2019

LATEST TRENDS IN MEDICAL AESTHETICS
According to the American Society of Plastic Surgeons, in 2018, the number of cosmetic procedures completed in America rose by a quarter million to 18 million, of which, 15.9 million were minimally invasive. This is a trend that continues to grow and is driven by the accessibility and effectiveness of non-invasive cosmetic procedures.

Since 2015, consumer interest in minimally invasive treatments has been outpacing interest in surgical treatment options, especially when it comes to skin treatments. As more patients are opting for cosmetic procedures, they’re looking towards non-invasive techniques - casting aside scalpels, needles, and syringes, and looking towards the light for results. With the development of compact, precise, medical laser machines, you can prepare your business to meet the changing needs of your patients, and thrive in any economic climate.

The benefits of medical laser aesthetics lie in a variety of different factors that, ultimately, lead to better value and convenience for your patients without compromising on results. Most medical laser procedures can be completed within 30 minutes or across several sessions that can be set to suit any schedule, which to many, is much more appealing than having to endure a surgical procedure for a similar outcome.

Medical laser aesthetics help your business and your clients achieve great results when treating:

- Acne
- Photodamage
- Vascular Lesions
- Fine lines
- Wrinkles
- Textural imperfections
- Skin rejuvenation
- Skin tightening
- Pigmented Lesions
- Rosacea
- Spider veins
- Scars
- Tattoo removal
- Hair removal
Public perception is changing, and so are available treatments

Cosmetic procedures have experienced positive change in attitude by clients, due to the new techniques that are convenient, reliable, and that yield impressive results. The availability and affordability of medical laser aesthetics open the door to a broader range of customers that previously shied away from such procedures, including males. The past 5 years have seen laser hair removal for males increase by 44%. This presents an exciting opportunity for your business, as males are a demographic who were previously underserved and otherwise seemed generally uninterested in cosmetic procedures.

Today, more men are embracing cosmetic treatments to help boost their confidence and enhance their physical appearance, especially when seeking a competitive advantage in the job market. For example, last year, 1.3 million cosmetic procedures were performed on men, which is a 29% increase since 2000. This upward trend is seen across the board, and the market is expected to continue growing due to a shift in preference from surgical to fast and convenient non-surgical procedures.

Patients want cutting-edge, without going under the knife

When considering a cosmetic procedure, depending on the nature of the treatment, some patients will have to decide whether to go for an invasive surgical procedure or one that is non-invasive or minimally invasive. With comparable results, most patients prefer not to undergo an invasive procedure for a number of reasons.

Why choose laser:
1. Treatments take much less time to complete and can be done over several appointments (if necessary), for optimal results.
2. Side effects and complications are significantly reduced.
3. Non-invasive methods leave behind no scars, as no incisions are made.
4. Recovery time is significantly shorter for non-invasive methods.
5. It is more cost-effective.

The convenience and effectiveness of laser treatments in a society where people are more open about undergoing such procedures represent a valuable opportunity for your business.

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3. Public perception is changing, and so are available treatments.

4. Patients want cutting-edge, without going under the knife.

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SharpLight produces innovative and effective multi-purpose all-in-one laser and light-based devices that includes 4 clinically proven technologies to help you treat your patient’s various aesthetic conditions. These clinically proven technologies include: Dynamic Pulse Control™, Radio Frequency, VermaDerm™ and Laser.

**Dynamic Pulse Control™**
A proprietary technology of SharpLight, that allows the operator to easily control the strength of light energy between three pulse configurations - smooth, long or high. The configurations help facilitate a range of thermal effects to safely and effectively treat a variety of indications such as hair removal, acne, skin rejuvenation, as well as vascular and pigmented lesions.

**Radio Frequency**
RF is a safe and effective technology that is clinically proven to rejuvenate facial skin, contour the body, reduce cellulite and more. RF delivers heat to tissue based on the properties of the tissue itself, making it very effective when targeting cellulite, or treating wrinkles and stretch marks.

**VermaDerm™**
VermaDerm™ is a fine-tuned infrared technology, which is considered the gold-standard in aesthetic treatments. It is used for a variety of applications such as tightening lax skin and improving various textural concerns.

**Laser**
Lasers have an established track record in delivering rapid and deep tissue ablation, quick re-epithelialization and skin resurfacing with optimal results and short recovery time. The wide range of wavelengths allow for a variety of treatment indications such as skin resurfacing, vein and tattoo removal.

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**The benefits of adding SharpLight devices to your business include:**

1. Significantly less physical space taken up by the device in comparison to other systems.
2. One device can provide multiple treatment options for an assortment of conditions.
3. Procedures are quicker, increasing the volume of patients you can serve.
4. Treatments are less painful for patients, with minimal recovery time.
5. Helps you grow your practice by providing more options and services to your patients.

SharpLight devices provide your business and customers with more options, superior results, and better value. Incorporate SharpLight systems to take advantage of this booming industry, and keep your Patients coming back for more!
ABOUT SHARPLIGHT

SharpLight Technologies Ltd. designs and manufactures non-invasive aesthetic medical solutions for treatment of a broad range of applications such as Hair Removal, Acne, Pigmented lesions, Vascular lesions, tattoo removal. The company is an expert in the aesthetic field and its proprietary DPC™ and VermaDerm™ technologies have redefined treatment effectiveness, comfort and speed. SharpLight offers a full line of stand-alone and multi-technology aesthetic workstations powered by DPC, RF, VermaDerm and Laser technology.

For more information visit SharpLight.com