



Portrait[®] Plasma Highlights

E-Newsletter

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"While working on an early study with Portrait[®] Plasma looking at tightening, we found when treating perioral and periorbital areas we were seeing 50-70% improvement in wrinkles...we've also observed 10 – 15% tightening of the skin in a clinical study in my practice."

Ron Moy, MD,
Los Angeles, CA

Portrait[®] Cleared to Treat Acne Scars

We are excited to announce that Portrait Plasma has received U.S. Food and Drug Administration (FDA) clearance to market a new indication for treating acne scars. Portrait[®] Plasma is already cleared by the FDA for treating facial and non-facial areas for wrinkles, superficial skin lesions, actinic keratosis, seborrheic keratosis and viral papillomata.

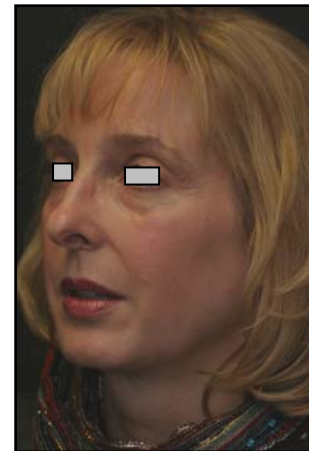
An initial single site clinical study treating acne scars was conducted using the Portrait PSR³ plasma system. M. Potter, et al, evaluated 9 patients after one Portrait Plasma treatment and found a 23% reduction in scar depth at six months and sustained for two years. Although this sample size was limited, an objective evaluation method was used as compared to the subjective methods (visual observation) used in most other studies. Silicone elastomer molds were made of the skin irregularities before and after treatment and compared by measuring the depth of the defects. (Potter et al. Annals of Plastic Surgery. Volume 58, Number 6, June 2007).

Rhytec then conducted a multi-center IRB reviewed clinical study at three sites evaluating Portrait Plasma treatment of areas of sunken, atrophic, post acne scars (G. Lask/P. Yamauchi, J.F. Tremblay & N. Uebelhoer). Twenty-nine patients completed the one treatment protocol with physicians reporting a mean improvement of 29% in acne scar appearance at 6 months. Patient self assessment was 35% average improvement and seventy-one percent (71%) of patients would recommend the procedure to a friend. These results were obtained after a single Portrait[®] Plasma treatment compared to the three to six treatments patients endure with the 1320nm Nd:Yag and up to 5 treatments with fractional lasers.

Portrait[®] of the Month



Pre-treatment



3.5 months Post-treatment

"The Portrait PSR has been so enjoyable, producing outcomes that could never have been achieved with surgery alone or with any chemical peeling agent. I personally have had the low energy Portrait and I am very happy with the outcome, especially the eyelids."

Christine Petti, MD
Torrance, CA

"For my patients who want a single treatment with an acceptable downtime as well as more results for their mild to moderate wrinkles, I am using Portrait® Plasma. I am very, very enthusiastic about the changes we are seeing...plasma treatment of the eyelid is a very exciting technique that can play a nice role in the aesthetic practice."

Brian Biesman, MD
Nashville, TN

Here's what this Portrait® patient had to say:

"When I first chose to have the Portrait Plasma procedure, I was mostly focused on diminishing fine lines and toning my skin. I knew I had age spots on my face, but I didn't realize how much they affected my appearance. So, the biggest shock was to see my face with no age spots. It made such a difference and I was thrilled, to say the least. Over the past few months, I've started seeing the other benefits – smoother texture, even tone and firmer skin – that have been so noticeable that nearly all my friends have commented about my skin. Now I'm so used to my skin this way I've forgotten what it looked like before the procedure. I have to pull out my pre- and post-operative photos to remind myself how much my skin has changed."

"I love what Portrait has done for my skin and have recommended it to all my friends. I had pretty much given up on having the smooth and even skin I had in my 20s. It's amazing to me to have some of that back in my late 40s. The other day, I had some professional photos taken for my job, and the photographer commented that I had beautiful skin. That made the whole Portrait process worth it."

Here's what her physician had to say:

"This 47 year old woman was most troubled by her diffuse hyperpigmentation and the dull appearance of her skin. She wanted to reverse the sun damage to her skin. What is most remarkable about her treatment and something we see very often is the overall significant improvement in the quality, texture and luminescence of the skin. She was treated with 3.5 joules, single pass to the forehead, 3.3 joules double pass to the lower eyelids and single pass to the upper eyelids, and 3.5 joules double pass to the rest of the face. At 3.5 months post op her skin had a really nice glow and continues to tighten."

Treating Around the Eyes and Eyelids

The Aesthetic Webinar that took place on February 26th featured Ronald Moy, MD, Clinical Professor, UCLA Medical Center and Brian Biesman, MD, Assistant Clinical Professor, Vanderbilt University Medical Center presenting on the treatment of the Eyes and Eyelids. The attendees learned how to deliver the missing results patients are looking for.... Predictable Tightening and Wrinkle Reduction without surgery. Portrait is used as a standalone treatment in a single session and it offers the opportunity to re-treat fractional outcomes.

