
LASER BUYING GUIDE



ASTANZA

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Whether you have an established medical practice or are seeking to enter the increasingly lucrative field of aesthetics for the first time, many factors should inform your purchase of tattoo removal laser equipment.

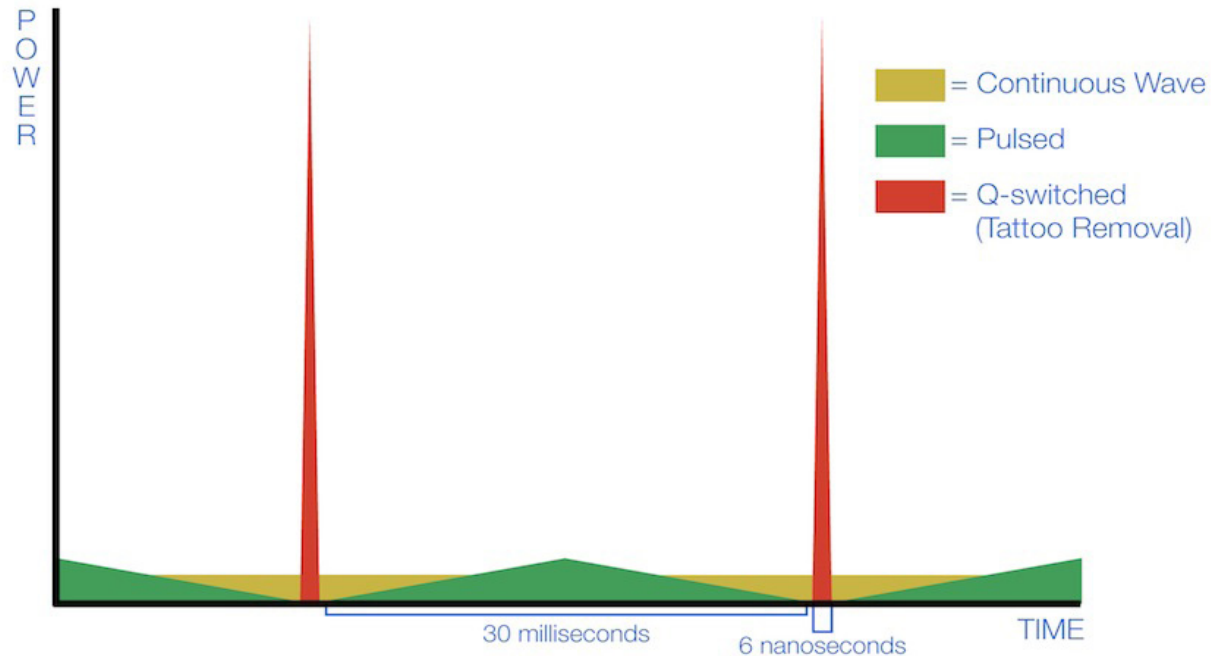
Tattoo removal machine equipment varies greatly based on features and capabilities. Some systems are ideal for treating a wide range of tattoos, and others are suited to treat specific tattoo inks.

This buying guide will examine the six basic concepts shoppers should consider before purchasing a laser:

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Q-SWITCHING

Tattoo Removal Lasers Use Exceptionally Brief and Powerful Pulses



The technology used for tattoo removal procedures is called "Q-switching." It is the production of a specific type of quick, powerful pulse that shatters tattoo ink without harming surrounding skin tissue. To learn more technical details about this advanced technology, please visit our Q-switch Laser Technology page.

All other types of aesthetic lasers will not safely and effectively remove tattoos – Q-switched lasers are the only proven method for removing tattoos safely without scarring.

There are two main types of Q-switched lasers on the market: passively Q-switched and actively Q-switched. Passively Q-switched lasers produce pulses of energy capable of removing tattoos, but do not have the high performance capabilities of

larger, actively Q-switched laser systems.

Passively Q-switched lasers are generally smaller, more portable, and more affordable, but do not have the advanced power and features of actively Q-switched models. However, the Astanza Revolution is a passive Q-switched laser with exceptionally reliable pulses that far surpass the power creation of other passively Q-switched lasers.

The Astanza Duality is an example of an actively Q-switched laser – each pulse is merely 6000 picoseconds in length for peak power many times greater than competing actively Q-switched laser systems. The high peak power from a professional-grade system such as the Duality allows for the removal of the most stubborn and difficult-to-treat tattoos.

