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PRESS REVIEW



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Improved RF Technology Enhances EVA Feminine Rejuvenation Device

By Jeffrey Frentzen, Executive Editor



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Research Center for Reproductive Medicine
Director
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IRCCS San Matteo Foundation
University of Pavia
Italy

Non-surgical vaginal rejuvenation treatments continue to advance with innovative technologies that effectively treat the most important vaginal pathologies. EVA™ from Novavision Group S.p.A. (Misinto, Italy) is one such next-generation offering, combining novel radiofrequency (RF)-based technology with distinctive features and benefits.

EVA employs proprietary Vaginal Dynamic Radiofrequency (VDR™) technology, in which fractionated quadripolar RF emissions focus energy on specific, targeted layers of the vaginal tissue via a self-guided temperature control called

Radiofrequency Safety System (RSS™) to achieve non-invasive treatments. This enables the operator to modulate energy with much less power usage compared to traditional devices, virtually eliminating the risk of burns.

Indications include genitourinary problems typical in both fertile and menopausal women, including vaginal dryness; dyspareunia; vulvodynia; itching and intimate burning; vulvovaginal atrophy; vaginitis and recurrent cystitis; mild stress urinary incontinence; reduced sensitivity from post-birth vaginal laxity; and imperfections of the vulva.

This painless treatment requires no anesthesia or adjunctive cooling, and has no patient downtime, stated Rossella Nappi, M.D., Ph.D., associate professor of Obstetrics and Gynecology at the Research Center for Reproductive Medicine, and director of the Gynecological Endocrinology & Menopause Unit, IRCCS San Matteo Foundation, University of Pavia, Italy.

"EVA's selective heating improves microcirculation and epithelial hydration of the vaginal mucosa, reducing the degree of vulvovaginal atrophy and its main

"The EVA is all about improving the quality of a woman's personal life and sexual relationship. We recognize that the patient's quality of life is very important."

symptoms," said Dr. Nappi. "Treatment stimulates the collagen synthesis processes, and restores normal tissue development as well as bacterial flora balance, giving a more youthful appearance and aesthetically balanced female external genital organ."

In addition, in only a few sessions the thermic effect of EVA provides new urethra support and strengthens the pelvic region walls, without irritation or side effects, Dr. Nappi explained.

The EVA handpiece is equipped with a movement sensor system, which allows the operator to avoid harmful administration of heat to the tissue and provides consistent clinical results. "Four electrodes located on the handle constantly monitor the temperature and can automatically shut down the energy emission to avoid any possible risks," Dr. Nappi shared. "By exerting an automatic control on electrodes and movement sensors, the treatment is safe and comfortable. In my hospital, four EVA sessions are sufficient in the majority of cases to relieve the symptoms of vaginal atrophy. The technology has been shown to be effective and completely painless, letting patients immediately resume all activities post treatment."

Patient satisfaction has been very good, as well. "All the women we have treated with four session cycles – one treatment given every two weeks – have been quite satisfied with the results," Dr. Nappi added.

Moreover, the introduction of VDR technology represents an important upgrade in the ability of the physician to take care of their patients in full safety, Dr. Nappi stated. "The EVA is all about improving the quality of a woman's personal life and sexual relationship. We recognize that the patient's quality of life is very important in this changing world, where women wish to preserve their physical and psychological integrity."



Before and after four EVA treatment sessions



Following the current trend in medical aesthetics, feminine rejuvenation will definitely be a hot topic at this year's event and systems will be out in force. The EVA™ from Novavision Group S.p.A. (Misinto, Italy), utilizes fractional quadripolar radiofrequency (RF)-based energy to treat vaginal laxity and other feminine concerns. This unit applies selective heating to induce tissue regeneration in a painless treatment with no downtime, for improved microcirculation and epithelial hydration of the vaginal mucosa. EVA helps to reduce vulvovaginal atrophy and its main symptoms, stimulates the production of collagen and interstitial substance, restores the elasticity and firmness of the vaginal canal, and also counteracts mild stress urinary incontinence to improve aesthetic and functional aspects of the vagina.

In a similar vein, the Viveve® System from Viveve, Inc. (Sunnyvale, California, U.S.), utilizes cryogen-cooled monopolar RF-based energy to address the condition of introital vaginal laxity. This technology addresses the complex interaction of ligaments, muscles and connective tissue surrounding the vagina, applying volumetric heat deep into the connective tissue layers that help support a functioning pelvic floor. Active cooling protects the skin's surface to allow more significant heating of tissue.


Many other types of energy-based aesthetic systems that combat a plethora of indications are slated to appear at AMWC 2017. Merz (Frankfurt, Germany) will feature both the Ulthera® System and Cellfina™. The Cellfina System addresses cellulite, providing long lasting results via a highly advanced, well-established subcision procedure that treats the underlying structural problem that causes cellulite. The connective bands (fibrous septae) woven throughout fat pull down the skin, thus creating the dimpling effect on the skin's surface. Cellfina works by precisely cutting these tethered bands in a controlled manner causing them to fully release. Once this tension is released, the treated skin bounces back to smooth itself out. Treatment is reproducible and consistently effective.

Ulthera delivers a non-surgical procedure that employs microfocused ultrasound to stimulate the body's natural healing process to non-invasively lift and tighten skin. Proprietary DeepSEE™ imaging technology ensures proper coupling of the unit's transducer to the skin and confirms appropriate depth of treatment, in order to avoid bone and vessels.


A variation of ultrasound energy, high intensity focused ultrasound (HIFU) is represented in Hironic's (Yongin-si, Gyeonggi-do, South Korea) Double Gold. This new system delivers HIFU energy to different skin layer depths beneath the epidermis, ranging from 1.5 mm to 4.5 mm, for effective lifting and collagen remodeling. Treatment is safe, effective, non-invasive and much faster than the company's Double-S system, featuring improved features and functionality.

Another HIFU-based system to be featured at AMWC is the Microson Dual from Emsung Global Corp. (Seoul, Korea), which achieves non-surgical facial lifting by producing focal thermal coagulation points at specific layers, including the superficial muscular aponeurotic system (SMAS), deep dermis and subcutaneous adipose tissue. Incorporating five cartridge types using dual handpieces for convenient treatments, the Microson Dual's non-invasive







PicoWay
PicoWay – now with Resolve – is a dual wave-length (532 nm and 1064 nm) picosecond system with both non-fractional and fractional capabilities, treating a wide-range of pigmented lesions and tattoos. PicoWay's unique mode of action is based on delivering ultrashort picosecond pulses of energy to the tissue. These bursts of energy create a photoacoustic impact, which breaks up the pigmentation into smaller, more easily eliminated particles.




N-Cog PDO Thread
The N-Finders N-Cog PDO thread is reportedly the world's one and only thread under research. We are constantly exploring and studying via clinical tests based on our objectives for better care and treatment results. N-Finders provides effective and trustworthy products through continuous investment and research. We published a book based on our clinical data, which is also available in English.



4PLUS
4PLUS™ is the innovative solution for treatment of the most popular face and body conditions: face lifting and contouring, body tightening and reshaping, and fractional resurfacing. Its exclusive technologies are based on the Dynamic Quadripolar energy emission, which focuses action on specific tissue layers – epidermis, dermis or hypodermis – and VRF™ technology, which allows energy to be focused deep in the skin, leaving the outer layer safe from any temperature increase. The Radiofrequency Safety System and IoMT (Internet of Medical Things) exalt its high potential.




primelase HR
This diode laser platform has high peak power (4800 W), with three different wavelengths (755 nm, 810 nm and 1060 nm) and four spots (10 x 9, 20 x 9, 30 x 9 and 30 x 17 mm²). The latest launch is a new applicator with combined wavelengths (810 nm, 940 nm + 1060 nm) that allows permanent and safe removal of all kinds of hair on all skin phototypes. Thanks to the exclusive Ultra Short Pulse (USP) technology, primelase HR delivers ultra short pulses with a high fluence of energy, enabling the removal of even residual hair.



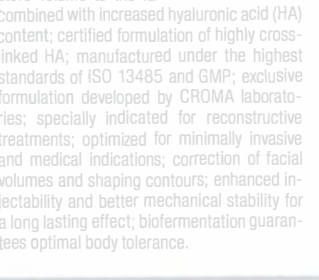
Double Gold
Double Gold is a new model of Hironic's Double series, delivering HIFU energy to different skin layers from 1.5 mm to 4.5 mm under the epidermis to non-invasively and effectively lift skin and remodel the collagen layer. The Double series is internationally recognized with over 1,700 systems installed worldwide. Double Gold is approved by the KFDA. Treatment time is shortened by two times compared to Double-S. Double Gold upgrades the user-friendly functions with continuous shot mode and a shot interval control system. The Double technology holds 11 patents and was named a World-Class Product by the Department of Commerce, Industry of Korea.

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Princess VOLUME PLUS Lidocaine
Princess® VOLUME PLUS lidocaine is designed to augment facial contours and restore volume to the face. Features include: combined with increased hyaluronic acid (HA) content; certified formulation of highly cross-linked HA; manufactured under the highest standards of ISO 13485 and GMP; exclusive formulation developed by CROMA laboratories; specially indicated for reconstructive treatments; optimized for minimally invasive and medical indications; correction of facial volumes and shaping contours; enhanced injectability and better mechanical stability for a long lasting effect; biofermentation guarantees optimal body tolerance.



4PLUS
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LightSheer INFINITY
with HS



LightSheer INFINITY
with ET ChlTip Appl cator

LightSheer INFINITY
with LR ChlTip Applicator

Novaclical, a division of Novavision Group
4PLUS/RADIO4M

PLW IFL
Incoherent Fast Light

Quanta System
D s: every Ris

Light B EVO

Light C EVO

Light A Star EVO

Light 4V EVO

Q-Plus Star 1 EVO

Duetto MT EVO

Delivers 40% of total energy between 500 - 600 nm. Provides a photo-facial in one to three treatments. Powerful peak power: 3,000 W/cm². Non-invasive subdermal heating for collagen remodeling and contraction. RF current flows uniformly between the electrodes for a comfortable and safe Tx. Special technology features built-in temperature controls to attain clinically proven optimal epidermal temperature, and exclusive capability for prolonged exposure at therapeutic temperatures. Variable pin tip configurations (24 coated, 24, 60) and Tx depths allow for a Designer Dermis approach.

Multi-technology, multi-application platform. Upgradable, expandable 7 IPL filters, novel OPT, optimized presets, spot sizes: 15 x 35 mm and 8 x 15 mm (IPL); 6 mm, 2 x 4 mm² (Nd:YAG); 1565 nm fiber laser, 2, 2.5, 3.5, 5 and 6 mm (Q-switched Nd:YAG).

Movement sensors, pyrometric temperature detectors, five handpieces: small, medium, large and 4RFH with 32 golden pins and 384 µNeedles, 4NRF for a targeted and focused action. Biofeedback.

Interchangeable filters: 400 nm, 520 nm, 550 nm, 600 nm, 650 nm and 720 nm; biocompatible disposable filters, Superburst: single, repetition, IFL modes.

Peak power up to 0.9 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive Pico-Boost technology (patent pending) allows emission in pico, nano or micro seconds. OptiBeam II technology for fractional, squared and round flat top spots up to 8 mm. Twin options available. Contact skin cooling or cryo air system integrated with handpiece (not for Q-switched modules). Alexandrite 755 nm spot sizes: up to 18 mm; rep. rate up to 10 Hz. Pulsed Nd:YAG 1064 nm spot sizes: up to 14 mm; rep. rate up to 10 Hz. Nd:YAG 1320 nm (optional) spot sizes: up to 8 mm; rep. rate up to 5 Hz. Q-switched Nd:YAG 532 nm and 1064 nm with OptiBeam II handpieces for squared, rounded and fractional spot sizes up to 8 mm; rep. rate up to 10 Hz. TWIN options available.

See above.

Exclusive Mixed Technology allows delivery of both wavelengths simultaneously or sequentially. Mixed mode spot size up to 18 mm. Twin IPL and Twin 2940 nm options available. Rep. rate up to 10 Hz. Contact skin cooling or cryo air system integrated with handpieces.

Note: Data subject to change; please refer to Company Directory for supplier contact information.

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HAIR REMOVAL COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
Eunsung Global Corp. Clearlight LD808 Clearlight	Diode Intense Pulsed Light	808 nm 430 – 1200 nm	1 – 120 J/cm ² 3 – 35 J/cm ²	100 ms 5 – 25 ms	808 nm diode laser and large, 14 x 14 mm spot size. Differentiated handpiece with 15 x 40 mm wide spot size.
Fotona d.o.o. SP Dynamis	Nd:YAG / Er:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 1.6 ms	S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 – 20 mm spot sizes.
XP MAX	Nd:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 1.6 ms	S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 – 20 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm	Up to 160 J/cm ²	250 µs	Handpieces: 2 – 8 mm spot sizes.
General Project Med Flash II CS	Intense Pulsed Light	590 – 1200 nm, 640 – 1200 nm	Up to 600 J at lamp level	Single pulse: 25 – 75 ms, pulsed mode: 1.5 – 12.5 ms (duration), 5 – 100 ms (interval)	Handpiece with integrated skin cooling. Spot sizes: 50 x 25 mm, 35 x 15 mm and 15 x 15 mm.
Laser Touch GP Fast	Multiple Laser Platform Diode	Nd:YAG 1064 nm 808 nm, 760 nm	18 J 150 J/cm ²	Width: 3 – 10 ms Up to 300 ms	Spot sizes: 1.5, 3, 5, 8, 5 – 12 mm, fractional tip. Contact cooling, Detection Control System, spot size: 16 x 8 mm.
Ilooda Co., Ltd. VIKINI	Diode	808 nm	Up to 120 J/cm ²	10 – 625 ms	Supports various range of pulses with 600 W. Powerful extra cooling handle; 12 x 11 spot sized sapphire tip contact cooling and new optional cooling adaptor.
Epilia RF	Diode / RF	808 nm	Up to 60 J/cm ²	10 – 154 ms / 10 – 150 ms	Safe and effective for most skin types; sapphire tip contact cooling.
Velux	Diode	755 nm	5,000 W	6 – 150 ms	Supports various line scanning types for range of Tx areas. 50 x 15 mm (10 x 15 mm) spot sized sapphire tip contact cooling with powerful extra air cooling adapter.
InMode Diolaze	Diode	810 nm	40 J/cm ² (short), 60 J/cm ² (long)	Single and 1 pps auto repeat	Gold standard wavelength with ultra-fast speed / pulsing to tissue and large spot size (50 x 8 mm). No compromising power for pulsing. Virtually painless due to strong built-in cooling (3PC - Pre, Parallel, Post). No consumables.
Lumenis LightSheer DUET with LightSheer ET and LightSheer HS	Diode	800 nm	LightSheer ET: 10 – 100 J/cm ² LightSheer HS: 4.5 – 12 J/cm ²	LightSheer ET: 5 – 400 ms LightSheer HS: 30 – 400 ms	LightSheer ET: ChillTip, 9 x 9 mm spot, up to 3 Hz, field replaceable. LightSheer HS: 22 x 35 mm spot, vacuum-assisted technology, up to 3 Hz, field replaceable.
LightSheer DESIRE with HS	Diode Laser	805 nm	4.5 – 12 J/cm ²	30 – 400 ms	HiT handpiece, 22 x 35 mm spot size enables use of low fluence and a unique mechanism of pain reduction, providing safe, fast comfortable treatments. Repetition rate up to 3 Hz; pulse repetition: 1 – 3 pulses.
with XC	Diode Laser	805 nm	10 – 40 J/cm ²	5 – 400 ms	Sapphire ChillTip handpiece, 12 x 12 mm spot size, providing optimal solution for large and small areas requiring higher fluence levels. Repetition rate up to 3 Hz; pulse repetition: 1 pulse.
with ET	Diode Laser	805 nm	10 – 100 J/cm ²	5 – 400 ms	Sapphire ChillTip handpiece, 9 x 9 mm spot size, designed to treat small areas that require maximum precision and high fluence. Repetition rate: up to 3 Hz; pulse repetition: 1 pulse.
LightSheer INFINITY with HS	Diode Laser	805 nm, 1060 nm	4.5 – 12 J/cm ²	30 – 400 ms	Spot size: 22 x 35 mm; comfort management: vacuum-assisted (up to 18 inHg); repetition rate: up to 3 Hz; pulse repetition: 1 – 3 pulses.
with ET ChillTip Applicator	Diode Laser	805 nm, 1060 nm	20 – 80 J/cm ²	5 – 400 ms	Spot size: 9 x 9 mm; comfort management: ChillTip contact cooling (2° C); repetition rate: up to 3 Hz; pulse repetition: 1 pulse.
with LR ChillTip Applicator	Diode Laser	805 nm, 1060 nm	5 – 25 J/cm ²	7.5 – 400 ms	Spot size: 9 x 27 mm; comfort management: ChillTip contact cooling (12° C); repetition rate: up to 3 Hz; pulse repetition: 1 pulse.
Novaestetyc, Novaclinical (divisions of Novaision Group) PLW IFL	Incoherent Fast Light	400 – 950 nm	Up to 100 J	20 – 40 ms	Interchangeable filters: 400 nm, 520 nm, 550 nm, 600 nm, 650 nm and 720 nm; biocompatible disposable filters; Suberbust: single, repetition, IFL modes.

Note: Data subject to change; please refer to Company Directory for supplier contact information.



VASCULAR TECHNOLOGY COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
Fotona d.o.o. SP Dynamis	Nd:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 50 ms	S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 – 20 mm spot sizes.
XP-2 Focus	Nd:YAG	1064 nm	Up to 300 J/cm ²	0.1 – 50 ms	Nd:YAG handpieces: 2 – 10 mm spot sizes.
XP MAX	Nd:YAG	1064 nm	Up to 600 J/cm ²	0.1 – 300 ms	S-11: Nd:YAG scanner: 42 cm ² Tx area. Nd:YAG handpieces: 2 – 20 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm	Up to 160 J/cm ²	250 µs	Handpieces: 2 – 8 mm spot sizes.
General Project Med Flash II CS	Intense Pulsed Light	520 – 1200 nm	Up to 600 J at lamp level	Single pulse 25 – 75 ms, pulsed mode 1.5 – 12.5 ms (duration), 5 – 100 ms (interval)	Handpiece with integrated skin cooling. Spot sizes: 50 x 25 mm, 35 x 15 mm and 15 x 15 mm.
Laser Touch	Multiple Laser Platform	Nd:YAG 1064 nm	18 J	Width: 3-10 ms	Spot sizes: 1.5, 3, 5, 8, 5 – 12 mm, fractional tip.
Ilooda Co., Ltd. Multiple IRIS	OPS Diode Laser	532 nm (Fractional); 532 nm (Normal)	70.7 J/cm ² ; 832 J/cm ²	100 ms; 400 ms	532 nm Fractional, 532 nm Normal; available to treat vascular lesions in the epidermis.
Secret RF	RF Microneedle	N/A	25 W	50 – 950 ms	25 pin sterilized RF bipolar tips (optional 64 insulated pin available); monopolar handpiece for small Tx areas, such as around the eyes; optional smart pen handpiece for acne and thread vein.
Lumenis M2®	Intense Pulsed Light / Nd:YAG / ResurFX	515 – 1200 nm / 1064 nm / 1565 nm	10 – 35 J/cm ² / 20 – 225 J/cm ² / 10 – 70 mJ/mb	4 – 20 ms / 2 – 20 ms	Multi-technology, multi-application platform. Upgradable, expandable, 6 IPL filters, novel OPT, optimized presets, spot sizes: 15 x 35 mm and 8 x 15 mm (IPL); 2 x 4, 6 mm (Nd:YAG), 1565 nm fiber laser.
Novaestetyc, Novaclinical (divisions of Novaision Group) PLW IFL	Incoherent Fast Light	400 – 950 nm	Up to 100 J	20 – 40 ms	Interchangeable filters: 400 nm, 520 nm, 550 nm, 600 nm, 650 nm and 720 nm; biocompatible disposable filters; Suberbust: single, repetition, IFL modes.

Note: Data subject to change; please refer to Company Directory for supplier contact information.



ACNE Tx DEVICE COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
General Project Med Flash II CS	Pulsed Light	390 – 1200 nm	Up to 600 J at lamp level	Single pulse: 25 – 75 ms, Pulsed mode: 1.5 – 12.5 ms (duration), 5 – 100 ms (interval)	Handpiece with integrated skin cooling. Partial spectrum lamp with dedicated filter. Spot sizes: 50 x 25 mm, 35 x 15 mm.
Hironic Co., Ltd. MIRACLEAR A-Fit	Blue Light, Vacuum, IPL Diode/RF	400 – 1200 nm 1450 nm / 0.5, 0.7, 1.0 MHz	2 – 11 J/cm ² Max. 13 J/cm ²	3 – 25 ms 250 ms	Small tip: 14.5 x 12.3 mm; normal tip: 26.5 x 14.5 mm. RF needle.
Hloods Co., Ltd. Secret RF Fraxis DUO Fraxis	RF Microneedle CO ₂ Fractional / RF Microneedle CO ₂ Fractional	N/A 10,600 nm 10,600 nm	25 W 30 W / 20 W 30 W	50 – 950 ms 0.02 – 5 ms / 50 – 950 ms 0.02 – 5 ms	25 pin sterilized RF bipolar tips (optional 64 insulated pin available); monopolar handpiece for small Tx areas; optional smart pen handpiece. RF fractional needle; CO ₂ fractional and optional surgical handpieces. CO ₂ fractional and optional surgical handpieces.
Novaestetic, Novaclinical (divisions of Novavision Group)					
4PLUS/RADIO4M	Dynamic Quadripolar RF, RF Safety System (RSS), Variable RF (VRF), Quadripolar Dynamic Fractional RF (4RFH), Needled Fractional RF (4NFR)	N/A	Up to 55 W	N/A	Movement sensors, pyrometric temperature detectors, four hand- pieces: small, medium, large and 4RFH with 32 golden pins and 384 µNeedles; Biofeedback.
PLW IFL	Incoherent Fast Light	400 – 950 nm	Up to 100 J	20 – 40 ms	Interchangeable filters: 400, 520, 550, 600, 650 and 720 nm; biocompatible disposable filters; Suberbust: single, repetition IFL modes.
Quanta System Eterna Giovinezza Plus New Silk Light (table top) TWIN IPL option TWIN 2940 Youlaser CO ₂ Youlaser MT	Pulsed Light Pulsed Light Pulsed Light Er-YAG CO ₂ CO ₂ / GaAs	400 – 1200, 625 – 1200 nm 400 – 1200 nm 400 – 1200 nm 2940 nm 10,600 nm 10,600 nm / 1540 nm	Up to 30 J/cm ² Up to 25 J/cm ² Up to 30 J/cm ² Up to 95 J/cm ² 30 W 30 W / 8 W	3 – 240 ms 3 – 240 ms 3 – 240 ms 0.3 – 1 ms 0.25 – 20 ms 0.25 – 20 ms / 1 – 20 ms	IPL handpieces: 400 – 1200, 550 – 950, 570 – 1200, 590 – 1200, 625 – 1200 and 650 – 1200 nm. Spot sizes 48 x 13 or 25 x 13 mm. Skin cooling. TWIN IPL pulsed light option available for all systems with TWIN Universal Connector. Option for ablative frac- tional resurfacing treatments available for all systems with TWIN Universal Connector. Scanner area 2.1 x 2.1 cm (max.), 200 µm microspot. Surgical handpieces available. Mixed Technology delivers two wavelengths sequentially or simultaneously. Scanner area 1.8 x 1.8 cm (max.), 300 µm (10,600 nm) and 350 µm microspots (1540 nm). Stacking Pulse technologies deliver very short and repeated shots. Surgical handpieces available.
Schion JOULE ThermaScan BBLs BBL	Laser and Light Platform Nd:YAG BroadBand Light BroadBand Light	Various 1319 nm 420 – 1400 nm 420 – 1400 nm	Up to 400 J/cm ² Up to 30 J/cm ² Up to 30 J/cm ² Up to 30 J/cm ²	0.1 – 200 ms, 1 – 10 sec Up to 200 ms Up to 200 ms Up to 200 ms	Configurable up to ten modules. Computerized scanner; 30 x 30 mm Tx; integrated cooling. Table top system. SkinType II, 420, 515, 560, 590, 640, 695 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling. SkinType II, 420, 515, 560, 590, 640, 695 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
Syneron eMax/eLight AC eIbs Plus	Optical Energy / RF Electrical Energy Optical Energy / Bi- polar RF	400 – 980 nm 400 – 980 nm	Up to 18 J/cm ² / up to 25 J/cm ² Up to 18 J/cm ²	N/A N/A	25 x 12 mm spot size. 25 x 12 mm spot size.

