

A close-up, high-quality portrait of a woman with dark hair and light brown eyes, looking slightly to the side. The image is the background for the entire page.

April 2014

***Don't miss
2014's
most
exciting
event!***

**All the event info
you need inside**

- *No room for guess work
in skin analysis*
- *IPL technology now available
to treat lighter hair shades*
- *Getting to the root of the problem*

plus

BEAUTY TECH
Conference™

be inspired
be informed
be motivated



Welcome to the first issue of Beauty Tech Magazine, the magazine supporting New Zealand's very own beauty therapy and advanced aesthetics conference, held on 6 and 7 July 2014.

Beauty Tech Conference was born three years ago, after I saw a need for New Zealand to have its own international standard beauty therapy and advanced aesthetics conference, with a kiwi flavour. We've listened to our audience, and have built the event around what the industry desires, needs and currently is missing, and we have a fantastic event ready to go again this year!



In fact, we've got so much great content lined up that we'd like to give you a sneak preview, and that's where Beauty Tech magazine comes in – we hope you enjoy it.

Thank you to our advertisers who have helped us to get our first issue of Beauty Tech magazine off the ground. We look forward to seeing you showcase your exciting and innovative skincare and skin technologies at Beauty Tech Conference.

Welcome to Beauty Tech, where you will be informed, be inspired, and be motivated – be a part of it in 2014!

Best regards,

*Ruth Nicholson
Event Director*

Contact us:

Magazine Editor – Melanie Pook | Email: melanie@beautytech.co.nz

Magazine and Event Director – Ruth Nicholson | Email: editor@beautytech.co.nz

Event Registration – ONLINE at Eventbrite or via email to: tickets@beautytech.co.nz



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BEAUTY TECH Conference™

be inspired
be informed
be motivated

Beauty Tech Conference is New Zealand's leading beauty therapy and advanced aesthetics event. It is designed for serious skin therapists, beauty therapists and cosmetic nurses who seek bite sized vital information across a range of relevant industry topics. Our business tools sessions will appeal to owners and managers, but will also be of interest to those aspiring to run their own clinics, or simply seeking to refresh their skill set. With 18 presentations over two days you won't be short of things to learn!

It can be tricky finding time to fit in your ongoing professional development during the year, but Beauty Tech Conference allows you to top up your knowledge base in just two days. We bring together top industry experts and new fresh speakers to engage and inspire you, and as always, a few surprises. This is not just any old event: be prepared to be informed, inspired and motivated.

Day 1: Safety / Awareness / Business tools

Featuring: Sharyn Raiti, Mentor Management; Dr Chris Dickey, GP specialising in skin cancers; Kel Marsh, Corporate River, Business Growth Specialist, sharing tips on what growing businesses have learnt; technical information about IPL and lasers, staff & HR management; website design information, and more...

Day 2: Skin knowledge / Skin technologies

An impressive line-up of speakers including: Dr Catherine Stone on platelet rich plasma (PRP); Florence Barrett-Hill on skin analysis; Chiza Westcarr on advanced knowledge on treating pigmentation; LED & Needling speaker, Janine Tait on skin nutrition, and more...

Register
now for
Beauty Tech
Conference
2014!

Date: 6-7 July 2014

Time: 8.00am arrival tea and coffee, first lecture opens at 9.00am, finishes at approximately 5.30pm

Venue: Novotel Hotel, 72-112 Greenlane East, Ellerslie; visit www.accorhotels.com/3060

Event website: www.beautytech.co.nz

Email us: tickets@beautytech.co.nz – we'll send you a registration form for you to complete, scan and email back to us, or post a hard copy to PO Box 60202, Titirangi, Auckland, 0642

We'll send you an invoice – payment can be made online via internet banking or deposit at any Kiwibank

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Look out for our new Beauty Tech Conference website – coming soon



Leading Beauty Tech exhibitors include:

- Advanced Skin Technology
- Clinic Care
- Cutera lasers
- Derma Aesthetics
- House of Aesthetics
- House of Camille
- Margaret Walsh Consulting
- Melanoma Foundation
- New Zealand Medical & Scientific
- NZ Laser Training
- Pastiche Resources
- Rosa Active
- Scan Medics
- Youth Beauty



Ladies, please bring any **unwanted handbags** to drop off in the Dress For Success (DFS) collection box in the foyer. As an official volunteer at DFS Auckland, I can honestly say nothing that makes me happier than being able to give a client we've just dressed for a job, a handbag to match her outfit – the smile is priceless. We also are in desperate need of donated lipsticks/cosmetics (new and unused).

