

Potenza™

RF MICRONEEDLING

March 18, 2024

Confidential

Clinical Training



CYNOSURE® BEAUTIFUL
ENERGY



Learning Objectives



Market Landscape

Product Overview

Patient Assessment & Consultation

Clinical Use of Potenza

Before & After Photos

Market Landscape

Potenza™
RF MICRONEEDLING



Cynosure Skin Portfolio

Less Intense

Skin

Most Intense

Gentle Tx



**TempSure
Envi**



PicoSure



Potenza



Icon



SmartSkin+



**TempSure
Surgical**

Ablative & Surgical

Market Demand

70% OF CONSUMERS
consider undergoing non-invasive treatments¹

Radiofrequency is in the **Top 5** procedures considered by consumers

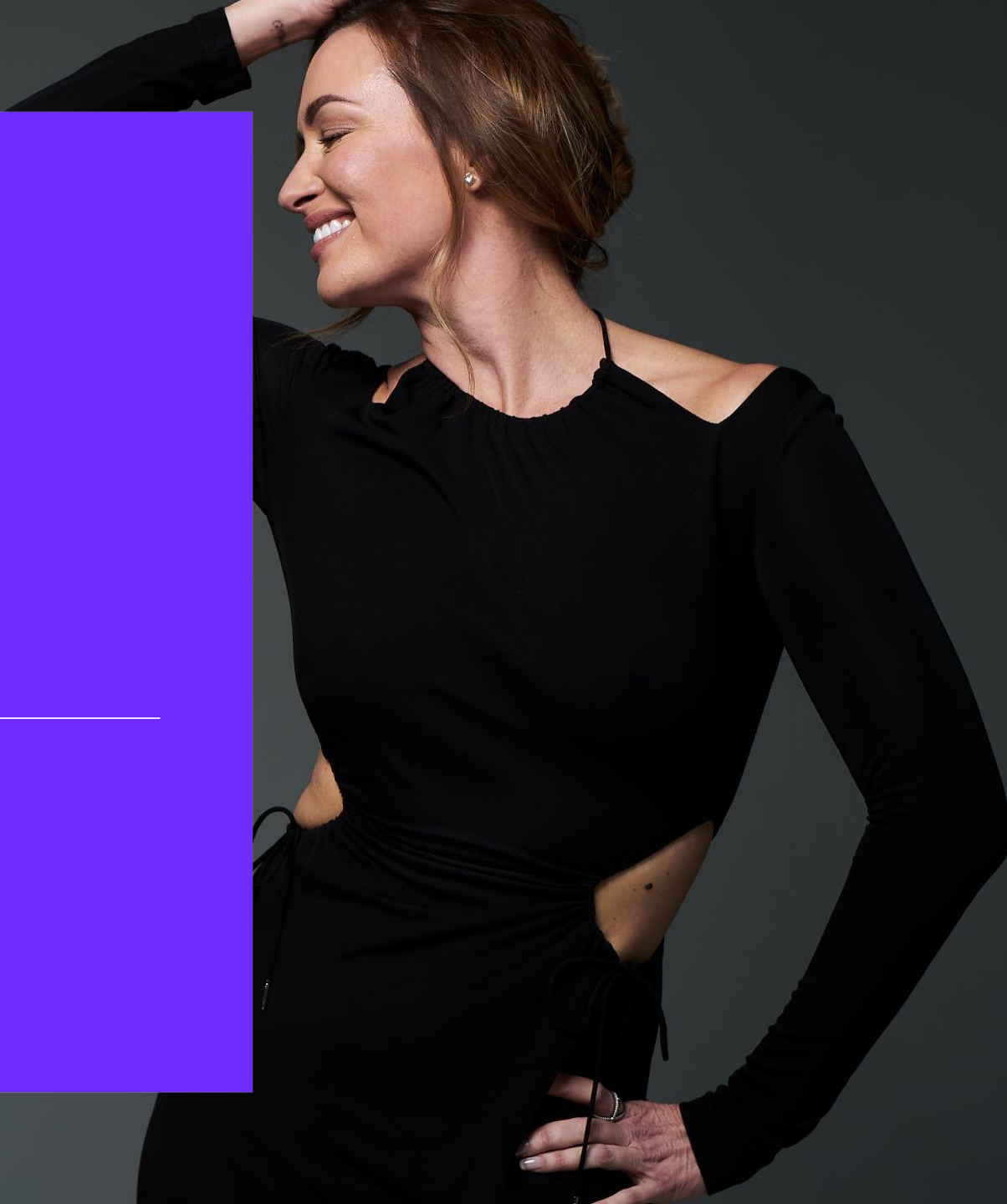
CONSUMERS SPEND \$630M
on treatment fees for microneedling treatments²

1.2M
Microneedling treatments performed in 2018²



Product Overview

Potenza™
RF MICRONEEDLING



The Potenza Difference

4 different RF modes for shallow and deep treatments in one system

- Monopolar, Bipolar
- 1 & 2 MHz

One of a kind Fusion Tip for enhanced topical penetration

Unique Tiger Tip™ technology's semi-insulated needles to treat more tissue at multiple depths

10 different tips Multi-needle arrays in various densities. Single-needle tips at various depths

Single-needle handpiece to precisely target and improve blemishes on the skin



Indications for Use

The **Potenza** treatment tightens skin*, improves blemishes on the skin and results in the regeneration of elastin and collagen

All skin types, anywhere on the body, any time of year

FDA Indication: Electrosurgical (RF) device for use in dermatologic and electronic surgical procedures for electrocoagulation and hemostasis



*Through soft tissue coagulation

CYNOSURE®

The Evolution of Microneedling



Potenza takes microneedling to new levels

Potenza™

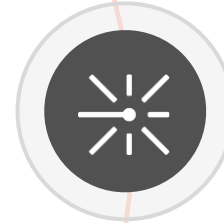
The versatility of the Potenza system allows you to customize treatments based on your patients' specific needs – all skin types, anywhere on the body, any time of year.



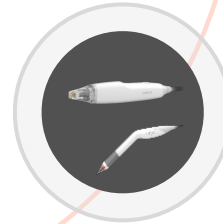
4 Different RF Modes



One of a Kind Fusion Tip



Unique Tiger Tip



10 Different Tips



Single Needle Handpiece

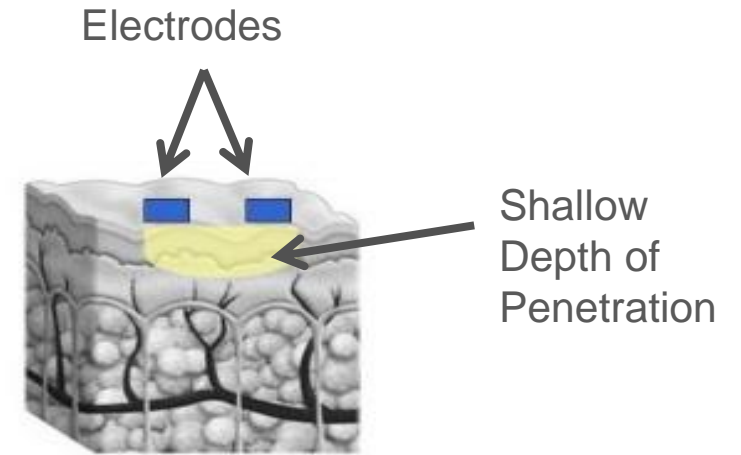
What is Radiofrequency?

- **Radiofrequency (RF)** is part of the **electromagnetic spectrum** characterized by a **specific frequency** measurable in Hertz (Hz).
- RF energy produces a **change in the electrical charges** of the treated skin creating an **electron movement**. The **resistance** (impedance) of the tissue to that electron movement **generates heat**.
- The amount of heat generated depends on these factors:
 - **Impedance** of the treated skin
 - **Intensity** of the current applied
 - Length of time of **exposure** to the RF energy

Bipolar and Monopolar

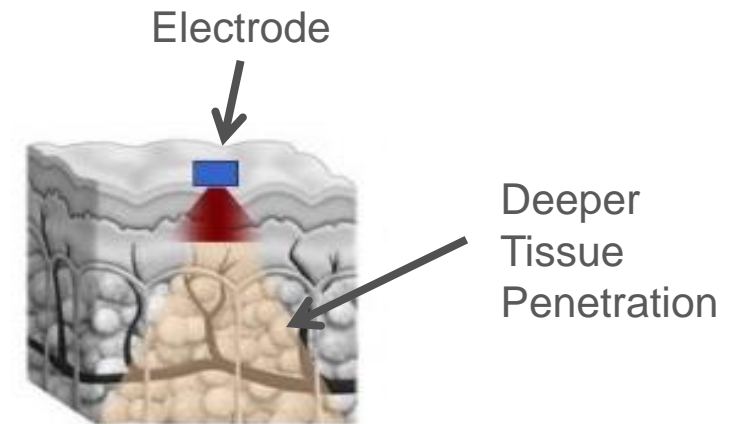
- **Bipolar RF**

- Current passes between 2 electrodes
- Limits current to area between electrodes
- Depth of penetration equals half the distance between electrodes
- Shallow tissue heating



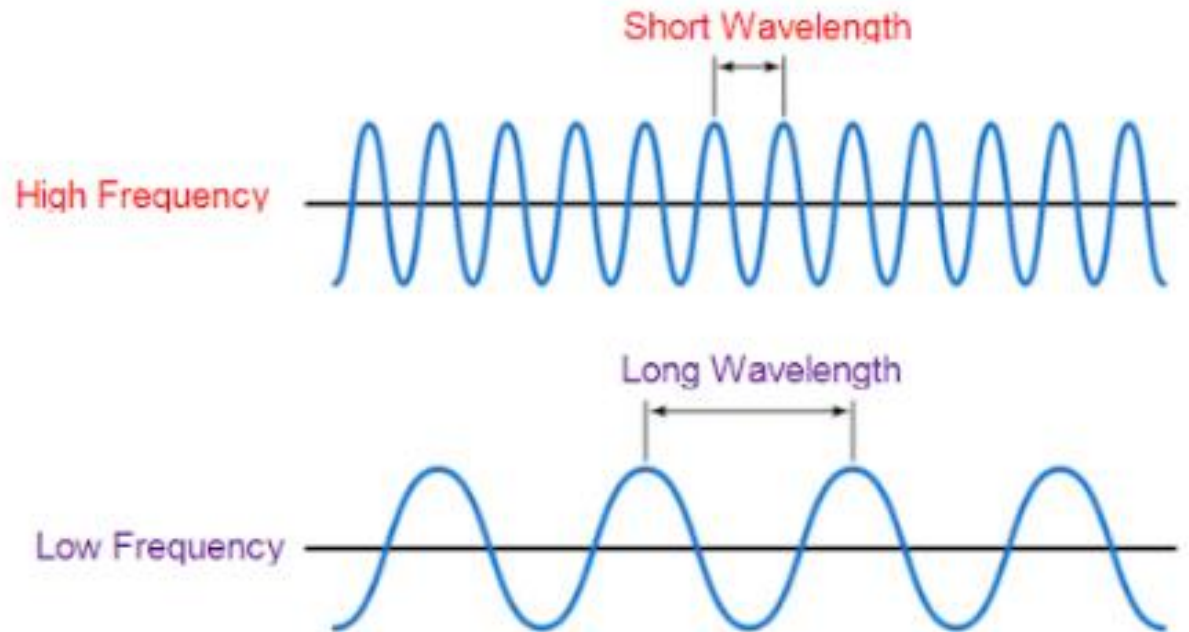
- **Monopolar RF**

- Current between active treatment electrode and passive grounding electrode (Neutral Pad)
- Lower energies - no pain, minimal adverse events
- High penetration of the emitted current

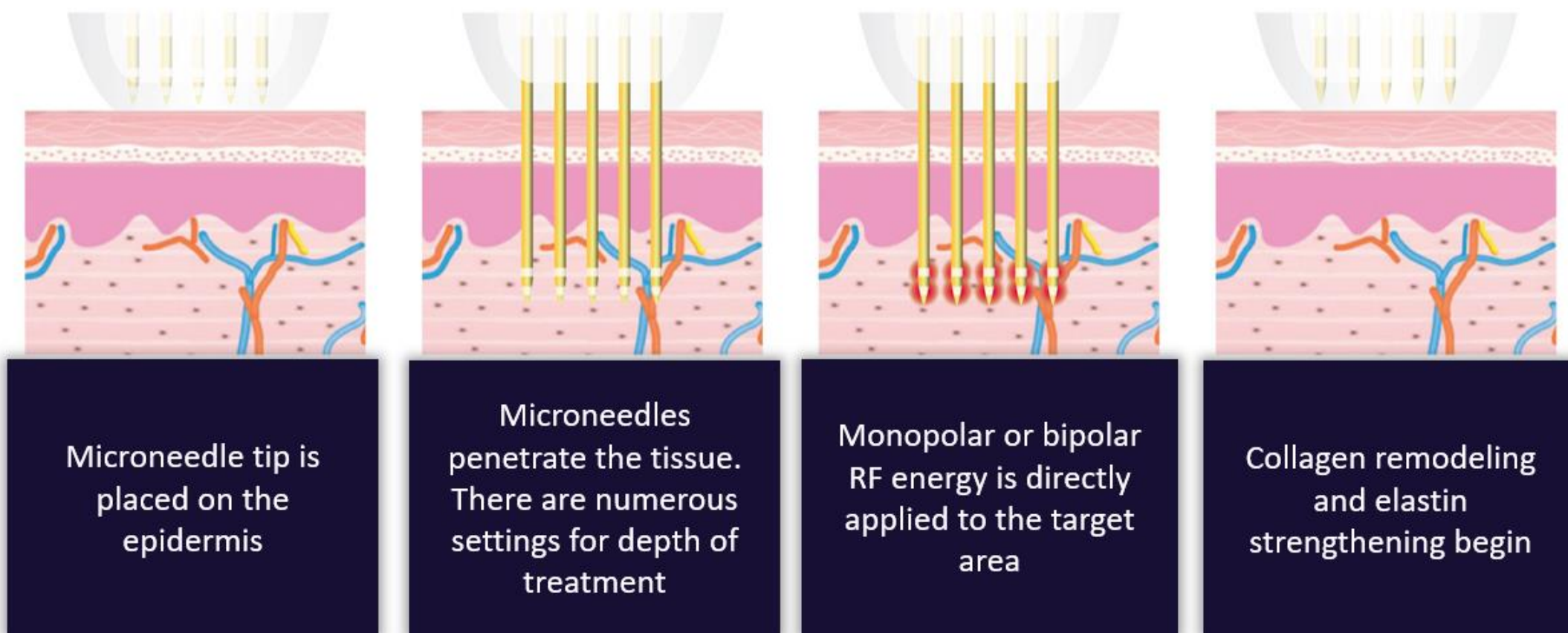


1 MHz and 2 MHz Frequency

- Higher frequency energy is more quickly absorbed than lower frequency energy
- The rate of energy absorption also depends on the tissue type and the water content



How Does RF Microneedling Work?



Potenza Offers 2 Handpieces

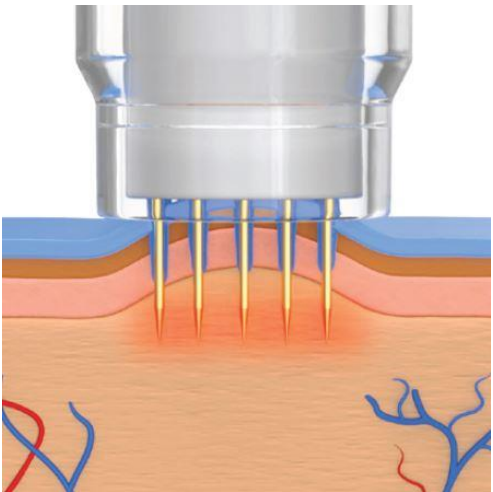
- The motorized (M) handpiece is used with the Fusion tips (CP-21), Insulated tips (I-tips) and Tiger Tips (S-tips). It operates in both monopolar and bipolar mode.
- The AC handpiece uses the AI-15 single needle tip and only operates in monopolar mode.



