

SYSTEM OWNERS

Special Owner Section on Palomar Website

Palomar has recently introduced a new section on our website (www.palomarmedical.com), the *Palomar Lux Club*. The *Lux Club* is a password-protected section exclusively dedicated to Palomar System owners. This section contains clinical information that will help owners to get the best results from their systems, and marketing material that will help them to promote Palomar treatments to their client base and the general public.



System owners who bought directly from Palomar will receive Lux Club log in information within a month of

purchasing their system. If you are an owner and have not received a User Name and Password, please contact Palomar at 781-993-2452.

Earn Two CEUs through the Palomar Lux Club

Palomar, in cooperation with CEU Direct, is offering a CEU program for all Palomar system owners. The program, titled *Introduction to the Aesthetic Uses of Intense Pulsed Light*, is a great way to add to your current aesthetic knowledge, and a great educational resource for new staff members.

The program is completely web-based and upon successful completion you can print a "Certificate of Attendance" from your own computer. To access this program, go to the LuxClub Clinical Page of www.palomarmedical.com and click on the Palomar/CEU Direct Icon.

Palomar Events

Palomar holds regular hands-on seminars, web seminars, workshops, advanced training meetings, and exhibits at industry tradeshows. Here are a few of our upcoming events.

TRADESHOWS

Jan. 26-29: American Academy of Cosmetic Surgery, Orlando

Mar. 4-6: American Academy of Dermatology, San Francisco

HANDS-ON SEMINARS

Jan. 14, Toronto, ON

Jan. 14, Bethesda, MD

Jan. 15, Orlando, FL

Jan. 21, Boston, MA

Jan. 22, Scottsdale, AZ

Feb. 16-19: Palomar Laser/Light Forum in Vail, Colorado

WEB SEMINARS

Jan. 25: Haneef Alibhai, MD

Feb. 8: User Group Event

Feb. 15: Joel Cohen, MD

Registration and full listing of dates and topics online at www.palomarmedical.com

New StarLux Training CD



StarLux owners will soon be receiving a new training CD-ROM.

This interactive training CD gives you a thorough overview of the material contained in your Operator's Manual, including set up, operation, safety precautions, and performing optimum treatments.

This CD is an excellent guide to getting started with your system as well as a valuable reference for you and your staff to reinforce all aspects of your training as time goes by.

HURRY!

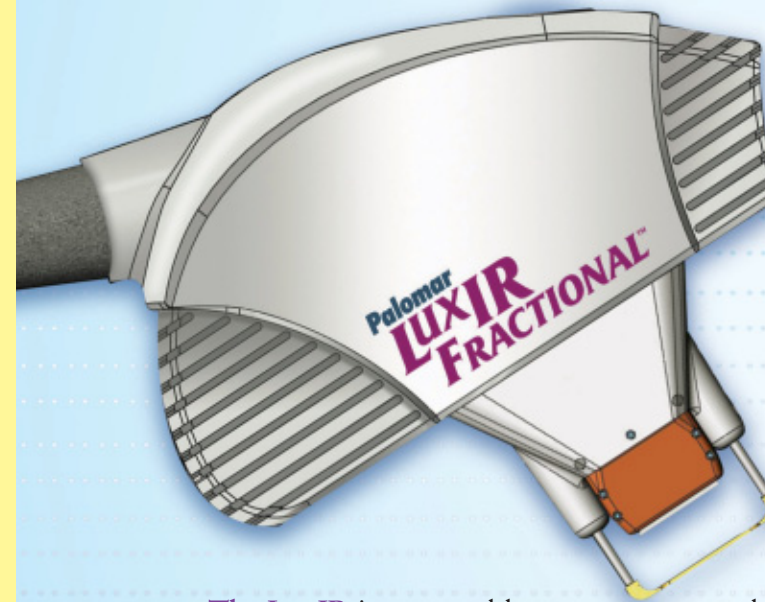
YEAR END HANDPIECE DISCOUNT

Order the LuxR™ or LuxV™ handpiece for **\$9,900 each** – a **23% discount** on the list price – or order both handpieces together and pay only **\$15,900!** This **special offer ends December 31, 2005** and applies to Palomar System owners only. The LuxR performs permanent hair reduction on large body areas of all skin types, while the LuxV clears acne and pigmented lesions. **Contact Customer Service at: 800-725-6627, Ext. 315** to take advantage of this offer before the year ends!