For more information please go to: www.dressforsuccess.org/auckland

Ruth Nicholson (*Volunteer personal dresser & merchandiser*)



Take the next step in your business in 2014

We are pleased to announce international guest speaker Sharyn Raiti, Director of Mentor Management, will be attending Beauty Tech Conference 2014! Sharyn is an Australian trainer, coach, presenter and beauty industry mentor, with over 20 years' experience in senior roles in the beauty industry and formal qualifications in beauty therapy, training and coaching. We are delighted to be able to bring her across the ditch to share her considerable knowledge and expertise with you.

Sharyn's session will inspire you to "see your future, let go of the past, review where you are, look for innovation, adapt, and track forward". She'll help you to identify what's working well in your business and what needs review, as well as how to keep your clients excited and purchasing products and services from you.

In addition to Sharyn's one hour presentation during the day, we have an exclusive opportunity for a limited number of people to join her for dinner on Saturday 5 July. This will be a unique chance to ask some more in-depth questions in a friendly, relaxed environment. Please email tickets@beautytech.co.nz with "Dinner with Sharyn" in the subject line to find out more.





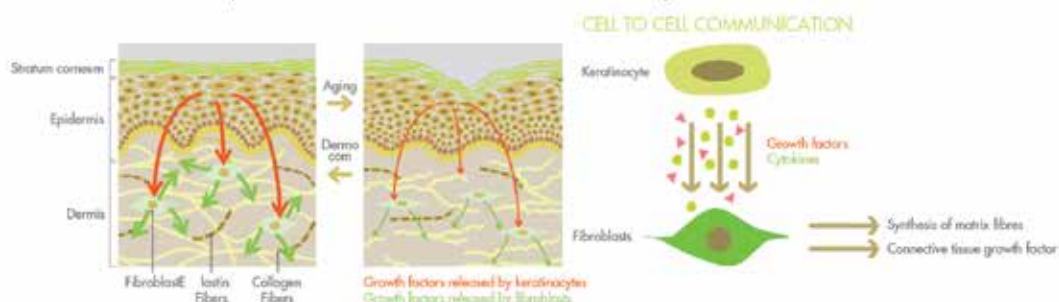
SKIN REJUVENATION BREAKTHROUGH - THE BIOCOMMUNICATOR

A sure way to reverse ageing in our skin!

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Crocus chrysanthus "Cream Beauty" is a creamy-coloured petal flower symbolizing rejuvenation and youthfulness grown in the mountains of southern Europe. Its bulbs contain nutrients which after penetration into the epidermis, can stimulate our own keratinocytes to secrete growth factors that can enhance the fibroblasts' synthesis of collagen, elastin and the extra cellular matrix (ECM) comparable to the effect of the one by our own transforming growth factors.

As we age, functions of skin like tissue repair, cellular turnover and skin regeneration have become impaired due to the decrease in cellular communication caused by a reduction of growth factors. As a result of this reduction in cell to cell communication, the fibroblasts produce less collagen and elastin but more enzymes instead to break down our skin matrix and collagen. This imbalance adversely affects the skin's structural network and the skin shows reduction in firmness, elasticity and density. Skin becomes thin, saggy with wrinkles forming. Clinical studies show secretion of various FGFs with CTGF up to 460% in fibroblasts incubated with keratinocytes first treated with *Crocus* extract for 72 hrs.



Other than *Crocus* extract, BIOCOMMUNICATOR treatment products also contain two other excellent ingredients. Hibiscus extract protects the bond of proteoglycans with the FGF-2 (fibroblast growth factor) optimise the functionality of fibroblasts, stimulating the production of Glycosaminoglycans of the dermis. Pseudoalteromonas Ferment Extract (PFE) with excellent cryoprotective effects against dehydration in cold or air-conditioned environment, enhances fibroblast adhesion and prickle layer adhesion to basal layer.