Note: Data subject to change; please refer to Company Directory for supplier contact information.



BODY SHAPING TECHNOLOGIES COMPARISON CHART				
Manufacturer	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)
Hironic Co., Ltd.	Micool-A VeraShape ByeLIPO	Cooling Lipolysis Multipolar RF; 0.5 MHz, Vacuum, 580 mm Hg, LED 610 nm 658 nm Diode	Cooling energy is delivered to the subcutaneous fat layer without any damage to surrounding tissues. Two Cryolipo handpieces can be used simultaneously. Vacuum-assisted multipolar RF and LED device for obesity care. Low level laser therapy (LLLT) for fat reduction and cellulite removal.	CE cleared. CE cleared. CE cleared.
InMode	BodyFX RFAL	Bipolar Radiofrequency, Negative Pressure, Mechanical Massage, Ace Technology RF	Targets fatty tissue for body and cellulite Tx. RF provides precise, optimal heating of skin for contraction and body shap- ing. Vacuum massage with gentle pressure allows maximum depth. Tissue temperature and impedance monitoring achieves and maintains optimal Tx temperature endpoints for enhanced safety and reduced risk of thermal injury. No consumables. RF assisted lipolysis. Dual electrode configuration allows both internal coagulation (fat) and external skin contraction by maintaining the pre-set temperature for safety and efficiency.	CE cleared. FDA cleared. CE cleared. FDA cleared.
Novaestetic, Novaclinical (divisions of Novavision Group)	4PLUS/RADIO4 M	Dynamic Quadripolar RF	Radio4 (Dynamic Quadripolar RF) and VRF (Variable RF) technologies create buffering electrical fields which focus the energy into the specific skin layer heating the tissue. RSS (RF Safety System) technology combines the assisting action of a movement sensor with a pyrometric temperature detector and works as an assistant for the operator, ensuring simulta- neous effectiveness and safety. Sonophor technology combines low frequency ultrasound sonication, sonophoresis and sonoporation for non-invasive and painless treatment. SCP (Sonication Controlled Program) technology combines functions ensuring effectiveness and safety thanks to the precise movement sensor, multi-temper- ature sensor, auto-tuning and auto-scanning systems.	CE cleared.
	BODYKA PLUS	Low Frequency Ultrasonic Wave Sonication combined with Sonophoresis		CE cleared.
Quanta System	Da Vinci Lipo Icoone h Icoone Lipo MT	1064 nm and 1320 nm Nd:YAG Laser Vacuum Vacuum; 915 nm Laser Diode; 1 W; 650 nm LED; 50 mW	Laser-assisted lipolysis and liposuction with the exclusive V shape cannula. Simultaneous dermal tightening. Microcellular stimulation of connective tissue via vacuum massage. Microcellular stimulation of connective tissue via vacuum massage and light action.	CE medical cleared. CE medical cleared. CE medical cleared.
Sciton	SkinType II ProLipo PLUS CelluSmooth	Infrared Light 1319 nm Nd:YAG / 1064 nm Nd:YAG 1319 nm	Deep dermal heating to stimulate new collagen production. Laser-assisted destruction of fat cells and collagen remodeling. Cutting fibrous septae, emulsifying fat and tightening the dermis to improve the appearance of lumpy and dimpled skin.	CE cleared. FDA cleared. CE cleared. FDA cleared. CE cleared. FDA cleared.
STORZ MEDICAL AG	CELLACTOR ultra D-ACTOR ultra	Combined Focused and Radial Shock Waves Radial Shock Waves	Acoustic Wave Therapy (AWT). AWT.	CE cleared. CE cleared.
Syneron Medical Ltd.	VelaShape III with Guided Mode UltraShape	Bipolar RF, Infrared Light, Vacuum and Mechanical Massage Focused Ultrasound	Combined energies known as eIbs precisely target and heat fatty tissue within Tx area. Vacuum and tissue manipulation evens out skin to reveal a smoother, tighter figure. Pulsed (non-thermal) focused ultrasound for permanent fat cell destruction.	CE cleared. FDA cleared. Configuration used in the U.S. only. FDA cleared.
Therml	Therml250	Temperature Controlled RF	Temperature Controlled Radiofrequency for the temporary reduction of cellulite.	FDA cleared.
ZELTIQ Aesthetics	CoolSculpting	Cryolipolysis	Non-invasively reduces fat through exclusively licensed Cryolipolysis-based technology. Cryolipolysis is based on the principle that fat cells are more vulnerable to energy extraction (cooling) than surrounding tissues. A non-invasive applicator is attached to the targeted procedure area to extract energy from the underlying fat tissue, while protecting the skin, nerves, muscles and other tissue. The cooled fat cells undergo apoptosis (controlled cell death) and are gradually eliminated (phagocytosis) reducing the thickness of the fat layer.	CE Mark Class IIA Medical Device. FDA cleared.
Zimmer MedizinSysteme Germany	ZWave ZWave Prc ZLipo	Radial Shockwave Radial Shockwave Cryolipolysis	Unfocused low energy radial waves impact collagen structure and the skin's connective tissue, improving blood circulation and metabolism of fat cells. Effective treatment of connective tissue weakness, stretch marks and cellulite. Same as above. Target fat deposits to reduce them permanently and non-invasively. This method cools fat deposits over a period of time to reach a controlled and safe temperature range. Simple, safe and user-friendly.	CE cleared. CE cleared. CE cleared.

Note: Data subject to change; please refer to Company Directory for supplier contact information.



FRACTIONAL TECHNOLOGIES COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
Lumenis					
UltraPulse ActiveFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	Single, minimal downtime Tx for wrinkle/pigment results. Fractional CO ₂ Tx for wrinkles, scars and deep collagen treatment. Blended fractional CO ₂ Tx for customized patient outcomes. Incisional and resurfacing accessories available.
UltraPulse DeepFX	Fractional CO ₂	10,600 nm	2.5 – 50 mJ	< 1 ms	
UltraPulse TotalFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	
AcuPulse MultiMode Superficial	Fractional CO ₂	10,600 nm	50 – 170 mJ	300 µs	
AcuPulse MultiMode Deep	Fractional CO ₂	10,600 nm	5 – 30 mJ	300 µs	Incisional and resurfacing accessories available.
UltraPulse SCAARFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	Fractional CO ₂ Tx for surgical and acne scars, as well as conspicuous and complex lesions. High energy: 150 mJ/pulse; deep Tx up to 4.0 mm; optimal ablation/coagulation ratio.
Novaestetyc, Novaclinical (divisions of Novavision Group)					
4PLUS/RADIO4M	Patented Dynamic Quadripolar RF, RF Safety System (RSS), Variable RF (VRP), Quadripolar Dynamic Fractional RF (4RFH), Needled Fractional RF (4NFR)	N/A	Up to 55 W	N/A	Movement sensors, pyrometric temperature detectors, four handpieces: small, medium, large and 4RFH technology with 32 golden pins and 384 µNeedles; Biofeedback.
Quanta System					
YouLaser CO ₂	CO ₂	10,600 nm	30 W	0.25 – 20 ms	Scanner area: 2.1 x 2.1 cm (max), 300 µm microspot. Stacking Pulse technologies deliver short and repeated pulses. Various surgical handpieces available.
YouLaser MT	CO ₂ / GaAs	10,600 nm / 1540 nm	30 W / 8 W	0.25 – 20 ms / 1 – 20 ms	Exclusive Mixed Technology delivers two wavelengths sequentially or simultaneously. Scanner area 1.8 x 1.8 cm (max), 300 µm microspot (10,600 nm) and 350 µm microspot (1540 nm). Stacking Pulse technologies deliver short and repeated pulses. DivaTight option for vaginal and vulvar treatments. Various surgical handpieces available.
TWAIN 2940	Er:YAG	2940 nm	Up to 100 J/cm ²	0.3 – 1 ms	Option for ablative fractional resurfacing treatments. Spot size up to 8 mm. Available for all laser systems equipped with a TWAIN Universal Connector.
Discovery Pico	Picosecond Nd:YAG	532 nm / 1064 nm	0.3 J (ps), 0.4 J (ns) / 0.8 J (ps / ns), 2 J (µs)	370 ps, 6 ns, 6+6 ns / 450 ps, 6 ns, 6+6 ns, 300 µs	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive Pico-Boost technology (patent pending) allows emission in pico, nano or micro seconds. OptiBeam II technology for fractional, squared and round flat top spots up to 8 mm. Twain options available.
Q-Plus Evo	Nd:YAG Q-Switched / KTP Nd:YAG Q-Switched / Ruby Q-Switched	1064 nm / 532 nm / 694 nm	Up to 37 J/cm ² (ns), 50 J/cm ² (µs) / up to 15 J/cm ² / up to 30 J/cm ² (ns), 50 J/cm ² (ms)	6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	Q-switched Nd:YAG 532 nm, 1064 and Ruby 694 nm, with OptiBeam II handpieces for fractional, squared and round flat top spot sizes up to 8 mm; rep. rate up to 10 Hz at 532 / 1064 and up to 3 Hz at 694 nm. TWAIN options available. Q-Plus Evo models: Q-Plus A (Nd:YAG 532 / 1064 nm); Q-Plus C (combined Nd:YAG 532 / 1064 and Ruby 694 nm); Q-Plus R (Ruby 694 nm).
Soliton					
ProFractional Halo	Er:YAG Hybrid Fractional Laser (ablative and non-ablative)	2940 nm 1470 nm / 2940 nm	Up to 400 J/cm ² 150 mJ/MTZ / 50 mJ/MTZ	Variable Up to 5 ms	Expandable module/density 1.5% to 26%. Delivery of ablative and non-ablative wavelengths in single pass. Dynamic Thermal Optimization (DTO) for precise energy delivery. Roller tip adaptors; optical navigation; integrated Zimmer cooling advanced mode for precise and independent control of depth and density. Pre-programmed modes and integrated smoke evacuation system.
Syneron					
Profound	Bipolar RF – 460, 5 kHz	N/A	Max. output voltage – 84 VRMS; 5 W per channel	N/A	Seven independent bipolar channels. Dermal: five independent pairs of bipolar microneedles; Sub-Q: seven independent pairs of bipolar microneedles.
eIos plus/eTwo Sublative Rejuvenation CO ₂ RE	Fractional Bipolar RF	N/A	Up to 100 mJ/pin / up to 62 mJ/pin	N/A	eIos: 64/44 pins. eTwo: standard 64 pin tip with 12 x 12 mm spot. Focal 44 pin tip with 11 x 3 mm spot.
Picoway Resolve	CO ₂ Resurfacing System	10,600 nm	Up to 453 J/cm ²	0.2 – 3.0 ms	Reusable, tapered fractional and surgical Tx handpieces. Four digital super pulsed fractional treatment modes including CQ RE Light, Mid, Deep and Fusion. Classical ablation and CW Surgical Mode. Two handpieces, 1064 nm and 532 nm.

Note: Data subject to change; please refer to Company Directory for supplier contact information.

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EMERGING AESTHETIC TECHNOLOGIES COMPARISON CHART			
Supplier	Product	Technology	Applications
General Project	Thermal Therapy Physio Vag	Bipolar/Monopolar RF	Vaginal tightening, external vaginal aging, vaginal dryness, bladder leakage, vaginal prolapse.
Hironic	EasyMo Graft	Automated Follicular Unit Extraction (FUE) Hair Transplant Device	Supports extraction and implantation processes with automated mechanical technologies: pneumatic for extraction and implantation, rotation power for extraction and positive pressure for implantation. Equipped with a low temperature storage system (1° C = 5° C) to improve the survival rate of follicular units.
	Ultra Vers	High Intensity Focused Ultrasound (HIFU)	Non-invasive vaginal tightening to improve vaginal dryness and urinary incontinence. Treatment takes 20 minutes and is painless with no downtime.
Ilooda Co., Ltd.	Gynolaser Handpiece	CO ₂ Fractional; 10,600 nm; 30 W; 0.02 – 5 ms	Vaginal tightening and urinary incontinence.
N-Finders	N-Cog Threads	Multidirectional, Barbed, Absorbable PDO Thread	Facial and neck lifting.
Novaclinical, a division of Novavision Group	EVA (Enhancer of Vaginal Anatomy)	Vaginal Dynamic Quadripolar RF (VDR), RF Safety System (RSS), Internet of Medical Things (IoMT)	Vaginal atrophy, laxity of vaginal introitus, vulvodynia, stress urinary incontinence (SUI), vulvar rejuvenation.
	4PLUS/Radio4M	Patented Dynamic Quadripolar RF, RSS, Variable RF (VRP), Quadripolar Dynamic Fractional RF (4RFH), Needled Fractional RF (4NFR)	Face-lifting, facial wrinkles, neck wrinkles, eye and lip wrinkles, chin shaping, dermo-peeling, hyperpigmentation, acne, resurfacing, hand rejuvenation, stretch marks, localized lipolysis, body firming.
Quanta System			
Discovery Pico	Discovery Pico	Picosecond Nd:YAG 532 nm / 1064 nm; Ruby 694 nm; up to 1.8 GW peak power; Pico-Boost Technology; OptiBeam II	Tattoo removal, benign pigmented lesions and skin rejuvenation.
Divatight	Divatight	Fractional combined GaAs 1540 nm and 10,600 nm CO ₂	Feminine rejuvenation – vaginal mucosa atrophy, vulvar resurfacing.
Sinclair Pharma	Silhouette Soft by Vaupell	Poly(lactic Acid) Resorbable Suture with Bi-Directional Cones (8 cone, 12 cone, 16 cone sutures)	Facial definition, wrinkle reduction, volume repositioning and collagen regeneration.
Soft Medical Aesthetics	SoftFil Classic	Hypodermic Round-Tip Microcannula	Eight sizes: 18G 70 mm, 22G 40 mm, 22G 50 mm, 22G 70 mm, 22G 90 mm, 25G 50 mm, 27G 40 mm, 30G 25 mm. HA injections for body, face, décolleté and hands.
STORZ MEDICAL AG	CELLACTOR ultra D-ACTOR ultra	Acoustic Wave Therapy (AWT)	Cellulite treatment, body shaping and skin rejuvenation
Syneron	Picoway	532 nm, 1064 nm, Short Picosecond Pulses	Pigmentation, skin irregularities, signs of aging and tattoo removal.
Thermi	Thermi250	Temperature Controlled RF	Temporary reduction of cellulite.
Ulthera, Inc., a division of Merz, Inc.	The Ulthera System	Micro-Focused Ultrasound with Visualization	Neck, chin and brow lifting; chest wrinkles.
	Cellfina System	Tissue Stabilized-Guided Subcision (TS-GS)	Long-term reduction of cellulite, up to two years by precise release of targeted structural tissue (fibrous septae).
Vision Medical, Inc.	SmartGraft	Automated Follicular Unit Extraction	Hair restoration.
Viveve, Inc.	Viveve System	Cryogen-Cooled Monopolar RF	Treatment for vaginal laxity.

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ELETTROMEDICALE

Novavision cresce con le apparecchiature elettromedicali grazie all'export

—di Monica Melotti | 20 marzo 2017



Flavio Peralda

Nell'azienda lavorano 46 dipendenti, di cui il 68% sono donne. Per loro è stato creato un asilo nido, a pochi chilometri dalla sede (Misinto provincia di Monza), che segue gratuitamente i bambini dai sei ai trentasei mesi, durante le ore di lavoro. Non solo, all'interno dell'azienda per i dipendenti c'è una palestra con attrezzi Technogym, una mensa e un'area ludica con play station e lavagne digitali per i momenti di relax.

«L'attenzione al welfare aziendale è nel nostro DNA – continua il manager – sul volto dei miei dipendenti vedo il sorriso e non volti imbronciati. Ho voluto creare una squadra, tutti sono importanti, da chi svolge la mansione più semplice fino a quella più specializzata».

Il mercato della bellezza è in continua espansione. Il desiderio di vedersi giovani non riguarda solo le donne, ma anche il 38% degli uomini, sempre più attenti al loro aspetto. Il fatturato della medicina estetica nel mondo ha raggiunto la quota di 6,6 miliardi di dollari di cui 2,4 riguardano i medical devices, secondo i report di Medical Insight. «Dalla chirurgia plastica invasiva, che ha fatto molti danni, siamo passati a una bellezza senza bisturi, grazie a delle tecnologie avanzate. Il nostro fiore all'occhiello è la radiofrequenza quadrupolare dinamica frazionata, in grado di trattare, in poche sedute: la lassità cutanea di viso e corpo, le rughe, le discromie cutanee e la cellulite. Questa tecnologia è stata applicata anche ad "Eva", il nuovo macchinario che contrasta i disturbi intimi femminili, come la secchezza vaginale, il dolore vulvare e l'incontinenza».

L'azienda investe ogni anno in ricerca e sviluppo circa l'8% del fatturato e collabora con diverse università. «L'eccellenza dei nostri macchinari ci ha permesso di imporci in mercati un tempo inavvicinabili, come la Cina e la Russia – conclude Peralda – La quota estero nel nostro fatturato incide per il 75% e a breve esporteremo anche in America Latina, Thailandia e in alcuni paesi europei difficili da penetrare, come la Francia. Per il futuro stiamo sviluppando dei nuovi prodotti, come un farmaco "digitale" e una nuova linea dermocosmetica con attivi ancora più concentrati per un risultato sorprendente».

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Novavision grows with Medical electronical equipment thanks to export.

We are an industry 4.0, sensitive to our employees needs, to the proper disposal of materials of which the majority are biocompatible and to the use of solar power. To do this, we rely on intelligent, automated machinery which is connected to the Internet".

This is said by Flavio Peralda, at the helm of Novavision Group, a company born in the 80s that after a glorious past in video projection, is now the leader in the production of medical devices and Medical electrical equipment.

"Novavision is an italian company, every single part is Made in Italy - says Peralda. We are present in more than 20 countries, among which include Russia, Australia, China, Far East, Middle East, with a great possibility of growth. By the end of the year, we aim to reach the number of 32 foreign countries, with our electro medical technologies supported by 35 patents. We closed the year 2016 with 12 million euros with a growth of 30% compared with the previous year and we plan another increase of 25%".

In our company there are 46 employees, of which 68% are women. For this reason, a free crèche has been created a few kilometres from the headquarters (Misinto province of Monza) which takes care of their children from 6 to 36 months, during working hours. There is not only this, but Novavision Group also offers a gym for its employees with Technogym fitness equipment, a canteen and a resting area with a play station and digital blackboards.

"Attention on the well-being of the company is in our DNA - says the manager - my employees are satisfied and I can see it from their smiling faces. My main focus was to create a team, where everyone is treated in the same way, without looking at his or her role in the company, from whom performs the easiest duty to whom performs the most specialised one".

The beauty market is constantly expanding. The desire of seeing oneself younger is not just a female thing, but also 38% of men are increasingly concerned by their appearance.

According to Medical Insight reports, cosmetic medicine's turnover in the world, has reached 6.6 billion of dollars, of which 2.4 concerns medical devices. "Thanks to advanced technologies we have gone from plastic surgery, which has caused serious injuries, to a beauty without a scalpel. Our jewel in the crown is the radio-frequency quadrupole which is effective in only a few sessions and can treat: laxity of facial and body skin, wrinkles, skin discolouration and cellulitis. This technology has been applied also to "Eva", the new machinery that treats problems such as vaginal dryness, vulva pain and incontinence. Every year the company invests approximately 8% of its turnover into Research & Development and cooperates with different universities.

"The excellence of our machinery has enabled us to set ourselves in markets which once were considered to be inaccessible, for example China and Russia. Foreign share of our turnover accounts for 75% and soon we will export also into Latin America, Thailand and in some European countries which are difficult to penetrate, like France. For the future we are developing new products, such as a "digital" drug and a new dermocosmetic line with active ingredients even more concentrated for a surprising result".



TECNOLOGIA ITALIANA AL SERVIZIO DEL BENESSERE FEMMINILE

È frutto della ricerca tecnologica **Novavision Group** la prima radiofrequenza quadripolare dinamica per contrastare i più diffusi disturbi vulvo-vaginali senza dolore, in totale comfort e con zero downtime. Secondo studi recenti il 50% delle donne in post-menopausa soffre di secchezza vaginale, lassità, prurito e bruciore. Ma nella vita di una donna sono molte le cause di disagi "intimi": vulvodinia (che in Italia colpisce 4 milioni di persone), dispareunia (che colpisce il 12-15% delle donne in età fertile, il 45% durante la menopausa), vaginiti e cistiti ricorrenti, incontinenza da sforzo colpiscono il genere femminile a tutte le età, dopo un parto, in conseguenza di problemi ormonali o semplicemente per un disformismo. Da oggi per tutte queste problematiche c'è una risposta efficace e confortevole: si chiama **EVA™** ed è il primo dispositivo medico prodotto in Italia ad offrire risultati sicuri e clinicamente testati contro queste sgradevoli e spesso invalidanti patologie femminili. Utilizza la tecnologia a radiofrequenza quadripolare dinamica **RADIO4™** declinata per applicazioni vulvo-vaginali", spiega **Flavio Peralda**, Presidente di Novavision Group SpA. "nasce così la tecnologia Vaginal Dynamic Radiofrequency (VDRTM) che consente di modulare l'azione dell'energia elettromagnetica direzionata allo specifico layer tissutale da trattare, dove si trasforma in calore attivo, preservando l'equilibrio degli strati circostanti. Grazie al sistema Radiofrequency Safety System (RSS™), costituito da un gruppo di quattro rilevatori della temperatura generata e da sensori di movimento, garantisce l'efficacia e la sicurezza della procedura". Il riscaldamento

selettivo prodotto agisce migliorando il microcircolo epiteliale e l'idratazione mucosale, riducendo il grado dell'atrofia vulvo-vaginale e i suoi principali sintomi quali secchezza, prurito, bruciore e dolore da rapporto (dispareunia); stimola la produzione di collagene e di sostanza fondamentale, che regola la quantità di acqua presente nella cute, ripristinando l'elasticità e la compattezza del canale vaginale; agisce sul dolore vulvare e vestibolare migliorando la qualità della vita delle donne che ne sono affette; contrasta la lieve incontinenza urinaria da sforzo, liberando le donne dal disagio quotidiano che ne consegue. Infine, ristabilendo il trofismo dei tessuti, migliora l'aspetto sia estetico che funzionale dell'organo. Plus del trattamento è la velocità con la quale si raggiungono risultati apprezzabili: generalmente sono sufficienti 4 sedute, una ogni 14 giorni, della durata media di 20 minuti, per risolvere i disturbi intimi femminili legati all'atrofia vaginale. A differenza delle tecnologie sinora impiegate, il trattamento è assolutamente indolore, confortevole, non necessita di anestesia o analgesia e non prevede tempi di recupero: la paziente riprende le normali attività immediatamente, senza disagio e senza bisogno di tempi di downtime (ovvero sospensione da qualunque attività). Le sedute possono quindi essere gestite in modo facile e veloce, senza alcun rischio o successive implicazioni da parte della paziente.