PALOMAR NEWS

PRODUCT NEWS

Palomar Introduces Fractional Infrared Technology



Palomar will introduce the LuxIR Fractional™ Infrared Handpiece by the end of 2005.

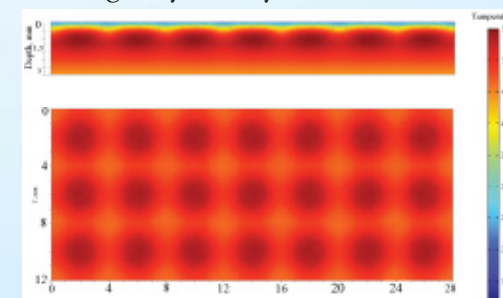
This StarLux attachment has received FDA clearance for deep heating for pain relief. Clinical research is also showing significant results in skin tightening through wrinkle reduction, and Palomar intends to seek FDA clearance for this indication as well.

The LuxIR is powered by a non-coherent light source, which produces light pulses in the 800-1300 nm range of the electromagnetic spectrum. This range allows deep penetration of light into the dermis.

"Deep heating technology has been shown to trigger a biological response which leads to remodeling of the deep dermis,"

explains Gregory Altshuler, Ph.D., Palomar's Vice President of Research and Development. "This structural change can smooth out fine wrinkles and minor sagging. The Fractional aspect means that we deliver light as a regular array of small beams. The LuxIR also features contact cooling before, during and after every light pulse for maximum patient comfort."

"Fractional technology is a major advance," continues Altshuler. "It allows for faster healing time and safer treatment. It could be a great application for several different StarLux handpieces, so we are looking very closely at it."



Palomar Medical Technologies
82 Cambridge Street
Burlington, MA 01803
781-993-2300
www.palomarmedical.com

EDITOR
Irene Szewczuk

ART DIRECTOR
Marie Sheridan

CONTRIBUTORS
Richard Bankowski
Kayla Castle
Michael DiToro
Jeff Knight
Mary-Margaret Mulligan
Martha Mazzarino
Bruce Philbrick
Mary Stoll
Paul Weiner

CLINICAL UPDATE

The New LuxG™ Series II Handpiece

By Richard Bankowski,
Field Clinical Director

As I meet with our customers from all over the world, I ask what we as a company can do to provide safer and more effective treatments. Some of the thought leaders in cosmetic dermatology have suggested to me that they can enhance their results even further if we increase the StarLux™ System's available fluence at shorter pulse durations. So that's just what we did; for example, in introducing the Palomar LuxG™ Series II handpieces, we have increased the available fluence

at both 5 and 10 ms settings. This has allowed an enhanced effect on very small vessel treatment, including rosacea and port-wine-stains (PWS).

LuxG Series II technology is being used routinely with great success and safety. On my recent trip to London to attend the EADV conference, I met with some of Europe's top dermatologists, who use LuxG Series II as their preferred method of treating vascular conditions. I also traveled to Switzerland to

observe treatment of pediatric PWS with this handpiece.

Historically, these treatments were only performed with pulsed-dye lasers, but with Palomar's advances in optimizing light filtration and flexibility in available fluences and pulse durations, the LuxG Series II has become more effective than ever before.



CORPORATE NEWS

Palomar Awarded Contract Extension from US Army for PFB Research

Palomar has received additional funding of \$888,000 and a 12 month contract extension from the Department of the Army to continue development of a light-based self-treatment device for Pseudofolliculitis Barbae (PFB). The initial \$2.5 million research contract was awarded to Palomar in February 2004.

PFB, commonly known as "razor bumps," is a chronic, dermatological disorder that afflicts over 50% of African-American and Hispanic military personnel. To date, the only effective treatment is the cessation of shaving. The high incidence of this condition in the military impacts unit cohesion and combat readiness as soldiers are unable to comply with military grooming requirements and are not able to wear tight fitting gas masks and other protective equipment.

