



  
VENUSVIVAMD

THE ONLY SKIN  
RESURFACING  
SYSTEM YOU NEED

NOW MORE **CUSTOMIZABLE**  
THAN EVER



REVOLUTIONARY TECHNOLOGY



HIGHLY CUSTOMIZABLE PARAMETERS



SAFE FOR ALL SKIN TYPES\*



LOWER DOWNTIME

## ✓ HIGHLY CUSTOMIZABLE PARAMETERS FOR A WIDE RANGE OF SKIN CONDITIONS

Power and pulse duration are highly tunable to resolve mild to severe skin damage requiring ablation and resurfacing of the skin, such as acne scars and other scars, rosacea, dyschromia, enlarged pores, and deep wrinkles. Published clinical studies have shown high efficacy of NanoFractional RF technology in the cosmetic improvement of striae alba,<sup>2</sup> skin texture,<sup>3,4</sup> and pigmentation.<sup>4</sup>

## ✓ REVOLUTIONARY TECHNOLOGY

The Venus Viva MD applicator features NanoFractional RF technology and two different pin densities and energy intensities to further customize treatments and easily address conditions that have previously been a challenge to resolve with other technologies. The Venus Viva MD applicator is equipped with the patented SmartScan technology, allowing for greater depth of energy penetration, flexible treatment sizes, and safer, improved energy delivery for highly effective and visible results.

## ✓ SAFE FOR ALL SKIN TYPES\*

The Venus Viva MD applicator is safe for all skin types, including Fitzpatrick Skin Types IV-VI. A clinical study on striae alba on the thighs, abdomen, and buttocks showed that post-inflammatory hyperpigmentation (PIH) was low with Venus Viva at only 18.1%, compared to 81.8% and 36.4% for fractional CO<sub>2</sub> lasers and fractional erbium glass lasers, respectively.<sup>2</sup> Incidence of PIH is usually even lower on the face than on the body.

## ✓ LOW DOWNTIME

NanoFractional RF with SmartScan technology is delivered through a small footprint per pin which creates micro-dermal wounds surrounded by in-tact tissue for fast recovery and low downtime.

## ✓ HIGHER RETURN ON INVESTMENT

Venus Concept's unique business model offers extensive post-sale support and no disposables per procedure, enabling higher returns on ownership.



## HOW IT WORKS



### VENUS VIVA MD APPLICATOR

The Venus Viva MD applicator now has two tip options, both with NanoFractional RF technology, to bring customized treatments to a whole new level: the 80 pin tip and the 160 pin tip. Both tips are designed to resurface the skin using ablation and coagulation, treating mild to severe skin conditions.

The 160 pin tip is designed to treat a wide range of conditions and is proven to improve the appearance of textural irregularities, fine lines, dyschromia, enlarged pores, and striae. In a published clinical study, the 160 pin tip was shown to give remarkable improvements in patients with uneven skin texture and mild rhytides, and garnered significantly high satisfactions scores of 3.8 out of a maximum 4 on the Likert scale.<sup>3</sup> Published studies have also shown a significant decrease of pigment variation in the skin.<sup>4</sup>

For more severe dermatological concerns such as acne scarring and deep wrinkles, the 80 pin tip is designed to deliver a greater amount of energy per pin, with a lower pin density per area, allowing for more advanced treatments. In a recent study, a blinded evaluation showed a 25% better GAIS for acne scarring with the 80 pin tip, while keeping the pain low (3.24 Pain VAS score).<sup>5</sup>



### PATENTED TIP TECHNOLOGY

The Venus Viva MD applicator is equipped with state-of-the-art patented tip technology with up to 700 pulses. The tip is large at 2.5 cm x 1 cm, allowing for more coverage and faster treatment times. The pins are shaped like small blades. Once placed on the skin, the energy flows through the tip of each pin, and is conducted through the tissue. The therapeutic depth of energy penetration may reach up to 800  $\mu$ m.