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No room for guess work in skin analysis

Florence Barrett-Hill CIDESCO, ITEC Dips

Many treatment protocols can fail to deliver the kind of results that clients expect and deserve, but why? Despite such an advanced beauty culture, many skin treatment practitioners still treat the symptoms and not the cause of skin conditions. In many clinics, detailed consultations and skin diagnostic tools are still not be used, meaning the skin analysis conducted is of insufficient detail to be technically useful.

By conducting a detailed examination and consultation, and using the appropriate diagnostic tools to determine the cause of the skin condition(s) and what subsystems of the skin have been affected, practitioners can formulate more appropriate and effective action plans.

Because we can't be sure what is happening within the skin just by looking and listening, skin diagnostic tools are absolutely imperative in establishing key points of reference for the important parameters or aspects of the skin that help determine skin type and condition.

In conjunction with a professional consultation, there are five aspects that should be examined:

Hydration: By monitoring the percentage of free water in the epidermis one is able to ascertain a number of key "Skin

Health" indicators, including the condition of the first three lines of skin barrier defense, the enzymatic action of the epidermis and the levels of fluid intake and dispersion of fluid intake.

Skin lipid levels: Testing sebum or skin lipids will help determine the state of the acid mantle; (the first line of skin barrier defense), and the important lipid bi-layers (third line of skin barrier defense).

Phototype: Today, with so many mixed ethnicities (and gene pools), the risk factors and protocols for many treatments involving heat, abrasion or chemicals need to be determined before choosing a modality.

Erythema: Measuring the density of the vascular mat provides information that will indicate the predisposition to permanent diffused redness and flushing. It also tells us about the density of the supporting connective tissue of the dermis, and the level of damage in older skins.

Anomalies: These can be pigmented or vascular in nature and should be recorded and measured with some form of microscopy with cross/parallel polarized light.

Only when we are using all the knowledge and tools available to us will we be seen as true skin treatment professionals.

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- Skin type & risk analysis; treatment pathway
- Save time with increased accuracy of diagnosis



* For use with Windows based computers. Computer not included



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Why choose a serum?

Serums have hit the spotlight lately and for good reason – they are seen as the true workhorses of a skincare product line. Serums are light, fast absorbing liquids used as an alternative or in addition to creams and lotions. Containing anti-oxidants, peptides, skin brighteners and even fruit based stem cells, serums have high concentrations of active ingredients, rather than filler ingredients such as mineral oils and petrolatums.

Serums are perfect for all skin types and for those wanting a weightless feel to their skincare, as they tend to be non-greasy and don't leave behind sticky residue.

When choosing a serum, look for the true super serums with well researched active ingredients such as IconicA™, the most stable form of medical strength retinaldehyde, able to be applied topically with minimum irritation. IconicA™ reduces the incidence of wrinkles and helps restore UV damaged tissues and will turn the clock back on skin ageing signs. When combined with powerful anti-oxidants such as resveratrol from giant knot weed, thiotane acting as a repairer for mitochondria DNA, and daisy flower extract for skin brightening, you really do have a potent product to deliver excellent results.

If you are seeking an intensive rejuvenating serum, look for products combining ingredients such as advanced anti-ageing Biomimetic Tripeptide, to speed up cell renewal and intensely hydrate the skin; white tea, which acts as a powerful anti-oxidant; mulberry fruit extract with a tyrosinase inhibitor, to help block the formation of melanin and reduce pigmentation; and bilberry extract, to add a skin conditioning agent which helps nourish the skin and increase the skin's vitality.

Talk to NZMS Medical Aesthetics about power packed serums at Beauty Tech Conference 2014 – we'll be showcasing the asap and Xcell skincare ranges.



To become a stockist contact NZMS Medical Aesthetics

W www.nzms.co.nz P 09 259 4062 E nzms@nzms.co.nz

Educating a new generation of engaged and inspired skin treatment therapists

Skin treatment therapists these days need to be informed across so many areas – products, technology and research – and it can be difficult to know where to turn for advice. With a plethora of needling devices flooding the market, and a good deal of misinformation fostering less than optimal practices and results, Derma Aesthetics provides world class education and products based on leading scientific evidence.

Rather than training skin treatment therapists purely to sell more product, Derma Aesthetics works alongside internationally acclaimed experts, such as Florence Barrett-Hill, Margaret Walsh, and Dr Lance Setterfield, to ensure best practice and to train the next generation of engaged and inspired therapists.

