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# V-LASER



## V-LASER without secrets

Long-Pulsed  
Nd:YAG KTP Laser  
For vascular lesions treatments

How to perform effective process of sale  
and  
key go-to-market issues

1064nm · 532nm · Genesis

# — Contents —

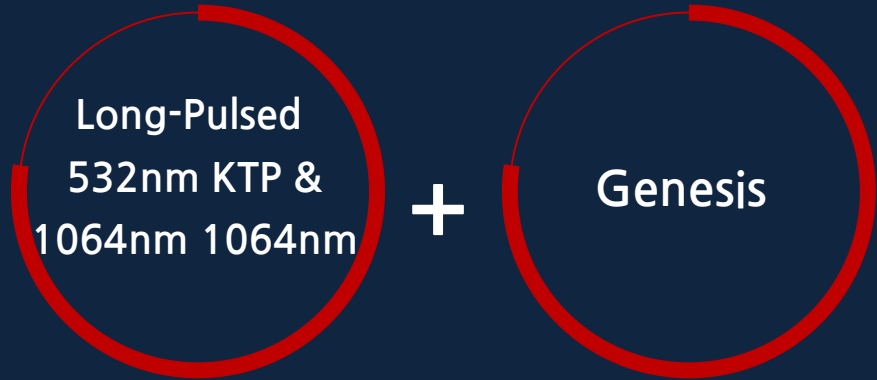
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- 01 V-laser Specification
- 02 Main Features
- 03 Principle of Long-Pulsed Laser
- 04 Dual Wavelength
- 05 Convenient Handpiece
- 06 Intuitive User Interface
- 07 V-laser for Vascular Lesions
- 08 V-laser for Pigmented Lesions
- 09 V-laser Genesis
- 10 V-laser for Total Solution



# V-Laser

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A single session of V-laser  
effectively treats  
3 different skin lesions



Product	V-laser		
Irradiation type	Long-Pulsed Nd:YAG		
Spot Size	2,3,4,5,6,8,10,12mm		
Cooling System	Sapphire Window Contact Cooling		
Wavelength	<b>532nm</b>	<b>1064nm</b>	<b>Genesis</b>
Max. Energy	10J	50J	4J
Pulse Duration	1~40ms	5~60ms	0.3ms
Repetition Rate	Up to 3Hz	Up to 5Hz	Up to 10Hz

# 02 Main Features

V·Laser

- **Versatility**

Long pulses of 532nm and 1064nm with various pulse durations are effective in treatments of various lesions such as vascular lesions and benign pigmented lesions in epidermis or dermis of all skin types. 300-microsecond 1064nm cab also be used for skin rejuvenation by neocollagenesis.

- **Convenience**

Three different modes (532nm, 1064nm or Genesis) are available for various treatments without changing a handpiece.

- **Flexibility**

Energy, pulse duration and spot size can be flexibly adjusted to consider each lesion's features and better results.

- **Durability**

V-laser consists of high quality components and excellent features for long durability. In addition, there is no extra consumables for cooling system.



## Extended Theory of Selective Photothermolysis

By transferring delivering thermal energy through the wavelength along the chromophore of the lesion, irreversible damage is delivered to the target (Thermal Damage Time, TDP) without damage on surrounding tissues.

## 3 Conditions for Selective Photothermolysis

- 1) **Wavelength** : considering the chromophore and depth of the target
- 2) **Energy (Fluence)** : sufficient energy to destroy the target by thermal effects
- 3) **Pulse Duration** : considering the target's TRT (Thermal Damage Time)

- **Long-pulsed 532nm wavelength**

With higher absorption coefficient and lower penetration depth(epidermis) in both hemoglobin and melanin, it is used for epidermal vascular or pigmented lesions such as rosacea, port wine stains, or lentigines.

- **Long-pulsed 1064nm wavelength**

With relatively lower absorption coefficient and deeper penetration depth(dermis) in both hemoglobin and melanin, it is used for dermal vascular or pigmented lesions.





