

Weighing the Costs vs. Benefits of the MiXto Laser

A new fractional laser technology provides "gold standard" clinical results, expedites cosmetic and general practice treatment while boosting profitability

by Dr. Mark Kofford, M.D., Ph.D. and Dr. Jeannine Wills-Kofford, owner-operators of the Kofford Clinic and Riviera Laser Studios in Dana Point, California.

Like many medical professionals, we strive to keep informed of best practice technology and procedures so we can continue to deliver cutting-edge clinical results while boosting profitability. To this end, as the owner-operators of a general medical practice and an aesthetic practice in Dana Point, California (www.rivieralaser.com), we began comparing the costs vs. benefits of new technology for cosmetic laser skin resurfacing and general practice applications a few years ago.

The research indicated that traditional CO₂-based lasers were the gold standard of clinical results. In fact, we had successfully used traditional CO₂-based lasers in our practices for years. But we were familiar with their limitations as well.

While traditional CO₂-based lasers had produced superior clinical results for us, in the aesthetic realm, they had left little choice but to completely ablate the patient's whole skin surface.

We could essentially choose how much or how deep to ablate in any one area. But we couldn't choose, for instance, to ablate just 20 percent of skin in one area to a specific depth and another area to a different depth. Even with light passes, we basically had to do complete ablations. But this didn't leave enough healthy cells in the treatment area to initiate rapid healing. Even at the lightest treatment, a complete face ablation typically required at least seven days of "hard downtime," where the patient's skin could appear crusty or scabby, until new skin growth emerged.

We sought more treatment flexibility to help minimize patient downtime, sensitivity, risk factors and even cost. We sought to treat a much wider range of patients more effectively. Our general medical practice posed similar concerns.

Research indicated that the optimum skin resurfacing treatment would combine the best aspects of ablation, which removes skin defects, and thermo-coagulation, which heats skin to stimulate its healing and inclination to be naturally smooth and flat. We sought a way to make this possible.

What caught our attention was a new fractional laser technology called the MiXto SX[®] CO₂ laser, by LASERING USA of San Ramon, California (www.laseringusa.com), which preserved the benefits of traditional CO₂-based lasers but added needed flexibility, combining the best aspects of ablation and thermo-coagulation in an innovative way.

With older CO₂ laser skin resurfacing systems, the beam moves across the skin, one spot after another, in linear fashion. Without adequate time for tissue cooling, it can cause excessive pain from thermal buildup. Complete facial anesthesia is required, and this aggressive procedure results in long recovery times.

Instead, the MiXto SX[®] CO₂ laser gives doctors more control with its fractional laser technology. It allows them to carefully regulate the depth of penetration and the amount of heat delivered by the beam. Its high-speed scanner, driven by a patent pending algorithm, divides the treatment area into four quadrants ("fractions"), and

MARK KOFFORD, M.D.



skips the beam from quadrant to quadrant so that each strike is separated by the longest possible interval. The process is repeated until the entire area is treated. Dividing the laser energy this way allows maximum time for thermal cooling of the tissue, less pain for the patient, and faster recovery.

With its "quadrant" fractional technology and a more tightly focused beam, the MiXto SX® laser delivers uniform tissue ablation to the deep dermis causing immediate contraction and tissue tightening. A secondary effect is the production of new collagen over the next 6-12 weeks, which improves skin elasticity and restores a more youthful appearance.

One of the reasons we bought the MiXto SX® laser is that it was the only such system capable of delivering both a long or short pulse with fractional technology. The advantage is how precisely we can deliver energy to tissue. The functional clinical effect is similar to some high-end, non-ablative skin resurfacing systems that cost hundreds of thousands of dollars.

When we bought the system, we found it very useful both to our cosmetic laser skin resurfacing practice and to our general medical practice. It provides us a more precise, delicate way to treat patients' skin with ablation, thermo-coagulation, or both: we decide how much, where and how deep to offer such treatment in virtually any combination.

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The clinical results are excellent, with full treatments on a par with traditional CO2 laser treatments. Recently, for instance, we treated a patient with very deep acne scars on her cheeks. If we had used a traditional CO2 laser in pure ablative mode, we would have progressively ablated then wiped smooth areas of scarring, over and over, going deeper into the skin each time. Considering how deep the scarring was, however, we would have risked skin color changes had we gone deep enough to do the job. And the "hard downtime," where skin scabs, crusts or oozes while healing, would have taken up to 14 days.

Instead, with the MiXto SX® laser, we were able to knock off the high points of scarring and smooth those areas. Then using a long pulse in a less ablative mode, we stimulated the whole region to remodel and raise itself. The result was excellent, with her hard downtime done in seven days, so she could get on with her life. She was able to show off her new pink skin, in half the time, with less pain or clinical risk.

