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General FAQ's:

What is PicoSure?

PicoSure® is the world's first and only picosecond aesthetic laser platform for multiple aesthetic applications including tattoo removal, acne scar treatment, removal of pigmented lesions and wrinkle treatment. This unparalleled breakthrough in laser technology delivers ultra-short pulse bursts of energy to the skin in trillionths of a second to gently target and eliminate pigment without harming the surrounding skin. Improve the look of your skin and achieve a more youthful appearance by removing pigment or treating wrinkles and acne scars faster than ever before with PicoSure.

Why PicoSure Laser Treatment?

It's important to consider your options. Face-lifts, fillers, and toxins are associated with significant downtime, risks, and side-effects. Patients often consider these treatments a "last resort." The first step to achieving a more youthful appearance or just tweaking some trouble-spots may be a PicoSure laser treatment. Speak with our office today to see if this treatment is right for you!

Pigment FAQ's:

What causes unwanted pigment?

Melanin gives us our skin color. Pigmented lesions including sunspots, age spots, and brown patches, are dark in color because the melanin is concentrated in one area of the skin. Most pigmented lesions come from sun exposure while some patients are born with them. Hormonal changes can also induce pigment changes in the skin.

What types of pigmented lesions can PicoSure remove?

Lasers remove a variety of unwanted pigment. Age spots, freckles, and brown patches can all be removed with PicoSure. During a free consultation, your practitioner will put together a treatment regime to help you achieve pigment-free skin fast.

How many treatment sessions will it take?

To improve the look of your skin and achieve a more youthful appearance by removing pigmented lesions will require only a few treatments. Darker, deeper and larger pigmented lesions may require additional treatments; however during the consultation, your practitioner will discuss treatment expectations with you.

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What does the treatment feel like?

Most patients find the procedure tolerable and require no numbing cream or anesthesia. PicoSure delivers energy in ultra-short bursts, and patients often compare the laser pulse to a snap of a thin rubber band.

What type of post treatment care is necessary?

After the procedure, the treatment area may be tender. It is important to keep the area clean and to avoid any irritation. Your practitioner will provide additional after care instructions as needed to ensure a quick recovery.

Scar Treatment FAQ's:

How does laser scar treatment work?

Unlike surgery, laser acne scar treatment uses ultra-short pulses of laser light to reach deeply into the skin's sub-layers, treating the support structure. Then the body's natural healing process sweeps away older, damaged tissue and rebuilds it with fresh, new collagen and elastin—the crucial building blocks of normal-looking skin. It's a fast and simple procedure that's easy to tolerate and requires little-to-no downtime.

What types of scars can be treated?

Laser acne scar treatment is FDA-cleared for acne scars on any area of the body, including the face.

Am I a good candidate for this treatment?

Laser acne scar treatment can work on many skin types, including very light and darker skin. Contact a provider to find out if you are a good candidate for this treatment.

How long does it take?

The treatment can be performed in as little as 15 minutes or less, depending on the size of the targeted area.

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What does the treatment feel like?

Most people feel minimal discomfort during laser acne scar treatment. Your physician will work with you on the best option for optimal comfort based on your individual situation.

How many treatments will I need?

Acne scars will begin to show improvement in 2 treatments but a series of 3 to 5 treatments is recommended for optimum aesthetic results.

How quickly will I recover?

Most people resume regular activities immediately following the treatment session.

Are there any side effects?

Typical side effects include temporary redness and swelling at the treatment site. Unwanted pigmentation associated with the acne scarring should slightly frost (whiten) during treatment, then darken over the following 24 hours and then shed over time.

Wrinkle Treatment FAQ's:

How does it work?

With a unique combination of leading-edge technologies, our light-based treatments target all three layers of photodamaged tissue, epidermal pigment, mid-dermal wrinkles, and deep-dermal laxity. Then the body's natural healing process sweeps away older, damaged tissue and rebuilds it with fresh, new collagen and elastin—the crucial building blocks of youthful looking skin.

Am I a good candidate for this procedure?

If you have fine lines and wrinkles around your eyes, mouth, or any area of your body including face, hands, and arms you may be a good candidate for the PicoSure treatment.

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How long does it take?

The procedure can be performed in as little as 15 minutes or less, depending on the size of the treatment area.

What does the treatment feel like?

Your treatment provider may offer ways to make this a comfortable experience. Since everyone is different, and this depends on the level of treatment needed, it is best to discuss all of your options with your laser treatment provider.

How many treatments will I need?

A series of 3-4 treatments is recommended. Treatment intervals are 2-4 weeks but can be up to 8 weeks for darker skin types. Each patient is unique and will be evaluated prior to treatment.

How quickly will I recover?

Side effects include temporary redness and swelling at the treatment site that typically resolves in less than an hour but in some cases may linger for up to 24 hours.

Are there any side effects?

Adverse effects can include hypopigmentation, hyperpigmentation, mild erythema and edema, and possible scarring and infection. By following your practitioner's post-treatment care instructions you will significantly decrease the risk of these adverse effects.

