

Ellipse's I²PL Technology Expands into U.S.

By Bob Kronemyer, Associate Editor

Ellipse, Inc. (Atlanta, Ga.), a subsidiary of Ellipse A/S (Hoersholm, Denmark), has established a direct sales force in the U.S. to more effectively market the company's two intense pulsed light (IPL) systems. Ellipse offers two platforms, their flagship Flex system, designed to treat a multitude of conditions (skin rejuvenation, hair removal, vascular facial telangiectasis, port-wine stains, pigmented lesions) and the I²PL system for skin rejuvenation and hair.

Ellipse's hair removal handpieces "can be used on skin types I through V, and you can cover a very large surface area quickly," noted Zakia Rahman, M.D., F.A.A.D., medical director of the Fraxel Laser Clinic in Mountain View, Calif. "Due to its unique dual mode filtering technology, treatment is relatively painless."



Zakia Rahman, M.D., F.A.A.D.
Medical Director
Fraxel Laser Clinic
Mountain View, CA

Dr. Rahman believes that the efficacy of IPL treatment for hair is now approaching lasers. The Ellipse system features square pulse technology, therefore "treatment is safer because the pulse of light is now uniformly delivered at



Before Tx



After Ellipse Tx

Photos courtesy of Mohammed Anwar, M.D.

the same time," she explained. Furthermore, compared to some other IPL devices, "the Ellipse is a lot more tolerable for patients."

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For facial hair removal, patients typically schedule four to six sessions with the I²PL system, at four week intervals. "This should provide about an 80% to 90% reduction," said Dr. Rahman, a clinical instructor of dermatology at Stanford University (Stanford, Calif.). For off face treatments, sessions are spaced out farther to about six weeks. "After four sessions, there are significant results for legs or bikini."

Mohammad Anwar, M.D., of the Rockingham Laser and Vein Clinic in Eden, N.C., uses the Flex system for hair removal. "Historically, IPL has not enjoyed a good reputation within the U.S., but within Europe and Asia the story is quite different," he said. "There are peer-reviewed, published study results supporting the Ellipse system."



Mohammed Anwar, M.D.
Rockingham Laser and Vein Clinic
Eden, NC

Dr. Anwar is also impressed with the simplicity of the Ellipse user interface. "Everything that I need to evaluate my patient is on one screen," he said. For hair removal, the skin type and degree of suntan determines the energy, and the hair thickness determines the length of the pulse. "These three parameters automatically provide my default pulse," Dr. Anwar explained.

Ellipse, Inc. has set up a solid infrastructure in the U.S., including a direct sales force, service engineers, customer service and marketing. The Ellipse sales team covers six major geographic markets: Northeast, Mid-Atlantic, Southeast, Central states, Northern California and Southern California. "We are positioning the Ellipse product portfolio to serve all the major aesthetic markets in the U.S.," reported Joe LaBruzzo, president of Ellipse, Inc. "Our company was established not only to advance the existing I²PL technology, but in the future will be offering a full line of upgradable, laser-based solutions and skincare products to the U.S. market."

Ellipse, Inc. currently has about 160 units installed domestically. "Our new Flex system will become our flagship platform product, due to the fact that it offers multiple modalities and a continuing upgradable path," Mr. LaBruzzo noted. "Our products are found in 50 countries throughout the world, with more than 3,000 units installed. We are committed to providing clinically proven, safe and effective light-based systems, lasers and aesthetic solutions."



Before Tx



After Ellipse Tx

Photos courtesy of Mohammed Anwar, M.D.