

DEKA mag

6

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DEKA
Innate Ability

DEKA
Enjoying a New Era

LUXEA
A New Light
in Dermatology Field

ONDA
Focusing Worldwide



Summary

1

Editorial

Paolo Salvadeo

Managing Director of Deka M.E.L.A

General Manager of El.En. SpA

2

Breaking news

Cleaning the old bridge
of Florence

3

Cool stuff

Luxea

A New Light Brightens in the
Field of Dermatology and
Aesthetic

4

Tricoscan

The New Cutting-Edge Solution
for Trichology!

5

Eyes on the market

Spotlight on Saudi Arabia

6

Inside DEKA

Let's focus on Onda

7

Not to miss | events

Important appointments
to participate



"Since our history began, we have seen a succession of eras"

An era may be defined as a long and distinct period of history with a particular feature or characteristic.

In the medical laser arena DEKA has lived several important eras, each one characterized by a specific product.

Smartepil, SmartXide Dot, Smartlipo, Cellulaze and MonaLisa Touch are just a few examples of our greatest successes, during time.

However, the current era is, in my humble opinion, the most challenging one and, at the same time, the most promising of all.

We are unceasingly developing new products, services and business models in core and adjacent areas (see body treatments with Onda) to maintain profitable growth.

We are strongly responding to threats from rapidly expanding competition.

We deeply understand changing customer needs, benefiting from new technological developments.

We are now able to connect to customers, partners, KOLs, influencers and experts quicker and better than competitors.

Our R&D Department produces new lasers and electro-medical solutions without interruption.

Our Engineering and Quality Affairs departments constantly monitor the reliability of the artifacts.

Our Production Department is gearing up to face new challenges, while our Service Department and customers start to benefit from our latest TeleService breakthrough solutions.

Without forgetting our Regulatory Affairs Department which daily fights for seeking clearances worldwide for our products.

Our customers and partners can really enjoy a new and fresher air.

In this magazine issue we'll spot on one of our best business partners, AME KSA from Saudi Arabia, very open minded and capable to reach a true leadership in an entire market.

We are also going to announce two new products: TricoScan and the latest Luxea platform.

I do not want to reveal what these are, not to spoil the surprise. But ... enjoy them ... and ...

... the best is yet to come !"

Paolo Salvadeo

Managing Director of Deka M.E.L.A

General Manager of El.En. SpA

Breaking news

LIGHT FOR ART

LASER BLASTER CLEANING THE OLD BRIDGE OF FLORENCE



Many Italian cities are like beautiful open-air museums. It's the close proximity to such extraordinary old buildings that adds to the excitement of visiting places like Florence.

But generations of visitors have left an unwanted legacy, many of these ancient walls are defaced by graffiti.

Finally our Group has stepped in to help. It has designed a special laser that can remove graffiti without damaging the surfaces which are being cleaned.

El.En Group (which DEKA is one of the main subsidiary compa-

ny of) has donated the tool to an organization of volunteers, called "Angeli del Bello" (Angels of Beauty), and they have used it to clean the Old Bridge of Florence.

Their aim is in fact to clean and preserve Italy's cultural heritage from vandals.

When used properly, the laser doesn't damage the surface on which it intervenes.

The Ponte Vecchio (Old Bridge) is a symbol of Florence.

Ponte Vecchio wasn't even destroyed by the Nazis, it is one of the few bridges preserved in

history, therefore it has a very important symbolic role. Florentines care a lot about it. Walls are sandstone made.

The company's General Manager Paolo Salvadeo said:

"The laser used by the Angels of Beauty, the one we donated to them, is a last generation fibre laser. This Blaster is particularly powerful and it has a fairly big laser spot, scan size, and is therefore particularly suitable for cleaning big surfaces, in fact it is mainly used to remove graffiti, writing by vandals or even black crusts from large surfaces, such as the surfaces of buildings or open-air monuments. The laser is a very special instrument for this kind of cleaning because it preserves the original coating and important surfaces, it's very selective: when it meets a surface that it mustn't touch, it is reflected off this surface".