# 05 Convenient Handpiece

V·Laser

- **No need to change the handpiece** to use three different modes (532m., 1064nm & Genesis)
- **Perfect visibility** through sapphire window
- **4-level adjustable** contact cooling temperature
- Contact cooling system with **no consumables**
- **Light and convenient** handling



[V-laser H/P]

## 8 different cartridges : 2, 3, 4, 5, 6, 8, 10, 12mm

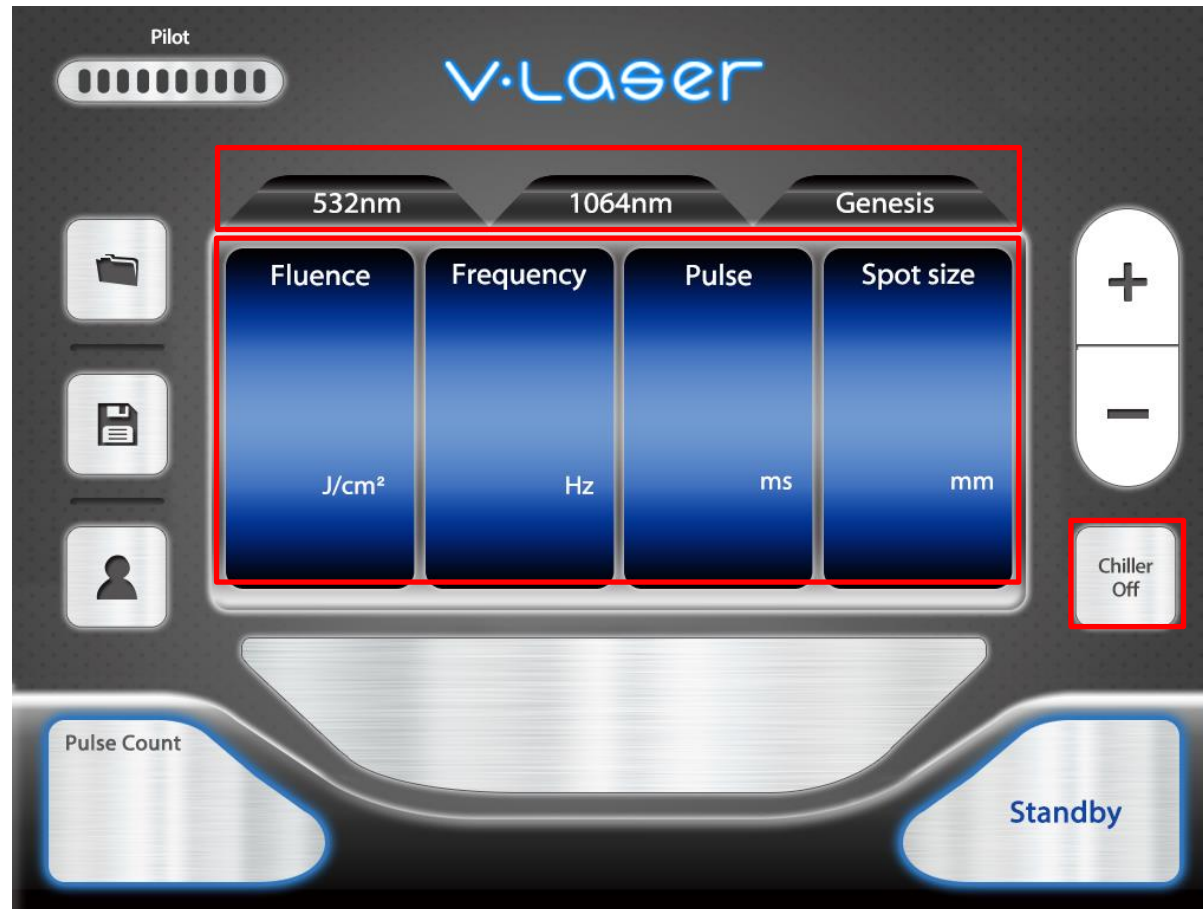
- Convenient de/attachable cartridges for different spot sizes
- **Small size** : for small sized lesions
- **Large size** : for bulk heating and shortening procedure time



## Contact Cooling System in 3 Steps : 5°C, 10°C, 15°C and 20°C

- 5°C ~ 10°C : for pigmented lesions
- 15°C ~ 20°C : for vascular lesions





Intuitive user interface for user convenience

## “RED” is the main target

- **Dual wavelengths : 532nm & 1064nm**

Vascular lesions with different diameters and depths can be treated using dual wavelengths.