Derma Aesthetics is also leading the way in creating brand new, healthy, younger looking skin, through its dermaCIT range and the newly released dermaCIT pen for Collagen Induction therapy.

The dermaCIT skin care range was developed by leading German scientist Dr Hans Lautenschlaeger. The product formulations are based on the principles of corneotherapy and target maintenance of the natural skin barrier and the prevention of premature ageing in particular. dermaCIT products stand out as they are

customised to the needs of the individual – designed by a qualified skin treatment therapist, following a professional skin assessment. Active ingredients, proven in clinical testing to penetrate through the skin barrier, are combined with base creams that mimic the skin. The dermaCIT range is also free from emulsifiers, preservatives, fragrances, mineral oils, silicones, dyes and amines, leading to improved overall health of the skin and better results in skin correction.

Derma Aesthetics are trusted experts in Collagen Induction Therapy, the only rejuvenation treatment to maximise penetration of essential cell nutrients, and the release of growth factors associated with the positive aspects of wound healing, simultaneously. One of this modality's major advantages is that it eliminates the risk of melanocyte heat injury and actually optimises cell function, making it the ideal treatment for all skin types.

Find out more at Beauty Tech Conference 2014. We look forward to seeing you on Stand 18, and welcoming you to our lecture on corneotherapy and collagen induction therapy on Monday 7 July.



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IPL

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- Introduction to laser tattoo removal
- Questions to ask before buying capital equipment (machines, software, etc.)
- Business coach: How to ensure you spend your marketing dollar effectively
- Trouble shooting some common issues with IPL & Laser
- Update on Auckland Council's Health & Hygiene Bylaw and how this might affect you
- Q&A session
- Melanoma educator
- A chance to catch up with other past trainees and new trainees; stay in touch to build your support network

Register now!

Email: ruth@nzlasertraining.co.nz

Date: Monday 5 May 2014

Time: 10am-3pm

Venue: Universal Specialties Ltd (USL Medical),
494 Rosebank Road, Avondale, Auckland

Cost: \$56.35 inc. GST p/p, includes refreshments

**Seating is strictly limited to 20 places,
first in, first served**

Do you understand the core essentials of pulsed light and lasers?

If you operate pulsed light or laser equipment, NZ Laser Training's fresh, interactive and informative training workshops are designed to help you gain competency and confidence, whether you're starting from scratch or just need a refresher.

Our three levels of certification cover:

- the difference between pulsed light and laser light
- laser tissue interactions / competing chromophores
- the effect of pulse duration on treatment outcomes
- clinical observations and protocols
- what your wavelength can reach, treat and achieve

Benefit from our experienced trainers' real world skills and vast technical knowledge. Contact Ruth today to discuss your clinic's needs.

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Our trainers



Ruth Nicholson, Co-Founder and Managing Director of NZ Laser Training and Beauty Tech Conference

Ruth has a diverse background including a pharmaceutical and NZQA assessors qualification; with an extensive industry skill base which encompasses product specialist and training roles within the appearance medicine, dentistry and beauty therapy industries. Her knowledge extends to: medical and beauty equipment;

lasers and IPL devices; cosmetic medicine products (Botulinum toxin / filler); glycolic skincare and specialty medical devices. In addition to running NZ Laser Training, Ruth started Beauty Tech Conference three years ago as a way to ensure those seeking a professional learning forum in the beauty and aesthetic industries could gain inspiration, information and motivation from other like-minded business leaders.



Dr June Engle, FRNZCGP: Senior Clinical Trainer

June has been in general medicine practice for about 26 years and has been involved in aesthetic medicine for about 12 years. She also qualified for a Certification in Skin Cancer Medicine by the University of Queensland in 2013. Her experience includes laser hair removal, laser photo rejuvenation of the skin, skin tightening, fractionalised laser treatments, Botulinum toxin and fillers, leg vein treatments, medical skin peels, cellulite treatments, and microdermabrasion.

June is extremely conversant in issues of sun-damaged skin. June has personally performed well over 11,000 aesthetic procedures in the past ten years. She has also provided in-depth training to medical staff, nurses, and estheticians in aesthetic procedures and protocols and educated physicians interested in laser technology.

WHY TRAIN WITH US?

NZ Laser & IPL Training Centre courses are designed to help New Zealand beauty therapists and operators of cosmetic lasers and pulsed light devices deal with issues they face in their clinics every day. We are independent – we don't sell machines – so the information we provide to our trainees can be applied to any equipment or setting, based on AS/NZS 4173:2004.

