

Palomar Announces Strategic Partnership with Q-Med

By Birgit Hansen, Contributing Editor

Joseph Caruso, president and CEO of Palomar (Burlington Massachusetts, U.S.) has never hesitated when convinced its time to make unconventional decisions. In early January, at the *International Master Course on Aging Skin (IMCAS)* in Paris, France, he surprised the attending medical experts and world industrial players in aesthetic medicine with the announcement of a collective effort between Palomar and Q-Med (Uppsala, Sweden) to jointly market Palomar's innovative laser and light platforms, with Q-Med's popular line of Restylane products. This partnership is seen as a pioneering step in strategic cooperation.



Joe Caruso
President & CEO
Palomar
Burlington, MA, USA

Mr. Caruso credits annual global consumer expenditures for light-based cosmetic treatments, estimated at more than \$5 billion, as his primary motivation in joining forces with Q-Med. In expanding the use of light-based technologies in cosmetics, consumer awareness is required, which currently is estimated to be minimal. Clearly the next challenge for companies in the aesthetic market — expansion of consumer awareness — will be reached through enhanced distribution networks, via internal growth or a synergistic combination of sales efforts in

global markets between non-competing companies. Mr. Caruso and Bengt Agerup, CEO of Q-Med have chosen the latter.

According to Mr. Caruso, as a team, Q-Med and Palomar are now in a position to sell total aesthetic concepts to patients, not just the procedures involved. Since the most interactive aspects of outpatient visits for either filler or light-based treatments are clearly linked, this method would increase consumer awareness of laser based and light-based aesthetic treatment in conjunction with filler procedures. Palomar's most recent technological development — the StarLux500 — a modular laser and light platform operating at selective wavelengths for a wide-range of minimally invasive facial aesthetic applications, such as photofacials, for pigmentary and vascular lesions as well as skin texture and tone or permanent hair

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reduction, can be perfectly combined with a Restylane enhancement of the nasolabial or periorbital areas and volume restoration of aging lips.



Bengt Agerup
CEO
Q-Med
Uppsala, Sweden

Also of specific interest are the possible effects of combined sales and treatment approaches on future product developments. Joining forces will influence combined research and development activities. A patient's demand for treatment with minimal or zero downtime, coupled with excellent results, can be tackled most effectively using combined procedures. Palomar's new fractional Lux2940 erbium laser procedure is a highly successful complement to filler treatments. Many users already combine fillers with laser or light procedures on their own initiative.

Physicians are now in a better position to promote this present method of combining fillers with laser based or light-based treatments, which in turn allows both user and patient requirements to be met and produces an excellent return on the physician's initial investment.