

DEKA mag

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DEKA
Innate Ability

LASER TECHNOLOGIES

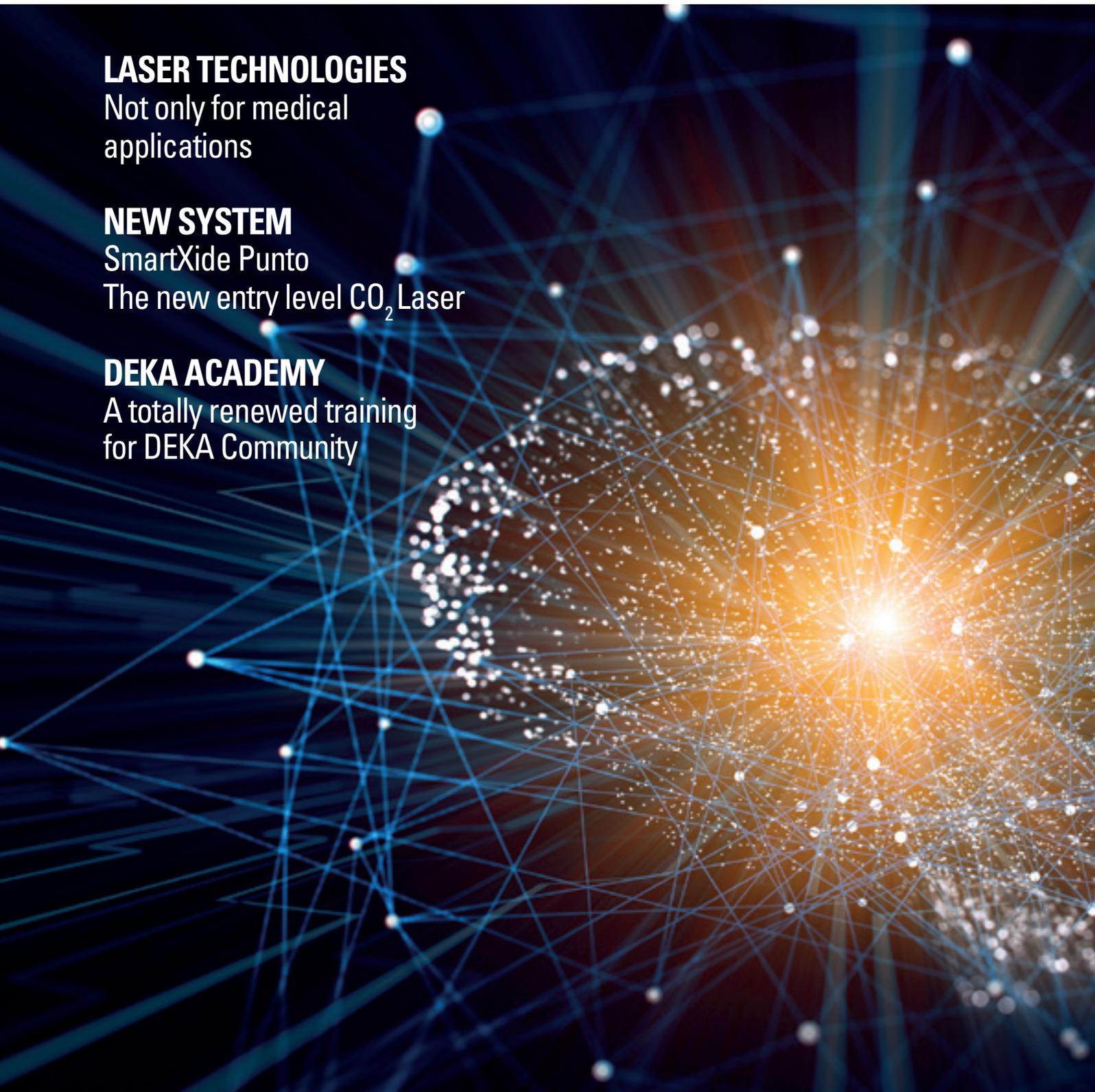
Not only for medical
applications

NEW SYSTEM

SmartXide Punto
The new entry level CO₂ Laser

DEKA ACADEMY

A totally renewed training
for DEKA Community



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and Marketing Director

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Some months have passed now since a letter requesting clarification regarding vaginal treatments with various energy systems was sent by the FDA to some American distributors, including Cynosure Inc., MonaLisa Touch distributor in the USA and Canada.