With the fractional laser skin resurfacing, we've basically cut the hard downtime in half compared to traditional CO2 laser skin resurfacing systems. With lighter facial treatments, downtime can be as short as 48 hours, which makes treatment in a single long weekend possible.

One of the reasons we're satisfied with the fractional laser system is that it's built to last as a stable platform, with a variety of attachments extending its usefulness.

For our general practice, the MiXto SX® laser has proven very versatile, with attachments such as a laser scalpel and micro-manipulator enhancing its value. We've successfully used it on everything from wart, corn and cyst removal to treatment of skin tags, actinic keratosis, and bloodless abscess/drainage.

We routinely use the laser scalpel 5-10 times a day in our general practice alone. It makes minor surgery or treatment quick and virtually painless and bloodless, with essentially no preparation necessary.

While no doctor or specialist practices medicine solely for the money, the fractional laser paid for itself at our clinics within the first three months. The laser scalpel attachment paid for itself even faster, within one week. Our cosmetic and general medicine practices have grown in patient load and profitability by 15 to 20 percent each year in the past two years and referrals have increased, though the fractional technology isn't the sole reason.

At a time when economic instability is weighing down the national economy and pressure is felt throughout the medical community as well, the new fractional laser technology has helped us to stay on the cutting edge of both clinical results and practice management.

Dr. Mark Kofford, M.D., Ph.D. and Dr. Jeannine Wills-Kofford, owner-operators of the Kofford Clinic and Riviera Laser Studios in Dana Point, California. Keep up on their general medical and aesthetic practice management experiences, solutions and picks on their blog at www.rivieralaser.com.

MiXto Versatility

I do not think any fractional CO2 Laser can do more than the MiXto SX. The MiXto SX gives consistent results on brown age spots and is versatile enough to be used on the face, neck, hands, and arms.

Asian and Latina skin, which are usually at high risk of pigment problems after laser treatment, seem to do very well. We have not yet seen pigment problems in these patients after treatment for brown spots.

The 180 hand piece with higher power and smaller spot size are now available with the MiXto laser. High fluences can be used, and, although we are still learning the capabilities of the machine, we expect to see improvement of fine facial lines as well.



Michael G. Cedars, M.D.
Oakland, CA

Dr. Sachit Shah likes the MiXto's Downtime Flexibility

Mixto works for my patients as it allows me to tailor the exact amount of down time for the patient. I can do one treatment or multiple treatments over a period of time. 180 micron and the 300 micron handpiece allows me the versatility for tailoring for treatment further. Having no consumables allows me to offer cost effective treatments to my patients.

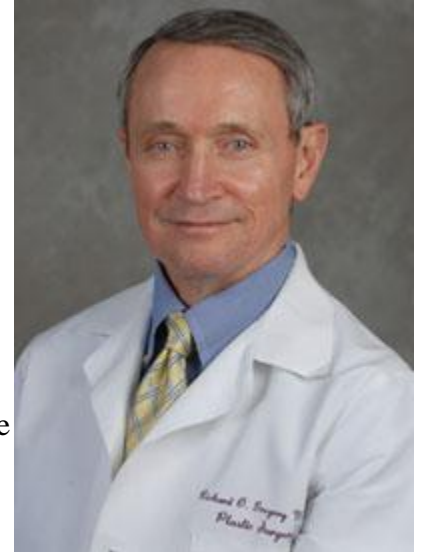
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Laser Skin Rejuvenation

The very mention of laser skin treatment provokes fear in the hearts of many (weathered, sun damaged and wrinkled) people. Although the traditional laser resurfacing involving the Carbon Dioxide (CO2) pulsed laser is still used in selected treatments; I even consider it the “gold standard” for results in many patients. Nevertheless, because of the downtime, etc., it has been refined many times in the past 10-15 years, each new iteration bringing with it a modicum of improved benefits.

Patients seeking facial rejuvenation desire the maximum improvement in the skin aging with the minimum in inconvenience and recovery time, which has been the engine of progress in the laser world. As a member of the Board of Directors of the American Society of Laser Medicine and Surgery (ASLMS), the world’s premier medical laser organization, I have seen many advances in the science of laser skin rejuvenation. Some of these advancements have addressed the healing time or the specific skin disorders such as actinic damage leading to skin cancer, “age” spots, or the leathery look known as elastosis.