Radio Frequency energy of up to 124 mJ/pin (80 pin tip) and 62 mJ/pin (160 pin tip) is delivered to each pin individually. SmartScan technology uses a unique algorithm to deliver energy uniformly, which ensures consistent dermal heating and enhances patient comfort. High energy density is delivered through a very small footprint per-pin creating micro-dermal wounds in the skin, which then activate the natural wound healing process. The high temperatures cause collagen remodeling and trigger neocollagenesis, while the surrounding intact skin serves as a reservoir for stem cells and proteins, resulting in faster wound healing, uniform post-treatment tissue appearance, and significantly less downtime than traditional skin resurfacing devices.<sup>3</sup>



### INTEGRATED IOT TECHNOLOGY

Venus Viva MD is equipped with “Internet of Things” (IoT) capability, the latest data collection technology to enhance business operations. IoT collects information that will help providers with optimizing their business practices and maximizing treatment efficiency

# HOW IT WORKS



## SMARTSCAN TECHNOLOGY

The VenusViv™ MD applicator utilizes proprietary SmartScan technology. A unique algorithm scans between randomized groups of pins to deliver energy at variable impact zone densities. This enables different levels of ablation and coagulation of the epidermis and dermis at one time, and allows safer energy delivery for effective resurfacing of all skin types.<sup>6</sup>

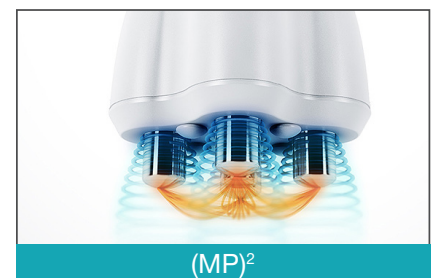
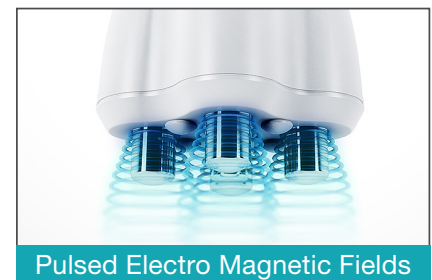
SmartScan uses a unique algorithm to generate a pattern ensuring an even distribution of energy over the treatment area. The user interface enables maximum flexibility and control during the treatment. It eliminates the need to use additional tips or to change tips mid-treatment to target different areas. This makes Venus Viva MD treatments simple, fast, and cost-effective, which can lead to a higher ROI and high patient and provider satisfaction.



## DIAMOND POLAR APPLICATOR WITH (MP)<sup>2</sup> TECHNOLOGY

The DiamondPolar applicator uses proprietary (MP)<sup>2</sup> technology, which is a combination of Multi-Polar Radio Frequency (RF) and Pulsed Electro Magnetic Fields (PEMF), to treat moderate to severe wrinkles and rhytides\*. Multi-Polar RF uses a unique algorithm to deliver more homogeneous heating to multiple tissue depths, which allows for faster buildup of heat and easier maintenance of therapeutic temperature. The effect of Multi-Polar RF is enhanced by PEMF, a non-thermal technology emitted through the applicator's electrodes. RF directly stimulates fibroblasts, while PEMF induces fibroblast proliferation through the release of the growth factor FGF-2.<sup>7</sup> (MP)<sup>2</sup> is proven and effective in remodeling of collagen, leading to firmer skin, and the creation of new capillaries, which renews blood supply.<sup>8</sup>

The unique electrode placement of the DiamondPolar applicator allows for treatment around the eyes, along the jowls, and other smaller areas to tighten skin and smoothen out fine lines and wrinkles. Treatments with this applicator are comfortable with no downtime, and RF technology is proven safe for all skin types.<sup>9</sup>



\*The Venus Viva™ MD is cleared by the FDA, and Venus Viva™ (using the Viva™/Viva™ MD applicators) is licensed by Health Canada, for the use in dermatological procedures requiring ablation and resurfacing of the skin. The DiamondPolar™ applicator is cleared by the FDA for the treatment of moderate to severe facial wrinkles and rhytides in females Fitzpatrick skin types I-IV and licensed by Health Canada for reduction in the appearance of wrinkles and rhytides in Fitzpatrick skin types I-IV.

