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Hair Loss Control Clinic

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Laser Update

Low Level Laser Light Therapy (LLLT) is an expanding field. The National Hair Journal endorses the professional application of photo-therapy and has hosted laser workshops and interviewed key people behind this important technology. We created this column to keep readers who are considering LLLT abreast of new developments.

Looking For A Laser?

If you are shopping around for a Low Level Laser Therapy device for your salon, spa or hair loss clinic, here are a few of the most important considerations. In the next issue we will continue to list additional things to know about LLLT devices.

Find A Reputable Manufacturer: Do your homework when shopping for laser manufacturers and distributors. Look for a company that has been selling hair loss lasers for a long time and has a proven track record, helping many businesses to earn money with laser hair loss therapy. Many laser companies are happy to sell you a laser; look for companies that have a vested interest in helping you succeed, offering a win-win situation with continuing long term support.

Look For Business Training: Most laser companies include basic laser training, but a laser is not a business. It's important to find a company who will work with you to help you successfully run the business. Anyone can provide a few brochures, but be sure to find a company who's been successfully helping others build their businesses from a sales and marketing standpoint. The company should provide ongoing warranties, marketing, sales, PR and support to ensure your long-term success.

Laser Diodes: Opinion varies somewhat throughout the industry, yet it is generally thought that an effective clinic laser should have at least 100 laser diodes and most successful laser hair loss doctors use ones with 107 to 170 diodes. The understanding is that the higher the number of 650nm 4.5 – 5mw diodes, the more "laser diode minutes" your client will receive and the better the results will be. The most effective hair regrowth results come from larger amounts of laser diode minutes. To determine laser diode minutes, multiply the number of laser diodes by the number of minutes of each treatment, by the number of treatments per week. (160 laser diodes x 30 minutes x 2 times per week = 9,600 LDM.) The same is true for home use laser devices such as laser combs and brushes.



Laser vs. LED: Ensure your laser device has real laser diodes as opposed to LED or "Light Emitting Diodes." LEDs have been used for hair loss treatments, yet FDA clearances and almost all clinical studies have used 650 nm lasers, not LED. While there may be nothing wrong with using LED devices, all the clinical evidence is strongly in favor of laser diodes to stimulate hair regrowth.

FDA Clearance: Does your laser need to be FDA cleared to be effective? Currently, the FDA has cleared two LLLT devices for hair regrowth: the MEP Hair Growth Stimulation System and the hand-held HairMax LaserComb. Yet, there are other comparable models on the market without FDA clearance that use very close to identical technology, providing equivalent hair regrowth results or better. The big difference is what you can tell your clients about the results. With FDA cleared lasers, you will definitely have more freedom in what you can advertise. Yet, does that make a laser worth 2 to 10 times the price? Only you can decide!

Home Therapy: Home lasers and hand-held laser brushes packaged with quality treatment products provide an excellent solution for clients who cannot afford, or do not have time for clinic visits. Make sure you can achieve good profit margins and aren't being undercut by the manufacturer, or distributors, selling the lasers online below the list price.

FACTOID
The word "laser" is an acronym for Light Amplification by the Stimulated Emission of Radiation. The theory was first described in 1916 by Albert Einstein who paved the way for the development of the cosmetic and therapeutic laser that we use today. (Hair Loss Control Clinic).



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