

Lumenis Optilight & OptiPlus (NuEra RF) – 2 Machines/Warranties Canada:

Consumables/Warranty/Longevity/Service:

- Tip after each use for OPT Handpiece \$1200 box which equates to 48 treatments = 12 patients = \$25 per treatment or \$100 USD per patient **(series of 4) = (\$140 CDN)**
- Warranty only lasts 1 year or 40K pulses (Optilight or OPT)
- Optilight has a hard cut-off at 75,000 pulses before it needs replacing which is **\$12,000 USD to replace/\$16,000 CDN** - average patient is 200 pulses = 375 treatments = **94 patients before needing replacing (series of 4 treatments) = \$170CDN per patient**
- OPT also has a hard cut off at 75,000 pulses - OPT Hand Piece (Spot Size IPL) - **\$25,000 USD to replace (\$34,000 CDN) – average patient is 200 pulses = 375 treatments = 94 patients before needing replacing (series of 4 treatments) = \$361 per patient (Also please note most Optilight customers report the OPT handpiece will stop working within first year of ownership, causing downtime for repairs – financial and time burden)**
- They also charge \$80 for NuRevital cream for RF instead of using ultrasound gel (another consumable) – bottle last approximately 20 treatments = **\$2 per treatment in gel**
- Mono-Polar grounding pad has consumable of \$25 USD per treatment, \$100 USD **(Roughly \$140 CDN) per patient (series of 4 treatments)**
- **RF Eye Shields \$25 a piece**, per eye – customer can purchase re-useable options but more expensive = \$50 per treatment x 4 = \$200 per patient
- **Recalibration Fees: After 100,000 shots, engineers must come out to recalibrate device \$4-5k USD to perform if customer does not have extended warranty (\$6800 CDN) = 400 pulses/shots per patients (Optilight & OPT) = 250 Patients before re-calibration = \$27 CDN per patient**
- **\$7.04 USD (\$10CDN) (4 IPL sticky shields if you don't have corneal shields or metal IPL goggles)**
- OptiPlus RF is not currently indicated for MGD/Periorbital

Average Cost Per Patient for Optilight & OPT IPL = \$708 CDN Per Patient (Series of 4 Average Treatments) Total Cost of Ownership

Average Cost Per Patient for Optiplus RF (Previously NuEra Body Contouring Device) = \$342 CDN

Average Cost Per Patient To Utilize RF & IPL Total Cost Of Ownership = \$1050 CDN per patient in extended fees

If you were to **treat 50 patients that equates to: \$52,500 CDN** in extended cost of ownership

If you were to treat 100 patients that equates too: \$105,000 CDN in extended cost of ownership

If you were to treat 150 patients that equates too: \$157,500 CDN in extended cost of ownership

If you were to treat 200 patients that equates too: \$210,000 CDN in extended cost of ownership

