

Harnessing the Power of Intense Pulsed Light and Radio Frequency



Uniting the synergistic effects of intense pulsed light and radio frequency yields a blend of therapeutic effects with aesthetic benefits.

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There is a sense of excited anticipation in the eyecare profession, particularly if you are managing ocular surface disease. The past few years have brought a wave of new treatment options, from the release of much-anticipated pipeline medications and neurostimulators to simple, but effective, lubricating drops. In the pursuit of improved outcomes, Intense Pulsed Light (IPL) has emerged as the front runner in terms of provider preference, efficacy, versatility, and providing an avenue for eye doctors to expand their services into the largely uncharted world of facial and ocular aesthetics.

Radiofrequency (RF) has recently surfaced as another valuable tool for eye doctors when treating and managing certain skin conditions. Its unique thermal effects allow for increased circulation, pain control, and aesthetic benefits, including neocollagenesis and wrinkle reduction.

A common question is “Which is better, IPL or RF?” While each treatment provides many benefits, a recent study suggests the answer is: both.¹ Most providers who are currently utilizing both technologies would agree that the synergistic effects of IPL combined with RF provide both superior clinical outcomes and symptomatic relief for our patients.

Not all devices are created equal, and among the variety of IPL and RF devices available in the market, the DARWIN (OCULUS/LUVO) emerges as a standout. DARWIN seamlessly combines the best of both worlds, with IPL (Lucent IPL) and RF (Refresh RF) technologies in one device for a comprehensive treatment approach,

convenience, and efficiency. For doctors interested in adding to their aesthetics arsenal, RF microneedling (RFMN) can be easily added onto the same powerful Darwin platform, providing unlimited options.

What makes DARWIN unique in the IPL/RF space?

How is DARWIN different from other devices on the market?

LUCENT IPL

- **7 Individual Treatment Filters (Figure)** control depth of treatment and provide a range of treatment options, specifically targeting telangiectasia, rosacea and erythema, sun/age spots, melasma, acne, and other conditions that impact the eyelids and skin.
- **Multiple Light Guides.** Anatomy varies with each patient, and you should never settle for the limitations of a “one size fits all” approach. Darwin has a light guide for treating larger areas, a small (8mm) guide for intense, focused aesthetic treatments, and a third light guide designed to address the delicate contours of the peri-ocular space.
- **Toning Pulse.** While Darwin offers single, double, and triple pulse options, a distinctive feature exclusive to Darwin is the toning pulse. This allows for the gradual delivery of energy, creating a “blanket” of heat while reducing inflammation in the skin, stimulating collagen production, and “prepping” the skin for therapeutic treatment. Toning is particularly beneficial for individuals with darker skin types, providing a results-driven treatment while using gentle parameters that are suitable for

darker skin tones while minimizing the risk of adverse effects.

- **Customized Settings.** While Darwin is configured with commonly used “presets,” including Toyos presets, each parameter is fully customizable.

REFRESH RF

- **Efficiency.** Reaching the target temperature is imperative to provide effective treatment when performing RF. Darwin’s powerful Refresh RF allows users to reach the target temperature in as little as 30 seconds, resulting in an efficient and effective treatment.
- **Monopolar RF.** The most well-studied form of radiofrequency energy delivery in the periocular area, this allows for bulk heat delivery, a more comfortable patient experience, and reduced risk of “arcs” that often occur with other delivery systems.
- **Diverse Modes of Treatment.** Darwin delivers continuous motion RF for the delicate periocular area and is a first-in-the-market Stamping RF for more advanced facial aesthetic treatments.
- **Variable Tip Options.** Darwin has a larger tip option for the face and a smaller tip option for targeting sensitive tissue and small areas.
- **Power Mode.** Efficient treatment means getting to the target temperature quickly and maintaining that temperature throughout treatment, as each patient will have a different impedance. Power mode allows for precise control of energy levels being delivered to the skin, providing a customized treatment for each patient.

7 filters for expert IPL treatments

Choose between 7 expert filters to treat multiple conditions. Reduce errors and improve safety with filter detection technology.