Potenza's Multi-Needle Arrays in Various Densities

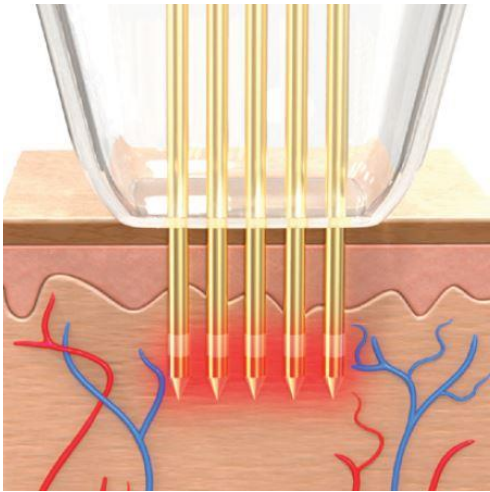
Fusion Tip

21 insulated
needle array



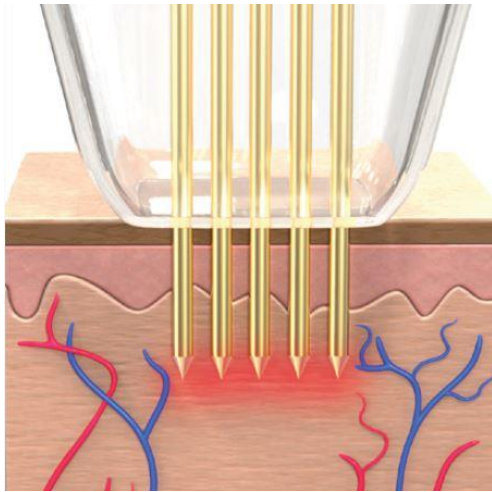
Tiger Tip

Semi-Insulated
16, 25 and 49
needle array



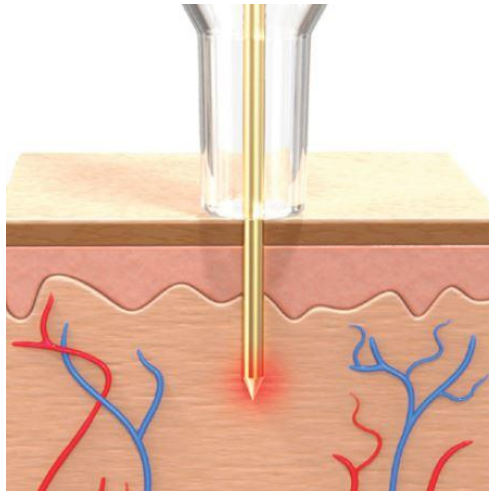
Insulated needles

16, 25 and 49
needle array



Single Insulated needles

0.8mm, 1.2mm and
1.5mm depth



One of a Kind Fusion Tip used for enhance topical penetration to maximize results

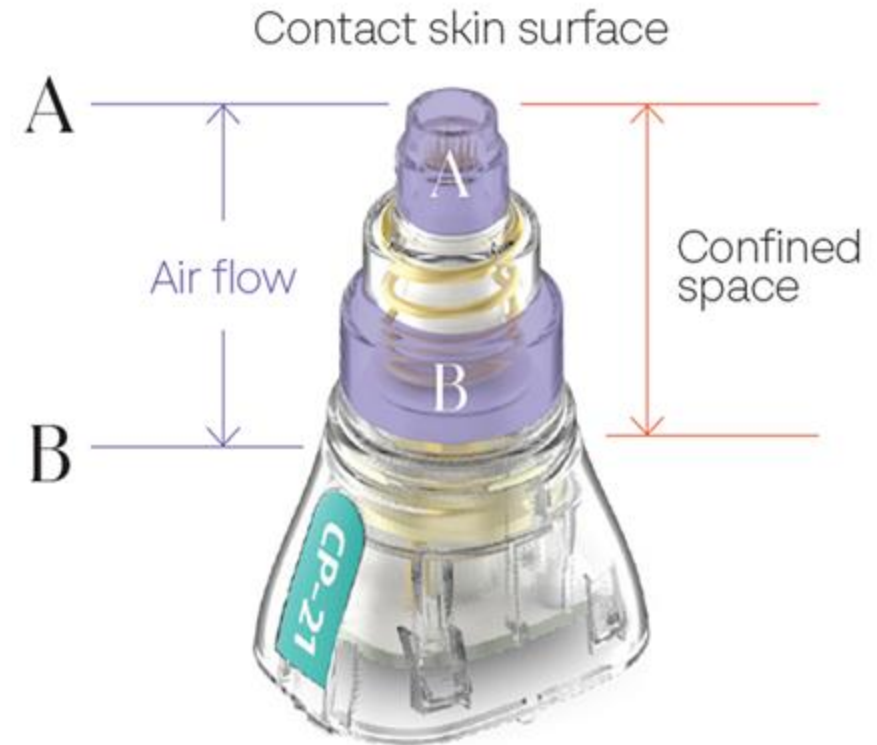
- **The first and only tip to provide enhanced topical penetration to maximize results**
- Uses a dual-air chamber design to capture and release air towards the skin in order to enhance the penetration of topicals into the channels
 - 21 insulated needle array
 - Adjustable Depth 0.5-2.5 mm
 - Operates in monopolar at 1 MHz
 - Enhances topical penetration
 - Designed for treating at a higher energy and impact



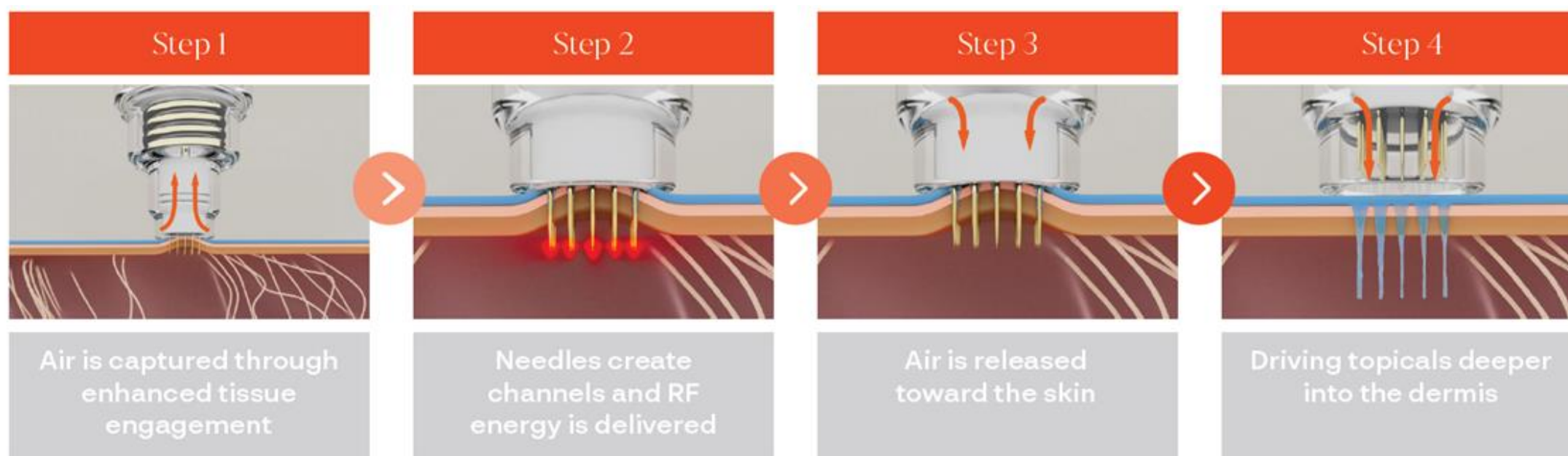
Fusion Tip's Unique Dual Air Chamber

Inside the tip, there are chambers "A" and "B"

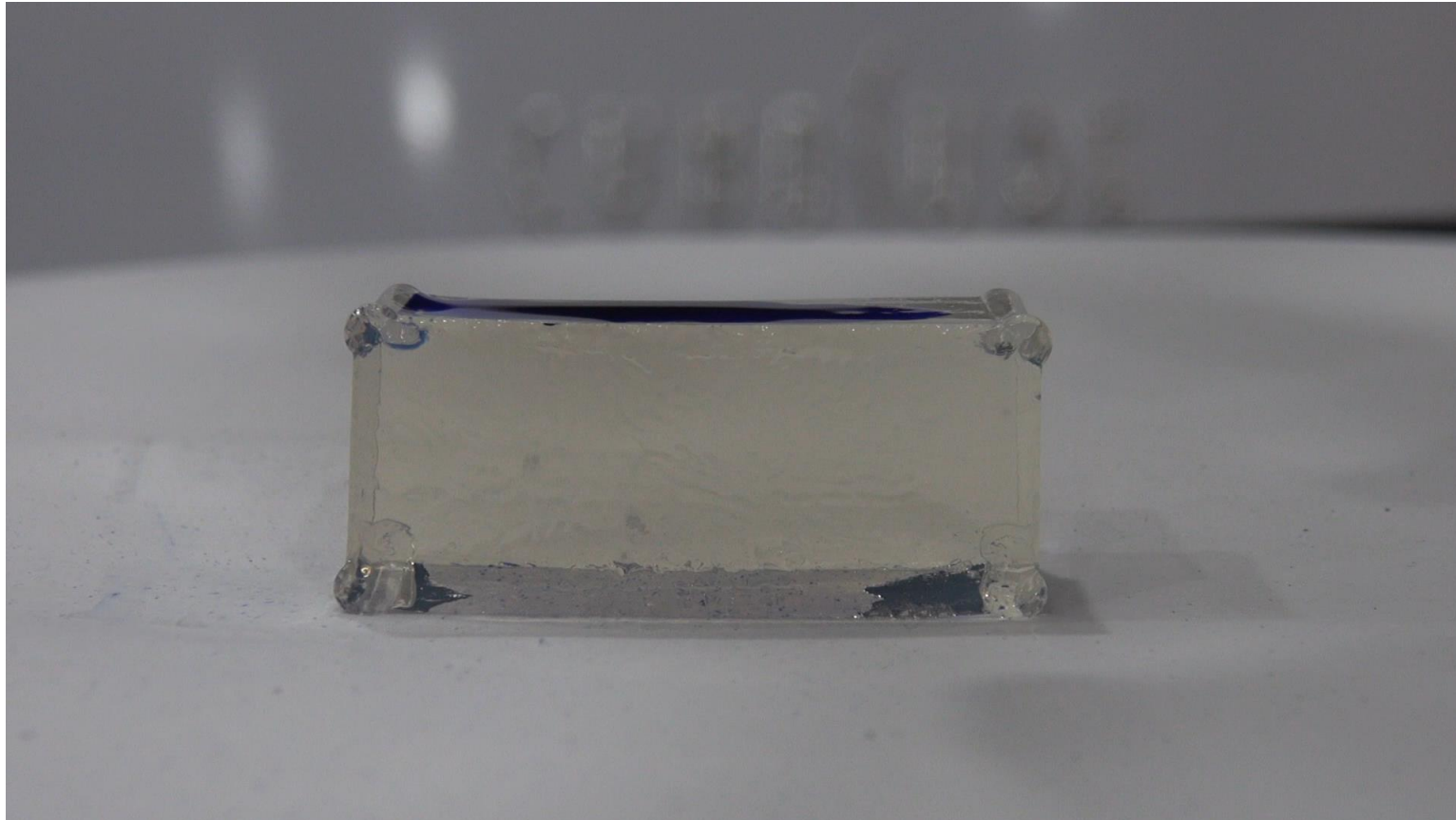
- As the needles move, a change in pressure occurs between these chambers.
- When needles are depressed towards the skin a negative pressure occurs in Space B creating a suction effect. This creates the "enhanced engagement with the tissue".
- As needles are retracted from the skin, the pressure within these chambers changes.
- The positive pressure in space B results in a release of air at the treatment site which may aid in the retraction of the needles.



Fusion Tip Mechanism of Action (MOA)

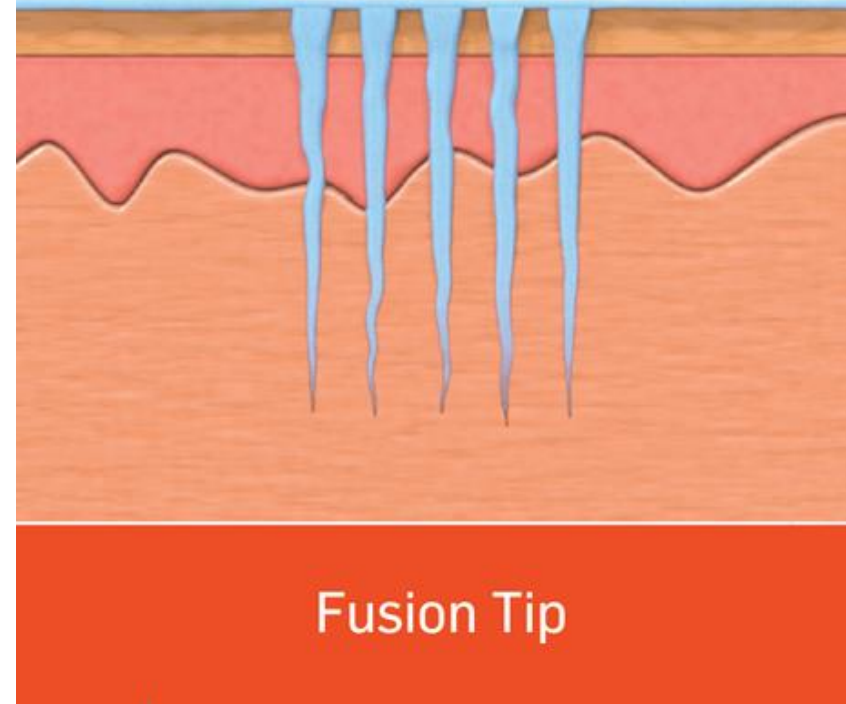
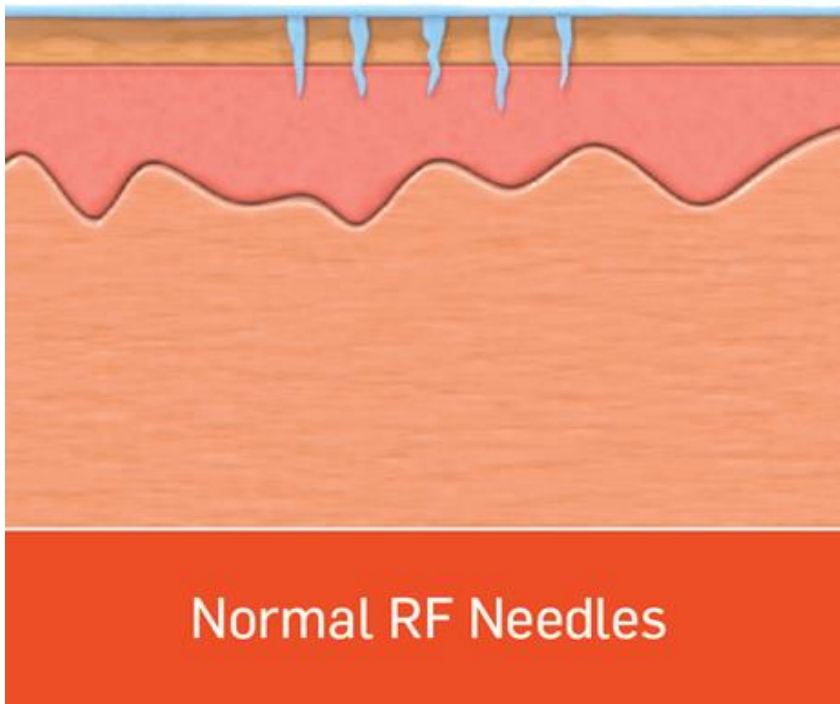


Fusion Tip Ink Mechanism of Action (MOA)



The Fusion Tip Difference

Resulting in topical penetration enhanced
up to 67% with the Fusion Tip



Unique Tiger Tip™ technology

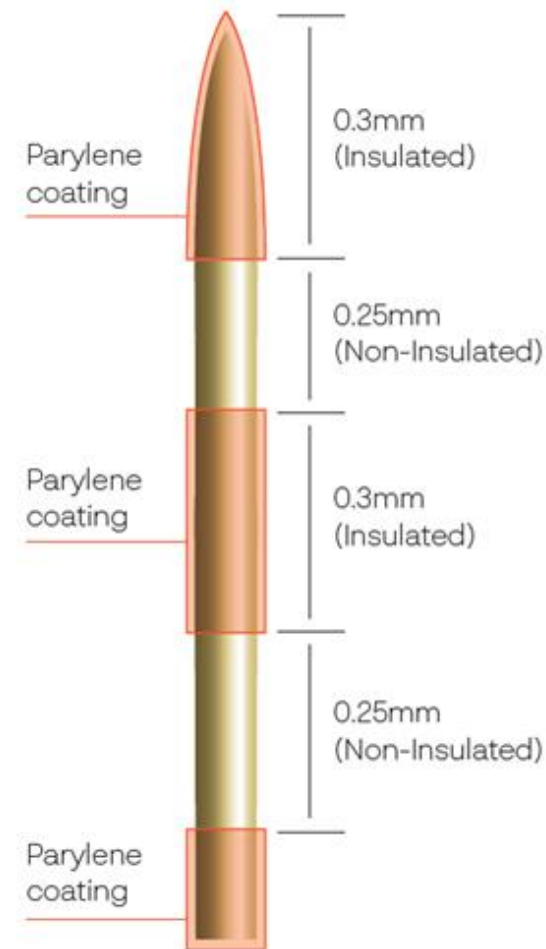
- For use with the motorized handpiece
- Semi-insulated S16, S25 and S49 needle arrays
- Adjustable depth 1.5mm - 4.0mm
- Monopolar or Bipolar
- Delivers dual areas of coagulation in a single pass
- Used for treating more tissue in a single treatment. RF is emitted from two uninsulated areas of each needle at the same time.



Tiger Tip™ Technology

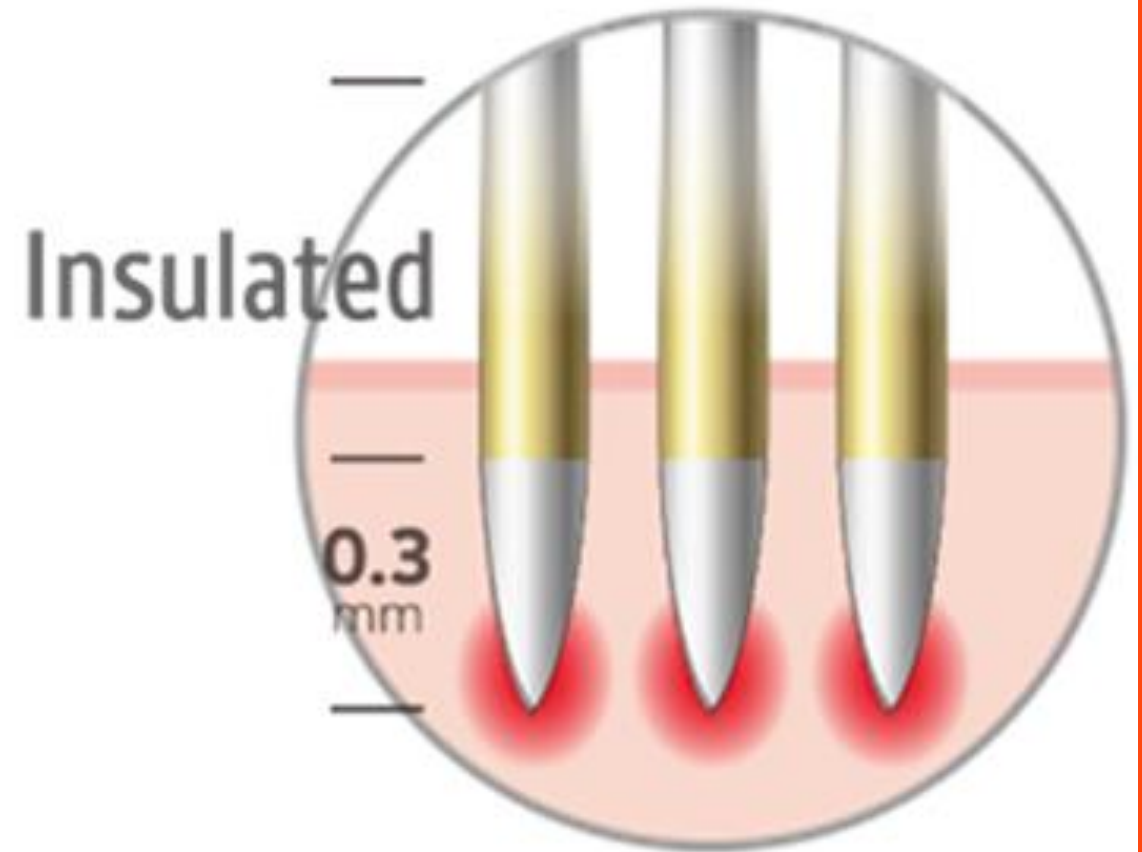
Semi- Insulated Needles (S-Tips)

- Delivers two horizontal areas of coagulation, at different depths, in a single pass.
- Resulting in increased coverage with a quicker treatment, fewer passes and treats deeply without sacrificing the epidermis.
- These S-tips are great for deep tissue tightening.



