

Multiderm International

Exfoliation Infusion Pretreatment Vibration Therapy

Multiderm International

The Multiderm is a patented technology which is rapidly becoming the new standard of care in the field of exfoliation.



History of Microdermabrasion

In the mid 1950's motorized wire brushes replaced human-powered abrasive devices and the use of dermabrasion became more commonplace.

History of Microdermabrasion

Microdermabrasion was developed in Italy
in 1985 and introduced to American markets
in the mid 1990s.

Microdermabrasion Market

In 2005 microdermabrasion was one of the top five aesthetic procedures performed in the United States.

Microdermabrasion Market

In 2007 the Microdermabrasion market in the United States was approximately \$3.2 billion and ranks third in cosmetic procedures behind Botox and Hair removal*.

*Wall Street Journal, December 2007

Microdermabrasion competition

There are many brands of microdermabraders on the market today. The process of utilizing suction with a crystal or crystal-free device to exfoliate the skin is becoming outdated.



Microdermabrasion competition

Unlike traditional microdermabraders, the Multiderm does not use suction, crystals, particulates or rough, diamond-type edges to exfoliate the skin.



Microdermabrasion competition

The Multiderm uses patient-specific soft metal paddles, along with oscillation to gently exfoliate the skin in a massage-like manner.



Microdermabrasion competition

Because of the patient-specific paddles, cross contamination is eliminated with the Multiderm



Features of Multidermabrasion

Exfoliation

Infusion

Pre-Treatment

Features of Multidermabrasion

- Exfoliation
 - Removal of the stratum corneum
 - Treat all areas of the body such as face, neck, chest, arms, hands legs, back and heels
 - Keratosis Pilaris on the arms and back
 - The entire face, neck and décolleté can be treated in less than 12 minutes, rather than 45-50 minutes for a microdermabrader.
 - All skin types I-VI may be treated using the Multiderm.

Features of Multidermabrasion

- Infusion
 - Topical moisturizers
 - Any topical can be applied
 - Topical anesthetics
 - EMLA
 - Lidocaine

Features of Multidermabrasion

- Pre-Treatment
 - Hair removal
 - Skin rejuvenation
 - Vascular lesions

Multiderm Indications

Exfoliation of fine lines and rhytids

Improvement of texture and tone

Acne scars

Dryness and oily skin

Decrease pore size

Multiderm Indications

Pre-treatment for laser or IPL hair removal

Pre-treatment for laser or IPL skin rejuvenation

Pre-treatment for laser or IPL vascular lesions

Infusion of topical moisturizers

Infusion of topical anesthetics

Multiderm Contraindications

Open lesions

Pregnant women

Pre-treatment for fractionated CO₂

Multiderm Treatment Protocol

Two minutes on the forehead.

Two minutes on the right side of the face.

Two minutes on the left side of the face.

Two minutes along the vermilion border of the upper lip and the nasal labial fold area. Caution the patient that the vibration of the Multiderm may feel a bit foreign to them.

Multiderm Treatment Protocol

Two minutes on the neck.

Two minutes on the décolleté.

Apply several drops of a moisturizer, approved by the clinician, on the exfoliated areas.

Using the infusion paddle without altering the speed and using the same motion, gently infuse the topical into the patient's skin. Perform until the skin is dry.

Multiderm Treatment Protocol

Six treatments spaced one week apart

Follow-up treatments every 30-60 days

Treatments performed by any non-physician staff

Multiderm Treatment Revenue

Because the Multiderm uses a patented soft-metal paddle system to exfoliate, it enables the clinician to perform treatment in areas where standard microdermabrasion cannot.

Multiderm Treatment Revenue

Among these areas are

- Neck
- Décolleté
- Heels
- Shoulders
- Hands
- Arms

Multiderm Treatment Revenue

A sampling of Multiderm treatment revenue includes

- Face: \$600-800 per package of six treatments*
- Neck: \$50-75 per treatment
- Décolleté: \$75-150 per treatment
- Heels: \$75-125 per treatment
- Shoulders: \$50-75 per treatment
- Hands: \$75-125 per treatment
- Arms \$100-125 per treatment

*some will include face, neck and décolleté all in one package

Multiderm Treatment Revenue

Other areas of the body have now become a revenue center for the practice. This allows them to generate revenue in areas of the body they could not with a standard microdermabrader.

Multiderm Treatment Revenue

Twenty five (25) paddles are included with each Multiderm

Multiply 25 paddles by \$600 for facial treatment packages

Number of patients	25
<u>Times the revenue per patient package</u>	<u>\$600</u>
Revenue generated*	\$15,000

By the time the customer re-orders additional paddles they have paid for their Multiderm

*does not include revenue generated from other areas of the body

Multiderm advantages over standard microdermabrasion

Treat all areas of the body (generate more revenue)

Massage-like treatment preferred by patients

Ten minute treatment time vs. 45 minute treatment

Infusion of topical moisturizers and anesthetics

Pre-treatment of hair, skin and vascular procedures

Multiderm advantages over standard microdermabrasion

Treat patients with rosacea and telangiectasia due to the lack of suction

Cross contamination is eliminated

No messy crystals

No clogging as with crystal-based machines

Vibration paddle vs. small pipette-like handpiece

Multiderm advantages over standard microdermabrasion

Not technique dependent as with microdermabrasion

Risk of streaking is eliminated

No risk of operator incurring carpal-tunnel syndrome

Will not adversely affect tattoos

Will not adversely affect permanent makeup

Multiderm advantages over standard microdermabrasion

Does not void any manufacturer warranties

Can be used immediately before laser or IPL treatments

Maintenance on the Multiderm

- No service or maintenance is required on the device
- Soft metal paddles are cleaned with alcohol or soap and water
- Soft metal paddles wear down after 6-8 uses (similar to razor blades)
- Three year warranty

*Back to the Future.....
.....beyond aesthetics*

Possible future Multiderm applications:

- Treatment of headaches, including migraines
- Treatment of sinus congestion