To hear why Portrait Plasma is the latest option for patients interested in more results [click here](#)

Call for Photos

You also may submit a photograph for "Portrait of the Month". The photographs will be considered for use in our clinical and marketing materials and Rhytec will credit the photograph to your practice. Physicians whose photographs are selected as the "Portrait of the Month" we will receive a box of 5 treatment nozzles valued at \$1,750.

If you would like to participate, please contact us or [click here](#) to receive the necessary submission **form** that must accompany each submission. Your photographs should be sent to Leslie Amodei, Director of Marketing (Lamodei@rhytec.com).

Portrait Tidbits

Rhytec launches Patient website.....

Rhytec now has two websites; www.Rhytec.com and www.PortraitPSR.com. Rhytec.com is a corporate website geared toward a general audience and physicians with information on the company, the science behind plasma and media coverage. The Portraitpsr.com is a product website where patients and physicians can learn about Portrait® Plasma procedures, see an animation about the interaction of plasma with the skin and hear patient and physician testimonials.

We have launched these two sites to increase Rhytec's brand awareness and provide a new avenue for search engine optimization. Additionally, we have made the site navigation easier and reduced the number of layers a visitor must search to find information. Finally we have categorized our before and after images and added many more.

As with our old website, there is a Physician Locator on the left side of the homepage as well as under the Patient section of www.portraitpsr.com for patients seeking treatments. All customers are included in the locator. I would encourage you to verify your office information and phone number on the site. If you need to make a change, please email Judy Reger with your changes at Jreger@rhytec.com.

New Portrait® Plasma Manuals.....

Be on the lookout for new Portrait Plasma manuals arriving within the month. The **Operators Manual** has been rewritten and we have created a new **Physician's Guide** that contains treatment information and guidelines.

In addition to these new resources, we have developed a **Patient Guide** to address pre- and post-treatment care and answer many of the common procedure questions so often asked by patients. This guide will be distributed with the manuals.

Portrait Usage Proliferating.....



eyelids.

With the new year, we are breaking records for the number of Portrait Plasma treatments performed worldwide as proven through nozzle usage. We are seeing more Portrait users take advantage of the full spectrum of Portrait Plasma treatments from very low energy to non-facial treatment of the hands to regional treatments of the upper and lower eyes including the

In the News

Portrait featured in *Lasers in Surgery and Medicine*...



Articles about clinical studies done with Portrait® Plasma recently appeared in the February 2008 issue of *Laser in Surgery and Medicine* journal. The abstracts, *A Histopathologic Evaluation of the Plasma Skin Regeneration System (PSR) Versus a Standard Carbon Dioxide Resurfacing Laser in an Animal Model* and *Treatment of Acne Scars using the Plasma Skin*

"The Portrait device has been the most cost effective investment I have made on any equipment. I use it much more than any of the lasers I have purchased. The income produced by the Portrait has helped carry the financial burden of opening a new medical spa."

Steven A. Weston, MD
Charlotte, NC

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www.rhytec.com

www.portraitpsr.com

www.wrinkles.org

MK-00-NL-003 Rev A

Regeneration (PSR) System can both be seen in their entirety by clicking on the title.

In addition to the journal articles, we are including a position paper called *A Pilot Study Comparing EMLA and LMX Topical Anesthetics in a Low Energy, Split Face Procedure Using Portrait Plasma* by Melissa Bogle, MD, of The Laser and Cosmetic Surgery Center of Houston, Houston, TX, Jeffrey Dover, MD, and Kenneth Arndt, MD from SkinCare Physicians, Chestnut Hill, MA. A fundamental conclusion in this paper is hydration plays an important role when treating the skin with Portrait Plasma.

More in the news.....

Shape, January 2008

Dermatology Times, January 2008

Dermatology Times, March 2008

Australian Cosmetic Surgery, March 2008

Spread the Word

You are now realizing the benefits of Portrait® Plasma for your patients and how it is revolutionizing your wrinkle reduction strategy. Now we would like to ask your help in spreading the word. Share the name of friend(s) or colleague(s) you think would benefit by adding Portrait® to their practice. As a token of our appreciation, if your referral purchases a Portrait® system we will send you a box of treatment nozzles at no charge, a retail value of \$1,750. (The referral must be a doctor or practice with whom we are not currently working.)

For more information or to refer a colleague, please contact Judy Reger at 781-419-9422 or jreger@rhytec.com.

See us at these upcoming events

Conferences

- Aesthetic Meeting 2008 – ASAPS, San Diego, CA – May 3-6
- THE Aesthetic Show, Las Vegas, NV – May 30-June 1
- Facial Cosmetic Surgery 2008, Las Vegas, NV – June 18-22
- AAFPRS Fall Meeting, Chicago, IL – September 18-20
- Plastic Surgery 2008, ASPS, Chicago, IL – November 2-5
- American Society of Dermatologic Surgeons, ASDS, Orlando, FL – November 6-9

For the complete list of meetings, please go to **Conferences** on the Rhytec website

Embrace the Future of True Anti-Aging Technology

The Art of Plasma, Only from....



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