Lumenis IPL---> ENVISION			
#	Account Name	Doctor	Location
1	Line of Sight	Dr. Jennifer Tsai OD	NYC, NY
2	Airis Eye	Dr. Joshlene Sandhu OD	Bellevue, WA
3	Precision Eye	Dr. Judy Chan OD	Vancouver, WA
4	Amara Medical Aesthetic	Dr. Kristin Tarbet, MD	Bellevue, WA
5	Gee Eye Care	Dr. Kevin Gee OD	Missouri City, TX
6	Memorial Park Vision	Dr. Dana Howard OD	Houston, TX
7	Lahiri Eye Center	Dr. Devjani Lahiri OD	Donaldsonville, LA
8	Eye Care Plus	Dr. Jaya Pathapati OD	Amarillo, TX
9	Vision Plaza	Dr. Andre Le OD	Burleson, TX
10	Vision Quest	Dr. Herman MD	Dallas, TX
11	Mather Vision	Dr. Steven Mather OD	Lafayette, IN
12	Zionsville Eye	Dr. Nicholas Garn OD	Zionsville, IN
13	Rejuvenate Eye and Face	Dr. Diana Fisher OD	Carmel, IN
14	Price Vision Group	Dr. Francis Price MD	Indianapolis, IN
15	Hancock Eye Associates	Dr. Nicholas McColley OD	Greenfield, IN
16	Teel Family Eye Care	Dr. Danielle Teel OD	Fort Wayne, IN
17	ClearVue EyeCare	Dr. Valerie Anderson OD	St. John, IN
18	Independent Eyes	Dr. Sarah Kuipers OD	Rapid City, SD
19	Dr. Bittel Optometry	Dr. Charles Bittel OD	Yorba Lindam CA
20	Benjamin Eye Institute	Dr. Arthur Benjamin MD	Los Angeles, CA
21	Woodley Optometry	Dr. Talin Amadian OD	Encino, CA
22	Franklin Dry Eye Center of Alabama	Dr. Derrick Franklin OD	Homewood, AL
23	Nolo Eyecare	Dr. Evan Shields OD	Nolensville, TN
24	Luminance Vision Optometry	Dr. Mei Flemming OD	Lafayette, CA
25	Vision Optix Optometry	Dr. Winson Ong OD	Brentwood, CA
26	Dau Family Eye Care	Dr. Jordan Dau OD	Jacksonville, FL
27	Celebration Eye Care	Dr. Ronald Grand OD	Orlando, FL
28	Provision Eye Care	Dr. Kyle Capel OD	Blue Bell, PA
29	Positive Eye Ons	Dr. Ryan Stybel OD	West Hollywood, CA
30	Century Eye Care Optometry	Dr. Matty Chang OD	Placentia, CA
31	Tyler Eye Associates	Dr. Bryan Frazier OD	Tyler, TX
32	Fairmont Eye Care	Dr. Marty Carpenter	Fairmont, WV
33	Triangle Eye Consultants	Dr. Preeya Gupta MD	Raleigh, NC
34	Lifetime Eyecare	Dr. Allen Smith, OD	Grand Rapids, MI
35	Athens Family Vision Center	Dr. Russel Springer OD	Athens, GA
36	Kumar Eye Institute	Dr. Rishi Kumar MD	Louisville, KY
37	Metropolitan Vision Associates	Dr. Frederick Scarpace OD	Dearborn, MI
38	Vision Source El Paso	Dr. Lily Alvarez OD	El Paso, TX
39	Pack Optical	Dr. Alisha Poonawala OD	Fort Worth, TX

Important Things to note:

- No post sale support with Lumenis/aid with consultations = No sales training on how to sell too patients. Lumenis did 2 rounds of layoffs in Q4/2023. The corporate team was also told to use all their PTO before March 31st/2023 because there is talks they may be getting bought again. They also held a virtual National Sales Meeting this year because financials were too low to send partners too an in-person meeting.



Tony Truong · 2nd
Marketing Support Coordinator
2d · Edited · 🌐

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Unfortunately, my journey at Lumenis recently came to an end. I was impacted by a layoff due to budget cuts. I'm now actively seeking new opportunities to channel my passion for marketing coordination and trade shows. Let's connect and explore how my skills can be an asset to your team!

[#OpenToWork](#)

- Indicated for IPL/No Indication for RF
- Opti Plus is the NuEra Body Contouring Device that has been rebranded/repackaged as their Radio frequency option which is a stand-alone machine that has bipolar and monopolar handpiece options
- OptiPlus mirrors NuEra and has **bipolar full body treatments (Not Eyes/Face)**, Monopolar for the eyes (far deeper than what is necessary for adequate heat transfer to patients/comfort)
- Lumenis' clinical team will tell the doctors they cannot use the Optiplus bipolar settings around the eye because it is "unsafe" and deeper is better (which we know there is no benefit going deeper than the meibomian glands themselves or below 4MM as you are now entering the area below the dermis/**which shows no positive impact on the outcome**)
- For dry eye, their protocol requires monopolar handpiece, not designed for the eyes with 10 mm electrodes. (**Far too wide for what is necessary for an eyelid**)
- We know that any heat that is delivered via IPL to the tissue the heat dissipates very quickly - great for inflammation/not great for general MGD/unclogging blocked glands

If 80% of dry eye is meibomian gland dysfunction, why would you want to perform IPL without an effective way to remove existing obstruction from the glands?

AKA: You can stop putting hair down the drain, but if your don't rota-rooter the clog, it still won't work right

If you talk to most dry eye ODs with IPL, they will tell you they LOVE their IPL, but patient results are best when paired with some form of MG thermal expression. Clinical studies confirm this. Those with IPL often make their next purchase an RF device.

