

Silk'n Hair Removal Device Receives Strong Support in Home-Use Market

By Bob Kronemyer, Associate Editor

Increased awareness and interest in the Silk'n system for home-use hair reduction from Home Skinovations (Yokneam, Israel) was vastly evident at THE Aesthetic Show (TAS) 2008 in Las Vegas. Nearly 200 units were sold from the floor during the three day event.

"Patients are looking for hair removal solutions that are flexible and convenient," noted Stephen Mulholland, M.D., a cosmetic plastic surgeon in private practice in Toronto, Canada and Los Angeles, Calif. Dr. Mulholland conducted a TAS workshop demonstrating Home Skinovation's patented Home Pulsed Light (HPL) technology, which uses low pulse energy and is FDA cleared for physician directed home-use. "Patients are also looking for solutions that are cost-effective and that they are able to control," Dr. Mulholland stated.



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Many patients are willing to try Silk'n after completing a series of in-office procedures. "Regardless of which wavelength or big-box system we use, after five sessions usually about 25% to 30% of the hair remains and needs to be managed," Dr. Mulholland explained. "The Silk'n is an easy home solution for perhaps slightly more reduction, but also for some maintenance and management."

Dr. Mulholland noted that the women in the workshop were not intimidated by the device. "I think

women, more than men, are attuned to home device therapy, whether it is shavers, hair straighteners or blow dryers," he said. After completing a five treatment package in-office, Dr. Mulholland presents the patient with a complimentary Silk'n and demonstrates its use.

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Silk'n is also ideal for patients who cannot afford expensive in-office treatment. "By using Silk'n these patients achieve about 50% of the permanent reduction of in-office therapy," Dr. Mulholland reported.

Patricia Jeffrey, R.N., a clinical nurse specialist in occupational medicine in Toronto, uses Silk'n on herself. At the show's Silk'n booth, Ms. Jeffrey conveyed the ease-of-use, the privacy advantage and convenience. "I don't need to call anyone to make an appointment. I do it on my time," she stressed. "There is nothing worse than calling up someone for an appointment and finding out there is no availability. There are also certain areas of one's body that are personal for removing hair."

Popular areas to treat with the Silk'n are the underarms, legs and the bikini region. Treatment is recommended once every two weeks, and is ongoing. "It takes me about two pulses to do one underarm, which is probably less than ten seconds," said Ms. Jeffrey, who participated in the same workshop as Dr. Mulholland. "There is absolutely no discomfort whatsoever during or after treatment, nor is there any redness."

Recent media exposure of home-use devices has included *Allure* magazine, the *Today Show* and the *Wall Street Journal*. "Media interest in Silk'n is huge," observed Deborah Sarnoff, M.D., director of Dermatologic Surgery at Cosmetique in Greenvale, N.Y. "For some reason, this is the year of the home device overall. Women value both the privacy of their own home and being able to perform procedures at their own convenience. Often, laser hair removal centers are not open late at night or when you are in the mood."



Deborah Sarnoff, M.D.
Director of Dermatologic Surgery
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Moreover, beauty editors themselves "are looking for a cure," Dr. Sarnoff said. "Many of these people have been a slave to waxing and shaving. Silk'n is something that many of them can absolutely relate to because they are, by and large, young and women."