

light

future

Lise Petersen spoke with Israel's **Moshe Mizrahy**, CEO of Syneron Medical Inc, about Syneron's current Elos technology and future innovations.

If we look at history, in the 1980s only laser technology was available for dermatological aesthetic medical use, that is skin treatment of all kinds,' says Moshe Mizrahy, CEO of Syneron Medical Inc. 'Because of this the aesthetic medical business was only in the hands of the professionals – specialist dermatologists and some plastic surgeons.

'Then in the beginning of the 1990s a company called ESC Medical invented new technology called Intense Pulsed Light (IPL). Basically by using IPL they managed to design and develop safer machines that, I would say, cost less to manufacture.

'Once IPL became standard in the industry in the 1990s, more and more doctors had the opportunity to experience the technology and enter the aesthetic medical business. Because the new IPL technology was much more user friendly than laser it was easier for doctors such as GPs to join the industry

Photo APL

and start to practice aesthetic medicine in their clinics. For the next 10 years the only two optical technologies available were laser and IPL.’

Then in 2000 Syneron was established and the founders developed a new technology, which Mizrahy calls third generation technology. ‘This technology is called Elos (electro optical synergy),’ he says. ‘It actually combines two sources of energy into one treatment: optical energy either from laser or IPL is combined with electrical energy in the form of conducted radiofrequency.’

This Elos technology is propriety technology owned by Syneron. Elos technology – the combination of radiofrequency and optical energy – enabled Syneron to develop equipment for non-traditional applications: ‘Traditional aesthetic medical applications include hair removal, some pigmented lesion treatment, and vascular

used – not only by medical communities but by other professionals as well who are being trained to use the technology by the doctors, such as nurses.

Syneron is now working on fourth generation technology. ‘This is a technology designed to perform what we call non-invasive liposuction – the fat is actually removed non-invasively,’ he says. ‘I believe this is the newest technology that will come out in the next year or so.

‘The market is awaiting such a technology because liposuction is big business worldwide. Our new fourth generation liposuction technology is much safer. It is non-invasive but a series of treatments are needed – not just one. This technology will not replace liposuction but will compliment it. It is currently in the research and development stage.’

In 2005 Syneron launched two revolutionary products.

perfect

and lesion treatment. But with Elos technology we have been able to develop equipment for acne treatment, wrinkle removal and cellulite treatment. Basically the new technology enables us to go much deeper into the skin, to do the application in the safest way.’

From a technical point of view, Mizrahy maintains Elos is much safer than optical energy technology like laser and IPL because radiofrequency energy is what he calls ‘blind energy’.

‘When optical energy is used, it is possible to burn the skin because this energy goes after the pigment of the skin,’ he explains. ‘But radiofrequency energy does not see the pigment. It goes right into the skin to do the treatment. This enabled us to use less optical energy and more radiofrequency to get a better result. By doing so we can treat acne, cellulite and wrinkles. An additional application and procedure we are now working on is to use this current Elos technology to treat skin diseases such as psoriasis.’

Mizrahy says he believes the Elos technology invented in 2000 is now number one in the market in terms of market share. He explains this is because, firstly, more and more non-traditional doctors are using the technology and, secondly, it is the safest technology that can currently be

One, called the VelaSmooth machine, is designed for cellulite treatment and body shaping. The other, the Galaxy machine, performs ‘full facial treatment’. This encompasses the treatment of pigmented lesions, superficial vascular lesions and wrinkles, improves the texture of the

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skin and tightens the skin – all in one machine. These two products are based on the new Elos technology.

‘In the long term – say five to seven years from today – I believe the new technology that will be developed by us and others will be home-use machines so people can treat themselves in private without the need to see a doctor or clinic,’ he concludes. **acsm**