



PRODUCTS & SERVICES

miraDry[®]

THE SWEAT STOPS HERE

MIRADRY IS THE PERMANENT, NON-INVASIVE AND NO-DOWNTIME SOLUTION TO UNDERARM SWEATING, TRAILBLAZING THE MARKET WITH HIGH PATIENT SATISFACTION.

Excessive sweat can often be an embarrassing, uncomfortable and socially awkward issue. Whether it is the result of heavy exercise, stress or hot temperatures, profuse sweating can have a negative impact on an individual's everyday life and self-confidence.

More than 650,000 Australians suffer from extreme sweating (hyperhidrosis) and 53 percent* of adults have expressed interest in reducing sweat. Now you can offer patients a permanent solution to everyday sweat, excessive sweat and even hyperhidrosis with miraDry. Distributed by Device Consulting, miraDry is the first and only TGA approved device for use in the axilla, for treating excessive underarm sweat. Other handpieces are currently in development for areas such as the palms.

HOW MIRADRY WORKS

The miraDry handpiece features a microwave-based technology, which is targeted at the depth of the large

sweat glands in the axilla.

The applicator has a suction mechanism that is positioned over the prescribed area. The controlled microwave energy then radiates and destroys targeted sweat glands. The procedure is long lasting and can be used on all skin types.

In two treatments, the device is said to destroy 22,000-30,000 underarm sweat glands, reducing sweat volume by an average of 82 percent.

On the mechanism of miraDry, Melbourne dermatologist Dr Philip Bekhor explains, "The water molecule has a long dipole moment and will rotate rapidly when exposed to the alternating polarity of microwave radiation. This rapid rotation generates heat as that which occurs in a microwave oven.

"The microwave energy is tuned to be maximal at the dermo-epidermal junction where sweat glands are sited. As eccrine glands have a higher water content than fat, they will receive the major injury."

Prior to the procedure, underarm skin is marked to help guide the



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treatment. The procedure typically takes less than an hour to perform and is well-tolerated due to local anaesthetic injection prior to treatment. There is no downtime post-procedure, however patients are advised to refrain from heavy exercising for 72 hours.

"miraMar Labs has done an excellent job in producing a treatment protocol that we follow quite accurately," says Dr Bekhor. "It involves the injection of tumescent anaesthesia prior to treatment. Templates are next applied to the skin which generate an inked grid. The applicator tip is then applied to each individual numbered grid marking as prompted by the computer screen."

THE RESULTS

Dr Bekhor has been using miraDry for almost two years and is impressed by the results: "Our results align with the published studies indicating that around 90 percent of patients will achieve a satisfactory reduction in sweating."

Sweat glands are markedly and permanently reduced and do not regenerate after the procedure. Most patients will notice an obvious reduction in underarm sweating within one to two days of the treatment.

"Results are generally immediate," says Dr Bekhor. "Quantitative studies have not been performed, but post-treatment biopsy studies confirm extensive loss of both eccrine and apocrine glands. It is generally believed that once destroyed, sweat glands are unable to regenerate."

Dr Mary Dingley from the Cosmetic Medicine Centre in Queensland has also been using miraDry in her practice and is experiencing similar results. "The results have been very pleasing;

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many patients have reported that the results are life-changing," she says. "I've personally had the procedure, so I can provide first-hand knowledge of its effects."

Vascular surgeon Dr Roger Bell from North Western Vascular in Melbourne has offered the miraDry in his practice since 2014, and has treated more than 200 patients in that time. "We are very pleased with the results, and feedback from our patients has been extremely good," he says. "Patients are reporting a dramatic reduction in axillary sweating, with around 80 percent of patients having a dramatic reduction

"In my practice, only around 10 percent of patients have required a second treatment, and we are finding this is a pattern emerging with patients who have extremely severe hyperhidrosis," says Dr Bell.

MIRADRY IN YOUR PRACTICE

"I was treating my hyperhidrosis patients with sympathectomy which required treatment in hospital, under a general anaesthetic," explains Dr Bell. "Although the results were very good, a small but significant number developed rebound

the patients, perform the local anaesthetic injections and ensure the treatment area is properly delineated," explains Dr Dingley.