Beyond this letter, some assessments have been released regarding presumed risks of the above-mentioned systems, without - in our opinion - deep familiarity of vaginal treatment procedures.

To unpack all the misunderstandings, we have to say that the letter sent by the FDA to Cynosure Inc. is based in an interpretation of the FDA's rules regarding the possibility to publicise MonaLisa treatment in American territory. The differing interpretation between Cynosure and the FDA has led to various meetings between the two organisations, meetings which will flow into a mutual agreement between what can and cannot be said in publicity for the procedure.

Beyond this necessary clarification, we must note:

- 1. The SmartXide Touch system with the MonaLisa Touch scanner has not been banned from sales by the FDA. From the time of the FDA's notice, last 30 July, to the present, many MonaLisa touch systems have been ordered and delivered in the United States.*
- 2. The request for clarifications on the FDA's part has nothing to do with the quality of the treatment, as the thousands of professionals who use MonaLisa regularly all know well, just like the now millions of patients who have benefitted from this treatment.*
- 3. The evaluation regarding the presumed risks of MonaLisa Touch continues to be an assessment which we interpret to be personal and confused among the, by now, dozens of offers which have tried to emulate the treatment we offer.*

As we know very well, MonaLisa Touch is not an esoteric procedure but rather rests on a solid, uncontestable scientific base, and it is used by major university and hospital institutions in the four corners of the world, with efficacy and safety that have few equals. The presumed hundreds of serious side effects do not exist, as one can easily verify consulting the designated sites online which the same FDA makes available for all patients.

In these months DEKA has avoided comment through declarations regarding its own counter-arguments and arguments because we believe that all this fuss has no foundation, and that for our account speak all the women who have received a new life for their intimacy from MonaLisa Touch, with complete relief and in complete safety. This is our strength and it is the strength which will always accompany MonaLisa Touch.

DEKA does not fear those who think MonaLisa Touch is ineffective or even dangerous; we know it is not true, and we have demonstrated it.



Breaking news

LIGHT FOR ART

LASER - TECHNOLOGICAL ANSWER TO ART RESTORATION

"We, through light, bring the same care that we dedicate to our patients in surgery and dermatology on masterpiece."
(*Gabriele Clementi, President El.En.*)

Light for Art, a sector in the El.En. group specializing in laser systems for the preservation and restoration of art works, combines the group's philosophy oriented towards new technological challenges with the reclaiming of artistic traditions of the past.

The growing need to preserve the cultural heritage is causing a rise in the demand for increasingly accurate cleaning techniques, featuring high selectivity and low impact and El.En. has designed tools that give art the

original beauty that time and pollution has concealed.

The main field of application of laser cleaning has always been, from the earliest pioneering evidence, that of stone materials in which the laser is a consolidated reality. In recent years the use of lasers has been extended, thanks to absolutely satisfactory results, to the cleaning of metals (in particular of gilded bronzes) and wall paintings. Further experiments are also carried out on silver, ceramics, wood and textiles.

As in medicine the laser is a unique instrument because of its features that perfectly meet the high demands of the skin

or masterpieces, such as the following:

- **Minimal invasiveness**

The laser is characterized by the absence of physical contact between the instrument and the surface to be treated; it does not require the use of chemicals or of abrasive materials.

- **High degree of control**

The removal of the degradation layer affects only a few microns thickness per pulse. Selectivity: materials absorb the optic radiation of solid-state lasers according to their color, which makes the action of the laser even more selective.

- **High precision**

The cleaning process affects only the area illuminated by the laser beam, which may be defined depending on the actual needs. There is no effect on adjacent materials.



El.En. laser systems have been used for the restoration of the main Italian and international masterpieces as Baptistery of Florence, Cathedral and Tower of Pisa, SS. Sepulchre in Jerusalem and much more. Actually, the hybridisation of El.En. Group knowledge (from one art restoration segment to medical field) make this group one of the most considerable and important worldwide.

SmartXIDE Puntó

SmartXide Puntó

EXPERIENCE AND INNOVATION: A WINNING MIX!



DEKA was a pioneer in skin photorejuvenation thanks to its fractional CO₂ lasers. SmartXide DOT, with DOT Therapy, has paved the way for a new generation of CO₂ lasers since 2004.

Today, DEKA introduces the latest evolution of that original device, combining its consolidated high degree technical features with the most evolved RF-CO₂ laser source technology.