Why not just get both with an Envision? You have better patient outcomes from the beginning with a company that has perfected the best IPL and RF tech available

- Optilight has the exact same spectrum as any standard IPL (400 - 1200NM) - nothing in particular to hold their indication. **In fact, there are no changes in the spectrum output from Optilight to M22 their previous model/generation of IPL. If you read any of their research papers they are all cited too M22.**
- **We know Lumecca can generate 40% greater efficacy between the 500-600NM wavelength due to our IPL being left switch focused – meaning most of the energy is targeted between 400-600NM, as opposed to every other IPL (including Optilight) where it does a wave style effect only capturing 10-15% between the effective wavelengths.** 500 – 600NM is where you effectively get the most clearance for any neo-vascular blood vessels, inflammation, reds/browns/ rosacea, telangiectasia etc
- Please watch this video on the basic science of IPL/The Lumecca difference from all other IPL's and what makes it unique: <https://inmode.showpad.com/share/5ub3U3RgkFmU3P9SGcrMu>
- **We have 150 Canadian Operators using Envision, 400 USA Operators & 500 Operators world-wide.**
- The only difference in the previous model M22 from Lumenis & Optilight is the OPT hand piece (which is just a spot size IPL)
- **50+ US based Optilight Accounts have gone on too purchase Envision in the US since it's soft launch 6 months ago.**
- Top speakers like Dr. Jennifer Tsai have switched over too InMode due to **its better safety protocols, increased performance and patient comfortability.**
- NuEra (Opti Plus) penetrates at 10MM or 5MM and is also separated at 10MM between electrodes – Far too deep and separated to have a positive impact.
- No Master Class program for device implementation/how to be profitable with device. We have operators that are reporting 100% patient feedback/satisfaction as well as grossing 200K in monthly revenue utilizing Envision. These partners are within BC. What is the profitability structure of Lumenis customers? Is it a better fit for you?
- Their RF is off label, with no certifications it is appropriate for around the eyes
- Lumenis previously tried to put RF on the Optilight in the past and was unsuccessful which is why they purchased and rebranded the NuEra Body Contouring device and re-packaged although it was never certified for around the eyes
- Lumenis previously use to position that RF was not necessary but recognized they were falling behind and implemented a rush fix to enter the market with to compete with our workstation
- On google trends, Lumecca has more interest/drive than Optilight in recent trends and over the past 5 years <https://trends.google.com/trends/explore?date=today%203-m&geo=CA&q=Lumenis,InMode,Lumecca,Optilight,Envision&hl=en>
- Their RF has no labels for Dry Eye

Example and clear description of what Envision (Forma-I) & Lumecca-I can treat aesthetically and for ocular disease/also what it would look like for an OD practice too branch more into aesthetics effectively:

<https://www.helixmedspa.com/>

Dr. Jennifer Tsai's points of why she switched and what she feels operators need to know about the difference in Envision & Optilight:

- very effective, wide range coverage & front loaded
- Easy to use and much simpler. No need for filter changes. Highly effective for intended purpose
- Not painful for patient unlike Optilight
- FDA indication, already approved in Canada, inevitable in the US
- Forefront of Medical Technologies & Industry Leader/largest growth amongst any Medical Technology Brand

Dr. Jennifer Tsai InMode University/Training & Educational Video Link: <https://inmode.showpad.com/share/PMN6h9waA875qiyxHrRU>

Maintenance cost

- 1 year free warranty with both RF and IPL
- Beyond 1 year free warrant, diff service packages offered
 - Starting at \$6,000 and going up to \$20,000 annually USD
- Work order cost outside of warranty:
 - \$4,000 to have Lumenis engineer come out
 - + parts needed to fix
 - Can cost \$4k-\$10k depending on issue
- After 100,000 shots, engineers must come out to recalibrate device \$4-5k to perform if customer does not have extended warranty.

OPT Hand Piece

- Bluetooth connection via black dongle (image below for reference)
 - Dongle on back of device is fragile and will cause OPT HP to stop working if wires inside misalign. This happens often if OptiLight bumps into wall. Most users report issues OPT within first year of ownership and becomes very troubling when they need to wait for a technician too service the machine/re-schedule patients and flow of clinic when issues arise.
 - OPT HP connects to wide IPL handpiece.
 - The light and the cooling come through the IPL HP to the OPT HP.

