

For Patients Who Deal With Rosacea, Laser Treatments Offer Excellent Results

Rosacea is a chronic facial skin disorder that usually presents as a deep redness or flushing. Although rosacea symptoms may come and go, they often become more persistent and can lead to bumps, pimples, and visible blood vessels. According to the National Rosacea Society, 16 million Americans have rosacea, yet only a small number of those affected get treatment.¹ Patients suffering from skin conditions such as rosacea often experience a loss of self-esteem and confidence that can impact their relationships. Cosmetic laser treatments can dramatically improve skin color and quality — restoring patients' sense of self-worth and attractiveness. As you look at ways you can grow your medical practice, consider incorporating laser platforms that can treat rosacea and resolve other dermatologic issues.

Hard-to-Hide Symptoms That Also Cause Discomfort

Rosacea symptoms vary widely, but the condition typically shows up first as redness on the cheeks, forehead, chin, or nose. Redness can also show up on the neck, scalp, or ears. The redness becomes deeper in color and more persistent with time and can lead to the appearance of visible blood vessels. If untreated, bumps, pimples, and red skin plaques can form. In addition to the visible changes in the skin, rosacea also can cause burning, stinging, itching, and general facial swelling.

Rosacea can have a particularly disruptive effect on the nose, causing swelling, bumps, and a thickening of the nose skin that results in rhinophyma. Rosacea can also affect the eyes (ocular rosacea), causing irritation, watering, and/or a bloodshot appearance. Styes are also common when people develop ocular rosacea.

Causes and Triggers

While rosacea has no cure and the cause is unknown, researchers have made inroads into learning about what factors may play a role in how the condition develops:²

- Rosacea may be hereditary; many people who have rosacea also have family members who have it.
- The immune system may play a role, as most people with acne-like rosacea have immune systems that react to a bacterium named *bacillus oleronius*.
- Another bacterium, *H pylori*, is common in people with rosacea. *H pylorus* also commonly causes infections in the intestines.

- Demodex, a mite that lives on everyone's skin, particularly on the nose and cheeks, may be linked to rosacea. Many studies found that people with rosacea have large numbers of this mite on their skin.
- A protein that normally protects the skin from infection, cathelicidin, may cause the redness and swelling. How the body processes this protein may determine whether a person gets rosacea.

While rosacea triggers vary from person to person, the most common are sun exposure, emotional stress, hot weather, wind, heavy exercise, and alcohol consumption.

The Demographics of Rosacea

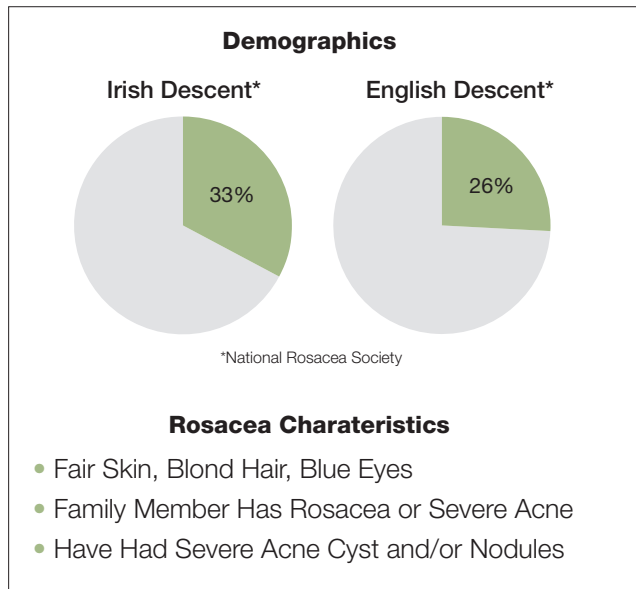
Most people who get rosacea have many common characteristics, which include the following:³

- They have fair skin and often have blond hair and blue eyes.
- They are of Celtic or Scandinavian descent. In a survey of people with rosacea conducted by the National Rosacea Society, 33% of respondents claimed at least one parent of Irish descent and 26% claimed at least one parent of English descent.
- They are likely to have someone in their family who also has rosacea or severe acne.
- They are likely to have had severe acne — acne cysts and/or nodules.

Women are a bit more likely than men to get rosacea, but men may be more likely to get severe rosacea. While the characteristics above demonstrate a pattern among rosacea sufferers, the list is not exhaustive or

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fully inclusive—people of all races and ethnicities can get rosacea, as can children.



Primary Signs of Rosacea

- **Flushing:** Many people with rosacea have a history of frequent blushing or flushing. This facial redness is often the earliest sign of the disorder.
- **Persistent Redness:** This is the most common sign of rosacea and may resemble a sunburn that does not go away.
- **Bumps and Pimples:** Small bumps or pus-filled pimples often develop, resembling acne; burning or stinging may occur.
- **Visible Blood Vessels:** Many people who have rosacea develop visible small blood vessels on the skin.

Laser Procedures: Erase the Embarrassment

Many people with rosacea try to avoid their triggers and use topicals and medications to control their symptoms, with varying results. Laser treatments can offer a permanent method for improving the appearance of more severe visible symptoms, such as deep redness and highly visible blood vessels, that cause a great deal

of self-consciousness. During laser treatment, waves of intense light are absorbed by blood vessels until the vessel linings are destroyed.

A dual wavelength system offers versatility and effectiveness at treating a variety of rosacea symptoms.

Not all lasers are exactly alike. Because rosacea can present as redness and red/purple spider veins and pustule acne; the symptoms are treated most effectively by two different laser wavelengths. Many doctors prefer a potassium-titanyl-phosphate (KTP) laser for superficial veins, redness and pustules. For deeper, darker veins, doctors often will employ a Nd:YAG laser.

CUTERA offers a market-leading dual wavelength platform, the excel V, which was designed by dermatologists. With both a 532 nm KTP and a 1064 nm Nd:YAG wavelength, the excel V is a single platform that can treat both diffuse redness and the appearance of clusters of superficial and deep veins.

The excel V's versatility extends beyond rosacea treatments. The platform's dual wavelengths also allows for treatment of the widest variety of vascular lesions on all skin types. Secondary applications include removal of unwanted pigmented lesions and skin revitalization with CUTERA's signature laser genesis™ procedure.

Besides its dual wavelengths, excel V has other differentiating design features that enhance its effectiveness and its value. Notably, the system has a sapphire contact cooling handpiece, which offers the most effective method for cooling the skin before, during and after the procedure, enhancing patient comfort and safety. The handpiece also offers outstanding visibility of the treatment area. Other systems use a nontransparent handpiece that obstructs their view of the treatment area, increasing the risk of bruising and burning and extending treatment times. Last, the excel V doesn't require consumables for any of its treatment procedures so your practice can reduce overall operating costs and treatment costs for patients.

To learn more about how excel V can expand your practice by offering effective treatments for rosacea and a range of vascular lesions, visit www.cutera.com.

References

1. National Rosacea Society, <https://www.rosacea.org/patients/index.php>
2. American Academy of Dermatology, <https://www.aad.org/public/diseases/acne-and-rosacea/rosacea#causes>
3. American Academy of Dermatology, <https://www.aad.org/public/diseases/acne-and-rosacea/rosacea#causes>