

# CLINICAL roundtable

## TRIA Laser Personal Hair Removal System Offers Benefits to Both Physicians and Patients

By Bob Kronemyer, Associate Editor

TRIA Beauty's (Pleasanton, Calif.) TRIA Laser Personal Hair Removal System continues to experience strong success in the home-use aesthetic device market. The TRIA laser stands apart from the competition due to its efficacy, safety, ease-of-use and convenience.

### Editor's Note:

In the following clinical roundtable four physicians share their experience with the TRIA Laser Personal Hair Removal System.

### *How has the TRIA laser complemented or grown your existing practice?*

**Jay Burns, M.D.** – Growth within my office has occurred fairly easily because patients have heard or read about the TRIA through the company's website, magazine articles and word-of-mouth. About half of our TRIA users are new patients to the practice.

However, some are existing patients. One of my female patients in her forties would come in a couple of times per year for hair removal, but now she uses the TRIA for at-home treatment. She appreciates the convenience of using the device in her own home and the ability to administer treatments more frequently. Moreover, she still schedules at least as many in-office sessions, but for different treatments such as intense pulsed light (IPL) or Fraxel laser treatment from Reliant Technologies (Mountain View, Calif.). Our willingness to forgo in-office hair removal revenue for a treatment that is convenient to her lifestyle gained her trust and encouraged her to discover other services in our practice.



**Jay Burns, M.D.**  
Assistant Professor of Plastic Surgery  
University of Texas  
Dallas, TX

**David Goldberg, M.D.** – I have a group of patients who do not come in for laser hair removal at all, but want to perform treatments at home. There are also patients who are currently receiving in-office laser hair removal or have completed a series, but still have some areas that they wish to treat. Some patients have signed up for laser hair removal of multiple areas of their body. Women may have their bikini areas and underarms treated in-office, but they really don't want to pay to have their toes done, in these cases TRIA is used as an adjunct at home.

**Karyn Grossman, M.D.** – We do very little in-office hair removal because it is so time consuming. It's great to be able to offer an at-home solution for a service we don't provide in-office. We've found success with the TRIA for patients who have previously received in-office hair removal but have some hairs left and in patients who don't want to or can't make the bigger commitment of an in-office procedure.

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### *What are the benefits of offering a home-use device like the TRIA in your practice?*

**Dr. Goldberg** – I think home-use devices expand our market base and lead to happier patients since they become proactive in their own treatment, which makes them feel better about the whole process. Patients feel they are saving money and achieving success.



**David Goldberg, M.D.**  
Clinical Professor of Dermatology  
Mount Sinai School of Medicine  
New York, NY

**Lisa Airan, M.D.** – After four to five in-office visits, patients would stop treatment because hair needs to be in a growth phase for laser hair removal to be effective. There is a percentage of hair that is never going to be in the right phase when the patient is in the office for treatment. So as an adjunct to in-office treatment, the TRIA is truly effective for treating remaining hair. There is also a population of patients that will not schedule treatments in a physician's office, but would definitely try an at-home treatment.

**Dr. Burns** – I'm a plastic surgeon who wants to provide a full service practice – from skincare to face-lifts. We can't stop the home laser market, nor should we, it's convenient and the lasers will become increasingly safer and more effective.

### *Have you gained new patients from the consumer media buzz surrounding home-use devices?*

**Dr. Airan** – Many times people will come into the office to

*“The TRIA is a beautiful device that is very well designed. It also has great safety features and is FDA approved.”*

purchase the TRIA and then end up making an appointment, because now they have been in the office and feel comfortable.

**Dr. Burns** – I’ve had patients come in to pick up their TRIA just from word-of-mouth and subsequently be introduced to our skincare. These patients quickly realize there are other treatments in our practice that they are interested in.

#### **How do you successfully balance in-office services with at-home devices?**

**Dr. Grossman** – We don’t position the TRIA to treat large areas. It complements some of our other in-office procedures, such as microdermabrasion and peels, to help enhance the results patients achieve. Patients are making a substantial investment in maintaining the results of in-office procedures. For hair removal, it’s not worthwhile for patients to schedule an office visit to treat ten hairs in their axillae. I think patients are interested in both in-office and at-home procedures, whatever you offer the patient for home-use, the in-office counterpart will be more powerful.



**Karyn Grossman, M.D.**  
Dermatologist  
Los Angeles, CA and New York City, NY

**Dr. Airan** – We look at our patients’ best interest, whether it’s in-office or at-home. Patients are very busy and don’t have the time to come in for laser hair removal, so they may try the TRIA. The TRIA offers patients another way to achieve their goals.

**Dr. Goldberg** – We explain the benefits of both in-office and home-use devices to our patients. In-office devices are much more powerful, work better from our perspective and are more practical for larger areas, but they are more expensive. Even though at-home devices are less powerful, the end result for the consumer is still terrific. Many people are willing to commit to a few more treatments when they have the privacy and convenience of their own home.

**Dr. Burns** – Providing the best option for each individual patient is important. The home-use device market is growing, however, there are still people who want the most effective and efficient hair removal treatment and don’t want to keep messing with it. They would rather have a professional perform treatment and they have the money to pay for it.

#### **What is it about the TRIA that makes it easy to sell?**

**Dr. Grossman** – Patients who are interested in the TRIA tend to be educated consumers so they already know that the diode laser is a gold standard for hair removal. Patients appreciate TRIA’s ergonomic design and the safety aspects.

**Dr. Burns** – The TRIA is backed by science even though it is less powerful than some other laser hair removal systems. My patients trust me, I always explain to them in detail why I prefer a particular treatment. The home-use market for such devices is similar to the growth of the hair coloring industry over the decades. Some people color their hair at home and some people color their hair with a professional.

**Dr. Airan** – The TRIA is a beautiful device that is very well designed. It also has great safety features and is FDA approved. Furthermore, the company has a good website and a good training program to assist staff in answering patient questions. The TRIA also offers a 90 day guarantee so consumers feel confident that they are purchasing a good quality device.