



*Consulting Training Equipment*

# **BBL + Halo Virtual Immersion Course**

December 11, 2020

# PRESENTATION





*Consulting Training Equipment*

# Welcome!

**MINT to be here!**

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## Marketing Starts with your TEAM!

- #1 Halo clinic in the nation
- #1 Botox in KC
- #4 CS in the nation
- 2019 OVER \$7 million Non-surgical aesthetics @ 1 location
  - We have a 2<sup>nd</sup> location
  - Opening a 3<sup>rd</sup> soon!



2

## How AesthetiCare does it

\$ Pay very well

👏 Make the workplace fun

👨🎓 Invest in their training

👤 Never criticize in front of their peers

😊 Praise them in front of their peers

💬 Let them know their opinions matter

⚠️ Don't tolerate the evil team members

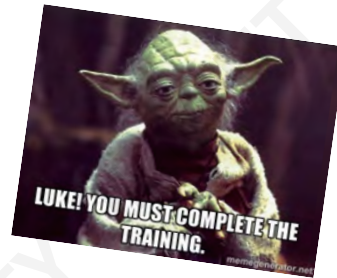
₿ Treat them as your #1 most valuable client, because they are!



3

## Train, train, and train some more

- AesthetiCare budgets \$60,000 a year for advanced staff training
- I research all of North America to find the best of the best to learn from
- Market this!
- Create an environment of learning, assign homework



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## MINT's new training tool – we LOVE it! [www.mintecourse.com](http://www.mintecourse.com)

**The Perfect Consultation**  
1 Lesson  
Learn step by step how to do the single most important thing you can do for your business!

**Customer Service**  
2 Lessons  
How would you treat each client if referrals were the only way to grow your business? In this course, we share the keys to Exceptional Customer Service.

**Events: Big and Small**  
2 Lessons  
Events drive our aesthetic practice! In this course, we cover how to host both large annual events and smaller monthly events.

**Marketing**  
3 Lessons  
Whether your clinic is a start-up or existing practice, these tools will help you grow!

**Month in Review**  
4 Lessons  
Included in this course are videos of AesthetiCare's "dream team" made up of owner, Matt Taranto, office manager, Rick Dunn, and marketing director, Karen Naugle.



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**Almost Free  
Marketing  
(small things  
add up)**

- In-house Branding
- Involvement with other local businesses
- Influencers (track success)
- Social Media
- Small In-house Events



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## The power of **small** increases

- If we sold 5 more units of Botox each day (one unit per injector), it would add **\$21,000 a year** in annual revenue
- If we sold one more Babyfoot each day, it would add up to **\$7,800 in increased** annual revenue
- If each provider sells 1 more FYBBL per week, it would add up to **\$207,480 in annual revenue!!!**



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## In-House Marketing

### Customer Service

- Its starts with the call!



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## Phone cheat sheet

Engage them!

Give Pricing when you can

#1 Goal = Book Consult

### SAMPLE PHONE SCRIPT

For new calls, we recommend following a 3-step structure of answering the phone:

1. Ask a question to engage the caller
2. Briefly let them know why they should choose your clinic
3. Describe the one-hour consult with enthusiasm, focus on the Visia

aestheti.care

Example:

C – Client A – AesthetiCare Employee

A: Thank you for calling AesthetiCare! This is \_\_\_\_\_ how can I help you today?

C: I'm interested in Botox, can you let me know how much you charge?

A: Certainly, have you ever had Botox before?

C: No, I'm just now considering it. My neighbor does it and loves it.

A: Let me tell you about us. AesthetiCare opened in Kansas City in 2001 and we are now in the top 1% of all med spas in the US. We have been performing Botox, Dysport, and dermal fillers for 17 years and our injectors are simply amazing. In fact, we are an international training center for Botox and Fillers. You will not find better injectors anywhere. Our normal price for Botox is \$14 per unit, but your first time is \$11 per unit. We want you to experience the quality of care we provide as we are confident you'll love the way we treat you.

C: Do you know how many units I'll need?

A: When you come in for your initial consultation, we are going to spend one hour with you at no charge. We will never try to sell you anything! Our goal is thoroughly teach you. We have an amazing device called the Visia. It is the most advanced skin analysis system made. It will do a 3-dimensional topography of your skin, look underneath your skin, and has a database of over 200,000 people. It will compare your skin to everyone within a couple years of your date of birth, and give you scores in areas such as wrinkles, sun-damage, oil production, and more. It is fascinating you will love it! This analysis will enable us to let you know how many units of Botox or Dysport will give you the best result.

A: When would be a good time for us to get you scheduled?



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## aestheti.care EXAMPLE PHONE CHEAT SHEET

### FYBBL

- The single most effective downtime aesthetic treatment
- Improves every aspect of skin: sun-damage, redness, enlarged pores, fine lines, wrinkles
- Based on an 11-yr Stanford study that showed FYBBL causes the genetic expression in your cells to literally express themselves at a younger age – true age reversal
- AC has performed more FYBBL treatments than any clinic in the world

### HALO

- The most advanced laser ever developed for total skin rejuvenation
- It is a dual hybrid fractional laser utilizing 2 wavelengths for maximum efficacy
- Improves every aspect of skin: wrinkles, acne scars, sun-damage, enlarged pores, and laxity
- Most people experience 4-5 days of minimal downtime
- AC was the first clinic in the world to have the Halo, and developed the treatment protocols

### BOTOX/DYSPO

- The #1 most popular aesthetic treatment in the world
- AC has been performing Botox for over 17 years
- AC is a national training center
- Botox is FDA cleared, is the gold standard for wrinkles made by facial expressions
- Results begin at 3-4 days and maximize at two weeks, Results last 3-4 months for most people

### DERMAL FILLERS

- Dermal fillers are now 100% natural, made of hyaluronic acid which is found in every cell of our bodies
- AC carries a wide variety of FDA cleared dermal fillers to ensure that we have the proper filler for each anatomical zone
- AC is a national training center for dermal fillers
- Results are seen immediately and last 6-18 months depending on the area and the person

### COOLSCULPTING

- Coolsculpting is the most effective non-surgical treatment to permanently eliminate fat
- Based on over 80 clinical studies and over 6 million treatments performed worldwide
- AC is the #1 provider of Coolsculpting in the entire Midwest
- Coolsculpting alone is amazing, but AC adds the Zwave, a new technology that enhances the results of Coolsculpting by 20-30%, and we don't charge more for this.
- Coolsculpting can be utilized virtually anywhere on the body: if you can squeeze it, we can freeze it!

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## MARKETING with

- Google My Business –
  - Use GMB to upload eve to reviews – google lov
- In Office signage
  - New Posters every mo
  - Friend Media  
(Use code MIN



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## Business to Business Marketing

- Choose 1-5 businesses that compliment yours
- Invite the owner to your clinic
- Discuss a plan for mutual benefit
  - gift cards to use as thank you's
- Follow Up



Learn How:  
[www.mintcourse.com](http://www.mintcourse.com)

Order you own cards from  
[www.alacardone.com](http://www.alacardone.com)



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## Great People, Great Success!

- Alysa Rene Boutique
- Infiniti Dealership
- Fusion Fitness
- Steve Burstein Jewelry
- Real Estate Agents



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## Alysa Rene Boutique



- Invited Alysa in for a consultation and hydrfacial
- Put together a package for her @cost
- Her team is given a friends and family discount
- We take gift cards to her bi-monthly
- Pop Up shop at our open house events

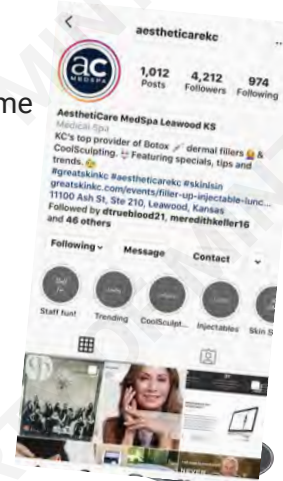


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## Instagram basics

Instagram tips:

- Make sure your page is a BUSINESS account, not personal so you can see insights on your audience
- Pay attention to your BIO
  - Your name is searchable - so be sure you add your city after your name "AesthetiCare-Leawood"
  - Add emojis for color and fun
  - Tell people WHY to follow your page(#1 Botox, #1 Halo)
- Fill up those Highlights!
  - Before and After's, client experience
  - Services
  - Injectables
  - CoolSculpting
  - Events



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## Instagram made easy

**Page:** be consistent on what you post

For example:

**Mondays** - post on a procedure or treatment you offer

**Wednesdays** - post a before / after photo, testimonial, or educate

**Fridays** - post a fun staff photo, pop culture or great quote

**Stories**- use stories all the time so it's always first on the page. Show what's happening at the office, share influencers content

**Engagement:** spend time engaging with your audience or ideal followers

Set an alarm each day to force yourself

**Contests:** with your influencers and partners to grow your audience

For example- give away a hydra-facial

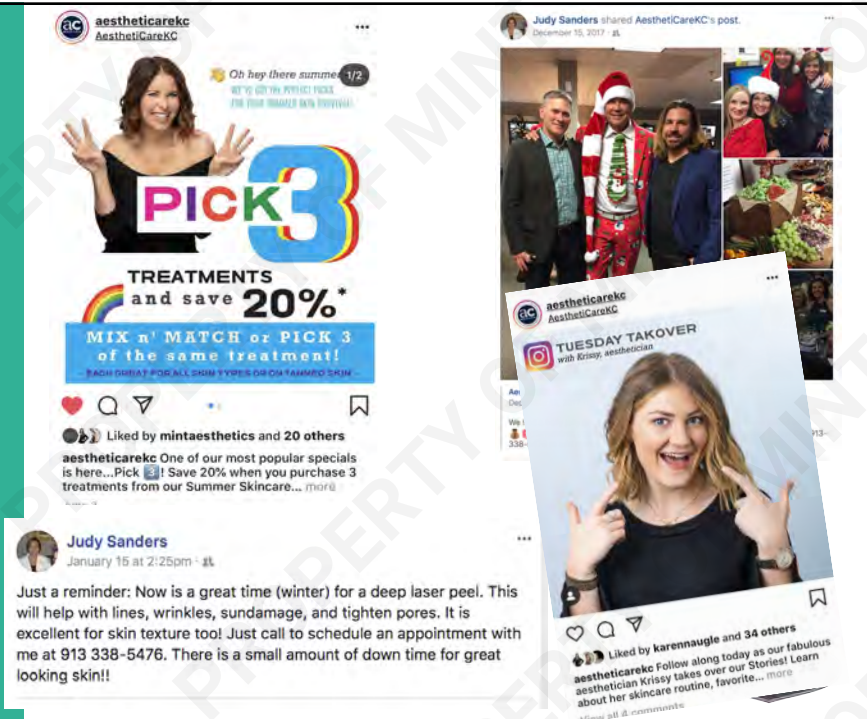
Run the contest for 5 days, pick a winner