You'll also benefit from:

- Current and 'real world' scenarios taught and discussed
- Small training groups with flexibility to work with your needs
- Medical grade tuition from experienced and qualified trainers
- Easy-to-follow training books, ideal for visual learners
- Fun, interactive, interesting and engaging learning to encourage passion and professionalism
- Exclusive on-going advice, support and access to NZ Laser Training forums
- Our passion! Our trainers love what they do and want to see your business thrive and grow



Our courses

Core Essentials IPL & Laser

19-21 May 2014 | 28-30 July 2014 – Be quick: Limited places available

Level 1: Comprehensive entry level and refresher training

Suitable for: beauty therapists, cosmetic nurses, dermal therapists, new or trainee laser technicians, or medical physicians seeking to enter into laser and pulsed light therapies.

This three day course ensures you have a sound understanding of laser science basics and thorough knowledge of how to operate your laser equipment safely, as well as covering clinical management protocols. The first two days are theory-based, followed by one day of practical sessions to cement your learning.

Cost: \$1,840.00 inc. GST p/p

Continued Essentials IPL & Laser

14-15 July 2014 | October 2014 (Dates TBC)

Level 2: Intermediate level clinical competency on pulsed light and laser

Suitable for: those who have already completed the Core Essentials Level 1 course, or pulsed light and laser professionals who possess the necessary science and foundation knowledge (evaluation required prior to entry to this course) seeking clinical tuition and intermediate level development on pulsed light and laser.

Day one of this two day course includes a review of laser science and clinical trouble shooting. Day two is practical tuition, co-taught by an experienced medical doctor. Participants will have the opportunity to discuss case /client scenarios from their own clinics, as well as learning what happens on the skin during treatment, when to refer and why. The day also includes continuing education on matters that affect all laser and pulsed light operators such as melanoma, skin cancers, types of pigmentation, how medical conditions affect the skin and more. This training includes group evaluations for hair removal, vascular and pigmentation, and a homework assignment (to be completed within three months).

Cost: \$1,495.00 inc. GST p/p

Advanced Clinical Workshop

16 June 2014 | October 2014, March 2015 (Dates TBC)

Level 3: Advanced one day workshop

Suitable for: those who have already completed the Core Essentials Level 1 and Level 2 courses, or pulsed light and laser professionals who possess the necessary science and foundation knowledge (evaluation required prior to entry to this course) seeking expert clinical tuition.

This one day workshop offers practical tuition and clinical guidance with Dr June Engle. Topics covered during these workshops are tailored to meet the needs of participants. Clinical evaluations are conducted throughout the session. Trainees also complete a written evaluation in a group setting, and will be asked to return a homework assignment based on their individual needs (to be completed within three months).

Cost: \$862.50 inc. GST p/p

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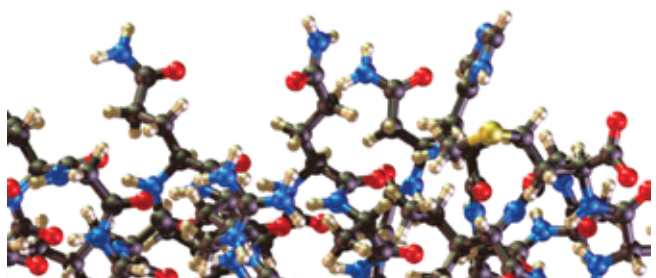
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IPL technology now available to treat lighter hair shades and darker skin types

French based company EFB Beaute has successfully developed an internationally patented, world-first IPL technology that can treat lighter hair shades and darker skin types. In addition, the New Square Pulse Technology is less painful than traditional IPLs, and is suitable for treating skin type 5 on the Fitzpatrick scale.

How does it work?

Traditional hair removal uses an applicator head emitting high intensity flashes of filtered light. The energy from this light is absorbed by the chromophore melanin (which is responsible for hair pigment or colour). Dark hair, which is rich in melanin, readily absorbs this light and transfers it as heat into the surrounding capillaries, which supply blood to growing hairs. When the blood vessels are destroyed in high temperatures additional hair growth is prohibited.

