

Clair Derm



Microdermabrasion  
Systems

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## Introduction



Thank you for requesting your ClairDerm Information Pack.

I'm Cherie Butler, a beauty therapist and business owner based on the Gold Coast in Queensland, Australia. I have some information I'd like to share with you today that may change the way you look at your business.

The beauty industry has changed dramatically over the past 20 years, and we're all in the position of keeping up with the trends or being left behind.

So the question is: where do you fit in?

In observing the industry over the years, I've identified 5 key reasons why beauty salon and spa owners MUST keep up with current beauty trends:

### **1. Clients today are far better informed than in previous years.**

Have you noticed how beauty clients are so much savvier about the various beauty treatments available to them? That's because the women's magazines and current affairs television programs bombard women (and men) with all the latest advances in the burgeoning fields of anti-aging and beauty technology. Twenty years ago, a beauty therapist could offer clients a feel-good facial, with soothing background music and candles, and have them walk away feeling satisfied. Sadly, this is no longer the case.

Today, many clients come into your salon or spa knowing exactly what they want and expecting you to deliver. Perhaps they've read about a new treatment in a magazine so they phone you and say, "Do you offer this?" or "This is what I want!" Whether these benefits are exaggerated by the media or not, your client expects you to either provide the service or give them some convincing reasons why you don't offer it.

### **2. More people are determined to defy the aging process.**

We have generations of people today – from baby boomers to Generations X and Y – who don't want to age in the same way their parents have. So the beauty industry is no longer just for the wealthy or 'self-indulgent' – it's increasingly sought out by a wide range of people. One obvious sign of this

shift in attitude is the rapid increase in the number of people seeking cosmetic surgery. Most people want to keep aging at bay for as long as possible, and they want the most effective methods for doing so. Your business needs to keep up with these trends.

### **3. Beauty technology is constantly improving.**

Many of the procedures that are popular today – including IPL and microdermabrasion – have actually been available in the beauty industry for a decade or more. But the big difference now is that the machines are becoming more sophisticated. The technology is improving with every passing year because manufacturers recognise the growing market for this kind of technology, so they're chasing a larger market share by producing better machines. They want to ride the wave, so there's huge money being invested in research and development. Every year, manufacturers launch new models that strive to outpace the competition. This is both good news and bad news – a boon for our clients but more pressure on us to keep up.

### **4. Consumers want alternatives to plastic surgery.**

Because today's consumers are more educated about what's available, there's a big shift towards non-invasive types of beauty treatments. People are aware that cosmetic surgery isn't the only alternative if they want to look younger or more attractive. These non-invasive treatments can be used in conjunction with cosmetic surgery, or often, as an alternative.

As a result, cosmetic surgeons are now offering these non-surgical treatments in addition to surgical procedures, competing directly with beauty salons and spas. So we're losing a lot of custom to them. We need to offer the same non-invasive treatments, but in the much more relaxed setting of a beauty salon, home studio or spa. A big advantage for us is that we can afford to offer these services at lower rates than most cosmetic surgeons charge.

### **5. You can tap into a new, potentially lucrative business stream.**

In addition to providing non-invasive alternatives, you can also create a new income stream by offering microdermabrasion pre- and post-operative treatments for clients undergoing cosmetic surgery, particularly face lifts. I work closely with several cosmetic surgeons who recommend that their clients do a series of microdermabrasion sessions with me, both before and after the surgery. This is a lucrative and expanding market that you should definitely consider if you offer microdermabrasion in your practice. But before approaching surgeons for referrals, you'll need to have the latest and best technology.

## Why Microdermabrasion?

In my 25-plus years in the beauty industry, I've seen fads come and go. I've seen waxing procedures that irritated the skin, depilatory methods that encouraged hair to grow back coarser, and skin treatments that were ineffective or actually damaged the skin. These experiences have made me more determined than ever to source the best, safest and most effective treatments for the huge range of beauty problems that bring clients to our salons and spas.

During my research, I've witnessed amazing advances in the beauty industry, advances that appear to be accelerating each year. The thousands of clients I've worked with – both in salons I've owned and those where I've sub-contracted my services – have taught me the value of keeping up with trends and technology. My clients' loyalty and word-of-mouth-referrals have enabled me to start salons from scratch in four different locations and build them into highly successful businesses in a short period of time.

And of all the skin rejuvenation procedures I've used over the years, I've found microdermabrasion to be the most effective treatment by far.

## What is Microdermabrasion?

Microdermabrasion is a system of intense exfoliation and resurfacing that rejuvenates the skin by using ultra-fine crystals. These crystals strike the skin to remove its outer layer, known as the stratum corneum. At the same time, a vacuum tube sweeps up both the crystals and the skin's cellular debris.

Microdermabrasion is used for skin resurfacing and treating a range of skin abnormalities. This information pack will answer most of your questions about this increasingly popular procedure, and you're welcome to contact me if there's something I haven't covered to your satisfaction.