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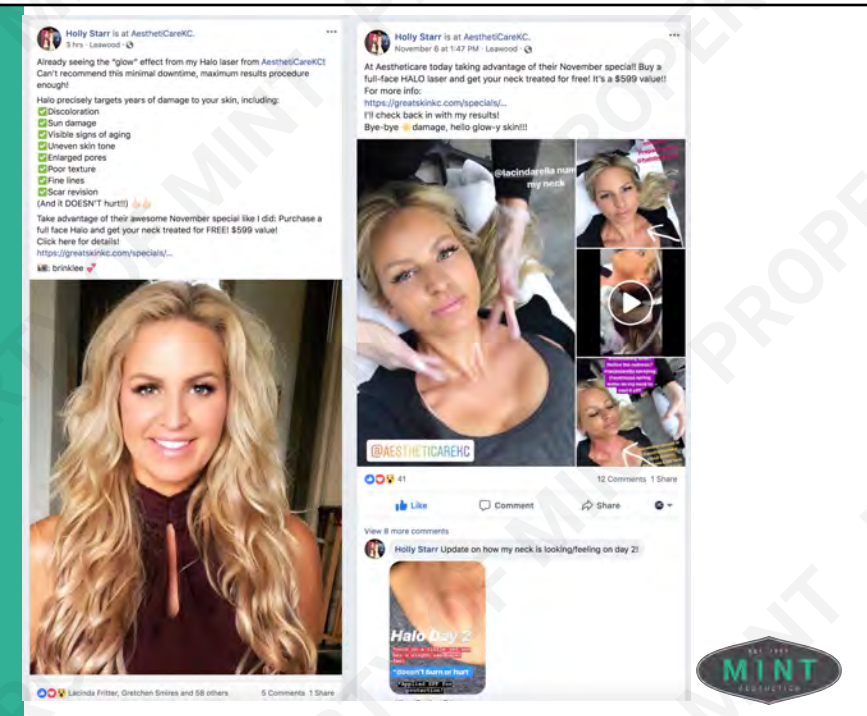
## Your Team can help with SM

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## Clients that help with SM

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# influencers

## Build Partnerships:

- Start with 1 or 2-follow them first to get to know them
- Do you like them?
- Consult
- Hydrafacial or treatment as first date

## Decide it's a go:

- Set up the plan
  - Complimentary treatments in exchange for ??
  - Instagram feature/post
  - Instagram story
  - Blog post**
  - Facebook
  - Email Newsletter
  - Contest

Build Content that will LIVE ON either on their Instagram Highlights or preferably on their blog/website

EXAMPLE: [www.ellemae.blog](http://www.ellemae.blog)  
<https://ellemae.blog/2019/03/25/halo-laser-treatment-with-aestheticare-medspa/>

## Follow Up!!!

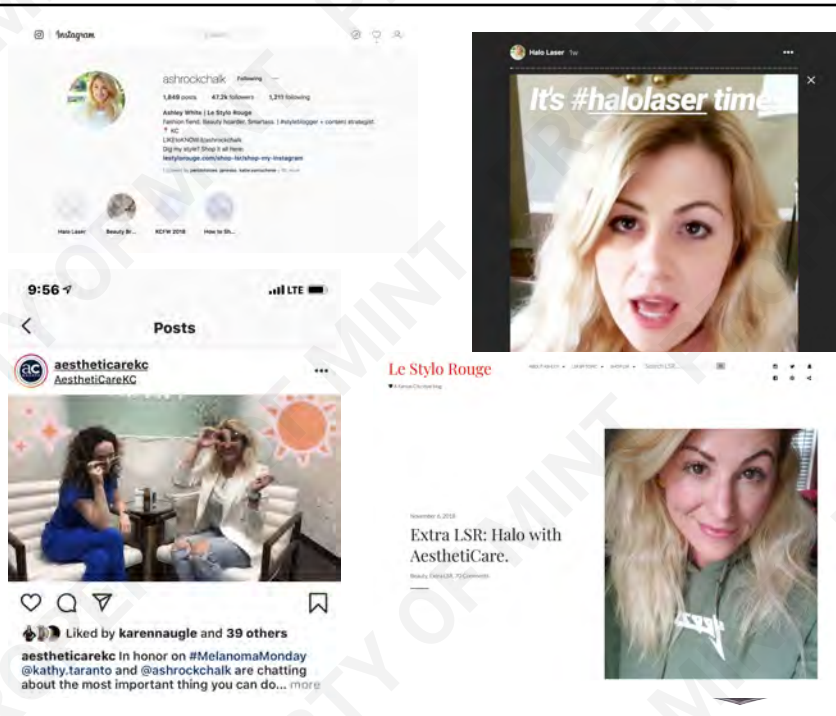
- Set up a plan for the year (or 6 months)
- Make sure to engage with their followers

- \*\*Influencer agrees not to work with your competitors at the same time**
- Use them as models at your events**



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# Influencers

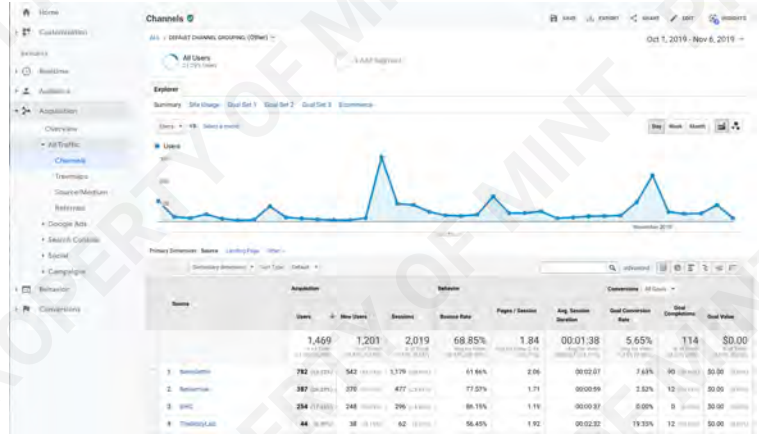


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## Google Trackable Links- You've done the work, now track it!

- Track
  - Influencers
  - Events hosted with other businesses
- We use **Google's free service**



<https://ga-dev-tools.appspot.com/campaign-url-builder/>



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## Covid and Events

- Different across the country
  - Virtual events
  - Small events
  - Outdoor events



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## Get people in the door



Learn How:  
[www.mintcourse.com](http://www.mintcourse.com)

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## Launching Forever Young BBL

- Eblast
- 2 page add – 3 different magazines
- Special \$299 instead of \$399
- Teams main focus
- 871 treatments in 5 months
- E Relevance –
  - 3 campaigns a month
  - November \$77K



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## Launching Halo

- Annual Open House
- Day 1-4 models
- Full page add 435 and
- Eblast
- 20% off if purchased at the open house
- \$260,000 in 10 weeks
- \*\*Now we are the #1 Halo clinic in the country



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## Marketing

- Where our money is spent...



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## The cost of Traditional Marketing

- Billboard \$4000 per month
- Full-page magazine ad \$1700 per month
- Radio ads \$5000 per month
- Tv ads \$2500 per month

Early 2000's, we spent over \$4000 a month in Yellow Page Ads!



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**TraDigital**



*Be the disruptor not the disrupted!*

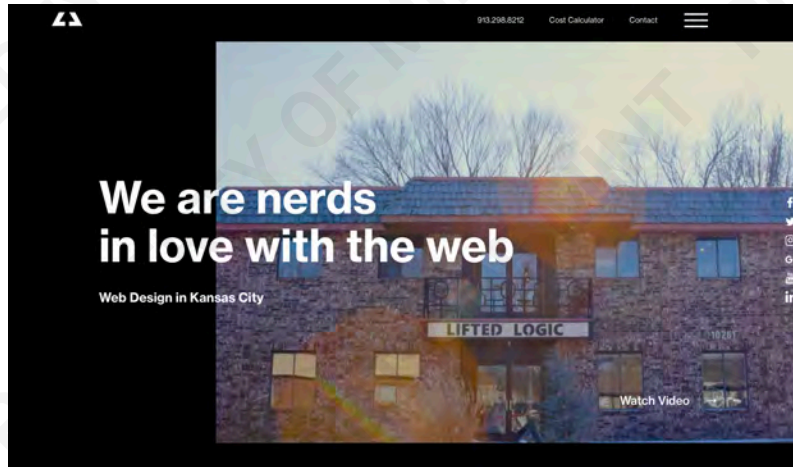
Tony Robbins



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## Website – MINT Marketing

- Invest in a website
- Invest in a website
- Invest in a website
  - Keep it fresh
  - Online consultation



Visit our Website! [www.greatskinc.com](http://www.greatskinc.com)



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A screenshot of the aestheti.care website homepage. The header features the 'aestheti.care MEDSPA' logo, a 'Schedule' button, a 'Free Consultation' button, a phone number '(913) 320-0878', and a menu icon. The main content area has a large image of a woman in a denim jacket with the text 'Welcome to Kansas City's Premier MedSpa' and 'For skin and body treatments'. A play button icon is centered over the image. Below the image is a call-to-action box that says 'SCHEDULE YOUR FREE, ONE-HOUR SKIN CONSULTATION NOW.'. At the bottom, there are three statistics: '110' (Your aestheti.care staff has more than 110), '37' (AesthetiCare has 37 FDA-approved, state-of-the), and '14' (Your AesthetiCare staff includes 14 licensed).

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## New Consults

- Pre Covid
- Post Covid



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### Before You Go!

Try our Virtual Quoter form to see the best procedures for your needs.

