Alma Lasers Launches Soprano XL – A New Era in Laser Hair Removal

CAESAREA, Israel – Mar. 9 (SEND2PRESS NEWSWIRE) — Alma Lasers Ltd. announced today the launch of a new era in laser hair removal with the launch of the Soprano XL system. Answering a long felt market need for comfortable hair removal, the Soprano XL uses unique technology to provide a viable solution. This virtually painless hair removal system is made possible by the combination of low fluence, rapid pulsing diode technology with an in-motion treatment technique.

The rapid pulsing capabilities of the system are enabled by the system’s high average peak power, unique in the industry. This rapid pulsing makes possible a key aspect of virtually painless hair removal – “hair removal in motion”.

The Soprano XL includes both the SHR (Super Hair Removal) mode for “in-motion” hair removal and the HR mode, which is a conventional diode laser mode.

Explaining the science behind the new hair removal paradigm, Ziv Karni, PhD, President of Alma Lasers said, “The SHR mode utilizes a series of low fluence, high repetition pulses to increase the temperature of both the hair follicle and the surrounding, nourishing tissue to 45 degrees C. This more gradual, in-motion heat delivery uses the chromophores in the surrounding tissue as reservoirs to effectively heat up the hair follicle.

This, along with the heat energy absorbed directly by the hair follicle, damages the follicle and prevents re-growth.” The SHR mode protects the epidermis and provides a virtually painless treatment. The SHR mode is suitable for all skin types, hair types and most hair colors.

The advanced technology of Soprano XL is patent pending and Alma Lasers CEO Howard Kelly, states, “We are confident that the market will respond as enthusiastically to this product as our clinical sites have. We have developed a new paradigm for laser hair removal and since it is an in-motion technique, we feel that it is the perfect complement for Alma Lasers, the “in-motion” company.

According to David J. Friedman, MD, of Jerusalem, Israel and New York, one of the principle investigators for this new product, “The SHR mode of the Soprano XL, which is the in-motion mode, is remarkable, my patients love it. I don’t find any of the resistance to treatment due to patient discomfort that I have in the past. In addition, I have found the SHR mode to afford the darker skin patients an increased safety margin without a compromise in efficacy.”

The Soprano XL launch was timed to coincide with the American Academy of Dermatology annual meeting taking place in Washington, DC from February 3rd to the 5th. Alma Lasers is certain that this new product will generate
significant interest among dermatologists since it provides an elegant and effective solution to the on-going problem of laser hair removal – extreme patient discomfort.

About Alma Lasers, Ltd.
Alma Lasers, Ltd. is a global developer, manufacturer and seller of laser, light-based and radiofrequency devices for aesthetic and medical applications. Since 1980, the founders of Alma Lasers have been at the forefront of innovative laser and light-based medical technology. Their technical expertise and in-depth understanding of practitioners’ needs led to the development of Alma Lasers’ multi-technology / multi-application systems.

Alma Lasers’ mission is to provide modular, cost-effective and high performance designs that enable medical practitioners to confidently offer safe, effective and profitable aesthetic treatments to their patients.

More information about Alma Lasers can be found at www.almalasers.com.

Text provided by the news source.

News issued by: Alma Lasers, Ltd.

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Original Story ID: (2596) :: 2007-0309-003_AlmaLasers

Original Keywords: Alma Lasers, Ltd., Soprano XL, laser hair removal Alma Lasers, Ltd.