- **Long-pulsed 532nm**

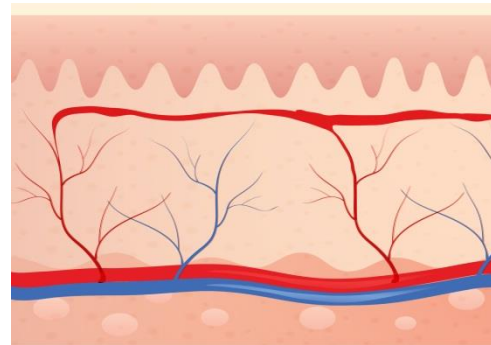
It targets relatively red, small and superficial veins such as telangiectasia and spider veins.

- **Long-pulsed 1064nm**

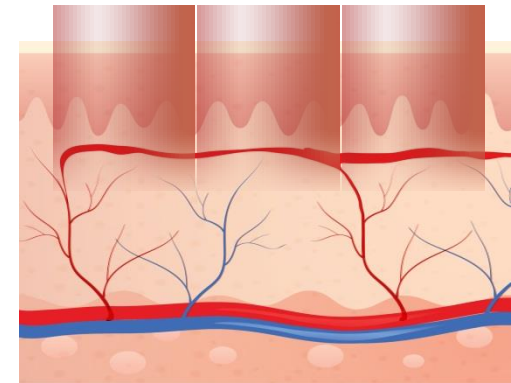
It targets relatively blue, large and deeper veins such as reticular veins.

## Indications

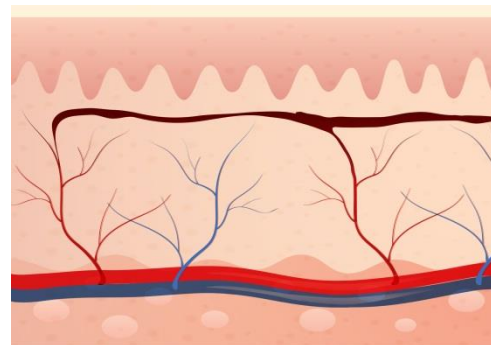
Rosacea  
Port Wine Spot  
Spider Vein  
Telangiectasia  
Reticular Vein  
Dark Circle  
Diffuse Redness  
Hemangioma  
Cherry Angioma  
Spider Angioma



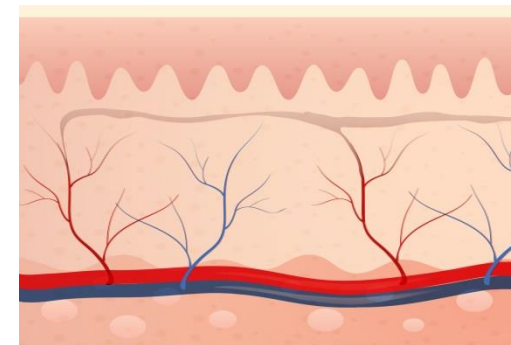
Vascular Lesions



Laser Irradiation



Right After Treatment



The Lesions Treated

- **Powerful and stable energy output** ensures treatment safety and efficacy.
- **Variable pulse durations** provide flexible treatments for better results.
  - Short pulse duration : smaller and lighter vessels
  - Long pulse duration : larger and darker vessels
- **8 different cartridges** are available considering the size of each lesion.
  - small size : small, thin and red vessels
  - large size : large, thick and blue vessels

## “Benign Pigmentation” can also be treated effectively

- **Dual wavelength : 532nm & 1064nm**

Pigmentations with different diameters and depths can be treated using dual wavelengths.

- **Long-pulsed 532nm wavelength**

It targets epidermal pigmentations.

- **Long-pulsed 1064nm wavelength**

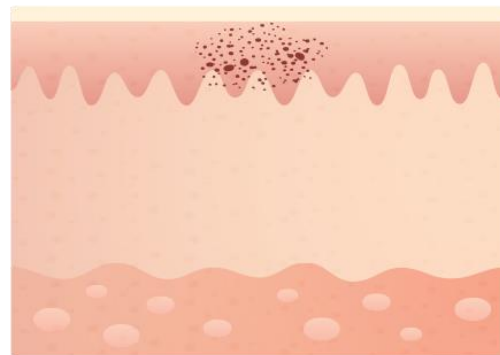
It targets dermal pigmentations.