Insulated Needle

- Insulated needles are intended for revitalization treatments.
- The tip (0.3mm) of the electrode needle is uninsulated which provides targeted, precise RF energy to the selected depth.
- This results in less risk of skin surface side effects and direct energy delivery to the dermis.



Single-needle handpiece to precisely target and improve blemishes on the skin

For use with the AC handpiece

- Single needle AI-15 tip
- Available in 0.8mm, 1.2mm, or 1.5mm depths
- Operates in monopolar at 1 MHz
- 1-6 pulses of energy can be performed per blemish

Used to precisely target and improve blemishes found in the skin.



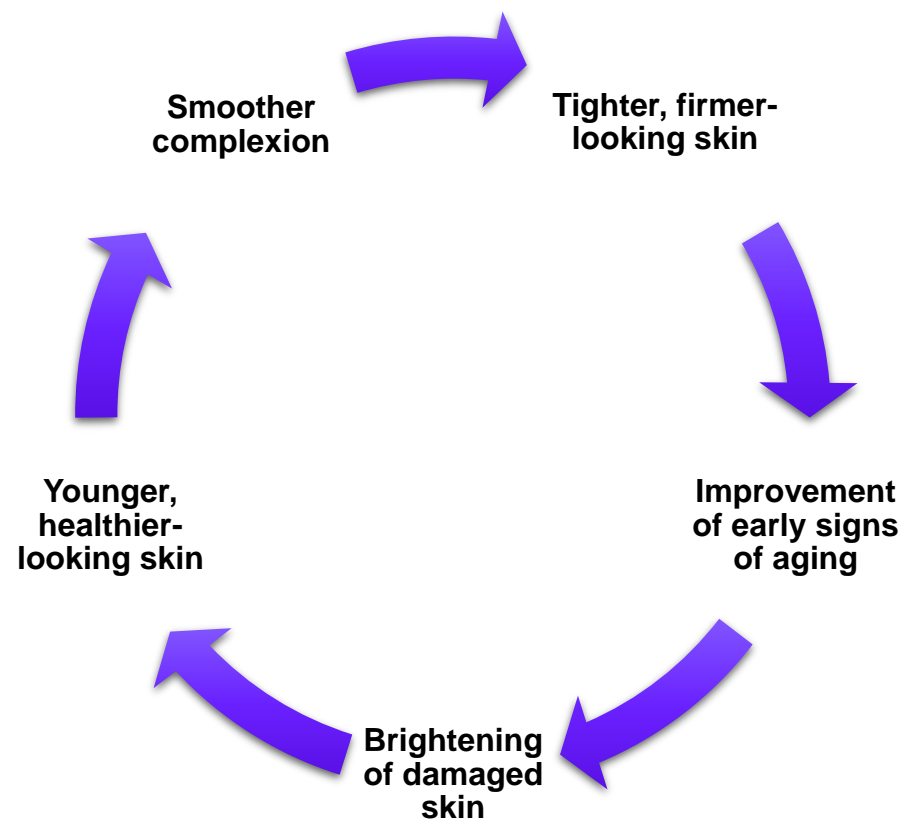
Patient Assessment and Consultation

Potenza™
RF MICRONEEDLING



Patient Expectations

Microneedling with the Potenza can help to address the most common aesthetic concerns because of the added benefit of advanced radiofrequency technology.



Fitzpatrick Scale



Skin Type I
Fair skin, blonde hair,
blue/green eyes, never tans,
always burns.



Skin Type II
Fair skin, sandy-light brown hair,
green or brown eyes,
occasionally tans, usually burns.



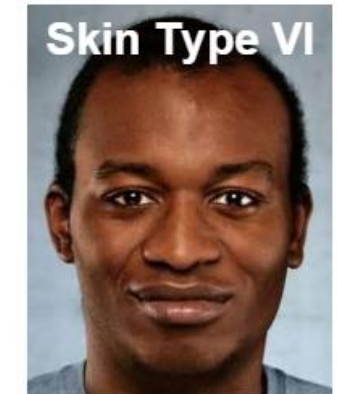
Skin Type III
Medium skin, brown hair,
brown eyes, often tans,
sometimes burns.



Skin Type IV
Olive skin, brown/black hair,
brown/black eyes, always tans,
never burns.



Skin Type V
Dark skin, black hair, black
eyes, never burns.



Skin Type VI
Black skin, black hair, black
eyes, never burns.

Potenza Treatment Areas



Forehead

Crow's Feet

Below Eyes

Upper Cheek

Nose

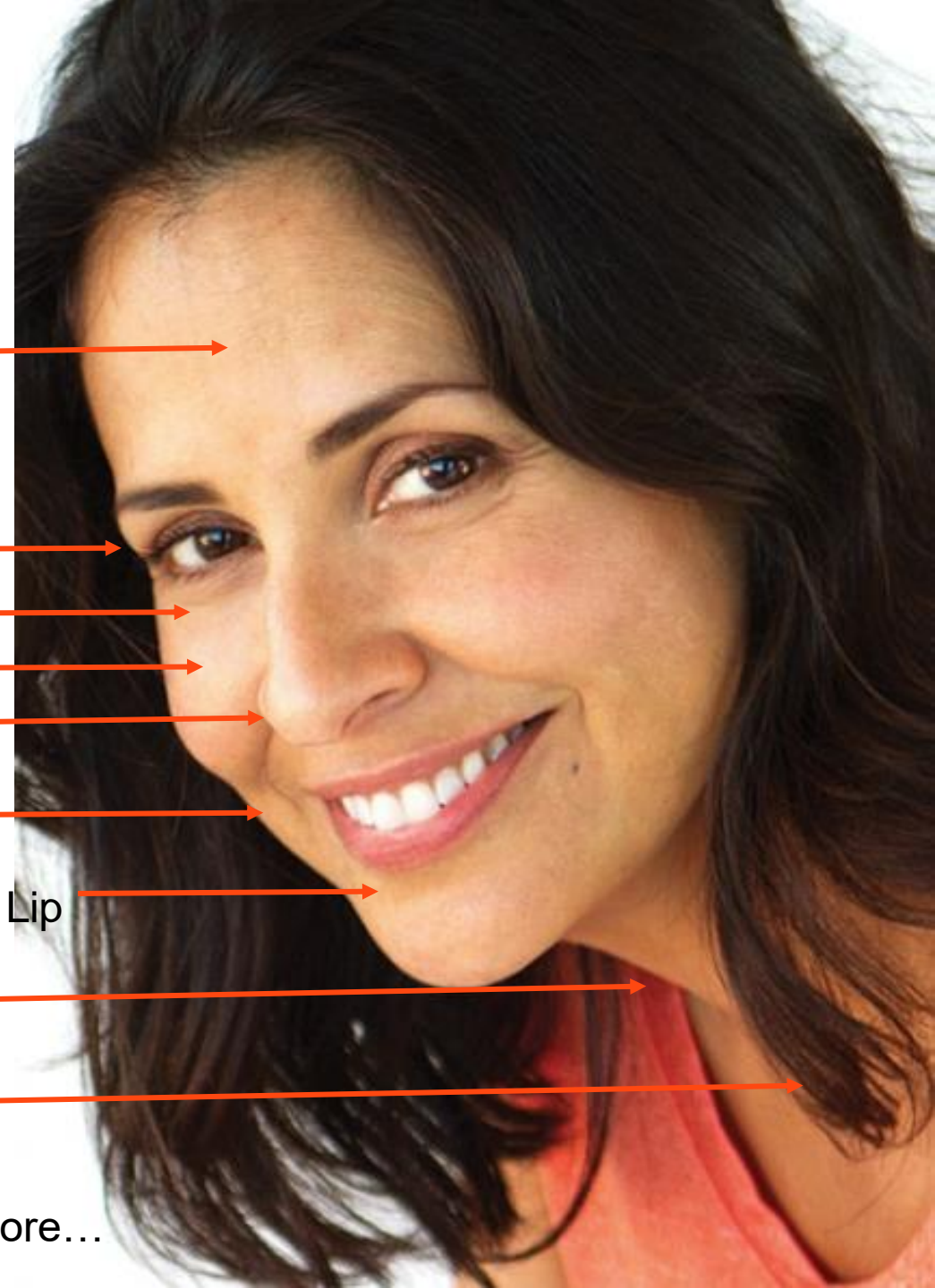
Lower Cheek

Upper and lower Lip

Neck

Décolletage

Abdomen and More...



Selecting the Right Patient

- **While there are no definitive predictive factors for clinical responsiveness, there are general characteristics for which to look for:**
 - + Mild to moderate laxity with relatively elastic skin
 - + Mild to moderate skin blemishes
 - + Mild to moderate textural changes



Treatment Intervals and Session



3 – 5 treatments

4 – 6 weeks apart

Patients may notice improvement after 1st or 2nd treatment

Skin will continue to improve over the next 6 -12 months post treatment

Results will vary from patient to patient

It is advised to photo document each treatment session

Contraindications

- Patients with a pacemaker
- Prior gold-thread skin-rejuvenation treatment
- Keloid formation propensity
- Skin infections
- Pregnant and/or breastfeeding
- Metal implants
- Embedded electronical devices that cannot be turned off or removed
- Nerve insensitivity
- Severe skin laxity or sagging
- Has used Accutane (Isotretinoin) in the last 6+ months
- Diabetes
- Takes aspirin or prescribed an antiplatelet, thrombolytic, anti-inflammatory, or anticoagulant Rx
- Bleeding disorders
- Allergies to adhesives, gold, or anesthetics
- Unrealistic expectations of end results





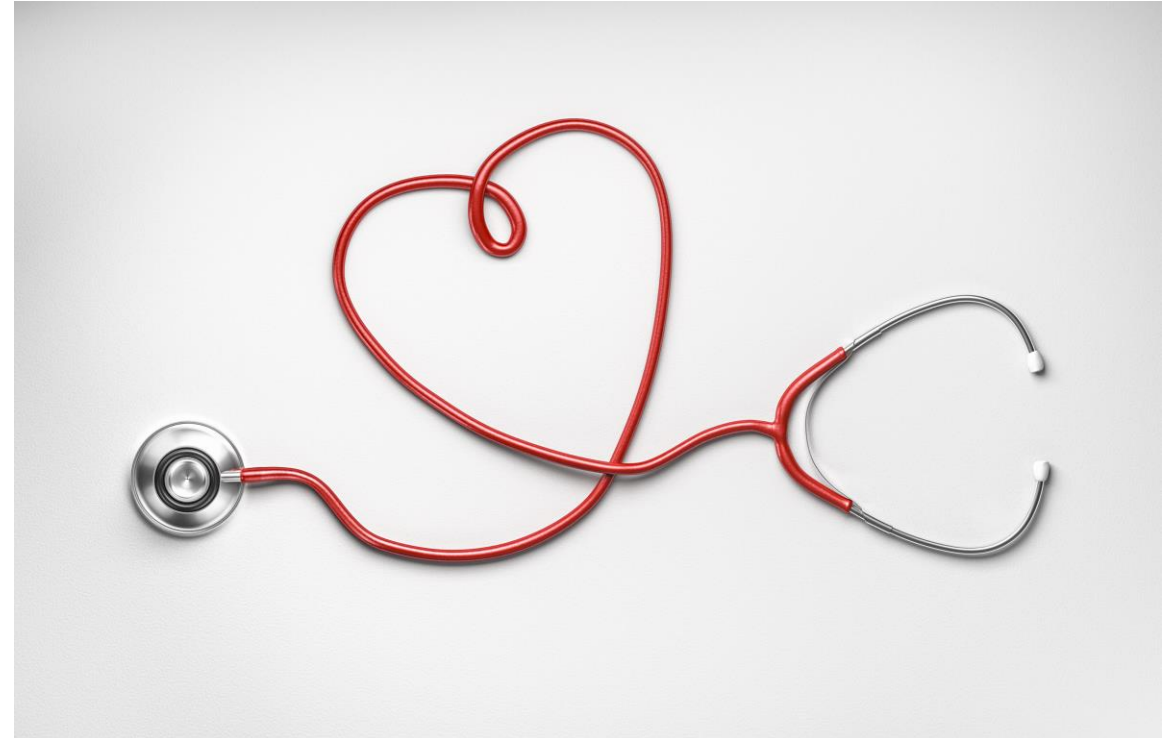
Cautionary Criteria & Precautions

- Prone to fever blisters/cold sores: A prophylactic antiviral medication regimen should be prescribed prior to treatment
- Undiagnosed lesions: Evaluation should be performed prior to treatment
- Use of retinoids in the last 7 days, have received fillers or neurotoxin injections in the last 2 weeks, and use of chemical peels in the last 2-3 months
- Tattoos or permanent makeup in the treatment area or in the NEM pad placement area
- Autoimmune disease
- Medications that alter hemostasis or healing response
- A history of healing problems
- A neuropathic disorder, impaired skin sensation or diabetic neuropathy
- Implanted cardioverter defibrillator (ICD)

Conditions That Have Not Been Tested

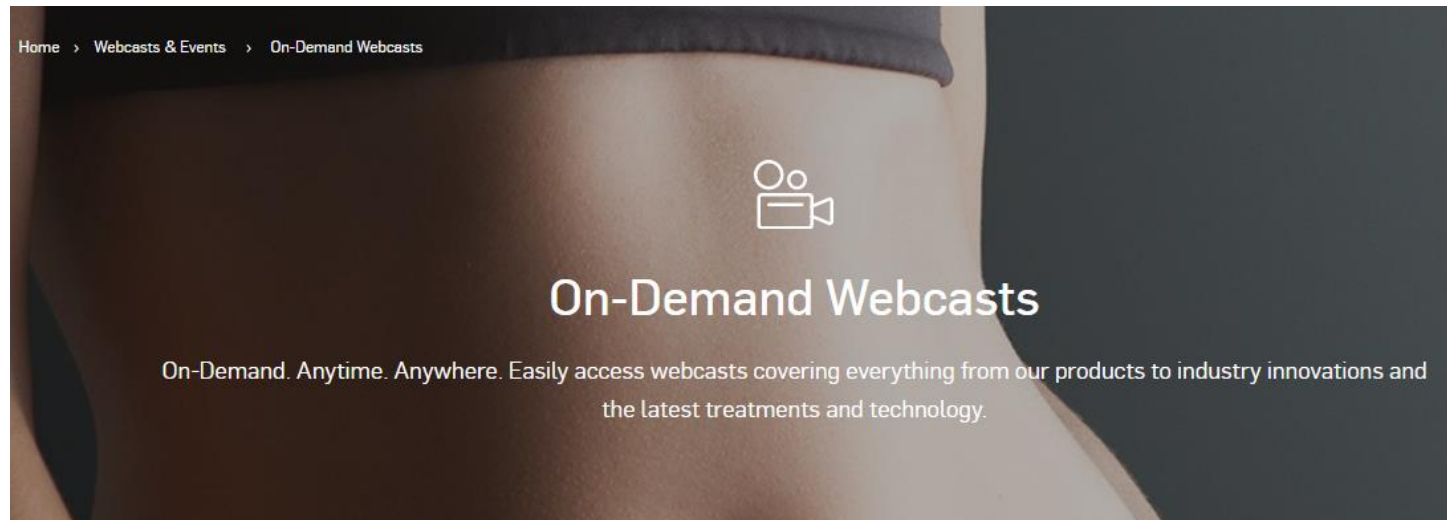
Studies have not been conducted on the use of the Potenza System on patients with any of the following conditions:

- Pregnant or breast-feeding women
- Autoimmune disease
- Diabetes
- Herpes Simplex
- Epilepsy
- HIV
- Hypertension
- Dermatitis



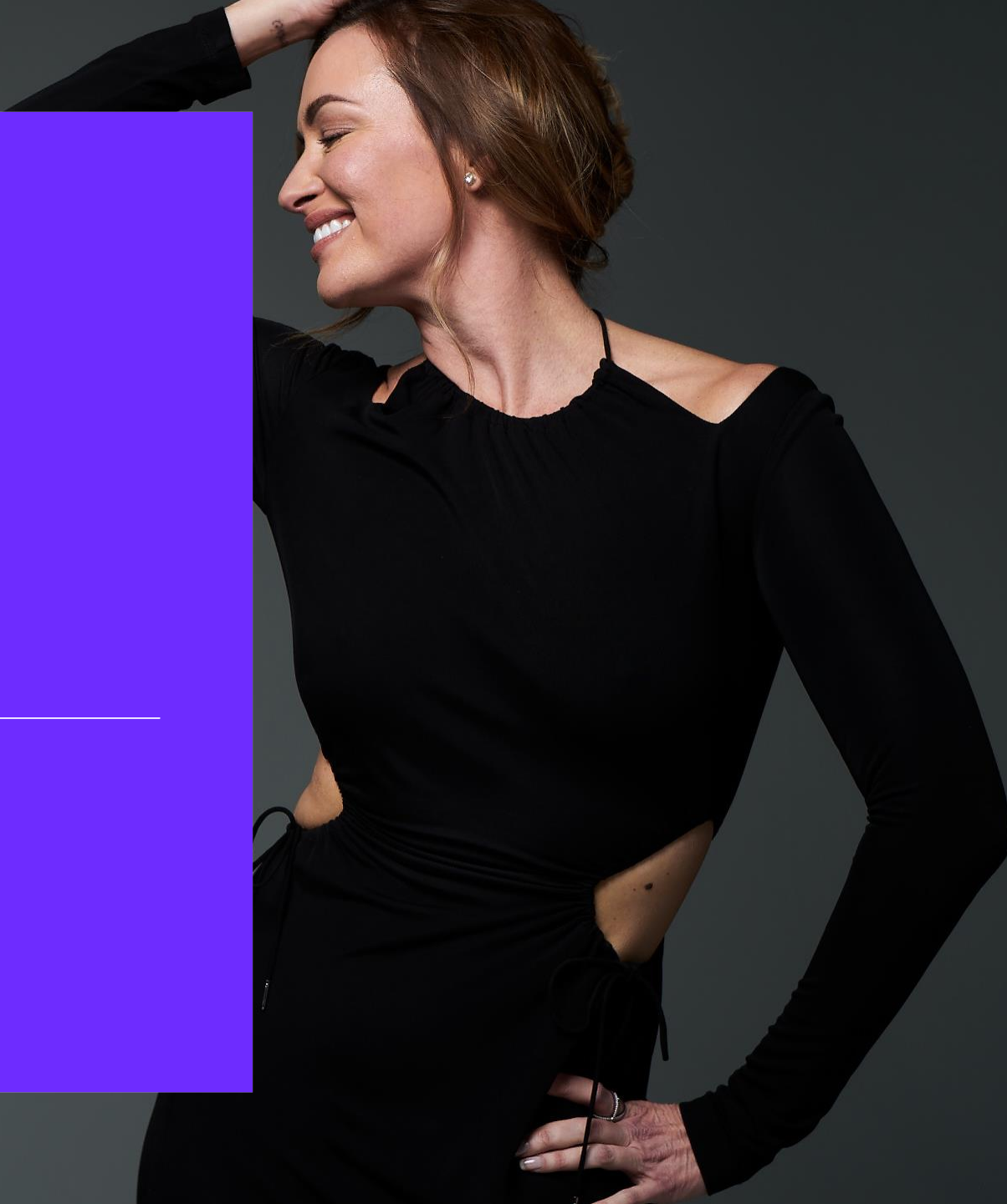
Customize Treatment Plan for your Patients