# DELIVERING THE RESULTS



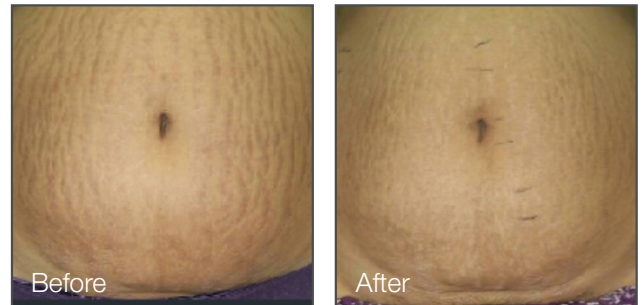
*Courtesy of Stephen Eubanks, MD*  
After 3 treatments with 80 pin tip



*Courtesy of Stephen Eubanks, MD*  
After 3 treatments with 80 pin tip



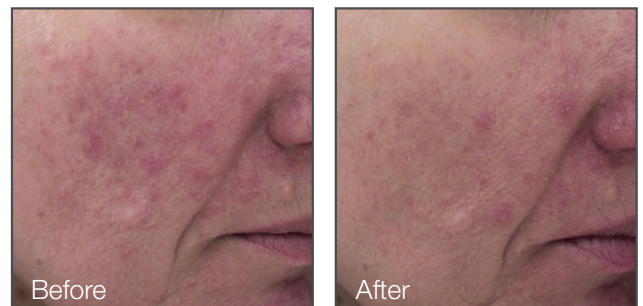
*Courtesy of Stephen Eubanks, MD*  
After 3 treatments with 80 pin tip