The latest technological breakthrough has resolved many of the issues associated with the preceding generation of lasers. The fractional CO2 MiXto laser by Lasering, USA, the MIXTO, is a hybrid which incorporates the latest technology for skin rejuvenation. It allows maximal benefits consistent with minimal discomfort, minimal anesthesia and minimal recovery. In addition, it treats many disorders associated with skin aging stimulating the formation of new skin collagen, tightening of the skin and removal of the signs of aging including pigmentation disorders and the “leathery” look.

The MIXTO, is the biggest technological breakthrough that I have seen in many years of expert skin rejuvenation. Incorporated with our new skin ceuticals that we have introduced, and the scientific diagnosis and documentation through our Image Pro enhanced skin imager we have completed the triune of skin care science and treatment. Integrated skin care is not the “wave of the future”, it is here NOW!

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MiXto Individualization

Dear Rhytec Portrait Physician,

In case you have not heard, Rhytec the manufacturer of the Portrait Plasma unit is no longer in business. The unfortunate news of Rhytec going bankrupt leaves owners of the Potrait Plasma without support for broken devices and, more importantly, no access to the disposable tips needed for treatments.

Having used both the Potrait Plasma and the MiXto-fractional CO2 Laser, I have been asked to write a testimonial letter by Lasering USA, the distributor of the MiXto Fractional CO2 device. Compared to the Potrait Plasma, I find the Mixto Laser much easier to use, with more versatility and with no disposables - The MiXto has replaced the Potrait Plasma as my preferred treatment for skin rejuvenation and acne scars.

I find in using the MiXto that I can easily individualize treatments to match the patient's desired results and their tolerable down-time. The settings are easily changed for a deeper ablation or more/less heat deposition. Most of my cases require only one or two treatments, depending on the aggressiveness of the treatment parameters. This includes the hard to treat acne scars. I find 1 or 2 treatments with the MiXto to be better appreciated by patients than the 6 Fraxel treatments, we also offer. All this **without consumables**.

To be fair, with the Potrait Plasma, I had some excellent results, but the treatment always seemed slightly cumbersome to operate. The MiXto is more operator-friendly.

Besides post-inflammatory hyperpigmentation (which is to be expected), I have had no significant adverse events with the MiXto. I specifically like being able to use the traditional CO2 cutting mode for sebaceous hyperplasia, warts and tracing out acne scars or deeper rhytids.

Purchasing the MiXto fractional CO2 laser was one of the best device decisions I have made, and believe me – I have made good and bad decisions. With the MiXto Laser, I can offer my patients a variety of treatment options based on their desired results. I can treat the face, neck, chest, arms and hands comfortably knowing that the result will meet my patient's expectations. Knowing this gives me the confidence that the return on investment will follow.

I am not working as a preceptor or luminary for Lasering USA; however, I welcome any emails or phone calls as you transition into technology that will support your continued growth and success in the skin rejuvenation field. I will provide you with honest feedback about the MiXto Laser in how it compares to the Plasma unit.

Regards,

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Mixto Laser is Very Good Technology

With more than 30 years in the active practice of cosmetic surgery, I have certainly seen technology come and go – some good and some bad. The MiXto fractional CO2 belongs in the very good new technology category for several reasons.



1. The fractional CO2 is without competitors when it comes to the treatment of dyschromia and mild rhytids in areas where traditional CO2 is unavailable to us; that is, the neck, the décolleté area, shoulders, hands, etc. We have been utilizing this technology for these areas for over 1-1/2 years with excellent results and 100% safety.
2. Because of the ability to determine the extent of the injury to the facial skin, fractional CO2 can be precisely targeted to address the correction of very mild, moderate and significant facial aging with very few post-operative symptoms and the ability to quickly return to normal activities.
3. The safety and convenience of local anesthesia and regional nerve blocks allow for minimal patient discomfort.
4. The MiXto system has definitively shown far superior results when compared to all other forms of minimally ablative facial rejuvenation.
5. The cost of the Mixto system undercuts similar systems in initial acquisition costs and by not having recurrent costs of consumables, thereby allowing lower cost to the consumer.

The system has been a formidable competitor in the crowded facial rejuvenation field, and, in this time of rapid change, and has given us a significant advantage over the competition.

Cosmetic Plastic Surgery

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Dr. Anna Rosinska is Very Pleased with the MiXto Laser

I've been have been very pleased with my recent purchase of MiXto SX Micro fractional CO2 laser.

My Laser Technician and I received very detailed training. We also received great customer support and security of anytime access to the trainer on his cell phone! The effective marketing campaign was included and has brought in several new patients.

The laser itself has very quickly become one of our most popular treatments. Our patients see results as promised with minimal downtime, minimal discomfort and they refer friends. It will pay for itself shortly!