The new born is the SmartXide Puntó system: the new entry level CO₂ laser configuration designed for aesthetic medicine and dermatological surgery!

DEKA, world leader in advanced medical laser systems, has developed a RF CO₂ laser source with the exclusive PSD® (Pulse Shape Design) technology, achieving performance levels never attained before in dermatological applications. Complete control of duration, energy, and shape of each pulse makes the choice of SmartPulse (SP), DEKAPulse (DP) and HighPulse (HP) the best solution for all the needs in Skin Resurfacing and Surgical treatments. PSD® can modulate ablation and coagulation (thermal effect) freehand and fractional scanning modes.

The therapeutic action reaches surface tissues and deeper areas selectively, ensuring maximum reliability in controlling the application, with minimum thermal damage and extremely rapid recovery time for patients.

The SmartXide Puntó laser system enables accurate selection of all the operating parameters, thus making it possible to perform a wide range of aesthetic and dermatological treatments in the most efficient way, facilitating the patient's post-op recovery.

Ideal for treating delicate areas such as the neck and décolleté, SmartXide Puntó is also especially well-suited for minimally invasive periocular lifting.

Excellent results are guaranteed by DEKA's lengthy experience dating back to the emergence of CO₂ lasers.



versatility



simplicity



effectiveness



safety

IA
INNATE ABILITY

Cool stuff

onda

Onda

SUCCESS IS JUST BEGINNING!

Onda, the first system in the world which uses Coolwaves™ (special microwaves) to treat localised fat deposits, cellulite, and tightening, was presented 6 months ago in Monte Carlo during the DEKA International Distributor Meeting. It sparked keen interest and curiosity among the distributors of more than 80 countries.

Its active principle is based on the interaction between microwaves and fat tissue. It stimulates a metabolic modification of the lipid content which is then eliminated naturally. All of this happens in a completely non-invasive way which is painless, safe, and sure.

On the market for less than a year, Onda can already boast of international recognition. From Aesthetic Guide it received the Aesthetic Industry Award in Las Vegas for best new technology 2018, and during the Aesthetic and Anti-Aging Medicine World conference in Monte Carlo, it was honoured as the best non-invasive technology for body shaping.

In the last year, more than 1000 people (80% women and 20% men) have tried the new Onda technology, with a 90% satisfaction rate. *"As demonstrated proof shows, microwaves offer numerous advantages for the improvement of cellulite and the orange-peel effect, through the denaturation of fibrous tissues,"* says Professor Zerbinati (Dept. of Dermatology, University of Insubria, Varese - Italy), *"and for the treatment excess fat, with important remodelling of the fat tissue."*

Also Professor Paolo Bonan (Chief of Dermatology at Villa Donatello and Key Officer of the European Society of Laser and Energy-based Devices), one of the first to experiment with the Onda procedure, affirms, *"Onda has been a true step forward in my profession."*

"With this device, I have obtained truly surprising results. I found the answer to the request of many patients who need a non-invasive, safe, and effective solution, with visible results in terms of fat tissue reduction and improvement of cellulite in just a few, brief sessions."

Onda is proving to be a true and proper break-away innovation in a continually evolving sector like aesthetic medicine, and especially body shaping. DEKA's legacy has always been characterised by technological innovations which have made the difference in the medical, surgical, and dermatological fields by offering revolutionary solutions in terms of both clinical application and new technologies, and Onda fully represents this mission.



Eyes on the market

This section is dedicated to unveil the world of DEKA's distributors to get insights that inspire action and know the key drivers better...



Spotlight on

Gabe Lubin

Founder and Chief Executive Officer

Cartessa Aesthetics
Melville (USA)

Cartessa Aesthetics is a privately-held distributor and marketer of FDA-approved, aesthetic medical devices and the exclusive distributor of Deka's Motus AX and Motus AY. Established in early 2017 in New York, Cartessa's mission is to support physicians in choosing the right aesthetic devices to meet their patient needs and add new revenue streams to their practice. Cartessa has been able to disrupt the U.S. aesthetic device space with their unique business model, breakthrough technologies like the Motus and expert leadership team.

Gabe Lubin, Cartessa's Founder and CEO, believed in the premise that as an independent agent, a company could source and distribute best-in-class devices while offering a more attractive financial ROI to the practitioner. Having spent over fifteen years and ascending to sales leadership positions for large aesthetic companies like Palomar and Cynosure, he saw the opportunity for a company that could react to market trends and research findings more quickly and engage breakthrough aesthetic technology manufacturers for whom distribution costs have been otherwise prohibitive.

