FriendlyLight Celebrates 10th Anniversary With Three New Lasers

BY BOB KRONEMYER, ASSOCIATE EDITOR

Founded in 1996, in Tarrytown, New York, FriendlyLight Laser Corporation is celebrating ten years of innovative aesthetic laser technology leadership.

With its patented air cooled laser design, LightPod has established a new standard for portable high-power lasers that combine power and versatility. "Our lasers are also truly compact, easy to use, highly reliable and affordable," said Joe Hurley, vice president of sales and marketing at FriendlyLight. The company's design philosophy emphasizes minimally invasive and pain free technology. "This makes LightPod a patient pleaser, and a favorite among physicians who provide aesthetic treatments," Mr. Hurley noted.

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Khalil Khatri, M.D., who is internationally known for his pioneering work in erbium laser resurfacing with Rox Andersen, M.D., and colleagues at Massachusetts General Hospital, evaluated an early prototype of the FriendlyLight erbium laser in 1998. "I was definitely intrigued by FriendlyLight's laser technology and their novel approach to the design of an aesthetic laser," Dr. Khatri recalled. "It was fascinating to observe a powerful laser packed in such a portable design, when the aesthetic laser was synonymous with a huge, bulky, stationary piece of equipment. I knew right away that FriendlyLight would generate great interest and enthusiasm among physicians addressing cosmetic issues of the skin."

In 2005, the company introduced a LightPod Nd:YAG 1064 nm laser with MicroPulse1064 technology. "The system provides high-power output of up to 14,000 watts of laser energy within a pulse duration of 0.65 milliseconds, which is below the thermal relaxation time (TRT) of the skin tissue," Mr. Hurley said. "MicroPulse1064 has redefined the field by bringing high efficacy hair removal to patients of all skin types, without the pain traditionally associated with long pulse lasers. This is a major benefit for hair removal customers, and a key consideration in their selection of where to go for the procedure. MicroPulse technology also eliminates the need for external skin cooling and/or use of topical anesthetics, which reduces procedural time as well as eliminates the cost of corresponding consumables. Hence, there is increased profitability for practitioners."

"The LightPod lasers are unique in placing the latest technology in the hands of the physician," noted Paul Carniol, M.D., FACS, president of the New Jersey Academies of Otolaryngology and Facial Plastic Surgery, who is also editor of two books on cosmetic surgery procedures, lasers and skin rejuvenation. "The LightPod erbium laser performs skin resurfacing with optimal energy parameters, thus ensuring precise, even ablation of the skin tissue, with minimal possible pain and healing time. The LightPod Nd:YAG with MicroPulse1064 technology delivers the efficacy you would expect from a 1064 laser, but with a lack of pain, in spite of the complete absence of skin cooling."

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FriendlyLight continues to invest heavily in R&D. The company is scheduled to release several new products in 2006 that will expand the LightPod family. These include the ErbiumXL laser that delivers a powerful 1.4 Joules per pulse; the MicroPulse1064-XT, a new 1064 nm Nd:YAG laser for pain free hair removal on all skin types (including an optional setting for light colored hair removal and larger telangiectasis); and a Q-switched Nd:YAG for tattoo reduction and port-wine stain removal. ■