

# Alma Lasers Celebrates Ten Years of Innovative Technology

By Kevin A. Wilson, Contributing Editor

Since its inception, Alma Lasers (Caesarea, Israel) has blossomed into a global leader in development, manufacturing and sale of modular laser, light-based, radiofrequency and ultrasound platforms for aesthetic and medical applications.

Alma Lasers was founded by CEO and president, Ziv Karni, Ph.D. Along with executive vice president of global sales and marketing, Yariv Matzliach, both veterans in the aesthetic device arena, they have helped set the bar for industry standards. "Mr. Karni remains the driving force behind our technology due to his scientific knowledge and connection to the industry. Coupled with my expertise in sales and marketing, we possess a unique understanding of physician, as well as patient needs," noted Mr. Matzliach. "Together we're a great team."

After ten years, the mission of Alma Lasers remains the same: to create innovative, reliable and effective technologies that inspire enthusiasm in the market place. This vision is reflected in the company's product offerings.

Alma's flagship product, Harmony, is a platform system offering 11 distinct technologies. Next, Alma transformed the hair removal market with the introduction of Soprano<sup>XL</sup>, a virtually

painless hair removal platform. Proprietary Super Hair Removal (SHR) technology has significantly improved treatment speed and patient comfort levels during hair removal.

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Bruce Katz, M.D.  
Medical Director  
Juva Skin and Laser Center  
New York, NY

To address new market trends in body contouring and cellulite, Alma offers the Accent<sup>XL</sup> combining proprietary BiPolar and UniPolar RF modes for non-invasive treatment of wrinkles and rhytides. Adding to these distinctions, Alma has also launched the Pixel<sup>®</sup>, a fractional ablative technology that is now available on multiple Alma systems.

"Non-ablative fractional therapy was a revolutionary idea; however results were modest at best," said Bruce Katz,

M.D., medical director of the Juva Skin and Laser Center (New York, N.Y.). "The introduction of ablative fractional resurfacing with Pixel gave us similarly low downtime but much stronger correction of wrinkles, acne scars, dyschromia and pigment problems, as well as some skin tightening."

According to Dr. Katz, Pixel remains the standard by which others are measured. "The Pixel is easy-to-use and treatment parameters can be adjusted for consistent and predictable results. These customized treatments offer us flexibility in meeting patients' downtime requirements. Moreover, the Pixel is very reliable, as are all of Alma's products."

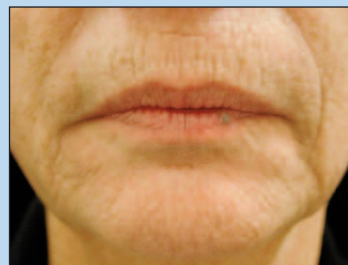
Alma Lasers proudly celebrates ten years of providing innovative devices to the aesthetic and medical industries. The company remains focused on producing state-of-the-art, flexible technologies to advance the business of beauty. "We feel confident because our mission and vision remain intact," said Mr. Matzliach. In addition to further improving existing devices, Alma Lasers will soon be introducing new products to address the changing demands of the marketplace. "We are excited about the promise that the future holds for our company, our customers and the industry. We have a lot to celebrate."



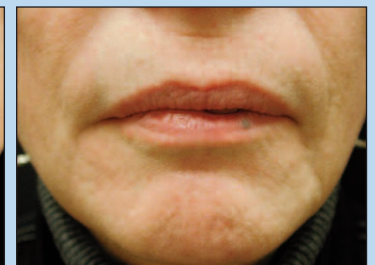
Before Tx



After four Pixel treatments  
Photos courtesy of Bruce Katz, M.D.



Before Tx



After three Pixel treatments  
Photos courtesy of Bruce Katz, M.D.