This laser, used for the conservation of art, is designed by the DEKA R&D Department (El.En Group).

The news of the laser Blaster, used for cleaning the Old Bridge of Florence, went all around the world, from the USA to Africa, to Middle East, passing through Europe, Asia, and reaching the farthest region of our geoid: New Zealand.

Cool stuff

LUXEA

Luxea



A NEW LIGHT BRIGHTENS IN THE FIELD OF DERMATOLOGY AND AESTHETIC

DEKA introduces a new multifunctional and upgradable platform: a complete and modular system offering a wide range of skin and beauty treatments.

Luxea provides up to 10 different handpieces, either laser and latest generation IPL, whose configuration is user-adjustable depending on both clinic specializations and scheduled budget, allowing to meet professional demand exhaustively.

Based on its long-lasting experience, DEKA has developed a new generation of pulsed light and laser handpieces, providing:

- **Greater power**
- **Maximum safety and comfort**
- **Lightness and improved ergonomics**



effective



safe



comfortable

Pulsed Light: The Heart of Luxea

A new generation of 4 FT Pulsed Light handpieces (Liliac, Viridis, Ruber, Lazur) that cover a wide range of treatments (Hair removal, acne, vascular applications).

Laser: Small Size, Big Performance

5 handpieces (Sparks, Insight, Prisma, Erise, Vivid) with miniaturized laser sources ensuring high-performing treatments. They represent the best choice for effective and focused performances.

RF. Cellulite and Skin Laxity

Setis (RF) is the handpiece for the treatment of cellulite and flabby skin.

	Liliac [PL] 500-1200nm (band pass) 500-1200nm 550-1200nm 650-1200nm 800-1200nm	Viridis [PL] 500-1200nm (band pass)	Ruber [PL] 500-1200nm	Lazur [PL] 400-1200nm	Sparks 1064nm	Insight 1340nm	Prisma 532nm /1064nm	Erise 2940nm	Vivid 810nm	Setis [RF] 1MHz
Hair Removal	•••		•••						•••	
Anti-Aging & Wrinkles	••					••		•••		••
Benign Pigmented Lesions	••		••				•••	••		
Vascular Lesions	••	•••								
Acne	•			•••	•••	•			•	
Cellulite										•••
Tattoos Removal							•••			
Other Applications	•							•		



Tricoscan

THE NEW CUTTING-EDGE SOLUTION FOR TRICHOLOGY

DEKA presents its new scanning system for Laser-Assisted Hair Transplantation procedures.

Tricoscan is a CO2 fractional laser scanning system – available for SmartXide2 and Smartxide Touch - designed to prepare the skin for follicular transplant.

For a doctor the main challenge during hair transplantation is to be able to limit procedure time as much as possible, always ensuring maximum patient comfort. Multiple factors can occur during the procedure and the Tricoscan fractional scanning system with laser-assistance greatly simplifies the implant stage, increasing the speed of the procedure with less effort by the surgeon.

The CO2 laser removes varying depths of dermal-epidermal tissue, facilitating bulb insertion via the implanter. At the same time, the underlying tissue remains unaltered thus ensuring the correct transplantation of the new bulb. The superficial micro-hole that is produced by Tricoscan scanning facilitates hair bulb transplantation, requiring lower pressure by the surgeon and drastically reducing needle deterioration.



Tricoscan laser-assisted transplantation shows a very high success rate compared to using the non-CO2 laser traditional technique. New studies are underway to explore the CO2 laser's regenerative action!

"Tricoscan™ is a simple solution that significantly simplifies my job, above all. The Laser-Assisted Hair Transplantation procedure doesn't replace the traditional technique but rather supports the doctor by facilitating transplant surgery, minimising the duration of the entire procedure by over 30%, reducing costs and limiting any problems during transplantation. The solution is simple, but it requires cutting-edge technology that is specific for this application."

Ahmed Youssef Abdel-Aal, M.D.