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For Immediate Release

Ka Wai Ola Family Medical Clinic Now Offers Advanced Aesthetic Laser Treatments

Cynosure Inc. Premieres PicoSure with Dr. James Okamoto

Honolulu, HI, April 2-18 – Ka Wai Ola Family Medical Clinic, office of James K. Okamoto, MD, now offers PicoSure, the world's first and only picosecond aesthetic laser for multiple aesthetic applications including tattoo removal, acne scar treatment, removal of pigmented lesions and wrinkle treatment. This unparalleled breakthrough in laser technology delivers ultra-short pulse bursts of energy to the treated area in trillionths of a second.

This unprecedented advancement in laser technology erases tattoos with fewer treatments and better results. Even tattoos that have been treated previously but failed to clear can be removed. PicoSure's ultra-short pulse duration goes beyond photothermal action creating an intense photomechanical impact, resulting in greater disruption of the target for better clearance with fewer treatments.

"This is an opportunity to treat unwanted tattoos more efficiently with far less recovery time" states Dr. Okamoto. "After evaluating the treatment and clinical studies, there's no question that PicoSure's innovative technology provides us with the most advanced tattoo removal treatment on the market. **[Note to physician: Please feel free to amend as you see fit, with specifics relating to your area].**"

If it's a more youthful appearance you're looking for, the PicoSure laser also offers a quick and easy non-surgical, non-invasive option that provides impressive results without the typical discomfort and downtime of traditional laser skin treatments. Unlike lasers in the past that relied on intense heat

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energy which may have caused pain and led to significant skin redness and downtime, PicoSure's gentler treatment offers a unique combination of leading-edge technologies. Our light-based treatment targets all three layers of photodamaged tissue, epidermal pigment and mid-dermal wrinkles.

"We're excited to offer this new laser treatment to our patients for treating acne scars, wrinkles, and removing unwanted pigment in fewer treatments. The results are impressive and patients are satisfied with the treatment experience."
[Insert photo and picture of doctor]

Contact us today to learn more about your customized PicoSure treatment [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE].

About [practice name]

[include information about physician and practice]

For more information, or to arrange an interview with [physician's name] about PicoSure, please call [include practice number] or visit [include practice website]

PicoSure™

*PicoSure 755m FDA cleared for tattoo removal and treatment of pigmented lesions and PicoSure 755 nm with Focus FDA cleared for treatment of pigmented lesions in all skin types I-VI.

PicoSure 755 nm with Focus FDA cleared for treatment of acne scars and wrinkles in skin type I – IV. PicoSure 532 nm wavelength FDA cleared for skin types I-III.

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SAMPLE PHYSICIAN REFERRAL LETTER

SUBJECT: New Skin Revitalization Laser Treatment Option: PicoSure®

Dear [physician name],

[Insert practice name] is pleased to now offer the premier aesthetic laser, PicoSure®, for comprehensive skin revitalization without downtime or discomfort. Treatments with PicoSure offer patients the most convenient non-surgical, non-invasive laser option for impressive, natural looking results.

When used with the flat optic or in conjunction with the Focus Lens Array, PicoSure's skin revitalization capabilities uniquely address pigmented lesions such as sun spots and freckles. The refractive lens continues to broaden PicoSure's treatment applications to include acne scars, and simultaneously stimulates the production of collagen and elastin- the foundation of younger looking skin- to improve the look of fine lines and wrinkles.

Treatments with the PicoSure are convenient and only take approximately 15 minutes and can be used on many areas of the body including the face, chest, hands, legs, and more. Patients typically experience minimal redness and discomfort, enabling them to quickly and discreetly return to their normal daily activities, significantly increasing patient satisfaction.

We invite you to contact us at [contact phone number] with any questions you might have regarding our new skin revitalization capabilities with PicoSure. In addition, we welcome an opportunity to assist you in offering your patients this impressive treatment by extending to them a 10% discount off their first treatment.

Sincerely,

[PHYSICIAN NAME/PRACTICE NAME]

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SUBJECT: New Skin Revitalization Laser Treatment Option: PicoSure®

Aloha Kākou,

Worried about dark spots or wrinkles? Not sure what treatment is right for you? I'm excited to share with you that we are pleased to offer a novel laser, PicoSure®, for comprehensive skin revitalization without the downtime or discomfort of traditional lasers. PicoSure is the most convenient non-surgical, non-invasive laser for those seeking a more youthful appearance.

Patients have seen great improvements in the appearance of acne scars, pigmented lesions, and fine lines & wrinkles. The PicoSure laser treats all these concerns while simultaneously stimulating the production of collagen and elastin- the foundation of younger looking skin.

Treatments with the PicoSure laser are very convenient, only taking approximately 15 minutes and can be used on many areas of the body including the face, chest or décolleté, hands, legs, and more.

We invite you to learn more about this new treatment now available for skin revitalization. Contact our office today and schedule a personal consultation and receive 10% off your first treatment with PicoSure.

Sincerely,

James K. Okamoto, M.D.

KA WAI OLA
LAW & MEDICAL CENTER

PicoSure™