The technology made in Italy at the service of woman health

The first dynamic quadripolar radiofrequency to counter the most common vulvovaginal disorders without pain, in complete comfort and with zero downtime is the result of the technological research by Novavision Group. According to recent studies, 50% of women in the post-menopausal period suffers from vaginal dryness, laxity, itching and burning.

But in the life of a woman many are the causes of "intimate" discomforts: vulvodinia (which in Italy affects 4 million people), dyspareunia (which affects 12-15% of women of childbearing age, 45% during menopause) recurrent vaginitis and cystitis, stress incontinence affect the female gender at any age, after childbirth, as a result of hormonal problems, or simply due to a dimorphism.

Starting from today all these problems have an effective and comfortable answer: its name is **EVA™** and is the first medical device produced in Italy to offer safe and clinically tested results against these unpleasant and often debilitating female pathologies

"It uses the **RADIO4™** dynamic quadripolar radiofrequency technology declined for vulvovaginal applications," explains Flavio Peralda, President of Novavision Group SpA, "thus, the Vaginal Dynamic Radio Frequency (VDRTM) technology was born, that allows operators to modulate the action of electromagnetic energy directed to the specific tissue layer that needs treatment, where it transforms into active heat and preserves the equilibrium of the surrounding layers. Thanks to the Radiofrequency Safety System (RSS™), constituted by a group of four detectors of the temperature generated and by motion sensors, it ensures the effectiveness and safety of the procedure" "Selective heating generated by the device improves microcirculation and epithelial hydration of the vaginal mucosa reducing the degree of vulvovaginal atrophy together with its main symptoms such as dryness, itching, burning and painful intercourse (dyspareunia); it stimulates the production of collagen and fundamental substance which regulates the quantity of water within the cutis restoring the elasticity and firmness of the vaginal canal; it acts on vulvar and vestibular pain improving the life quality of those women affected by these disorders: it counteracts mild stress urinary incontinence, freeing women from the consequent discomfort. Finally, with restoring tissue tropism, it improves both the aesthetic and functional aspect of the organ. A plus of the treatment is the time required to achieve significant results: generally 4 sessions, one every 14 days, lasting averagely 20 minutes are sufficient to solve woman intimate disorders linked to vaginal atrophy.

Unlike the technologies so far used, treatments are completely painless, comfortable, do not require anaesthesia or analgesia and do not imply recovery time: patients can immediately resume normal activity, without discomfort and without downtime (that is suspension from any activity). Sessions can be handled quickly and easily, without any risk or subsequent implication for the patient.



Un po' al centro, un po' a sinistra «E il Pd può vincere le Regionali»

Il renziano Giorgio Gori: il partito è meno diviso di quanto si dica



di GIULIANO MOLOSSI

LO DICONO in molti: Giorgio Gori, sindaco di Bergamo, sarebbe un eccellente candidato del centrosinistra alla presidenza della Regione Lombardia (si vota fra un anno), ma quando glielo chiedi, quando gli domandi se per caso il ruolo di sindaco non

sembra lacerato su tutto, sui tempi del congresso, sulla data del voto. «Si tratta di capire se congresso e voto possono essere pretesti per mandare a pezzi il Partito democratico. Io la trovo una follia. In direzione Bersani ha detto cose interessanti che mi piacerebbe fossero argomenti del congresso, ha una sensibilità politica di cui il Pd oggi ha bisogno, non capisco proprio perché ostinarsi a ritenere pregiudiziale la questione della data, che a me pare assolutamente secondaria. Bisogna che tutti facciano il possibile per scongiurare lo strappo. In D'Alema ho trovato delle note

SIMBOLO
Giorgio Gori in bici una delle carte vincenti delle elezioni comunali



Il sindaco di Bergamo

Ex manager tv, sindaco dal giugno 2014 a Bergamo, 57 anni, Giorgio Gori è per molti il candidato ideale del centrosinistra alle regionali. «Fare il sindaco non mi dà strutto. Per ora sta bene qui, domani vedremo cosa succederà»

EVITARE LO STRAPPO

Trovo una follia utilizzare congresso e voto come pretesti per mandare a pezzi il Pd. Bersani ha detto cose interessanti, difficile invece ricucire il rapporto tra D'Alema e Renzi

mo molto e che ritengo perfettamente in



di SUSANNA MESSAGGIO

DONNE DIGITALI E IMPRESE DINAMICHE

LE DONNE sono viste come mediocri consumatori di tecnologia? Errore. La smentita arriva da un'indagine condotta da Oxfam e World Bank in partnership con Facebook. Dallo studio pubblicato in questi giorni - su 7.400 imprese italiane - emerge come le imprese più capaci di investire all'estero e nello sfruttare al massimo le potenzialità del web siano guidate da donne. Nel dettaglio: le aziende che producono almeno il 25% delle entrate grazie all'export sono più spesso guidate da donne che da uomini (41% contro 31%). Il 76% delle imprenditrici usa la Rete per promuovere il busi-

ness contro il 74% degli imprenditori. Tra i big player italiani che hanno alla guida imprenditrici e donne manager, il colosso Solgar Italia Multinutrient che ha chiuso il 2016 con una crescita del fatturato del 16% ad oltre 34 milioni. Il gruppo è guidato da Anna Giuliani presidente e amministratore delegato dell'azienda che distribuisce in Italia e Svizzera integratori nutrizionali-farmaceutici, vitamine, minerali e aminoacidi della statunitense Solgar, nata nel 1947 a New York. Il gruppo da tre anni è presente anche in Svizzera, dove è cresciuta del 20%. Altra case history di successo arriva da

Novaclinical, la divisione per i devices medicali del gruppo Novavision (tecnologie medicali ed estetiche). «Oggi Novaclinical è presente in 22 paesi al Mondo, che saranno più di 33 entro la fine del 2017, la maggior parte dislocati in Far e Middle East e in Europa», spiega Monica Cattaneo, export manager Novaclinical. «L'obiettivo 2017 - prosegue - è di aumentare del 46% il numero dei distributori, che raggiungeranno quota +22% sul 2016». Sulle potenzialità della tecnologia digitale interviene Mara Mancini, marketing manager Novavision. «Il digitale consente performance miglio-

ri, una comunicazione più veloce, il raggiungimento di informazioni globali. I nostri devices, per esempio, montano la tecnologia IoMT (Internet of Medical Things) che permette l'interconnessione tra molteplici dispositivi e piattaforme, al fine di poter condividere, immagazzinare ed analizzare dati, informazioni e assistenza». Non meno interessante la strategia del gruppo Mobisafe Distribution Italia. «Non ci fanno paura le sfide», racconta Bianca Broto responsabile marketing e tra i soci della società. Mobisafe distribuisce in esclusiva la tecnologia SkudoWave, una nanotecnologia che riduce il rischio di possibili danni biologici, potenzialmente generati dai campi elettromagnetici dei cellulari. «Sulla scia del successo che il nanoprocessore sta riscuotendo, guardiamo con interesse all'estero e siamo proiettati nel futuro della tecnologia perché l'anima della nostra azienda è tecnologica - chiarisce Bianca Broto - il numero di cellulari sta eguagliando il numero di abitanti della Terra e l'obiettivo è arrivare alla fonte». Se la matematica non è opinione le Donne 4.0 giocano la partita in attacco!

Oggi però il Pd non potrebbe essere più diviso. Si contano qualcosa come 14 correnti. Lei in quale si riconosce? «In nessuna. Questo esercizio di fare a fette il Pd piace molto ai giornalisti, ma in realtà il Pd è molto meno frazionato di come si racconta. C'è un'ampia maggioranza del partito che sostiene l'attuale segreteria, io sto con quella».

Come finirà secondo lei? Bersani dice che la scissione è già nei fatti, il partito

idea chiara. Cosa pensa del nuovo movimento di Pisapia? Dice che se Renzi rinunciasse ad Alfano, potrebbe profilarsi un'intesa con il Pd per allargare la coalizione di centrosinistra? «Giudico molto positiva questa iniziativa di Giuliano Pisapia, che è persona che sti-



una direzione molto diversa da quella di Berlusconi e di una destra moderata e liberale. Ma se dai il premio alla coalizione li obblighi a stare insieme, è un grave errore».

Qual è la miglior proposta di legge elettorale? «Quella che ha fatto Cuperlo che dice di introdurre un premio alla lista che arriva prima, questo indubbiamente faciliterebbe la formazione di una maggioranza».



di SUSANNA MESSAGGIO

DONNE DIGITALI E IMPRESE DINAMICHE

LE DONNE sono viste come mediocri consumatori di tecnologia? Errore. La smentita arriva da un'indagine condotta da Oxfam e World Bank in partnership con Facebook. Dallo studio pubblicato in questi giorni - su 7.400 imprese italiane - emerge come le imprese più capaci di investire all'estero e nello sfruttare al massimo le potenzialità del web siano guidate da donne. Nel dettaglio: le aziende che producono almeno il 25% delle entrate grazie all'export sono più spesso guidate da donne che da uomini (41% contro 31%). Il 76% delle imprenditrici usa la Rete per promuovere il busi-

ness contro il 74% degli imprenditori. Tra i big player italiani che hanno alla guida imprenditrici e donne manager, il colosso Solgar Italia Multinutrient che ha chiuso il 2016 con una crescita del fatturato del 16% ad oltre 34 milioni. Il gruppo è guidato da Anna Giuliani presidente e amministratore delegato dell'azienda che distribuisce in Italia e Svizzera integratori nutrizionali-farmaceutici, vitamine, minerali e aminoacidi della statunitense Solgar, nata nel 1947 a New York. Il gruppo da tre anni è presente anche in Svizzera, dove è cresciuta del 20%. Altra case history di successo arriva da

Novaclinical, la divisione per i devices medicali del gruppo Novavision (tecnologie medicali ed estetiche). «Oggi Novaclinical è presente in 22 paesi al Mondo, che saranno più di 33 entro la fine del 2017, la maggior parte dislocati in Far e Middle East e in Europa», spiega Monica Cattaneo, export manager Novaclinical. «L'obiettivo 2017 - prosegue - è di aumentare del 46% il numero dei distributori, che raggiungeranno quota +22% sul 2016». Sulle potenzialità della tecnologia digitale interviene Mara Mancini, marketing manager Novavision. «Il digitale consente performance miglio-

ri, una comunicazione più veloce, il raggiungimento di informazioni globali. I nostri devices, per esempio, montano la tecnologia IoMT (Internet of Medical Things) che permette l'interconnessione tra molteplici dispositivi e piattaforme, al fine di poter condividere, immagazzinare ed analizzare dati, informazioni e assistenza». Non meno interessante la strategia del gruppo Mobisafe Distribution Italia. «Non ci fanno paura le sfide», racconta Bianca Broto responsabile marketing e tra i soci della società. Mobisafe distribuisce in esclusiva la tecnologia SkudoWave, una nanotecnologia che riduce il rischio di possibili danni biologici, potenzialmente generati dai campi elettromagnetici dei cellulari. «Sulla scia del successo che il nanoprocessore sta riscuotendo, guardiamo con interesse all'estero e siamo proiettati nel futuro della tecnologia perché l'anima della nostra azienda è tecnologica - chiarisce Bianca Broto - il numero di cellulari sta eguagliando il numero di abitanti della Terra e l'obiettivo è arrivare alla fonte». Se la matematica non è opinione le Donne 4.0 giocano la partita in attacco!

DIGITAL WOMEN DYNAMIC COMPANIES

Are WOMEN seen as mediocre technology consumers? Big mistake.

The refutation comes from a survey conducted by the OECD and the World Bank in partnership with Facebook. The study published in these days on 7,400 Italian companies shows how companies that can best invest abroad and fully exploit the web potentials are headed by women.

More specifically: those companies that produce at least 25% of income thanks to exports are more often headed by women than by men (41% versus 31%). 76% of women entrepreneurs use the Internet to promote their business compared to 74% of men entrepreneurs.

Among the big Italian players headed by women there is the colossus Solgar Italia Multinutrient which closed the 2016 balance with a 16% growth in turnover to over 34 million euros.

The group is led by Anna Giuliani, chairman and CEO of the company that distributes in Italy and Switzerland pharmaceutical-nutritional supplements, vitamins, minerals and amino acids of the American company Solgar, born in New York in 1947.

Since three years the group is also in Switzerland where it has grown by 20%.

Another successful case history comes from Novaclinical, the medical devices division of Novavision Group (medical and aesthetic technologies). "Today Novaclinical is present in 22 countries worldwide, which will be over 33 by the end of 2017, the majority located in the Far and Middle East and Europe," says **Monica Cattaneo, Novaclinical export manager**.

"The goal of 2017 - she continues - is to increase the number of distributors by 46%, which will reach a + 22% figure in 2018".

On the potentials of digital technology speaks **Mara Mancini, marketing manager Novavision** "Digital allows better performance, faster communication, the achievement of global information.

Our devices, for example, are equipped with IoMT technology (Internet of Medical Things) that allows the interconnection among multiple devices and platforms, in order to be able to share, store and analyze data, information and assistance".

Equally interesting is the strategy of Mobisafe Distribution Italia.

"We do not fear challenges", reassures Bianca Broto marketing manager and one of the company's partners. Mobisafe exclusively distributes the SkudoWave technology, a nanotechnology that reduces the risk of possible biological damage, potentially generated by the electromagnetic fields of mobile phones.

"Following the success of nano processors, we look with interest abroad and we are projected into the future of technology for the soul of our company is technology - explains Bianca Broto - the number of cell phones is equaling the number of inhabitants of the Earth and the goal is to get to the source".

If mathematics is not an opinion, women 4.0 play the game on the forward line!



salute *va lei*

Oggi per combattere i più comuni (e fastidiosi) disturbi vaginali c'è una **soluzione innovativa**, che promette di restituire il benessere sessuale senza farmaci ed effetti secondari

L'ARMA HI-TECH CONTRO il dolore intimo

IL CALORE ATTIVO che cura, ripara e rigenera

1 IN CHE COSA CONSISTE

Eva utilizza la Vaginal dynamic radiofrequency (VDR), ovvero la tecnologia a radiofrequenza quadripolare dinamica Radio4, ampiamente utilizzata in campo estetico, ma qui declinata per trattare in modo mirato la delicata zona vulvo-vaginale.

★ In parole semplici, Eva racchiude tre tecnologie diverse che, insieme, trasformano l'energia elettromagnetica in **calore attivo**, focalizzandolo solo dove serve e modulandone la profondità d'azione in tutta sicurezza, grazie a un sistema di controllo costante della temperatura.

★ Le onde elettromagnetiche vengono veicolate tramite un manipolo, introdotto in vagina.

COME AGISCE

Quando raggiunge i tessuti "malati", il riscaldamento "attivo" prodotto da Eva produce una serie di reazioni benefiche:

- ✓ **migliora il microcircolo** a livello dei tessuti e aumenta l'idratazione della delicata mucosa, riducendo l'atrofia vulvo-vaginale comune a quasi tutte le donne in menopausa e responsabile di secchezza, bruciore, prurito e disparesunia (dolore durante i rapporti);
- ✓ **stimola la produzione naturale di collagene**, sostanza fondamentale che, tra le varie funzioni, ha anche quella di regolare la quantità di acqua presente nella cute, restituendo elasticità e compattezza al canale vaginale;
- ✓ **riduce il dolore vulvare e vestibolare**, migliorando la qualità di vita delle migliaia di donne colpite da vulvodinia;
- ✓ **contrasta un'incontinenza** primaria da sforzo di lieve entità;
- ✓ **migliora il trofismo dei tessuti**, cioè l'ossigenazione e il nutrimento a livello locale, con ripercussioni positive sia estetiche sia funzionali;
- ✓ **esercita un effetto lifting**, grazie ai tessuti più turgidi ed elastici.

3 IN QUALI CASI SI UTILIZZA

Gli studi hanno dimostrato che la radiofrequenza quadripolare dinamica è in grado di ridurre i seguenti disturbi vulvo-vaginali: secchezza, disparesunia, prurito e bruciore intimo, lieve incontinenza urinaria da sforzo, ridotta sensibilità, e causa della lassità dei tessuti per esempio dopo il parto, inestetismi vulvari.

IL TRATTAMENTO PREPARAZIONE



The Hi-Tech weapon against intimate pain.

Woman intimate life is dotted with obstacles. Does this sound exaggerated? Well, it is not: if approximately 50% of postmenopausal women suffer from vaginal dryness, itching and burning, in childbearing age the situation is not rosy, with at least 4 million cases of vulvodynia (defect data) and a generous portion of the pink army struggling with dyspareunia (pain during intercourse), vaginitis, recurrent cystitis and incontinence. * Regardless of the causes (may they be hormonal, anatomic, traumatic) today a new hi-tech solution is available with the promise to counteract the most common vaginal disorders without drugs, without side effects and without pain. * What is the secret of "Eva", as it was called by its inventors? Dynamic quadripolar radiofrequency, modulated to regenerate vulvovaginal tissues. Let's see what it is about with the help of Dr. Filippo Murina, who knows it and has been using it for long.

ACTIVE HEAT which treats, repairs and regenerates.

The technique based on dynamic quadripolar radiofrequency to contrast intimate disorders is brand new, but actually, Eva is the result of years of research and experiments, conducted in collaboration with a group of gynaecologists and with prestigious Italian universities. Its goal is to solve many gynaecological problems, stimulating a tissue regenerative response where needed.

1 WHAT IT IS ABOUT

Eva uses Vaginal dynamic radiofrequency (VDR), which is the dynamic quadripolar technology Radio4, widely used in the cosmetic field, but here declined to treat in a targeted manner the delicate vulvovaginal area. * In simple words, Eva encompasses three different technologies that, together, transform electromagnetic energy in active heat, focusing it only where necessary and modulating its depth of action in complete safety, thanks to a constant temperature control system. * Electromagnetic waves are channeled through a handpiece, inserted into the vagina.

2 ITS MECHANISM OF ACTION

When "sick" tissues are reached by the selective heating produced by Eva, a series of beneficial reactions are triggered:

- improved microcirculation in tissues and increased hydration of the delicate mucosa, reducing vulvovaginal atrophy common to almost all women in the menopausal period and responsible for dryness, burning, itching and dyspareunia (pain during intercourse);
- it stimulates the natural production of collagen, fundamental substance that, among its other functions, also regulates the amount of water present in the skin, restoring elasticity and firmness to the vaginal canal;
- it reduces the vulvar and vestibular pain, improving the quality of life of thousands of women suffering from vulvodynia;
- it contrasts mild stress urinary incontinence;
- it improves tissue tropism, namely, oxygenation and nutrition at local level, with both aesthetic and functional positive repercussions;
- its lifting effect, makes tissues more turgid and elastic.

3. THE CASES IN WHICH IT IS USED

Studies have shown that dynamic quadripolar radiofrequency is able to reduce the following vulvovaginal disorders: dryness, dyspareunia, intimate itching and burning; mild stress urinary incontinence; reduced sensitivity due to tissue laxity, for example after childbirth; vulvar blemishes.

* Recently, "Minerva ginecologica" has published a research, which involved a group of sexually active 50-year-old women suffering from perceived and symptomatic vaginal laxity or with menopause symptoms. After undergoing a cycle with EVA, women judged sessions pleasant and have observed a good improvement of their gynaecological problems.



Di recente, "Minerva ginecologica" ha pubblicato una ricerca, che ha coinvolto un gruppo di donne over 50 sessualmente attive, con lassità vaginale percepita e sintomatica o con i disturbi della menopausa. Sottoposte a un ciclo di Eva, le donne hanno giudicato le sedute gradevoli e constatato un netto miglioramento dei problemi ginecologici.

UNA SEDUTA TIPO

Prima di iniziare un ciclo di trattamento con Eva, la donna si sottopone a un'accurata visita ginecologica, finalizzata anche a escludere che i disturbi ginecologici non abbiano un'origine "patologica" (per esempio una vaginite o una cistite in fase acuta).

- ★ Una volta escluse cause specifiche, che richiedono cure farmacologiche o altre terapie idonee, il medico stabilisce il protocollo (regolazione di Eva, numero di sedute e così via).
- ★ A questo punto, tutto è pronto per iniziare la seduta vera e propria, che consiste nell'introduzione in vagina di un manipolo ergonomico in materiale biocompatibile, che veicola le onde elettromagnetiche.
- ★ Il tutto dura non più di 20 minuti. Dolore? Zero. Almeno fastidio? Tutt'altro. Le donne che sono già state sottoposte al trattamento raccontano, anzi, di una piacevole (per molte addirittura piacevolissima) sensazione di calore, che non diventa mai eccessivo, in quanto Eva è munita di rilevatori di temperatura e sensori di movimento.

DOPO IL TRATTAMENTO

È uno degli aspetti positivi: la seduta non solo non ha effetti collaterali, ma non lascia strascichi di alcun tipo, tanto è vero che il protocollo non prevede tempi di recupero. ★ Questo significa che dopo il trattamento è possibile riprendere non solo tutte le normali attività quotidiane, ma anche i rapporti sessuali, visto che il tessuto trattato non presenta bruciature né abrasioni.

I TEMPI E I COSTI

Un altro pregio del nuovo trattamento è la velocità d'azione. Risultati apprezzabili, infatti, generalmente si raggiungono dopo sole quattro sedute, una ogni 14 giorni. ★ Eva è già utilizzata in almeno 20 Paesi nel mondo ma, nonostante sia un'eccellenza tutta italiana, nel nostro Paese ha iniziato a diffondersi da poco. ★ Probabilmente è questa una delle ragioni per cui, almeno per ora, i trattamenti non sono passati dal Servizio sanitario nazionale, anche se la situazione potrebbe cambiare tra breve. ★ Un ciclo di quattro sedute può oggi costare da 800 a 1.000 euro, a seconda dello studio medico prescelto.



Servizio di Lorenza Resuli.
Con la consulenza del dottor Filippo Murina, responsabile del servizio di Patologia del tratto genitale inferiore all'Ospedale V. Buzzi, università di Milano, e direttore scientifica dell'Associazione italiana vulvodinia (Aiv).

NON PREVEDE ALCUNA

NE PREVENTIVA, NÉ TEMPI DI RECUPERO DOPO LA SEDUTA

viversaniebelli 47



A TYPICAL SESSION

Before starting a course of treatment with Eva, the patient undergoes a thorough gynaecological examination, especially aimed at excluding a possible "pathological" cause of the disorders the woman is experiencing (e.g. vaginitis or acute cystitis).

* Once specific causes requiring pharmacological treatment or other appropriate therapies have been ruled out, a doctor decides for the appropriate protocol (Eva adjustments, number of sessions and so on). * At this point, the real session can begin, which consists in the introduction into the vagina of an ergonomic handpiece made with biocompatible material, which conveys electromagnetic waves.

* The whole procedure lasts no longer than 20 minutes.

What about pain? No pain. Probably discomfort? Quite the contrary.

Women who have already undergone the treatment describe a pleasant warm sensation (for many even extremely pleasant) which never becomes excessive, as Eva is equipped with temperature detectors and motion sensors.

1. AFTER THE TREATMENT

It is one of the positive aspect: the session not only has no side effects, but does not leave consequences of any kind, so much so that the protocol does not provide for downtime periods.

* This means that after the treatment all normal daily activities can be immediately resumed, as well as sexual intercourse, as the treated tissue has no burns or abrasions.

2: TIMES AND COSTS

Another advantage of the new treatment is its speed of action. In fact, appreciable results are generally achieved after only four sessions, one every 14 days.

* Eva is already used in at least 20 countries in the world but, despite being all-Italian excellence, in our country it began to spread only recently. * It is probably one of the reasons why, at least now, treatments are not covered by the National Health Service even though this may change shortly.

* The price of a four-session cycle can now range from 800 to 1,000 Euros, depending on the clinic. Report by Lorenza Resuli. With the medical advice of Dr. Filippo Murina, head of the specialty: Pathology of the lower genital tract, at V. Buzzi Hospital, University of Milan, and scientific director of the Italian association of vulvodynia (Aiv).