# V-laser for Pigmented Lesions

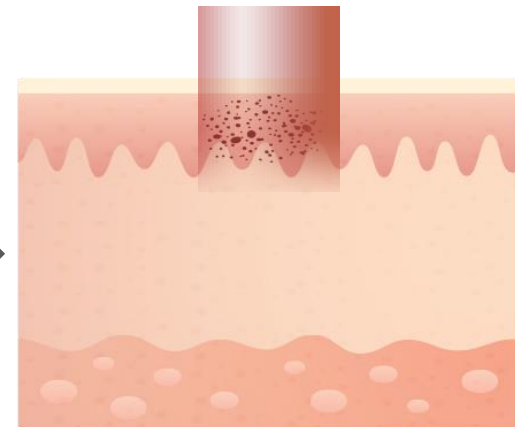
V·Laser

## Indications

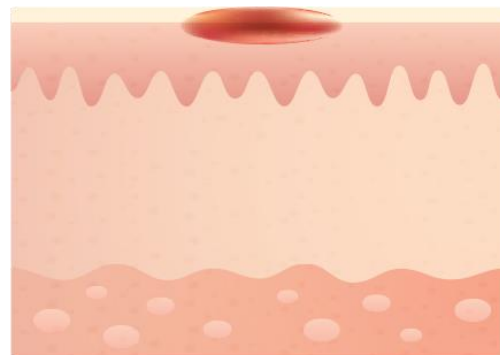
- Lentigines
- Dyschormia
- Freckles
- Pigmentation
- PIH
- Polikiloderma
- Warts



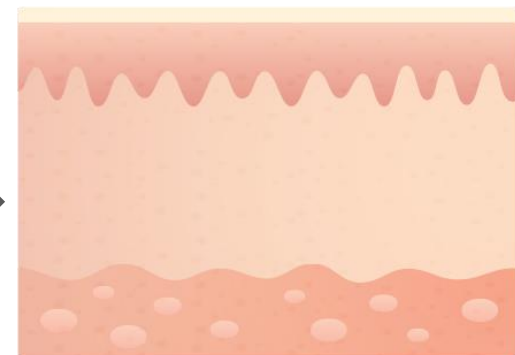
A Pigmented Lesion



Laser Irradiation



Color changed or  
scabs generated

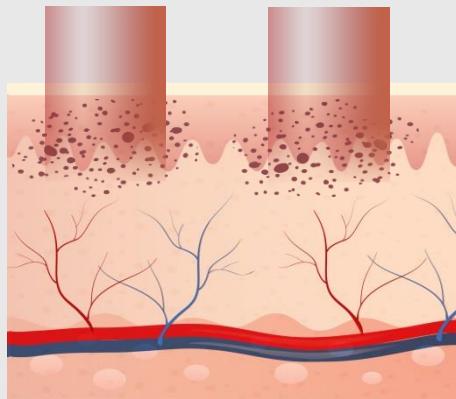


The Lesion Treated

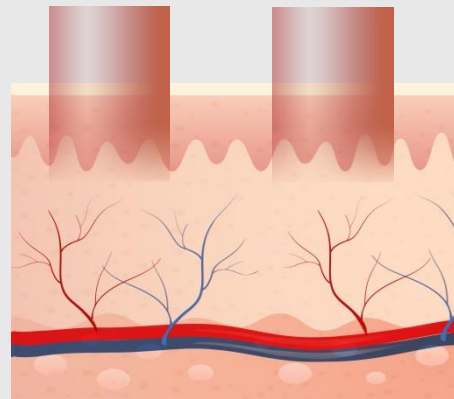


- **High quality of long-pulsed 532nm** can replace QSND treatments.
- **Powerful and stable energy output** ensures treatment safety and efficacy.
- **Variable pulse duration** provide flexible treatments for better results.
  - Short pulse duration : superficial lesions
  - Long pulse duration : deeper lesions
- **8 different cartridges** are available considering the size of each lesion.
  - Small size : smaller lesions
  - Moderate size : moderate sized lesions

