



# Practice Success with the Elite+™ Aesthetic Laser Platform



**Lisa Ricciardelli,**  
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*"Cynosure's Elite+ is easily the most effective laser I have used in my practice for many different treatments. I've been in the industry for 20 years, it is safe to say that I have used a variety of systems but the Elite+ is arguably my favorite to work with; not only for its efficacy but for the numerous built in safety features."*

## **Optimal Wavelengths: 755nm and 1064nm**

Laser hair removal has become so accepted in today's market as a method of hair removal for all ages and skin types. Due to the emergence and growth of laser centers, the pricing for laser hair removal has become so affordable that what was once considered a luxury treatment is now available to more patients and considered a treatment option of choice for permanent hair reduction. Today, everyone knows someone who has had laser hair removal and through word of mouth, social media, and patient education websites, consumers have come to recognize laser hair removal as a safe, effective, and economical treatment option for permanent hair reduction.

Having a high absorption by melanin, the Elite+'s Alexandrite 755nm wavelength is the gold standard for hair removal as well as the removal of unwanted pigmented lesions. In comparison to other laser systems that I have used for hair removal, the Elite+ offers my patients the best results with the fewest amount of treatments. The air cooling system used in conjunction with these effective treatments make it a comfortable and safe treatment for all body areas and skin types.

The 1064 is easily the most versatile wavelength in medical aesthetics due to its absorption of several chromophores such as melanin, hemoglobin and water. I use it to treat not only unwanted hair in all skin types, including on tanned skin, but also for the treatment of leg and facial veins, rosacea and skin revitalization.

## **Versatility for Expanded ROI**

While revenue generated from laser hair removal has remained steady, the market has also recognized the demand for skin treatments for both men and women seeking improvement in their facial appearance.

Whether they are bothered by skin discoloration, fine lines, or deeper wrinkles caused by aging, patients are seeking out treatment options that offer impressive results without the downtime.

The Elite+ laser facial is a great treatment option for patients.

It is performed with the 1064nm wavelength and is safe to offer year round, even during the summer months without the risk of burns or post inflammatory hyper-pigmentation, and can be used on most skin types. This treatment diffuses redness making patients who suffer with rosacea ideal candidates. It uses low energy with a continuous number of passes, creating a bulk heat which helps to resolve many skin problems.



# Practice Success with the Elite+ Aesthetic Laser Platform

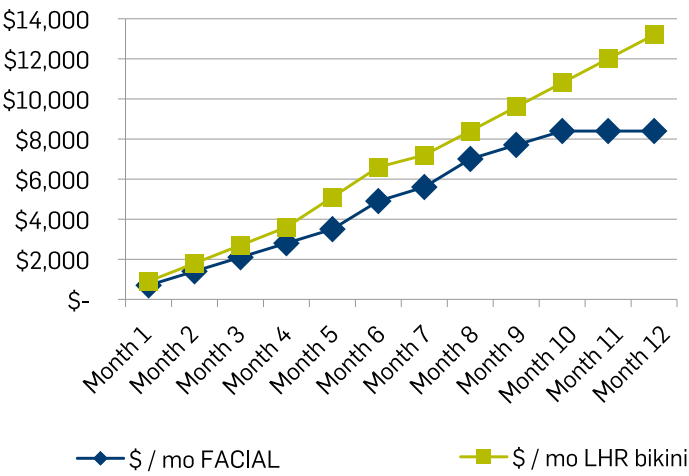
The Elite+ laser facial is a safe, effective and comfortable treatment and is recommended in a series, which guarantees return revenue for the practice but also continuous improvement for the patient.

**“The Elite+ aesthetic laser platform is a device that I can use year round, generating a continuous revenue stream for my practice, without the need for additional, pricey consumables.**

**With both 755nm Alexandrite and 1064nm Nd:YAG lasers, Elite+ can treat the diversity of your patient base. As a Cynosure laser, Elite+ will deliver years of reliable, cost-effective performance.”**

**- Lisa Ricciardelli, Clinical Director**

## Monthly Revenue Opportunity\*



\*Monthly Revenue Chart for illustrative purposes only. Actual revenue is not guaranteed and results will vary.