THE TREATMENT DOES NOT REQUIRE ANY PREVENTIVE PREPARATION, NO DOWNTIME FOLLOWING SESSIONS.

For receiving information on the nearest medical practice which uses Eva, you can call the toll-free number NOVACLINICAL, 800.089.490 or visit the website WWW.NOVACLINICAL.IT



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Sesso over 50, rinunciare mai. Il medico ha le soluzioni

di ELISA MANACORDA

Lo legge dopo: 31 gennaio 2017

FA MALE, ma in poche sanno il perché. Avere un rapporto sessuale dopo la menopausa, infatti, per alcune donne può essere una vera e propria sofferenza: dolore, bruciore, fitte lancinanti durante la penetrazione, dovute a una condizione che, con la fine della fase fertile, colpisce quasi una signora su due. Si chiama atrofia vulvovaginale, e consiste nel progressivo assottigliamento dei tessuti che rivestono la vagina, con perdita di elasticità e di idratazione della mucosa. Ma sono in poche a riconoscerla, o a sapere come affrontarla. Lo studio Women's Empower, appena pubblicato dalla North American Menopause Society, basato su interviste online a quasi duemila donne in post menopausa, conferma quello che era emerso da almeno altri sei studi precedenti. E cioè che la stragrande maggioranza (oltre l'80%) delle intervistate non ha idea che la sechezza vaginale sia una condizione medica, né che esistano soluzioni per affrontarla al meglio.

«Anche in Italia la conoscenza di questo fenomeno non è diffusa - spiega **Rossella Nappi**, ginecologa e sessuologa all'università di Pavia e all'Irccs Fondazione San Matteo - perché tra donne e ginecologi si crea una sorta di collusione di silenzi: le prime non parlano di questo problema, i secondi non chiedono». Dobbiamo imparare, continua la ginecologa, ad affrontare anche temi scomodi durante la visita medica, infrangendo il tabù che vieta di parlare di sesso con una donna sopra i cinquant'anni.

LEGGI - Menopausa tra diminuzione della memoria e disturbi cognitivi, ma i rimedi ci sono

Tra i problemi della menopausa, infatti, si segnalano più facilmente i disturbi ritenuti più gravi, come osteoporosi e aumento del rischio cardiovascolare, o che più impattano sulla qualità della vita, come vampate o sudorazioni notturne. Ciò che invece rende il sesso doloroso e a volte impossibile, invece, viene trascurato, per pudore o ignoranza. Per questo - continua Nappi - siamo lavorando sulle pazienti, ma anche sui medici, affinché nelle domande di rito che aprono una visita medica ci siano anche quelle sulla vita sessuale. Anche perché le conseguenze dovute a questa condizione non si fermano alla vita intima, ma si estendono a molte attività quotidiane, visto che i bruciori provocati dall'atrofia vaginale possono rendere doloroso camminare, andare in bicicletta o indossare pantaloni aderenti.

LEGGI - Dating on line, donne meno selettive dopo gli anni

«I risultati dello studio Women's Empower dimostrano che, a dispetto di tutte le campagne di comunicazione e di formazione su donne e medici, molto resta da fare per far conoscere questa condizione. Insieme alle soluzioni esistenti», scrive Michael Krychman del Southern California Center for Sexual Health and Survivorship Medicine e autore dello studio. Le soluzioni ci sono. E sono - continua Nappi - più semplici di quelle per tenere sotto controllo le vampate: terapie localizzate a livello della vagina, con creme, gel e ovuli a base ormonale e non ormonale, o sistemiche da prendere per bocca. Oppure il trattamento laser per la rigenerazione dei tessuti, o la radiofrequenza. Infine, dice Nappi, è sempre valida l'affermazione "use it or lose it": l'attività sessuale regolare (un rapporto a settimana) promuove la circolazione e la produzione di ormoni, mantenendo in forma la vagina.

Do not give up to sex over 50. Solutions are in the hands of doctors.

IT IS PAINFUL, but few women know why. Having intercourse after menopause, in fact, for some women can be really painful: pain, burning, stabbing pangs during penetration, due to a condition that, at the end of the fertile phase, affects nearly one in two women. It is called vulvovaginal atrophy, and consists in the progressive thinning of the tissues lining the vagina, with loss of elasticity and hydration of the mucosa. But very few women recognize it, and know how to deal with it. The Women's Empower study, just published by the North American Menopause Society, based on online interviews with nearly two thousand postmenopausal women, confirmed what had emerged from at least six other previous studies. Namely, that the vast majority (over 80%) of respondents have no idea that vaginal dryness is a medical condition, or that there are solutions to best address it.

"Even in Italy women do not know this phenomenon - says Rossella Nappi, gynaecologist and sexologist at the University of Pavia and at IRCCS San Matteo Foundation - because among women and Gynaecologists there is a kind of collusion of silences: the former do not mention the problem, the latter do not ask. " "We must learn", continues the gynecologist "to address also uncomfortable topics during a medical examination, breaking the taboo that forbids talking about sex with a woman over fifty".

READ - Menopause between memory loss and cognitive impairment, but there are remedies

Among the problems of menopause, in fact, the most serious disorders are those normally mentioned, such as osteoporosis and increased cardiovascular risk, or those which impact on life quality, such as hot flashes or night sweats. However, what makes sex painful, and sometimes impossible, is neglected, out of shame or ignorance. For this reason - Nappi continues - we are working on patients, but also on doctors, so as to include sex life in the usual questions that open a medical examination. Also because the consequences of this condition are not limited to intimate life, but they extend to many daily activities, as burning caused by vaginal atrophy can make walking, riding a bicycle or wearing tight pants painful.

READ - On-line dating, women less selective after 40

"The results of the Women's Empower study demonstrate that, in spite of all the communication and training campaigns for women and doctors, much is to be done to raise awareness of this condition, along with the existing solutions," writes Michael Krychman of Southern California Center for Sexual Health and Survivorship Medicine and author of the study. There are solutions. And they are - continues Nappi - simpler than those to control hot flashes: localized therapies at the level of the vagina, hormone based or non-hormone based creams, gels or vaginal suppositories, or systemic therapies per os. Otherwise laser treatment for regenerating tissues, or radiofrequency.

Finally, says Nappi, it is always valid the statement "use it or lose it": a regular sexual activity (one intercourse a week) promotes circulation and hormones production, keeping vagina fit.



SANITÀ E RICERCA

Tecnologia milanese rivoluziona il trattamento dei disagi femminili

Una nuova tecnologia, «Eva», al servizio del benessere: permette di risolvere i problemi della menopausa e del dopo-parto

di Redazione Milano online

Sempre più donne scelgono di sottoporsi a un intervento di ringiovanimento, per sentirsi più a loro agio con il partner, ma soprattutto per risolvere tutti quei disturbi legati alla menopausa, o che possono comparire dopo un parto o dopo una malattia, e che condizionano la coppia e il benessere psico-fisico dell'individuo. Secondo indagini recenti (Quanta System Observatory, su un campione di 1.500 donne tra i 18 e i 65 anni) il 29 per cento delle italiane over 40, ovvero una su tre, desidera sottoporsi a trattamenti intimi. La maggior parte delle richieste arriva proprio da Milano (25%), seguite da Napoli e Roma. In questo campo, accanto ai laser, si sta facendo strada una nuova tecnologia all'avanguardia, efficace e confortevole che sfrutta la radiofrequenza quadripolare dinamica e che sta conquistando i mercati non solo italiano, ma anche stranieri, compresi quello tedesco e cinese, che crescono al ritmo del 25-30% annui.

Questa novità della tecnologia al servizio del benessere femminile dal nome evocativo, Eva, parla italiano: nasce infatti nei laboratori di ricerca di un'azienda milanese, leader nella produzione di apparecchi elettromedicali, che ne firma i brevetti, la tecnologia, il design e tutte le fasi di progettazione, produzione e commercializzazione. «Investiamo ogni anno l'8% del fatturato in ricerca e sviluppo per offrire risposte puntuali alle esigenze di un mercato che è in continuo mutamento», racconta Flavio Peralda, al timone della Novavision Group di Misinto, azienda nata negli anni 80 e che dopo essersi affermata nella produzione di videoproiettori si è via via imposta sui mercati dei dispositivi medici, delle apparecchiature elettromedicali per uso estetico e dei prodotti dermocosmetici. «Il desiderio di contrastare gli effetti del passare del tempo non risponde solo a criteri estetici ma di benessere e migliore qualità della vita, a tutte le età».



Flavio Peralda

20 gennaio 2017 | 14:59
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It comes from Milan the technology that revolutionizes woman discomforts.

A new technology, «Eva», at the service of wellbeing: allows women to solve problems linked to menopause and following childbirth..

More and more women choose to undergo re-vagination surgery undoubtedly to feel more at ease with their partner, but above all, to solve all those disorders related to menopause, or that may occur after childbirth or following a disease, that negatively affect the sexual life of a couple and the mental and physical wellbeing of an individual. According to recent surveys (Quanta System Observatory, on a sample of 1,500 women aged between 18 and 65), 29% of Italian women over 40, namely one out of three, wants to undergo intimate treatments. Most of the requests come precisely from Milan (25%), followed by Naples and Rome. In this field, next to lasers, a new effective and comfortable cutting-edge technology is gaining ground by using dynamic quadripolar radiofrequency and is conquering not only Italian markets but also foreign markets, including Germany and China, which are growing 25-30% per year.

This pearl of technology at the service of woman health with the evocative name, Eva, speaks Italian: it was in fact created in the research laboratories of a company in Milan, a leading manufacturer of medical devices, which signs for this trump card machine patents, technology, design and all the stages of development, production and marketing. «Every year we invest 8% of our turnover in R&D to provide timely responses to the needs of a constantly changing market», says Flavio Peralda, leader of Novavision Group in Misinto, company founded in the 80s that after a first successful focus on the production of video projectors gradually entered the markets of medical devices, electromedical equipment for aesthetic use and dermo-cosmetic products. «The desire to counter the effects of time not only meets aesthetic criteria but wellbeing principles and a better quality of life, at all age groups».



EVA, la radiofrequenza per i disturbi vulvo-vaginali

La tecnologia italiana al servizio del benessere femminile



Secondo studi recenti più del 50% delle donne in post-menopausa soffre di secchezza e atrofia vaginale, lassità, prurito e bruciore. Ma nella vita di una donna sono molte le cause di disagi "intimi": vulvodinia (che in Italia colpisce 4 milioni di persone), dispareunia (che colpisce il 12-15% delle donne in età fertile, il 45% durante la menopausa) vaginiti e

cistiti ricorrenti, incontinenza da sforzo colpiscono il genere femminile a tutte le età, dopo un parto, in conseguenza di problemi ormonali o semplicemente per un disformismo.

Da oggi per tutte queste problematiche c'è una risposta efficace e confortevole: si tratta della radiofrequenza quadripolare dinamica RADIO4™ EVA™.

«La Radiofrequenza quadripolare dinamica è conosciuta dai più per il suo utilizzo in campo estetico, perché produce un ringiovanimento dei tessuti con effetto lifting», spiega il dott. Franco Vicariotto, ... (Continua) leggi la

2° pagina ➔

(2° pagina) Puoi fare una domanda agli specialisti del [forum](#) oppure (Torna alla 1° pagina..) Vicariotto, Specialista in Ostetricia-Ginecologia. «Allo stesso modo EVA™ agisce sui tessuti di vulva e vagina, laddove si verificano lassità cutanea, secchezza vaginale e disturbi funzionali, con ottimi risultati in termini di efficacia, confort per il paziente e sicurezza. Grazie al sistema Radiofrequency Safety System (RSS™), costituito da un gruppo di quattro rilevatori della temperatura generata e da sensori di movimento, consente di modulare l'azione dell'energia elettromagnetica direzionata allo specifico layer tissutale da trattare, dove si trasforma in calore attivo senza bruciare i tessuti. Abbiamo così gli stessi esiti di un laser, ma senza rischi per il paziente che, al contrario, avverte durante la seduta una piacevole sensazione di benessere e comfort. Inoltre, aspetto da non trascurare, il paziente può riprendere immediatamente le normali attività, senza alcun disagio dopo il trattamento, perché il tessuto trattato non presenta bruciature né abrasioni».

Diverse sono le indicazioni terapeutiche della radiofrequenza quadripolare dinamica. Il riscaldamento selettivo prodotto agisce migliorando il microcircolo epiteliale e l'idratazione mucosale, riducendo il grado dell'atrofia vaginale e i suoi principali sintomi quali secchezza, prurito, bruciore e dolore da rapporto (dispareunia); stimola la produzione di collagene e di sostanza fondamentale, che regola la quantità di acqua presente nella cute, ripristinando l'elasticità e la compattezza del canale vaginale; agisce sul dolore vulvare e vestibolare migliorando la qualità della vita delle donne che ne sono affette.

«Recentemente», spiega il dott. Vicariotto, «si incomincia a trattare con questa tecnologia anche la lieve incontinenza urinaria da sforzo, liberando le donne dal disagio quotidiano che ne consegue».

Ma vi sono anche donne che la scelgono per rispondere a un bisogno di ringiovanimento vulvare. «Si tratta di richieste meno incidenti in percentuale», spiega Vicariotto, «ma è un fenomeno molto sentito in altri paesi, in Asia e Stati Uniti in primis, che sta prendendo piede anche da noi. Con il passare del tempo i tessuti tendono a cedere, e la radiofrequenza quadripolare dinamica produce in poche sedute un effetto lifting che consente di ritrovare turgore ed elasticità dei tessuti».

Plus del trattamento con EVA™ è la velocità con la quale si raggiungono risultati apprezzabili: generalmente sono sufficienti 4 sedute, una ogni 14 giorni, della durata media di 20 minuti, per risolvere i disturbi intimi femminili legati all'atrofia vaginale. EVA™ è un'eccellenza tutta italiana. È infatti realizzata e commercializzata da Novaclinical, marchio del Gruppo Novavision che produce apparecchiature e biotecnologie medicali, dopo anni di ricerche condotte in collaborazione con un board di medici ginecologi e prestigiose Università italiane, e vanta l'azione combinata di tre tecnologie di proprietà di Novavision Group.

«Siamo orgogliosi di EVA™, innanzitutto perché rappresenta un'eccellenza tutta italiana e in secondo luogo perché siamo i primi a introdurre un'apparecchiatura così evoluta e utile per l'universo femminile, non solo nel nostro paese ma nel mondo», commenta Flavio Peralda, Presidente di Novavision Group SpA.

[Leggi altre informazioni](#)

11/01/2017 Andrea Piccoli



EVA, radiofrequency to treat vulvo-vaginal disorders The Italian technology at the service of feminine care.

According to recent studies, more than 50% of postmenopausal women, suffer from vulvo-vaginal atrophy and dryness, laxity, itchiness and burning. However, in every women's life there are many problems that affect feminine care: vulvodinia (in Italy it affects 4 million of people), dyspareunia (which affects 12-15% of women of childbearing age), vaginitis and cystitis, urinary incontinence affects women at any age, after childbirth, as a consequence of hormonal problems or simply because of a dysmorphic feature.

Today, we can solve this problems thanks to Fractional Quadripolar Dynamic Radiofrequency Radio4M™ EVA™.

"Fractional Quadripolar Dynamic Radiofrequency is already known in the cosmetic field, because it produces a rejuvenation of tissues with facelift effect", explains Dr. Franco Vicariotto, specialist in Obstetrics & Gynecology. "In the same way, EVA acts on vulva and vagina tissues in case of laxity, vaginal dryness and functional disorders, with great results in terms of effectiveness, comfort and safety. The Radiofrequency Safety System (RSS™), formed by a group of 4 temperature detectors and motion sensors, allows to modulate electromagnetic energy for the desired layer of the epidermis, where the energy converts into heating without burning tissues. This technique has the same results of a laser, but the patient does not take any risks, who, instead, has the pleasant sensation of wellbeing and comfort during the first session. Moreover, the patient can go back immediately to his or her ordinary activities, without any kind of discomfort after the treatment, because the treated tissue does not present burnings or abrasions".

There are different quadripolar dynamic radiofrequency therapeutic indications. Selective heating acts in order to improve the epithelium and the mucosal hydration, reducing the levels of vulvo-vaginal atrophy and its main symptoms, such as dryness, itchiness, burning and dyspareunia. It stimulates the production of collagen which is a key element that regulates the amount of water in the skin, restoring vaginal canal elasticity and compactness; it acts on vulva and vestibular pain, improving the quality of life of women who suffer from this disorder.

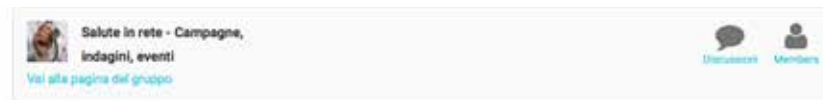
Dr. Vicariotto continues - "Recently, we started to treat with this technology also the milder form of urinary incontinence, so that to help women to feel confident with themselves".

Moreover, there are also women who choose this technology for a vulvar rejuvenation. "We are talking about less influential requests", explains Vicariotto, "but this phenomenon is very developed in other countries, in first place Asia and the United States of America, but it is taking off in Italy as well. As time goes by, you can see that skin tissues tend to age, and quadripolar dynamic radiofrequency produces, in a few sessions, a facelift effect that allows to restore firmness and elasticity of the tissues".

The key element that distinguishes EVA™ is how quickly it achieves satisfactory results: in fact, usually, in order to solve disorders related to vaginal atrophy, only 4 sessions are sufficient, 1 every 14 days for an average duration of 20 minutes.

EVA™ is an Italian excellence. It is realized and commercialized by Novaclinical, a Novavision Group brand, that after years of searching carried out in cooperation with specialized gynecologists and with prestigious Italian universities, produces medical biotechnologies and equipment; it boasts of the combined action of 3 technologies owned by Novavision Group.

"We are so proud of EVA™, firstly because it represents an Italian excellence and secondly because we are the first ones to introduce such an advanced and useful machinery for women, not only in our country but also all around the world", continues Flavio Peralda, President CEO of Novavision Group.



EVA™, TECNOLOGIA ITALIANA AL SERVIZIO DEL BENESSERE FEMMINILE

Torna al gruppo Tutti gli iscritti

MARTEDÌ, 10 GENNAIO 2017

La prima radiofrequenza quadripolare dinamica per contrastare i più diffusi disturbi vulvo-vaginali senza dolore, in totale comfort e con zero downtime

Secondo studi recenti il 50% delle donne in post-menopausa soffre di secchezza vaginale, lassità, prurito e bruciore. Ma nella vita di una donna sono molte le cause di disagi "intimi": vulvodinia (che in Italia colpisce 4 milioni di persone), dispareunia (che colpisce il 12-15% delle donne in età fertile, il 45% durante la menopausa) vaginiti e cistiti ricorrenti, incontinenza da sforzo colpiscono il genere femminile a tutte le età, dopo un parto, in conseguenza di problemi ormonali o semplicemente per un disformismo. Da oggi per tutte queste problematiche c'è una risposta efficace e confortevole: si chiama EVA™ ed è il primo dispositivo medico prodotto in Italia ad offrire risultati sicuri e clinicamente testati contro queste sgradevoli e spesso invalidanti patologie femminili. EVA™ utilizza la tecnologia a radiofrequenza quadripolare dinamica RADIO4™ declinata per applicazioni vulvo-vaginali, spiega Flavio Peralda, Presidente di Novavision Group SpA, "nasce così la tecnologia Vaginal Dynamic Radiofrequency (VDRTM) che consente di modulare l'azione dell'energia elettromagnetica direzionata allo specifico strato tissutale da trattare, dove si trasforma in calore attivo, preservando l'equilibrio degli strati circostanti. Grazie al sistema Radiofrequency Safety System (RSS™), costituito da un gruppo di quattro rilevatori della temperatura generata e da sensori di movimento, garantisce l'efficacia e la sicurezza della procedura". Il riscaldamento selettivo prodotto da EVA™ agisce migliorando il microcircolo dei tessuti e l'idratazione della mucosa, riducendo il grado dell'atrofia vulvo-vaginale e i suoi principali sintomi quali secchezza, prurito, bruciore e dolore da rapporto; stimola la produzione di collagene e di sostanza fondamentale, che regola la quantità di acqua presente nella cute, ripristinando l'elasticità e la compattezza del canale vaginale; agisce sul dolore vulvare e vestibolare migliorando la qualità della vita delle donne che ne sono affette; contrasta la lieve incontinenza urinaria da sforzo, liberando le donne dal disagio quotidiano che ne consegue. Infine, ristabilendo il trofismo dei tessuti, migliora l'aspetto sia estetico che funzionale dell'organo. Le donne che si sottopongono ai trattamenti con EVA™ risolvono in poco tempo le loro problematiche intime: generalmente sono sufficienti 4 sedute, una ogni 14 giorni, della durata media di 20 minuti. A differenza delle tecnologie sinora impiegate, il trattamento con EVA™ è assolutamente indolore, confortevole, non necessita di anestesia o analgesia e non prevede tempi di recupero: la paziente riprende le normali attività immediatamente, senza disagio e senza bisogno di tempi di downtime (ovvero sospensione da qualunque attività). Le sedute possono quindi essere gestite in modo facile e veloce, senza alcun rischio o successive implicazioni da parte della paziente. "Siamo orgogliosi di EVA, innanzitutto perché rappresenta un'eccellenza tutta italiana e in secondo luogo perché siamo i primi ad introdurre un'apparecchiatura così evoluta e utile per l'universo femminile, non solo nel nostro Paese ma nel mondo" commenta Flavio Peralda, "Il risultato più appagante è vedere come lo sforzo di anni spesi in ricerca e investimenti si traduca nell'aiutare le donne a ritrovare il sorriso e la serenità, spesso compromessa, senza l'utilizzo di farmaci e senza dolore".



EVA, the technology made in Italy at the service of woman health.

The first dynamic quadripolar radiofrequency to counter the most common vulvovaginal disorders without pain, in complete comfort and with zero downtime.

According to recent studies, 50% of women in the post-menopausal period suffers from vaginal dryness, laxity, itching and burning. But in the life of a woman many are the causes of "intimate" discomforts: vulvodinia (which in Italy affects 4 million people), dyspareunia (which affects 12-15% of women of childbearing age, 45% during menopause) recurrent vaginitis and cystitis, stress incontinence affect the female gender at any age, after childbirth, as a result of hormonal problems, or simply for a dimorphism. Starting from today all these problems have an effective and comfortable answer: its name is EVA™ and is the first medical device produced in Italy to offer safe and clinically tested results against these unpleasant and often debilitating female pathologies. "EVA™ uses the RADIO4™ dynamic quadripolar radiofrequency technology declined for vulvovaginal applications," explains Flavio Peralda President of Novavision Group SpA, "thus, the Vaginal Dynamic Radio Frequency (VDRTM) technology was born, that allows operators to modulate the action of electromagnetic energy directed to the specific tissue layer that needs treatment, where it transforms into active heat and preserves the equilibrium of the surrounding layers. Thanks to the Radiofrequency Safety System (RSS™), constituted by a group of four detectors of the temperature generated and by motion sensors, it ensures the effectiveness and safety of the procedure". The selective heating produced by EVA™ improves tissue microcirculation and hydration of the mucosa, reducing the degree of vulvovaginal atrophy together with its main symptoms such as dryness, itching, burning and painful intercourse; it stimulates the production of collagen and fundamental substance, which regulates the amount of water present in the skin, restoring the elasticity and firmness of the vaginal canal; it acts on the vulvar and vestibular pain improving the quality of life of women suffering from this condition; it counteracts mild stress urinary incontinence, freeing women from the consequent daily discomfort. Finally, by restoring tissue tropism, it improves both the aesthetic and functional aspect of the organ. Women who undergo treatments with EVA™ resolve their intimate problems in a short time: 4 sessions, one every 14 days, each one lasting 20 minutes averagely, are usually sufficient. Unlike the technologies so far used, treatments with EVA™ are completely painless, comfortable, do not require anaesthesia or analgesia and do not imply recovery time: patients can immediately resume normal activity, without discomfort and without downtime (that is suspension from any activity). Sessions can be managed quickly and easily, without any risk or subsequent implications for the patient. "We are proud of EVA, primarily because it represents an entirely Italian excellence and secondly because we are the first ones to introduce such and advanced and useful device in the female universe, not only in our Country but worldwide," says Flavio Peralda, "The most satisfying result is to see how the effort of years spent on research and investments has helped women regain their smile and serenity, often compromised, without using drugs and without pain."