The new Patented French technology is unique in that it does not rely on the hair pigment to absorb the light energy, meaning it can effectively target those hair shades not so rich in melanin. Instead, the technology targets the blood vessels directly, preventing the growth of blonde, grey, white and red hairs.

The EFB Beaute IPL emits different wavelengths to target the blood vessels surrounding a different chromophore – haemoglobin, allowing it to treat lighter hair (blonde, grey, white, red). Unlike other light based depilation treatments, the IPL doesn't vaporise the hair, but coagulates the blood vessels supplying the follicle. The hair will remain in the skin and often become attached to the epidermis, falling out after one to three weeks, as the epidermis renews itself. The hair may appear to grow a little faster during this period, while the epidermis pushes it out. Because the additional wavelengths emitted by the EFB Beaute IPL target haemoglobin and not melanin, it can also effectively work on darker complexions without risk of burning or hypo pigmentation.

Because not all hairs are growing at the same time (some are in transition, others are resting) it can take anything between 4-12 treatments to successfully reduce the hair in any one area.

An independent clinical trial by DermScan, an authorised clinical testing centre by the French Ministry of Health, observed a 41% decrease of white/blonde hair after ONE treatment with EFB Beaute IPL.* Over a course of one year clients undergoing treatment for fair hair reduction have had the same results as clients traditionally treated for dark hair removal.

EFB Beaute IPL technologies now available in New Zealand are the Adena and Ariane models.

*Copies of this study as well as New Zealand testimonials are available from Youth Beauty Ltd.

Gain a Competitive Edge

ADENA

Square-pulse IPL – FRENCH Patented Technology

Clinically proven for skin rejuvenation and white, blonde, red & grey hair!!!
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Getting to the root of the problem

Ruth Nicholson, Managing Director, NZ Laser Training

Ask yourself, why does hair come back, and can you avoid this issue without serious side effects? I've recently been asked by some practitioners why clients are suffering from 'light induced hypertrichosis' (LIH) after undergoing a series of IPL treatments or laser hair removal (i.e. after 12-18 months). Clients are confused as to why they are not achieving results, and are also unaware that they may potentially be experiencing a common side effect known as 'paradoxical hair growth', where hairs adjacent to the treated areas can be stimulated to grow new hairs, due to bio-stimulation from the light. Unhelpfully, rather than properly diagnosing the situation, some clinics are touting stories as to why the hair is still coming back.

So what lies behind LIH?

Laser physics show light sources rely on a chromophore or target (melanin being the most effective) to attract the light, therefore creating heat in sufficient enough degrees to cause fatal destruction of the target. However, the target, in this case the hair, sits at varying depths in the skin. Some terminal hairs may be as deep as 5-6mm, vellus hairs are closer to the surface of the skin and (supposedly) provide an easier target for the light source. This is where a problem can arise – the light being transmitted into the skin cannot reach the target, or more importantly, is 'distracted' by other natural targets such as melanin in the epidermis, thus the hair is not completely destroyed and can regrow.

Wavelengths lower than the infrared threshold of 700nm have a much higher affinity to melanin. They cannot penetrate deeply into the skin because the light source is 'distracted' by melanin targets in the surface tissue layers. In darker skin types V and VI such wavelengths led to unacceptable rate of complications such as epidermal burns and post treatment hyper pigmentation, due to this strong competing epidermal melanin. In some cases, even in Fitzpatrick III with high degree of sun damage (known as actinic bronzing) and lighter Fitzpatrick IV skin types, the client will be adversely affected from a safety point of view when these lower wavelengths are used for hair removal.

Let's look at the science behind the wavelengths, as this is non-negotiable. Wavelengths emitted from broadband, polychromatic light sources such as IPL devices have limited depth of penetration so they will always be limited in what they can reach under the skin. In the case of wavelengths over 700nm, the light source is able to reach deeper and as the nanometres go up in number the less likely the light is to affect the superficial targets, meaning it will penetrate