- + Consider using all your platforms to design a customized treatment plan for your patient to maximize results and patient satisfaction.
- + Watch webinars on <https://www.cynosure.com/> to see how other practitioners are pairing treatments with other devices



Patient Treatment Preparation

Potenza™
RF MICRONEEDLING



Patient Pretreatment Guidelines

- Hydration is important, avoid drinking alcohol 24 hours prior to treatment
- Discontinue usage of exfoliative products
- Shave visible hair from the treatment area
- Male beards should be shaved on the day of treatment
- Pretreatment photos are strongly recommended
- Document pre-existing skin conditions
- Consent form is reviewed and completed
- The same procedure should be followed prior to each visit



Patient Pretreatment Guidelines

- Determine the treatment area(s)
- Topical anesthetic may be applied prior to treatment
- Thoroughly cleanse topical anesthetic
- A final cleanse of the area with alcohol or acetone is recommended
- Ensure all jewelry is removed
- Adhere the neutral (NEM) pad for all monopolar treatments
- Insert a new tip into the handpiece and record the tip serial # found on the packaging
- The practitioner must wear gloves while performing the treatment



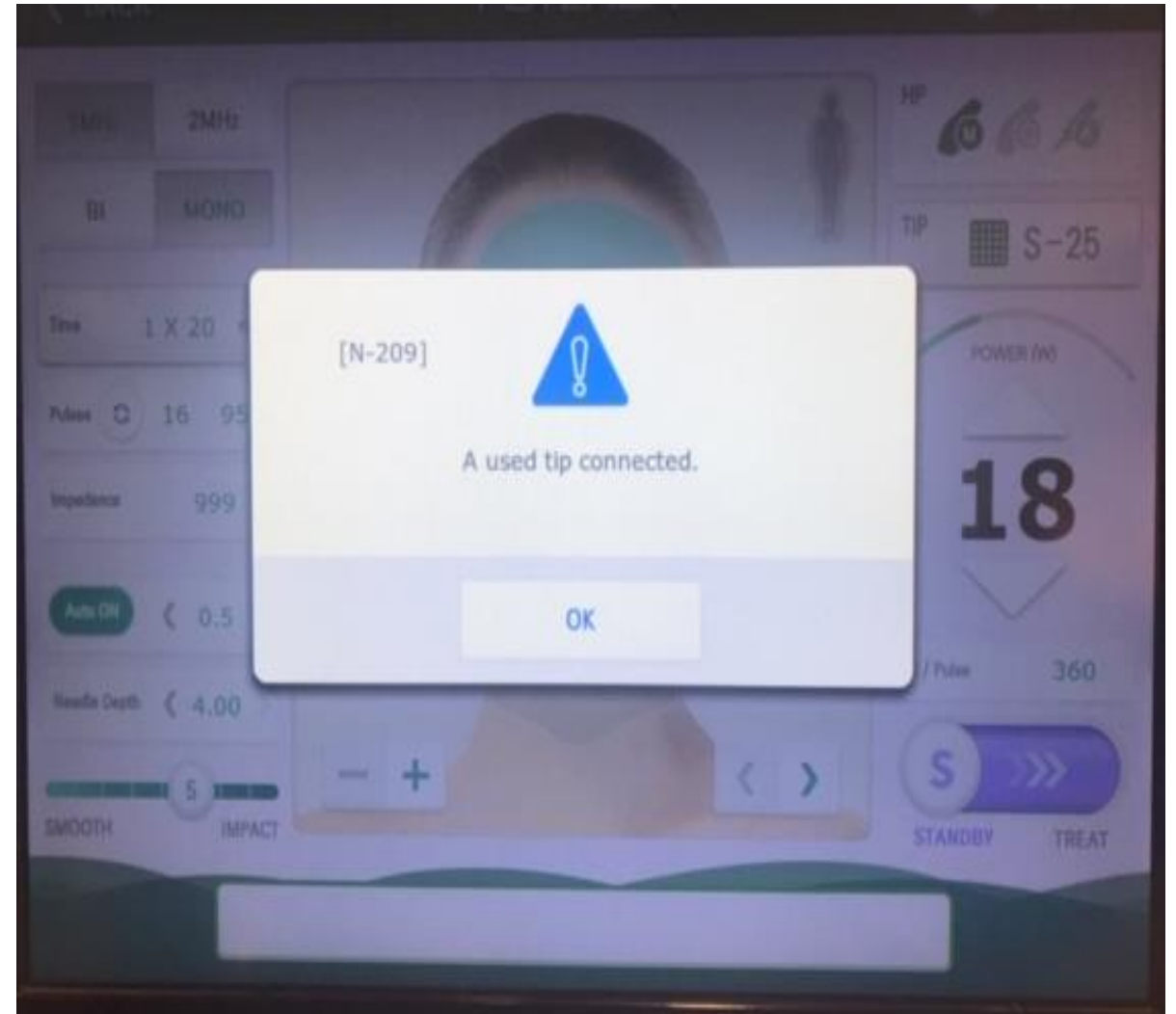
Disposable Neutral Pad

- The NEM pad must be used for all monopolar treatment
- Place the pad close to the treatment area
- The **Single-Use** neutral pad requires direct skin contact
- It is advisable to check the pad throughout treatment for wrinkles or if it is not fully adhered
- Encourage patient to let you know if it starts to feel warm
- If multiple passes are performed, the pad may stay adhered to the patient while in Bipolar mode
- Do not reuse.



Tip Lifespan & Disposal

- Tips are single use only.
- Please dispose of tips after each patient treatment.
- Tips should be placed in a sharps container onsite.
- NEVER reuse a needle tip!



Clinical Use

Potenza™
RF MICRONEEDLING



Reference Materials

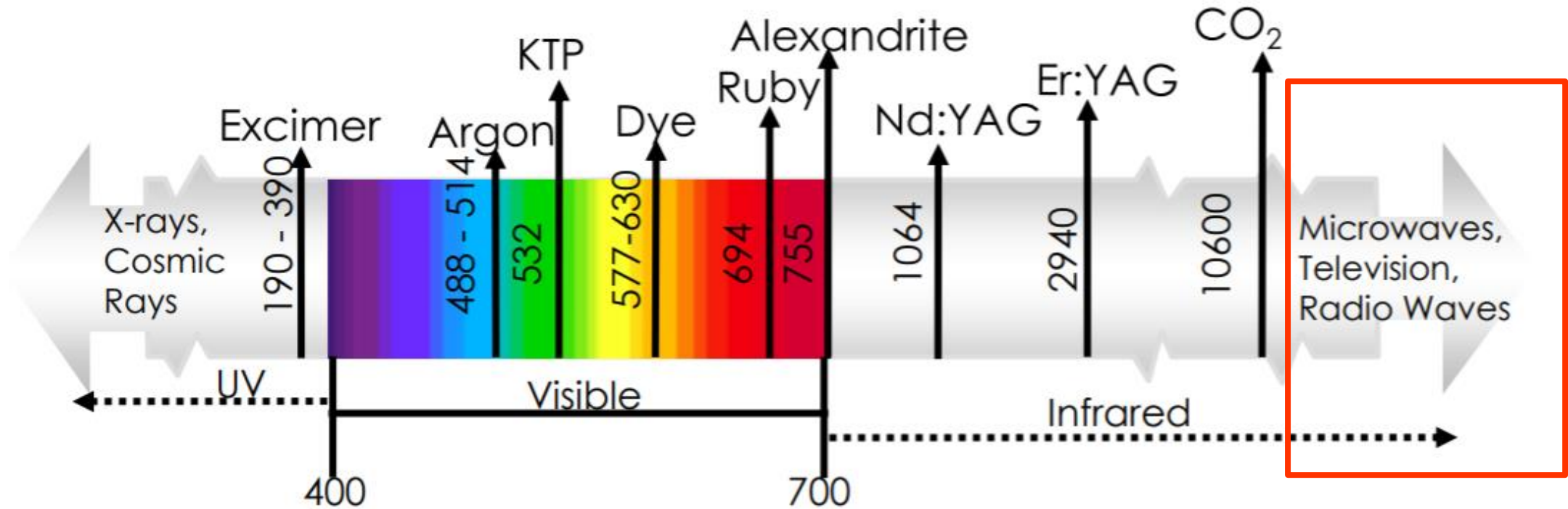
Refer to AMPS for updated manuals.



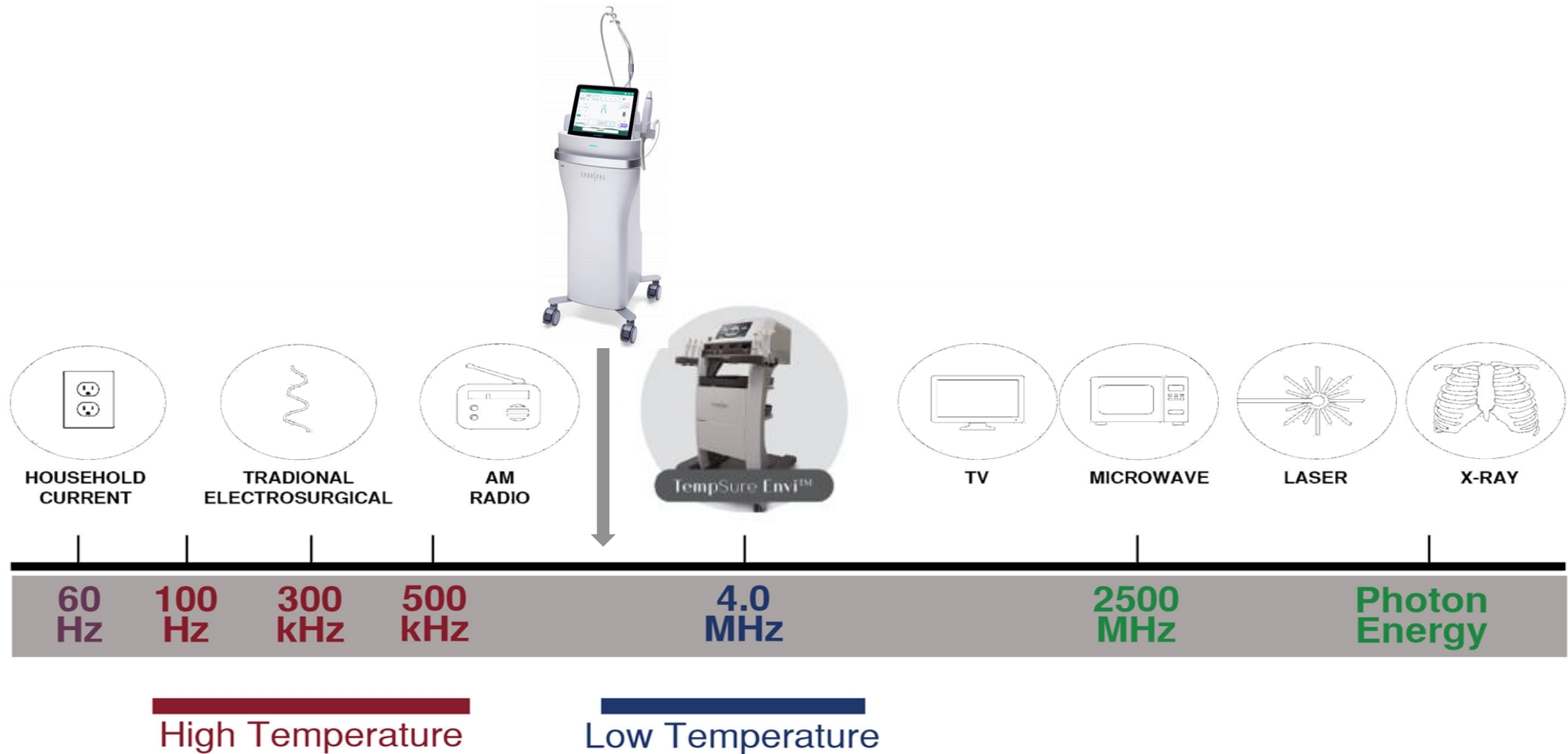
Always refer to the Potenza Clinical Reference Guide and Operator's Manual for information regarding the product.

- Cynosure assumes no liability whatsoever for any damage, loss, or injury resulting from an application of a product which is not in strict accordance with its Operator's Manual and Clinical Reference Guide. Cynosure also assumes no liability for any damage or injury arising as a result of operator error or mistake.
- Usage of the product is based on the practitioner's knowledge and experience. The practitioner is solely responsible for treatment results. There is no guarantee that the expected or anticipated results will be achieved.
- Training conducted on the device and all treatments performed should adhere to the guidelines found within the Clinical Reference Guide.

Electromagnetic Spectrum



Radiofrequency Spectrum (measured in Hz)



Radiofrequency

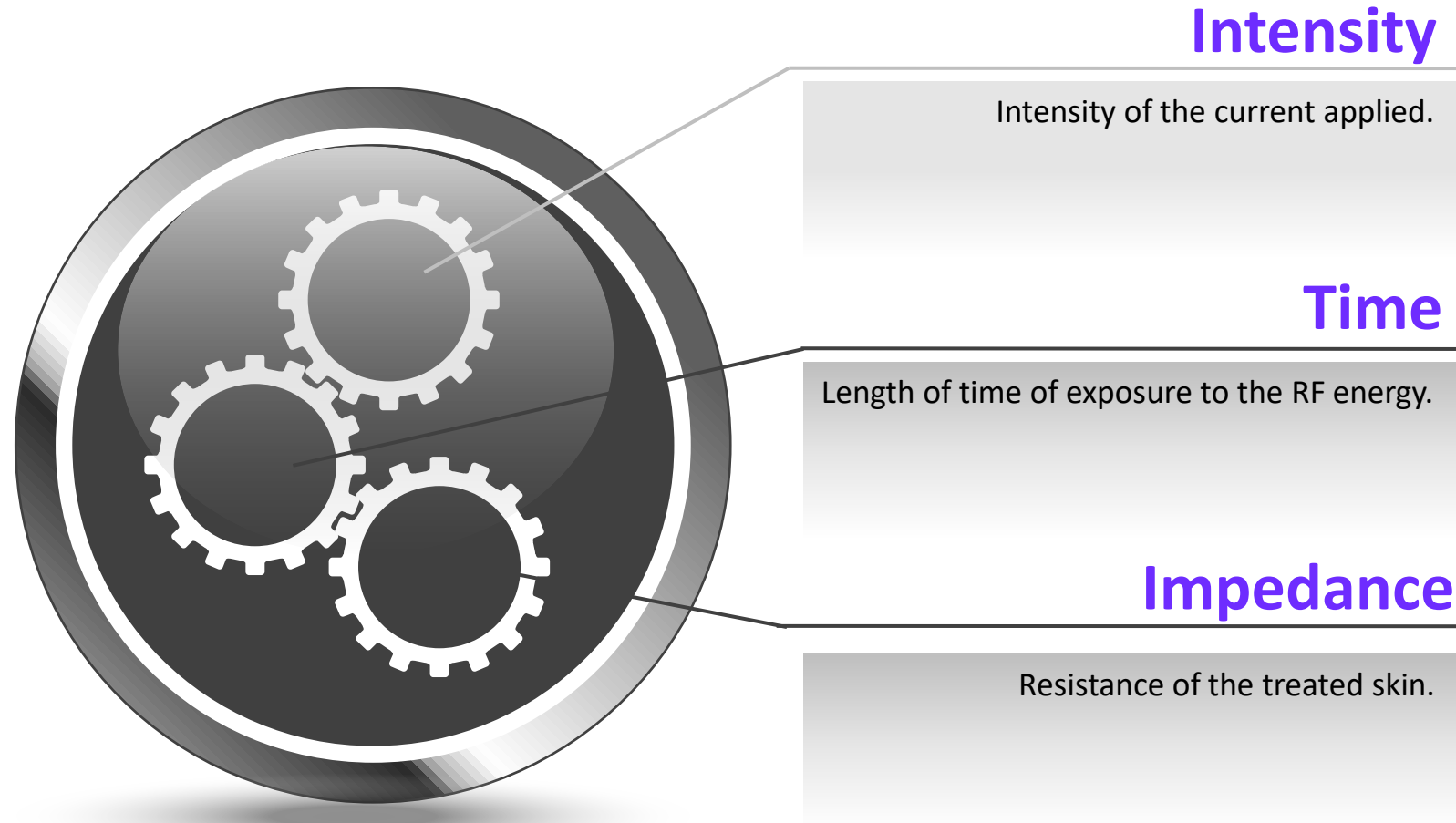


Radio Frequency (RF) is part of the electromagnetic spectrum characterized by a specific frequency measurable in Hertz (Hz).

The Potenza offers 1MHz (1 million cycles per second) and 2MHz (2 million cycles per second) options

RF energy produces a change in the electrical charges of the treated skin creating an electron movement. The resistance (impedance) of the tissue to that electron movement generates heat..