I'd also like to introduce you to a microdermabrasion machine that I believe is the best deal on the market. So grab a cup of your favorite beverage and join me on a fact-finding journey into the world of microdermabrasion.

We'll start with basic information on microdermabrasion in a question and answer format, then follow up with scientific evidence on its effectiveness. I've reproduced an article from *Dermascope* magazine and the scientific study referenced by the author.

## 1. Microdermabrasion Questions and Answers

### 1. What is microdermabrasion?



Microdermabrasion, sometimes called the 'lunch time peel', is a non-invasive, gentle process of using ultra-fine crystals (corundum, organic salt) accelerated onto the skin's surface to abrade layers of dead and damaged skin cells. On completion of the abrasive process, a vacuum suction whisks away the fired crystals and the unwanted abraded skin particles, leaving your skin smoother, brighter and firmer, and, with a course of procedures, blemish free.

### 2. What are the uses for microdermabrasion?

Since the combination of skin exfoliation with slight suction stimulates the production of new, living cells at the base level of the skin, the result is healthier, fresher skin with enhanced elasticity and texture. Over the series of treatments, you will also notice a reduction of fine lines and wrinkles, tightening of enlarged pores, elimination of blackheads and whiteheads, reduction of scarred tissue (such as acne or chicken pox scars), and a reduction of blemishes caused by sun damage.

### 3. What benefits can I expect to achieve through having microdermabrasion procedures?

You will see an immediate visible result, an illumination of dull and stressed looking skin, even after one procedure. After your first treatment the skin feels smoother; after the third treatment the skin is visibly glowing. There is no 'healing time', no need to hide away for days or weeks before returning to your normal lifestyle.

A program will be advised depending on your skin's condition and aesthetic goals. A microdermabrasion program helps maintain an even, brighter, clearer, firmer and healthier looking skin.

### 4. Is microdermabrasion safe for all skin types?

Yes. The treatment is suitable for all skin types. Asian skin and skin types IV-VI will require more treatments at a lower setting.

**5. How will the microdermabrasion procedure feel on my skin?**

Your microdermabrasion procedure is hygienic, painless and safe, and the procedure can be customised for your special skin concerns, scheduled in between working hours without any inconvenience or immobilization, and you can apply light makeup on completion. Any slight redness you may experience, depending on the strength of the procedure chosen by your qualified practitioner, will fade within one to twenty-four hours.

**6. How many treatments are needed?**

Depending on the type of skin problems you are trying to correct, the typical series of treatments would be 5 to 8. These treatments would ideally be 7-10 days apart, and no longer than 14 days. The skin needs ample time to regenerate between sessions, therefore it is not recommended to have treatments before this time.

**7. What is the difference between crystal and non-crystal treatments?**

Crystal mode allows you to perform the treatment with fine inert micro crystals that are jetted across the skin's surface and then vacuumed off. It is the preferred technique at most salons. Non-crystal mode is performed with a separate attachment called a diamond head. There are no crystals used, and the skin is exfoliated and controlled by the vacuum pressure of the skin against the diamond chips.

**8. Are there any precautions that I must take while undergoing a microdermabrasion procedure?**

It's recommended that you refrain from any invasive procedures if you are having a deeper microdermabrasion, unless advised by your practitioner. Waxing is not recommended 2 days prior to, or for at least 7 days after, the microdermabrasion procedure. We strongly advise against the use of sun beds and swimming in heavily chlorinated water for at least 2 weeks after the microdermabrasion procedure has been performed.

**9. How do I care for my skin after a microdermabrasion treatment?**

Microdermabrasion increases microcirculation, bringing nutrients to the skin and greatly improving its appearance. Regular procedures with an effective machine offer exceptional opportunities for skin repair, with an increase in penetration of home care creams and serums by 4 - 5 times more than in skin not treated with microdermabrasion. Your practitioner will recommend a professional cosmetic maintenance program, which will include an appropriate SPF30, a pH balancing cleanser, and a clinical-strength quality range of Vitamin A or AHA home care products.

**10. What specific kinds of maintenance procedures should be followed?**

After the treatment the skin may feel tight as if exposed to the sun or wind, and you may experience some flaking. There may also be some marked redness, which will subside in a few hours. It's advisable to avoid swimming,

exercise, or sun exposure for 24 hours. Makeup can be applied, but we recommend you leave the skin clean and fresh for the remainder of the day.

Microdermabrasion can be a dehydrating procedure, so it's important to follow up with a proper home care routine. We recommend the ClairDerm Regenerating Serum With Chitosan, as it helps to lock in moisture and aids the cell metabolism.

Sunscreen is a must, and should be the primary recommendation at your initial consultation for this treatment.

### **11. What skin conditions can be treated?**

Congested skin	Stretch marks
Open pores and comedones	Scar tissue
Acne prone skin	Premature aging
Acne scars	Skin blemishes
Pigmentation	Ingrown hair
Age spots	Frown, lip lines

### **12. What skin conditions cannot be treated?**

Active acne	Vascular lesions
Uncontrolled diabetes	Oral blood thinners
Skin cancer	Telangiastases
Eczema, dermatitis, psoriasis	
Viral lesions, Herpes simplex (active)	

Pregnant women (in the first trimester) should not undertake microdermabrasion treatments.

