

Aesthetic Buyers Guide®

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Primary Care Edition

Autumn 2005

Aesthetic Center Embraces Photopneumatic Therapy

No pain, high clinical efficacy and safety were the driving forces that drove Dwight Hiscox, M.D., and his wife, Judy Hiscox, R.N., to offer photopneumatic therapy (PPx) from Aesthera Corp. (Livermore, Calif.) at their full service aesthetics center.

PPx combines the unique properties of broadband light with pneumatic energy. “I conducted a lot of research on existing technologies. The concept behind PPx simply made the most sense,” Dr. Hiscox explained. “Stretching the skin to dramatically increase the transmission of light for the highly efficient use of energy is very novel. Pulling targets closer to the skin’s surface makes a lot of sense.”

The low up front investment, minimal risk and pay as you go business model was “especially attractive because it allowed us to incorporate the latest technology into our practice immediately,” Dr. Hiscox said. “We acquired the latest technology at a very easy to adopt cost.”

“Our experience with other lasers and light sources for skin rejuvenation and hair removal is that there is a very fine line between efficacy and complications,” said Dr. Hiscox, who practices aesthetic medicine at FlashLaser Aesthetics in Encino, Calif. “The high clinical efficacy and extreme safety of PPx therapy was very appealing to us.”

Judy Hiscox, R.N., performs the majority of PPx treatments at the laser center. “Having used other lasers before, I found the comfort level of PPx therapy very impressive. Over 80% of my patients pay a premium for the PPx treatment because of its distinct benefits over our conventional treatment options. I actually didn’t believe the no pain treatments until I started using the system myself. We have not used any



Dwight Hiscox, M.D.

numbing agents on a single patient we’ve treated. Even when we treat traditionally sensitive areas like the bony aspect of the shin and the ankle, treatments with PPx therapy are painless,” she stated.

Initial applications are hair reduction, skin rejuvenation, and vascular and pigmented lesions. “We have been extremely impressed with vein treatments,” Ms. Hiscox said. “Typically, veins are slow to respond and the treatments are uncomfortable. With PPx, we see a visible change immediately with continued improvement over the following weeks. Early results for fine facial hair have also been promising.”

The learning curve of the Aesthera system “was not anxiety producing for us,” Ms. Hiscox said. Some other lighted-based technologies “have taken us literally months to feel like we mastered treatments. The Aesthera device has been easy to learn. Right from the very start, we achieved high efficacy without the fear of causing any damage.”

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Patient feedback has also been very rewarding. For example, “we had a patient with excessive hair growth who needed to take two Vicodin and four Valium in addition to prescription strength topical numbing before his diode laser treatments,” recalled Ms. Hiscox. “After a few sessions, he didn’t want to return. He told us we absolutely had to come up with a better treatment alternative. With the Aesthera PPx system, this patient needs no pain medication. In fact, he now types emails on his handheld wireless while undergoing treatment. My patients are definitely happier.” ■