Amount of heat is dependent on 3 factors

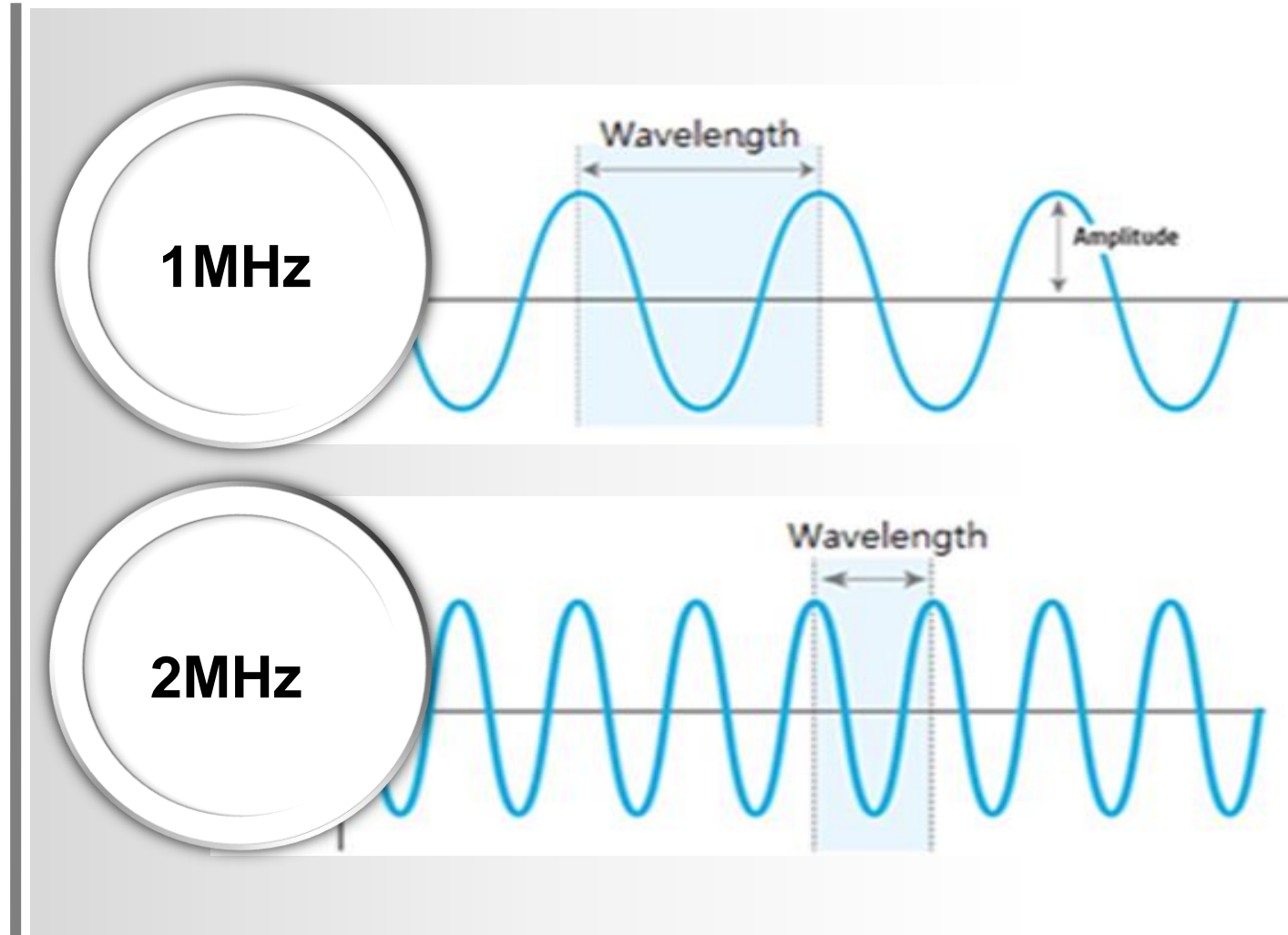


Intensity | 1MHz or 2MHz

- One million cycles per second
- Deeper, wider treatment
- More comfortable
- Consider using 1MHz for darker skin
- More comfortable in thinner skin and at shallow depths

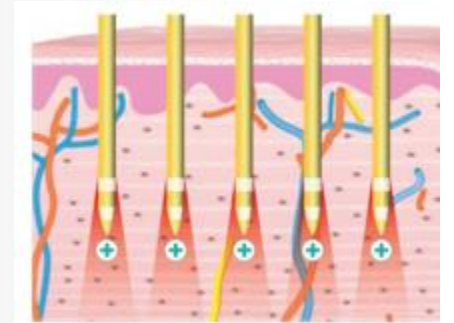


- Two million cycles per second
- Energy is absorbed more quickly
- More focused
- More aggressive treatment

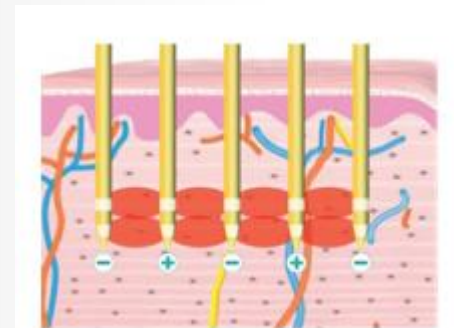


Intensity | Monopolar or Bipolar

- Monopolar RF configuration consists of an active treatment electrode (needle) and a passive one which acts as the grounding electrode (Neutral Pad)
- Deep and wide treatment area
- Most comfortable
- RF is flowing away from DEJ and the surface of the skin
- Safest mode for darker skin types

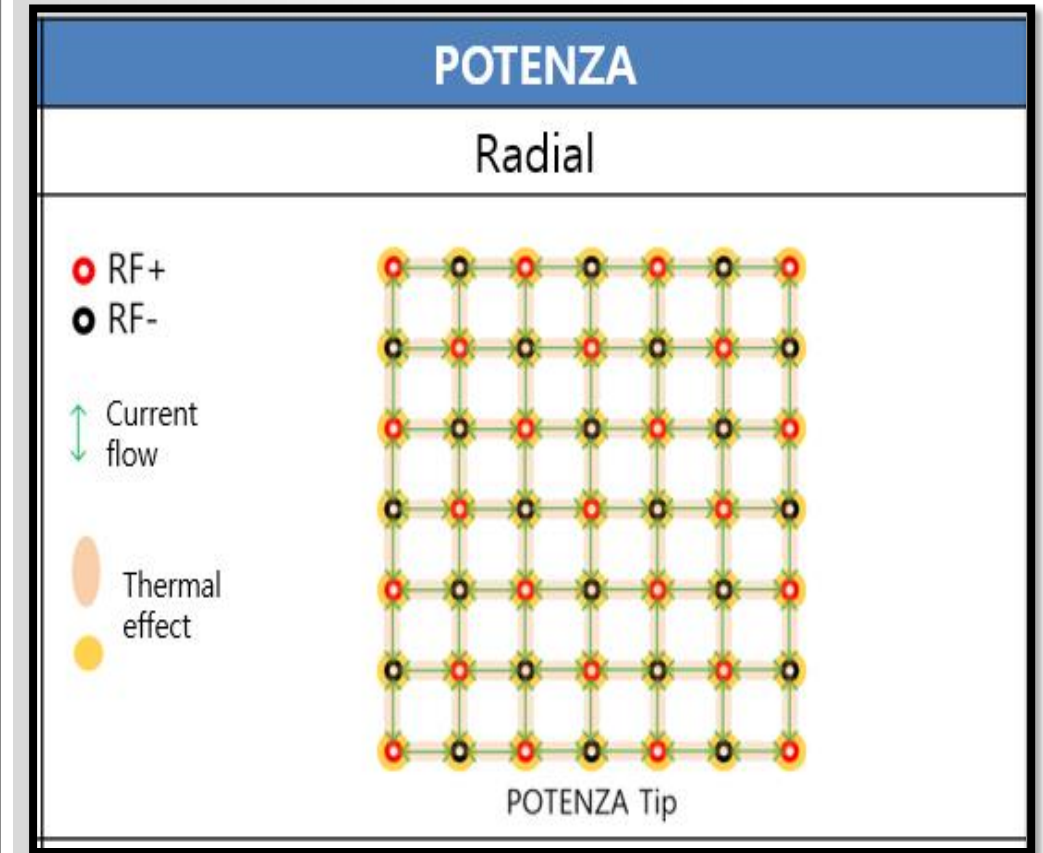


- The current passes between 2 identical electrodes (needle to needle)
- Neutral pad is not needed
- More focused delivery of RF
- More aggressive
- More comfortable at deeper depths



Intensity | Bipolar Explained

- When in Bipolar mode, the RF energy flows between the + and - needles in the array
- Two generators supply RF which evenly delivers energy to the tissue



Intensity | Needle Tip Selection

Needle tips are available in multiple options.

- Tiger Tip Technology (Semi-Insulated (S-tip))
- Insulated Tip (I-Tip)
 - Needle array options: 16, 25 and 49
- Fusion Tip (Cushion Plus (CP-21))
 - 21 insulated needle array
- Single Needle Tip
 - Adjustable needle depth options



Fusion Tip

21 Insulated needle array
Adjustable depth
0.5-2.5 mm



Tiger Tip

Semi-Insulated Needles

16, 25 and 49 needle array
Adjustable depth
0.5mm- 4.0mm



Insulated needles

16, 25 and 49 needle array
Adjustable depth
0.5mm- 4.0mm



Single Insulated needles

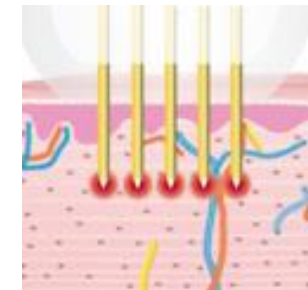
0.8mm, 1.2mm and
1.5mm depth

Insulated and Semi-Insulated Tips

- Provides targeted, precise RF energy to the selected depth
- RF is directed away from the DEJ
- Less risk of skin surface side effects
- Direct energy delivery to the dermis
- Safest option for darker skin types
- Preloaded with 1000 pulses



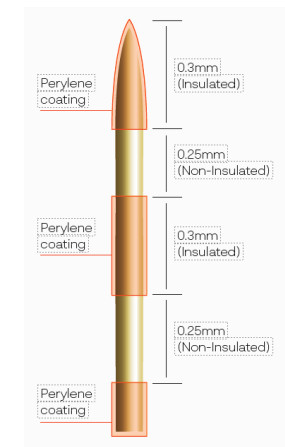
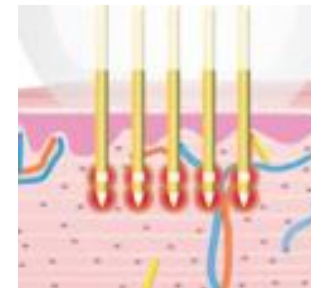
Insulated Tips (I-Tip)



- Two areas of the electrode are uninsulated
- Allows for simultaneous treatments to the mid and deep dermis
- Two horizontal areas of coagulation in a single pass
- Used in areas **1.5mm** and deeper
- Preloaded with 1000 pulses

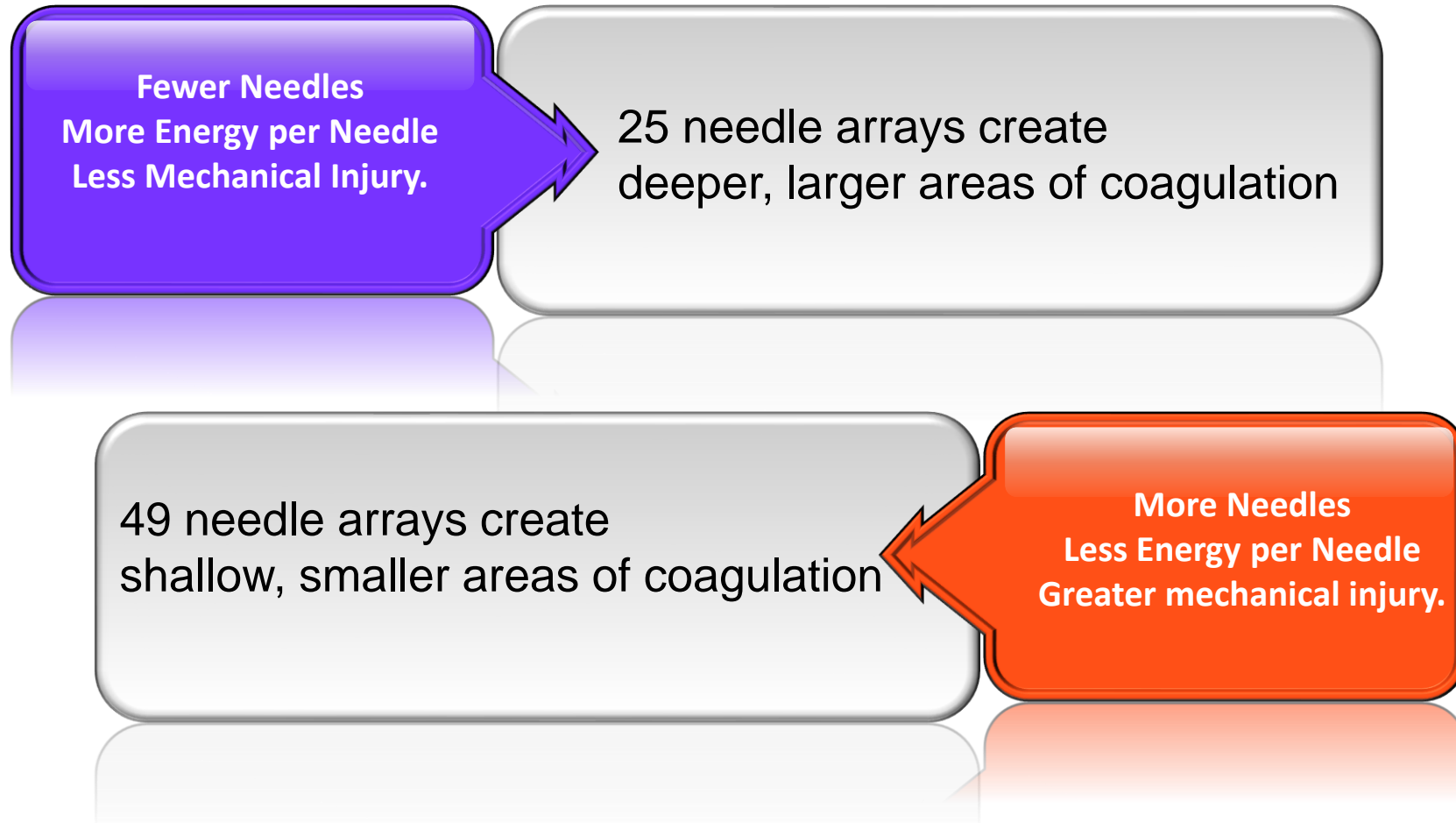


Semi-Insulated Tips (S-Tip)



Multiple Needle Arrays

I-Tips and S-Tips are available in 16, 25, and 49 needle array options



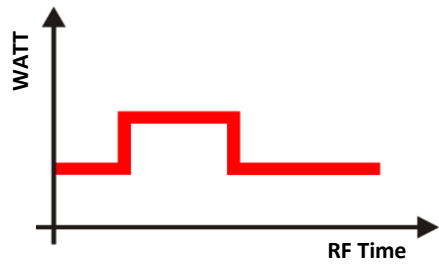
Adjustable Needle Depth Options

*Step 1 Chart				
Approximate Tissue Treatment Depths in mm				
Forehead	Crow's Feet	Below Eyes Festoons	Nose/Chin	Cheek Cheek Bone
Thin 0.25-0.5 Med 0.5-0.75 Thick 1.25-2.0	Thin 0.75-1.0 Med 1.25-1.50 Thick 1.5-2.0	0.05-0.75	Thin 0.5-1.0 Med 1.0-1.5 Thick 1.5-2.5	Upper 0.75-2.0 Mid/lower 1.0-2.0 Cheekbone 1.0-1.75
Upper Lip	Jawline	Neck	Abdomen	Skin Blemishes
Thin 0.25-0.75 Med 0.75-1.50 Thick 1.75-2.75	Thin 0.75-1.0 Med 1.25--1.75 Thick 1.75-2.25	Lower 1.0-1.5 Medial 1.25-2.0 Lateral 1.25-2.50	1.5 – 4.0+	1.2-1.8

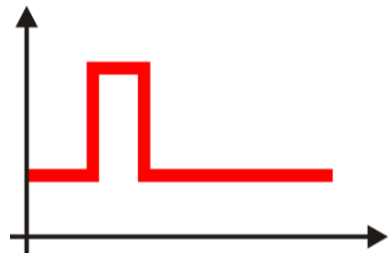
Time | Length of time of exposure

Pulse Width(time in ms) X Watts (energy/power)=mJ/Pulse

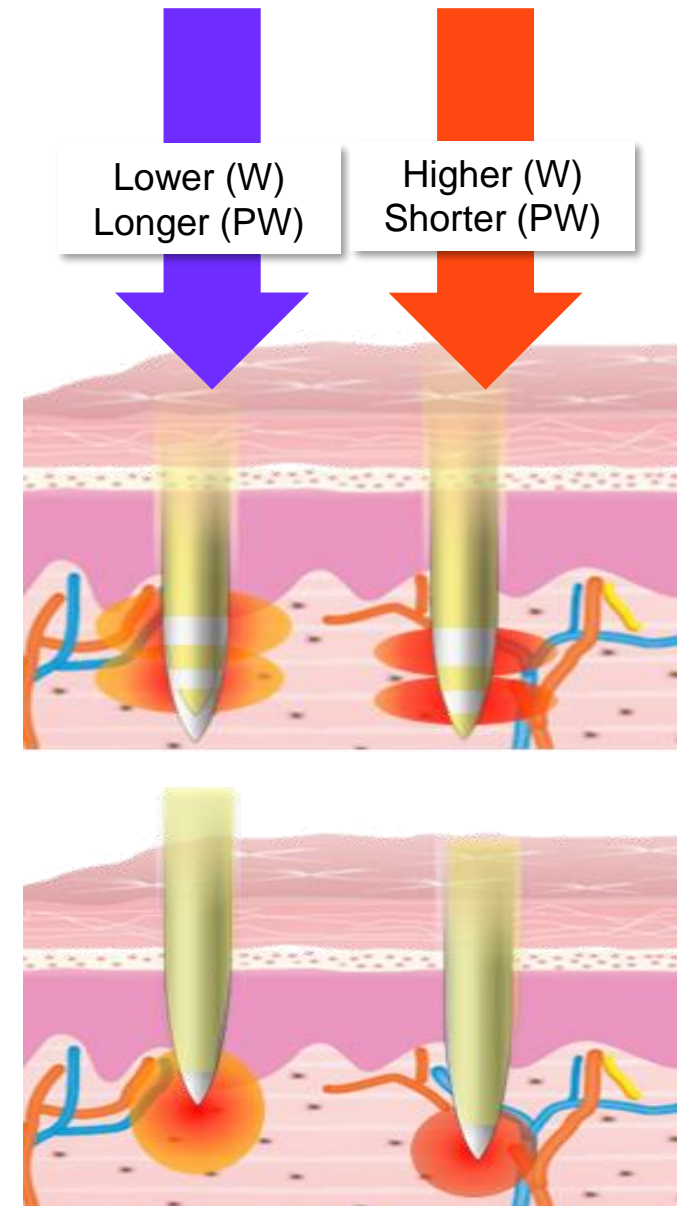
Goal is to stay under 1000mJ/Pulse



- Treating with lower (W) and a longer (PW) creates larger areas of energy diffusion at lower temperatures



- Treating with higher watts (W) and a shorter pulse width (PW) provides focused delivery of heat with focused areas of heat diffusion with higher temperatures