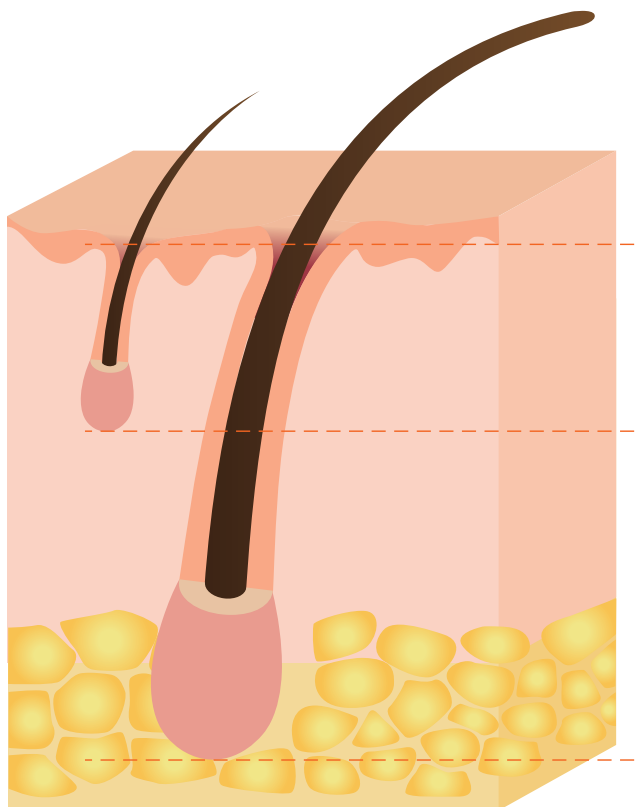
deeper into the skin. These longer wavelengths, 750-900nm for IPL and 755-1064nm for laser, are more effective at reaching hair targets in the deeper layers of the skin (for example, 3-4mm or 5-6mm respectively, based on their ability to transmit without competing chromophores).

As a laser/IPL professional, achieving optimal results for your client is your aim, but safety is paramount. Having the knowledge to find the right wavelength and treatment type for your client's skin type is crucial for avoiding LIH or adverse side effects.

Just relying on your machine to do the job is a risky affair. Unfortunately Food and Drug Administration (FDA) clearance is easier to achieve than many believe, and so when you read that a system is 'FDA cleared' for darker skin types, I'd advise you to clarify the science behind this by addressing the wavelength issue. Companies who can safely treat darker skin types will be able to show that safety is not a problem, even when higher fluences and shorter pulse durations are used.

Confused, need more facts or clarification? Feel free to contact me personally.

Email: ruth@nzlasertraining.co.nz. Our aim is to increase awareness and understanding of these topics so that you, the Laser/IPL therapists, are able to ask the right questions from your suppliers and other industry training providers.



Survivor – Outwit, Outlast, Outplay

In season 28 of the reality TV Show Survivor, Brains, Brawn and Beauty all competed against each other. But that's not so with Cuter's lasers and Intense Pulsed Light (IPL) Systems. Cuter's Platforms have Brains, Brawn and Beauty: advanced technology, robust design and sleek appearance, making Cuter and their customers winners season after season, year after year.

Outwit: Instead of reality TV, Cuter has real time calibration, that's the Brains. Other brands can mistakenly deliver more light energy than required during a patient's treatment. This is not the case with Cuter's systems. Real time calibration makes these products the smartest in the game. These machines are smart enough to consistently match the energy being generated with the desired energy output – with every pulse, without the need for the operator having to think about completing a calibration check. This feature is akin to the hidden immunity idol on Survivor, keeping your patients safe from burns and protecting your business' reputation. Furthermore, Cuter's IPL Systems all have programmable wavelengths, thereby eliminating the need to change filters or hand pieces. That outwits all of our competitors' products.

Outlast: Cuter's systems are built to last. Throwing a system away after only a few years just doesn't make economic sense for businesses, except for the manufacturer and its shareholders. And has anyone ever heard of a country that's running short on landfill? When you purchase a platform from Cuter, there are no costly, ongoing consumables (except for the occasional glass of water). Consumables only add to the overall purchase price – which many forget to factor into the price before deciding which brand of machine to purchase. Did you know that in New Zealand some of Cuter's original products are still being used today, 15 years on? That's testament to our technology and outlasts all our competitors.

Outplay: Cuter is the only company that delivers the much talked about Square Pulse Technology. Cuter's engineers set out to investigate the major players in the Aesthetic Device Field and demonstrated only Cuter's products truly deliver a pulse that's square. This engineering feature provides greater safety and efficacy during treatments. Other significant features true to Cuter include the speed at which these machines recharge after releasing a light pulse, making them one of the fastest on the market. That outplays the competition.



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