Learn how Syneron-Candela partners with the Vascular Birthmark Foundation and Dr. Roy Geronemus to provide pro-bono treatment to people with visible vascular birthmarks and why we are rallying behind a “Done by One” approach that treats infants with vascular birthmarks during the first year of life.

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Syneron-Candela in the News
From the CEO: Reflections on 2018

I am proud to deliver the second edition of Newsbeam – Syneron-Candela’s global newsletter.

2018 has been a year of tremendous momentum for Syneron-Candela, and Newsbeam is just one of the many exciting initiatives the company has launched. As we bring 2018 to a close, I thought it fitting to highlight some of our key moments from 2018:

• Received FDA clearance for our gold-standard VBeam Prima Pulsed Dye Laser for the treatment of rosacea and other vascular treatments
• Acquired Ellipse, a Danish medical device company that strengthens Syneron-Candela’s footprint in the multiapplication IPL and laser space
• Established a direct operation in Korea, the largest aesthetic market in APAC, where our goal is to be the #1 brand by supporting our valued customers and patients.
• Launched 20 Centers of Excellence across the United States and Canada to support peer-to-peer clinical excellence
• Hosted large-scale regional clinical educational events in Spain, Korea and the United States
• Established new partnerships with organizations that use our technologies to change lives, including the Vascular Birthmarks Foundation, The American Academy of Facial Plastic and Reconstructive Surgery Foundation (AAFPRS), Restoring Heroes and the Vietnam Vascular Anomolies Center (VAC)

Thank you to our customers for trusting our products and technologies for the care of your patients. And thanks to our global teams who keep us moving in new and exciting directions to support our customers’ practices in a myriad of ways, every day.

We wish our entire Syneron-Candela community of customers, partners and team members a safe and healthy start to the new year and much success together in 2019.

Geoff Crouse
CEO, Syneron-Candela

Syneron-Candela Podcasts on the Rise

Physicians’ time today is more in demand than ever. Learning about innovative treatment protocols, new patient indications, and expanding uses for energy-based devices is imperative to growing or maintaining a successful practice – but when you are treating patients all day, it’s hard to find the time.

That’s why Syneron-Candela introduced a Podcast Series in 2018. In usually 10 minutes or less, you can listen to educational content about the clinical use of our energy-based devices – presented by physicians.

Ready to join more than 60,000 physicians already tuning in?

To view topics and access the podcasts, visit NewsBeam online at https://syneron-candela.com/newsbeam.
Want to learn more about Syneron-Candela Centers of Excellence? Visit the online newsletter to hear from two physicians at the helm of new Centers of Excellence and view locations for 10 new Centers in North America.

New Program Aims to Drive Consumer Awareness

Syneron-Candela is proud to announce it has sponsored a new patient education program that provides consumers in clinic waiting rooms with magazine-style information about non-invasive cosmetic treatments options.

Read more about this new program. Visit the NewsBeam online at https://syneron-candela.com/newsbeam.

Energy-based medical aesthetics is a dynamic and growing field. Syneron-Candela is deeply committed to a 360° approach to education, ensuring that:

- Medical practitioners have many opportunities to receive hands-on training, peer-led instruction and peer-led advanced training to help them get the most from their medical aesthetic devices to grow their practice and improve patient outcomes.
- Syneron-Candela reaches out to consumers through a variety of print, broadcast, digital and online channels to introduce them to new treatment technologies and support informed conversation on treatment options with their treatment provider.

Syneron-Candela is pleased to showcase two exciting program opportunities that support physician and consumer education.

Peer-to-Peer Learning at the Heart of the Candela Centers of Excellence

In the spring of 2018, Syneron Candela announced the launch of its Americas Center of Excellence (COE) Program. Centers of Excellence are a network of selected physician practices that partner with Syneron-Candela to support its mission of expanding access to state of the art clinical training, best practice sharing and access to innovative technologies. 2019 will see the company continue to grow its Americas COE program and expand it globally. Since the summer, Syneron-Candela has celebrated the official ribbon-cutting openings of four new centers and welcomed an additional six centers to the Center of Excellence Community.