PEAK POWER



Power matters for getting quality tattoo removal results with each treatment. Some systems may provide adequate fading results for the first few treatments, but do not have sufficient power to break up the ink of stubborn tattoos deep within the dermis. To avoid this problem, it is important to consider peak power as you make your laser purchasing decision.

Peak power is a result of pulse width and energy – the smaller the pulse width and the greater the energy production, the higher the peak power. Higher peak power levels allow practitioners to treat tattoos at greater fluences without compromising on laser treatment spot size. In all, peak power allows you to get better removal results for increased patient satisfaction.

Both the Astanza Duality and the Astanza Eternity (paired together to make the Astanza Trinity tattoo removal system) feature high levels of energy production and exceptionally short pulse widths for best-in-class peak power production. Make sure to consider peak power as you make your laser purchasing decision.

WAVELENGTHS

Different colors of tattoo ink absorb different wavelengths of energy – meaning that tattoo removal practitioners switch between different wavelengths of laser energy when treating tattoos. Understanding the capabilities of different wavelengths will greatly guide your choice of laser.

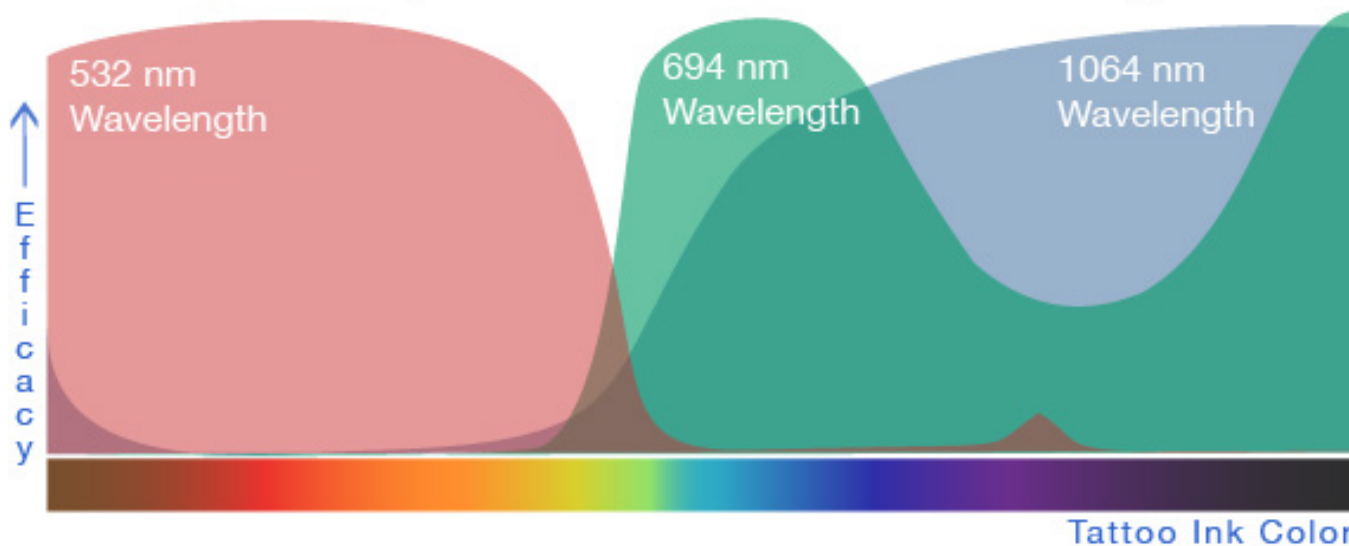
There are three common types of Q-switched lasers in the tattoo removal industry: Nd:YAG, Ruby, and Alexandrite.

The go-to laser for most tattoo removal practitioners is an Nd:YAG laser, such as the Astanza Duality, because it can produce the most versatile wavelengths: 1064 and 532 nm. The 1064 nm wavelength is a powerhouse for treating black, blue, and other dark ink colors; the 532 nm wavelength effectively removes red, orange, pink, and other bright colors. These two powerful wavelengths can completely remove 95% of tattoos.

Elite practitioners who are worried about the remaining 5% of tattoos often invest in an additional Ruby laser (694 nm), such as the Astanza Eternity, or Alexandrite laser (755 nm) to compliment their purchase of an Nd:YAG laser. Both Ruby and Alexandrite wavelengths function very similarly and are excellently absorbed by difficult-to-treat ink colors such as lime green, teal, and turquoise.

