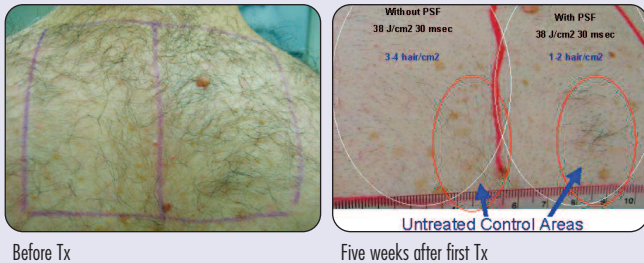


Candela's FDA Cleared Serenity Reduces Pain in all Laser and IPL Treatments

By Bob Kronemyer, Associate Editor



Candela Corporation's (Wayland, Mass.) Serenity device has received pain reduction clearance for laser and intense pulse light (IPL) treatments. This is the first device of its type to obtain a pain reduction clearance.

Serenity, which uses patent pending Pneumatic Skin Flattening (PSF) technology, "has opened the floodgates as to who will undergo aesthetic laser treatments," said Eric Bernstein, M.D., of Bryn Mawr, Penn., who is president and owner of Laser Surgery and Cosmetic Dermatology Centers. "Most of my male patients have a hard time tolerating these procedures. Not only does the Serenity device lessen my procedure time because patients are not nearly in as much discomfort, but people are scheduling more sessions. In addition, patients who would not come in for large area treatments due to discomfort are now having leg and back sessions."



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Because of the Serenity device, Dr. Bernstein has seen a dramatic increase in patient's completing a series of treatments. "Serenity has actually become a marketing tool," said Dr. Bernstein, who performed two pain reduction studies (one with the GentleLASE alexandrite laser, the other with the GentleYAG laser) leading to FDA clearance. "PSF dramatically reduced pain in the vast majority of patients compared to conventional treatment without the PSF." Dr.

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Bernstein is currently investigating the Serenity for tattoo removal.

PSF technology is based on the Gate theory, whereby "you can only feel one type of sensation at a time," Dr. Bernstein explained. "So if you feel suction from the vacuum, you cannot feel pain. This dramatically reduces the pain and probably side effects. I have noticed a reduction in post treatment redness and swelling."

In March, Candela acquired PSF technology with the purchase of Inolase, Inc. (Netanya, Israel). The first FDA clearance occurred in September 2006. "This expanded product claim for PSF will allow practitioners to differentiate their aesthetic practice and improve patient retention by offering the Serenity device as an adjunct to their entire laser and IPL aesthetic treatment platform," said Nicole Shugrue, senior product marketing manager for Candela.

Serenity is a stand-alone, portable, accessory device but may be combined with a laser or IPL. "The Serenity can either sit on top of the laser or on a separate cart," Ms. Shugrue conveyed. "PSF is the only technology available in the market that delivers on the promise of dramatic pain reduction with reduced side effects while maintaining or improving treatment efficacy."

The Serenity is available in the U.S. and Canada and is currently being rolled out worldwide.