Benessere intimo senza tabù con EVA, la radiofrequenza amica delle donne

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Secondo indagini recenti, il 29% delle italiane over 40 desidera sottoporsi a un intervento di **re-vagINATION**, ovvero ringiovanimento vaginale inteso come l'insieme dei trattamenti volti al miglioramento della funzionalità, del benessere e, perché no, dell'aspetto delle proprie parti intime. È ormai ampiamente diffuso il dato secondo cui il 50% delle donne in post-menopausa soffre di tutta una serie di disagi, di intensità variabile e soggettiva, che vanno dalla secchezza vaginale alla lussità dei tessuti, prurito e bruciore fino alla

dyspareunia, ovvero quel fastidioso dolore durante i rapporti sessuali. Ma nella vita di una donna sono molte le cause di disagi "intimi", che colpiscono a tutte le età e che influiscono sul benessere psico-fisico anche di chi vive loro accanto: solo per fare un esempio, la **vulvodinia**, che in Italia colpisce il 5,8% delle donne, circa 440mila, per non parlare di vaginiti e cistiti ricorrenti, incontinenza da sforzo che può comparire dopo il parto o semplicemente un **dimorfismo** che genera disagio e difficoltà nella vita di coppia.

Problemi che queste di cui si parla poco o per nulla, non solo sui media, ma anche con il ginecologo e con i propri cari. Per una sorta di inspiegabile pudore, per quanto siano così diffuse, spesso sono sottaciute e/o sottovalutate: si pensa "passerà" o, peggio ancora, "è normale". Quello che non si sa è che basta davvero poco per ritrovare il benessere "intimo", che tradotto significa intervenire non solo sui sintomi ma anche sulle cause, e risolvere il disagio, ritrovando così una vita sociale e di coppia normale.

Sono molte le terapie oggi disponibili, e non parliamo solo di terapie ormonali che, va sottolineato, sono importanti e insostituibili, ma possono essere affiancate da altri approcci che aiutino ad alleviare i disagi e a sentirsi bene con se stesse. Per non parlare di tutti quei casi in cui la terapia sostitutiva non è accessibile, come nel caso di una terapia oncologica in corso, per esempio.

Accanto al **laser**, di cui si sente parlare già da qualche tempo, si stanno facendo strada **trattamenti che sono mutuati dalla medicina estetica**, ma che sarebbe un errore considerare esclusivamente a fini estetici.

"L'ultima novità in questo ambito è la **radiofrequenza quadrupolare dinamica**", spiega Flavio Peralda, Presidente di Novavision Group SpA, azienda italiana leader da oltre 30 anni nella ricerca e sviluppo di nuove tecnologie, "ideata per uso ginecologico, ovvero modulando l'azione dell'energia elettromagnetica in maniera specifica per l'area da trattare. Qui il calore attivo prodotto stimola la produzione di collagene, migliora il microcircolo epiteliale e idratazione mucosale, riducendo il grado dell'atrofia vulvo-vaginale e i suoi principali sintomi quali secchezza, prurito, bruciore e dolore da rapporto. Infine, ristabilendo il trofismo dei tessuti, migliora l'aspetto sia estetico che funzionale dell'organo. Si tratta di un'innovazione tutta italiana, che sta avendo grande successo in tutto il mondo".

Un trattamento semplice, veloce (bastano 4 sedute, una ogni 15 giorni, della durata di 20 minuti) e confortevole. In quanto non doloroso e che non richiede downtime, ovvero si riparte subito con tutte le normali attività. Insomma, non c'è davvero ragione per non prendersi cura di sé e del proprio benessere intimo.



Intimate wellbeing without taboos with EVA, the radiofrequency friend to women.

According to recent surveys, 29% of Italian women over 40 want to undergo a re-vagINATION surgery, that is vaginal rejuvenation intended as the set of treatments aimed at improving the functionality, comfort and aesthetics of their private parts. It is now widespread the finding that approximately 50% of women in the post-menopause phase, suffer from several conditions, different in nature and of subjective intensity, ranging from vaginal dryness to laxity of tissues, itching and burning up to dyspareunia, otherwise that nagging pain during sexual intercourse. But in a woman's life many are the causes of "intimate" discomforts that affect women at all ages and have an impact also on the physical and mental wellbeing of their partners: just to give an example, in Italy vulvodinia affects 5.8% of women, approximately 440,000, not to mention vaginitis and recurrent cystitis, stress incontinence following childbirth or just a dimorphism that generates discomfort and difficulty in the life of the couple.

These problems are little spoken or not at all, not only on the media, but also with gynaecologists and with the loved ones. Despite being widespread, for a sort of inexplicable shame they are often unmentioned and/or undervalued: you think "it will resolve" or, worse, "it is normal".

What is not known is that just very little should be done to restore our personal "intimate" wellbeing, which means acting not only on symptoms but also on the causes, and resolve discomfort, regaining this way a normal social and couple life.

Nowadays, there are many available therapies, and we are not only referring to hormone therapies, that, we once again underline it, are important and irreplaceable, but these may be accompanied by other approaches to help alleviate discomforts and feel good about oneself. Not to mention all those cases in which replacement therapies are not accessible, for instance, during ongoing oncologic therapy.

Alongside lasers, on the market for quite some time, are gaining ground treatments coming from the field of aesthetic medicine, but that would be a mistake to consider purely for aesthetic purposes.

"The latest news in this field is the dynamic quadrupolar radiofrequency", explains Flavio Peralda, President of the Novavision Group SpA, an Italian leading company for over 30 years in the research and development of new technologies, "adopted for gynaecological use, it modulates the action of electromagnetic energy specifically for the area to be treated. Here active heat stimulates the production of collagen, improves epithelial microcirculation and mucosal hydration, reducing the degree of vulvovaginal atrophy and its main symptoms such as dryness, itching, burning and pain due to intercourse. Finally, by restoring tissue tropism, it improves both the aesthetic and functional aspect of the organ. This innovation is entirely Italian and is having great success worldwide".

A simple treatment, fast (only 4 sessions, one every 15 days, lasting 20 minutes each) and comfortable, as painless and requiring no downtime, this means that all normal activities can be immediately resumed. In short, there is really no reason for not looking after ourselves and our intimate wellbeing.."



DALLE AZIENDE

Novavision Group ha introdotto per primo in Italia la tecnologia a radiofrequenza quadripolare dinamica per contrastare i più diffusi disturbi vulvo-vaginali: EVA™ garantisce risultati davvero unici.

Per i fastidiosi problemi di salute intima femminile - Eva

È "made in Italy" la prima tecnologia dedicata alle donne che aiuta a risolvere i più fastidiosi problemi di salute intima femminile

Novavision Group ha introdotto per primo in Italia la tecnologia a radiofrequenza quadripolare dinamica per contrastare i più diffusi disturbi vulvo-vaginali: EVA™ garantisce risultati davvero unici.



Caratteristiche di prodotto

Da oggi tutte le donne possono trovare un alleato all'avanguardia, confortevole ed efficace per i loro problemi intimi più comuni: dall'atrofia alla lassità vulvo-vaginale, dalla secchezza alla lieve incontinenza urinaria da sforzo, fino al dolore vestibolare e alle cistiti ricorrenti.

Si chiama EVA™ ed è il primo dispositivo medico prodotto in Italia ad offrire risultati sicuri contro queste sgradevoli e spesso invalidanti patologie femminili. Presentata da Novaclinical, divisione medicale di Novavision Group, dopo anni di ricerche condotte in collaborazione con un board di medici ginecologi e prestigiose Università italiane, EVA™ è stata studiata per stimolare una risposta rigenerativa dei tessuti vulvo-vaginali, grazie all'azione combinata di tre tecnologie proprietarie di Novavision Group.

Come funziona? EVA™ utilizza la tecnologia a radiofrequenza quadripolare dinamica RADIO4™ per focalizzare l'azione dell'energia elettromagnetica che, grazie a VDR™ (Vaginal Dynamic Radiofrequency), viene direzionata verso gli specifici tessuti da trattare, dove si trasforma in calore attivo.

Il tutto è supervisionato dal sistema RSS™, costituito da un gruppo di rilevatori della temperatura generata e da sensori di movimento, che garantisce l'efficacia e la sicurezza della procedura.

Il riscaldamento selettivo prodotto da EVA™ agisce migliorando il microcircolo epiteliale e l'idratazione delle mucose, riducendo il grado dell'atrofia vulvo-vaginale e i suoi principali sintomi quali secchezza, prurito, bruciore e dolore da rapporto (dyspareunia); stimola la produzione di collagene, ripristinando l'elasticità e la compattezza del canale vaginale; agisce sul dolore vulvare e vestibolare migliorando la qualità della vita delle donne che ne sono affette e, infine, contrasta la lieve incontinenza urinaria da sforzo, liberando le donne dal disagio quotidiano che ne consegue.

Inoltre, ristabilendo il trofismo dei tessuti, migliora l'aspetto sia estetico che funzionale dell'organo.

Risultato? Le donne che si sottopongono ai trattamenti con EVA™ risolvono in poco tempo le loro problematiche intime, in modo confortevole.

Le sedute infatti sono assolutamente indolore, non necessitano di anestesia o analgesia e **non prevedono tempi di recupero**.

Possono quindi essere gestite in modo facile e veloce, senza alcun rischio o successive implicazioni da parte della paziente.

"Siamo orgogliosi di EVA, innanzitutto perché rappresenta un'eccellenza tutta italiana e in secondo luogo perché siamo i primi ad introdurre un'apparecchiatura così evoluta e utile per l'universo femminile, non solo nel nostro Paese ma nel mondo" commenta Flavio Peralda, Presidente di Novavision Group SpA.

"Il risultato più appagante è vedere come lo sforzo di anni spesi in ricerca e investimenti si traduca nell'aiutare le donne a ritrovare il sorriso e la serenità, spesso compromessa, senza l'utilizzo di farmaci e senza dolore".

Anche in termini temporali EVA™ è da primato: infatti in sole 4 sedute, della durata di circa 20 minuti, mediamente è in grado di risolvere tutte le patologie di cui si occupa.

EVA™ si presenta con un design dalle linee morbide e arrotondate, elegante, frutto dell'esperienza del team di designer Novavision; i manipoli, realizzati con materiale biocompatibile brevettato, sono ergonomici e sterilizzabili.

Già utilizzata dai migliori medici (ginecologi, dermatologi, chirurghi plastici) EVA™ rappresenta l'alleato per il benessere delle donne.

Per saperne di più: <http://www.novaclinical.it/>



For female nagging intimate health problems - Eva.

It is made in Italy the first technology dedicated to women who helps them solve the most nagging female intimate health problems

Novavision Group first introduced in Italy the dynamic quadripolar radiofrequency technology to counter the most common vulvovaginal disorders: EVA™ guarantees absolutely unique results.

Product Characteristics

Starting from today all women can find a vanguard, comfortable and effective ally for their most common intimate problems: from vulvovaginal laxity to atrophy, from dryness to mild stress urinary incontinence, until vestibular pain and recurrent cystitis .

Its name is EVA™ and is the first medical device produced in Italy that offers reliable results against these unpleasant and often invalidating female pathologies. Presented by Novaclinical, medical division of the Novavision Group, after years of research carried out in cooperation with a board of medical gynaecologists and prestigious Italian Universities, EVA™ is designed to stimulate a regenerative response of the vulvovaginal tissues, thanks to the combined action of three proprietary technologies of Novavision Group.

How does it work? EVA™ uses the RADIO4™ dynamic quadripolar radiofrequency technology to focus the electromagnetic energy action which, thanks to VDR™ (Vaginal Dynamic Radio Frequency), is directed towards the specific tissue to be treated, where it transforms into active heat.

The whole process is supervised by the RSS™ system, constituted by a group of detectors of the generated temperature and by motion sensors, which ensures the effectiveness and safety of the procedure.

"Selective heating produced by EVA™ improves microcirculation and epithelial hydration of the vaginal mucosa reducing the degree of vulvovaginal atrophy together with its main symptoms such as dryness, itching, burning and painful intercourse (dyspareunia); it stimulates the production of collagen restoring the elasticity and firmness of the vaginal canal; it acts on vulvar and vestibular pain improving the life quality of those women affected by these disorders and, finally, it counteracts mild stress urinary incontinence freeing women from the consequent daily discomfort. Moreover, by restoring tissue tropism, it improves both the aesthetic and functional aspect of the organ. What is the result? Women who undergo treatments with EVA™ resolve comfortably and in a short time their intimate problems. Sessions are in fact absolutely painless, do not require anaesthesia or analgesia and do not provide recovery times.

They can be handled quickly and easily, without any risk or subsequent implication for the patient.

"We are proud of EVA, primarily because it represents an excellence entirely Italian and secondly because we are the first to introduce such an advanced and useful device in the female universe, not only in our Country but worldwide," said Flavio Peralda, President of Novavision Group SpA.

"The most satisfying result is to see how the effort of years spent on research and investment has helped women regain their smile and serenity, often compromised, without using drugs and without pain."

Even in terms of time, EVA™ is record breaking: in fact, in only 4 sessions of approximately 20 minutes each, it is on average able to solve all the pathologies it was projected for.

EVA™ shows an elegant design with soft, rounded lines, result of the experience of the Novavision designers team; the handpieces, made with patented biocompatible material, are ergonomic and sterilizable.

Already used by the best doctors (gynaecologists, dermatologists, plastic surgeons) EVA™ is the ally for women's wellbeing.

To discover more: <http://www.novaclinical.it/>



FRACTIONAL QUADRIPOLE DYNAMIC RADIOFREQUENCY

As a surgeon I try to give my patients tangible results, immediately visible at the end of the treatment.

Patients in our clinics' waiting rooms require surgical approaches decreasingly invasive, but that associated with new cosmetic medicine techniques, can lead to a quicker recovery with less discomfort and to a complete, evident and long-lasting aesthetic result.

These new clinical approaches, that university scientific studies have registered and made standardized and safe, associate modern surgical techniques less invasive to injectable products (absorbable heterologous such as hyaluronic acid, polylactic acid, collagen, botulinum toxin, multivitamins or permanent ones such as hydrogel, polyethylene, silicone and autologous like PRP, liposuction, stem cells) and to state-of-the-art devices.

Among them, we have recently tested, in cooperation with the University L.U.de.S. of Lugano (where I teach), a facial handpiece associated with a Fractional Quadripolar Dynamic Radiofrequency device, sole property of an Italian company (Novaclinical of Novavision Group).

Results have been very impressive. Fractional Quadripolar Dynamic Radiofrequency has turned out to be almost a painless technique and with minimum side effects (mild redness in the treated area which ends spontaneously in a few hours after the treatment and rare tiny point-like crusts, that disappear without leaving a trace after a few days); through electricity flows almost imperceptible, the machinery stimulates regeneration, renewal and recovery of the treated area, realigning collagen fibers and increasing fibroblast metabolism, in order to produce new collagen and elastin molecules.

These results are called skin tightening (nonsurgical facelift effect that fights against laxity of facial, neck and cleavage skin) and skin resurfacing (skin rejuvenation with wrinkle reduction and relaxation and skin texture improvement). You will soon see a superficial wrinkles relaxation and a more tonic and solid skin; facelift and resurfacing effects are, however, visible almost 15-20 days after the treatment and 3-4 sessions are necessary in order to obtain a complete and long-lasting result.

The photographic documentation attached, show skin tightening and skin resurfacing results on some of our patients, almost 3 weeks after the first session; the result is authentic without the use of any kind of other treatments. I always tell my patients that hyaluronic acid fillers and botulinum toxin injections are some "tricks" that temporarily modify signs of aging or temporarily correct small blemishes of face. They have effect until that they are reabsorbed and denatured. Fractional Quadripolar Dynamic Radiofrequency, associated with this newly developed handpiece, seems to have permanent results, bringing biological skin age back through time, event up to 7-10 years.

THE MACHINERY STIMULATES REGENERATION, RENEWAL AND RECOVERY OF THE TREATED AREA



MEDICINA ESTETICA

IL RUOLO DELLA RADIOFREQUENZA QUADRIPOLORE DINAMICA NELLA MEDICINA E CHIRURGIA ESTETICA

Dr. Stefano Mariani
Responsabile SpA di Medicina e Chirurgia Estetica
Luna di Casa Chirurgia Leonardo - Viro (VI)

Si tratta di una procedura totalmente indolore, che non richiede anestesia e con effetti collaterali minimi, caratterizzati da lieve arrossamento delle zone trattate, che regredisce in poche ore

La Medicina e la Chirurgia estetica hanno subito negli ultimi anni un'importante evoluzione; la Medicina Estetica ha ampliato i suoi orizzonti grazie all'introduzione di nuove metodiche, nuovi devices e apparecchi che permettono di ottenere risultati più evidenti e duraturi nel tempo; la Chirurgia Plastica ha invece modificato le tecniche chirurgiche sia per il viso che per il corpo, rendendole meno invasive e abbinandole spesso alla Medicina Estetica in modo da ottenere un recupero più veloce e un risultato estetico più completo. La Radiofrequenza rappresenta una tecnologia già utilizzata in campo estetico e possiede interessanti applicazioni anche come complemento a trattamenti chirurgici. In particolare, tra le apparecchiature di ultima generazione si posiziona la Radiofrequenza Quadripolare Dinamica e Frazionata Novaclical (proprietà esclusiva di Novavision Group SpA). Si tratta di una procedura totalmente indolore, che non richiede anestesia e con effetti collaterali minimi, caratterizzati da lieve arrossamento delle zone trattate, che regredisce in poche ore. Per mezzo dei suoi specifici manipoli, questo sistema di ultima generazione emette opportuni flussi elettrici al fine di trattare i diversi tessuti del viso e del corpo, generando calore

nel layer tissutale di pertinenza - dal più superficiale al più profondo - per dare avvio ai processi di rigenerazione, rinnovamento, ricompattamento o riduzione richiesti. Grazie alla tecnologia quadripolare dinamica, l'epidermide rimane indenne quando il calore deve interessare i tessuti più profondi, mentre viene stimolata direttamente quando si tratta di trattamenti frazionati di resurfacing. In ogni caso, un gel veicolante viene preventivamente applicato sulla cute per trasferire l'energia opportunamente al tessuto.

PELLE PIÙ TONICA E COMPATTA
Nei trattamenti liftinganti di rassodamento, ad esempio, tutto questo comporta la contrazione delle fibre collagene e la conseguente stimolazione dei fibroblasti, che producono nuovo collagene, oltre a liberare citochine. A livello del volto, l'effetto immediato è una distensione delle rughe superficiali, con miglioramento della texture della pelle; l'effetto a lungo termine sarà quello di rendere la pelle più tonica e compatta grazie alla produzione profonda di nuovo collagene. La Radiofrequenza, inoltre, agisce sul microcircolo con effetto drenante ed è quindi indicata in casi di cellulite, stasi circolatorie e linfatiche. Può essere utilizzata in tutti i casi di lassità cutanea (arti inferiori, addome, braccia) per dare compattezza alle zone trattate, con effetto lifting non chirurgico. Nel Nostro reparto di Chirurgia Plastica Estetica questa apparecchiatura viene utilizzata sia da sola, per tutti i casi di rilassamento del volto e del corpo, che in abbinamento a procedure chirurgiche. Per quello che riguarda i trattamenti combinati del volto, il nostro protocollo prevede 5 sedute di Radio-

frequenza in preparazione all'impianto di fili di sostegno e lipofilling del viso, da effettuare due mesi prima e successivamente 5 sedute a distanza di un mese. Questo ci permette di ottenere un effetto lifting non chirurgico con definizione del contorno del viso, miglioramento cromatico della pelle e riduzione delle rughe (Fig. 1).

Fig. 1: prima e dopo

Fig. 2: prima e dopo

THE ROLE OF QUADRIPOLE RADIOFREQUENCY IN AESTHETIC SURGERY AND MEDICINE

Cosmetic surgery and medicine have undergone immense evolution over the last few years.

Aesthetic medicine has expanded its horizons thanks to new methods, new devices and enhanced equipments, enabling us to achieve better and more lasting results. Plastic surgery, instead, has improved the surgical techniques for face and body, making them less and less invasive; nowadays surgery is often combined with aesthetic medicine in order to allow a faster recovery and improve the overall aesthetic results.

Radiofrequency is a well known resource in aesthetic medicine, whose technical features can make it the ideal complement to surgical treatments as well. Particularly relevant among the new-generation radiofrequency technology devices is the "Dynamic and Fractional Quadripolar Radiofrequency" exclusively property of Novavision Group.

AIM AND INDICATIONS

It's an absolutely painless treatment, no local anesthesia is required, whose side effects are minimal, in most cases the treated areas can just show mild redness for a few hours. This last generation emits specific electric flows in order to treat several face and body blemishes by generating heat only in the concerned skin layer - from the most outer superficial one, to the deepest one - thus triggering the regeneration, tightening or lipolytic required processes.

The primary advantage of the Quadripolar Dynamic Radiofrequency technology, is that we are able to deliver the heat only to the targeted skin layer: when working in depth, the epidermis remains completely untouched and safe, while it becomes vigorously stimulated when performing fractional radiofrequency resurfacing treatments. Prior to treatment a layer of gel is applied in order to properly transfer heat to the tissues. In case of lifting and firming treatments, heating the dermal layer not only involves proinflammatory cytokines release, it also causes collagen matrix contraction and stimulates the local fibroblasts to produce new collagen.

On the face, the immediate benefits of the treatment is a tighter and smoother-looking skin and wrinkles improvement; the long-term effect is an improvement of the skin tone and firmness, due to the production of new collagen in the deep layers of the skin.

Radiofrequency has positive effects on the micro circulation as well and performs a draining effect, therefore it is suitable for the treatment of cellulite, localized fat deposits, circulatory and lymphatic stasis. It can be used in all cases of skin laxity (lower limbs, abdomen, arms) to restore firmness to the treated areas, or tighten the face skin reducing wrinkles and laxity with the outcome of a nonsurgical facelift.



LA PREPARAZIONE
Nei casi di lifting chirurgico, il nostro protocollo prevede la preparazione della paziente con cinque sedute di radiofrequenza da effettuare due mesi prima dell'intervento, con particolare attenzione alla parte inferiore del collo, in modo da agevolare la ristrutturazione cutanea e i processi di cicatrizzazione profonda che seguono gli scollamenti eseguiti durante l'intervento chirurgico. Sono inoltre previste tre sedute post-operatorie con manipolo frazionato 4 RFH, per ottenere un effetto resurfacing della regione perioculare e periorale (Fig. 3). Per quanto riguarda il corpo, si prevedono una serie di trattamenti interessanti l'area addominale, l'interno coscia, i glutei e le braccia, in preparazione all'applicazione di fili di sostegno, per un migliore ancoraggio profondo dei fili stessi durante l'impianto e una riduzione della lassità cutanea. In particolare, nella zona dei glutei, l'effetto lifting si ottiene con l'impianto di fili di sostegno preceduto da otto sedute intensive di radiofrequenza e otto dopo un mese, mirate a tonificare il grande gluteo e a enfatizzare l'azione di trazione dei fili (Fig. 4). In caso di liposcultura addominale o degli arti inferiori, in pazienti con rilassamento cutaneo, si effettuano otto sedute due mesi prima dell'intervento e cinque sedute a seguito dello stesso, per ottimizzare il risultato con una maggiore retrazione cutanea nelle zone interessate dall'intervento e in quelle circostanti. La durata media di un trattamento al viso è di circa 30 minuti, mentre per il corpo è di 40 minuti. In conclusione, dalla nostra esperienza si è evidenziato un concreto miglioramento dei risultati sia in Medicina che in Chirurgia Estetica comprendendo nel protocollo terapeutico un ciclo di radiofrequenza sia in fase preoperatoria che postoperatoria. Le pazienti stesse, adeguatamente informate, apprezzano la completezza del programma operatorio dando il giusto valore non solo al risultato ottenibile, ma soprattutto alla sua stabilità nel tempo. ✕

Fig. 3: prima e dopo

Fig. 4: prima e dopo

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THE ROLE OF QUADRIPOLE RADIOFREQUENCY IN AESTHETIC SURGERY AND MEDICINE

RADIOFREQUENCY AND COSMETIC SURGERY

At Leonardo Clinic's Department of Plastic Aesthetic Surgery, radiofrequency is performed either as a stand-alone procedure, to improve ageing skin of the face and the body, or in combination with surgical procedures.