*Courtesy of Megha Shah, MD*  
After 4 treatments with 160 pin tip



*Courtesy of Neil Sadick, MD*  
After 3 treatments with 160 pin tip

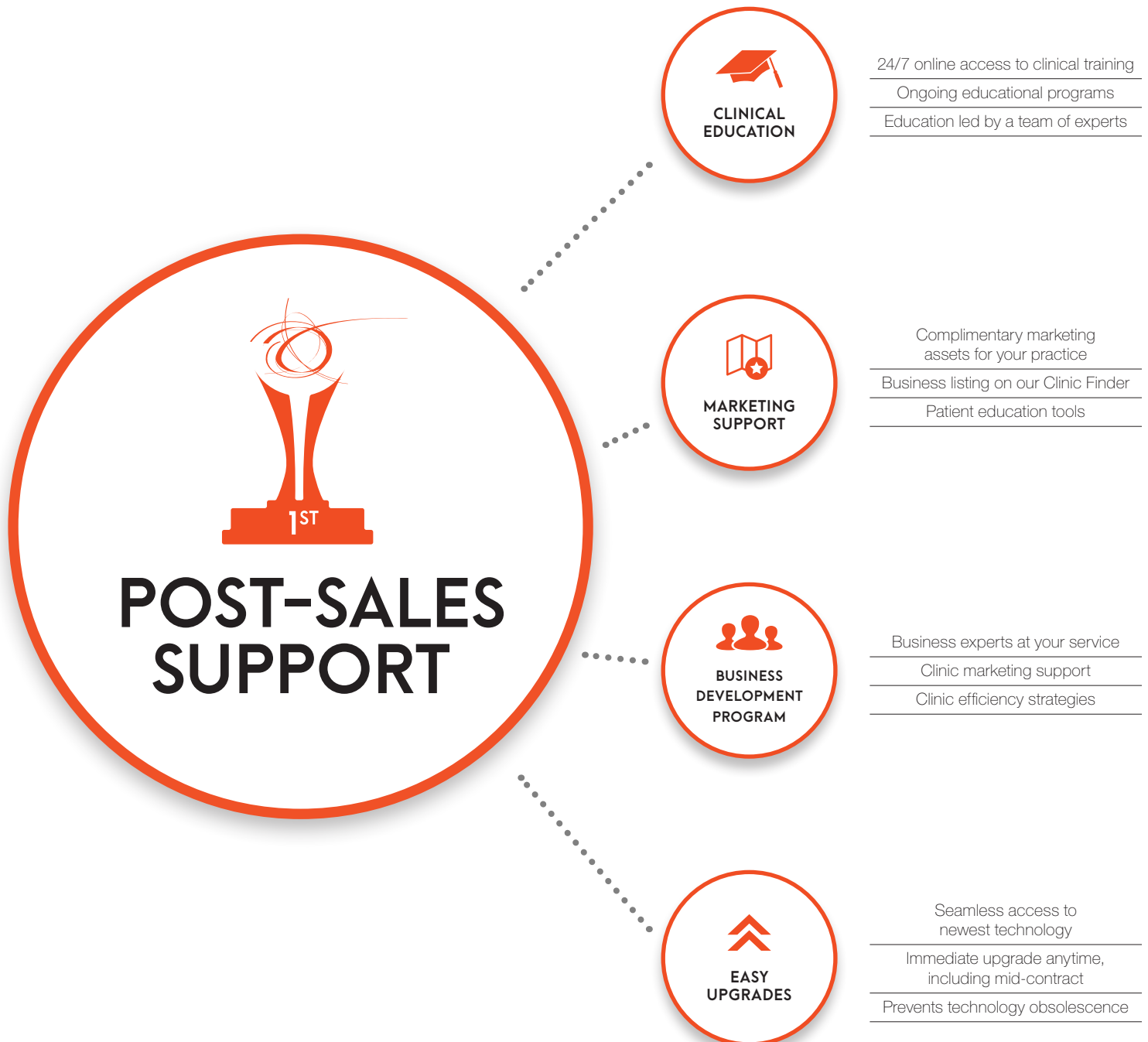


*Courtesy of Dinko Kaliterna, MD*  
After 1 treatment with 160 pin tip

# INNOVATION. PARTNERSHIP. SUCCESS.

DELIVERING THE PROMISE WITH A UNIQUE BUSINESS MODEL

When you choose Venus Viva™ MD, you partner with Venus Concept and enjoy the benefits of our industry-unique business model, which includes:



# DEVICE SPECIFICATIONS

## TECHNICAL SPECIFICATIONS

Venus Viva™ Device	Input Voltage	100/120/240V ~, 350W (Max.), 50/60 Hz
	Fuse	3.15A, 250V
	Dimensions	40 cm x 38 cm x 28 cm / 15.75 in x 14.96 in x 11.02 in (D x W x H)
	Weight	8 kg / 17.6 lb
Venus Viva™ MD Applicator	Max. Output Energy	62 mJ/pin (160-pin tip) 124 mJ/pin (80-pin tip)
	NanoFractional RF™ Frequency	460 KHz
DiamondPolar™ Applicator	Max. RF Output Power	Up to 75 W
	Output RF Frequency	1 MHz
	Magnetic Field	15 Gauss
	Magnetic Pulse Frequency	15 Hz



  
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<sup>1</sup> Ray, M., & Gold, M. (2015). A retrospective study of patient satisfaction following a trial of nano-fractional RF treatment. *Journal of Drugs in Dermatology*, 14(11), 1268-1271.

<sup>2</sup> Pongstiradulchai, N., Chalemrachai, T., Ophaswongse, S., Pongsawat, S., & Udompataikul, M. (2017). An efficacy and safety of nano-fractional radiofrequency for the treatment of striae alba. *Journal of Cosmetic Dermatology*, 16(1), 84-90. doi:10.1111/jocd.12292.

<sup>3</sup> Bohner, K., Dorizas, A., & Sadick, N. (2017). Prospective, pilot evaluation of the performance of nano-fractional radiofrequency for improvement of skin texture via skin resurfacing. *Journal of Cosmetic Dermatology*, 17(1), 61-65. doi:10.1111/jocd.12398.

<sup>4</sup> Hongcharu, W., & Gold, M. (2015). Expanding the clinical application of fractional radiofrequency treatment: Findings on rhytids, hyperpigmentation, rosacea, and acne redness. *Journal of Drugs in Dermatology*, 14(11), 611-617.

<sup>5</sup> Data on File.

<sup>6</sup> Addato, M. A., M.D. (n.d.). Clinical Experience with a Novel NanoFractional Radiofrequency Based Aesthetic Device Used for the Improvement of Scars. Geneva: *Skinpulse Dermatology, Laser & Beauty Center*.

<sup>7</sup> Callaghan, M. J., Chang, E. I., Seiser, N., Aarabi, S., Ghali, S., Kinnucan, E. R., . . . Gurtner, G. C. (2008). Pulsed Electromagnetic Fields Accelerate Normal and Diabetic Wound Healing by Increasing Endogenous FGF-2 Release. *Plastic and Reconstructive Surgery*, 121(1), 130-141. doi:10.1097/01.prs.0000293761.27219.84.

<sup>8</sup> Soda, A., Kahara, T., Kinouchi, Y., & Yoshizaki, K. (2008). Effect of exposure to an extremely low frequency-electromagnetic field on the cellular collagen with respect to signaling pathways in osteoblast-like cells. *The Journal of medical investigation*, 55, 3-4, 267-78.

<sup>9</sup> Alexis, A. (2013). Lasers and light-based therapies in ethnic skin: Treatment options and recommendations for Fitzpatrick skin types V and VI. *British Journal of Dermatology*, 169, 91-97. doi:10.1111/bjd.12526.



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