

Focus Medical Expands Product Offerings for 2009

By Bob Kronemyer, Associate Editor

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Focus Medical's (Bethel, Conn.) ten year anniversary marks a new direction in their corporate strategy. Up until now, the company has opted to focus on design and development of higher power laser and light systems for the aesthetic market. “We have grown product offerings and refined our product performance over the years,” said John Lee, the engineer/owner of this privately held company. “Now that we can offer a complete line of best-in-class aesthetic lasers, Focus Medical is ready to increase its prominence in the market.”

Mr. Lee is an electronics engineer with 40 years of laser and optical design experience. He designed lasers and directed the laser division for Lorad in the early 1990s. Under Mr. Lee's leadership Lorad developed and manufactured the first laser to receive FDA approval for hair removal. In 1999 Mr. Lee purchased Lorad's laser division and it became Focus Medical.

“High performance and high reliability require exceptional design, but to produce the best product, design experience must be combined with a thorough understanding of the customer's needs,” Mr. Lee stated. “This design ethic has allowed Focus Medical to develop a unique line of high performance lasers.”

New for 2009, Focus Medical is introducing the NaturaLase QS, a 2 joule, Q-switched Nd:YAG laser with four distinct wavelengths (1064 nm, 532 nm, 585 nm and 650 nm). “This laser will be an industry leader in tattoo removal. With higher pulse energy and a superior beam profile, physicians can expect better tattoo removal results and much fewer complications,” Mr. Lee noted. The NaturaLase QS can also be used for pigmented lesion removal, skin rejuvenation and hair removal.

Also new is the addition of fractional resurfacing to the NaturaLase Er, a 3 joule/pulse erbium laser. NaturaLase Er has won awards for its skin resurfacing performance. “It is one of the highest pulse energy erbium systems in the world,” Mr. Lee stated. Due to NaturaLase Er's high energy, the fractional resurfacing modality “delivers more spots, more quickly, with much deeper ablation (1,000 microns) and enhances erbium technology's well-known advantages during recovery.”

According to Mr. Lee, the NaturaLight, an intense pulsed light (IPL) system with multi-handpiece capability built into the basic package, “is the best value in aesthetic technology today.” This system contains wavelengths for hair removal, skin rejuvenation, vascular, acne and skin tightening. “The software is easy-to-use and allows physicians to designate the type of treatment, skin type and target type,” Mr. Lee explained. The unique software and user interface are designed to deliver the exact peak power level for the target and adjust the pulse width automatically for maximized efficacy and reduced patient complications.

“Long pulse YAG treatments are the gold standard for dark skin hair removal and for leg vein removal,” Mr. Lee conveyed. As the company's long pulse YAG system for hair removal on any skin type, “the NaturaLase LP excels in both applications and it is also extremely reliable.”

Over the next decade, Focus Medical plans on increasing its presence in the industry while maintaining its technology and customer centric approach. “We plan on building upon the success of the past ten years and laying the groundwork for the future,” Mr. Lee said.