“I’m excited to show other physicians real-life utilization for Syneron-Candela devices and how they may fit into their practice.”

Lesley Clark-Loeser, M.D., FAAD

“Promoting new and safe practices using energy-based devices is something that interests me deeply.”

Nancy Carlson, M.D., FACOG
Every year, about 40,000 babies are born with vascular birthmarks that require a referral to a specialist. Yet, getting quality care isn’t easy. Physicians often delay referral or delay treatment, expecting that the birthmark may fade or resolve over time. Getting access to treatment early can improve outcomes, shorten the treatment cycle and minimize the risk of invasive procedures requiring general anesthesia – an especially important concern for infants and children.

The Vascular Birthmarks Foundation (VBF) networks families who are affected by a vascular birthmark to an appropriate medical professional for evaluation and/or treatment. One of VBF’s highly anticipated events is its annual Vascular Birthmarks Conference and Clinic, which convenes hundreds of people in early October for a 2-day event filled with educational sessions. Expert physicians include Roy Geronemus, M.D., a board-certified dermatologist, director of the Laser & Skin Surgery Center of New York and chairman of the Board of the New York Stem Cell Foundation. At this year’s pro-bono clinic day, Dr. Geronemus provided 40 patients (children and adults) with treatment using the Syneron-Candela Vbeam Pulsed-Dye Laser.

Dr. Geronemus, together with VBF founder and president Linda Rozell-Shannon, Ph.D., and other physicians who treat newborns with vascular birthmarks, are rallying behind a “Done by One” approach. The Done by One approach recommends vascular birthmark treatment with VBeam Pulsed Dye Laser that begins as early as several days after birth and concludes during the infant’s first year. Not only does this optimize clearance of the birthmark, but it also minimizes risks and improves psychosocial outcomes as well.

According to Dr. Geronemus, what impacted him most during his busy pro bono treatment day was, “how each of these patients has lacked a meaningful and effective treatment plan for their condition.” He treated patients who ranged in age from infants to adults and included people from both the US and around the world who “had not received optimal treatment. Many physicians were not using correct technology to treat the condition or were using incorrect parameters for ideal treatment,” he stated.
From Physicians’ Perspectives: The Ellipse Platform

When Syneron-Candela acquired Danish medical device company Ellipse in September of this year, we sought to strengthen our footprint in the multiapplication space and provide our customers a comprehensive energy-based portfolio that includes: Nordlys, a multi-application, multi-technology IPL that offers a fractionated 1550 nm handpiece for skin resurfacing.

• An Nd:YAG platform for vascular and pigmented lesions, as well as hair removal
• An IPL-only system used for skin treatments, facial veins and permanent hair reduction

The acquisition of Ellipse is part of our commitment to deliver on our brand promise of science, results and trust to physicians and their patients worldwide.

We recently spoke to two “power users” to learn more about the benefits they experience with the Nordlys system.

E. Vic Ross, M.D., is a board-certified dermatologist specializing in dermatologic surgery and laser treatments. He practices at Scripps Clinic Laser and Cosmetic Dermatology Center in San Diego, CA.

Matthew Mahlberg, M.D., is a board-certified dermatologist and fellowship-trained dermatologic surgeon who specializes in Mohs micrographic surgery for skin cancer, laser surgery and aesthetic dermatology. He now heads the Colorado Center for Dermatology and Skin Surgery.

These power users commented on the Nordlys system’s versatility. Dr. Ross frequently uses the Ellipse Nordlys system for a wide variety of medical and aesthetic conditions. “The Ellipse systems are well-designed, well-engineered and pretty sophisticated devices with a wide range of handpieces. Once you become familiar with their use, they can provide an extraordinary range of uses across a wide variety of medical and aesthetic conditions. In particular, the Nordlys system offers application-driven menus with an easy-to-use touch screen.”

Dr. Mahlberg opened his own practice two years ago. In his experience, the Ellipse platform is an essential device for someone who is just starting a practice. “There are toys, and there are tools. The Nordlys system is a tool that has many, many uses. The IPL combined with a non-ablative fractional device can treat a tremendous breadth of medical and cosmetic patient needs.”