## 2. Clinical Skin Therapy

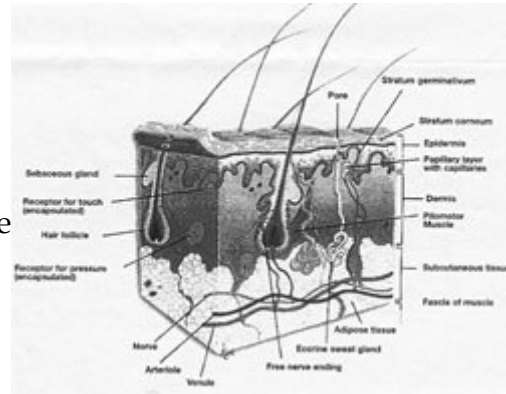
### MICRODERMABRASION: LONG-TERM PROTOCOL

by Isabel Dassinger

**Dermascope May 2001**

Microdermabrasion continues its high ranking as a new source for increased revenue. Learn how to integrate safe, innovative applications for expanded services and marketing advantages.

Microdermabrasion, first introduced to the American skin care market almost 4 years ago, has delivered amazing results time and time again. Skin rejuvenation is now at a level once only dreamed of. Skin conditions previously looked at as untreatable or only "manageable" have been corrected to the degree that they no longer recur. Resurfacing treatments that create trauma to the skin and questionable days of recovery have been replaced with the safe, rejuvenating, non-invasive approach of microdermabrasion. This procedure originally was called microepidermabrasion because the dermis is not actually being abraded. However, the term microdermabrasion has become the identifying term for this skin care technology.



The average initial series of treatments is five to eight sessions, but the universal enthusiasm for this treatment and its unparalleled long-term benefits have kept men and women of all ages coming back for more. The unequivocal success of microdermabrasion has opened up questions such as:

How much is too much?

What is the long-term protocol?

How do I sustain these amazing results?

### Preserving Youth

Microdermabrasion has the distinction of bringing a new approach to skin care. Its ability to gently yet effectively refine and smooth the skin surface while stimulating healthy vital reactions in the deeper layers of the skin is unprecedented. One main key to its success is the micromassage action of the treatment. While the focus is on the epidermis, the suction used to remove crystals or grains creates action below the surface to stimulate blood flow

with its essential nutrients and oxygen to nourish the skin and fortify cells. The flushing movement generated below the surface by the lymph flow provides cleansing and balancing benefits. It is this cleansing action that is directly related to microdermabrasion's corrective contributions to clearing many acne conditions. The lymphatic drainage of the face also helps to reduce puffiness, particularly around the eyes, for a more toned and healthy appearance following treatment.

### Science Confirms Regeneration

Last year we saw the results from one of the most recent clinical reports on microdermabrasion. The results verified what we all have been experiencing: significant collagen accumulation i.e., an increase in superficial papillary dermal collagen (new collagen formation), characterized as a renewed plumpness of the skin resulting in a more youthful appearance of the complexion. One result we were not expecting to see was a thickening of the epidermis. This related to the collagen accumulation as well as the healing response from the skin treated by microdermabrasion. The following excerpts from the Mark Rubin M.D., and Steven Greenbaum, M.D. report on microdermabrasion (*Histologic Effects of Aluminum Oxide Microabrasion on Facial Skin*), published last year in the Journal Of Aesthetic Dermatology And Cosmetic Surgery, further emphasizes the breakthrough. It is easy to understand why this therapy has been successful in the treatment of epidermal lesions, because this technique, like superficial chemical peeling, removes part of the epidermis. However, the improvement seen in some wrinkles and scars is markedly better than would be expected from a purely epidermal treatment. These clinical signs imply that there are some dermal changes occurring as well.

What is interesting to keep in mind is the idea that a dermal wound is not necessarily needed to create dermal changes. Repetitive intraepidermal injury has the ability to improve a photodamaged epidermis gradually. Additionally, through an unidentified pathway, these intra-epidermal injuries stimulated changes in the dermis leading to increased fibroblast activity and new collagen deposition. We believe those unidentified pathways to be directly related to the below-surface activity created by the micromassage of the system.

Other studies underway show the positive effects of microdermabrasion on different stages of acne, deep lines and wrinkles (rhytids) and basic rejuvenation. The results from microdermabrasion continue to be universally positive because the treatments bring skin to a healthy state. Whatever the condition, with a healthier skin as its base many conditions begin to heal themselves. The fact that microdermabrasion is performed in a series of treatments allows the technician to gradually and safely take the skin to new levels of health and beauty without compromising its delicate nature.