Commenting on the additional funding, Dr. Michael Smotrich, Palomar's Chief Technical Officer, said, "Palomar is strongly motivated to provide the military, and eventually the civilian community, with a self-treatment device capable of controlling PFB. This program extension will help us to provide the government a complete evaluation of current technology and will ensure an optimum solution to the PFB problem."

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PRACTICE PROFILES: HELEN TOROK, MD

An Integrated Approach

Dr. Helen Torok is director of Trillium Creek Dermatology and Surgery Center in Medina, Ohio, one of three care centers integrated into a 70-employee facility.



"Our staff includes another dermatologist, a Mohs surgeon, three full time PA's, and we are planning to add a plastic surgeon shortly," says Torok, a board-certified dermatologist. "We have been in practice for 28 years, and it's become a real family operation."

Dr. Torok directs the Medical Dermatology Center, which offers laser and pulsed light hair removal, skin rejuvenation, and facial vein clearance, as well as Botox® injections, skin peels, and more. Her husband, Dr. Leonard Torok,

provides homeopathy, acupuncture, and other natural treatments in the Holistic and Wellness Center, while daughter Heather Torok manages the Derma-Spa, which delivers microdermabrasion and facials in a tranquil setting.

"Heather is CEO of Trillium Creek. She has an MBA and her marketing and business skills have taken us to the level that we are at today." A major factor in this success is Palomar pulsed light and laser treatments. "I love the StarLux

System," says Dr. Torok. "StarLux photofacials are our second most common procedure in the office after Botox. We also use the Lux1064™ handpiece for leg veins.

"I think our success is due to our integration of medical, surgical, and cosmetic dermatology services," Torok continues. "This allows us to give our clients an exclusive combination of treatments and therapies for all skin conditions – the best quality skin care that technology has to offer."

MARKETING YOUR AESTHETIC PRACTICE

Getting the Most Out of Advertising in Your Local Newspaper

By Mary-Margaret Mulligan

Advertising is a core marketing activity for every business, including your aesthetic practice, and advertising in your local newspaper is an effective and economical way to reach a large number of potential clients in your area.

AN ATTRACTIVE AD STRATEGICALLY POSITIONED ON A NEWS PAGE WILL DRAW MORE ATTENTION than a classified ad. Remember, your ad should focus on increasing awareness of the aesthetic treatments you provide and promoting the identity of your practice.

Does your local paper feature a Health or Beauty Section? Publishers are usually eager to run ads that tie in with editorial content. Ask to have your ad positioned in this section. Maybe your practice can even be featured in an article. Editors of local papers are often looking for newsworthy events.

BE YOUR OWN PUBLICIST: WRITE A PRESS RELEASE AND FAX IT TO THE EDITOR.

The press releases found on the **Palomar Business Builder Kit CD** can provide you with the basic framework.

CONSIDER A ROTATING AD CAMPAIGN.

Run a series of three or four different ads that change on a weekly basis. This will maximize your exposure and your message without requiring you to purchase a large ad. The **Palomar Business Builder Kit CD** contains ads perfectly suited for a rotating campaign. Just give the newspaper production department the CD and instruct them to add your contact information to the ad.

MANY NEWSPAPERS CAN PROVIDE GRAPHIC DESIGN OR PRINT PRODUCTION SERVICES FOR A SMALL FEE if you want to design your own ad. Some newspapers will even include this service in the price of the ad — just ask them.

REMEMBER TO TRACK THE RESULTS OF THE ADVERTISING CAMPAIGN.

Staff should always ask new patients, "How did you hear about us?" and keep a spreadsheet of the patients generated through advertising. Tracking the results over time will allow you to better determine which publications, offers, and ads work best for you.

ADVERTISING SHOULD BE TREATED AS AN ONGOING MARKETING ACTIVITY AND BUDGETED AS SUCH.

Running one ad sporadically will probably not yield very high results. Rather, advertising should be embarked on as a campaign, with the goals of increasing your community's awareness of aesthetic treatments and promoting the identity of your practice. Commit to an advertising plan for 3 to 6 months, track the results, make adjustments as necessary, and stick with it!