Learn more user perspectives of the Ellipse platform online https://syneron-candela.com/newsbeam.
Candela Academy Called “One of the Best Learning Opportunities of the Year”

In early October, Syneron-Candela held its annual Academy – an event focused on education, training and networking for physicians who offer energy-based device treatments to their patients. Over 200 physicians attended the event.

There are many things that set the Academy apart from other industry events. While the Academy is organized by, the event’s content is exclusively directed and presented by experienced, innovative physicians who share expertise, best practices and patient results. The presenters represent a range of physician specialties and presenters discuss topics designed to help other physicians expand their offerings, treat more indications and improve patient outcomes. They provide hands-on training, practical education and know-how to help their peers get the most out of their Syneron-Candela devices.

Physicians come from all over the world to attend the Academy. It’s an extremely interactive forum marked by robust discussions from plastic surgeons, dermatologists, gynecologists, aesthetic and general practitioners, and primary care physicians. As part of the event, challenging patient cases are discussed and solutions are brainstormed. Because there are many different specialty clinicians in the room, the solutions offered can be both surprising and innovative. “One specialty physician may approach a challenge completely differently than a physician from a different specialty,” says Robert Fielitz, President of the Europe, Middle East and Africa (EMEA) region for Syneron-Candela. “When they brainstorm together, you can see the excitement in the room as physicians may discover an out-of-the-box approach to treating a challenging patient case. It’s why some attendees call this event their global physician think tank.”

In addition to the dynamic clinical presentations, Syneron-Candela offered a session providing marketing and social media best practices geared toward helping clinicians market themselves in an increasingly social world. “Social media is having a huge impact on the way physicians market their practice today,” says Mr. Fielitz. “Getting some tips and takeaways that they can bring back to their practice and put into use is invaluable. It’s just one of the many ways Syneron Candela’s educational programs add value to physician practices.”

The Academy continues to have a strong repeat following from physicians all over the world who consider it their must-attend, best learning opportunity of the year.

Ready to attend the next Candela Academy? Join us in September 2019 in Rome, Italy and remember to reserve your spot early. While we can’t give too many secrets away quite yet, it’s sure to be the most memorable Academy yet.

To reserve your spot, email mariap@syneron-candela.com.

Robert Fielitz welcomes physicians to the 2018 Academy.
In September, Syneron-Candela hosted a PicoWay User Meeting in New York City. The meeting brought together 14 physicians with 12 executives from the Syneron-Candela team, with physicians traveling from the US, India and Taiwan to participate.

User Meeting Shapes Best Practices and Next Steps for PicoWay Energy-Based Platform

To learn more about the PicoWay User Meeting, and hear more from Dr. Rajan’s experiences, visit the online newsletter. https://syneron-candela.com/newsbeam.

Why Should Physicians Attend the Next APAC User Meeting?

This past fall, Syneron-Candela hosted its APAC User Meeting in Seoul, South Korea. We asked a couple of physicians who attended the conference to summarize the value of attending. Here is what we learned.

Philip Bekhor, M.D.
Director, Laser Unit, Department of Dermatology, Royal Children’s Hospital, Melbourne Victoria, Australia
“The Syneron-Candela APAC conferences are superbly run, and the speakers are all experts with the equipment. They are from the APAC region, their scientific approach is impressive, and they are an interesting change from the usual speakers one hears on the international circuit. I learned new developments in the treatment of complex pigmentation in darker skin types with picosecond lasers. Also, I learned more information about the new VBeam Prima system. The opportunity to meet and speak with members of the Syneron-Candela Engineering team that have developed the lasers is also extremely interesting and a wonderful opportunity to give feedback.”

Peter Hsien-Li Peng, M.D.
Founder and Director, P-Skin Professional Clinic, Taiwan
“I learned about the long pulse Nd:YAG laser (Gentle Yag), which can be useful for superficial pigmentation and some melasma treatment. I also learned how the Profound system can be very useful for wrinkle reduction and the appearance of cellulite and with patient satisfaction for both body and face treatments. I enjoy the APAC User Meeting because I always learn something from my excellent colleagues. It’s valuable to learn about the many different Syneron-Candela devices and to learn from peers about new treatment parameters, outcome data and post-treatment care data.”

