

Aesthetic Buyers Guide®

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Alma Lasers Formed From Merger of MSQ and Orion Lasers

In an effort to bolster effective globalization, U.S.-based Orion Lasers and Israel-based MSQ merged this past October to form Alma Lasers. MSQ was a company with strong research and development and manufacturing capabilities in aesthetic medicine. Orion Lasers, on the other hand, was the distributing arm of MSQ in the U.S., selling products under the Orion name. Outside the U.S., all products were sold under the MSQ name.

"With the merger, we are able to globalize the company under a single brand name. This will allow us to increase our customer focus and enable us to introduce new products globally even faster than we have done in the past," said Ziv Karni, Ph.D., president and CEO of Alma Lasers, who was formerly the CEO at MSQ. Alma Lasers, Inc. (Ft. Lauderdale, Fla.) is now the U.S. wholly owned subsidiary.

Research and development will remain in Israel. "We are a technology oriented company," Dr. Karni said. "We offer laser, proprietary AFT pulsed light and breakthrough radiofrequency (RF) technologies." For example, the Harmony is a multi-application, multi-technology system consisting of lasers and AFT pulsed light. "Our AFT: Advanced Fluorescence Technology, is an improved version of pulsed light, which effectively adds a segment of the pulsed light spectrum to the emitted light for more effective treatments," Dr. Karni noted. "We now have ten different treatment modules and eight different technologies available on the Harmony platform." A second product, the Soprano, which is being introduced at this year's *American Academy of Dermatology* meeting in March, is a high-powered, continuous wave diode laser for permanent hair reduction in all skin types, including tanned patients.

Alma Laser's Accent system, which will also be introduced at this year's AAD, is breakthrough RF technology for deep subdermal heating. "We use unipolar RF instead of monopolar RF," Dr. Karni explained. "The advantage of using unipolar RF is that you avoid heating the epidermis entirely. You heat only subdermal tissue. Therefore, we are able to

protect the epidermis. We can also better target the treatment area." The three treatment modalities which physicians are using the Accent for are skin tightening, cellulite reduction and fat reduction. The Accent also has bi-polar RF capability for more superficial treatments (such as the forehead).

"We are a multi-product and multi-technology company," Dr. Karni said. "I am personally delighted that our customer base continues to expand worldwide, since we have put our very best talents into designing quality, reliable products."

A Canadian clinical study of the Sonata system (the forerunner to Soprano) found "results comparable to a competitor's high-end diode laser," said Yariv Matzliach, D.D.S., co-founder and executive vice president of Alma Lasers, Inc. "Along with this, the Sonata allows you to treat faster due to the higher repetition rate, and it has a higher safety profile." Similarly, clinical studies of the Harmony for acne, hair removal and skin rejuvenation found "that relative results were comparable to any IPL system, again with a higher safety profile," Dr. Matzliach said. "We have over 60 FDA cleared indications for the Harmony. It is an extremely versatile and affordable device."

Preliminary data from an ongoing U.S. clinical trial of the Soprano "shows a very high safety profile at very high speeds, along with being highly efficacious," Dr. Matzliach continued. "There was also mild or no patient discomfort." Likewise, worldwide results of the Accent "shows full-body efficacy for skin tightening, cellulite and weight loss or fat reduction." FDA pending, the Accent has been used to treat over 2,000 patients worldwide, with no reported side effects or downtime.

Alma Lasers currently sells in 45 countries. "We are positioning ourselves to take a strong leadership position in the medical aesthetic device industry," Dr. Matzliach stated. "Our arsenal of products answers any need in this market. We now have one name, one mission, one vision, and a comprehensive aesthetic product line for both core physicians and the emerging market." ■

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Orion

1 Medical systems industry experts 2 In-depth understanding of market needs 3 Rapid growth in sales



Alma Lasers

1 Medical laser industry visionaries 2 Medical systems industry experts 3 Expertise in laser and light physics and radio frequency 4 Developers of innovative cutting edge technology 5 Rapid growth in sales 6 In-depth understanding of market needs 7 Installations in over 45 countries 8 Compelling combination of marketing acumen and innovation with high-tech expertise and rapid implementation

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