

Radiancy's Home-Use Devices

A Revolution in Professional Light-Based Treatments

By Bob Kronemyer, Associate Editor



ClearTouch Lite by Radiancy



Facial Skincare Device by Radiancy

"More and more people are looking for ways to look their best with a minimal investment of time and money. Home-use devices like FSD and CTL make that possible."

In the increasingly competitive field of aesthetic phototherapy, finding the right tool to set a practice apart is becoming more and more essential. "Home-use phototherapy devices that allow patients to maintain and enhance the benefits gained through professional treatments have begun to spark the interest of aesthetic practitioners across the globe," said Dolev Rafaeli, Ph.D., CEO and president of Radiancy™, Inc. (Orangeburg, N.Y.) "Such devices deliver professional style phototherapy safely and effectively, giving physicians and patients an extra tool in their personal skincare regime."

Radiancy has developed two unique home-use devices: a Facial Skincare Device (FSD™) for advanced skincare and ClearTouch Lite (CTL™) for acne treatment. Both systems use MicroPhototherapy, an adapted version of Light and Heat Energy (LHE®) technology, found in professional Radiancy devices.

"By taking advantage of the skin's thermal relaxation time, LHE MicroPhototherapy delivers a train of low energy light pulses and directed heat that builds to effective levels without harming the surrounding tissue," Dr. Rafaeli explained.

Home-use devices do not deliver the same high power and efficacy of professional devices, and professional therapy plays a large role in their success. By incorporating home-use therapy into a comprehensive treatment regime, patients enjoy accelerated and prolonged results.

FSD, indicated for removal and lightening of sun spots, age spots and other signs of aging, can help maintain professional skin rejuvenation results. "We offer our patients creams and lotions to keep their skin fresh and healthy looking," said Steven Dayan, M.D., F.A.C.S., a facial plastic surgeon in private practice in Chicago, Ill. "FSD is totally unique in this respect. Instead of traditional home maintenance, we can offer our

patients a total maintenance program that includes the same kind of treatment they get in our facilities."

A complete facial takes up to 15 minutes. Patients also protect their investment of time and money as they grow to appreciate the difference between at-home and professional treatments.

"Because acne is a multi-faceted disease, it requires a multi-factorial approach," noted Thomas Rohrer, M.D., clinical associate professor at Boston University (Boston, Mass.) and in private practice at Skin Care Physicians in Chestnut Hill, Mass. "Some patients will respond to one thing and other patients will respond to something completely different. CTL gives us one more tool to attack acne with." Daily 15 minute sessions can boost professional results and even help stem the tide of outbreaks.

"At first, I was a bit skeptical of home-use products. I wanted to see if they could really deliver," Dr. Dayan said. "After just a few weeks, though, I noticed a definite trend toward better results. This has made a huge difference for my patients." When patient satisfaction is combined with ease and convenience, at-home devices attract clients who otherwise would never think of phototherapy as a viable skin treatment solution.



Steven Dayan, M.D., F.A.C.S.
Facial Plastic Surgeon
Chicago, IL



Thomas Rohrer, M.D.
Clinical Associate Professor
Boston University
Boston, MA
Skincare Physicians
Chestnut Hill, MA

CTL and FSD are available only through a prescribing physician's office. "By exclusively offering these devices through the doctor's office, CTL and FSD open up new avenues for revenue generation," Dr. Rafaeli said.

"The time for home treatment is upon us," concluded Dr. Rafaeli. "More and more people are looking for ways to look their best with a minimal investment of time and money. Home-use devices like FSD and CTL make that possible."