INSTANT ONLINE  
CONSULTATION



### Free Consultation

Please select a virtual or in-person consultation

Virtual Consultation

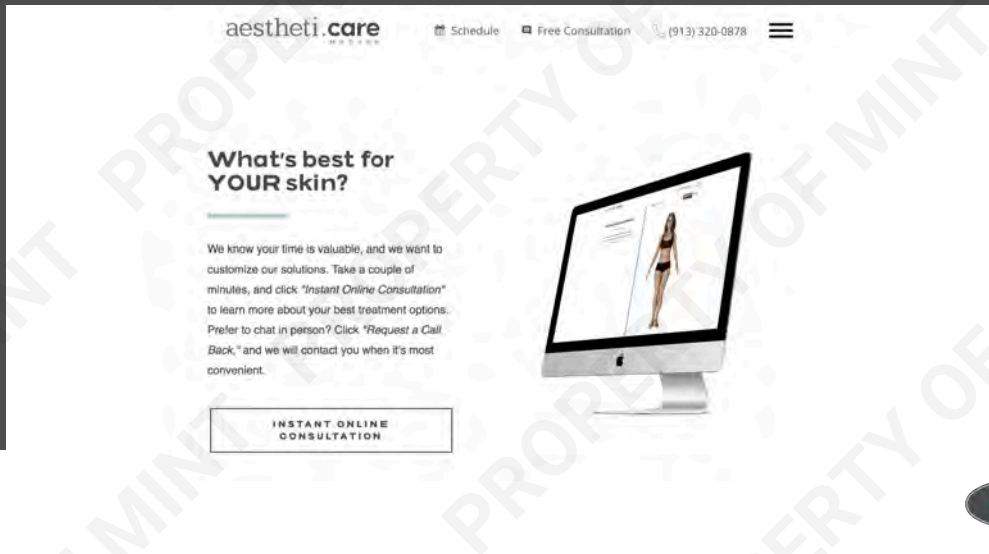
In Person

X  
Nevermind

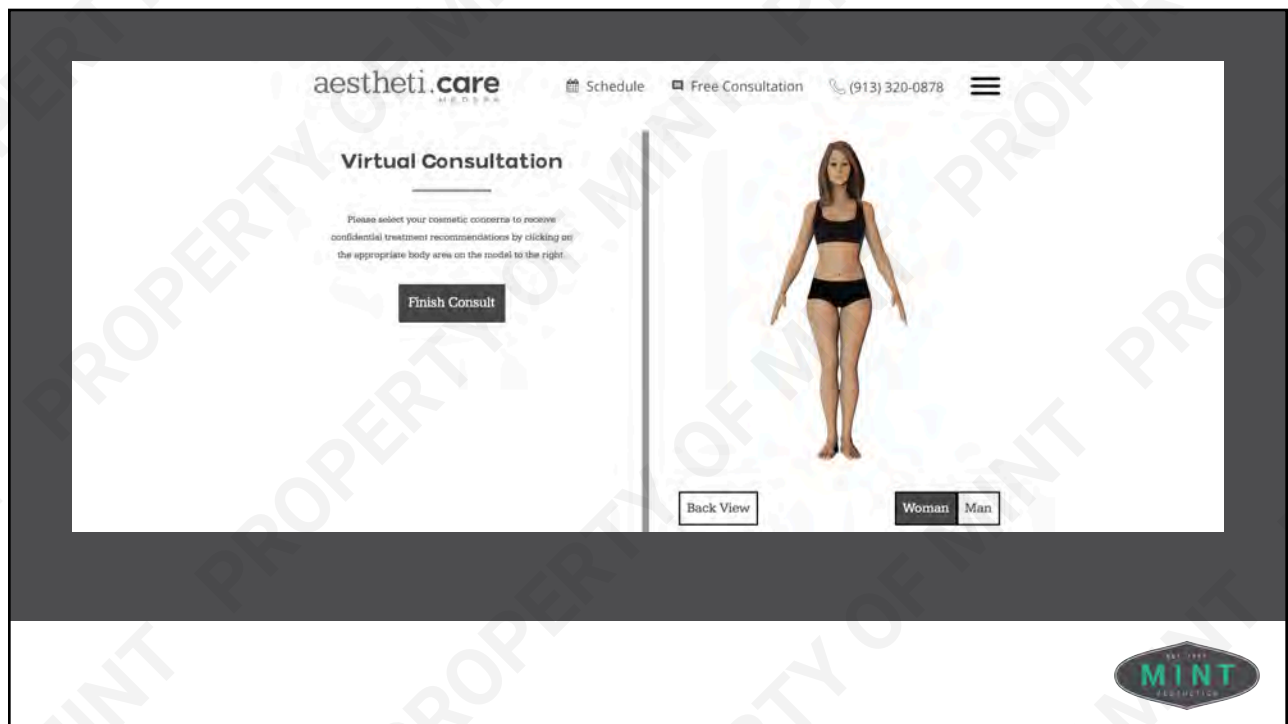


33

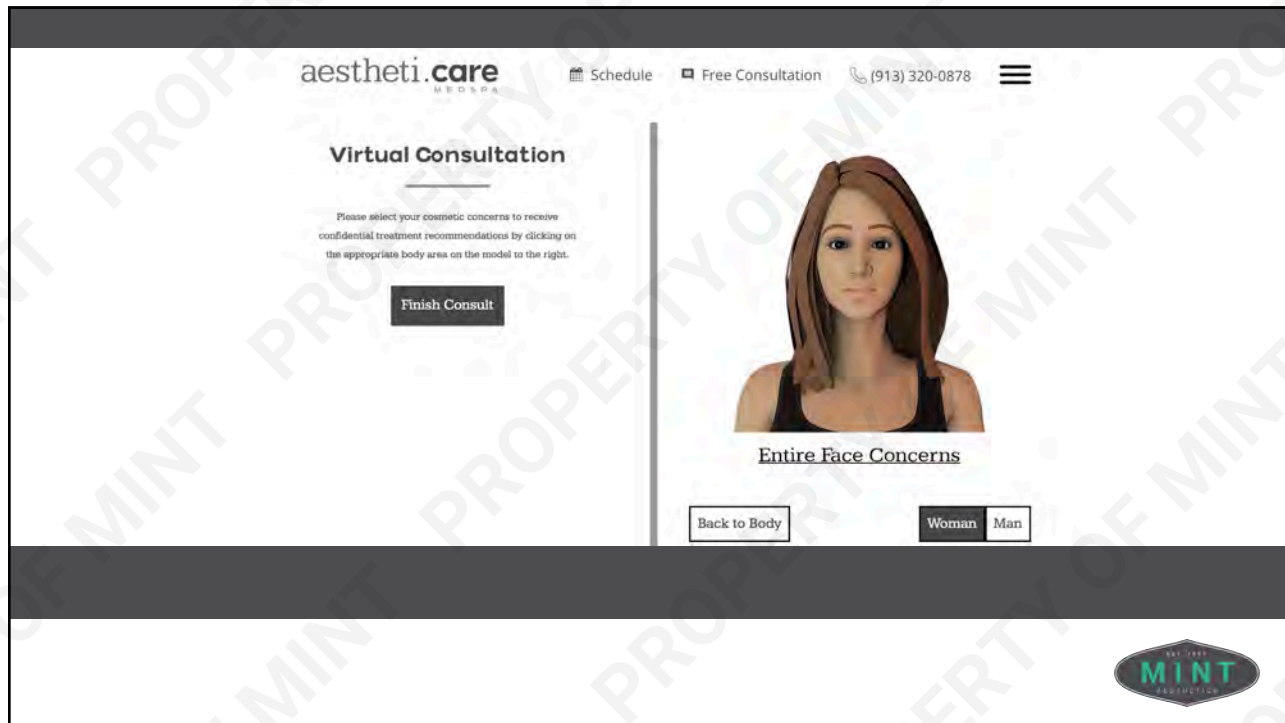
Request an Appointment was viewed 1,237,182 times and submitted 3466 times in approx 3years = .3% conversion rate



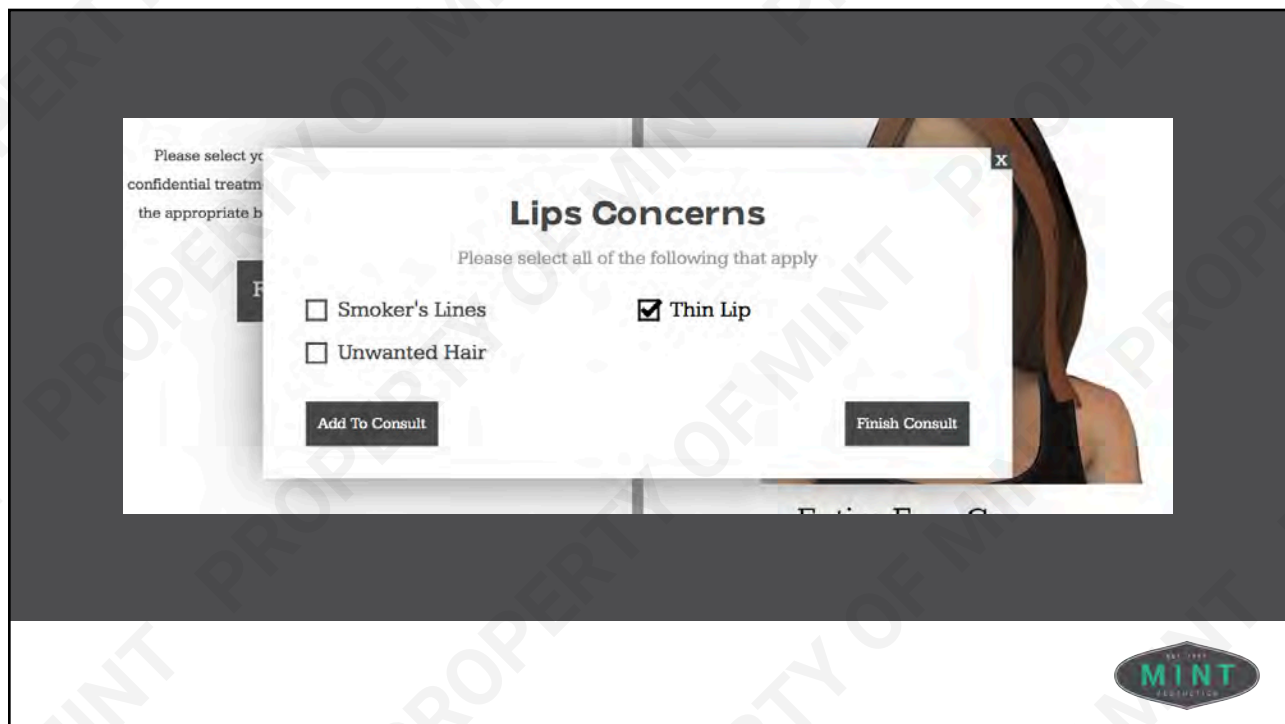
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Enter your contact information to instantly receive your customized virtual consultation!


All of your information will be kept private and only shared with your Aestheticare provider.

**Name**

**Phone**

**Email**

**Submit for Results**



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Request an Appointment was viewed 1,237,182 times and submitted 3466 times in approx 3years = .3% conversion rate



**In the last 10 months**  
 1305 entries and 2938 views, which is converting at about 44.4%! –MINT Marketing



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## Check list - Owner

- Set up Google Business Page
- Choose a charity you are passionate about and reach out
- Choose 1 local business to work with
- Choose 1 influencer to work with
- Plan 1 Flash Sale
- Host your first lunch and learn or evening happy hour
- Plan an annual event for 2020 or 2021
- Set up trackable links for influencers and B to B events
- Plan 1 team contest (plan it along side a monthly promotion or small event)



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## Check List for each member on your team

- Be responsible for 1 event (Lunch and learn or happy hour)
- Give out 1 promo card a week
- Set a goal to increase # of FYBBL's by 1 a month
- Set a goal to increase # of areas treated
- Win the team contest!



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**Interested?**

**Call us!**

## MINT Marketing

- Virtual Consult Tool
- Website
- Blogs
- Email blast
- Social Media
- And more!