The average treatment protocol for an overall facial rejuvenation includes 5 sessions of radiofrequency, performed two months before a soft "thread face lift" and facial fat grafting, and 5 sessions one month later. This enables us to obtain a non-surgical facelift which includes jaw line contouring, skin tone improvement and wrinkles reduction. (Pic 1-2) In case a rhytidectomy (face lift surgery) is required, the treatment protocol still includes 5 sessions of radiofrequency performed two months before the surgery, that mainly focus on the lower part of the neck, in order to restore the dermal architecture of the skin and boost the deep healing process this surgery involves, owing to the facial soft tissue detachment.

During the post op recovery time 3 more radiofrequency sessions are performed, using the fractional handpiece 4RFH, to obtain a resurfacing of the periocular and perioral regions. (Pic 3-4-5)

As regards the body, we propose a series of radiofrequency treatments that prepare the abdominal area, the inner thigh, the buttocks and the arms to a successful suture suspension lift, allowing a better anchorage of the threads to the deep fascia and reducing the skin laxity.

In particular, the buttocks area involves: 8 intensive sessions of radiofrequency for toning the gluteus maximus before the thread suspension treatment, and 8 more one month later. This way we can achieve the best lifting result, emphasizing the traction effect of the sutures. (Pic 6 -7)

In case of liposculpture of abdomen or lower limbs, patients with sagging skin are treated with 8 radiofrequency sessions two months before the intervention, and 5 more sessions after.

This allows greater skin retraction both in the treated and the surrounding areas, therefore enhancing the aesthetic results.

The procedure takes about 30 minutes for the face and about 40 minutes for the body.

CONCLUSIONS

To conclude, our experience shows that the outcome of a cosmetic medicine or surgery treatment can be dramatically enhanced if we include a series of radiofrequency sessions both in the preoperative and the postoperative phases. This global approach makes patients satisfied, as once they've been properly informed they are able to appreciate not only to the aesthetic outcome they have obtained but also its long lasting effectiveness over time.



La storia Estetica

Il cambio di look fa bene al business

Novavision esporta i propri macchinari dalla Germania alla Cina

Cancellare dal corpo e dal viso i segni del tempo. È il desiderio di sembrare giovani a far volare gli affari della divisione estetica e biotecnologica del gruppo Novavision, azienda milanese capitanata da Flavio Peralda che, dopo un passato glorioso nella videoproiezione, è riuscita a conquistarsi uno spazio nelle biotecnologie a servizio della bellezza.

Un cambio di rotta fatto di momenti difficili — tra i quali un'esperienza negativa al Nasdaq — ma anche di svolte importanti, a cominciare dalla riconversione tecnologica fatta 15 anni fa da Peralda per puntare sul business dell'elettromedicale. Un'intuizione che ha permesso alla società di imporsi sul mercato dei dispositivi medici, delle apparecchiature estetiche e dei prodotti dermocosmetici, supportati da bre-



Eldorado
Flavio Peralda, ha fondato e guida l'azienda milanese Novavision

veti di proprietà e testati da svariati poli universitari. E che, oltre sulla pelle, hanno inciso parecchio sui numeri del gruppo, permettendo una crescita a due cifre negli ultimi 3 anni, fino ad arrivare ai 10 milioni di euro fatturati nel 2015 con la previsione di incrementare del 40% il giro d'affari nel 2016.

«La vita media — dice Peralda — si è allungata notevolmente e il desiderio di volersi vedere giovani è un sentimento che coinvolge sempre di più un numero maggiore di persone». Un sentimento percepito

soprattutto da quei «nuovi giovani», come li chiama l'imprenditore, ovvero la fascia dei 50/60enni molto più sensibili rispetto a una volta all'aspetto esteriore e più propensi a spendere in buona alimentazione, sport e, naturalmente, in aiuti estetici, meglio ancora se senza bisturi.

«Il segreto — prosegue Peralda — è saper conciliare le nuove idee con le migliori tecnologie, anche perché nel nostro settore esistono centinaia di dispositivi assolutamente vuoti di contenuti scientifici». Una carenza, quest'ultima, che

Ogni anno l'8% dei ricavi in ricerca e sviluppo. «Attenti a chi improvvisa»

ha permesso al gruppo di ottenere risultati positivi anche in mercati difficili per il segmento biotecnologico come, per esempio, quello cinese e tedesco, che crescono rispettivamente del 20 e del 35% ogni anno. «L'eccellenza dei nostri macchinari — spiega il manager — non solo ci ha permesso di imporci in mercati un tempo inavvicinabili, ma anche di portare avanti una vera e propria battaglia per la formazione estetica. Un campo che, oggi più che mai, ha bisogno di professionisti, al punto che bisognerebbe inventare un dottorato per chi si occupa di bellezza».

Novavision investe in ricerca e sviluppo circa l'8% del fatturato ogni anno e questo ha permesso, per esempio, di mettere a punto macchine quasi fantascientifiche come Eva: tecnologia dalla radiofrequenza quadripolare dinamica in grado di far tornare giovane il sesso femminile. «Per il futuro — conclude Peralda — stiamo sviluppando delle nuove tecnologie per la ristrutturazione cellulare».

M. AV.

© RIPRODUZIONE RISERVATA



MAKEOVER IS GOOD FOR BUSINESS

Novavision exports its machinery from Germany to China

Eliminating ravages of time from your body and face. It is the desire of being younger that increases Novavision's turnover, which is a company of Milan that handles with beauty treatment and biotechnology. Flavio Peralda is at the helm of this company, that after a glorious past in video projection, now has succeeded in biotechnologies for beauty treatment.

This change of course has had hard times - among which a really negative experience in Nasdaq - but also important turning points, beginning with a technological transformation practiced by Flavio Peralda 15 years ago to aim for electromedical business. Thanks to this intuition, the company has had the chance of asserting itself on the market of medical devices, aesthetic equipment and dermocosmetic products, which are supported by patents and tested on various university centres. For this reason the company has grown a lot in the last 3 years, up to 10 million euros in 2015 with the prediction of 40% turnover increase in 2016.

"The average life expectancy - Peralda says - is considerably getting longer and the desire of seeing oneself younger is something that affects an increasing number of people". This is a feeling perceived by those called by the manager, "the new young", that's to say 50 or 60 years-old men and women who are much more sensitive to their outward appearance and more likely to follow a good diet, to do sport and, of course, to use beauty treatments, even better without scalpel.

"The secret - continues Peralda - is to combine new ideas with the best technologies, also because in our sector there are hundreds of devices which are lacking in scientific content". A lack that has allowed the company, to achieve positive results also in tough markets, such as Germany and China which grow respectively of 20% and 35% every year. "The excellence of our machinery has enabled us to set ourselves in markets which once were considered to be inaccessible, but also to pursue a real aesthetic education. This is a field that, today more than ever before, needs pros to the point that it should be necessary to invent a PhD dedicated to beauty".

Every year, Novavision invests approximately 8% of its turnover into Research & Development in order to develop machinery like Eva: a quadripolar dynamic radiofrequency technology able to make younger women again. "For the future - concludes Peralda - we are developing new technologies for renovation of cells".



ELDORADO
Flavio Peralda, has founded and leads Novavision company of Milan



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Neurotoxin Obtains Key
Regulatory Approval from
European Authorities

Competition is fierce when the current neurotoxin market leader is an industry giant whose name is synonymous with its specific treatment, making the prospect of marketing your own alternative product seem daunting. However, one established manufacturer has never shied away from the challenge. While the company introduced the third injectable neurotoxin to market, through patience and persistence it has achieved the first ever European approval for the combined treatment of upper facial lines.
continued on page 3

Non-Surgical Body Shaping
Evolution of Thread Lifts
IMCAS 2017 Preview

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EVA Feminine Rejuvenation Device

Features Novel RF Technology

Franco Vicariotto, M.D.
Department of Vulvovaginal Diseases
Buzzi Hospital, University of Milan
Milan, Italy

“Patients are satisfied with the comfortable procedure and also happy because there is no downtime and they don’t have to stop their daily activities, such as exercise, after treatment.”

Before treatment

After one EVA treatment
Photos courtesy of Franco Vicariotto, M.D.

By Jeffrey Frentzen, Executive Editor

As an innovative energy-based device for performing vaginal rejuvenation, EVA™ from Novavision Group SpA (Milan, Italy), represents an advanced medical solution for feminine intimate care. This system employs a proprietary version of radiofrequency (RF) to address vaginal atrophy and laxity, external vulvar rejuvenation, genitourinary syndrome of menopause (GSM) and mild stress urinary incontinence (SUI).

According to Franco Vicariotto, M.D., a gynecologist in the department of vulvovaginal diseases at Buzzi Hospital, the University of Milan, Italy, the EVA device safely and comfortably treats vaginal pathologies. “Patients are asking more and more for solutions to these kinds of conditions. For physicians, we appreciate that the EVA procedure is effective, painless for the patient, and a safe technology.”

This non-ablative system uses a series of four software-controlled electrodes that dynamically circulate RF energy to focus selectively on target tissue layers, leaving the surrounding areas unaltered. In Dr. Vicariotto’s practice, patients have reported an improvement in laxity, as well as reduction in vulvovaginal atrophy and GSM symptoms, such as dryness, dyspareunia and atrophic vaginitis.

Two proprietary technologies are employed to make EVA safer for patients and easy to use for practitioners: Vaginal Dynamic Radiofrequency™ (VDR™) and Radiofrequency Safety System™ (RSS™). VDR is based on Dynamic Quadripolar energy emission, which uses a self-guided system to concentrate its action on vaginal tissue. This approach significantly reduces EVA’s power usage compared with traditional RF-based devices, and eliminates any risk of burns.

RSS technology enables the operator to use VDR’s full potential in a harmless, controlled way. For instance, the EVA applicator’s electrodes constantly monitor the temperature simultaneously at four different points. “The movement sensor and temperature detectors are continually monitoring the way in which you perform the procedure,” said Dr. Vicariotto. “The operator can always check the display to determine when they’ve reached the desired temperature.”

Following the application of Dynamic Quadripolar RF-based energy, the EVA procedure initiates a collagen response with tissue remodeling and the activation of fibroblasts. After a cycle of five sessions in which no anesthesia is needed, results can also include improvement in the firmness of the genital tissue, as well as enhanced intimate satisfaction.

Patient approval is quite high, noted Dr. Vicariotto. “They are satisfied with the comfortable procedure and also happy because there is no downtime and they don’t have to stop their daily activities, such as exercise, after treatment. A great number of them reported improvement in their condition, in particular regarding vaginal dryness, after just the first application. Another positive was that they needed only a handful of sessions to see good results.”

Dr. Vicariotto has noticed an increasing number of people willing to ask for feminine rejuvenation procedures. “More and more women are considering their overall well-being during the different periods of their lives. In our society, there is also a growing number of menopausal women that want to maintain an active lifestyle. They want solutions to protect and improve their quality of life,” he expressed.

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Energy-Based Body Shaping Fulfills Patient Demand



Cellulite before and after three Thermi250 treatments
Photos courtesy of Barry DiBernardo, M.D.

The company's newest face modality, Total Tip 3.0, delivers up to two times maximum bulk heating across the complete tissue volume in the treatment area, resulting in more efficient collagen remodeling outcomes. In addition, Thermage can be used in conjunction with liposuction to address skin laxity and counter surgical side effects, such as an uneven skin surface.

Newer "hybrid" RF-based devices are emerging as well. BTL Industries (Lyme, Staffordshire, U.K. and Framingham, Massachusetts, U.S.) offers a portfolio of non-invasive aesthetic devices that include combinations of RF, including Selective RFTM and ultrasound. The BTL Vanquish METM non-invasive platform utilizes Selective RF and features a non-contact applicator that is positioned over the body area to induce apoptosis in the fat layers. It can treat the entire abdomen from flank to flank. The BTL Exilis EliteTM, with its monopolar RF and unique cooling system, allows for deeper and more comfortable delivery of thermal energy, yielding better contouring outcomes versus bipolar RF devices. The dual handpiece achieves effective skin tightening on the face, as well as body contouring. It is used along with BTL Vanquish ME in order to treat large zones. BTL Vanquish ME and BTL Exilis Elite offer safe, no downtime, non-surgical skin tightening and body shaping procedures that are easy to perform.



Before and after Novaestetic Radio4 LiftShape treatment
Photos courtesy of Novavision Group

Employing three different handpieces for the treatment of various body regions, PowerShape2 from Eunsung Global Corp. (Seoul, South Korea), is a non-invasive system that combines bipolar RF, low-level laser and vacuum in a safe and convenient treatment. RF delivers thermal energy deep into dermal layers where these applied electromagnetic waves encourage biological processes, while low-level laser energy helps increase blood circulation and promote metabolism. The vacuum massage effect alleviates minor muscle pain.



Before and after DEKA TriActive+ treatment
Photos courtesy of P. Galante, M.D. and A. Pisci

ThermiSmooth[®] Body from Thermi, LLC, an Almirall Company (Irving, Texas, U.S.), targets areas under the skin, providing a rejuvenating effect via collagen remodeling and a temporary reduction of cellulite. ThermiSmooth Body is performed using the Thermi250TM device, a powerful, temperature-controlled RF-based platform designed to target cellulite while simultaneously relieving pain, muscle spasms and increasing local circulation. ThermiSmooth Body applications are performed over a period of six to eight weeks.

Novaestetic, a Novavision Group S.p.A. company (Milan, Italy), has released the Radio4 Lift-Shape System, which utilizes Dynamic Quadripolar RF. Working with proprietary Variable RF (VRFTM) and RF Safety System (RSSTM) technologies, Dynamic Quadripolar RF allows penetration of energy that is optimized for the target tissue, ensuring favorable results while using extremely low energy levels. In this manner it can treat all skin layers from the epidermis through the dermis to the deep hypodermis. In addition to treating loose skin, cellulite and localized fat, the device works on scar reduction, stretch marks, acne, wrinkles and dyschromias.

Joining three energy-based technologies into a single device, TriActive+ from DEKA (Calenzano, Florence, Italy) uses RF, ultrasound

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PRODUCT PROFILES

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Newpong Co., Ltd.: +82 2 541 0145 or visit www.newpong.com

Easy Droxy Complex Peel & Neutralizer Versicolor
The Easy Droxy Complex Peel & Neutralizer Versicolor kit provides more than five safe and efficacious treatments. This new system combines A/BHA and a special neutralizer emulsion. Easy Droxy Complex Peel helps rejuvenate and hydrate skin and stimulate regeneration. Neutralizer Versicolor provides visual control of efficacy and uniformity of chemical peel neutralization by a modification of color that limits the risks of non uniform-neutralization and potential burning. Neutralizer Versicolor provides calming and moisturizing effects and is recommended for immediate application after A/BHA solutions and gel peels.

Skin Tech Pharma Group S.L.: +34 972 455113 or visit www.skintechpharmagroup.com

EVA
Enhancer of Vaginal Anatomy (EVA) represents an innovative, effective and advanced medical solution for feminine intimate care with a special focus on vaginal atrophy, laxity of the vaginal introitus, mild stress urinary incontinence (SUI), vulvodynia and vulvar rejuvenation. Thanks to the patented Vaginal Dynamic Quadripolar Radiofrequency™ (VDR™) and Radiofrequency Safety System™ (RSS™) technologies, it allows effective, safe and comfortable vaginal and vulvar treatments. Designed and manufactured in Italy, EVA also features the IoMT (Internet of Medical Things) technology.

NOVAVISION Group SpA:
+ 39 02 96720240 or visit www.novaclinical.net / www.novavision.net



VASCULAR TECHNOLOGY COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
General Project					
Med Flash II CS	Intense Pulsed Light	520 – 1200 nm	Up to 600 J at lamp level	Single pulse 25 – 75 ms, pulsed mode 1.5 – 12.5 ms (duration), 5 – 100 ms (interval) Width: 3-10 ms	Handpiece with integrated skin cooling. Spot sizes: 50 x 25 mm, 35 x 15 mm and 15 x 15 mm.
Laser Touch	Multiple Laser Platform	Nd:YAG 1064 nm	18 J		Spot sizes: 1.5, 3, 5, 8, 5 - 12 mm, fractional tip.
Blooda Co., Ltd.					
Multiple IRIS	OPS Diode Laser	532 nm (Fractional); 532 nm (Normal)	70.7 J/cm²; 832 J/cm²	100 ms; 400 ms	532 nm Fractional, 532 nm Normal; available to treat vascular lesions in the epidermis.
Secret RF	RF Microneedle	N/A	25 W	50 – 950 ms	25 pin sterilized RF bipolar tips (optional 64 insulated pin available); monopolar handpiece for small Tx areas, such as around the eyes; optional smart pen handpiece for acne and thread vein.
INLINE Medical Systems SAS					
MULTILINE	Nd:YAP / Q-Switched / KTP	1079 nm / 540 nm	0.1 – 250 J/cm²	5 ns – 5 ms	Spot sizes: 3, 4, 8 mm. Touch screen monitor. Non-thermal laser impact eliminates cooling feature. Unique laser system with integrated universal power and control system featuring interchangeable compact laser emitters.
Lumenis					
M22	Intense Pulsed Light / Nd:YAG / ResurFX	515 – 1200 nm / 1064 nm / 1565 nm	10 – 35 J/cm² / 20 – 225 J/cm² / 10 – 70 mJ/cm²	4 – 20 ms / 2 – 20 ms	Multi-technology multi-application platform. Upgradable, expandable, 6 IPL filters, novel OPT, optimized presets, spot sizes: 15 x 35 mm and 8 x 15 mm (BPL); 2 x 4, 6 mm (Nd:YAG), 1565 nm fiber laser.
Novaeastety, Novaclical (divisions of Novavision Group)					
PLW IFL	Incoherent Fast Light	400 – 950 nm	Up to 100 J	20 – 40 ms	Interchangeable filters: 400 nm, 520 nm, 550 nm, 600 nm, 650 nm and 720 nm; biocompatible disposable filters; Suberbust: single, repetition, IFL modes.
Quanta System					
Light B EVO	Nd:YAG	1064 nm, 1320 nm	Up to 500 J/cm², up to 35 J/cm²	0.3 – 300 ms, 5 – 10 ms	Contact skin cooling or cryo air system integrated with handpiece (not for Q-switched modules). Alexandrite 755 nm spot sizes: up to 16 mm; rep. rate up to 10 Hz. Pulsed Nd:YAG 1064 nm spot sizes: up to 14 mm; rep. rate up to 10 Hz. Nd:YAG 1320 nm (optional) spot sizes: up to 8 mm; rep. rate up to 5 Hz.
Light C EVO	Nd:YAG / KTP Nd:YAG	1064 nm, 1320 nm / 532 nm	Up to 500 J/cm², up to 35 J/cm² / up to 80 J/cm²	0.3 – 300 ms, 5 – 10 ms / 2 – 50 ms	Q-switched Nd:YAG 532 nm and 1064 nm with Optibeam II handpieces for squared, rounded and fractional spot sizes up to 8 mm; rep. rate up to 10 Hz. TWAIN options available.
Light A Star EVO	Light A + Light B	755 nm, 1064 nm, 1320 nm	Up to 35 J/cm² / up to 37 J/cm² (ind.)	0.3 – 300 ms, 5 – 10 ms / 6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	See above.
Light 4V EVO	Light A + Light C	532 nm, 755 nm, 1064 nm, 1320 nm	Up to 35 J/cm² / up to 37 J/cm² (ind.)	0.3 – 300 ms, 5 – 10 ms / 6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	See above.
Q-Plus Star 1 EVO	Nd:YAG / Nd:YAG Q-Switch / KTP Nd:YAG Q-Switch	1064 nm, 1320 nm / 1064 nm / 532 nm	Up to 500 J/cm², up to 35 J/cm² (ind.)	0.3 – 300 ms, 5 – 10 ms / 6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	See above.
Ultralight EVO	Nd:YAG F.D. / Nd:YAG / Nd:YAG Q-Switch / KTP Nd:YAG Q-Switch	534 nm / 1064 nm / 1064 nm / 532 nm	Up to 95 J/cm² / up to 500 J/cm² / up to 37 J/cm² (ind.)	2 – 50 ms / 0.3 – 300 ms / 6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	See above.
Duetto MT EVO	Alexandrite / Nd:YAG	755 nm / 1064 nm	Up to 120 J/cm² / up to 500 J/cm²	0.3 – 300 ms	Exclusive Mixed Technology allows delivery of both wavelengths simultaneously or sequentially. Mixed mode spot size up to 18 mm. Twin PL and Twin 5940 nm options available. Rep. rate up to 10 Hz. Contact skin cooling or cryo air system integrated with handpiece. IPL handpieces available at 400 – 1200 nm, 550 – 950 nm, 570 – 1200 nm, 590 – 1200 nm, 625 – 1200 nm and 650 – 1200 nm. Skin Cooling. Spot sizes: 48 x 13 or 25 x 13 mm. Same as above.
Twain IPL option	Pulsed Light	560 – 950 nm	Up to 25 J/cm²	3 – 340 ms	See above.
Eterna Giovinezza Plus	Pulsed Light	560 – 950 nm, 625 – 1200 nm	Up to 30 J/cm²	3 – 340 ms	See above.
New Silk Light (table top)	Pulsed Light	560 – 950 nm	Up to 30 J/cm²	3 – 340 ms	See above.
Quanta A, B or C	Diode	A: 808 nm, B: 940 nm, C: 980 nm	25 W	3 – 2,500 ms or CW	Spot sizes 0.5, 1, 1.5, 3 mm. Bare fibers, endovenous kits and teeth bleaching handpieces available. See above.
Quanta D	LBO	532 nm	5 W, 8 W	3 – 2,500 ms or CW	See above.
Quanta Star	LBO / Diode	532 / 808 nm, 940 nm, 980 nm	8 W / 25 W	3 – 2,500 ms or CW	See above.
585	D-wraps	585 nm	5 W	1 – 2,500 ms or CW	Solid state laser with no consumables. Spot sizes: 0.5 mm, 1 mm, 1.5 mm, 3 mm; scanner (optional) with max. scanning area of 1.8 x 1.8 cm.
Sciton					
JOULE	Laser and Light Platform	Various	Up to 400 J/cm²	0.1 – 200 ms, 1 – 10 sec	Configurable up to ten modules.
ClearScan YAG	Nd:YAG	1064 nm	Up to 400 J/cm²	Up to 200 ms	Computerized scanner; 30 x 30 mm Tx; integrated cooling. Same as above.
ClearScan ALX	Alexandrite	755 nm	Up to 400 J/cm²	Up to 200 ms	Endovenous and transcatheter laser Tx of varicose and other veins. Uses non-proprietary fibers.
Pro-V	Nd:YAG	1319 nm	Up to 50 Watts	N/A	Table top system, SkinType II, 420, 515, 560, 590, 640, 695 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
BBLs	BroadBand Light	420 – 1400 nm	Up to 30 J/cm²	Up to 200 ms	SkinType II, 420, 515, 560, 590, 640, 695 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
BBL	BroadBand Light	420 – 1400 nm	Up to 30 J/cm²	Up to 200 ms	FB BBL technology is in motion. SkinType II, 420, 515, 560, 590, 640, 695 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
Forever Bare BBL	BroadBand Light	420 – 1400 nm	Up to 30 J/cm²	Up to 200 ms	
Syneron					
eIos Plus / eMax/eLight SR	Optical Energy / RF Electrical Energy	580 – 980 nm	Up to 45 J/cm² / up to 25 J/cm²	N/A	25 x 12 mm spot size.
eIos Plus / eMax/eLight GRA	Optical Energy / RF Electrical Energy	470 – 980 nm	Up to 45 J/cm² / up to 25 J/cm²	N/A	Same as above.
eIos Plus / eMax/eLaser LV	Diode / RF Electrical Energy	900 nm	Up to 140 J/cm² / up to 100 J/cm²	N/A	8 x 5 mm spot size.
eIos Plus / eMax/eLaser LVA	Diode / RF Electrical Energy	900 nm	100 – 350 J/cm² / 10 – 100 J/cm²	N/A	8 x 2 mm spot size.