## Managing Surface Skin Renewal

When the skin surface is disrupted a cell division takes place. This is the principal behind glycolics and other products that deliver a fast turnover of surface skin cells. This division stimulates fibroblast activity, one of the rejuvenating mechanisms in the skin that slows with age, resulting in the loss of skin elasticity. Fibroblast activity also creates the protein fibers, which are the building blocks of collagen. Microdermabrasion treatments can create these effects in varying degrees and still offer so much more because they include a thickening of the epidermis.

Repeated microdermabrasion treatments maximize this process because of their unique ability to deliver outstanding reproducible results both above and below the surface. Before microdermabrasion we did not have a multilevel approach to skin care. Now we continually see its effects on long-term skin health. Discovering new ways to maximize this new technology offers great opportunity to all of us.

## Long Term Approaches - Innovative Techniques

Here are some proven techniques and approaches to ensuring you and your clients get the most from microdermabrasion: *How Deep?* Establishing long-term protocol has to include an understanding of the variations that are used to complete a treatment. The depth of treatment is a critical component and the three main factors are the following:

1. Number of passes
2. Length of passes
3. Speed of passes

The slower and longer the connection of the pass the deeper the peel and the more dermal action is stimulated. In order to have sustained connection make sure your system has dual controls so you have the ability to control your depth of treatment and your volume of crystals. This allows you to treat all skins from temperamental teen skin to fragile senior skin. The ability for the system to give powerful effects delivered in a way that is still gentle and comfortable for the skin is essential for long term protocol and business relationships. For the areas of thinner skin, i.e., under eyes, neck, upper lips, you need to reduce suction while maintaining good crystal flow. Efficient vacuum for crystal removal is state of the art technology that should be available in every modern system. You need to clearly see the skin and over abrasion of the skin caused by re-working the crystals into the skin impede quick healing. Use shorter, more refining strokes in these areas.

### How Often?

After the initial series of microdermabrasion treatments have been completed scheduling should be every two to three months. Think seasonal as a good guideline. Avoid treatments during high summer months when the sun is brightest. Intersperse microdermabrasion treatments with basic rejuvenating facials or with other new skin technology advances such as electro-muscular-stimulating (EMS) facial toning and exercising equipment. Reduce or eliminate the daily use of rapid skin exfoliators and allow skin to rebuild its outer mantle. Use sun block every day.

### Face Sculpting

Try the Perimeter Peel and Face Sculpting techniques to fully utilize the collagen rejuvenating benefits by focusing on key "lifting" areas of the face.

### Face Area Setting

Eyebrow area 35-40  
Between brows 25-30  
Upper eyelid 25-30  
Temple area 35-40  
Under eye 15-25

(Setting adjustment is based on client comfort, skin thickness and skin response. You can always increase the number of passes to increase the skin exfoliation.)

### Super Eyelift Treatment:



Bring back youthful brightness to the eyes by revitalizing the surrounding skin and giving lift and tone to the area. Start with an aggressive peel to the skin under the eyebrow, working the area in between the brow as well. Next, pull up the skin of the upper lid to the brow bone and peel. The next area to treat is the temples with back and forth passes from the cheekbone area to the upper temples. Use cross patch strokes (at least eight each), and the renewed elasticity of the skin will uplift the eye corners beautifully. Complete with under eye sweeps, from the inner corner out, using half strokes at least three to four times. Don't forget the inner corner/nose area.

**Lip Treatment:**

The lip response to microdermabrasion has been outstanding. Not only do we see the fine lines diminish but the plumpness and "pout" of the lips is restored. Use hand piece positioned so the lip line is in the middle of the opening. Hold taut and follow lip outline with short inch-long strokes. Do the upper lip and bottom lip two times. Work with short brush strokes to refine lines around the lips. Great for chapped lips too. Use the Perimeter Peel diagram to focus on areas that give height and lift to the face but, as indicated, restrict work on the projected areas of the face such as the cheekbones and nose and center of the forehead. Extend neck in an upward direction for tautness.

**Finally. Rejuvenation for the Neck - Tone for the Jaw**

Areas that can benefit greatly from microdermabrasion are the neck and jaw. These are areas that are quick to show the signs of aging and are not as easy to treat. The skin on the neck is very thin and can be easily damaged by aggressive treatments, such as laser and chemical peels, leaving facial surgery as the traditional alternative.



The skin on the jaw area however is thick and heavy and is constantly fighting against the pull of gravity and nature of time. The jaw area is quick to lose elasticity, so employing the theory of collagen rejuvenation with concentrated work on this area helps to combat the "pull" of time by thickening the supporting tissue. The neck and jaw offer a unique opportunity for microdermabrasion, which lengthens the look of the neck by smoothing and refining the skin. It also stimulates the collagen to help give support and tightness to the skin on the neck. The need to use low suction and higher media projection is important to ensure good results. Don't forget to treat behind the ears.

A unique benefit of microdermabrasion is the openness it brings to the skin surface.

Read the full report by Mark Rubin M.D., and Steven Greenbaum, M.D. on the **Histologic Effects of Aluminum Oxide Microabrasion** on the next page.