Impedance | Resistance within the tissue

Maintain impedance of 600 ohms or less

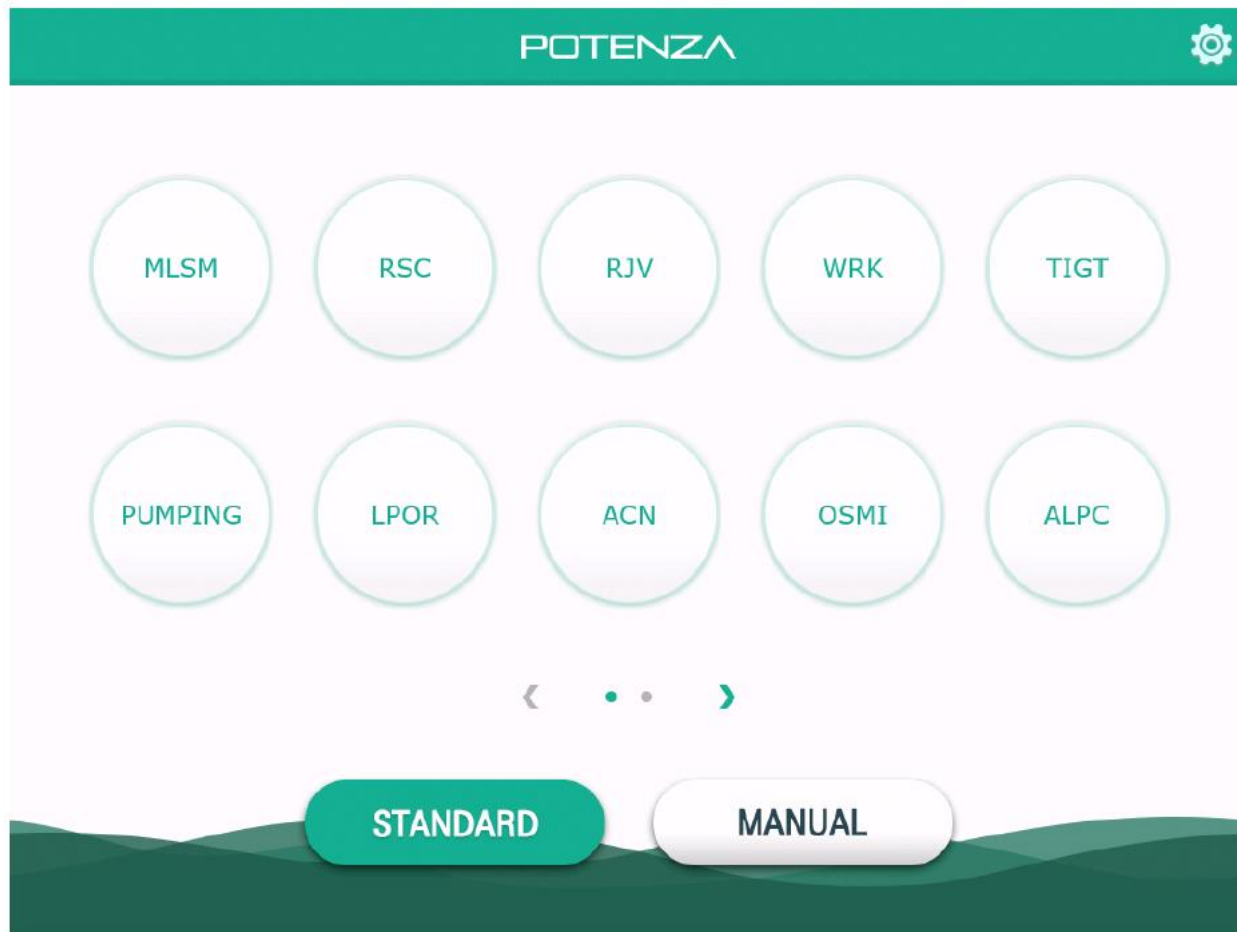
Potenza provides real-time impedance monitoring (RIM) that helps achieve and maintain optimal therapeutic RF delivery.

Potenza makes instant adjustments for optimal energy delivery

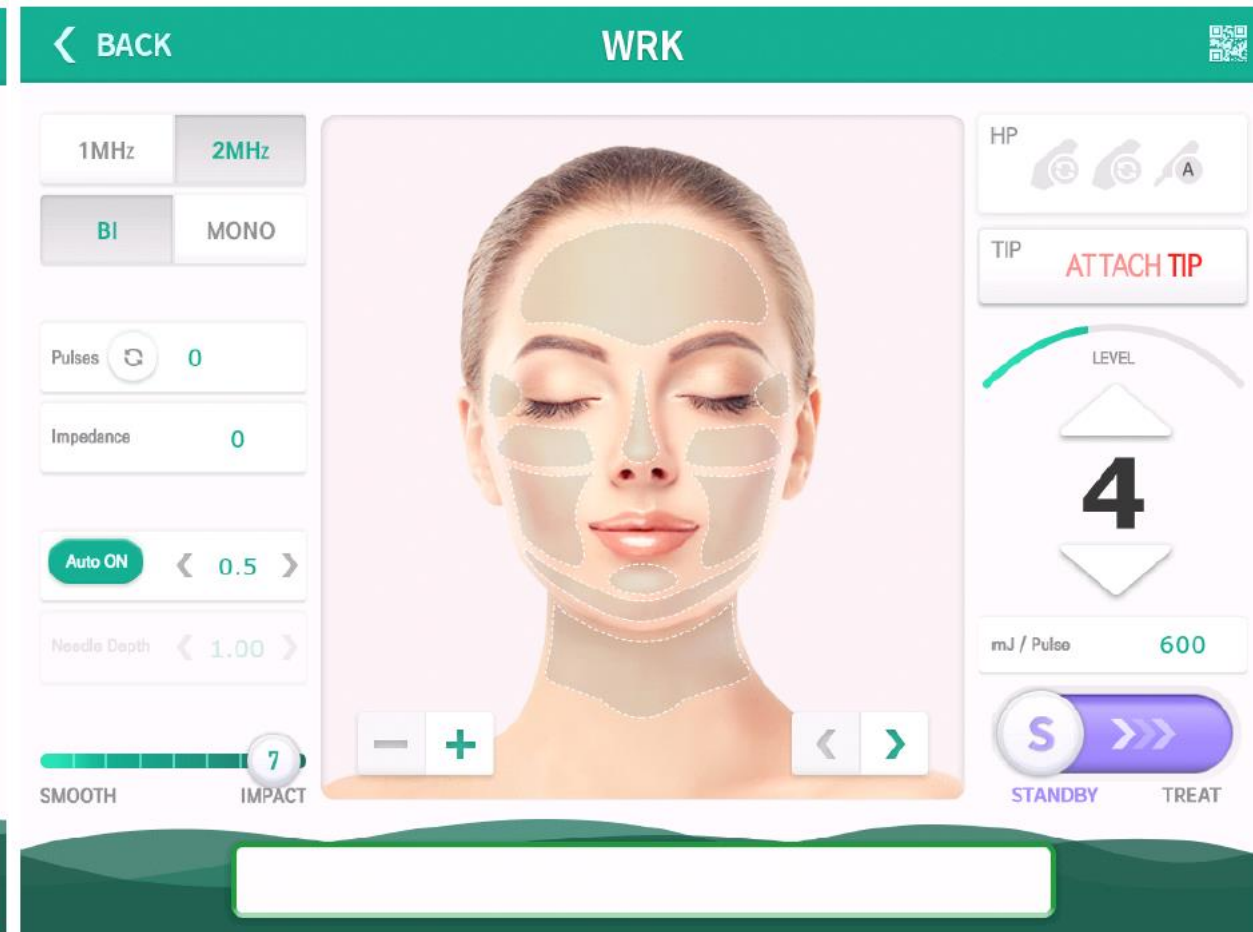
If the impedance reading is more than 600 ohms:

- 1) Confirm that the tissue is properly hydrated
- 2) Assure that the tip is flush (perpendicular) on the skin
- 3) Increase or decrease the pressure of the tip on the tissue
- 4) Keep the tissue taut and increase the impact of the needles
- 5) Increase the depth of the needle by 0.25 mm
- 6) Switch from monopolar to bipolar mode
- 7) Choose a tip with a fewer array of needles (49 to 25)

Easy Intuitive Home Screen

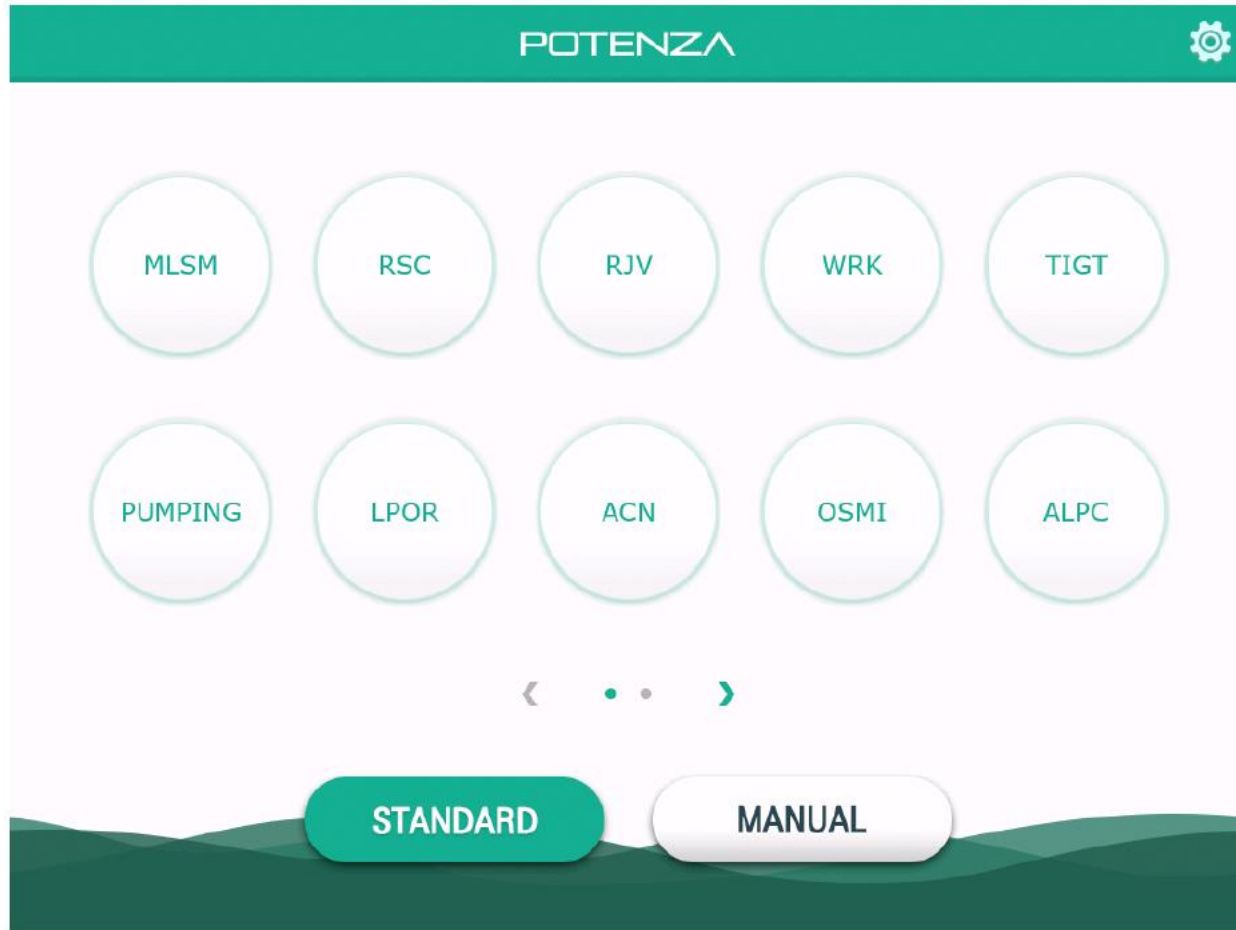


Select Standard or Manual



Standard Mode

Standard Modes



RSC=Rosacea
MLSM=Melasma
RJV=Rejuvenation
WRK=Wrinkle
TIGT=Tightening
PUMPING=CP21
ACN=Acne
ALPC=Alopecia
LPOR=Large pore
OSMI=Hyperhidrosis

Customizing Settings

Choose 1 or 2 MHz

Choose Bi or Mono

Shows PW in ms

Number of TX pulses

Impedance –Must remain at or below 600

Set Hz–can change by tenths

Set Needle Depth (mm) by area

Set Impact by area

Change number of pulses/pulse width

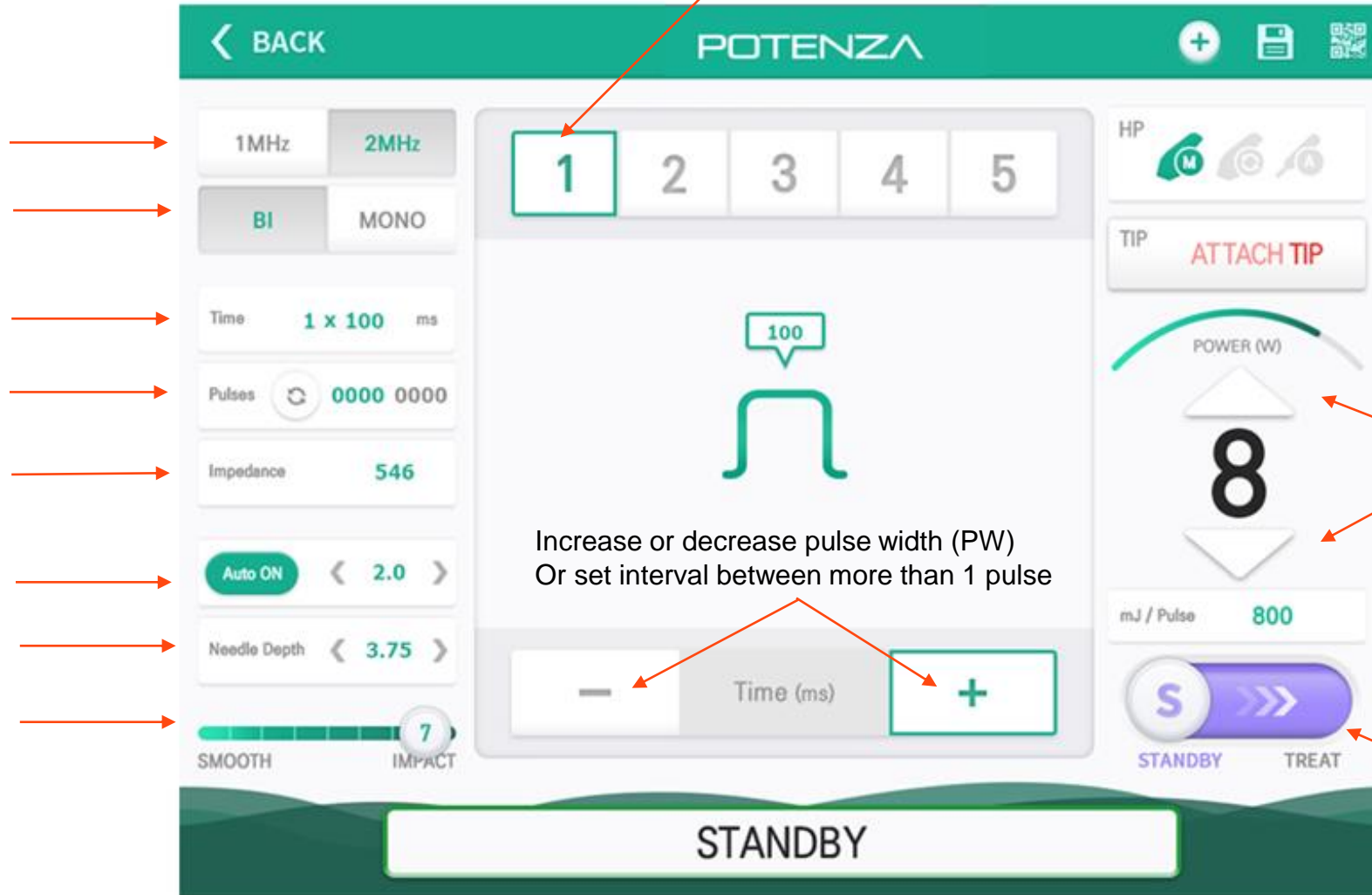
Indicates active HP

Reminder

Increase or decrease wattage

Energy in mJ/pulse

Slide to engage energy



$\text{Pulse Width (time in ms)} \times \text{Watts (energy/power)} = \text{mJ/Pulse}$

Goal is to stay under 1000mJ/Pulse

Attaching the Tip to the Handpiece

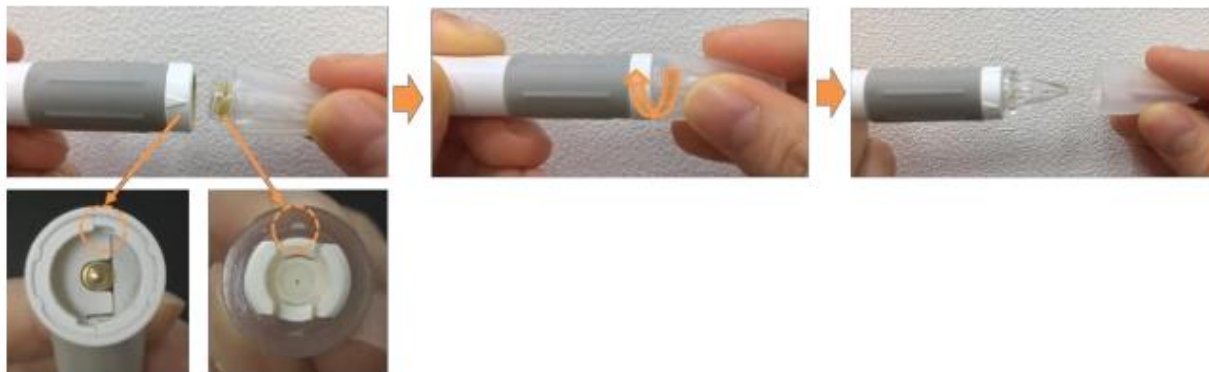
Motorized Handpiece:

- ① Insert the tip into handpiece 20 degrees counterclockwise from the center.
- ② Turn the tip clockwise until it clicks to fasten.



AC Handpiece:

- ① Turn the tip to the left with protection cap when removing the tip.



- ② Remove it from handpiece.

Auto Mode – Set in Hz

Set Hz to allow needles to pulse at a timed speed while leaving foot on the foot pedal. Adjustable from .1-2Hz; can be changed by tenths

- 2 Hz = 1 pulse per 2 seconds
- 1 Hz = 2 pulse per 1 second



Impact Adjustment

Handpiece speed selection from slow (SMOOTH) to quick (IMPACT); seven settings are available

- Impact 3-4 drives needles in gently and slower. More comfortable for thinner areas of tissue such as around the eyes or forehead.
- Impact 6-7 drives needles in quicker and with more force. More comfortable for thicker areas of tissue such as the lower face, neck, and abdomen.