I am extremely pleased with the results not only with skin rejuvenation and collagen stimulation but also with our patients that have severe acne scars.

It is definitely one of the most effective and safe fractional technologies on the market today and working with Lasering USA has been a very rewarding experience.

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Dr. Gardner likes the MiXto for Facial Rejuvenation

I am a dermatologic cosmetic surgeon located in the Atlanta area and have been performing laser surgery for many years. The Mixto fractional CO2 laser has been the best laser I have used for facial rejuvenation. With this laser I can design a treatment protocol unique to each individual patient's needs. My patients are excited to see a much improved skin texture, tone, decrease in facial wrinkles, and skin tightening. There is a quicker recovery time and less discomfort with this laser than other lasers on the market. It is very exciting to see my patients with a new feeling of self confidence with their new appearance.



Dr. John Shega says the MiXto is Revolutionary

In my 15 plus years in treating skin with lasers I have found the MiXto laser to be the best for skin resurfacing. The advantage of this laser is there is less down time allowing patients to get back to their busy life styles within one week of treatment. This is accomplished by using thousands of micro beams penetrating the epidermis leaving the skin rejuvenated and over time noticeably tighter.



The MiXto laser is revolutionary because it can erase years from the face with only one-week of recovery with minimal risk. Patients who have deep wrinkles, acne scars, or age spots benefit the most. The Mixto can also be used to treat surgical and traumatic scars, melasma and stretch marks.



The advantage of the MiXto laser is that healing occurs in six to ten days with residual minimal redness. The treatment can be done with topical anesthesia with no pain afterwards.

The MiXto has several other advantages in that the physician has the ability to change the energy levels. These levels can be adjusted depending upon the severity of the condition treated. It can also work as a focus CO2 laser. This enables it to be used to treat a variety of conditions and tumors, including warts, angiomas and skin tags.

I have been successful treating my patients with the MiXto SX.

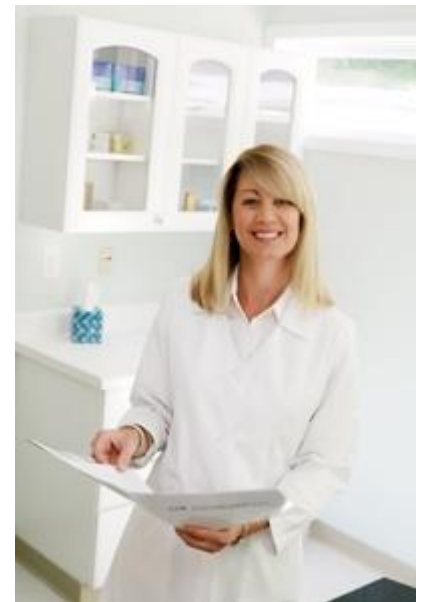
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Dr. Ellis loves the MiXto for Skin Rejuvenation

I love my MiXto sx. It's easy to use, reliable and gives fantastic results that make my patients happy. I use it primarily in the fractionated mode for skin rejuvenation. Carbon dioxide lasers remain the gold standard for resurfacing the skin and have come a long way since 1995 when I first began researching and publishing on complications and optimal methods of laser skin rejuvenation. It will be hard to improve on this machine.

Laura Ellis MD

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Dr. James Newman likes the MiXto's Customization Options

I choose the MiXto laser for my patients because it offers both shallow and deep energy delivery allowing me to customize treatments for each patient. The unique pattern delivery maximizes safety and comfort so that patients can have the treatment with just local anesthesia. Coupling the Mixto resurfacing with minimally invasive plastic surgery (as in the case example) gives patients a remarkable result without the expense or downtime of traditional plastic surgery.

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Dr. Ting says:

"In my opinion, the MiXto is the safest fractional CO2 laser for Asian skin types". - Dr. William Ting, Advanced Dermatology Care, San Ramon, CA.

Dr. Ting Before & After Photos



Dr. Laurence:

"If I had to give up every laser but one, I would keep the Mixto". - Dr. Gregory Laurence, Germantown Aesthetics, Germantown, TN.

