

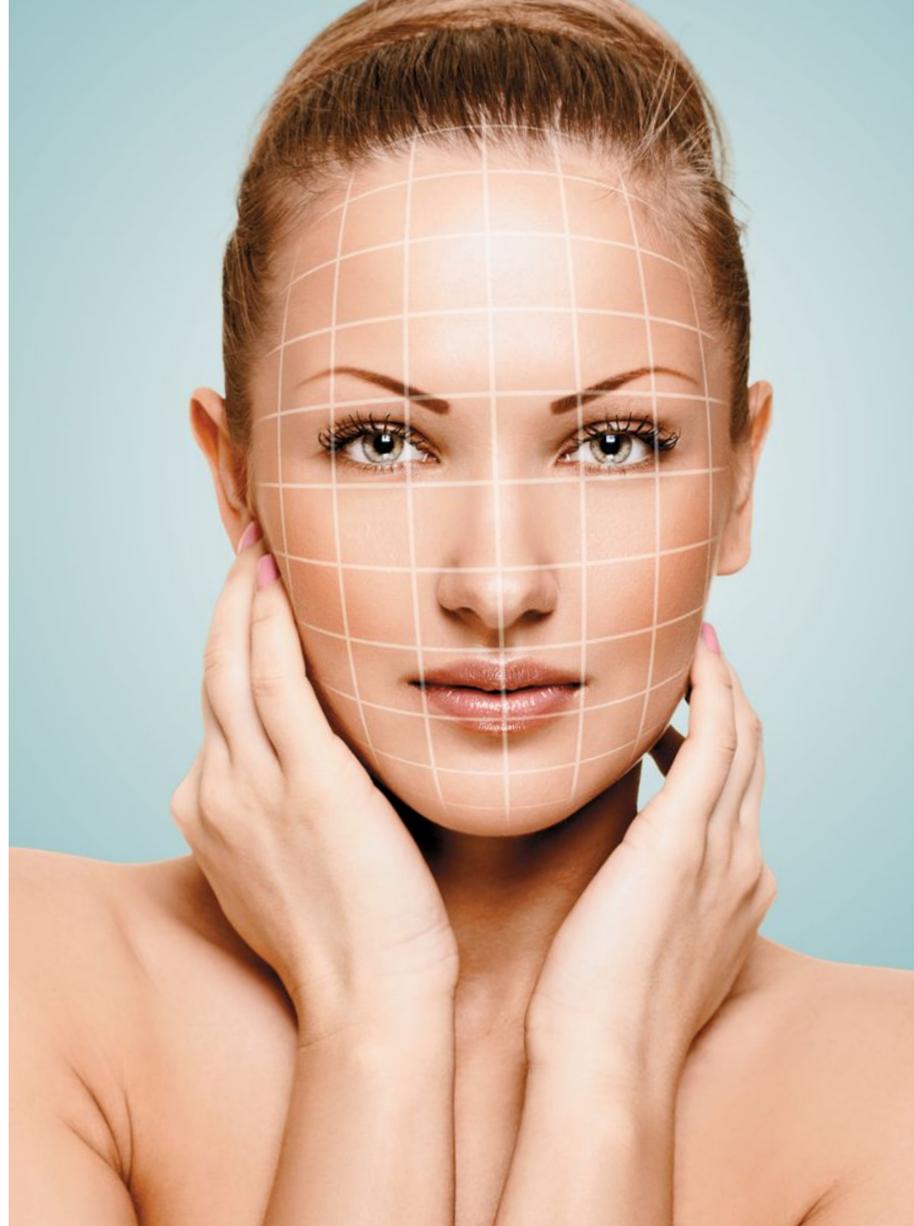
## Analyze This

Discover how skin analysis machines are revealing what lies beneath the surface and changing the face of skincare.

**MOST SKINCARE TREATMENTS THESE DAYS** include some sort of consultation in which the esthetician visually analyzes the complexion. While this reveals a fair amount about potential concerns, it's only skimming the surface when it comes to truly understanding the skin. Fortunately, a number of skin analysis machines are available to reveal what the naked eye can't see. They're revolutionizing the skincare industry by making it possible to better customize facial services to treat individual skincare concerns.

Years ago, the industry introduced digital imaging systems that laid bare the sun damage spa-goers had accumulated. It was a wake-up call to many, seeing the sun spots that had yet to make their way to the surface. Today, those systems have evolved to become even more effective at helping estheticians and dermatologists diagnose various skin conditions and make product recommendations. Launched in 2002, the SAM-TI from DermaFlash was one of the first digital imaging systems on the market. In 2010, the company launched the SAM-T3, an advanced Woods Lamp that uses safe UVA rays to study invisible issues under the outer layers of the skin. According to David Navone, president of Navone Engineering, makers of DermaFlash products, the system helps reveal what's going on underneath the surface by radiating a defined fluorescent frequency. When used with the PhotoSAM-II camera option, you can document the skin's response to a series of spa treatments.