Some tenderness is to be expected after the local anaesthetic wears off, however any residual discomfort is well tolerated. Applying ice packs is recommended post-procedure.

RAPID ROI WITH MIRADRY

"Laser Dermatology was one of the first Dermatology groups approved under the Medicare-subsidised axillary botulinum toxin scheme," explains Dr Bekhor, "so it made sense for us to install miraDry in our practice as we had a large number of existing axillary hyperhidrosis patients."

Dr Scott Ingram from Form and Function Clinic in Brisbane, has recently installed miraDry in his practice. He believes the miraDry procedure is applicable to just about any patient, not just hyperhidrosis sufferers.

"One of the reasons I invested in miraDry is its potential to help a broad patient base; anybody who does not like to sweat is a potential candidate for miraDry," says Dr Ingram.

"It's a relatively simple procedure, and results are promising: clinical studies have shown an 82 percent reduction in sweat, with immediate and lasting results. The first miraDry treatments were performed more than five years ago, and studies have shown the destroyed sweat glands do not grow back," he continues. "Most patients will only need one treatment. In rare cases they may need a second treatment."

"No one likes to have embarrassing sweat stains on their clothing, especially for people in

BENEFITS WITH MIRADRY

- TGA approved to treat excessive underarm sweat
- Lasting and stable efficacy
- High safety profile
- High patient satisfaction
- Minimal to no patient downtime
- Can be used on all skin types

of our patients have been poor responders to Botox," he says.

Similarly, Dr Dingley says her patient base for miraDry is made up of those who sweat excessively, those who have sensitivities to antiperspirants or deodorants, or people who simply want to sweat less. "The hyperhidrosis patient is usually a young adult, however the patients coming for other reasons may be any age," she says.

"Some people with hyperhidrosis have had botulinum therapy but find that they grow tired of the repeated treatments and are attracted to a longer term solution," Dr Dingley continues. "Other types of treatments have seemed overly invasive for many."

"To be able to offer your patients a single (or perhaps second) long-lasting treatment for excess sweat – without having to have an invasive surgical procedure with significant downtime and side effects, or repeated treatments of botulinum therapy – is highly beneficial."

miraDry is a breakthrough treatment that brings with it a plethora of benefits reflected in its high patient satisfaction rate. miraDry is a reliable, non-invasive, no-downtime treatment, typically requiring just one treatment for immediate and lasting results.

"In terms of being a non-invasive treatment with a permanent effect, one could say that it has been a revolutionary advance in the treatment of excess sweat," concludes Dr Bekhor. **AMP**

**Realself.com 2014. Consumer survey of 2100 respondents.*

For enquiries contact Device Consulting on 03 9998 2020 or email sales@deviceconsulting.com.au

IN TERMS OF BEING A NON-INVASIVE, PERMANENT TREATMENT, MIRADRY IS A REVOLUTIONARY ADVANCE FOR THE TREATMENT OF EXCESS SWEAT

in underarm sweating of between 50 to 90 percent."

For optimal results, two procedures are spaced three months apart. This is the standard protocol to ensure the best possible results for permanent sweat reduction. Dr Bekhor suggests that with the currently recommended treatment parameters, one to two treatment sessions are required, with the majority of patients requiring only a single treatment.

Dr Dingley says, "Many people will only require one treatment for sufficient reduction in sweating. Following the three-month review, some may choose to have a top-up treatment to reduce sweating further if it is necessary. Previous protocol called for two treatments at lower settings as a routine, however with the newer protocol, many will only need one treatment."

sweating, which at times negated the benefit. miraDry, on the other hand, carries no risk of rebound sweating and can be performed under local anaesthetic with virtually no downtime. Importantly, success rates are high with miraDry and the benefit is permanent."

miraDry is only appropriate in a medical practice but medically supervised, specifically trained nursing staff can carry out the actual treatment. This saves valuable time for practitioners.

"Local anaesthetic is used to numb the axilla, but also acts to protect the underlying tissues," says Dr Bell. "The presence of local anaesthetic means that the patient experiences no discomfort during the procedure."

"It's very straightforward to use and can be delegated to nursing staff, however I always consult