The Astanza Trinity system – which combines the versatility of an Nd:YAG laser with the unique capabilities of a Ruby laser – is a powerful option for clinics looking to have the best of both types of lasers. The important difference between the Trinity and other multi-wavelength tattoo removal systems is that it has exceptionally powerful pulses for each wavelength. Be wary of “handpiece filter” systems that tout additional wavelengths but fail to deliver on power.

Efficacy of Ruby and Nd:YAG Laser Wavelengths



FDA CLEARANCE

The United States government considers laser tattoo removal to be a medical procedure. Therefore, tattoo removal laser equipment is classified as medical devices and regulated by the Food and Drug Administration (FDA).

“FDA clearance means this method for removing tattoos complies with agency requirements for safety and effectiveness”, states an FDA representative in their article about tattoo removal.

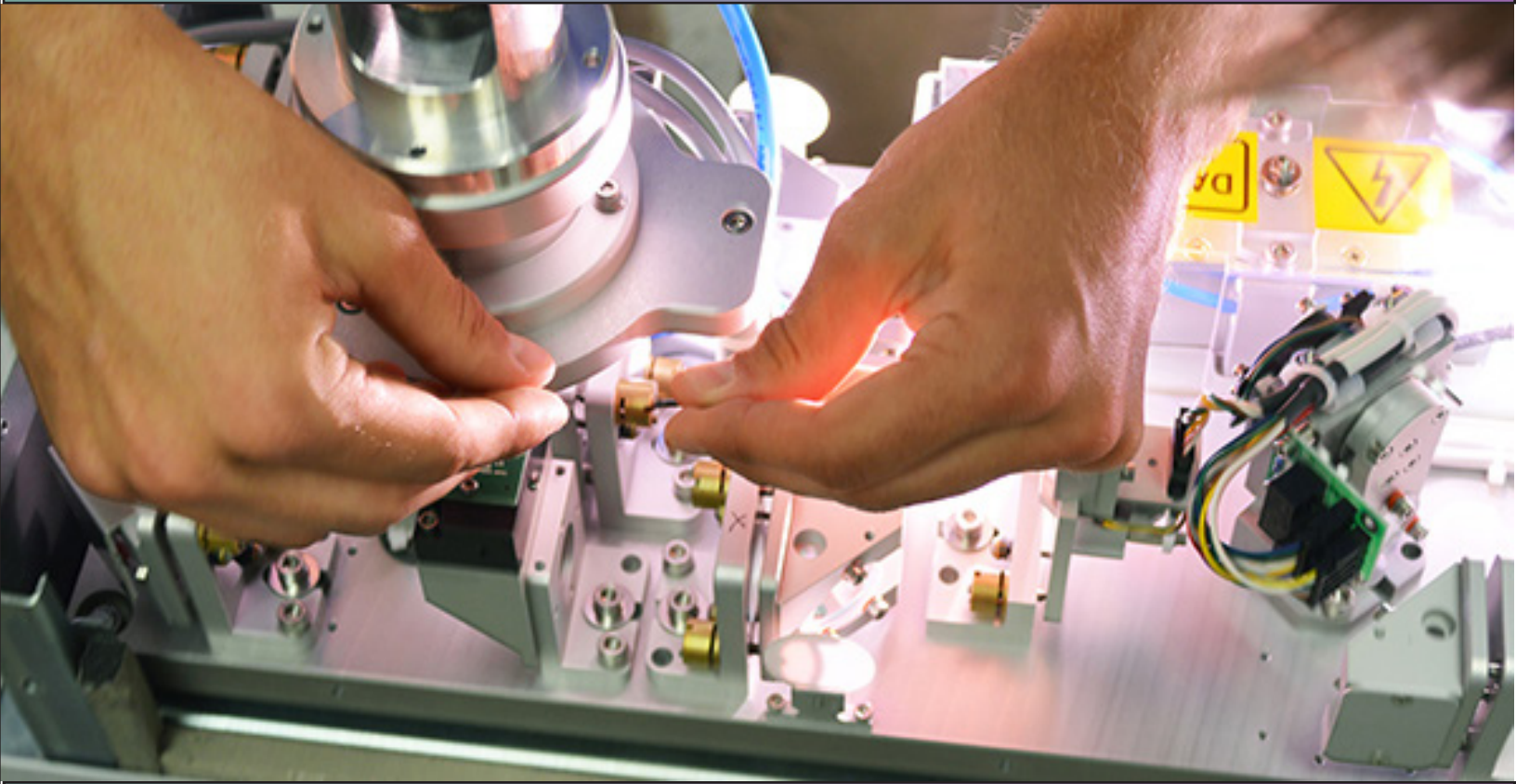
If you have searched for lasers online, you probably have probably seen the machines sold on eBay and other online trading sites. These lasers usually boast very attractive pricing, but don't be misled – it is illegal to perform tattoo removal in the United States with devices that do not have FDA clearance. These lasers are often are built with low-quality materials, produce inconsistent amounts of energy, and endanger patient skin.