Wichai Hongcharu, M.D.
Chief of Dermatology Unit of Saint Louis Hospital, Bangkok, Thailand
“We learned approaches from other key opinion leaders (KOLs) and adapted their parameters. When we integrate the knowledge from this KOL meeting, patients will definitely receive better treatment.”
In the fourth quarter of this year, Syneron-Candela has built strong brand awareness with both physician and consumer audiences worldwide. Get the full list of all Syneron-Candela’s brand-building activities in the last quarter of 2018, and get a sneak peek at upcoming events. Visit https://syneron-candela.com/newsbeam.

September-November

MEDIA

SPOTLYTE

20,000 impressions (number of people who were exposed to story)

Positive commentary - “...David E. Bank relies on the Vbeam Perfecta® laser to reduce redness.”

charlotte’s book - 73,700 impressions (number of people who were exposed to story)

Positive commentary - “It has been FDA-approved and used to treat these conditions for more than 20 years. Now, there's a new and improved Vbeam laser out, called the Vbeam Prima™.”

Vanity Fair - 13,370,000 impressions (number of people who were exposed to story)

Positive commentary - “The Vbeam® is a pulsed-dye laser treatment that works especially well on broken capillaries or rosacea.”

HongKong ITV

Free TV & multi-media channel cover Greater China area. Topics including: News, Lifestyle, Travel, Culture, Entertainment etc.

Shape - 10,221,252 impressions (number of people who were exposed to story)

“For redness, dermatologist Jeremy Brauer, M.D., turns to Vbeam®, the gold standard for treating rosacea, port-wine stains, and red scars...”

Sina.com.cn - 2,000,000 impression (number of people who were exposed to story)

Positive commentary - “Explore the leading company Syneron-Candela at CDA Congress”

“A Syneron-Candela draws the attention in the 14th Annual Meeting of China Dermatologist Association & National Congress of Cosmetic Dermatology”

EVENTS

Aesthetic Clinical Experts (ACE) Symposium
Fort Lauderdale, FL. Syneron-Candela connected a panel of renowned physicians who shared expertise and insights.

APAC User Meeting 2018
Seoul, Korea. A panel of 21 faculties from around the Asia Pacific Region got together to share their best practice during four master forums of Picoway, Vbeam, Gentle and Profound. The event attracted over 150 members from the region to attend.

Australasian Society of Cosmetic Dermatology
Melbourne, Australia. Syneron Candela was a proud sponsor of the ASCD conference.

CDA 2018
China. Syneron Candela joined the largest dermatology conference in China, Picoway was a highly talked over topic, with speakers like Dr. Su Ming San, Dr. Peter Peng. Dr. Carl Cheng sharing their clinical findings which was highly regarded.

Profound: New Treatment of the Year Award!
At the Global Aesthetic Awards, a leading aesthetic industry award, also known as MyFaceMyBody Awards USA.

APAC Partners Meeting
Hong Kong, China. Syneron-Candela brought our distribution partners together to celebrate their success in 2018 and set goals for 2019. This meeting shapes the future of Syneron-Candela in our distribution partner's regions, setting a high standard for a high performing team.

Aesthetic Clinical Experts Symposium
Chanei, India. Our distribution partner together with Syneron Candela will be holding the first ACE meeting in India, bringing together a panel of experts from all regions in India to share their expertise on the use of Picoway, Vbeam, Gentle, CORE and Elos.

Employee Spotlight: Santiago Lorente

Twenty Years Supporting Customers in Spain and Portugal

Santiago Lorente is celebrating his 21st year working for Syneron-Candela as a service manager for Spain and Portugal.

In his role, he oversees a team of more than 20 people and is responsible for supporting Syner-on-Candela customers and ensuring that their devices receive the highest levels of service and support. Santiago also interfaces with the Spanish health authorities as a technical manager, ensuring that Syneron-Candela devices meet standards regulated by the government.

Read more about Santiago’s 20 years of service online at https://syneron-candela.com/newsbeam.