CEO of Juvederm Elite Clinic - Kuwait City, Kuwait
PhD Researcher at Universitat Autònoma de Barcelona-Barcelona, Spain

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

Abdelfatah Ahmed

Country sales manager

**AME-KSA for medical supplies
Saudi Arabia**

AME-KSA was found in 2004 for distributing medical devices, cosmeceutical products and dermal fillers offering best quality and services.

We are covering all the territory, with branches in Jeddah, Riyadh and Dammam.

We have a sales Team composed of 15 people and a service Team composed of 10 technicians. Our aim is to provide and offer the best solutions and service for our customers.

Our vision is to establish new quality benchmarks for approach, update, training and after sale services in the region in order to meet and exceed the expectations of our customers by creating the right environment, specialized infrastructure with innovative technologies and products.

The laser market is very competitive in KSA. Because of its skilled people AME-KSA is growing very fast gaining very good market shares and became one of the market leaders in the dermatology

and aesthetic market. Now the customers are asking for quality devices and strong and reliable service.

The Skin rejuvenation and resurfacing together with air removal are the two biggest markets nowadays. We are also offering good solutions with the Carbodioxide treatment with the Q-Switched.

We will launch soon the ONDA because the body countouring market is a very big potential one. Onda should be, together with the Replay 3.4, QS4 and SmartXide Touch our best sellers.

We are planning to create AME-KSA training academy providing best solutions and services to our valuable clients. We are sponsoring most of local congresses and organizing monthly training courses. We want DEKA number One!



LET'S FOCUS ON ONDA

Strong Referral

ONDA'S BEST AMBASSADOR

*"In very few sessions (usually 4-5), the Coolwaves™ in the Onda system are extremely effective in reducing the localized accumulations of fat in areas like the abdomen, back, trochanter and lower limbs. And that's not all! Coolwaves™ make it possible to treat cellulite even in the most advanced stages and skin laxity. **This is a completely painless procedure**, with no side effects, which is safe and comfortable for my patients, who were enthusiastic about this innovative treatment."*

Paolo Bonan, M.D.

ESLD Key Officer Education
In Charge of Laser Cutaneous Cosmetic & Plastic Surgery Unit
Villa Donatello Clinic, Florence - Italy

Introducing Onda WORLDWIDE LAUNCHES

Our recent successes:

- France** - Paris, 30 January 2019
- Poland** - Warsaw, 27 February 2019
- The Philippines** - Manila, 11 March 2019
- Bulgaria** - Sofia, 14 March 2019



Not to Miss

ONDA IS SOCIAL



Follow our pages & profiles on



Onda Top Applications

TODAY BEST CLINICAL CASE

Best Localized FAT & Flabbiness clinical case
After just 1 session with DEEP handpiece
Courtesy of Paolo Bonan



Onda's Clippings

QUICK PRESS RELEASE

A selection of the latest magazines.



Not to miss | events

World Congress & Postgraduate Course

RADLA

Buenos Aires (*Argentina*)

4-7 May 2019

DEKA STAND 58

Gyn Monaco

Monte Carlo (*Monaco*)

9-10 May 2019

IMCAS

Paris (*France*)

31 January – 2 February 2019

DEKA STAND 8

EMAS

12th Congress of the European
Menopause and Andropause Societ

Berlin (*Germany*)

15-17 May 201

DEKA STAND 11

VCS - Vegas Cosmetic Surgery

Las Vegas (*USA*)

5-8 June 2019

DEKA STAND 324

**WCD – World Congress of
Dermatology**

Milano (*Italy*)

10-15 June 2019

DEKA STAND G11

The Aesthetic Show

Las Vegas (*USA*)

11-14 July 2019

Booth 610

EADV

Madrid (*Spain*)

9-13 October 2019

DEKA STAND B10

EUGA

Tel Aviv (*Israel*)

16-18 October 2019

**13th European Society
of Gynecology (ESG)**

Vienna (*Austria*)

16-19 October 2019

DEKA STAND 12

DEKA ACADEMY

Firenze (*Italy*)

10-12 April 2019

5-7 June 2019

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