### 3. Microdermabrasion: Clinical Study Results

#### HISTOLOGIC EFFECTS OF ALUMINUM OXIDE MICRODERMABRASION ON FACIAL SKIN

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Mary Ann Liebert, Inc.

#### ABSTRACT

Aluminum oxide crystal microabrasion is rapidly becoming one of the most popular superficial peeling therapies. There is a great deal of anecdotal information regarding what this therapy is capable of doing. However, there is no previously published data showing the microscopic changes that occur with microabrasion. We have examined the depth of injury to facial skin that occurs with microabrasion. In addition, we biopsied the skin of 3 patients before and then after six treatments with microabrasion. The microscopic changes seen with this therapy include a thickening of the epidermis and an increase in superficial papillary dermal collagen.

#### INTRODUCTION

MICROABRASION (power peeling, derma-peeling, or skin polishing) is a new treatment modality in the United States. It has been used in other countries for about 10 years to treat various skin conditions, including acne, dyschromia, fine wrinkles, acne scars, and stretch marks. Since its introduction to the United States, there have been several authors documenting varying degrees of efficacy. (1,2) However, there have been no published microscopic examinations of treated skin to try to correlate with the clinical changes seen.

Microabrasion is a procedure that consists of stripping off layers of the epidermis (the outermost layer of the skin) using a machine employing airflow and sterilized corundum (aluminum oxide) crystals. The machine is a closed system of airflow generated by the use of compressors and/ or aspirators. Small (100-micron) particles of aluminum oxide are mixed into the airflow, and they are then delivered through a sterilized U-shaped handpiece to the surface of the skin. The handpiece has a small aperture which is rubbed over the surface of the skin. After the particles stream across the skin surface, they are sucked back up into the machine along with the cellular debris. This material is then deposited in a closed receptacle attached to the machine. This material is periodically removed and disposed of as biohazardous waste. The depth of the abrasion created is dependent on several factors:

1. The velocity of the air flowing through the handpiece and across the skin
2. The amount of abrasive (number of particles/second). This is related to point 1 also.

3. The number of passes of the handpiece across the surface of the skin
4. The thickness of the patient's skin
5. The size of the abrasive particle

The commonly used procedure of microabrasion is performed as a series of treatments performed every 1-3 weeks with the end point of treatment being erythema of the skin (redness of the skin caused by capillary congestion). This correlates histologically with the removal of the stratum corneum (and a small part of the superficial epidermis in some patients). Based on this level of injury, this technique should be referred to as microabrasion or microepidermabrasion, not microdermabrasion, because the dermis (the second of the three major layers of skin) is not being abraded.

Although there is some variation in treatment protocols among different practitioners, the average number of treatments per patient is a series of 5-8. Over the last 18 months, we have used microabrasion to treat dyschromia (discolored, patchy or mottled skin), acne, actinic keratoses (thick, scaly, or crusty patches of skin), acne scars, and fine wrinkles. It is easy to understand why this therapy has been successful in the treatment of epidermal lesions, because this technique, like superficial chemical peeling, removes part of the epidermis. However, the improvement seen in some wrinkles and scars is markedly better than would be expected from a purely epidermal treatment. These clinical signs imply that there are some dermal changes occurring as well.

In an effort to evaluate the histologic (microscopic structure) changes seen with repetitive microabrasion, we performed biopsies on 3 patients before treatment and after six microabrasions. The patients were 2 females (ages 29 and 64) and 1 male (age 31). All 3 patients had a 2-mm punch excision taken from the right preauricular area (in front of the auricle of the ear) prior to any treatment. They had not used any topical skin care products for at least 6 weeks prior to their biopsy. They were instructed to use a bland cleanser and moisturizer after each microabrasion treatment and for the continuation of the study.

After their biopsy, each patient received 6 weekly microabrasion treatments to the full face. One week after the final treatment, another 2-mm punch biopsy was taken 0.5 cm from the original biopsy in the right preauricular area. Each treatment consisted of three passes of the microabrader on the first treatment and, then an increasing number of passes with each subsequent treatment. Treatment was limited by the appearance of significant erythema (redness of the skin) or patient discomfort. The average treatment consisted of five passes. All patients had some degree of erythema for 12-24 hours after each

treatment. In addition, 1 patient had a biopsy performed immediately after treatment with five passes of the handpiece. This biopsy identifies the microscopic depth of the treatment.

## RESULTS

Biopsies from all of the patients showed the following changes:

1. A normalization of the stratum corneum (the horny outer layer of the epidermis)
2. Epidermal thickening
3. Increased collagen deposition in the papillary dermis

## DISCUSSION

Previous authors have shown that repetitive abrasion of the skin with a cleanser containing aluminum oxide granules created similar changes in the epidermis to those we have seen with aluminum oxide microabrasion. (3)

In addition, Collins showed that repetitive intraepidermal peels with low-concentration TCA created new collagen deposition in the papillary (most superior layer of the) dermis. (4)

Finally, Tsai et al. showed "slight fibrotic changes in the upper dermis" in a patient following a series of microabrasions. (5) Our findings certainly agree with those previously reported. Repetitive intraepidermal injury has the ability to improve a photo-damaged epidermis gradually. Additionally, through an unidentified pathway, these intraepidermal injuries stimulate changes in the dermis leading to increased fibroblast activity and new collagen deposition. (A fibroblast is an immature fiber-producing cell of connective tissue capable of differentiating into a collagen-producing cell.)