Note: Data subject to change; please refer to Company Directory for supplier contact information

BODY SHAPING TECHNOLOGIES COMPARISON CHART				
Manufacturer	Device	Energy Source	Mechanism of Action	Regulatory Status (Europe and USA)
Hironic Co., Ltd.	New MIDAS	Bipolar RF: 1 MHz / IR: 700 – 2,000 nm; Monopolar RF 0.5 – 10 MHz	Heat generated by radiofrequency and infrared.	CE cleared.
	Micool-A	Cooling Lipolysis	Cooling energy is delivered to the subcutaneous fat layer without any damage to surrounding tissues. Two Cryolipo handpieces can be used simultaneously.	CE cleared.
Newpong Co., Ltd	Liposound	Ultrasound	Based on an ultrasound cavitation effect for minimally invasive lipolysis. Ultrasound energy selectively emulsifies fatty tissue while preserving other connective tissues like nerves and blood vessels. With versatile probes (1.8 – 3.7), this system offers finesse and precise body contouring.	CE cleared. KFDA cleared.
Novaestetyc Novaclinical (division of Novavision Group)	RADIO4 M	Dynamic Quadripolar RF Radial Shock Waves	RADIO4 (Dynamic Quadripolar RF) and VRF (Variable RF) technologies create buffering electrical fields which focus the energy into the specific skin layer heating the tissue. RSS (RF Safety System) technology combines the assisting action of a movement sensor with a pyrometric temperature detector and works as an assistant for the operator, ensuring effectiveness and safety at the same time.	CE cleared.
	BODYKA PLUS	Low Frequency Ultrasonic Wave Sonication combined with Sonophoresis	Sonicphor technology combines low frequency ultrasound sonication, sonophoresis and sonoporation for non-invasive and painless treatment. SCP (Sonication Controlled Program) technology combines functions ensuring effectiveness and safety thanks to the precise movement sensor, multi-temperature sensor, auto-tuning and auto-scanning systems.	CE cleared.
PeriAction Technologies, Ltd.	Enerjet	Pneumatic Energy	Kinetic energy jet reaches up to 6 mm under the skin without needles, each shot covering 1 cm ² of the target area. These nano-bullet particles of healing compounds create controlled micro-trauma sites. As these sites heal, they produce long lasting results for face-lifting, scar repair, stretch mark repair and dermal thickening.	CE cleared. FDA pending.
Quanta System	Da Vinci Lipo	1064 nm and 1320 nm Nd:YAG Laser	Laser-assisted lipolysis and liposuction with the exclusive V shape cannula. Simultaneous dermal tightening.	CE medical cleared.
	loonee h loonee Lipo MT	Vacuum Vacuum: 915 nm Laser Diode; 1 W; 650 nm LED; 50 mW	Microcellular stimulation of connective tissue via vacuum massage. Microcellular stimulation of connective tissue via vacuum massage and light action.	CE medical cleared. CE medical cleared.
Sciton	SkinTyte II ProLipo PLUS	Infrared Light 1319 nm Nd:YAG / 1064 nm Nd:YAG / 1319 nm	Deep dermal heating to stimulate new collagen production. Laser-assisted destruction of fat cells and collagen remodeling.	CE cleared. FDA cleared. CE cleared. FDA cleared.
	CelluSmooth		Cutting fibrous septae, emulsifying fat and tightening the dermis to improve the appearance of lumpy and dimpled skin.	CE cleared. FDA cleared.
STORZ MEDICAL AG	CELLACTOR ultra	Combined Focused and Radial Shock Waves	Acoustic Wave Therapy (AWT).	CE cleared.
	D-ACTOR ultra	Radial Shock Waves	AWT.	CE cleared.
Syneron Medical Ltd.	VelaShape III with Guided Mode	Bipolar RF, Infrared Light, Vacuum and Mechanical Massage	Combined energies known as eLipo precisely target and heat fatty tissue within Tx area. Vacuum and tissue manipulation events out skin to reveal a smoother, tighter figure.	CE cleared. FDA cleared.
	UltraShape	Focused Ultrasound	Pulsed (non-thermal) focused ultrasound for permanent fat cell destruction.	Configuration used in the U.S. only. FDA cleared.
Thermi	Thermi250	Temperature Controlled RF	Temperature Controlled Radiofrequency for the temporary reduction of cellulite.	FDA cleared.
ZELTIQ Aesthetics	CoolSculpting	Cryolipolysis	Non-invasively reduces fat through exclusively licensed Cryolipolysis-based technology. Cryolipolysis is based on the principle that fat cells are more vulnerable to energy extraction (cooling) than surrounding tissues. A non-invasive applicator is attached to the targeted procedure area to extract energy from the underlying fat tissue, while protecting the skin, nerves, muscles and other tissue. The cooled fat cells undergo apoptosis (controlled cell death) and are gradually eliminated (phagocytosis) reducing the thickness of the fat layer.	CE Mark Class IIA Medical Device. FDA cleared.
Zimmer MedizinSysteme Germany	ZWave	Radial Shockwave	Unfocused low energy radial waves impact collagen structure and the skin's connective tissue, improving blood circulation and metabolism of fat cells. Effective treatment of connective tissue weakness, stretch marks and cellulite.	CE cleared.
	ZWave Pro ZLipo	Radial Shockwave Cryolipolysis	Same as above. Target fat deposits to reduce them permanently and non-invasively. This method cools fat deposits over a period of time to reach a controlled and safe temperature range. Simple, safe and user-friendly.	CE cleared. CE cleared.

Note: Data subject to change; please refer to Company Directory for supplier contact information.

FRACTIONAL TECHNOLOGIES COMPARISON CHART					
Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (J/cm ²)	Pulse Length	Accessories
Lumenis					
UltraPulse ActiveFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	Single, minimal downtime Tx for wrinkle/pigment results. Fractional CO ₂ Tx for wrinkles, scars and deep collagen treatment. Blended fractional CO ₂ Tx for customized patient outcomes. Incisional and resurfacing accessories available.
UltraPulse DeepFX	Fractional CO ₂	10,600 nm	2.5 – 50 mJ	< 1 ms	
UltraPulse TotalFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	
AcuPulse MultiMode Superficial	Fractional CO ₂	10,600 nm	50 – 170 mJ	300 µs	
AcuPulse MultiMode Deep	Fractional CO ₂	10,600 nm	5 – 30 mJ	300 µs	Incisional and resurfacing accessories available.
UltraPulse SCAARFX	Fractional CO ₂	10,600 nm	1 – 225 mJ	< 1 ms	Fractional CO ₂ Tx for surgical and acne scars, as well as conspicuous and complex lesions. High energy: 150 mJ/pulse; deep Tx up to 4.0 mm; optimal ablation/coagulation ratio.
Novaestetyc, Novaclinical (divisions of Novavision Group)					
RADIO4M	Patented Dynamic Quadripolar RF, RF Safety System (RSS), Variable RF (VRF), Quadripolar Dynamic Fractional RF (4RFH)	N/A	Up to 55 W	N/A	Movement sensors, pyrometric temperature detectors, four handpieces: small, medium, large and 4RFH technology with 32 golden pins and 384 µNeedles; Biofeedback.
Quanta System					
YouLaser CO ₂	CO ₂	10,600 nm	30 W	0.25 – 20 ms	Scanner area: 2.1 x 2.1 cm (max), 300 µm microspot. Stacking Pulse technologies deliver short and repeated pulses. Various surgical handpieces available.
YouLaser MT	CO ₂ / GaAs	10,600 nm / 1540 nm	30 W / 8 W	0.25 – 20 ms / 1 – 20 ms	Exclusive Mixed Technology delivers two wavelengths sequentially or simultaneously. Scanner area 1.8 x 1.8 cm (max), 300 µm microspot (10,600 nm) and 350 µm microspot (1540 nm). Stacking Pulse technologies deliver short and repeated pulses. DivaTight option for vaginal and vulvar treatments. Various surgical handpieces available. Option for ablative fractional resurfacing treatments. Spot size up to 8 mm. Available for all laser systems equipped with a TWIN Universal Connector.
TWAIN 2940	Er:YAG	2940 nm	Up to 100 J/cm ²	0.3 – 1 ms	Peak power up to 0.8 GW at 532 nm and 1.8 GW at 1064 nm. Exclusive Pico-Boost technology (patent pending) allows emission in pico, nano or micro seconds. OptiBeam II technology for fractional, squared and round flat top spots up to 6 mm. Twin options available.
Discovery Pico	Picosecond Nd:YAG	532 nm / 1064 nm	0.3 J (ps), 0.4 J (ns) / 0.8 J (ps / ns), 2 J (µs)	370 ps, 6 ns, 6+6 ns / 450 ps, 6 ns, 6+6 ns, 300 µs	Q-switched Nd:YAG 532 nm, 1064 and Ruby 694 nm, with OptiBeam II handpieces for fractional, squared and round flat top spot sizes up to 8 mm; rep. rate up to 10 Hz at 532 / 1064 and up to 3 Hz at 694 nm. TWAIN options available. Q-Plus Evo models: Q-Plus A (Nd:YAG 532 / 1064 nm); Q-Plus C (combined Nd:YAG 532 / 1064 and Ruby 694 nm); Q-Plus R (Ruby 694 nm).
Q-Plus Evo	Nd:YAG Q-Switched / KTP Nd:YAG Q-Switched / Ruby Q-Switched	1064 nm / 532 nm / 694 nm	Up to 37 J/cm ² (ns), 50 J/cm ² (µs) / up to 15 J/cm ² / up to 30 J/cm ² (ns), 50 J/cm ² (ms)	6 ns, 6+6 ns, 300 µs / 6 ns, 6+6 ns	
Sciton					
ProFractional Halo	Er:YAG Hybrid Fractional Laser (ablative and non-ablative)	2940 nm 1470 nm / 2940 nm	Up to 400 J/cm ² 150 mJ/MTZ / 50 mJ/MTZ	Variable Up to 5 ms	Expandable module/density 1.5% to 26%. Delivery of ablative and non-ablative wavelengths in single pass. Dynamic Thermal Optimization (DTC) for precise energy delivery. Roller tip adaptors; optical navigation; integrated Zimmer cooling advanced mode for precise and independent control of depth and density. Pre-programmed modes and integrated smoke evacuation system.
Syneron					
Profound	Bipolar RF – 460, 5 kHz	N/A	Max. output voltage – 84 VRMS; 5 W per channel	N/A	Seven independent bipolar channels. Dermal: five independent pairs of bipolar microneedles; Sub-Q: seven independent pairs of bipolar microneedles.
ekto plus/eTwo Sublative Rejuvenation CO ₂ /RE	Fractional Bipolar RF CO ₂ Resurfacing System	N/A 10,600 nm	Up to 100 mJ/pin / up to 62 mJ/pin Up to 453 J/cm ²	N/A 0.2 – 3.0 ms	ekto: 64/44 pins. eTwo: standard 64 pin tip with 12 x 12 mm spot. Focal 44 pin tip with 11 x 3 mm spot. Reusable, tapered fractional and surgical Tx handpieces. Four digital super pulsed fractional treatment modes including CO ₂ /RE Light, Mid, Deep and Fusion. Classical ablation and CW Surgical Mode. Two handpieces, 1064 nm and 532 nm.
Picoway Resolve	Nd:YAG	1064 nm, 532 nm	200 – 400 mJ	375 – 450 ps	

Note: Data subject to change; please refer to Company Directory for supplier contact information.



ACNE Tx DEVICE COMPARISON CHART

Supplier Product Name	Device Type	Wavelength (nm)	Energy Output (Joules)	Pulse Length	Accessories
Candela					
Vbeam Perfecta	Pulsed Dye Laser	595 nm	Up to 40 J/cm²	0.45 – 40 ms	Eight spot sizes up to 12 mm, 3 x 10 elliptical and pigmented lesion handpieces. Patented Dynamic Cooling Device maximizes patient comfort and Tx efficacy.
CO₂RE	CO₂ Laser	10,600 nm	Up to 80 J/cm²	Up to 1100 ms	Multi-use CO₂RE Aesthetic and surgical handpieces; sterile single-use internal and external CO₂RE Intima handpieces.
DEKA					
Smartlase DOT	Fractional CO₂	10.6 µm	50 W max.	80 – 200 µs	DOT Scanner; freehand handpiece; touchscreen. Stack feature; Smart Track delivery. Smart Pulse database. CW, PW, fractional and fractional scanning modes available. PSD technology; selectable pulse shape (SP, DP, LP, HP, PW, CW, fractional and fractional scanning modes available). DOT-RF scanner with RF feature; freehand, TFT touchscreen. Stack and Smart Track delivery modes; built-in training videos; database. Store user protocols. Optional diode laser module.
Smartlase DOT-RF	Fractional CO₂ plus RF	10.6 µm	300 W max.	80 – 100 µs	180 W Nd:YAG laser module; up to 27,000 W pulse peak power; three delivery pulse designs; 11 handpieces (22 and 24 mm available); optional five filter IPL with enhanced vascular capabilities 500G. Auto Spot Size Recognition. Top Hat technology; contact or optional external cooling connections; database and protocols; no disposables.
Syncho HP Excelium	Multi-Functional Platform	1064 nm Nd:YAG / 500 nm, 520, 550, 690, 650 nm IPL	LP 120 J – 180 W (max.) SP 120 J (max.) / 160 J (max.) energy per pulse	2 – 50 ms SP 0.2 – 10 ms LP / 3 – 8 ms	Smart Pulse database. CW, PW, fractional and fractional scanning modes available. PSD technology; selectable pulse shape (SP, DP, LP, HP, PW, CW, fractional and fractional scanning modes available). DOT-RF scanner with RF feature; freehand, TFT touchscreen. Stack and Smart Track delivery modes; built-in training videos; database. Store user protocols. Optional diode laser module.
Syncho FT	Multi-Functional Platform	1064 nm Nd:YAG / 500, 520, 550, 690, 650 nm IPL	700 J/cm² (max.) SP and LP / 160 J (max.) energy / pulse	0.8 – 10 ms SP 3 – 30 ms LP (1 – 3 pulses) / 3 – 8 ms	180 W Nd:YAG laser module; up to 27,000 W pulse peak power; three delivery pulse designs; 11 handpieces (22 and 24 mm available); optional five filter IPL with enhanced vascular capabilities 500G. Auto Spot Size Recognition. Top Hat technology; contact or optional external cooling connections; database and protocols; no disposables.
Syncho REPLA-Y	Multi-Functional Platform	755 nm Alexandrite / 1064 nm Nd:YAG / 500, 520, 550, 690 nm, 650 IPL	63.5 J (max.) – 125 W (max.) / 120 J – 180 W (max.) LP / 160 J (max.) SP / 160 J (max.) energy/pulse	2 – 50 ms (single pulse), 2 – 40 ms (double pulse) / 2 – 50 ms SP 0.2 – 12 ms LP / 3 – 8 ms	3 Hz and high power (125 W) on Alexandrite emission; 150 W Nd:YAG with up to 27,000 W pulse peak power. Three pulse designs and adjustment feature for Alexandrite and Nd:YAG. Twelve handpieces. Auto Spot Size Recognition. Top Hat technology; contact or optional external cooling connections; database and protocols. IPL: five optional filters with enhanced vascular capabilities 500G. No disposables.
Elipse A/S					
Nordlys	Multi-Technology Platform	530 – 750, 555 – 950 nm	Up to 19 J/cm²	0.5 – 100 ms-programmable	All systems use SWT with dual mode fiber, programmable pulse technology and database. IPLs, MultiFlexs and Nordlys offer expert adjustment of pulse times and Nordlys offers unique sub-millisecond SWT pulse and fractional laser (max 1550) for Tx of acne scars.
Elipse MultiFlex+	Multi-Technology Platform	530 – 750 nm	Up to 19 J/cm²	Up to 100 ms (act.) (programmable) 2.5 ms	See above.
Sirus	Selective Waveband Technology (SWT)	530 – 750 nm	Up to 12 J/cm²	Up to 100 ms (act.) (programmable)	See above.
Elipse IPL+	SWT	530 – 750 nm	Up to 19 J/cm²	Up to 100 ms (act.) (programmable)	See above.
SunSung Global Corp.					
Clearlight	Intense Pulsed Light	430 – 1200 nm	3 – 35 J/cm²	5 – 25 ms	Differentiated handpiece of 15 x 40 mm wide spot size.
Fotona d.o.o.					
SP Dynamis	Nd:YAG / Er:YAG	1064 nm / 2940 nm	Up to 600 J/cm²	0.1 – 50 ms	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm² Tx area. S-11: Nd:YAG scanner: 42 cm² Tx area. Er:YAG handpieces: 0.25 x 12 mm spot sizes; Nd:YAG handpieces: 2 – 20 mm spot sizes.
XS Dynamis	Er:YAG	2940 nm	Up to 500 J/cm²	0.1 – 1.5 ms	F-Runner, fractional Er:YAG scanner: 250 µm spot size, 168 mm² Tx area. S-Runner, Er:YAG scanner: 4 mm spot size, 16 cm² Tx area. Er:YAG handpieces: 0.25 x 12 mm spot sizes.
QX MAX	Nd:YAG Q-Switched / Long Pulse	1064 nm	Up to 160 J/cm²	250 µs Accelerate Pulse	Handpieces: 2 - 8 mm spot sizes.
General Project					
Med Flash II CS	Pulsed Light	390 – 1200 nm	Up to 600 J at lamp level	Single pulse: 25 – 75 ms, Pulsed mode: 1.5 – 12.5 ms (duration), 5 – 100 ms (interval)	Handpiece with integrated skin cooling. Partial spectrum lamp with dedicated filter. Spot sizes: 50 x 25 mm, 35 x 15 mm.
Hirose Co., Ltd.					
MIRACLEAR	Blue Light, Vacuum, IPL	400 – 1200 nm	2 – 11 J/cm²	3 – 25 ms	Small tip: 14.5 x 12.3 mm; normal tip: 26.5 x 14.5 mm.
Irooda Co., Ltd.					
Secret RF	RF Microneedle	N/A	25 W	50 – 950 ms	25 pin sterilized RF bipolar tips (optional 64 insulated pin available); monopolar handpiece for small Tx areas; optional smart pen handpiece.
Fraxis DUO	CO₂ Fractional / RF Microneedle	10,600 nm	30 W / 20 W	0.02 – 5 ms / 50 – 950 ms	RF fractional needle; CO₂ fractional and optional surgical handpieces.
Fraxis	CO₂ Fractional	10,600 nm	30 W	0.02 – 5 ms	CO₂ fractional and optional surgical handpieces.
INLINE Medical Systems SAS					
MULTILINE	Nd:YAP / Q-Switched	1079 nm	Up to 350 J/cm²	5 ns – 5 ms	Spot sizes: 3, 4, 8 mm. Touchscreen monitor. Non-thermal laser impact eliminates cooling feature. Integrated universal power and control system; interchangeable compact laser emitters.
Novaestetyc, Novaclinical (divisions of Novavisio Group)					
RADIO4M	Dynamic Quadripolar RF, RF Safety System, Variable RF, Quadripolar Dynamic Fractional RF Incoherent Fast Light	N/A	Up to 55 W	N/A	Movement sensors, pyrometric temperature detectors, four handpieces: small, medium, large and 4RPH technology with 32 golden pins and 384 µNeedles; Biofeedback.
PLW IFL		400 – 950 nm	Up to 100 J	20 – 40 ms	Interchangeable filters: 400, 520, 550, 600, 650 and 720 nm; biocompatible disposable filters; Suberbust: single, repetition, IFL modes.
Quanta System					
Eterna Giovinezza Plus	Pulsed Light	400 – 1200, 625 – 1200 nm	Up to 30 J/cm²	3 – 240 ms	IPL handpieces: 400 – 1200, 625 – 950, 570 – 1200, 590 – 1200, 625 – 1200 and 660 – 1200 nm. Spot sizes 48 x 13 or 25 x 13 mm. Skin cooling. TWAIN IPL.
New Silk Light (table top)	Pulsed Light	400 – 1200 nm	Up to 25 J/cm²	3 – 240 ms	pulsed light option available for all systems with TWAIN Universal Connector.
TWAIN IPL coil	Pulsed Light	400 – 1200 nm	Up to 30 J/cm²	0.3 – 1 ms	Option for ablative fractional resurfacing treatments available for all systems with TWAIN Universal Connector.
TWAIN 2940	Er:YAG	2940 nm	Up to 95 J/cm²	0.3 – 1 ms	Scanner area 2.1 x 2.1 cm (max). 200 µm microspot. Surgical handpieces available. Mixed technology delivers two wavelengths sequentially or simultaneously.
Youlaser CO₂	CO₂	10,600 nm	30 W	0.25 – 26 ms	Scanner area 1.8 x 1.8 cm (max). 300 µm (10,600 nm) and 350 µm microspots (1540 nm). Stacking Pulse technologies deliver very short and repeated shots. Surgical handpieces available.
Youlaser MT	CO₂ / GaAs	10,600 nm / 1540 nm	30 W / 8 W	0.25 – 26 ms / 1 – 20 ms	Surgical handpieces available.
Sclon					
JOLIE	Laser and Light Platform	Various	Up to 400 J/cm²	0.1 – 200 ms, 1 – 10 sec	Configurable up to ten modules.
ThermaScan	Nd:YAG	1319 nm	Up to 30 J/cm²	Up to 200 ms	Computerized scanner; 30 x 30 mm Tx integrated cooling.
BBL	BroadBand Light	420 – 1400 nm	Up to 30 J/cm²	Up to 300 ms	Active top system. Skin Type II, 400, 515, 560, 580, 640, 690 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
BBL	BroadBand Light	420 – 1400 nm	Up to 30 J/cm²	Up to 300 ms	Skin Type II, 400, 515, 560, 580, 640, 690 nm filters, 15 x 45 mm and 15 x 15 mm spot sizes, integrated cooling.
Syneron					
eMax/light AG	Optical Energy / RF Electrical Energy	400 – 980 nm	Up to 18 J/cm² / up to 25 J/cm²	N/A	25 x 12 mm spot size.
aflo Plus	Optical Energy / Bi-polar RF	400 – 980 nm	Up to 18 J/cm²	N/A	25 x 12 mm spot size.

Note: Data subject to change; please refer to Company Directory for supplier contact information.



