

The HydraFacial phenomenon

HYDRAFACIAL HAS TAKEN THE AESTHETIC WORLD BY STORM WITH ITS IMPRESSIVE, INSTANT RESULTS AND ABILITY TO TREAT ALL SKIN TYPES AND AGE GROUPS.



Dr Natasha Cook
Sydney dermatologist

It's been said that a HydraFacial treatment is performed somewhere around the world every 15 seconds, totalling around two million treatments each year. And it's clear why. HydraFacial offers the complete package for clearer, smoother, more radiant skin: exfoliation, deep cleaning, extraction and hydration infusion all in the one system, with no downtime and no discomfort. Delivering the results of a medical-grade facial in under 30 minutes, HydraFacial is more than a skin resurfacing technique - it's a game-changing skin experience.

The HydraFacial is ideal for almost every patient - from regular skin and beauty clients to cosmetic surgery

patients, acne sufferers and those seeking a complexion refresher prior to a major event. It differs from other skin resurfacing techniques in that it hydrates and ameliorates the skin surface of all skin types and conditions without irritation, discomfort or downtime.

'I've been using the HydraFacial in my clinic for six years,' says Sydney dermatologist Dr Natasha Cook. 'It's a unique system with endless benefits and it fills a very niche gap, addressing many skin concerns that other treatments don't offer.'

'As a dermatologist, I find it a perfect adjunct to assist in the treatment and clearance of acne, especially congestive acne, as well as inflammatory skin conditions like dermatitis and rosacea, let alone a wonderful total rejuvenation therapy.'

'An instant skin pick-me-up therapy with no downtime, the HydraFacial is a great global skin rejuvenator that can be used on all skin types, all age groups and all sexes for immediate noticeable improvement in the skin.'

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HOW DOES HYDRAFACIAL WORK?

The HydraFacial uses patented Vortex Fusion technology to cleanse, extract and hydrate, improving the appearance of fine lines and wrinkles, congested and enlarged pores, oily or acne-prone skin, superficial hyperpigmentation and brown spots. Each treatment noticeably decongests and shrinks pores, while plumping the skin with antioxidant and hyaluronic acid infusions.

'Patients see immediate results; they walk out with deep-cleansed, decongested skin and a restored, glowing epidermis,' says Dr Cook. 'Flaky, dull skin is removed without trauma or irritation, and the instant serum infusion replenishes hydration levels in the skin, making it particularly beneficial for irritant eczema or dry, inflamed winter skin.'

The treatment protocol for HydraFacial consists of cleansing, exfoliation, extracting (without trauma), and rejuvenating and hydrating the epidermis. Dead skin cells are removed with cleansing and exfoliation, followed by a mild AHA peel to soften the pores in preparation for extraction. The vortex suction extraction system is applied to fully decongest the skin. The nourishing element involves an infusion of hydrating serums consisting of vortex-fused antioxidants and hyaluronic acid applied to the skin. Additional booster serums can be applied following the extraction stage to target specific skin concerns and personalise the treatment to the patient.

THE ESSENTIAL SKIN HEALTH TOOL

As a stand-alone treatment, HydraFacial offers fast and effective skin rejuvenation, creating instantly noticeable improvements in skin tone and texture that allow patients

to experience visible results much earlier than most other treatments. HydraFacial can also act as a powerful adjunct to other aesthetic treatments. When patients have healthier skin, the results of laser resurfacing, photorejuvenation, skin needling and surgery, and other advanced treatments, are improved. For example, research on HydraFacial in conjunction with IPL showed HydraFacial reduced lipid peroxidation and skin dehydration in IPL-treated skin.*

'We perform a technique called Laser Layering in our Face Bar,' says Dr Cook. 'It's a real art form where we combine multiple technologies in the one session, therefore maximising results but minimising downtime. The HydraFacial is key in these combination therapies, combined with the carbon laser peel, Healite LED and a vascular 595nm system to address redness and skin inflammation.'

'As a dermatologist, I have found HydraFacial particularly helpful when combining it with Roaccutane for acne patients,' she adds. 'I will put patients on a fortnightly treatment routine just prior to starting Roaccutane, then for the first month of Roaccutane commencement. HydraFacial treatment aids in clearing out the deep congestion, so the Roaccutane works more quickly. The addition of HydraFacial helps patients see results more rapidly and therefore feel a lot better about themselves. It is also ideal to have monthly HydraFacials after Roaccutane to sustain results.'

With the ability to produce impressive results in a predictable manner across a range of skin types, HydraFacial remains a firm favourite with both practitioners and patients alike. 'It's an essential tool in any practice and can be used on pretty much everyone who walks through your door. It's a guaranteed instant skin rejuvenator,' Dr Cook concludes. **AMP**

Minimum investment, MAXIMUM RETURN

HydraFacial is a treatment patients want to come back for. It's affordable, and provides instant, lasting results, making it one of the smartest revenue-generating investments in the aesthetic practitioner's clinic.

Additionally, treatment can be performed by skin therapists, dermal clinicians, nurses and doctors, making it a practical addition to any aesthetic medical practice.

HydraFacial key benefits to practitioners:

- Achieve great results on skin of all ages and types
- Offer immediate results with no downtime
- Bring in new clients
- Recoup your outlay quickly
- Create loyalty and generate regular repeat visits
- Enhance the results of other treatments

For enquiries, call 1300 309 233 or visit www.hydrfacial.com.au

* Freedman, B.M. (2009) Topical polyphenolic antioxidants reduce the adverse effects of intense pulsed light therapy, *Journal of Cosmetic and Laser Therapy*, pg. 1-4