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# BBL AND FYBBL

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# PHOTO REJUVENATION

## IMPROVES:

- Dyschromia
- Rosacea
- Active Acne

BEFORE / AFTER | One month post 9 tx | courtesy of Brooke Bangart, National Laser Institute



### Forever Clear BBL™

Parameters: 1st pass 420 nm filter, 5 J/cm<sup>2</sup>, 150 ms, 50% overlap, 15 °C cooling, 2 passes  
2nd pass 560 nm filter, 15 J/cm<sup>2</sup>, 180 ms, 50% overlap, 15 °C cooling, 3 passes



©2015 Sciton, Inc. All rights reserved. 2020-01-23, See 5384 Forever Clear BBL

# BBL BY AESTHETICARE



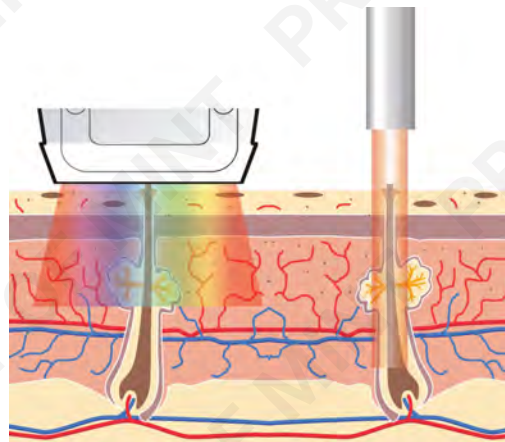


# TECHNOLOGY

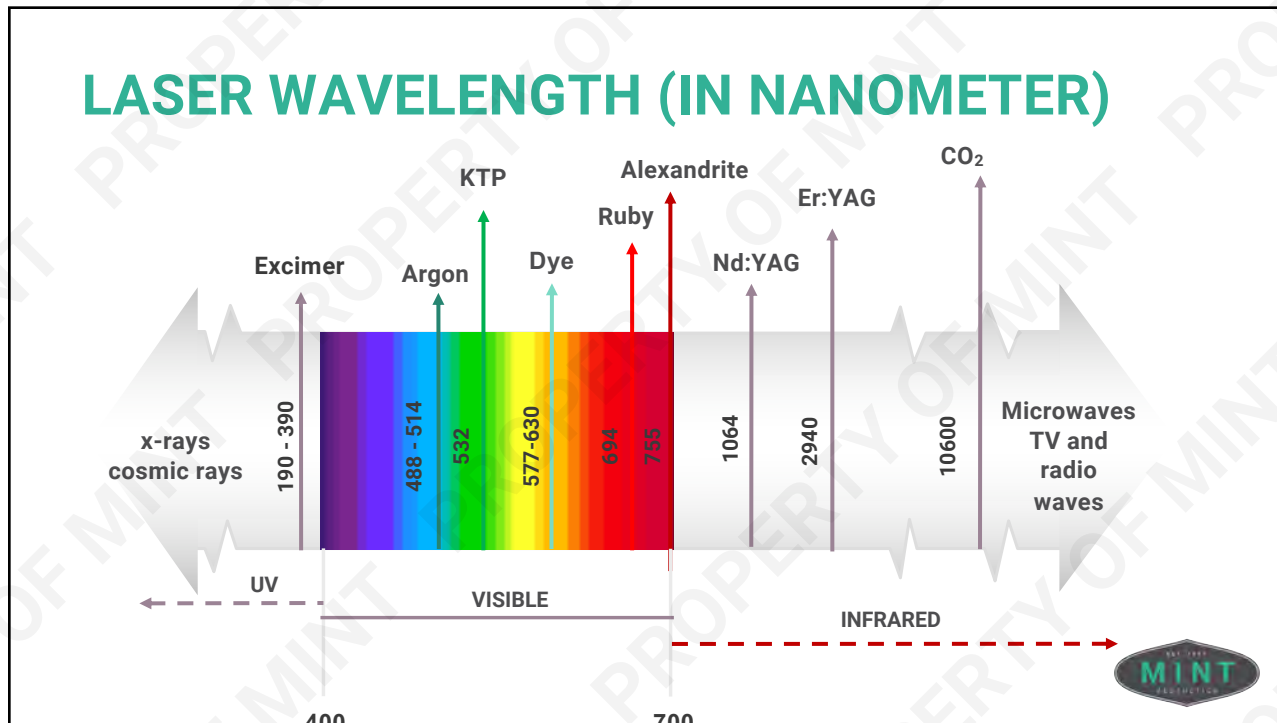
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## PHOTOFACIAL TECHNOLOGY IS A LIGHT DEVICE

This is **NOT** a Laser!



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## BBL SKIN REJUVENATION WORKS USING...

*Selective Photothermolysis*

*Photo = Light*

*Thermo = Heat*

*Lysis = Destruction*

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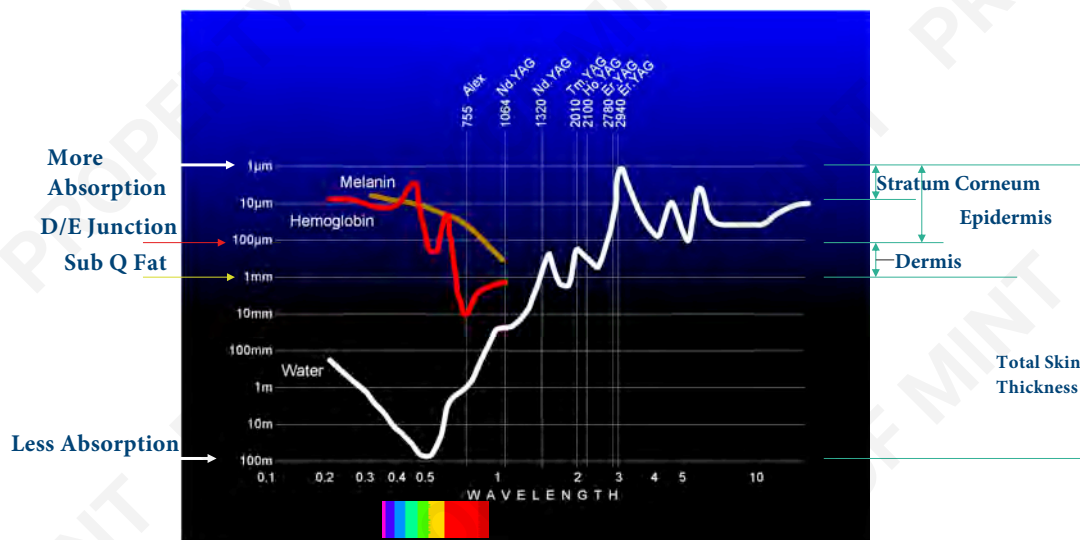
## SELECTIVE PHOTOTHERMOLYSIS

- Selected wavelengths penetrate the skin carrying sufficient energy
- Light is absorbed by **melanin** and **oxyhemoglobin** and heat is generated destroying the targeted chromophore, without damaging the surrounding tissue.



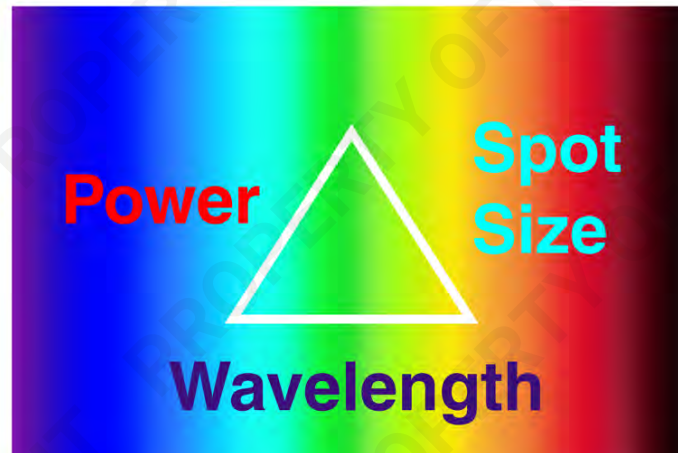
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## Laser Absorption v. Wavelength



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## Factors Affecting Depth of Penetration



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# SETTINGS

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## WAVELENGTH

- A longer wavelength will penetrate deeper. (When choosing between a 515 and 560 nm hand piece you must take this into consideration.)
- 560 nm hand piece penetrates deeper than a 515 nm hand piece. It is a safer choice for skin type IV.
- When treating Asian skin, always treat as a skin type IV regardless of how light their skin appears to start.
- A 515 nm will pull more superficial “reds” and “browns”.
- A 560/590 nm hand piece will pull deeper “reds” and “browns”.



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The diagram shows a Sciton hand piece at the top. Below it, a cross-section of skin is depicted with various layers and structures. Six vertical bars of different colors represent different wavelengths of light: 420 nm (blue), 515 nm (green), 560 nm (black), 590 nm (orange), 640 nm (red-orange), and 695 nm (red). The 590 nm bar is shown penetrating the deepest into the skin, while the 420 nm bar is the shallowest. The text "Not Drawn to Scale" is written at the bottom left of the skin diagram.

**\*Broadband light offers a wide range of applications with one versatile hand piece, and predictable clinical results.**

The MINT logo, featuring the word "MINT" in a stylized font with "RESOLUTION" written below it, all enclosed in a dark, rounded rectangular border.

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## Fluence

Fluence is the amount of energy delivered per unit area in a pulsed laser.

It is given in J/cm<sup>2</sup>.

Fluence can be described as a quality or intensity of light.

A higher fluence will generate a higher temperature.

Fluence must be set high enough to destroy the target



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## PULSE WIDTH

- Longer pulse widths are safer for darker skin types.
- Longer pulse widths are safer for larger targets
- Longer pulse widths are safer for higher density/number of chromophores
- Choose a pulse width according to the color of the skin to be treated, not simply the skin type.
- \*You may need to choose different pulse widths for one cosmetic zone



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## What do you do with the pulse width?



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## Pulse width?



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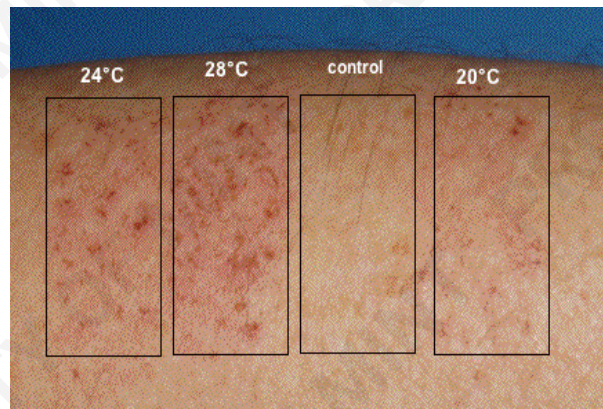
## Pulse width?