Cartessa offers a very personal approach – as evident in the expert sales team, boutique post-sales support and the company's name. Cartessa was named for Lubin's family – the C.A.R for the first letters of his wife and two children's names – plus the word "tessa"



providing a nod to beauty. The Cartessa Practice Development team works with each practice to customize a marketing plan to drive patient awareness and conversion for new treatments. The personal approach has led to a significant number of Cartessa's sales coming from current customers who choose to work with Cartessa versus other manufacturers

Cartessa's selects devices based on a three-point criteria – proven efficacy, patient experience and return on investment. The Motus AX and AY delivers against these requirements and given DEKA's worldwide reputation for best-in-class technologies, Cartessa was proud to bring the breakthrough technology to the U.S. market as the first high-speed alexandrite laser available.

"Our partnership with DEKA is a perfect example of what Cartessa was founded to do – hand-select aesthetic technologies from around the globe that offer improved patient experiences and unique opportunities for practices in the U.S.," says Lubin.

The U.S. aesthetic industry has embraced the Cartessa business model fueling unprecedented growth since the company's inception. The Motus AX has been a top selling device for dermatologists, plastic surgeons and medical spas given the benefits of the in-motion alexandrite technology – the ability to offer the most efficacious wavelength to more skin types and the pain-free experience for patients. A focus for the Cartessa team has been demonstrating the difference of the Motus AX live for physicians – at live events and in-office. Expert dermatologies and top aesthetics docs, like Dr. Paul Frank in New York City and Dr. Naz Saedi of Philadelphia, have also been instrumental in driving awareness of this breakthrough technology.

Inside DEKA

MAKING OVER KEEPS GOING ONLINE: NEW WEBSITE & APP

After DEKA brand corporate and product restyling, transformation keeps going on DEKA digital presence, too. A totally renewed website has been launched last september.

What's new:

- Easy to navigate (smartphone & tablet optimized).
- Improved User Interaction.
- Animated and dynamic graphic.

Newly updated:

- In-depth content about systems and applications (clinical cases, videos, B&A pictures).
- DEKA CLUB: Reserved Area to DEKA customers to get specific content and news about owned products.
- News, events, congress and academy - now in the focus to be informed about DEKA worldwide activities.

The DEKA APP has been renewed too!

New DEKA APP is the ultimate online community made either by DEKA users and medical doctors eager to learn more about DEKA. Through the new DEKA APP is possible to be constantly updated about DEKA products and what happen worldwide in the laser environment.



DEKA ACADEMY

A totally renewed DEKA Academy has been just taken place in Florence: a new dedicated and comfortable location is the new scenario of this course. A new program, featured by a greater focus on the practical parts with several hands-on sessions in small groups.

DEKA academy is executed by clinical experts with focus on recent applications, beyond Prof. Paolo Paolo Bonan, new teachers have been involved, together with Mr Simone Parenti, Clinical Educator from DEKA. But Key players still remain the DEKA new system portfolio: ONDA, the only Microwave delivery controlled system for Body shaping and Motus AY, the system with both Alexandrite laser and Nd:YAG laser sources for hair removal and all the other products.

DEKA Academy is a unique opportunity DEKA offer to his physicians to get a hands-on approach to the latest medical and aesthetic lasers technologies.



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Not to miss | events

CILAD

Sao Paolo (Brazil)
14-17 november 2018
DEKA STAND 32

Arab Health

Dubai (UAE)
28-31 January 2019
DEKA STAND R.B15

IMCAS

Paris (France)
31 January – 2 February 2019
DEKA STAND 8

**AAD - American Academy
of Dermatology**

Washington DC (USA)
1 -3 March 2019
DEKA STAND 1609

ASMLS

Denver (USA)
29-30 March 2019
DEKA STAND 119

AMWC

Monte Carlo (Monaco)
4 – 6 April 2019
DEKA STAND B4

**WCAG – World Congress
of Aesthetic Gynecology**

Cartagena (Colombia)
21-23 February 2019

DEKA Academy

Firenze (Italy)
12-14 December 2018
20-22 February 2019
10-12 April 2019
Villa Donatello

ESLD - Teaching Course ESLD

Amsterdam, (Netherlands)
18-19 January 2019

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