This study, although small, documents some of the histologic (microscopic structure) changes seen with a series of microabrasion therapies. On the basis of the histologic changes seen with this therapy, the clinical improvement we and others have seen would be expected. What is interesting to keep in mind is the idea that a dermal wound is not necessarily needed to create dermal changes.

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## 4. The 9 Major Pitfalls Of Choosing The Wrong Microdermabrasion Machine

Over the past several years, I've had the opportunity to use a number of different microdermabrasion machines, and I've learned that not all machines are created equal. And, as in other situations, quality counts ... on a number of different levels.

When you're working with an inferior product, here are some of the problems you're likely to encounter:

1. The unit may be too large or unattractive, detracting from the look of your workplace.
2. The unit may not be portable, so you're confined to using it in one room only.
3. The lead from the unit to the tip of the wand may be too long, causing the crystals in the lead to clog.
4. The machine may not include a humidifier, which is essential to keep crystals dry so they don't lump together and cause uneven and uncomfortable abrasion.
5. The quality of the crystals supplied by the manufacturer may not be high enough to ensure even abrasion and minimal damage to the skin.
6. If the pumping system is inadequate, the machine may not provide the settings necessary to treat more serious conditions like acne scarring and stretch marks.
7. An ineffective design may result in frequent clogging of the leads, both the one transporting crystals to the skin's surface and the one removing dead skin cells. The result is that you'll waste time cleaning the unit every couple of days instead of weekly.
8. The unit may be too complicated – you'll feel you need an engineering degree just to maintain it.
9. A poor quality machine can be less cost effective if you need to replace crystals and parts more frequently.

Which leads me to the next point – your checklist for choosing an effective microdermabrasion unit.

## 5. What To Look For In A Microdermabrasion Machine

A quality microdermabrasion machine needs to include the following features:

### ✓ Stylish Design

The unit should complement the décor of your salon or spa. The design should be sleek, compact and attractive.

### ✓ Dual Heads

Diamond heads give a more superficial abrade and are used for minor skin problems. Crystals offer a deeper abrade and are therefore more versatile. You need a machine that includes both.

### ✓ Efficient Design

An efficient design, incorporating a dual pumping system, ensures effective abrasion and easy maintenance.

### ✓ Quality Crystals

Quality crystals ensure efficient abrasion and minimal skin damage. Crystals derived from Austrian sapphires offer the best results.

### ✓ Disposable Heads or Nozzles

This is absolutely essential if you want to maintain the highest standards of hygiene.

### ✓ Optimal Lead Length

The lead from the unit to the tip of wand must be an optimum length. If leads are too long, they can cause clogging problems.

### ✓ Simple to Run

You need a unit with easily accessible components that is easy to clean and maintain.

### ✓ Easy Cleaning

You don't need to spend too much time between clients cleaning your machine. You need a low maintenance model.

### ✓ Medical Strength

To compete with cosmetic surgeons offering a microdermabrasion service, you must offer a medical

strength machine. This is essential when treating more severe skin problems such as acne and scarring.

 **Portable Model**

If you want the option of offering a home service, you need a machine that's portable. You can charge a premium for this service.

You also need the convenience of being able to easily move the unit to various locations in your workplace.

 **Inexpensive to Run**

Your machine should cost no more than a few dollars per treatment so your profit is maximized.

 **Humidifier Included**

This is a key component in ensuring the effective flow of crystals and the prevention of clogging.

If your machine does not include a humidifier, the crystals absorb moisture and clump, causing irregular and uncomfortable abrasion.

 **Accessible Parts and Service**

Machines manufactured and/or purchased in many countries can create problems down the track when you need repairs or parts replacement.

 **In-House After-Sale Service**

You and/or your staff will need training on the machine so this service is a must.

## One Machine Offers All These Benefits - At An Economical Price.

It's called ClairDerm.



**The ClairDerm Digital Unit**

Developed and manufactured in Australia by an eminent French engineer, ClairDerm is far and away the best microdermabrasion machine on the market today.

The ClairDerm microdermabrasion machine offers you a very effective method for reversing common beauty concerns such as:

- ❑ Fine lines and wrinkles around the eyes and mouth
- ❑ Severe acne, skin breakouts or post-acne scars
- ❑ Uneven skin color, brown patches or age spots on the face, arms and legs and torso
- ❑ Skin blemishes
- ❑ Open pores and comedones
- ❑ Ingrown hair
- ❑ Dark circles under the eyes
- ❑ Frown lines and smoking lines
- ❑ Dull, lifeless, and congested skin
- ❑ Prematurely aging skin
- ❑ Stretch marks
- ❑ Scar tissue

## **What Makes ClairDerm Unique?**

To understand why ClairDerm excels in a very competitive marketplace, I'd like to share with you a little of the ClairDerm story . . .