Penalties for practicing with a non-FDA cleared medical device in the United States can range from fines to imprisonment. In addition, any patient treated with a non-cleared laser has grounds to take legal action.

For all of these reasons, if you are practicing in the United States or Canada, please only consider legal, FDA-cleared laser devices from reputable laser companies such as Astanza. ALL Astanza laser systems sold in the US have FDA clearance. Learn more about Astanza's full line of FDA-cleared tattoo removal laser products.



LASER MAINTENANCE



Advanced actively Q-switched tattoo removal lasers require regular maintenance to perform at their best. These advanced laser systems have delicate technical and optical components that need periodic cleaning, calibration, and alignment. Without preventative maintenance and service by trained professionals, tattoo removal equipment will have a reduction in power and efficacy over time.

Because you probably plan to be performing tattoo removal for many years to come, it is important to choose a laser supplier that will provide ongoing service beyond the warranty expiration. After all, your tattoo removal laser is the cornerstone of your practice.

Some laser manufacturers do not offer a la carte services, which means that if you aren't under an extended warranty contract, they will not service your laser if it fails. Similarly, used laser dealers typically do not provide any maintenance or service support, and the original manufacturers of the used system may not agree to provide service.

Unlike other manufacturers that either gouge customers with outrageous contract costs or neglect to provide responsive, quality technical support, Astanza stands by our systems with ongoing service support by in-house expert technicians. To learn more about Astanza's fair, responsible service commitment to customers, please visit our Technical Support page.

TRAINING AND SUPPORT

There are two things every laser purchaser should consider: the quality of the laser system and the reputation of the laser manufacturer. When you buy a tattoo removal laser, you are also establishing an ongoing relationship with the laser supplier; you want to make sure that they provide the resources for your clinical operation to thrive.

In-depth training is essential for any tattoo removal practitioner to feel confident as he/she starts treating patients. From assessing tattoos to discussing aftercare, one must internalize many details to provide top-notch service to your patients.

Astanza gives comprehensive practitioner education to all customers. Training clients learn extensive information about the science and practice of laser tattoo removal, giving them a foundation of knowledge as they perform procedures.

Also, effective marketing efforts are essential to the success of any tattoo removal operation. Even if a clinic has the best laser technology available, it will not achieve profitability unless marketing is used to bring patients in the door.

Astanza has a Customer Marketing Partnership program that gives expert marketing services and advice to those adding tattoo removal to their existing practice or starting a new tattoo removal clinic. Our marketing services are the most comprehensive in the industry – ranging from Google AdWords setup to website content writing – and are completely customized to practitioner needs.

Astanza provides more than world-class laser technology – we provide an ongoing partnership to help you succeed with laser tattoo removal.

Course Curriculum



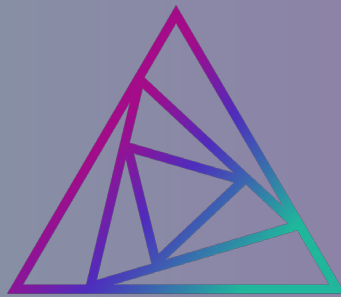
ABOUT ASTANZA

PARTNERSHIP

- Laser expertise in treatment, patient care, and clinic operations
- Hands-on product training
- New Look Laser College
- Free marketing services

RELIABILITY

- Efficient, high-powered, FDA-approved cutting-edge Q-switched laser systems
- Unparalleled Support



CREDIBILITY

- Exclusive purchase of LaserAway, the premier chain of tattoo removal clinics
- Featured on Doctors

ASTANZA

At Astanza, we don't pay physicians or industry luminaries to back our products – we earn it through our superior laser technology and customer support. Just ask and we'll put you in contact with a success story today.

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