I use Clear + Brilliant in conjunction with the Fraxel devices so I can reduce the overall application of anesthetic," he explained. "I'll use Fraxel on the face and treat the neck, chest and hands with Clear + Brilliant during the same session. This is very easy to do and gives patients an improved global result. Being able to treat facial and non-facial skin was always an advantage with traditional Fraxel, but many patients, especially younger ones, don't need treatment on their neck yet. As well, the neck tends to be sensitive, so again, Clear + Brilliant is a perfect solution to fill that gap."

For a therapeutic or corrective course of treatment, patients may undergo a total of three to six weekly sessions, then monthly or even quarterly for maintenance. "Being able to see incremental results is a real positive," said Dr. Van Dyke. "It keeps patients coming back for more and gives them confidence in what they're doing. There is no substitute for that in this business."

Although potential side effects may occur, these are very rare. According to Dr. Narurkar, most patients experience very mild side effects that will not limit them in their daily activities. "We typically see pinkness, like a minor sunburn, that lasts 24 to 48 hours maximum." As with many similar therapies, patients are advised to wear sunscreen to protect their skin during the recovery period.

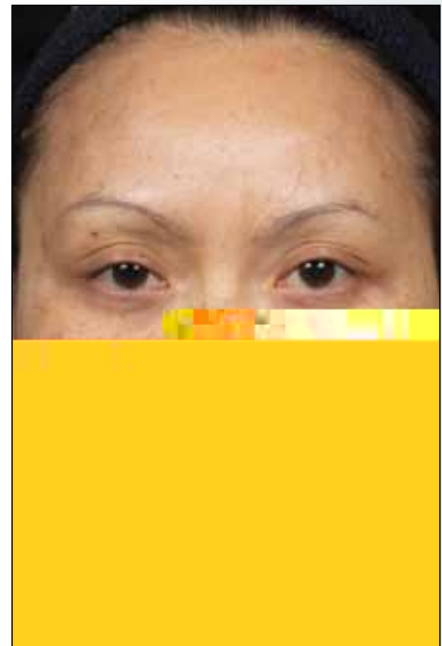
While clinical outcomes with Clear + Brilliant are more subtle than those observed with more aggressive laser therapies, they are by no means unimpressive. "Clear + Brilliant creates an improved and more even facial canvas," Dr. Narurkar added. "There is less blotchiness, the appearance of pigmented lesions is improved and skin is more radiant and youthful looking. One effect patients have regularly been reporting to me is a visible reduction in pore size, which is a common aesthetic concern, especially for younger patients, so this is an additional benefit."

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Results will vary from subject to subject, of course, but overall patients are very satisfied for a variety of reasons. "Initially, the pinkness from treatment makes patients feel as if something is



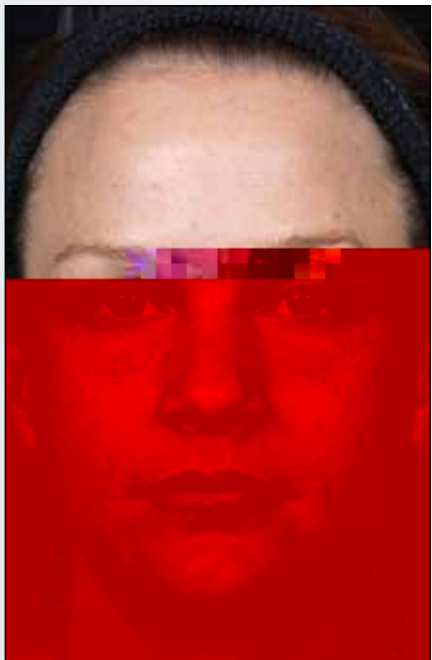
Before Tx



One month after six Clear + Brilliant treatments  
Photos courtesy of Solta Medical Aesthetic Center



Before Tx



One month after six Clear + Brilliant treatments  
Photos courtesy of Solta Medical Aesthetic Center

definitely happening, yet downtime is still minimal and doesn't interfere with life," Dr. Narurkar related. "Few things have true zero downtime, and this is about as close as it gets. After three or four treatments the results truly show themselves, but even a single treatment can have visible results."

Dr. Van Dyke added, "As long as the expectations are carefully managed, patients are thrilled with the results we achieve with Clear + Brilliant. It's gradual and consistent, not dramatic but still pleasing. Patients tell me they feel they're getting more than they see from peels, a greater brilliance and nice changes in texture."

In the hands of a creative practitioner, this novel device offers potential as a profit center because it may be used in a variety of ways. Treatment with Clear + Brilliant is affordable and appealing to those in the market for preventative aesthetic medicine.

Additionally, it functions as a maintenance option to preserve the results of more aggressive laser therapies. "One key to the satisfaction I enjoy with Clear + Brilliant is that I have a very mature Fraxel practice," Dr. Narurkar pointed out. "Happy Fraxel patients now have a quick, affordable, gentle and easily tolerable way to retain the results into which they've invested time and money. It also facilitates a better overall result. As microdermabrasion created a stir almost two decades ago, Clear + Brilliant might cause similar waves."

Dr. Van Dyke combines Clear + Brilliant with Thermage (Solta) skin tightening. "Since Thermage is all about subsurface tightening, patients with laxity – but good skin quality – can easily undergo both without worrying about overlap. As well, some

patients just want to freshen the appearance of their skin; we had a recent patient whose daughter underwent a session before her wedding for that very reason."

"Any subsurface treatment will be easily complemented by Clear + Brilliant, which treats superficially," Dr. Gerrish agreed. "The device is also easy-to-use in conjunction with neurotoxin and dermal fillers, two modalities popular with relatively younger aesthetic patients. Again, it simply enhances the overall result for the patient."

Significantly, Clear + Brilliant can serve as the centerpiece of a fully developed patient care plan, successfully carrying a patient from lower-tech options to the most aggressive treatments at a slower pace, focusing on maintenance and prevention. This translates into expansion of the patient base, and for the enterprising physician, patients for life.

"Physicians can offer Clear + Brilliant as a next step to the patient that has seemingly exhausted the chemical peel or photofacial," said Dr. Van Dyke. In the overall plan, the patient undergoes regular treatment with Clear + Brilliant, as well as subtler use of dermal fillers and neurotoxins (or other modalities). As the appearance of aging inevitably progresses – albeit more slowly because of this preventative regime – more aggressive lasers and similar modalities are brought in. "It's a great way to keep patients engaged, and to them, it's a long-term investment in their health and well-being. Most of us are willing to age, but we'd like to do so gracefully."

In Dr. Gerrish's experience, patients readily buy into this approach. "It opens up a new and appealing

avenue of treatment by offering prevention and maintenance. With milder or at-home treatment you usually get what you pay for, and my patients know it. So they love the concept of fighting aging on a regular basis without a huge commitment of

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