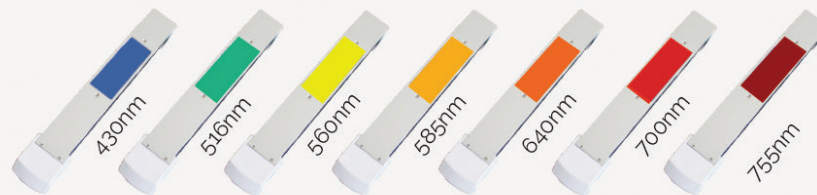


Figure. Seven individual treatment filters provide a range of treatment options, specifically targeting telangiectasia, rosacea and erythema, sun/age spots, melasma, acne, and other conditions.

- **Audible Indicators.** Focus on the patient, not on the screen. Audible indicators let you know when you have reached the target temperature, avoiding having to adjust your focus from the patient to the screen.

How has the addition of aesthetics changed your practice?

In late 2021, we introduced IPL into our practice with a primary focus on targeting inflammation, recognizing its pivotal role in various conditions. The immediate impact on both our practice and patient outcomes exceeded our expectations. However, what truly caught us by surprise was the enthusiastic response from patients regarding the unexpected aesthetic benefits they experienced.

Around this time, RF technology was emerging in the realm of ophthalmic care. Incorporating RF into our treatment arsenal allowed us to harness the synergistic effects of combination therapy for addressing chronic and progressive inflammatory conditions. This integration underscored the power and versatility of combining modalities to optimize therapeutic outcomes.

With RF's skin tightening and wrinkle reduction capabilities, complemented by the photo rejuvenation effects of IPL, our foray into aesthetics was inevitable. While it would be gratifying to say this strategic move was our brainchild, it was predominantly driven by patient demand. As we witnessed the transformative effects of addressing inflammation, enhancing skin tone and texture, and diminishing visible wrinkles, our journey into aesthetics naturally progressed.

Expanding our aesthetic repertoire to include HydraFacial, OxyGeneo facials, specialized skin care products, and eye-safe cosmetics further enriched our service offerings. Additionally, the inclusion of a Physician Assistant (PA) to administer neurotoxin and

dermal filler injections, along with facilitating blood draws for Platelet-Rich Plasma (PRP) therapy, solidified our commitment to comprehensive aesthetic care.

The enthusiasm generated by these enhancements quickly spread throughout our practice, infusing our team with newfound energy. This excitement bled over into patient interactions, heightening awareness of the advanced services available. Consequently, we experienced a surge in referrals from dermatologists, ophthalmologists, and fellow optometrists, affirming the value and impact of our expanded service portfolio.

Why is post-sale support so important when choosing your device company?

Investing in innovative technology is always an exhilarating prospect, and optometrists are certainly no strangers to embracing technological advancements. Traditionally, much of this technology has revolved around diagnostic tools. However, the introduction of treatment devices like IPL and RF requires creating a "specialized clinic" within the broader medical practice. This entails developing distinct protocols, refining processes, and establishing tailored pricing structures to effectively integrate these advanced treatments into primary care practices.

The standard training offered by many companies, though adequate for familiarizing users with the basic functionalities of a device, was merely the beginning in ensuring a path to success. The responsibility for devising an implementation plan lies entirely with the practice.

After witnessing practitioners frequently struggle to allocate sufficient time to comprehensively integrate the device into their practice—and some, consequently, failing to optimize their investment, both financially and in terms of enhancing

patient outcomes—I recognized a void and co-founded OD Immersion (ODI).

CULTIVATING CONFIDENCE

ODI was created to simplify the process of adding specialty treatments and aesthetic services to primary care practices who are interested in expanding their skill set, setting themselves apart, increasing their revenue, and escaping the rigors of routine care. Oculus, in their commitment to ensure doctors are trained properly and quickly realize return on investment, has collaborated with ODI to ensure their physicians have a reliable partner when venturing into unexplored territories.

For nearly 2 years ODI has been supporting doctors with an online training library of 90+ educational and instructional videos, monthly strategy sessions, monthly live sessions with renowned OSD and aesthetic practitioners, one on one case reviews, and much more. The primary goals are to establish protocols, train teams effectively, set pricing structures, ensure doctors are adept in the language of conversion, and properly manage expectations while ensuring safe and effective treatment for patients. Like any endeavor, the purchase marks only the start. ODI was crafted to support individuals in maintaining accountability and guiding them toward their ultimate goals. ■

1. Chelnis J, Garcia CN, Hamza H. Multi-frequency RF combined with intense pulsed Light improves signs and symptoms of dry eye disease due to meibomian gland dysfunction. *Clin Ophthalmol*. 2023;17:3089-3102.

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