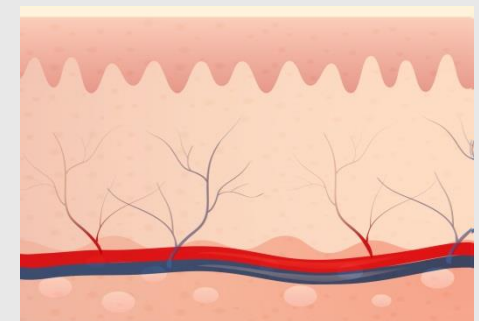
## “Ideal Treatment” for Vascular Melasma



1064nm treatment for destruction of melasma



532nm treatment for destruction of the vessels supplying nutrients to melasma



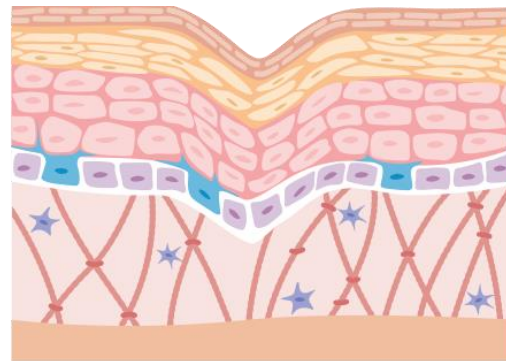
Melasma treated and reoccurrence prevented

## “ V - Genesis ”

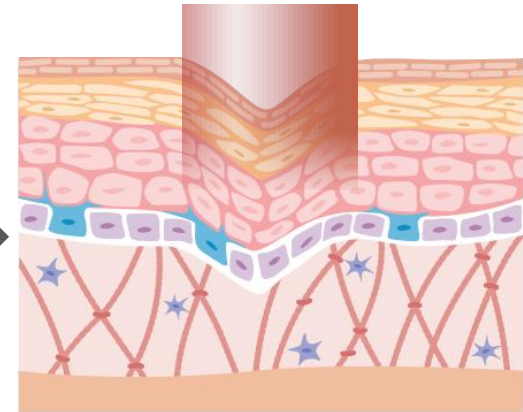
- **Bulk heating** using a 300-microsecond 1064-nm
- Gentle heating to the dermis and **stimulating fibroblasts for neocollagenesis**
- **Skin revitalization and skin rejuvenation**
- **Improvements in skin tone, texture, large pores and fine wrinkles**
- In addition, improvements in scars and diffuse redness

## Indications

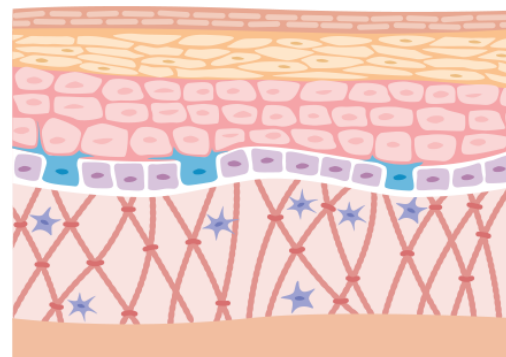
- Collagen Remodeling
- Uneven Skin Tone
- Dull Skin Texture
- Large Pores
- Diffuse Redness
- Acne Redness



Aged Skin



Genesis Irradiation



Neocollagenesis



Collagen

Elastin

- **Powerful and stable energy output** allows bulk heating up to 42°C.
- **12mm spot size** helps to reduce procedure time.
- Return to daily activities **without pain or downtime.**
- Synergy effects when **combined with 532nm or/and 1064nm treatments.**

“V-laser”

1 Laser Device  
for 3 Different  
Skin Lesions

Vascular Lesions  
Treatment



Benign Pigmentation  
Treatment



Skin  
Rejuvenation



- The V-laser has been developed so that, from the treatment point of view, it is the equivalent of the Cutera Excel V laser popular in the world.
- The treatment techniques used in the Excel V laser are techniques developed by the American company Laserscope in the late 90s, which have become the gold standard. Until today, no more effective method of percutaneous vessel closing has been developed in the world.