60

## COOLING

- Skin Temp 30-32 C
  - The higher the degree the hotter it is (not always a bad thing)
- Sapphire Crystal helps to pull heat out
- Be careful not to overcool your target
- Use your hand piece as a cooling tool



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## Cooling – 15-20degrees



BBL at 515 nm, 8 J/cm<sup>2</sup>, 15 ms, 20° C followed by ProFractional XC at 150 microns, 11% pitch, no coagulation Dr. Todd Bessinger



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# CLINICAL ENDPOINTS

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## CLINICAL ENDPOINTS

- Mild to moderate erythema (redness)



MINT PRODUCTION

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## CLINICAL ENDPOINTS

- Microcrusting
  - It appears as dark, specks of brown that exfoliate naturally



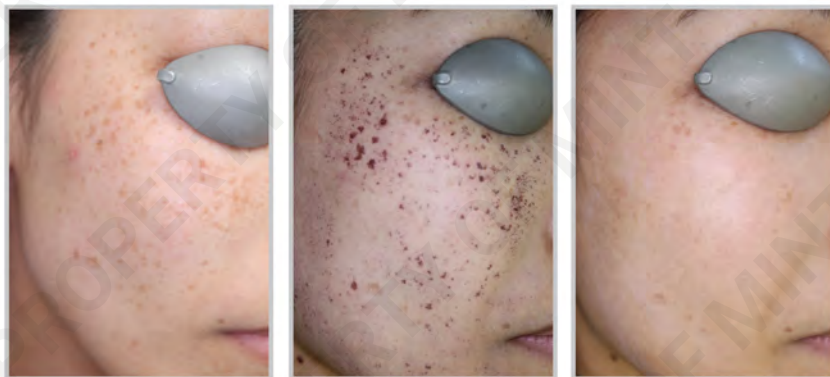
66

BEFORE / AFTER | Eleven days post 1 tx | courtesy of Koji Itai, MD

SCITON

**BBL™**

Parameters: 515 nm filter, 12 J/cm<sup>2</sup>, 20 ms, 13 °C cooling



June 21, 2011

June 24, 2011

July 2, 2011

©2012 Sciton, Inc. All rights reserved. 2005-035-37 Rev. A BBL BBL



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## BBL

### IMPROVES:

- Skin Tone
- Texture
- Pore Size
- Post Injectable Bruising
- Cherry Angiomas
- Hair Removal
- Ears
- Lips
- Active Acne
- Upper lids



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## ACTIVE ACNE PROTOCOL

Not the same for everyone

- treat 2-3 times in 7-10 days
- Extractions and chemical peels
- LED therapy
- At home skincare
- BBL
  - 420, 560 and ST – every treatment
  - Extractions with each treatment
  - Chemical peel – once a month



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## TEMPORARY ADVERSE EFFECTS



3 weeks post IPL treatment  
#5 of series of 6



The Problem:

*K Arndt & J Dover MD*

Treatment was performed by an inexperienced operator on a client that tanned at the end of the summer.



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## DO HAVE GOOD TECHNIQUE AND A PLAN



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## TIPS

- Turn down the laser as you work down the body
- Consider changing settings from one area of the arm/chest to another
- Adjust settings from treatment to treatment
- Blend from one cosmetic zone to the other
- Keep your patients comfortable –  
we don't use topical



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## GROUND BREAKING STUDY

- Peer-reviewed scientific evidence demonstrates regular maintenance treatments using **BroadBand Light functionally rejuvenates skin and delays skin aging.**



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## BULLET POINTS FOR FYBBL CONSULTATION

- No downtime
- Stanford Study
- Published Wall Street Journal
- Light on plants (analogy)
- Correction and Maintenance all in one
- First, let's get your skin in the best shape possible, then let's keep it there forever!
- Set different pricing: \$299 / \$399



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## VISUAL PROOF: BBL IMPROVES THE APPEARANCE OF SKIN AGING



Pretreatment Age: 38 years

Treated Age: 49

11 years older, but she looks younger than her pretreatment age!

Photos courtesy of Patrick Bitter, Jr., MD



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**VISUAL PROOF:  
BBL IMPROVES THE APPEARANCE OF SKIN AGING**



Pretreatment Age: 43 years

Treated Age: 55 years

Time: 11 years 5 months

Treatment: 33 Treatments

Photos courtesy of Patrick Bitter, Jr., MD



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**VISUAL PROOF:  
BBL IMPROVES THE APPEARANCE OF SKIN AGING**



Pretreatment Age: 58 years

Treated Age: 67 years

9 years older, but she looks younger than her pretreatment age!

Photos courtesy of Patrick Bitter, Jr., MD



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## VISUAL PROOF: BBL IMPROVES THE APPEARANCE OF SKIN AGING



Pretreatment Age: 58 years

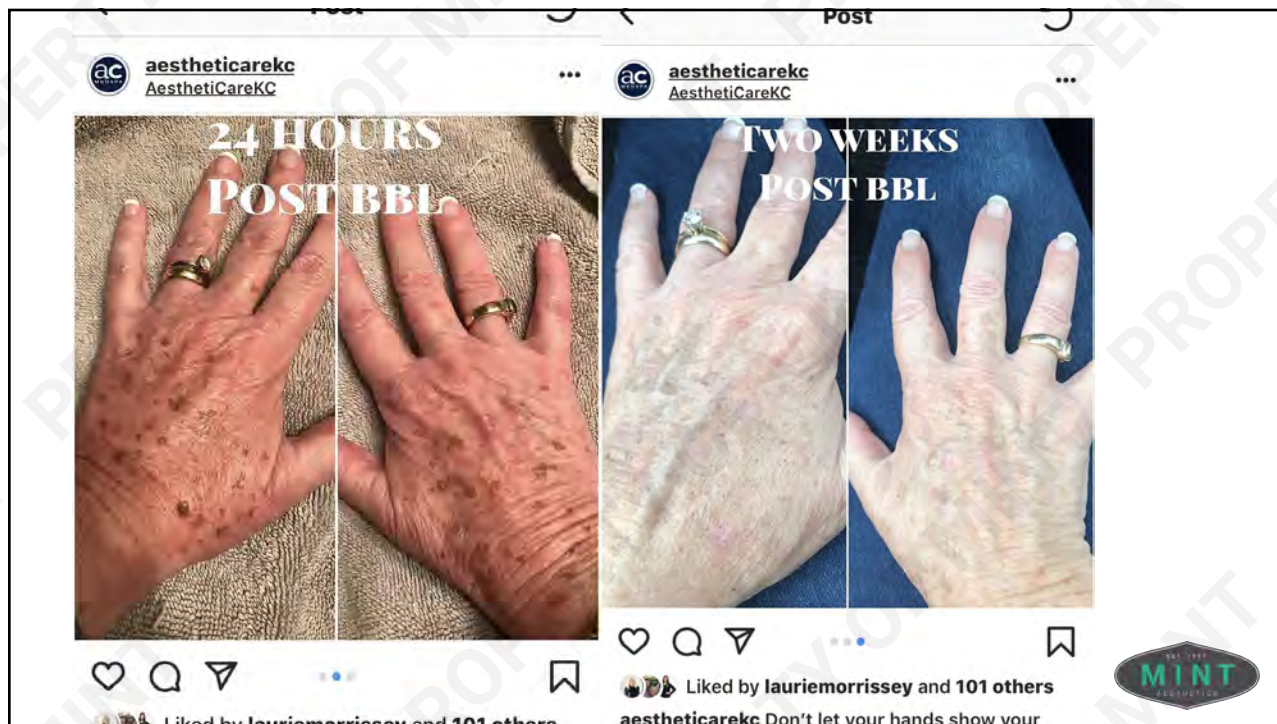
Treated Age: 67

9 years older, but she looks younger than her pretreatment age!

Photos courtesy of Patrick Bitter, Jr., MD



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## BBL Arms – 2 treatments



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## 4 txs w/ BBL




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**BBL  
Hero**

- New technology is out!



