



PRODUCTS & SERVICES

PLASMAGE®

The Eyes Have It

BRERA PLASMAGE®, A NON-SURGICAL ALTERNATIVE TO BLEPHAROPLASTY DISTRIBUTED BY ADVANCED COSMECEUTICALS, COULD HEIGHTEN PATIENT SATISFACTION AND ELEVATE YOUR PRACTICE.

While it undoubtedly delivers incredible results, surgical blepharoplasty does come with extended downtime, which for time-poor patients, may not be ideal. And for those patients who are in need of a gentler lift or tweak, going in for the full surgical procedure may not always be necessary. Enter, Blefaroplasma® Plasmage® by Brera Medical Technologies.

This innovative new technology allows for non-invasive, non-ablative treatment of sensitive, hard-to-treat areas in as little as one session. The secret is a patented Fractional Plasma System known as Plasmage®, which allows for fast and convenient treatment, less aggressive techniques, improved patient comfort and considerably less downtime.

Signature to this technology is the Blefaroplasma®, a minimally invasive alternative to a surgical eyelift, or blepharoplasty. Efficient and easy for a practitioner to perform, it delivers quick results at a fraction of the price of surgical options.

Addressing issues including wrinkles, xanthelasma, acne scarring, lentigo, fibroma and verrucas, the device is as versatile as it is efficient. It also works well on

treating milia cysts, fatty eye lumps, acne, scars and warts.

Patented, Controlled Technology

Plasmage® is the first and only fractional energy delivery system that affords practitioners greater control over the energy used, rather than the standard form of continuous energy. This delivers advanced results while minimising risk, injury and recovery time.

A class IIb device, its features include a 'user friendly' interface that sublimates tissue without ablation or other adverse side effects to the skin.

The plasma energy delivered can be provided in 30 modulations of energy, continuous mode, fractional mode, four levels of fractionation, and six scales of intensity. Such a varied and comprehensive selection allows the practitioner to adapt the energy to the treatment protocol and precisely control the treatment area, all while providing a high degree of safety.

This versatility of variable energy power also means that practitioners may treat patients from a wider variety of ethnic backgrounds.

EFFICIENT AND EASY FOR A PRACTITIONER TO PERFORM, IT ALSO DELIVERS QUICK RESULTS AT A FRACTION OF THE PRICE OF SURGICAL OPTIONS.➤

Eyes Right

When treating eyelids, Plasmage® can be used to reduce excess skin, producing a localised and precise retraction of the eyelids, without the need for general anaesthetic. In fact, patient comfort can be ensured simply by using topical or injectable anaesthesia.

Reduced Downtime

Post treatment, patients may experience some redness and swelling around the treatment area, as well as some crusting of the affected skin, the latter of which is necessary to protect the new skin forming underneath. Typically, these post-treatment signs last between 10-14 days, depending on the intensity of the treatment and condition of the patient's skin.

Complementary, Holistic Treatments

Plasmage® can be used alongside other techniques, including ultrasound eyelift or muscle relaxants, to produce ideal results, minimising fine lines, reducing puffiness and creating overall rejuvenation and a youthful, blemish-free appearance.

Why Choose Plasmage®

- **Smart Software:** A selection of pre-set, 'indication specific' programs allow ease of use with optimal energy supply for each procedure.
- **Intuitive Technology:** The smart software allows the operator to choose from 30 different treatment protocols and to manually adjust as desired.
- **Needle Tip:** The applicator consists of an ergonomic and lightweight handpiece, as well as various sized and shaped electrodes.
- **Lightweight and Portable:** Weighing only 2kg, Plasmage® comes equipped with its own carry case.

Plasmage® Connect Lab

The first of its kind, the Plasmage® Connect Lab smartphone application links to a medical device that connects the practitioner to a network of medical peers. This innovative technology allows the practitioner to take 'before and after' photos and edit them into a useful format for easy sharing.

It offers an immediate platform for keeping up-to-date with patients, colleagues and scientific committees from around the world and provides updates on significant protocols and events.

PRODUCTS & SERVICES



Q&A with Dr Richard Hogben

Dr Richard Hogben of Allure Laser & Skin Studio in Mackay, QLD, has been using Plasmage® in his busy practice for the past 12 months and says it has become an integral part of his practice for a number of different conditions.

'I find the Plasmage® is the go-to device now, because of the minimal preparation needed, less downtime and fewer adverse effects, plus improved patient comfort.'

Here, we speak to Dr Hogben about his experience with the device.

Q: Aside from the eye area, what conditions are you using it to treat most?

A: Around the eyes is extremely popular and we do see excellent results with tightening of the loose skin, particularly under the eye. Apart from this, the Plasmage® is used extensively for removal of skin tags, small benign lesions, for example seborrheic keratoses, cysts and even milia which are very hard to extract. Fine perioral lip lines can also benefit from the Plasmage®.

Q: How do you find the results?

A: The results are excellent. For the benign lesions, usually only one treatment is required and most of the time there is no hypopigmentation, scarring or any adverse effect seen. In most cases on review you cannot

see where the lesion was removed. Around the eye with the Blefaroplasma® mode we see tightening of the loose skin in both the upper and lower eyelids and reduction of fine lines.

Q: Which modality is your preferred? Or rather, the most requested?

A: The Plasmage® has become an integral tool in our clinic, used multiple times on a daily basis, whether for the popular tightening around the eye with the Blefaroplasma® mode or an 'add on' to a consultation to remove skin tags or other benign lesions on the face or other parts of the body. It is a very quick, straightforward procedure with minimal to no preparation and downtime.

Q: Typically, how many treatments are required for best results in any given procedure?

A: For a majority of indications only one treatment is needed. For tightening of loose skin in the upper and lower eyelids and reduction of fine perioral lines, the patient may benefit from two procedures spread over three to six months.

Q: What would you say patient satisfaction is like?

A: Patient satisfaction is excellent. When removing the cysts, skin

tags and other benign lesions patients often state 'that was so much easier than I thought it would be. I should have done this years ago.'

Q: Is downtime and patient comfort improved?

A: I find with the removal of small lesion, no preparation is needed. Comfort is helped with cooling only. For larger lesions, either local anaesthetic topical gel or minimal local anaesthetic injections is all that is required. For the Blefaroplasma® we prepare our patients by getting them to come 30 minutes before the procedure to apply local anaesthetic gel.

Q: Would you recommend other practitioners get Plasmage® for their practices?

A: I have found the Plasmage® to be an excellent and reliable tool in our practice with reproducible results time and time again. I would recommend the Plasmage® to practitioners as they will find it becomes an integral part of their practice, whether that be larger procedures for the loose skin of the upper and lower eyelids or the multiple times a day that they would like to remove benign lesions with minimal to no preparation, downtime and adverse effects. **AMP**

PLASMAGE®



The first patented Fractional Plasma® for treatments of delicate areas

A MEDICAL DEVICE FOR NON-INVASIVE MICRO-SURGERY

- Blefaroplasma® (non-surgical blepharoplasty)
- Wrinkles
- Xanthelasma
- Acne
- Lentigo
- Scars
- Fibroma
- Verrucas



XANTHELASMA



BLEFAROPLASMA®