

Alma Lasers Gains Customer Loyalty with Innovation and Support



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"The company is driven by science and headed by people who are instrumental in developing cutting edge technology."



Before Tx



After six Accent treatments
Photos courtesy of Karen S. Harkaway, M.D.



Before Tx After four Accent treatments
Photos courtesy of Karen S. Harkaway, M.D.

By Rochelle Nataloni, Contributing Editor

A company's ability to develop high performance, cost-effective aesthetic devices is only as valuable as its ability to differentiate its technology from the competition. Alma Lasers (Buffalo Grove, Ill.) does that by harnessing the power of practical yet marketable devices that feature a modular design and the ability to be efficacious and comfortable.

"Alma introduced the use of multi-application platform technology in this arena, and it has created a dramatic competitive advantage," stated Howard Kelly, CEO of Alma Lasers. Alma's most flexible system, The Harmony^{XL}, is FDA approved for over 60 applications, including acne, tattoo removal, fractional resurfacing, skin tightening and rejuvenation. It offers 16 different handpiece options comprising Advanced Fluorescence Technology (AFT), Nd:YAG, Q-switched and fractionated erbium technologies and a handpiece for Pain-Free, Hair-Free[™] hair removal, which is a core capability of the company's Soprano^{XL} system.

Alma's development of a virtually pain free modality for hair removal and body contouring has obvious advantages for the patient as well as perks for the physician, such as reduced consumable costs. "Pain is a common drawback of aesthetic procedures so we thought if we could minimize treatment discomfort it would improve the patient's experience and reduce the physician's added expense for anesthesia," said Mr. Kelly. This resulted in Alma's IN-Motion Technology[™]. "Instead of using the place and pulse technique common with traditional systems, our devices use low fluence and high repetition rate. We gently heat the skin to the optimum temperature to destroy the hair follicle in a manner that is virtually painless to the patient." A study comparing IN-Motion hair removal to the industry standard indicated that the Pain-Free, Hair-Free method is as effective as the conventional technique.

According to Mr. Kelly, the Accent^{XL} utilizes IN-Motion in the same way to achieve body shaping. "It gently heats deep into the dermis to an optimum temperature, where skin tightening, firming and toning is achieved. This drives compliance because patients are more likely to return for additional procedures if the first one is not painful," he said.

In addition to compliance, IN-Motion stimulates word-of-mouth referrals. Karen S. Harkaway, M.D., dermatologist, The Center for Skin Refinement (Delran, N.J.), owns several Alma devices and says patients are pleasantly surprised by how comfortable hair removal treatments are with the Soprano^{XL} system. "This is especially true of patients who previously had hair removal performed elsewhere with a conventional laser," she noted. "The best thing is that they love to talk about it. Laser hair removal is ubiquitous these days so it comes up in conversation among friends. You can be sure that when a patient of mine hears someone say that laser hair removal hurts, their reply is: 'Not where I had it done.' When a new patient recounts a conversation like that, it's music to my ears."

Dr. Harkaway has had experience with other manufacturers' lasers, but when it comes to purchasing, she has chosen to be exclusive to Alma Lasers. "The company is driven by science and headed by people who are instrumental in developing cutting edge technology," she maintained. Dr. Harkaway also added that she'll remain committed to Alma because of its exceptional customer support and service.

"Often our customers purchase multiple systems and one of the reasons they keep coming back to us is our superior customer service," said Mr. Kelly. "It's the innovation and efficacy that draws them to Alma Lasers and the service and support that keeps them coming back."