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**Halo**

Ablative and Non-Ablative Fractional Resurfacing

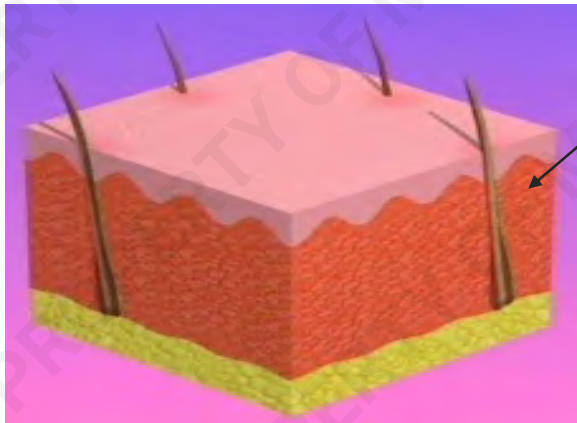
83





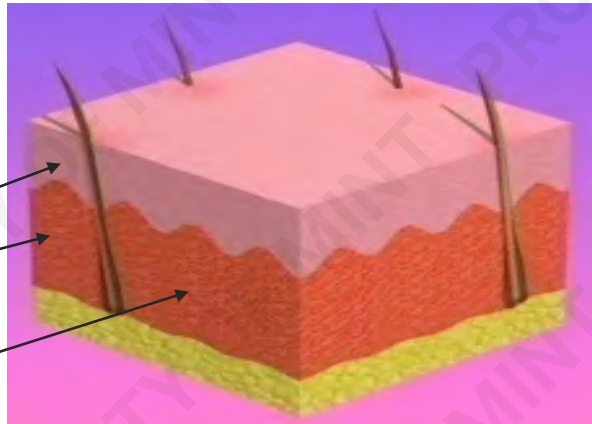
## FULL FIELD VS FRACTIONAL

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Normal Skin

Sun Exposed Skin

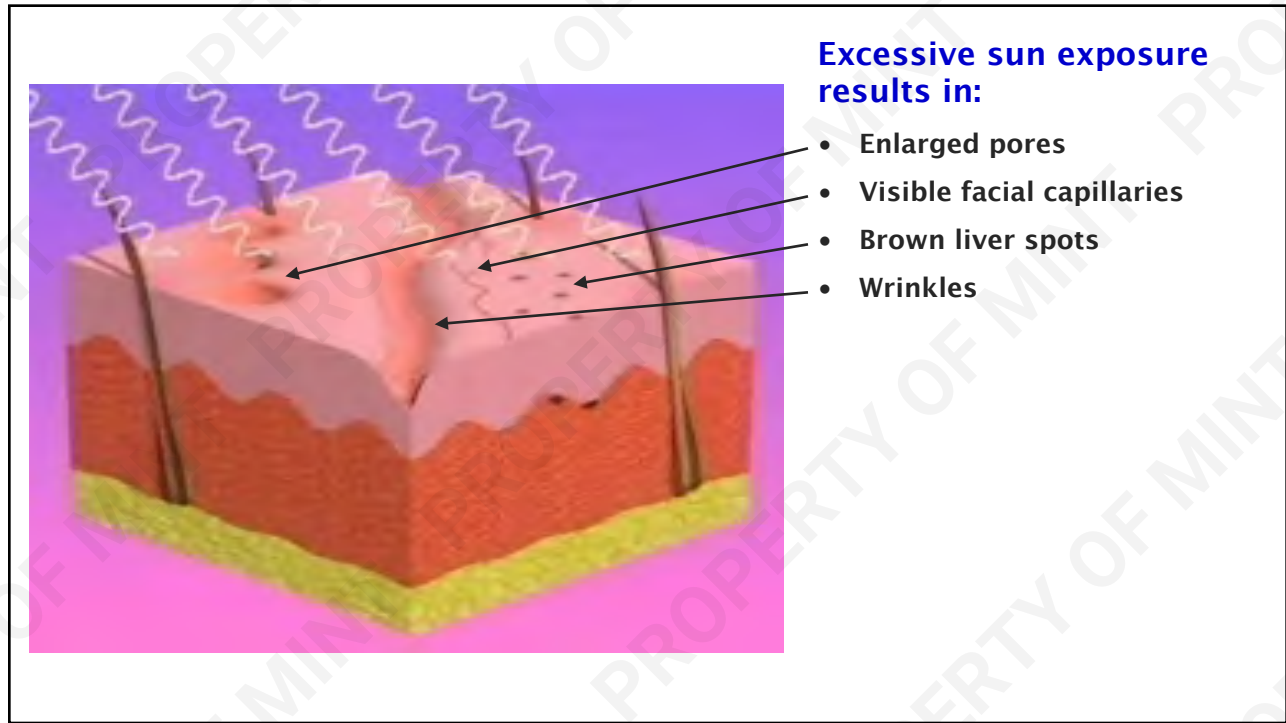


Epidermis thickens

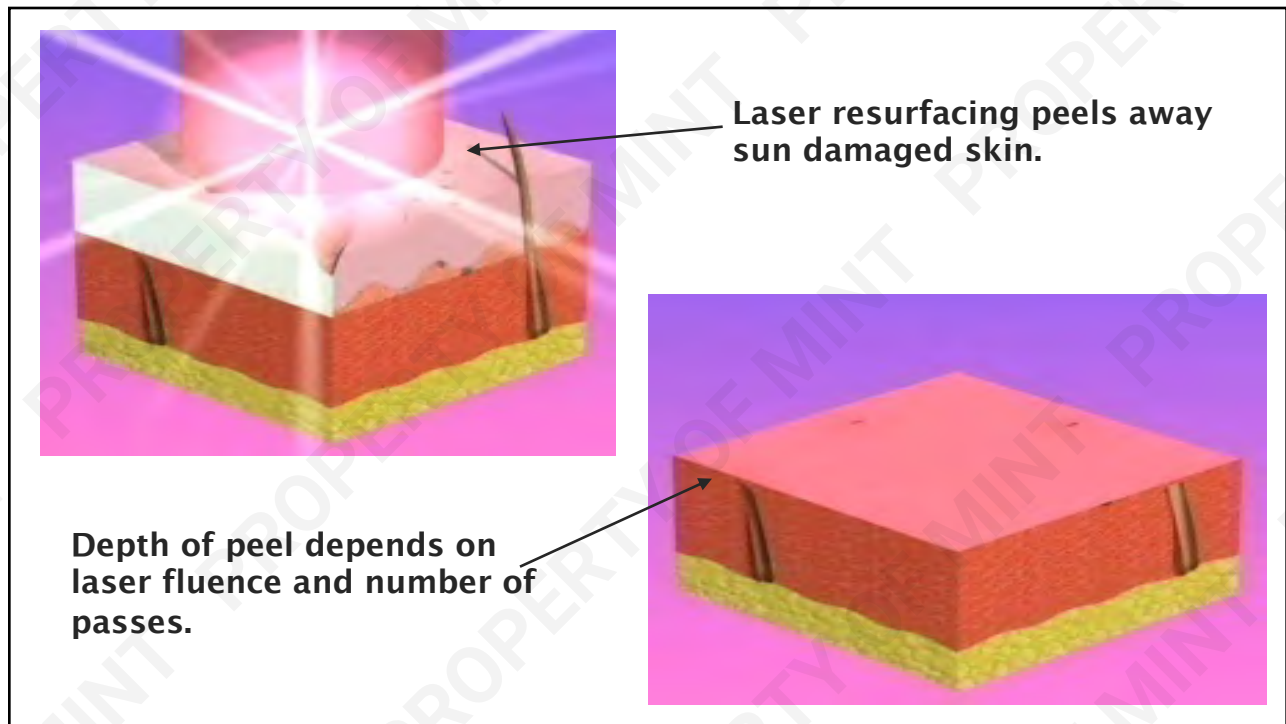
Dermis thins

Collagen and elastin fibers deteriorate

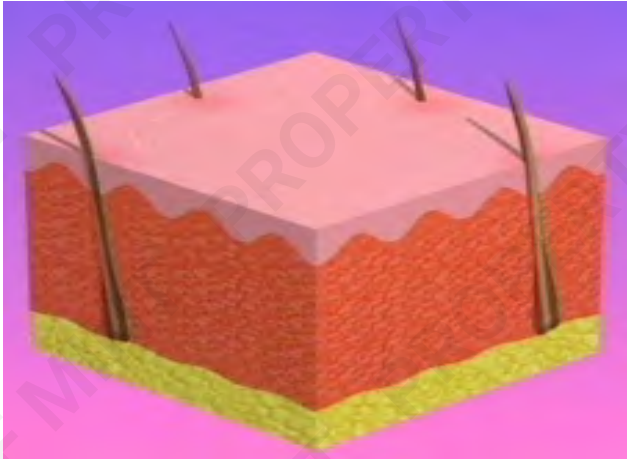
85



86



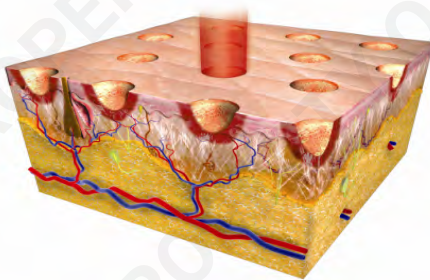
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Afterwards, stem cells from hair follicles migrate up creating a fresh new layer of healthy skin.

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## Fractional Laser Treatment



A fraction of the skin area is treated with an array of relatively small spots.

### **frac-tion·al**

- of, relating to, or being a fraction
- relatively small: inconsiderable

### **frac-tion·ate**

- to divide or break up
- divide into different portions



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# ABLATIVE VS NON-ABLATIVE 2940NM 1470NM

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## Laser Absorption vs. Wavelength

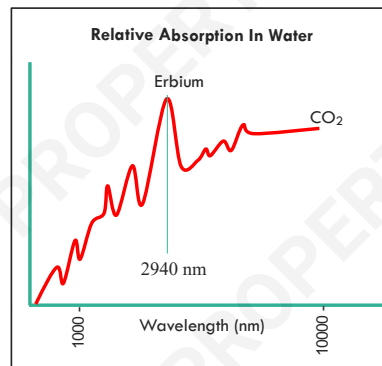


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## Sciton Resurfacing Technology

The Only Tunable Resurfacing Laser (TRL)

- 12x more absorption with 2940  $\mu\text{m}$  wavelength vs.  $\text{CO}_2$
- Dual pulse technology for independent control of tissue vaporization and tissue heating

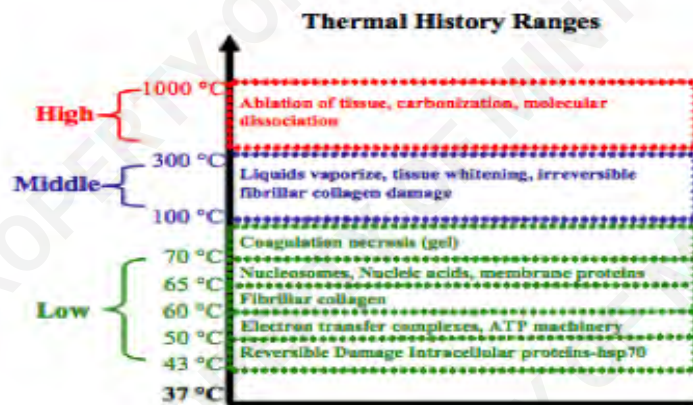


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## 2940nm – Ablative and fractional

100 °C vaporizes  $\text{H}_2\text{O}$

Everything below 100 °C leaves necrosis behind



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**Heating water in tissue to 100 degrees =  
vaporization/ablation**



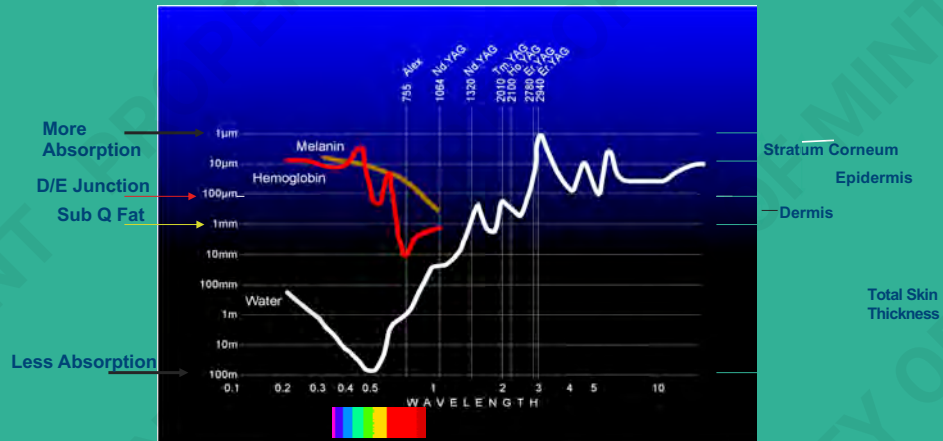
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**ADD 1470nm – Non ablative and  
fractional**

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## Laser Absorption vs. Wavelength



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### Non-Ablative Fractional Lasers

- Easy to do treatments
- No Bleeding
- Low Morbidity
- Less results

### Hybrid Fractional Lasers

- Best of both systems
- Low morbidity
- Fast healing rates
- Fewer Complications
- Better Results

### Ablative Fractional Lasers

- More involved treatment
- Bleeding
- Higher Morbidity
- More Results

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## This is Me! MLP Resurfacing



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## Why Halo? This is Me...Halo Downtime!