Dr. Day:

"Of all the cosmetic procedures I've done...I'm getting the best results from my MiXto." - **Floyd Douglas Day, MD**, Day Medical Salon, Portland, OR

Patient Testimonials

- I had some dramatic improvement in texture and sun spots almost right away. My skin felt and looked tighter. The improvements continued for the next several months resulting in diminishing of lines. - *LJR*
- I have always taken great care of my skin but nothing was helping with the brown spots and fine lines on my face. I heard amazing things about MiXto skin resurfacing through my golfing friends and decided to try it myself. The biggest improvement I noticed was the texture of my skin was so much smoother. When I went to the Doctor for my checkup visit, they were impressed with the texture but were more amazed at the tightening effect it had along my jawline and around my eyes. It's been six months since my MiXto treatment and my skin improves everyday! - *Wilma G.*
- I have always taken good care of my skin but at 48 years of age I started noticing brown spots on my cheeks and puffiness under my eyes. I decided to take the step and see if the mixto could improve my appearance. At my first visit they took my before photos showed me the reality of how bad my skin looked without makeup! I scheduled my treatment asap! The office managed my expectations so I was prepared for the worst, and experienced what I thought was an easy process. Within 4 days my skin was peeled and looked fresh and slightly pink. I was told to wear sunscreen and could apply makeup but didn't really need it. My skin looks fantastic with one treatment and best of all my lower eyelids are not puffy anymore! - *Kay*
- My name is Joe Doogan. I'm a 68 year old Irish male with fair skin. My skin is sun damaged with premature aging, solar freckles, actinic keratosis and pigmentation changes all due to the sun. My Physician, John Shega M.D. recommended the MiXto fractional CO2 laser because of all the damage to my skin, and the potential of future problems the spots could get worse. I also wanted to look a bit younger! I had the MiXto procedure done on 8/11/08. After mild swelling with bronzing of the skin, I peeled for about 2 days, and after a week the redness was gone. I have received complement after complement about my "NEW" face and how much "younger" I look, (one lady at my church actually said that I looked Hot!) What a difference this has made for me! With smooth skin now on my face and a younger look, I could not be more pleased. I have been told I look 15 years younger, what a deal this is, with just a few days of redness and peeling! Worries about future medical problems with my facial skin have vanished and I now have a new face and a new life! - *Joe Doogan*
- Six months after having the MiXto laser treatment, I was asked by my family physician what happened to my skin? Every year, I would have pre-cancerous spots removed from my face but not this time. This amazing treatment has motivated me to take care of my skin. I now always apply sunscreen when outdoors. - *Paul R. Danville*
- Until this procedure, there was not a cosmetic treatment I could find that made me this happy! The fractional CO2 laser not only erased my brown spots, uneven skin tone, and wrinkles, it also significantly improved the tightness and texture of my skin. The treatment took years of sun damage off my face, allowing me to go without makeup and look more youthful with an even skin tone. It also smoothed out the texture, firmed and tightened the loose, wrinkly areas under my eyes, and even minimized my crows feet! The final result is more natural than a face lift, with less down time, and no scars. The best part is that it just keeps looking better as more collagen is produced. Find a dermatologist like mine who is skilled in this procedure and you will be able to have a "do-over" like mine with your skin, and treat it better the second time around. - *Christine A (Dr. Allan Gardner)*
- I had the pleasure of being treated by the Mixto laser last year and what a great laser! About 10 years ago I underwent CO2 full face laser resurfacing for acne scarring and sun damage (I lived on a boat for 4 years and am a redhead!). I took care of my skin from that day on but one can expect to not get any sun exposure and discoloration's over time. I needed a refresher! So I underwent the Mixto laser. I wanted to get a refreshed look, tighten up my skin, and get more even skin tones. It was such a breeze compared to traditional CO2 (which, by the way, I don't regret getting since my skin was such a mess). But I didn't need that aggressive treatment again! I am happy I chose the Mixto. It gave me results with little discomfort, without oozing, without much downtime. I'd recommend the Mixto to anyone! It's relatively painless and my physician told me it is extremely easy to use which made me even more confident in it's safety. Mixto is the way to go! - *Elizabeth Ashe-Lucas*
- Dr. Doug Day performed a CO2 Laser procedure on my face October 18, 2010. I am sixty two years old and have a history of not using sunblock, even though my lifestyle has allowed me to spend a great deal of time outdoors. With living in Hawaii for nine years, there was daily exposure to sun and surf.

The procedure resulted in a dramatic change in my facial appearance by eliminating all sun spots, fine wrinkles as well as lifting the skin at the jaw line and around my eyes. The procedure generally created all around firming. My eyes appeared to look much brighter and the sagging under my eyes has vanished. After three weeks, I no longer wear concealer or foundation but simply apply tinted moisturizer with a little blush. Dr. Day and his staff are a compassionate group of people and took personal interest in my case. I could not have been in better hands.

Never had I realized how physical appearance affects mental well-being until I experienced this new facial transformation which has resulted in immeasurable happiness. I have a whole new lease on life. - *Shelagh Kaseburg*