

# MedEsthetics®

BUSINESS EDUCATION FOR PRACTITIONERS

March 2018 \$5.00  
Volume 14, Number 2  
[medestheticsmagazine.com](http://medestheticsmagazine.com)

## DIGITAL STRATEGIES That Spur Practice Growth

## Selecting the Right Laser Hair Removal Device

## Rian Maercks, MD

## Brings His Fine Arts Training to Surgical Aesthetics

Plus:

- ❖ Pre-Employment Testing
- ❖ Medical Leave Requirements

# INTRODUCTIONS



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## 1 ANTIAGING MASKS

Formulated to hydrate skin and reduce the visible signs of skin aging, Liftlab's FACE + EYE Mask and NECK + DÉCOLLETÉ Mask combine the company's patented Cell Protection Protein, clinically shown to protect skin and stimulate collagen and elastin production, with Fucoreverse, a marine-derived fucoidan derivative that stimulates the skin's extracellular matrix, and TENS'UP, a tridimensional hydrocolloid botanical derived from chicory root that firms skin. The weekly use masks can be offered in-office to soothe skin after professional treatments or retailed as an at-home spa treatment for the face, neck and décolleté.

**Contact: 520.275.0855, [liftlabskincare.com](http://liftlabskincare.com).**



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## 2 ALL-DAY COVERAGE

ISDINCEUTICS Skin Drops act as a concealer or BB cream. Three drops of the foundation conceals skin imperfections including discoloration, scars, burns, vitiligo and postprocedure bruising for 12 hours. One drop can be added to a daily moisturizer to even skin tone. Skin Drops are available in three shades—sand, bronze and caramel—which can be used alone or mixed to match individual complexions.

**Contact: 862.242.8129, [isdin.com](http://isdin.com).**



## 3 ENHANCED DELIVERY

Medicalia Skincare 'C' Serum with Oxyzones features stabilized forms of vitamin C (magnesium ascorbyl phosphate) and vitamin E (alpha tocopherol) encapsulated in liposomes for more effective delivery. The liposome membranes are engineered from soy lecithin for extra stability within an acidic pH environment. The serum helps reverse the signs of photodamage while hydrating and firming skin. Additional ingredients include hyaluronic acid and vitamin A-precursor beta carotene.

**Contact: 866.314.1975, [medicalia.com](http://medicalia.com).**



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## 4 POST-CARE DUO

The Alastin TriHex Transition Duo includes a full-size Regenerating Skin Nectar for pre- and postprocedure skin care and a trial size of the company's Restorative Skin Complex for ongoing maintenance. Both products include proprietary Tri-Hex technology, which maximizes the skin's natural ability to produce new collagen and elastin. Regenerating Skin Nectar also includes arnica extract and antioxidants to decrease inflammation and redness. Once skin is healed, the Restorative Skin Complex helps to plump up skin, even and brighten skin tone, and protect skin from future damage.

**Contact: 844.858.7546, [alastin.com](http://alastin.com).**



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## 5 COMPACT THULIUM LASER

The new LaseMD nonablative 1,927nm fractional thulium laser from Lutronic can be used to treat actinic keratosis and benign pigmented lesions and provide skin rejuvenation for the face, neck and décolleté. The compact device allows you to offer affordable, customizable treatments and includes five treatment modes: Easy (Level 1,2,3), Advanced, Dynamic, Random, Continuous Wave and Static; pulse energy of 1mJ-20mJ; and magnetic skin sensor tracking.

**Contact: 888.588.7644, [lutronic.com](http://lutronic.com).**