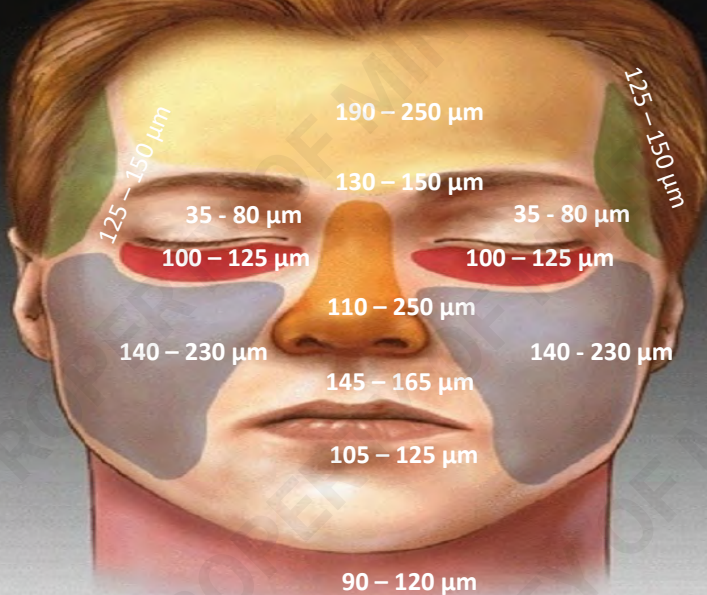
99



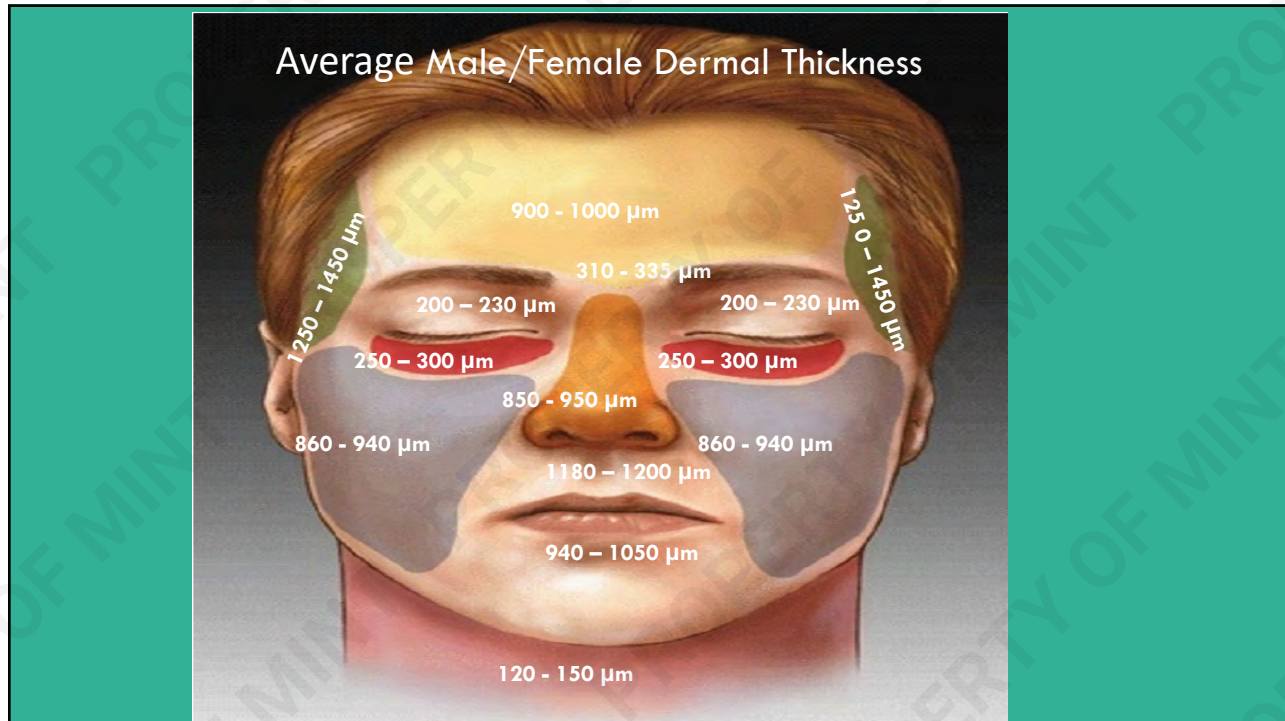
# SKIN THICKNESS

100

## Average Male/Female Epidermal Thickness



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## What Makes us look older? Halo addresses them all!

- Pigment
- Vascular lesions
- Wrinkles
- Laxity
- Texture
- Pores

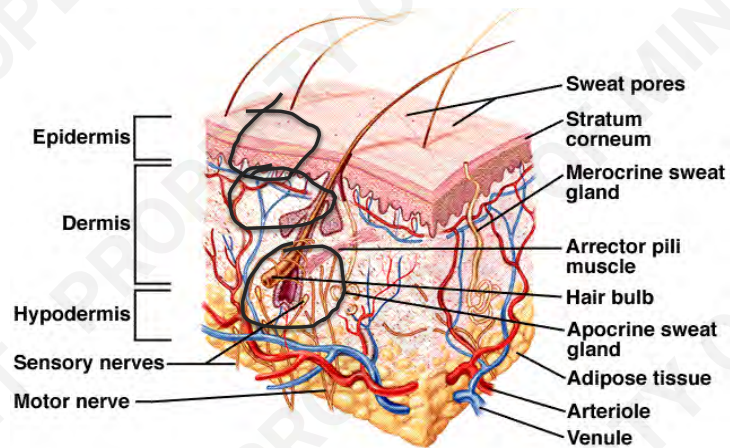


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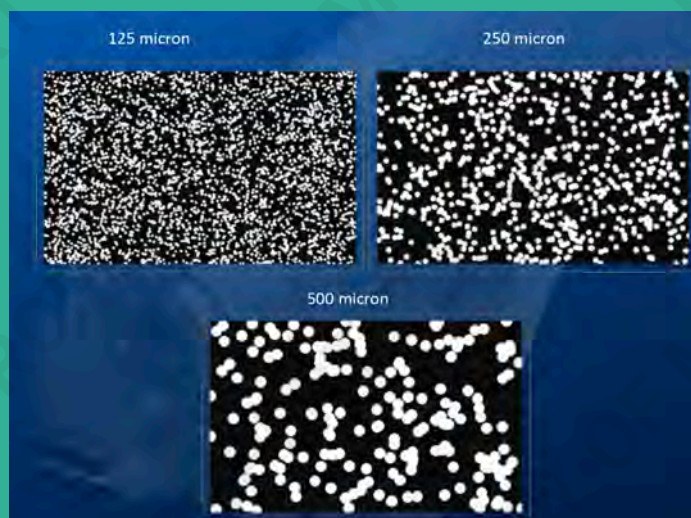
## Histology

- Thickness of tissue varies depending on location
  - Thickest on the back, palm and sole
  - Thinnest on eye lid, face and scalp
- Epidermis
  - 0.1 to 1.4 mm
- Dermis
  - 0.3 to 4 mm



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Consider different depths based on the condition



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## Be creative with your treatments

- Reds, pigment and texture
  - 1470 only on reds -450-500 @ 15-20%
  - 1470 and 2940 on pigment and texture
- Pigment and laxity
  - 1470-325 @25% or greater = full peel and great results on pigment and laxity
- Deep lines around the mouth
  - After full face tx – 1470@400-500 and 20-30% and 2940 @50-100 @ max
- When doing combination treatments be careful not to do more than 50% total density



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## Specific conditions

- Melasma
- Acne Scarring
- Active Acne and Scarring
- Body treatments
- Fitz 4-6



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## Melasma

- Triggers:
  - Sun
    - Distant sun on the epidermis
  - Stress
  - Thyroid problems
  - Pregnancy
  - Medicines
  - Dehydration
  - Birth control pills
  - Obesity
  - Core Temperature



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## Treatment tips for Melasma

- HydroQ 1 week before
- HydroQ 4 weeks after
  - Then start lighting creams
  - It will come back
- Minimum heat necessary to get to the depth
  - Treat at different depths  
300-325 micron (epidermal melasma) and 400-450 micron (dermal melasma)
- During Treatment
  - No overlap from row to row
  - ICE Cold Gauze
  - Zimmer, handheld fans, ice mask



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## Yearly Melasma Plan

- Treat Melasma in the fall and winter!
- Example Yearly Plan: SUNSCREEN, Hat, Driving Gloves and Sunglasses
  - Hydroquinone 1-4 weeks prior to treatment
  - October 1<sup>st</sup> – Halo tx 325 @10% 20@ 10%
  - October 6<sup>th</sup>- Hydroquinone -30 to 60 days
    - No hard stop
  - December 1 – Melasma Peel (if needed)
  - Jan/Feb – move to non hydroquinone product for lighting
    - Lytera
  - Spring and Summer – Lytera, skincare and sunscreen



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### Melasma Pt

Halo 325 @10% and 2940 @10% 8/1/17

spot tx with BBL 515 15/15/15 with 11 mm round (8/21/17)



8/1/17

9/20/17



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## One Halo and one BBL



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## Acne Prone

- Doxycycline 100 mg
  - Po BID a week before and a month after
- Restart retinoid 2 weeks after treatment
- Twice a week x 2weeks
- QOD x 2weeks
- Nightly thereafter


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## Scars

- Where is it?
  - Face or body
  - What color is it?
  - How thick does it look/feel?
- Be careful not to over treat on the body
- Red=bbl
- Brown/hemosiderin staining= halo 1470
- Texture = Halo Pro or Profractional



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## Halo on the Body



- Neck and Chest
  - Use face settings BUT start with 20% density or less Fitz 1-3
- Body below the chest
  - Pigment and laxity/texture - BBL and Halo
  - Laxity and texture - Halo



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## Fitz 4-6

- Always 400-450 microns
- 4- 15%
- 5- 10%
- 6- 5%
  
- Clients need to know these will take more treatments to get results similar to a 30% density treatment



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## Best results come from combination therapy!

- BBL and Halo
- BBL, Halo and Single Spot
- BBL, Halo and MLP



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## Post Treatment Expectations

- The patient leaves the clinic with a “sun burn like” sensation
- They are hot for up to 2 hours
- Mild to Moderate erythema post treatment
- Pt will apply CeraVe/post care cream once the heat has dissipated. The skin will sting for 60 seconds
- 5-7 days of downtime (older patients can take up to 14 days)
- Day 1- fine sandpaper like texture
- Day 2- medium sandpaper like texture
- Day 3-5 – course sand paper like texture
- Day 6-7 – skin sloughs
- Back to to normal skin care regimen



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## BBL and Halo



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## Settings

- 2/14- BBL 560 8/10/15
- BBL 515-9/20/20/ 11/20/20 – tzone square
- BBL 515 12/15/15 – 7mm
- Neck and chest same day 515 neck 7/20/20 and chest 7/25/20
- Halo 325 25/20/20
- Perioral 400 20 100/20
- 2mm 2940 3 passes at 10micron
- 3/5
- BBL 515 10/20/20
- BBL 515 15/15/15-7mm
- BBL 515 15/15/18- 7mm
- Halo 400 35 30/@max
- Chest 300 25 20/20
- BBL 560 8/10/15 x 2
- Bbl 560 15/20/20
- 515 15/15/20 – square
- Eyelids – 7-11mm spot



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BBL 515  
11mm  
spot  
15/15/15