- In the past decade, Cutera took over the solutions developed by Laserscope (a laser called Gemini) and after a minor modernization brought it to the market as the Excel V laser. I said a minor upgrade as the radiation source was transferred from the Gemini laser to the Excel V laser in virtually unchanged form. This also applies to the treatment tip with contact cooling of the skin using sapphire, which is also a Laserscope development.



- Accordingly, the V-laser is a direct equivalent of the Excel V Cutera laser and the offered treatment techniques are the gold standard in this industry.
- It is worth adding that the Excel V laser is currently the only competitor to the V-laser, because no other company has so far distributed a laser with a the same purpose. However, the Cutera device is more than \$ 30,000 more expensive in the market, which definitely helps to sell the V-Laser device
- It should also be noted that the Excel V laser has a bad reputation of an emergency laser and very expensive in the repair service.

- V-Laser can be used in many treatment techniques
- However, statistically 90% of treatments performed with this type of laser this is closing the vessels visible on the skin in aesthetic reasons. It follows that the main medical industry that is interested in acquiring such a laser is aesthetic medicine and we will focus on this.

- Treatments reducing melanin stains can be considered an addition, but the Genesis lifting treatment is already an important part of the monthly sales of treatments.
- An important element of the user interface is the bank of ready-made therapeutic recipes. This element is very important in the initial stage of learning, because the client does not have established habits and is not proficient in selecting parameters.

- V-laser is a very effective equipment, however, the treatment safety is conditional. For this reason, together with the laser, each physician must receive thorough clinical training, carried out by a practitioner who is well acquainted with this type of treatment technique.
- If we do not provide the user with comprehensive practical training, as a result of poor treatment results, and even worse, burn accidents and other complications, the laser will gain a bad reputation and the market will be closed for him.

- From the point of view of the producer's image, the producer should prevent the sale of this type of laser by a distributor who does not have the appropriate resources and training personnel.
- The same applies to the repair service. The distributor must provide a specialized and fast repair service by engineers with a good understanding of laser technology.
- Long breakdowns and incorrectly calibrated laser parameters will spoil the reputation and significantly reduce sales.

- The spot diameter in the Excel V laser is adjusted by means of an automatic multi-lens zoom system. It is a system that is easy for the operator, but at the same time it is emergency. Each burnout of the exit lens takes the laser out of service and the cost of replacing an unrepairable handpiece is approximately \$ 15,000. The solution used in the V-Laser requires manual tip replacement with the lens of a specific spot diameter, however, if the lens burns out, we have seven more and the laser can be used further. In addition, the cost of a new lens is incomparably lower than the cost of replacing the handpiece.

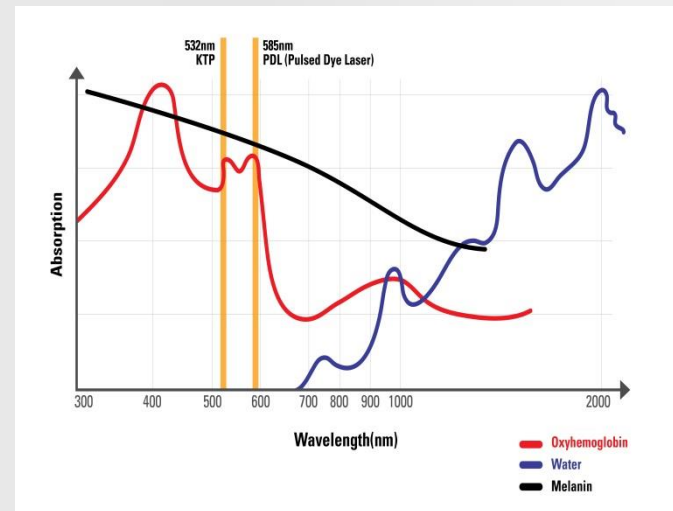
- The Genesis treatment in the V-Laser device is performed with the same handpiece as the other treatments and it is a very good solution. The Excel V laser has a separate handpiece for the Genesis treatment and the user must replace the fiber optic connector to perform this treatment. Such a situation causes the risk of frequent damage to the optical fiber connector due to its frequent replacement. V-Laser has a permanent optical fiber connector that the user does not disconnect.

