

TRIA Presents Effective Home-Use Laser Hair Removal System



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By Bob Kronemyer, Associate Editor

Efficacious hair removal in the convenience and privacy of one's own home is now achievable with the TRIA Personal Hair Removal System from TRIA Beauty (Pleasanton, Calif.). This potent, yet safe device was developed by the same group of inventors and scientists who developed the first FDA approved diode laser for hair removal (LightSheer from Lumenis) over a decade ago.

“The TRIA system delivers about 50% of the original LightSheer's energy – around 20 joules,” said Eric Bernstein, M.D., director of the Laser Surgery and Cosmetic Dermatology Center, Inc., in Bryn Mawr, Penn. “This is not a toy like a lot of other devices. The diode itself is small and it's fueled by solid state technology – it makes sense that this would eventually be miniaturized for the home-use market.”

Dr. Bernstein also noted that the TRIA system safely protects the eyes. “TRIA Class I device does not need any eye protection,” he said. The unit is FDA approved for treatment below the neck and features a proprietary skin sensor that will unlock the laser only if the user's skin tone is within safe range. “If a red light appears after you push the button, the skin is too dark to be treated by the laser and the device will not unlock,” Dr. Bernstein explained. “But a green light indicates that the skin has appropriate pigmentation to be treated and the laser will unlock.” In general, skin types I through IV can be safely and effectively treated.

Typically, people treat themselves once a month for six to eight months to achieve optimum results, with occasional maintenance as needed. “When my patients use the TRIA system as directed, they are basically hair-free,” Dr. Bernstein said. Underarms and the bikini line are the two most popularly treated areas. “Underarms take roughly five

minutes to treat,” Dr. Bernstein said. “You can feel the laser, but it's not uncomfortable.”

An independent industry study found that 65% of consumers prefer the privacy and convenience of an at-home, laser hair removal procedure and 41% favor purchasing such a device from a physician. “The TRIA system is the first and only aesthetic laser for home-use available in the U.S. market,” stated Mitchel Goldman, M.D., medical director of Dermatology/Cosmetic Laser Associates of La Jolla, Inc. and La Jolla SpaMD, in La Jolla, Calif., which sold the TRIA system to a dozen patients within the first few weeks of receiving the product.

Dr. Goldman is marketing to existing patients who have had a positive experience with in-office laser hair removal and want the opportunity to treat other parts of their body at home. He also believes that TRIA will be of interest to those who desire touch-up treatments, but want to do so on their own time. “Recommending the TRIA builds patient loyalty because it demonstrates to the patient that you offer the most advanced care and treatments available,” Dr. Goldman said. “However, it does not decrease your in-office hair removal practice. On the contrary, by selling this product you can supplement revenue.” Satisfied patients may also be enticed to sign up for other in-office cosmetic procedures, especially patients who up until now have never been treated with lasers.

Formerly known as SpectraGenics, TRIA Beauty will officially launch its home-use product at upscale retail outlets nationwide in September, including Bergdorf Goodman in New York, N.Y. and Fred Segal in Los Angeles, Calif., as well as in Bliss catalogues and online at www.triabeauty.com.