

The Polaris WR scores on cost and patient recovery time, says Dr. Michele Sasmor

Today's professional people want to stay young looking, but they often don't have the time to spend on recovering from treatments like facelifts. That's where the Polaris WR system with elos™ combined energy technology comes into its own.

"Surgical procedures have a two or three-week recovery time," Dr. Michele Sasmor said. "But the non-invasive treatments with the Polaris system take about 30-45 minutes with no need for anesthesia and no down-time. The patients can go straight back to work." And Dr. Sasmor should know – as well as using the Polaris system to treat her patients, she's also had multiple treatments herself!

In this "baby boomer" era, Dr. Sasmor sees the use of the Polaris system as a major growth area. "Women in particular, but men also, are becoming more conscious of their appearance and want to continue working and competing with a younger workforce. Maintaining a younger appearance gives them a competitive edge," she added.

The Polaris system with elos™ combined energy technology uses Bi-Polar Radio Frequency and high-power Diode LASER to deliver focused and predictable performance with lower energy levels that assure high patient comfort and superior results. It is also the safest technology available using lower energy levels. The system benefits include superior, repeatable results for wrinkle reduction at both the epidermal and deep dermal levels in the same treatment. The Polaris system also delivers selective thermolysis to vascular lesions including telangiectasia and leg veins up to 3mm in diameter.

Dr. Sasmor has been in practice at RiverSong Plastic Surgery in Newburyport, MA, for the past 10 years. This busy private practice does about 60 percent reconstructive surgery and 40 percent cosmetic surgery. She originally had the Aurora machine from Syneron and then added the Polaris. "Having two machines works better for us," she explained. "We almost always use our two lasers together and find the skin texture becomes much softer. One of the big things people notice is that their skin is more radiant and definitely tighter. We are seeing really major skin improvement with significant wrinkle reduction.

"The Polaris system can be used in combination with other modalities such as Botox, Collagen or Restylane for an even greater improvement. Treatments need to be staggered, ie. Polaris treatment one week before or two weeks after Restylane injection." Patients love the almost instant improvement in their facial appearance. As well as using the system in the cosmetic field, Dr. Sasmor occasionally uses it in reconstructive treatment. For example, when someone with skin cancer has had facial reconstruction, the Polaris can be used afterwards for improvement in the skin texture and for treating scars.

Describing the Polaris system as "a nice option" for patients, Dr. Sasmor said that some people come in thinking they need a facelift and can, instead, be offered this non-invasive alternative. Plus, chemical peels "don't give as much tightening and wrinkle reduction as this system does." One patient had fat grafting around the orbital region that was a little puffy, she recalled. "We used the Polaris to smooth that out, and the

patient said it was the best improvement she'd had in eight months of trying to take care of the puffiness."

As for cost, five basic treatments come out at about one third to one quarter of the cost of a facelift. "Aging is a constant process. Some people think they are just going to get one procedure, but maintenance is always required. Polaris therapy should be done three or four times a year to maintain the improvements, but it is still much less expensive than having a facelift, and there is no down time for the patient," she added.

In fact, the system provides for higher profitability in a number of ways, including an unprecedented service warranty, no consumable costs, easy system maintenance and durable performance. In addition, it comes with on-site clinical training and a value-added service of practice development consulting.