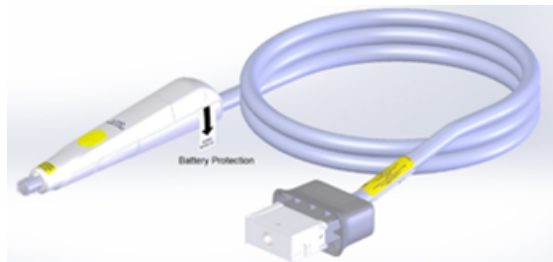
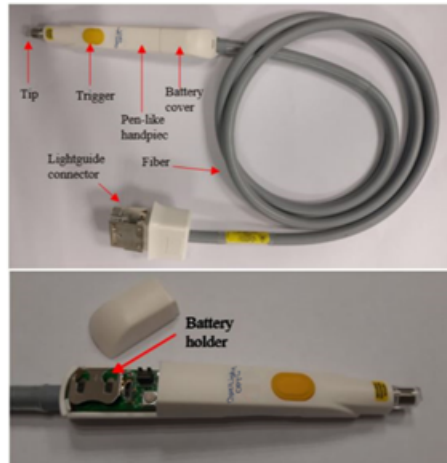




Figure 3-9: OPT Dangle Connection Port



Cooling

5.8.12. Chiller Button

In IPL and laser modules, pressing the **Chiller** button switches the lightguide/tip cooler ON or OFF. The default setting of the chiller is always ON.



Caution

- If the temperature of the lightguide reaches or surpasses 50°C, a warning pop-up message will appear on the touch-screen.
- Lumenis strongly recommends pausing treatment until the lightguide cools.

NuEra → OptiPlus REBOX

- Lumenis saying OptiPLUS backorder due to war in Israel.... Meanwhile these NuEra/OptiPLUS systems are manufactured in ITALY!



Lumenis Canada Reps Claiming RF is not a critical component:

- Despite rushing to the market in the US with a re-purposed Radio Frequency technology designed for body from a brand called Nu-Era, the Canadian Lumenis Reps will claim RF is not necessary for gland regeneration and patients will be fine with their IPL alone.

- IPL is a very superficial treatment, it's target is inflammation treating only in the epidermis – Reds and browns is what we targeting with IPL is 3 millisecond optical energy spurts.
- No IPL penetrates to where the glands are.
- There is zero study that shows optical energy is Neo collagenic – there is no study anywhere.
- The biggest misunderstanding in this whole field is that IPL is not regenerative – it does not stimulate collagen – look at any paper – read it yourself, don't listen to me, don't list to the rep, find my any article that states IPL stimulates collagen
- If you look at radio frequency energy, look at how many medical professions use radio frequency energy.
- It is used in multiple disciplines, dermatology, physiotherapy – this is not new
- Dermatology only uses RF for wrinkles/tightening/contouring – regenerating new collagen bundles within the skin.
- IPL energy is optical energy, its light. Radio frequency is electrical energy, its completely different.
- When you talk about radio frequency you are talking about a technology with time and temperature its heat – because you are in the dermis you are stimulating the collagen in the dermis
- Glands are 2MM deep, IPL goes 300 nanometers. 300 nanometers is the effective treatment depth of IPL – so explain to me how its able to restructure the glands which are 2MM deep?
- Our radio frequency, and only ours, has a closed-circuit loop that goes 2MM deep which is exactly where the glands are and we have papers/ studies on the history of radio frequency proving its neo-collagenic. Hundreds of studies/papers. This is not a new concept.
- I have this article I am happy to share, the history or RF, but again there is no IPL literature on Neo-collagenesis
- IPL can penetrate as deeply as 1.5MM but you're really not getting anything at 1.5MM – all that energy you are trying to direct to 300NM depth – any literature will reaffirm that.
- If you go through any of Lumenis papers, every single one of them will state the depth is 300-350NM.
- So again, how can you possibly do anything to a meibomian gland that is 2MM deep?
- You are just coagulating leaking blood.
- RF electrical circuit of energy, IPL optical energy, not the same in any way