Halo  
400/30  
20@max  
Perioral  
500/20  
100@max

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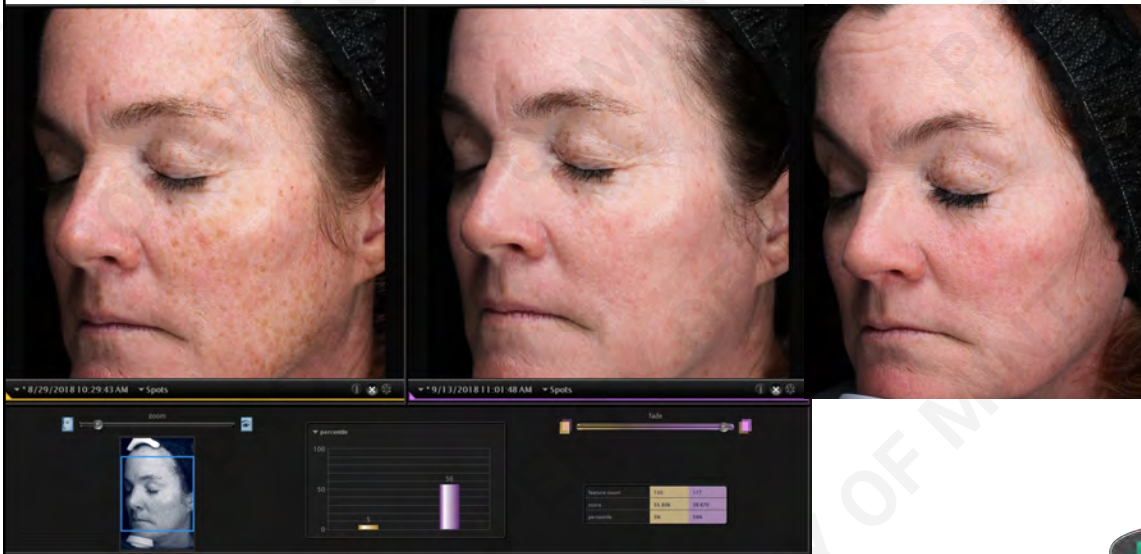
# BBL and Halo 1<sup>st</sup> TX

BBL 515 10/15/20 -  
Halo 325/20 20/18



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# BBL and Halo



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2 months  
 To control Acne: 8 LED, 1 Hydrafacial, 2 weeks later 1 PCA Peel  
 Doxy

Treat Acne Scars  
 BBL  
 420- 5/200/25 (active acne)  
 560 10/20/20 – cheeks  
 560 12/20/20-square tzpne  
 560 14/20/20 apples/nose  
 590 10/20/20 cheeks  
 590 12/20/20 square 12/202/20

Doxy 100mg po bid 1 week before and up to a month after  
 Intracel: .8 - 1.5 monopolar level 6, 3 passes – spot tx scars  
 Halo: spot treat acne scars  
 500- 20- 50-max  
 Full face: 400-30-30-max(18)

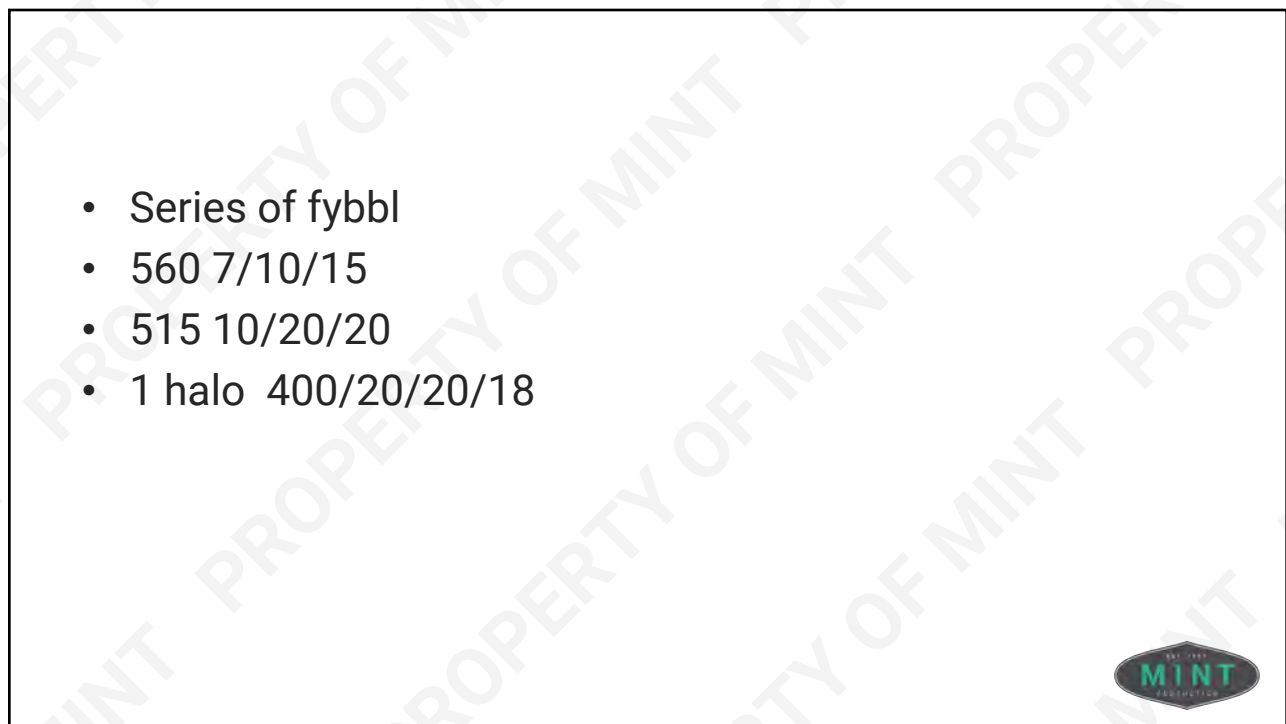
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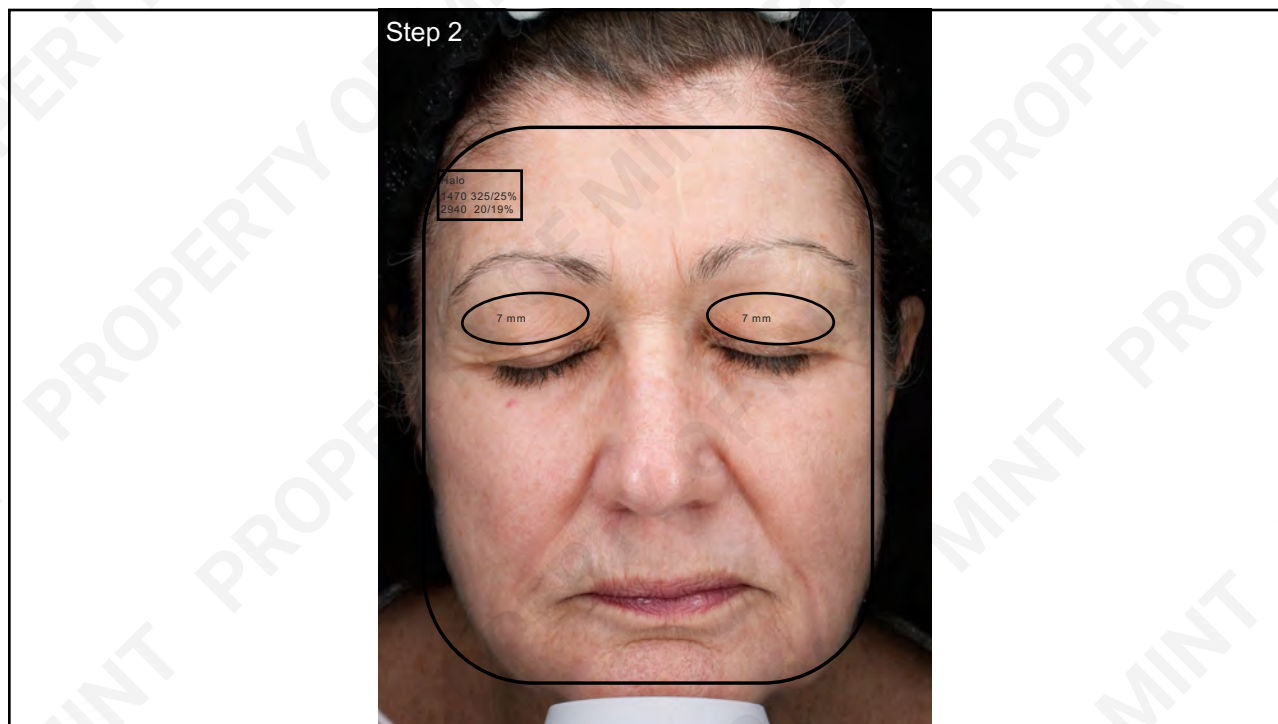


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## Great Results!

- What happens to the downtime?



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## Healing sequence (Normal downtime)

300 microns 20% 1470  
20 microns 15% 2940



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### One moderate treatment



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## Treatment for lip lines – setting changes, change the downtime



- The downtime changes
  - Add aquaphor
  - Make sure they don't sweat for 3-4 days
  - Will have pinpoint bleeding



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## Edema – rare but it happens!



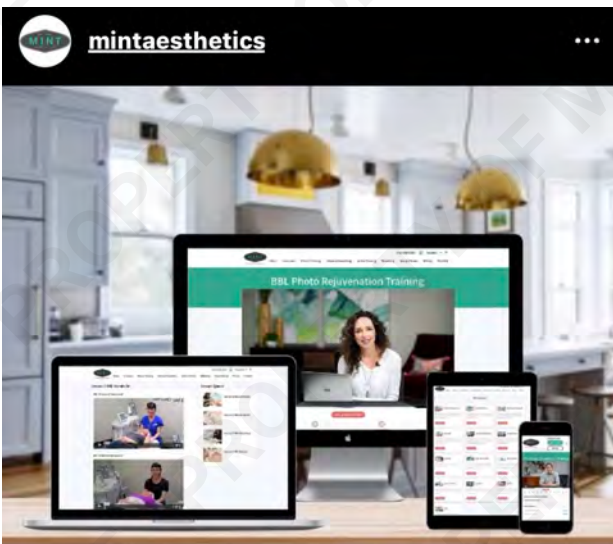
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## Edema

- Edema is from allergy cells called mast cells. They are triggered by:
  - Heat
  - Allergy to creams or pills
  - They act via histamines
  - Antihistamines help



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### ONGOING BENEFITS OF YOUR ONLINE SUBSCRIPTION

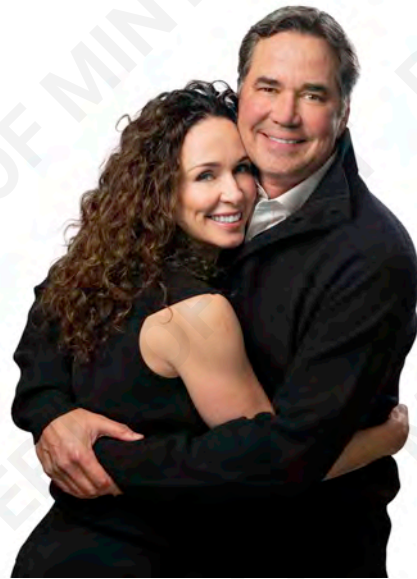
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2. Receive monthly updates within the Business Track – Access to **AesthetiCare's Month in Review**; Where AesthetiCare will share the latest promotions, equipment purchases, successes and miscalculations

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