Treatment Techniques

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Test Spots

Test spots are recommended prior to treatment to determine patient suitability and tolerability.

- ✓ For Fitzpatrick I – III, wait 15 minutes to observe clinical end point
- ✓ For Fitzpatrick IV – VI, wait 48-72 hours to observe clinical end point
- ✓ The expected outcome of test spots is mild to moderate edema and erythema with minimal pinpoint bleeding
- ✓ Follow the settings in the CRG for recommended test spot parameters



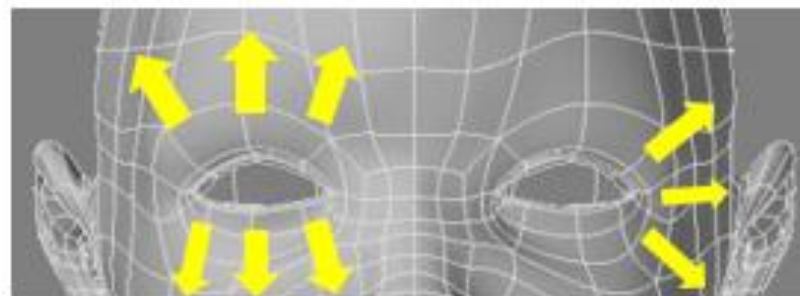
Directional Treatment Guidelines

1. Forehead



Pull tissue upward on the forehead

2. Around the Eyes



Pull skin outward from eyes

3. Cheek and Jawline



Do not treat over vocal cords, large blood vessels, the trachea, or thyroid. Pull tissue off the structure and then perform treatment

4. Neck



Treatment Recommendations

- Begin treatment laterally
- Follow protocols per needle tip
- Alternate directions per pass
- Achieve all passes per zone before moving to next area
- Start with deepest pass first. Adjust by .25mm to achieve tissue coagulation at varying depths
- Apply pulses uniformly without gaps
- Vary needle tips, depth and parameters based upon the patient's skin characteristics and treatment location
- Follow Pre- and Post-treatment recommendations found in the CRG



Differences Between Potenza's 4 Treatment Modes

1 MHz Frequency

- Deeper and wider treatment area
- More Comfortable

2 MHz Frequency

- Focused targeting
- More aggressive treatment

Monopolar Configuration

- Deep and wide treatment area
- Used to treat superficial to deep dermis
- Suitable for revitalization and skin tightening through soft-tissue coagulation
- Less painful; shorter downtime

Bipolar Configuration

- Accurate targeting
- Used to treat mid dermis to deep dermis
- Suitable for skin tightening through soft-tissue coagulation
- More aggressive; longer downtime

Selecting a Tip for Treatment

Patient Assessment may result in the choosing of 1 or more tips to conduct treatment.

Insulated Tips

- Perfect for precise, lateral energy delivery
- Ideal for treating thinner tissue

Tiger Tip

Semi-Insulated Tips







- Simultaneous treatment of epidermis and dermis
- Ideal for treating denser tissue

Fusion Tip

Cushion Plus Tip

- Enhances the penetration of topicals
- Designed to be used at a higher setting

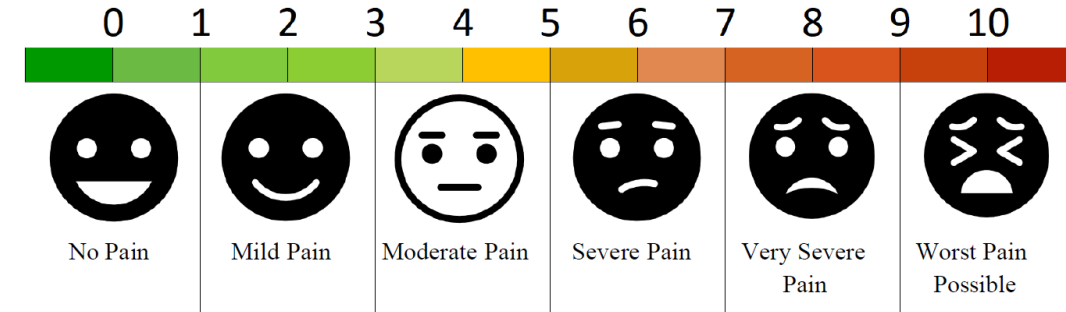
5 Steps For Treatment

Step 1 Indication (For depth of needles, refer to Step 1 Chart)	Step 2 Suggested Tip		Step 3 Frequency (MHz)	Step 4 Monopolar / Bipolar	Step 5 # of Passes
Revitalization	I-25 I-49	 25 Insulated  49 Insulated	<input checked="" type="checkbox"/> 1 MHz <input checked="" type="checkbox"/> 2 MHz	<input checked="" type="checkbox"/> Bipolar <input checked="" type="checkbox"/> Monopolar	1-2
Deep Tissue Tightening through Soft- Tissue Coagulation	S-25 S-49	 25 Semi Insulated  49 Semi Insulated	<input checked="" type="checkbox"/> 1 MHz <input checked="" type="checkbox"/> 2 MHz	<input checked="" type="checkbox"/> Bipolar <input checked="" type="checkbox"/> Monopolar	1-2
Skin Blemishes	AI-15	 1 Insulated	<input checked="" type="checkbox"/> 1 MHz <input type="checkbox"/> 2 MHz	<input type="checkbox"/> Bipolar <input checked="" type="checkbox"/> Monopolar	1 -6 Pulses of Energy per Blemish
Enhanced Tissue Engagement	CP-21	 21 Cushion Plus	<input checked="" type="checkbox"/> 1 MHz	<input checked="" type="checkbox"/> Monopolar	1-3

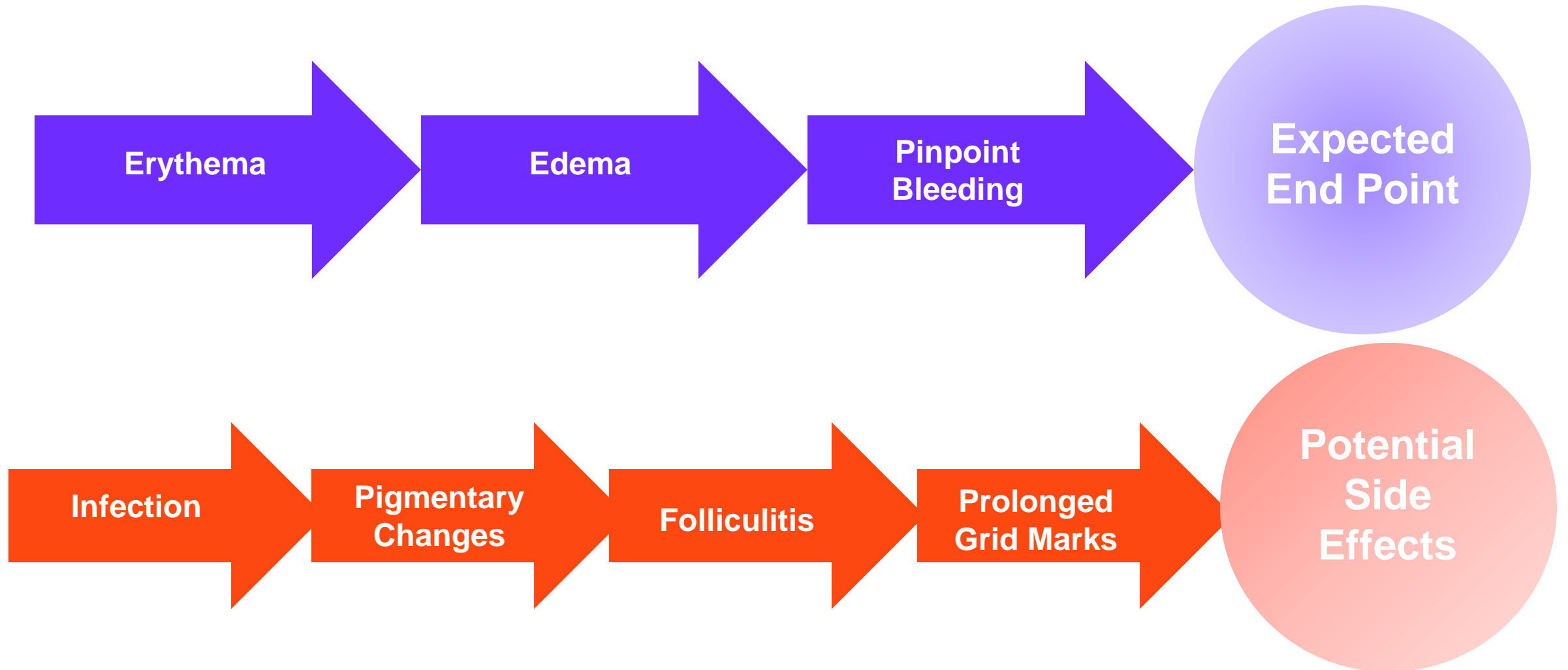
Patient Comfort

Consider making the following adjustments to ensure Potenza treatments are well tolerated:

- Impact set according to tissue depth
- Pressure applied to handpiece; gentle, not too firm
- Needle depth
- Bipolar to monopolar
- 2 MHz to 1 MHz
- Use of a zimmer chiller, topical analgesic and/or Nitronox

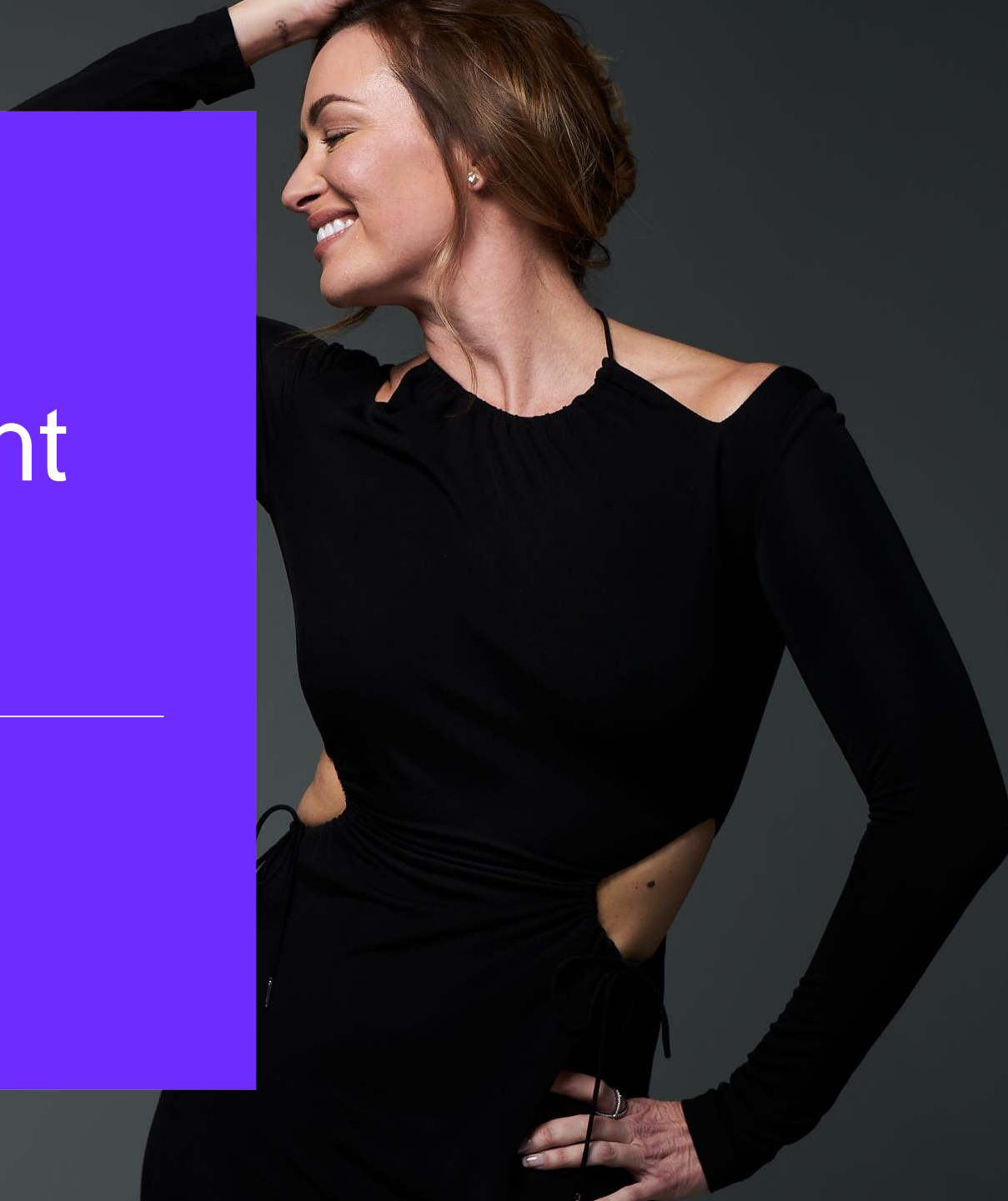


Clinical End Point



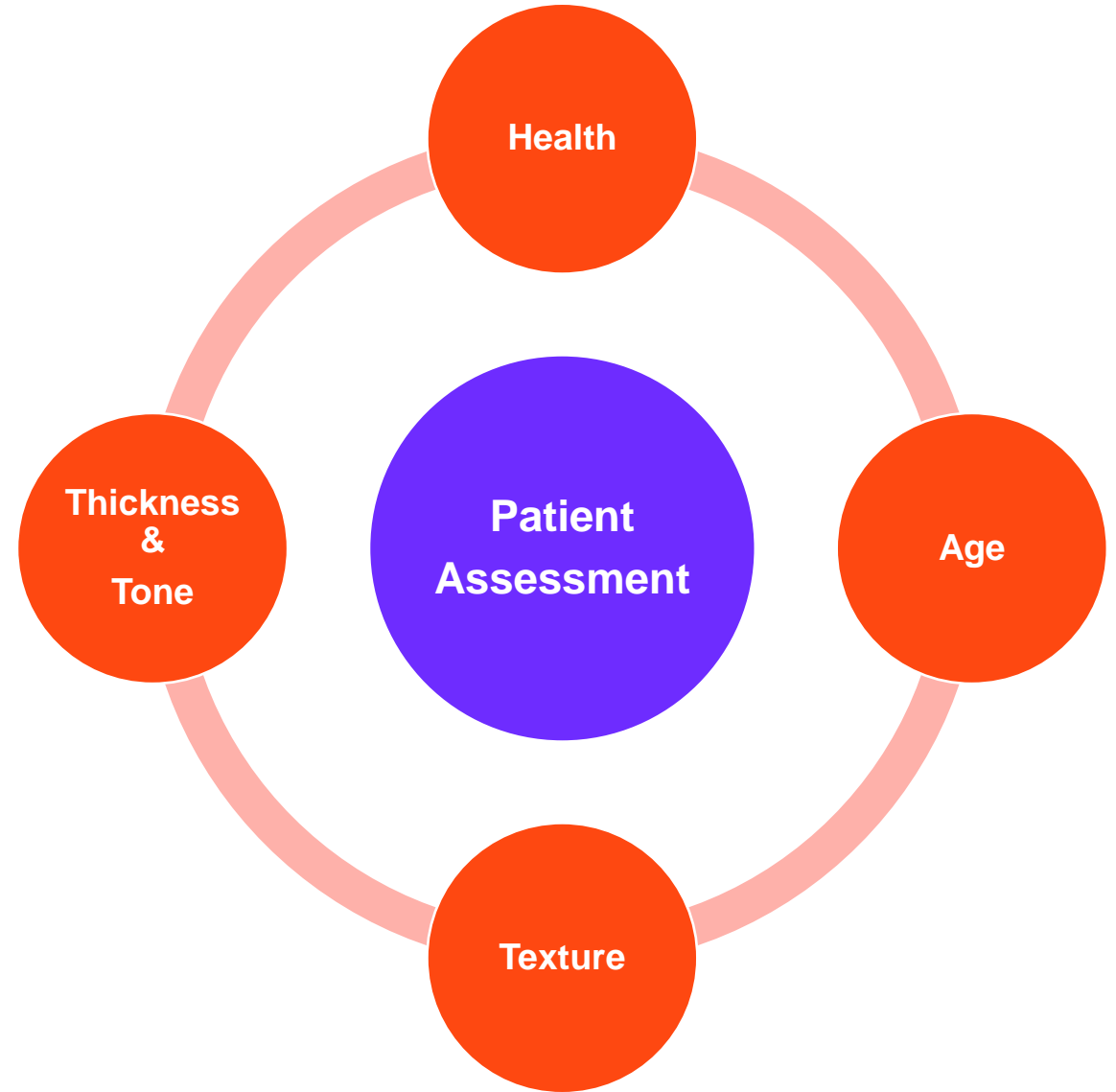
Clinical Patient Analysis

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Clinical Patient Analysis

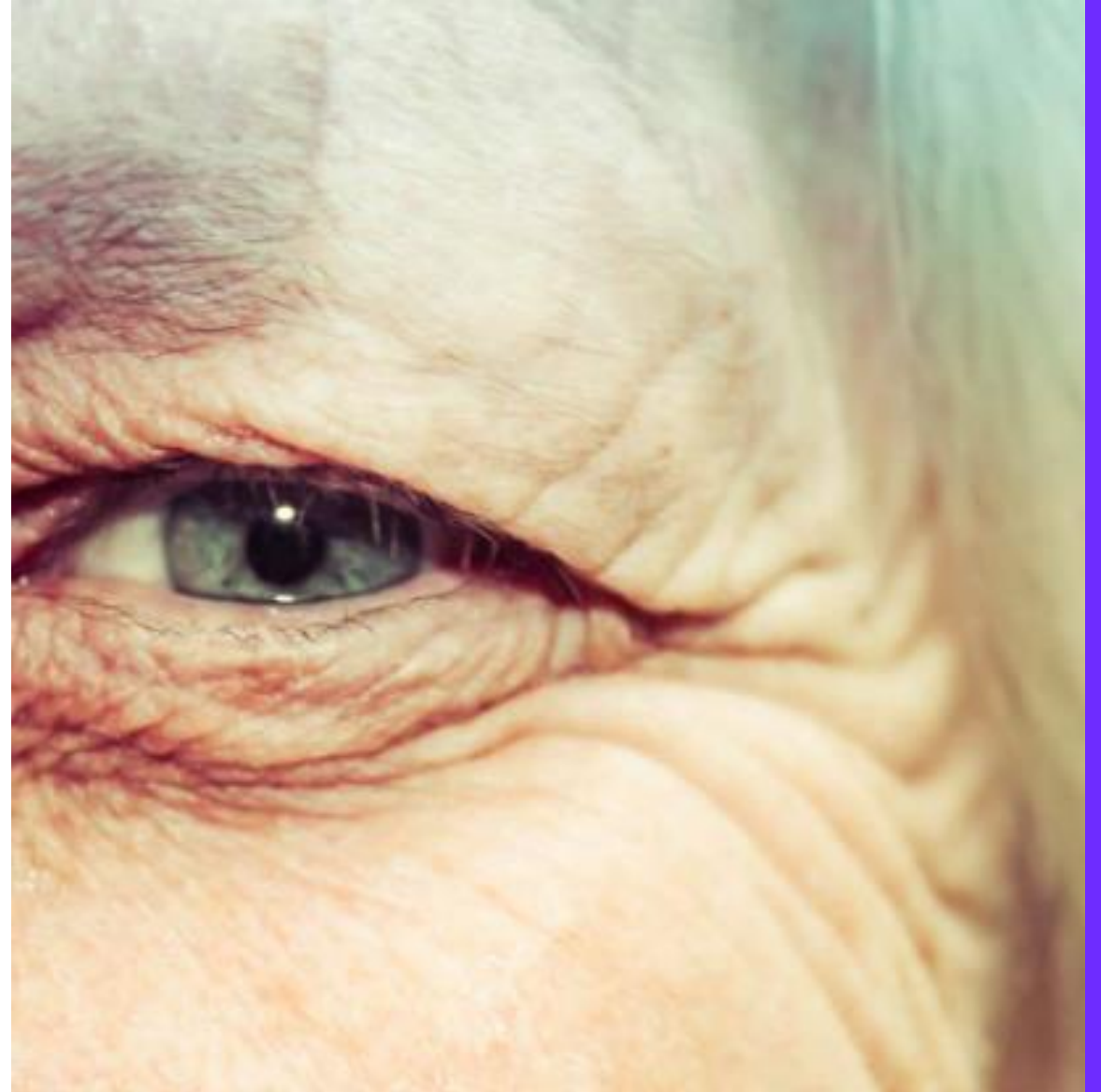
A thorough patient assessment is recommended prior to treatment. Proper assessment will help to determine the appropriate tip used to conduct the treatment.



