

MEDCO FORUM[®]

PRESENTING INNOVATIVE PRODUCTS & SERVICES TO HEALTHCARE PROFESSIONALS

Medco Forum Presents: Genesis Biosystems DermaFrac[™]

Simultaneous delivery of infused ingredients in a pain free, no downtime treatment

DermaFrac[™] is a new, patent-pending dermal micro-channeling system manufactured and distributed by Genesis Biosystems.

“DermaFrac[™] is the next generation in skin treatments” commented Toni Stockton, MD, FAAD, Founder and Director of Stockton Dermatology in Phoenix. DermaFrac[™] offers an alternative to fractional laser skin resurfacing without the risk of complications and the associated high cost of the equipment and related procedure costs.

“There are also important business advantages comparing DermaFrac[™] to other simple microdermabrasion devices as far as versatility, results and cost.” said David McDaniel, MD, Co-Director of the Hampton University Skin of Color Research Institute.

Microneedling with Precision-Controlled Hand Piece

DermaFrac[™] reduces the appearance of stretch marks, and fine lines and wrinkles. Treatments can also make depressed scars less noticeable and reduce scar tissue around raised scars.

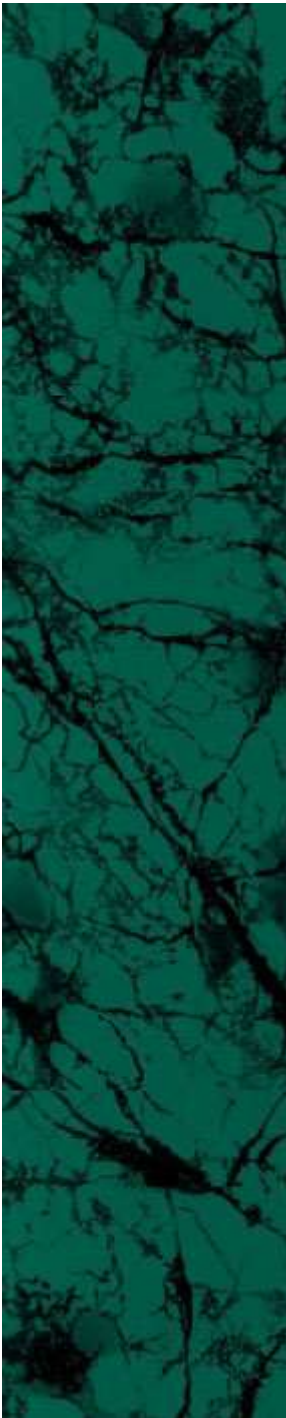
The DermaFrac[™] hand piece rolls across the skin and the device's vacuum-assisted occlusion places the skin under tension while hundreds of micro-needles penetrate through the epidermis and into the papillary layer of the dermis. The vacuum permits even penetration to the full depth of the needle.

“DermaFrac[™] procedures are not limited by the patient's skin type” said Dallas-based esthetic dermatologist Martin Kassir, MD, FAAD. Rather than using light (i.e., heat), DermaFrac[™]



of

DermaFrac[™] Micro-channeling System



works mechanically to stimulate collagen without depositing heat into the lower dermis, so the tissue is not vaporized or removed. This is beneficial to all patients, but especially to patients of color.

Simultaneous Delivery of Rejuvenating Topical Serums via Fractional Micro-channels

The DermaFrac™ precision-controlled hand piece includes an insertable cartridge for delivery of patient-specific infusion serum. Micro-needles create pathways for introducing the infusion serum into the skin at the most beneficial depth for the natural rejuvenating process.

As the DermaFrac™ rolls across the skin, it releases the infusion solutions in the cartridge into the tissue layers. DermaFrac™ offers “a new and innovative method for controlled microneedling with simultaneous infusion,” explains Dr. Kassir. “I am not aware of another device that offers this feature.” The simultaneous infusion feature offers a significant advantage compared with “rubbing topicals on the skin before or after microneedling” continued Dr. Kassir.

The vacuum feature results in even penetration of the needles to their full depth while simultaneously delivering peptide serums. “Pulling the skin against the microneedles is very effective” noted Dr. McDaniel. “The ability to be a ‘drug delivery device’ and to do so with precision as far as the depth goes” is also a plus.

Optimizing Results and Increasing Patient Satisfaction

DermaFrac™ offers both “patient satisfaction and lack of down time,” said Dr. McDaniel. Most patients see improvement in skin and textural changes within a few days of the initial treatment. However, “patients see the best improvement after a series of treatments,” explained Dr. Stockton. To create the cumulative benefits of new collagen and elastin below the skin and new skin regenerated by the body’s natural repair of the microchannels, physicians recommend six treatments at two to four week intervals.

Benefits of DermaFrac™ Prior to Laser Treatments

“Getting the skin fully hydrated before a laser peel or any fractional procedure makes for a more predictable treatment and faster recovery. Therefore application of a hyaluronic hydration solution a few weeks before a procedure, especially with the aid of micro-needle channels, helps to raise the target abundance in the epidermis and upper dermis so that most patients will have an even response to treatment and an equal ability to recover post-treatment.” said Pat Clark, PhD, CMSLO, Chief Executive Officer at Medical Laser Dynamics.

**For more information about DermaFrac™
please call 1-888-577-7335 (972-315-7888);
visit www.dermafrac.com or www.genesisbiosystems.com;
or speak to a representative at the
American Academy of Dermatology's Annual Meeting, Booth #2327.**