When Louis Saad, an electrical engineer from Paris, emigrated to Australia, he decided to start a new business importing what he believed to be quality beauty equipment. The business grew rapidly, but he soon began getting feedback from his clients about the inefficiency of the microdermabrasion machines. As the list of problems grew, Louis resolved to build his own machines – models that eliminated these problems and worked far more efficiently than anything else on the market.

Drawing on his considerable skill and experience, Louis designed and created the ClairDerm range of microdermabrasion units, and the positive response from beauty salons was immediate. With business locations in Lyon, France, and Sydney, Australia, Louis was able to offer the international beauty industry a superior product at a reasonable price. And because he recognizes the immeasurable value of his customers, Louis offers a solid warranty on repairs and service, as well as ongoing customer support.

The same desire for excellence drove him to develop the ClairDerm range of pre- and after-care skin products.

## **Why is the ClairDerm system better than conventional microdermabrasion?**

To summarise, ClairDerm microdermabrasion focuses on safety, hygiene, comfort and flexibility of procedure.

Unlike conventional microdermabrasion, ClairDerm allows your practitioner to offer you either a very gentle or a more powerful microdermabrasion procedure. ClairDerm microdermabrasion incorporates the highest industry standard for hygiene.

## 6. How ClairDerm Microdermabrasion Treatments Will Improve Your Business

### ✓ You'll serve your clients better.

Many of your current clients will appreciate being offered a new, highly effective beauty treatment and will sign up for microdermabrasion.

### ✓ You'll attract new clients.

People who've been searching for a microdermabrasion service in your area will flock to your salon or spa.

### ✓ You'll reactivate old clients.

Once you let your former clients know about your new services, many will return to try microdermabrasion.

### ✓ You'll have two immediate additional income streams.

Your microdermabrasion service will not detract from any of your other services. Instead, it will increase your weekly turnover by offering clients more choice.

In addition, you can sell the ClairDerm aftercare skin products to your clients, or promote similar products to enhance the results of their microdermabrasion sessions.

### ✓ You can cross-promote your services.

Microdermabrasion clients often need complementary services. For example, a client suffering from rosacea or other stress-related skin conditions will require relaxation and meditation sessions. A client with hormone-related discoloration will need hormone-balancing treatments.

In approaching your microdermabrasion clients from a holistic standpoint, you can offer them other relevant services in your salon or spa, or, if appropriate, refer them to other professionals.

### ✓ Your overall profit margins will rise.

With a cost of around \$1.50 per treatment, your microdermabrasion service will be more cost effective than any other service you offer.

### ✓ Your staff's down time will be negligible.

Because of ClairDerm's easy cleaning and maintenance features, there will be less down time between servicing clients, resulting in higher efficiency.

✓ You can expand your business to the next level.

Once you recoup your initial investment, you can use the extra income to hire more staff, increase your advertising, or use whatever methods you prefer to increase your client base and expand your business. So ClairDerm is a win-win situation for both your clients and your business.

## 7. ClairDerm Price List

ClairDerm currently offers the following microdermabrasion models:



**\$11,997 plus GST**

### **The ClairDerm Medical Model**

Designed for plastic and cosmetic surgeons, the ClairDerm Medical Model is our top of the range digital unit. It is operated by foot pedal and includes a cellulite reversal attachment.

This digital model is a great investment for doctors and high-end salons and spas that wish to enter the microdermabrasion market.



**\$9,997 plus GST**

### **The ClairDerm Deluxe Salon Model**

Designed for beauty salons, institutes and spa owners, the ClairDerm Deluxe Salon Model offers state of the art technology at an affordable price.

This digital model is designed for beauty institutes and up-market salon and spa owners planning to include microdermabrasion in their range of services.



**\$9,397 plus GST**

### **The ClairDerm Mid-Range Salon Model**

Designed for beauty salons and spas, the ClairDerm Mid-Range Salon Model is an excellent machine for salon and home studio use.

This analogue model is suitable for smaller salon and spa owners who wish to expand their services.



**\$7,897 plus GST**

### **The ClairDerm Economy Salon Model**

Designed for smaller beauty salons and spas, the ClairDerm Economy Salon Model is a low-cost alternative to ClairDerm's top-of-the-range products.

This analogue model is a cost-effective deal for beauty therapists operating from a home studio or offering mobile services.