EMERGING AESTHETIC TECHNOLOGIES COMPARISON CHART

Supplier	Product	Technology	Applications
BTL Industries	BTL Intima	Monopolar RF; EFC Elite	Non-invasive labia remodeling. Vaginal rejuvenation and tightening with no downtime. Clinically proven improvement of sexual satisfaction.
CROMA-Pharma GmbH	LFL PDO	Absorbable polydioxanone threads	Elimination of fine wrinkles, smoothing deep wrinkles, improvement of skin tone, elasticity and texture, delay of aging process and prevention of skin sagging.
Cynosure	SculpSure	1060 nm Wavelength with Four Individual Applicators and Customizable Attachment System	Non-invasive body contouring: 1060 nm wavelength disrupts subcutaneous fat through a proprietary energy delivery system; contour pockets of bothersome fat in areas such as the flanks and abdomen; minimal absorption in the dermis; can be used on all skin types.
DEKA	MonaLisa Touch	SmartXide® with Hi Scan V2LR Scanning; Fractional CO₂ with PSD	Feminine rejuvenation - restore natural physiological and mechanical mucosa conditions; improve reduced vaginal lubrication, vulvar itching and painful intercourse.
Eunsung Global Corp.	Dr.Skin	Electroporation, Microdermabrasion, Vacuum; 27 W; 2.600 ms	Skin rejuvenation and acne treatment.
	OctoLine2	Ultrasound, Water Jet Peel; 2.6 W; 20 – 100 ms	Skin rejuvenation and acne treatment.
	AquaClean	Aqua Peeling	Skin rejuvenation and acne treatment.
	Beauty Heart Spring	Electroporation; 0.04 – 0.4 ms	Skin rejuvenation and acne treatment.
	Hydra Beauty	Electroporation, Cryoelectroporation; 680 ms	Skin rejuvenation and acne treatment.
	Jet Clear	Multi-Polarity Electroporation, Aqua Peeling	Acne treatment.
	Smartline	Water Jet Peel	Skin rejuvenation.
	EPN	Electroporation, iontophoresis, Ultrasound, Cryo	Skin rejuvenation and acne treatment.
Fotona d.o.o.	IntimaLase	2940 nm Er:YAG with SmoothMode	Feminine rejuvenation - tightening of internal vaginal tissues.
General Project	Thermal Therapy Physio Vag	Bipolar/Monopolar RF	Vaginal tightening, external vaginal aging, vaginal dryness, bladder leakage, vaginal prolapse.
Irooda Co., Ltd.	Gynolaser Handpiece	CO₂ Fractional; 10,600 nm; 30 W; 0.02 – 5 ms	Vaginal tightening and urinary incontinence.
INLINE Medical Systems SAS	RecoSMA	Laser Induced Acousto-Interferential Exposure	Skin rejuvenation, anti-aging, face lifting, skin tightening, scar treatment (stretch marks, acne scars, keloids, hypo / normal / hypertrophic scars), psoriasis treatment, stimulation of new tissue generation, skin resurfacing, ulcer and wound healing.
Miramir	miraDry	Microwave Energy	Permanent reduction of underarm sweat. Permanent reduction of underarm hair of all colors.
Novaclinical, a division of Novavisio Group	EVA (Enhancer of Vaginal Anatomy) Radio4M	Vaginal Dynamic Quadripolar RF (VDR), RF Safety System (RSS), Internet of Medical Things (IoMT) Patented Dynamic Quadripolar RF, RSS, Variable RF (VRF), Quadripolar Dynamic Fractional RF (4RFR)	Vaginal atrophy, laxity of vaginal introitus, vulvodynia, stress urinary incontinence, vulvar rejuvenation. Face-lifting, facial wrinkles, neck wrinkles, eye and lip wrinkles, chin shaping, dermo-peeling, hyperpigmentation, acne, resurfacing, hand rejuvenation, stretch marks, localized lipolysis, body firming.
PeriAction Technologies, Ltd.	Enerjet and Enerjet 2.0	Jet Volumetric Remodeling (JVR)	Kinetic lifting, skin regeneration, skin tightening, scar repair: acne scars, keloid and hypertrophic scars, stretch marks, neck lines, dermal thickening and décolleté wrinkle reduction.
Quanta System	Discovery Pico	Picosecond Nd:YAG 532 nm / 1064 nm; up to 1.8 GW peak power; Pico-Boost Technology; OptiBeam II	Tattoo removal, benign pigmented lesions and skin rejuvenation.
	DivaTight	Fractional combined GaAs 1540 nm and 10,600 nm CO₂	Feminine rejuvenation - vaginal mucosa atrophy, vulvar resurfacing.
Sinclair Pharma	Silhouette Soft by Vaupell	Poly(lactic Acid Resorbable Suture with Bi-Directional Cones (8 cone, 12 cone, 16 cone sutures)	Facial definition, wrinkle reduction, volume repositioning and collagen regeneration.
STORZ MEDICAL AG	CELLACTOR ultra D-ACTOR ultra	Acoustic Wave Therapy (AWT)	Cellulite treatment, body shaping and skin rejuvenation.
Syneron	Picoway	532 nm, 1064 nm, Short Picosecond Pulses	Pigmentation, skin irregularities, signs of aging and tattoo removal.
Therml	Therml250	Temperature Controlled RF	Temporary reduction of cellulite.
Ulthera, Inc., a division of Merz, Inc.	The Ulthera System Cellfina System	Micro-Focused Ultrasound with Visualization Tissue Stabilized-Guided Subcision (TS-GS)	Neck, chin and brow lifting; chest wrinkles. Long-term reduction of cellulite, up to two years by precise release of targeted structural tissue (fibrous septae).
Viveve, Inc.	Viveve System	Cryogenically-Cooled Monopolar RF	Women's' health and sexual function.

Note: Data subject to change; please refer to Company Directory for supplier contact information

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CZTEROBIEGUNOWA DYNAMICZNA FALA RADIOWA
Skuteczna, bezbolesna, opatentowana technologia

NewU Beauty

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Perfect Detox to jesienna kuracja detoksykująca dla skóry wymagającej rewitalizacji i odświeżenia po wakacjach - moc peptydu awokado samkropla w słoiczku Detox Cream oraz 7 ampułkach Detox Fluid. Wynik jest natychmiastowy - cera nabiera świetnego blasku, zmarszczki i drobne linie ulegają spłyceniu, a proces powstawania przebarwień zostaje zahamowany. W: janssen-cosmetics.pl

HL PROFESSIONAL SKINCARE
HL PROFESSIONAL SKINCARE jest izraelską firmą kosmetyczną, która powstała w 1984 roku, jako producent kosmetyków profesjonalnych do pielęgnacji cery. Preparaty HL PROFESSIONAL SKINCARE przeznaczone są przede wszystkim do stosowania przez profesjonalistów w gabinetach kosmetycznych, klinikach urody i SPA. W ofercie znajdują się również produkty dla stosowania w domu. W trosce o najwyższą jakość HL opracowuje unikalne formuły preparatów, które zapewniają maksymalną skuteczność i bezpieczeństwo. Każdy składnik produktu jest starannie dobrane, w oparciu o badania i testy kliniczne, przez doświadczonych chemików i farmaceutów laboratorium. Wszystkie procesy wytwarzania produktów odbywają się w nowoczesnej bazie produkcyjnej zgodnie ze standardami GMP i ISO 9001. W: hl-lab.pl

FOTOTERAPIA DERMALUX®
Dermalux® to wyróżniony prestiżową nagrodą „The Aesthetic Awards 2015-2016” innowacyjny system do laseroterapii oparty na nowoczesnej technologii LED. Zastosowanie najnowszej generacji diod LED w systemach Dermalux® pozwala na uzyskanie niezwykle precyzyjnych, potwierdzonych klinicznie, długofalowej światła niebieskiego 415 nm, czerwonego 633 nm oraz bliskiej podczerwieni (NIR) 830 nm, zachowując przy tym odpowiednią moc i natężenie. Przekłada się to bezpośrednio na doskonałe rezultaty w zabiegach dermatologicznych oraz medycyny estetycznej. Systemy Dermalux® to nie zastąpienie rozwiązań dla leczenia skóry, ale ich uzupełnienie. Innowacyjne urządzenie, które umożliwia precyzyjną terapię ze względu na znakomite efekty terapeutyczne oraz zadowolenie użytkowników ze względu na nieporównywalnie niskie koszty eksploatacji. W: euroscamed.pl

POPRAWA KOMFORTU STREF INTYMNYCH KOBIET
Firma NewU wprowadza do swojej oferty urządzenie EVA™, które jako pierwsze wykorzystuje technologię VDR™ (czterobiegunowej dynamicznej fali radiowej). To nowatorska zmiana efektywności i komfortu w leczeniu sfery intymnej u kobiet: wysiłkowe nietrzymanie moczu, zespół luźnej pochwy, zmiany poporodowe pochwy, zanikowe zapalenie pochwy, ujędrnianie warg sromowych. Technologia VDR™ kieruje energię na konkretną warstwę leczonej tkanki, a system bezpieczeństwa RSS™ kontroluje ruchy i temperaturę głowicy. Przy przegrzaniu urządzenie ostrzega sygnałami wizualnymi i akustycznymi, a osiągając krytyczny poziom, automatycznie wyłącza się. Procedura jest szybka i bezbolesna. W: newu.pl

GÓRNOŚLĄSKA WYŻSZA SZKOŁA HANDLOWA 25 lat

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PREZENTACJA P

INNOWACJA W POPRAWIE KOMFORTU MIEJSC INTYMNYCH KOBIEC

Dbanie o siebie nie jest tylko celem samym w sobie, ale jednym z elementów poprawy jakości życia. Wyższa samoocena to lepsze kontakty społeczne, poprawa zdrowia, to satysfakcjonujące życie osobiste. Dotyczy to nie tylko wyglądu zewnętrznego, ale również stref intymnych, czyli ginekologii estetycznej.



pozwała wyleczyć niekomfortowe dolegliwości, poczuć się w pełni kobietą oraz znów cieszyć się z udanego życia seksualnego.

Wśród problemów, z jakimi najczęściej zgłaszają się pacjentki, poza wysiłkowym nietrzymaniem moczu, jest zespół rozluźnienia pochwy (ZRP). To problem dotyczący aż 43-88% kobiet, które przynajmniej jeden raz rozdziły siłami natury, którego objawy nasilają się w okresie menopauzalnym.

TERAPIE STOSOWANE U PACJENTEK Z ZESPOŁEM ROZLUŻNIENIA POCHWY (ZRP)

- ćwiczenia mięśni Kegla,
- colporrhaphia anterior/lateralis,
- kolpo(myo)perineoplastyka,
- laserowa rewitalizacja pochwy (CO₂, Er:YAG),
- odtworzenie pofaldowania pochwy (laser CO₂),
- nici silikonowe zakładane na boczne ściany pochwy,
- lifting krocza przy użyciu wchłanianej nici,
- niskoenergetyczna terapia radiofrekwencyjna (RF).

estetycznej i kosmetologii do podgrzewania głębszych warstw skóry poprzez indukcję lub przepływ prądu elektrycznego wysokiej częstotliwości za pośrednictwem elektrod mających kontakt z ciałem. Działanie zmiennego pola elektromagnetycznego powoduje ruch jonów (ocieranie się o siebie) i wydzielanie się ciepła. Powstały efekt termiczny zależy od kilku czynników:

- częstotliwości fali radiowej,
- natężenia prądu,
- oporu tkanek,
- zawartości elektrolitów (uwodnienia) w tkance,
- czasu działania energii.

Badania wykazały jednak, że lepszy efekt terapeutyczny można uzyskać, stosując wielokrotne przejście głowicą przy niższej energii niż jednorazowe zastosowanie wysokich mocy.

Korzystny efekt ujędrnienia przy zastosowaniu nieabłacyjnej niskodawkowej radiofrekwencji powstaje początkowo poprzez (bezpośrednio po zabiegu) skrócenie włókien kolagenowych w wyniku ich podgrzania, a następnie aktywację fibroblastów do tworzenia nowych i zastępowania starych włókien kolagenowych, a także ich augmentację. Metoda ta nie powoduje termicznej martwicy tkanek, rewitalizując docelową tkankę bez procesu bliznowacenia w obrębie tkanki łącznej, bez powstawania martwicy tej okolicy, ziarninowania czy też hipertrofii kolagenu w przestrzeni

RADIOFREKWENCJA

Jedną z najnowszych nieoperacyjnych technik leczenia zespołu luznej pochwy jest niskoenergetyczna radiofrekwencja. Radiofrekwencja, inaczej promieniowanie radiowe, to promieniowanie elektromagnetyczne wytwarzane przez prąd zmienny o częstotliwości od 3 Hz do 3 THz. Od wielu lat wykorzystywane jest ono w medycynie

NewU Beauty

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W: NewU.pl

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AE

PREZENTACJA P

podśluzówkowej. Ten bezpieczny i pożądany efekt jest możliwy dzięki jednoczesnemu zastosowaniu techniki podgrzewania i chłodzenia powierzchniowego.

CZTEROBIEGUNOWA DYNAMICZNA FALA RADIOWA BEZBOLESNIE, NIEINWAZYJNIE, BEZPIECZNIE

Na świecie dostępnych jest niewiele bezpiecznych i skutecznych urządzeń, które mogą być stosowane w przypadku zespołu rozluźnienia pochwy.

Jednym z nich jest EVA™ (Enhancer of Vaginal Anatomy). To pierwsze urządzenie wykorzystujące technologię VDR™ (czterobiegunowa dynamiczna fala radiowa), opracowaną i opatentowaną przez Novavision Group R&D. Ta nowatorska technologia w zdecydowany sposób zmienia efektywność i komfort leczenia kobiecej sfery intymnej.

Wykorzystując unikalną technologię VDR™, kierujemy działanie energii na konkretną warstwę leczonej tkanki, zaś wbudowany system bezpieczeństwa RSS™ (automatycznego zarządzania energią) kontroluje ruchy rękojeści i temperaturę głowicy w celu uniknięcia poparzenia leczonej okolicy. Dość dostarczonej energii jest zdecydowanie niższa w porównaniu z pozostałymi urządzeniami dostępnymi na rynku. Zabieg jest całkowicie bezbolesny, nieinwazyjny, z zerowym okresem rekonwalescencji, a do tego bardzo bezpieczny.

Głowice, które mogą być stosowane w autoklawie, wyposażone są w cztery specjalne elektrody, których temperatura jest nieprzerwanie monitorowana, tak

by uzyskać stały, bezpieczny i optymalny poziom podczas pracy w każdym miejscu, a zainstalowane czujniki ruchu kontrolują ich przesuwanie tak, by uniknąć szkodliwego działania w leczonym obszarze i zachować równowagę w otaczających tkankach.

W przypadku przegrzania urządzenie ostrzega operatora sygnałami wizualnymi i akustycznymi, a dochodząc do niebezpiecznego poziomu, zostaje automatycznie wyłączone. To, na co warto zwrócić uwagę i co jest nowością, to pilot, który podczas trwania zabiegu ma w ręku pacjentka. Jeśli jej subiektywnie odczucia nie pozwalają na kontynuację procedury, może ją przerwać w dowolnym momencie, naciskając przycisk.

Procedura trwa około 20 minut. Dzięki zastosowaniu czterobiegunowej dynamicznej nieabłacyjnej energii generowanej przez fale radiowe nie jest wymagane znieczulenie miejscowe, a dostarczona tkankom energia dociera na głębokość około 5 mm. Zalecane jest wykonanie jednego zabiegu – w szczególnych przypadkach do trzech.

EVA™
enhancer of vaginal anatomy

EVA™ pozwala wykonać przede wszystkim bezpieczne, bezbolesne, nieinwazyjne i skuteczne zabiegi, takie jak:

- likwidowanie objawów wysiłkowego nietrzymania moczu,
- poprawienie elastyczności pochwy/leczenia tzw. zespołu luznej pochwy,
- leczenie poporodowych zmian w strukturze pochwy,
- zwięźnięcie przedsińka i wejścia do pochwy,
- leczenie suchości i pieczenia pochwy,
- leczenie zanikowego zapalenia pochwy,
- ujędrnianie/lifting warg sromowych,
- inne zabiegi estetyczne w okolicach intymnych: redukcja rozstępów, blizn,
- uzyskanie zwiększonej satysfakcji seksualnej.

”Spadek satysfakcji z życia seksualnego znacząco wpływa na samopoczucie obojga partnerów. Dzięki zabiegowi z użyciem EVA™, narząd intymny odzyskuje swoją elastyczność oraz odpowiednie nawilżenie, a pacjentka utraconą pewność siebie, nowe poczucie atrakcyjności, zaś partnerzy siebie na nowo.

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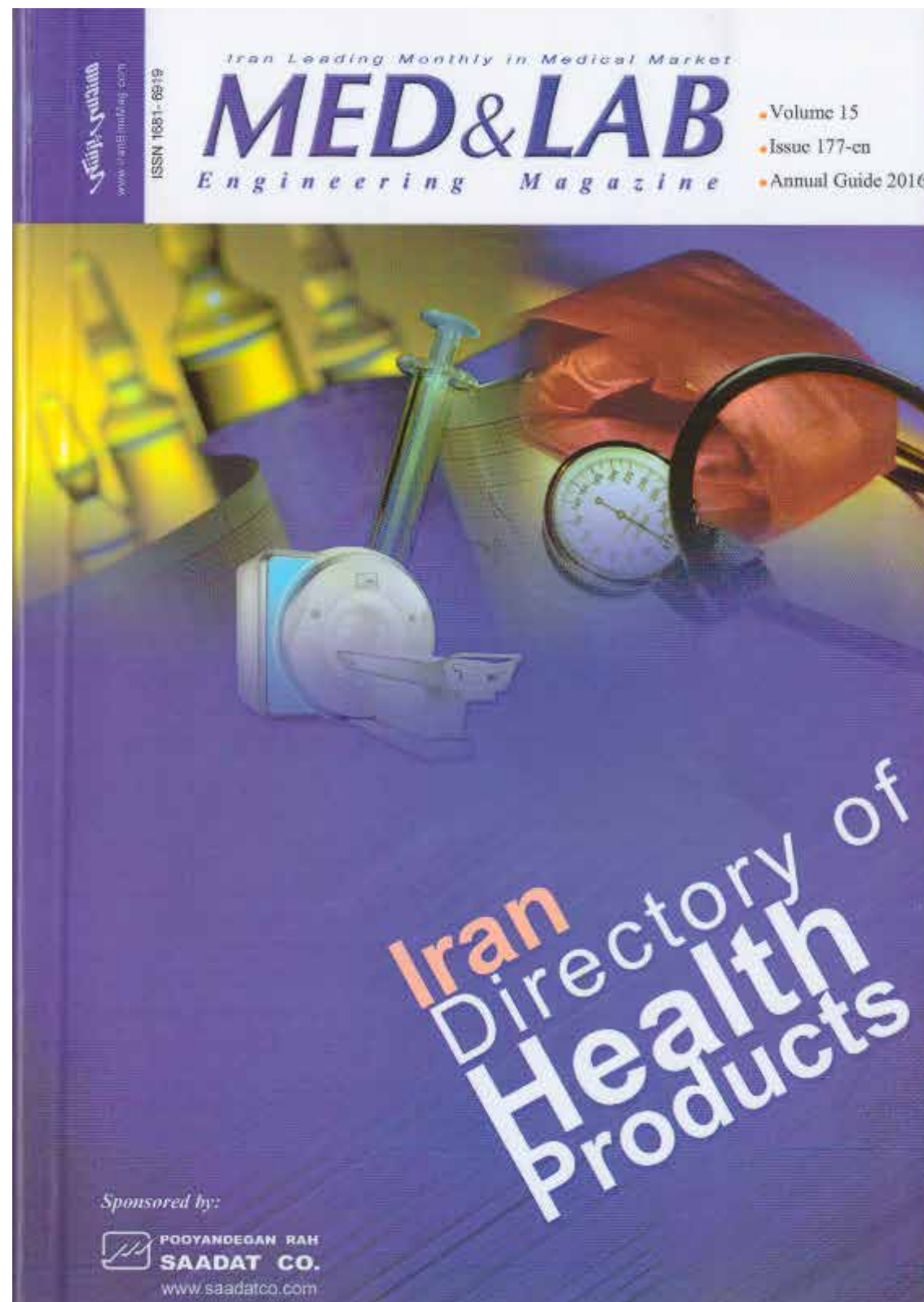
EVA
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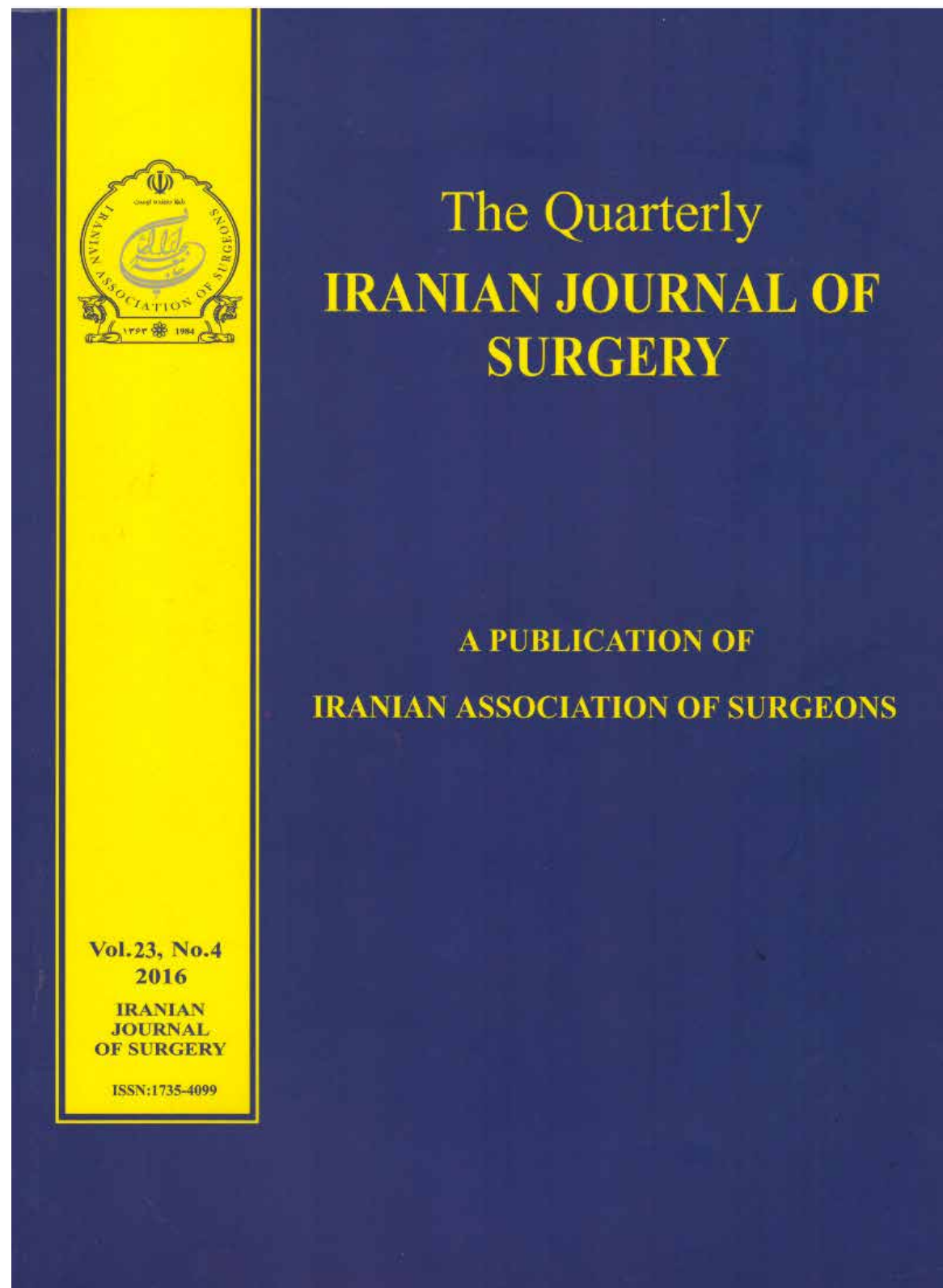
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VDR (Vaginal Dynamic Radiofrequency)

تکنولوژی انحصاری
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EVA
enhancer of vaginal anatomy

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