

## Hollywood Spectra™ AcnePeel™ — Big Buzz for Patients with Active Acne

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### Sitting Down with Dr. Wang

We recently connected with Dr. Wang, expert dermatologist with a booming practice in the Los Angeles area called Metropolis Dermatology, to learn more about how he uses the new AcnePeel™ protocol. Celebrated as, "...effective, comfortable, and affordable, the Hollywood Spectra AcnePeel treatment presents new and exciting opportunities." Dr. Wang goes on to say, "the treatment is something that our patients love. It's safe and comfortable for all skin-types."

### What are the Treatment Results?

According to Dr. Wang, "the first time we did this, we're like, Oh my gosh. I can't believe it happened so fast. And patients really do love this. You look great walking out of the door, and not many things will give you that."

At the bottom of the page, photos demonstrate results from before and after treatments on a patient who first received one of Dr. Wang's Hollywood Laser Peel® treatments followed by an additional Hollywood Spectra™ AcnePeel treatment two weeks later.

Note that this patient's skin tone just begins to enter the darker range of skin types, reinforcing the safety of the device and protocols for the full spectrum of Fitzpatrick Skin Types. Dr. Wang reflects upon the photos below,

"This unique protocol, performed with the Hollywood Spectra laser, actually helped the patient with a lot of the post-inflammatory erythema [PIE] or redness, as well as some of the browns in the areas of hyperpigmentation. Even her acne is starting to improve, which we would expect because the heat will shrink some of the oil glands. Additional treatments can be performed to address any residual active acne."

Discussing the ongoing results, Dr. Wang reflects that the patient's "skin texture and tone really improved from just two sessions" of this *no-downtime* procedure. "So, this is something that patients will be really happy about. It's a red-carpet-glow type of effect that you get for many, many weeks even after the treatment."

***"Patients can leave with glowing skin; you can actually see that immediate glow. It's such a beautiful result."***





## Peer-to-Peer Marketing Wisdom

When asked about marketing, Dr. Wang replied,

“People are always asking me, ‘How do you promote this and how does this laser peel help your practice?’...and there's lots of other treatments that just aren't really photogenic or great to post online because there may be some redness or downtime before the treatment takes effect.”

But, he goes on to say, “...this treatment is different. This treatment generates a ton of buzz for your practice. And, once they're in your practice, they're your patients.”

With words of wisdom for other healthcare providers, Dr. Wang finishes by saying, “So, I am just letting you know about the power of social media. Even if you don't love it, you have to be on it in order to benefit in this industry. And, the Hollywood Laser Peel and AcnePeel are really great and easy ways to get on the social media platforms to attract attention. When it comes to these treatments, the patients really are walking advertisements.”

## How are Results Achieved?

“This treatment takes only 15-20 minutes to get done. There are just a few simple steps:

1. A patented carbon lotion is applied to the skin.
2. We gently heat the carbon lotion itself and it basically binds to the outer layer of skin.
3. We then use a nano-acoustic pulse mode on the laser to blast off the carbon, along with all the impurities attached to the lotion. Those three steps are the traditional Hollywood Laser Peel protocol which helps to lighten and brighten the skin.
4. For the Hollywood AcnePeel portion of the treatment, we re-treat areas of mild to moderate active acne using a controlled thermal heating in Spectra mode, which helps to reduce the underlying causes of active acne.”<sup>1,2</sup>

### About Photo:

*James Y. Wang, MD, MBA, shares photo of patient receiving Hollywood Laser Peel (before and immediately following treatment). Note that there is no erythema or downtime associated with this popular treatment.*



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<sup>1</sup> Chun SI, Calderhead RG. Carbon assisted Q-switched Nd:YAG laser treatment with two different sets of pulse width parameters offers a useful treatment modality for severe inflammatory acne: a case report. *Photomed Laser Surg.* 2011;29(2):131-135. doi:10.1089/pho.2010.2786

<sup>2</sup>Jung JY, Hong JS, Ahn CH, Yoon JY, Kwon HH, Suh DH. Prospective randomized controlled clinical and histopathological study of acne vulgaris treated with dual mode of quasi-long pulse and Q-switched 1064-nm Nd:YAG laser assisted with a topically applied carbon suspension. *J Am Acad Dermatol.* 2012;66(4):626-633.