### **How To Recoup Your Initial Cash Investment**

Depending on your location and the size of the market in your area, you can recoup your investment in a very short time by charging competitive rates for your microdermabrasion services:

Using the ClairDerm Economy Salon Model as an example:

If you live in a small- to medium-sized city, you can recoup your initial investment by booking 18 clients for a 6-session treatment series at \$75.00 per session:

**\$75 per session X 6 sessions = \$450 X 18 clients = \$8,100**

Or, in a larger city, you only require 7 clients booking a 6-session treatment series at \$200.00 per session to earn the same amount:

**\$200 per session X 6 sessions = \$1,200 X 7 clients = \$8,400**

As microdermabrasion sessions are usually two weeks apart, you could recoup your full investment in as little as 12 weeks. After that, any further clients will be pure income, less expenses. If you follow the guidelines in our bonus manuals, you can continue to attract similar numbers of clients, resulting in an additional annual income of \$24,000 or more.

**For leasing information in your country, please contact us directly.**

## 8. After-Sale Service And Training

In cooperation with ClairDerm's manufacturers, we have put together the following package for you. If you purchase a ClairDerm microdermabrasion machine through our company, we can offer you the following after-sale service **AT NO COST TO YOU**:

### BONUS 1



You'll receive a complimentary package of the entire range of **ClairDerm Skincare Products**, designed for both salon use and for purchase by your clients. You can use these as part of your microdermabrasion treatments, as well as promote them to your clients, creating an additional source of revenue for your business.

### BONUS 2

In addition to ClairDerm's instructional materials, you'll receive our **Microdermabrasion Training Package**, which includes the following:

- Our instructional DVD showing you how to use the machine.
- Our Training Manual with full written instructions on operating the machine.

The Training Package will allow you to train new staff on the machine at any time, and make it easy for your current operators to refresh their skills whenever they wish.

### BONUS 3

You'll receive our **Microdermabrasion Marketing Package**, which includes information about setting up advance bookings for the machine before it arrives in your salon or spa. We give you step-by-step instructions on how to get people into your salon or spa to try microdermabrasion, then sign up for a series of treatments.

We'll also teach you our methods for organising follow up visits with each new microdermabrasion client, thereby setting up an ongoing income stream for your business.

## **BONUS 4**

You'll receive our **Cosmetic Surgery Marketing Manual**, featuring strategies for expanding your business into the very profitable cosmetic surgery before- and after-care market. You'll get a sample introductory letter to surgeons, ad samples for your flyers and brochures, and a step-by-step outline of a typical before- and after-care program.

After implementing the steps in the manuals, you'll have your operators trained and clients booked for the next several months.

From this point you can advertise your new service more widely, with whatever method you choose, and increase your business accordingly.

You'll also get regular updates from us featuring the latest information on microdermabrasion techniques and marketing.

Not only will you have us with you every step of the way, but you're also protected by ClairDerm's excellent warranty:

### **The ClairDerm Warranty**

The manufacturers of ClairDerm offer the following warranty on all products:

If you have any operational problems with your ClairDerm Microdermabrasion unit within 2 years of purchase, simply contact the company through the [Contact Us](#) page of our web site, and they will organise to repair or replace your machine at no charge.



## 9. Skinovations Special On-Site Training Program

If you purchase the ClairDerm microdermabrasion machine through our company, we can offer you the following after-sale program at **NO COST TO YOU**:

- You will receive our full bonus marketing package, which includes information about setting up advance bookings for the machine, once it arrives.
- I will fly to the location of your salon, spa or home studio at your convenience.
- I will work with you for 2 full days, performing the microdermabrasion procedure with clients that you've booked in advance, and training your staff at the same time.
- During those 2 days I will organise follow-up visits with each microdermabrasion client, thereby setting up a new income stream for your business.
- When I leave, you will have the machine in place, you will have your operators trained, and you will have clients booked for the next several months.

From here you can advertise your new service according to the systems I share with you, and develop a new stream of clients.

- I will also discuss marketing strategies with you if you choose to expand your business into the cosmetic surgery before- and after-care market.

### Training Costs

The training will incur absolutely NO out-of-pocket costs for you.

Instead, 75% of the fees paid by your first time microdermabrasion clients – the ones I use to train your staff during my 2-day visit – will be paid directly to me to cover my travel expenses. You will keep the remaining 25%.

In addition, I will book follow-up microdermabrasion visits with the majority of these clients, but will claim no portion of the resulting income. This is yours to keep, and these clients will hopefully become an ongoing source of revenue for your salon.

To take me up on this offer, just contact me to arrange the details.

## 10. Contact Information

I trust that we've answered all your questions in this information pack.

But if you need more information, or if you're ready to take your business to the next level by offering microdermabrasion to your clients, here's how you can contact me:

### **Business Address**

Skinovations  
4 Ferny Ave  
Surfers Paradise QLD 4217  
Australia

### **Mailing Address**

Skinovations  
P.O. Box 86  
Isle of Capri QLD 4217  
Australia

### **Mobile Phone**

0421 524 924

### **Web Site (Contact Form)**

[www.skinovationsonline.com/contact-us.html](http://www.skinovationsonline.com/contact-us.html)

I look forward to helping you build your business.

Warm regards,



Cherie Butler  
Gold Coast, Australia