Although the Visia Complexion Analysis System was originally launched in 2003, Canfield Imaging Systems has introduced a series of improvements to it. In fact, the company launched the sixth generation of the VISIA at the American Academy of Dermatology meeting this past March. Developed to provide a consultation tool for the retail sale of cosmeceuticals, VISIA enables skincare practitioners to analyze a client's complexion and provide recommendations. "The concept was



adapted and successfully introduced to dermatology, plastic surgery, and medical spa markets, in addition to spas, and has become the standard of care for value-added facial consultations," says Jim Larkey, director of marketing and product management at Canfield Imaging Systems.

The system works by taking three photos of the client using multi-spectral imaging in a controlled environment. The software then analyzes the photographs for eight skin features—spots, wrinkles, texture, pores, UV spots, brown spots, red areas, and porphyrins, also known as bacterial excretions—before presenting the results both visually and numerically. "VISIA also provides an extensive range of consultation tools, including comparison to norms, tracked results of treatments over time, graphical analysis, aging simulation, 3-D representation of the skin surface, product recommendations, printed reports, and more," says

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Larkey. The system is continually evolving with new features such as an advanced eyelash measurement and analysis consultation toolkit, a new product recommendations database, and IntelliFlash technology to produce better photographs.

What also helps it stand out is the vast database of skin analysis subjects, which represent a wide range of ages and skin types. One thing to keep in mind, though, is that not every woman will leave your spa feeling happy and relaxed after having her skin compared to other women her age, especially if she learns that 88 percent have fewer wrinkles. The fact that pictures don't lie, however, can motivate your clients to take action. At **Quy's Salon & Spa** (Maumelle, AR), each new client gets a free VISIA analysis. According to owner Quy LaMastus, morphing, which shows a client what they might look like if they don't begin caring for their skin, is one of the most beneficial measurements the system delivers. "We convinced a man to have a VISIA analysis, and he was absolutely stunned by the amount of sun damage he had," says LaMastus.



"For the first time in his life, he has started using sunblock and wearing a hat while he fishes."

Estheticians who prefer to be more mobile will find the SkinLite from Skin Care Consultants, introduced in 2006, and the SkinLite II, which debuted in 2009, useful in providing an in-depth view of the skin. According to co-founder Pat Lam, both were created to fulfill the need for a lightweight and portable instrument that would enhance examination capabilities and support client consultations. Using patented cross-polarized light technology to drastically reduce surface reflection from the epidermal layer, the SkinLite provides a deeper look into the skin. "The focus of the SkinLite technology is on depth, not magnification," says Lam. "By enabling skincare practitioners to view the skin at a 2mm depth, skin structures such as dilated capillary networks can be identified and pigment color can be recognized." The SkinLite and SkinLite II, which has a wider lens to view broader areas of skin, make it easier to examine and assess clogged pores, hyperpigmentation, ingrown hair, milia, sun damage, and more.

A recent candidate in the skin analysis game is mySkin Dermograph, which was introduced at **Corbu Spa & Salon** (Cambridge, MA) last September. Founded by two Harvard Business School classmates, the company initially developed a system to detect melanoma. Recognizing there was no accurate way to measure the health of the skin, the founders created the world's first transdermal skin imaging system. "The dermatograph's proprietary technology uses ordinary visible light to analyze different skin characteristics," says co-founder and CEO Rahul Mehendale. "As the light interacts with various tissue structures like oil glands, collagen, and elastin, among others, the imager sensors decode this information and give a detailed understanding about the true tissue and cellular characteristics of the skin in the form of easy-to-understand measurements, such as moisture, firmness, luminosity, texture, pigmentation, and more." The system also has a recommendation engine that chooses the best products for the client based on the spa's inventory.

"The response at Corbu has been overwhelming," says spa director Aimee Hollingsworth. "Clients are thrilled to become more educated about their skin and eager to return to measure their improvement."—*Heather Mikesell*

## Consultation Corner

Want to make sure your clients are getting the most from their skincare treatments? Then consider incorporating a skin analysis system from one of these companies into the consultation process.

### Canfield Imaging Systems

[www.canfieldsci.com](http://www.canfieldsci.com)

### mySkin Dermograph

[www.myskin.com](http://www.myskin.com)

### Navone Engineering/ DermaFlash Division

[www.dermaflash.com](http://www.dermaflash.com)

### Skin Care Consultants

[www.lamskin.com](http://www.lamskin.com)