



New! The Groove Optic for the Lux2940: A Breakthrough in Fractional Skin Resurfacing

Palomar Medical Technologies announces the Groove Optic for the Lux2940 fractional laser - representing a significant advancement in skin resurfacing by increasing ablative tissue coverage while preserving the benefits of fractional approaches.

Nov. 17, 2009 - [PRLog](#) -- Palomar Medical Technologies, Inc., is pleased to announce the immediate availability of the Groove Optic for the Lux2940 fractional handpiece. The new optic represents a significant advancement in fractional ablative skin resurfacing by creating a unique, grooved injury pattern on skin that increases ablative tissue coverage while preserving the benefits of fractional approaches.

“No longer is CO2 the preferred option for physicians seeking single-treatment deep facial skin resurfacing for their patients. The Groove Optic for the Lux2940 hand piece represents a fractional-ablative approach to deep skin resurfacing that’s high coverage, yet preserves healthy skin, allowing rapid patient recovery and reduced risks of discomfort, infection and scarring,” said Paul Wiener, Senior Vice President for Sales and Marketing.

Unlike available fractional ablative devices that remove vertical columns of tissue, the Groove Optic for the Lux2940 handpiece ablates lines of tissue resulting in a uniform, high-coverage pattern that promotes younger looking skin and more effectively disrupts the structural memory of wrinkles.

In a recent clinical study,¹ patients treated with the Groove Optic for facial skin resurfacing reported minimal downtime (an average of four days), along with rapid resolution of side effects. Patient feedback from the study indicated that skin “felt tighter,” “looked smoother,” “wrinkles were reduced” and “skin had a more natural color and even skin tone.”

The Groove Optic for the Lux2940 handpiece is distinctive in both its ablative pattern and for its high-coverage technique for facial skin resurfacing that creates a visible pattern on the skin, enabling practitioners to better track passes for more uniform, even results.

“Single treatments with the Groove Optic resulted in consistent and substantial reductions in wrinkles and dyschromia with excellent overall enhancement in the appearance of skin without corresponding increased side effects and downtime. This strategy improves the ratio of clinical benefits to side effects and downtime, representing a major advance in skin resurfacing treatment,” said E. Victor Ross, MD.

The StarLux 500 Laser and Pulsed Light System allows practitioners to attach a variety of application-specific hand pieces to one base unit that easily scales as the practice grows. Many of the handpieces have been clinically proven to produce results as good as or better than single-procedure "gold-standard" lasers. The StarLux 500 has the highest power available and a 70% higher repetition rate than earlier systems.

To learn more about the Groove Optic, read the full text of the clinical report and view before-and-after photos, please visit www.palomarmedical.com/groove. To schedule an in-office demo, please call (781) 993-2312 or email info@palomarmedical.com.

About Palomar Medical Technologies, Inc.: Palomar is a leading researcher and developer of light-based systems for cosmetic treatments. Palomar pioneered the optical hair removal field, when, in 1997, it introduced the first high-powered laser hair removal system. Since then, many of the major advances in light-based hair removal have been based on Palomar technology. In December 2006, Palomar became the first company to receive a 510(k) over-the-counter (OTC) clearance from the United States Food and Drug Administration (FDA) for a new, patented, home-use, light-based hair removal device. In June 2009, Palomar became the first company to receive a 510(k) OTC clearance from the FDA for a new, patented, home-use, laser device for the treatment of periorbital wrinkles. OTC clearance allows the product to be marketed and sold directly to consumers without a prescription. There are now millions of light-based cosmetic procedures performed around the world every year in physician offices, clinics, spas and salons. Palomar is testing many new and exciting applications to further advance the hair removal market and other cosmetic applications. Palomar is focused on developing proprietary light-based technology for introduction to the mass markets.

For more information on Palomar and its products, visit Palomar's website at www.palomarmedical.com. To continue receiving the most up-to-date information and latest news on Palomar as it happens, sign up to receive automatic e-mail alerts by going to the Investor Relations section of the website.

1. As reported in a clinical study conducted at Scripps Clinic, Carmel Valley, San Diego; and Boston Plastic Surgery Associates, Concord, Mass.

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Palomar Medical Technologies, Inc. develops the most advanced laser and pulsed-light systems for aesthetic treatments including body sculpting, permanent hair reduction, fractional skin resurfacing, and skin rejuvenation.

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