Suggested Parameters

- + Monopolar
- + 1 MHz
- + I-25
- + Tissue Depth ~1.27 to 2.95mm
- + ~ 800-1000 mJ/pulse

- + WHY?
- + Thin, sensitive tissue around the peri-orbital region. The I-tip would be better suited for treating thinner areas of tissue.



Suggested Parameters

- + Bipolar
- + 2 MHz
- + I-25 or S-25
- + Tissue Depth ~ 1.03 – 2.75
- + ~ 800 – 1000 mJ/pulse

- + WHY?
- + The I or S tip may be selected to address deep etched wrinkles and lines. The 49 array may also be used. Bipolar configuration at 2 MHz would provide a more aggressive, corrective treatment resulting in skin tightening through soft-tissue coagulation.



Suggested Parameters

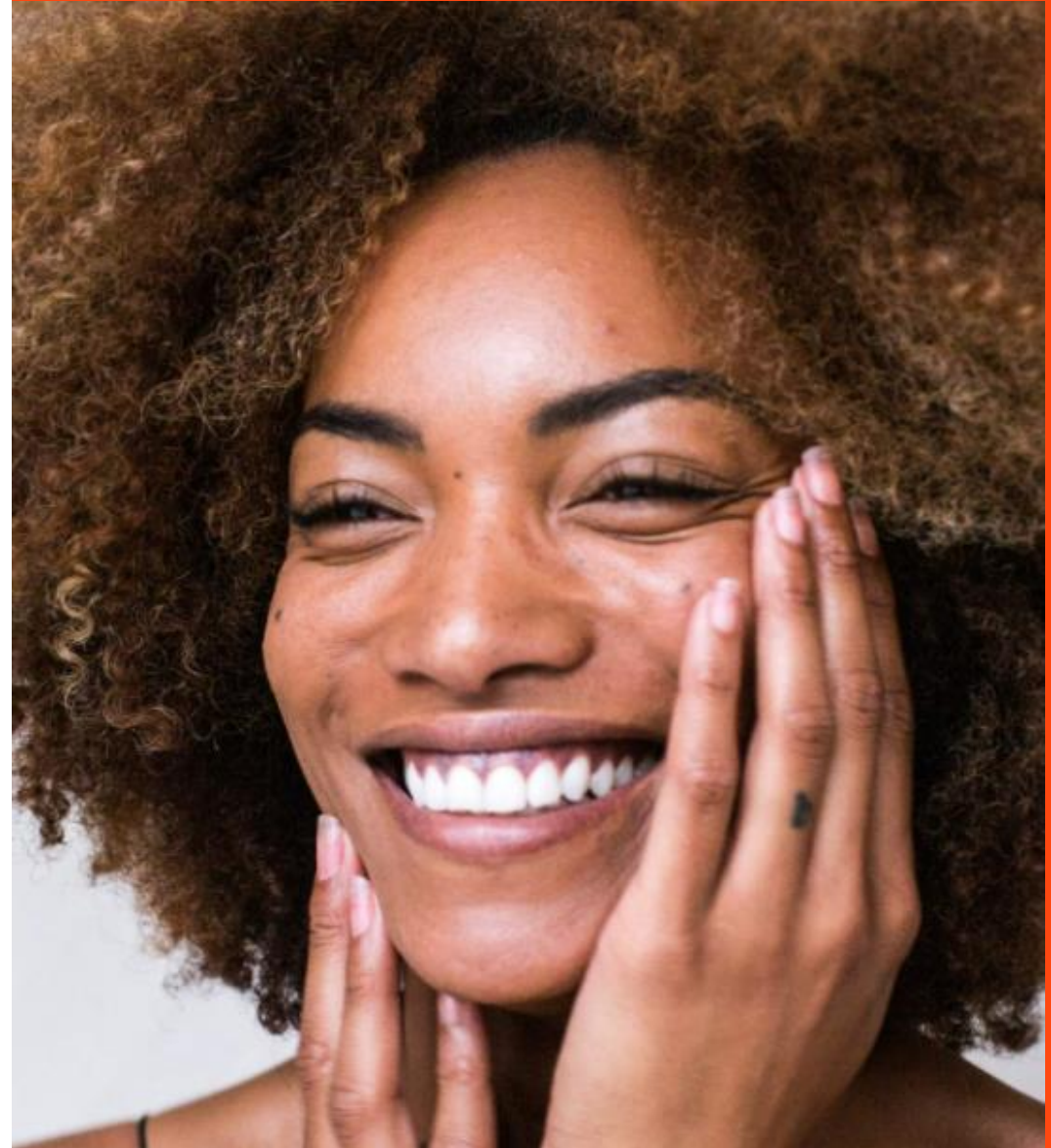
- + Monopolar
- + 1 MHz
- + I-25
- + Tissue Depth ~1.03 to 2.75mm
- + ~ 800-1000 mJ/pulse
- + WHY?
- + This is a younger patient who would benefit from a revitalization treatment. The I-tip would be more appropriate to treat the face where tissue depth can be thinner in certain areas.



Suggested Parameters

- + Monopolar
- + 1 MHz
- + I-16 & I-25
- + Less aggressive parameters
- + Test Spot and wait 48-72 hours

- + WHY?
- + The I-tip is recommended for treating skin of color due to its propensity for post inflammatory hyperpigmentation. The I-tip allows for treatment to be delivered below the DEJ. Test spots should be performed prior to treatment to observe tissue reaction.



Suggested Parameters

- + Monopolar or Bipolar
- + 1 MHz
- + S-25
- + Tissue Depth ~ 1.28 – 2.74
- + ~ 800 – 1000 mJ/pulse

- + WHY?
- + The S-tip with the Monopolar configuration would provide a deeper treatment for skin tightening through-soft tissue coagulation. Since the neck tissue can be more sensitive, 1 MHz may prove more comfortable for the patient when using the S-tip.



Suggested Parameters

- + Monopolar
- + 1 MHz
- + AI-15
- + Needle Depth 1.5mm fixed
- + 5 – 9 Watts
- + 1 – 6 pulses

- + WHY?
- + The AI-15 is intended for the treatment of blemishes. This tip will only operate in monopolar configuration at 1 MHz.



Suggested Parameters

- + Bipolar
- + 2 MHz
- + S-49
- + Tissue Depth ~2.24 – 3.20
- + ~ 800-1000 mJ/pulse
- + WHY?
- + An aggressive treatment with the S-49 can result in tissue tightening as a result of soft-tissue coagulation. This would be ideal to address sagging tissue and textural changes on the abdomen.



Suggested Parameters

- + Monopolar
- + 1 MHz
- + Cushion Plus CP-21
- + Needle Depth 0.5 – 2.5 mm
- + ~ 2530 mJ/pulse
- + Full Facial Treatment

- + WHY?
- + The Cushion Plus CP-21 enhances topical penetration by emitting a puff of air towards the skin with each pulse. This tip can be used to treat the patient's entire face and neck.



B&A's

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March 18, 2024

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Before and after 2 treatments
Courtesy of S. Doherty, MD

921-7043-012



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Before and after 1 treatment
Courtesy of S. Doherty, MD

921-7043-013



Potenza™

Before and after 1 treatment
Courtesy of S. Doherty, MD

921-7043-028



Potenza™

Before and after 1 treatment
Courtesy of S. Doherty, MD

921-7043-031



Potenza™

Before and after 3 treatments
Courtesy of R. Weiss, MD

921-7043-032



Potenza™

Before and 2 weeks after 1 treatment
Courtesy of Murphy Plastic Surgery & Medical Spa

921-7043-056

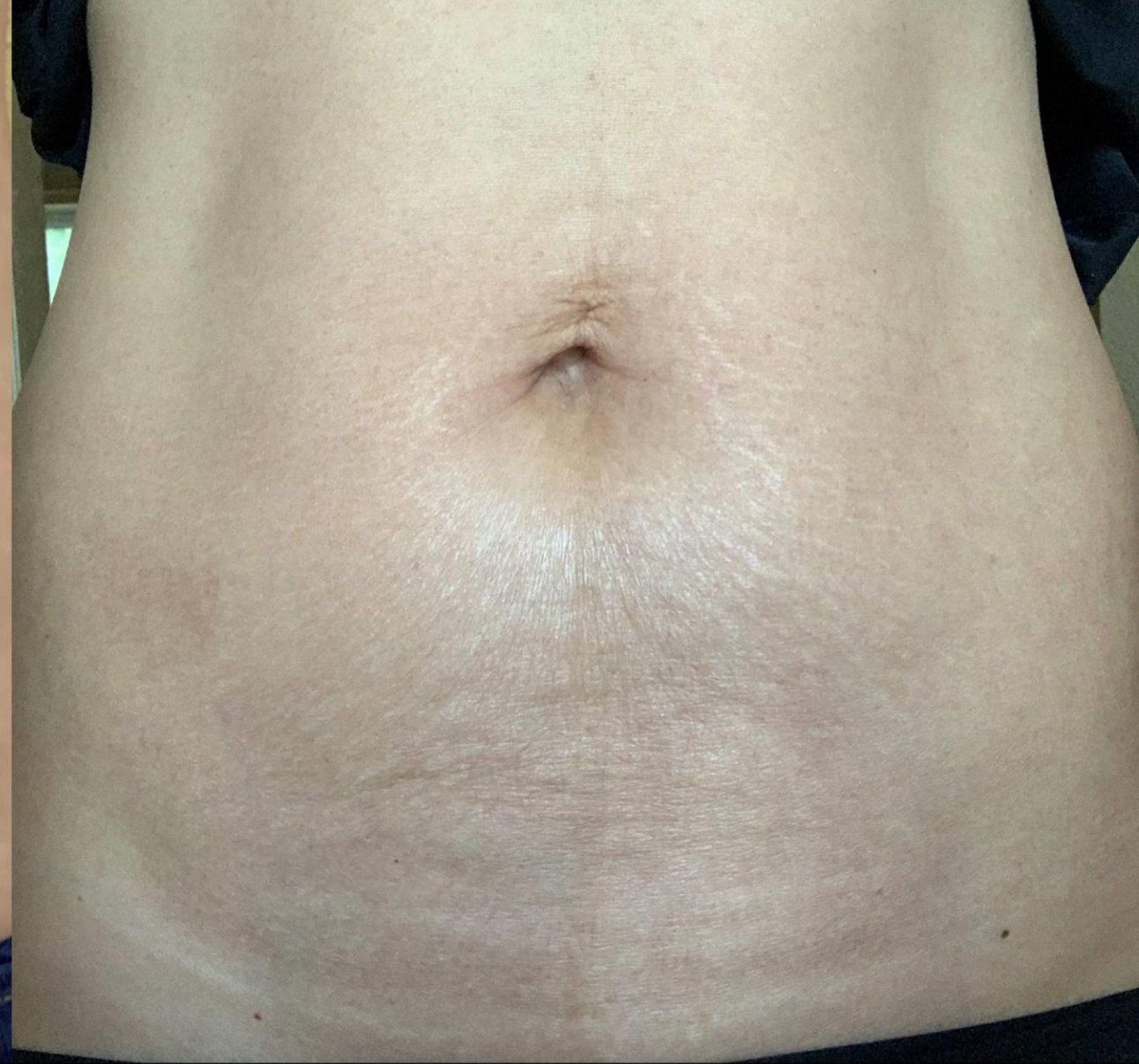


Potenza™

Before and after 3 treatments

Courtesy of J.H.Yoon, MD., Korea. Yonseifams clinic

921-7043-004



Potenza™

Before and 7 days after 1 treatment
Courtesy of Elizabeth Huang, RN

921-7043-054



POTENZA™
by CYNOSURE®

Before and 6 weeks after 2 treatments
Courtesy of Renee Desrosiers, PA-C, Ageless Body Sculpting

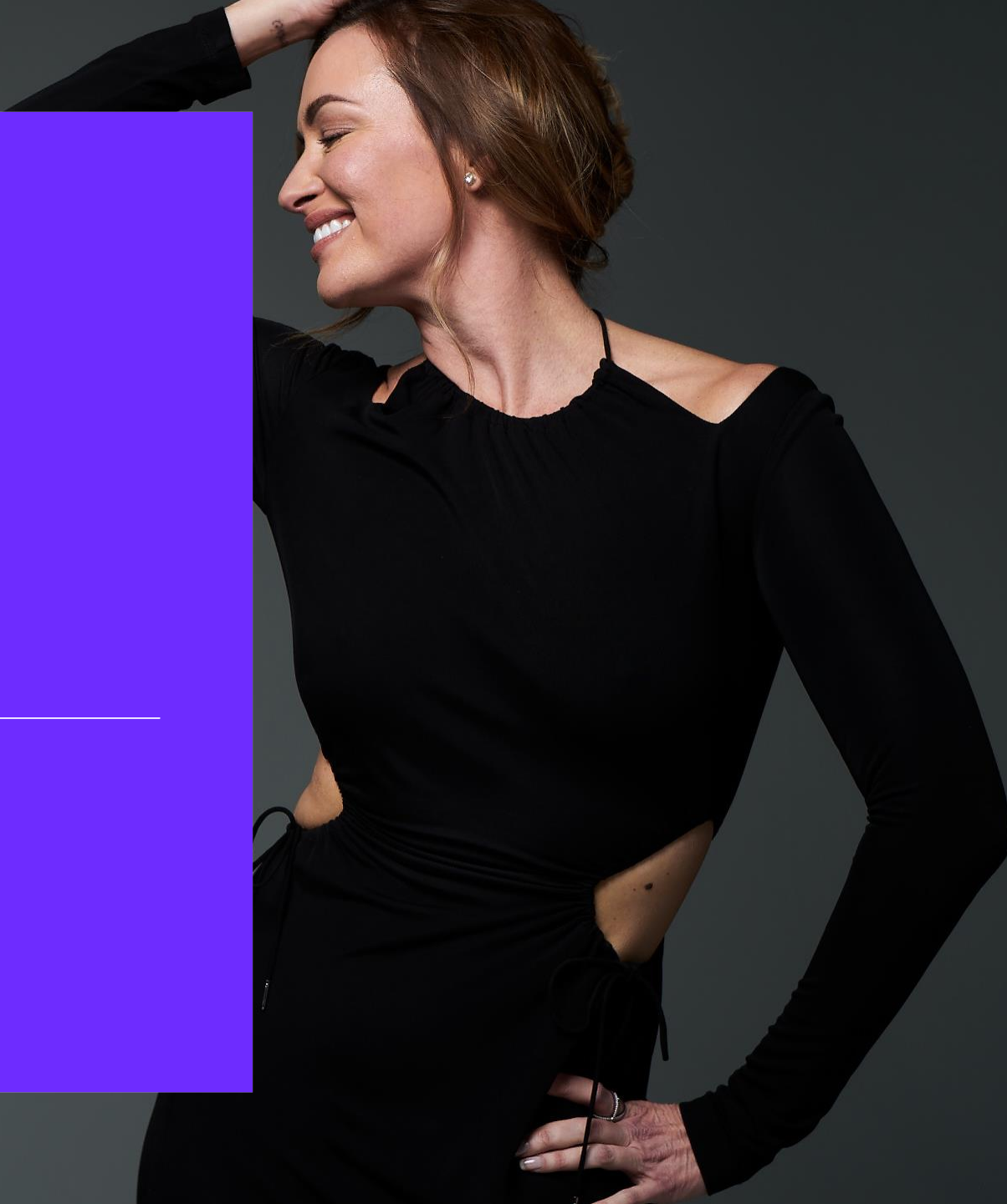
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Summary-Key Selling Points

Key Points	Advantage (the improvement this could make)	Benefit (What impact will it have)
The only device with 4 different RF modes Monopolar, Bipolar, 1 & 2 MHz	1. Allows for superficial & deep treatments in one system	1. Treat more indications 2. Highly Customizable Treatments
One of a kind Fusion Tip	1. Dual air chamber designed to capture and release air towards the skin in order to enhance the penetration of topicals into the channels created by the needle 2. Enhanced topical penetration by up to 67% 3. Maximizes the skin health benefits of topicals with enhanced delivery into the tissue	1. Increased efficacy of treatments 2. Maximize treatment results 3. Additional revenue opportunity by adding topical products to the treatment
Semi-Insulated tips	1. Treat More Tissue at Multiple Depths Without Sacrificing the Epidermis 2. A quicker treatment, fewer passes 3. Ideal for deep tissue tightening	1. Customizable Treatments
Single-needle handpiece	1. Precisely target and improve active acne	1. Ability to treat the most common skin issue among the young.
Impedance Monitoring	1. Consistent treatments every time	1. Patient satisfaction 2. User consistency even for new providers
Adjustable Motor Speed and Impact	1. Ability to customize speed based on patient pain tolerance and skin thickness	1. Ability to treat different patient tolerance levels 2. Ability to treat different skin textures and areas

Questions?

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Thank You!

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