- A slight disadvantage of the V-Laser device is not big maximum energy of 50J for 1064 nm. For comparison, the Excel V laser has an energy of as much as 100J for 1064 nm. However, it does not matter much in the vascular lesions treatment, because such a large amount of energy is not useful in vascular procedures. This range of energy is only used in hair removal treatments, and this is not the main application of this device.



- It will often be discussed that Excel V has an algorithm that automatically selects treatment parameters based on the preliminary assessment of the vessels, treatment site and skin phototype. For beginners, this is easier, but it is also a disadvantage. In this situation, the operator relies on automation and does not learn to select parameters, which is a key skill. There is nothing worse than a doctor who does not understand the processes involved and does not know what he is doing. In such a situation, there is a high risk of ineffective procedures and complications. For this reason, the lack of such automation is more an advantage than a disadvantage of the V-Laser device.

- Pulsed Dye Laser (PDL, at 585nm powered by a flash lamp) is commonly used for vascular lesions due to its higher absorption coefficient in oxyhemoglobin. Its pulse duration is 450 $\mu$ s so vascular lesions can be treated selectively. However, The high peak power of short pulse duration PDL is thought to cause immediate purpura by a photoacoustic shattering of capillary walls, causing red blood cells to leak into the extravascular tissue.
- On the other hand, the absorption of green light at 532 nm by oxyhemoglobin is very high. The long-pulsed 532nm delivers a pulse duration of 40ms from 1 ms to deliver thermal energy to the vascular lesions and minimize the photoacoustic effects on capillary walls of red blood cells leak less. Thus, the long-pulsed 532nm can replace PDL as a better treatment for the vascular lesions.



- The only effective method of encouraging the purchase clinical treatment presentation
- We propose to the acquired, potential clients to conduct a clinical show in their clinic.
- A one-day clinical presentation performed by an expert trainer on at least six patients (3 patients for the face and three patients for the lower limbs).  
We must have a large number of patients in order to show treatments for various vascular lesions.

- The presentations must be performed by a trainer with a lot of practice, because all cases must have a spectacular result. This is the most important element of the sales process. If the trainer is not an expert in this treatment technique, we will only waste time and money and burn the topic.
- You should also give the customer a try to close a few vessels himself, after a short instruction. In addition, we choose a few easy vessels and setup the laser parameters for the client, he only guides the handpiece and shoots.

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- Presentation of economic conditions - cost and rate of return
- After the show, it is worth estimating how much the patients would pay if these were commercial treatments and not demonstrations (demonstration treatments should be free for patients)
- On this moment, we present a list of the most frequently performed treatments, along with their real prices in a given area. On this occasion, you need to calculate what is the minimum number of treatments to pay the bank installment for the equipment. On average, in a month, the first week should earn an installment, and the remaining three weeks are the client's profit.

- Providing a one-day training after sale, on at least 6 patients, during which the client will obtain practical knowledge is a mandatory element. The client must feel safe that he will not be left without support.
- Provision of financing by the appropriate financial institution that will grant a loan and pay us for the equipment. Here, there must be close cooperation between the distributor and a specific financial institution that offers the best conditions for financing medical equipment on a given market. The customer is to be serviced comprehensively, so this matter must be dealt with by the distributor.

- 3 times yes - This is where it is worth asking the customer for his opinion
- Does the laser meet the treatment expectations and is it effective?
- Will the patients be satisfied with the treatments and recommend this treatment to their friends?
- Do you like the laser
- If the customer answers three times yes, this is the moment when we can say that we understand that the laser meets all your expectations and we can start processing the transaction.



- Signing the contract during the presentation visit - the customer must be informed in advance that he will make a purchase decision during the presentation. Otherwise, he will demand time to think
- Signing the contract immediately after the transaction is crucial for the success of the sales process
- If this does not happen at this stage, there is a risk that the client will change his mind in the next few days, fearing the risk of a large investment. His excitement about the effectiveness of the treatments will, unfortunately, wane.

- What mistakes should not be made during the entire process
- Moving the purchase decision for later - there is a risk that the customer, fearing an economic investment, will give up the purchase.
- Skipping the presentation of the economic benefits and advantages of having such a device
- Skipping the listing of other well known clinics in the industry using this laser



V·LASER

THANK YOU FOR YOUR ATTENTION