



VRB: Vascular Blemish Removal: telangiectasia, "spider veins" and other cosmetic vascular blemishes.

Who should use the Blend ...

• **Cosmetic or Plastic Surgeon:**

- Adding telangiectasia removal to a medical practice makes sense: this simple and very safe technique can be performed by staff members. (Blend is an FDA class 1 device, not a medical laser; and can be operated by nonmedical therapists.). The American Academy of Dermatology states that unwanted blood vessel removal is the "second most requested procedure" (the first is for acne). Physicians quickly find that this "lunchtime procedure" brings in numerous new patients, like Botox. These are all potential customers for cosmetic procedures. We have found that "word-of-mouth" for Blend is astounding. People love to tell their friends about this simple and highly successful procedure. Five to 10 patients per day is common.

- Even if the physician is not interested in having a "vascular clinic," the Blend solves a problem seen in face-lift surgery. Usually, post-op telangiectases form at the ear incision. If this condition presents, the surgeon uses the inexpensive Blend to immediately eliminate the vessels — no need to send the patient to a laser clinic. And, Blend does not create pitted scars as is so often the case with the Hyfrecator, Bovie or Ellman-type devices.

• **Laser Clinic:**

- Blend and Laser are not competitive techniques! Instead, the Blend compliments laser for vascular treatments. There are certain telangiectasia that resist laser — the Blend can remove these. If the patient has only a few vessels, say, on the nose, the technician uses Blend to quickly remove these lesions. If the clinic performs sclerotherapy for leg vessels, it's a good idea to "clear out" the smaller vessels with the Blend, either before or after treating the larger vessels with sclero. Furthermore, there is no telangiectatic matting or neovascularization with Blend. Unlike sclero or laser, there is nominal inflammation with Blend and insignificant angiogenesis.

- The Blend is also an "introductory device." For example, a physician may consider developing a vein removal clinic. He may start doing sclerotherapy for leg veins since there is no expensive equipment to purchase. Instead of buying an expensive laser, he can first purchase an economical Blend. Blend eliminates all but the most serious lesions (e.g., port wine hemangioma). If the physician finds his vascular business developing, he can then purchase a laser. In this way, the Blend is an economical way to establish a practice in vascular treatments.

• **Esthetician:**

- Nearly all cases of facial and upper body telangiectasia are caused by aging and sun exposure; a true "diseased case" is rare. There are several states that have enacted statues that allow independent estheticians to use Blend to remove such simple "hereditary" or "solar telangiectasia." We are confident that more states will allow estheticians to perform this procedure.

Working under medical supervision/association, however, is ideal for estheticians. Indeed, many cosmetic surgeons and dermatologists are developing their own medical spas. Blend is a perfect procedure for such an environment. Since treatment is very safe and nearly all telangiectasia are not disease related, this is a perfect treatment for associate estheticians. Should any question arise about a particular vascular lesion, the physician can be consulted to decide on treatment options.

An esthetician working in a medical spa should consider Blend. An esthetician that is looking for a position in a medical spa, should consider Blend. The esthetician can present herself to the spa director and offer this "new" procedure for the spa. We have found that such an environment proves highly successful for both esthetician and physician.