

Solta Medical Launches International illumiNATION Tour to Introduce New Systems

By Bob Kronemyer, Associate Editor



Neil Sadick, M.D.
Clinical Professor of Dermatology
Weill Cornell Medical College
New York, NY



Solta Medical, Inc. (Hayward, Calif.) will take to the road in Autumn 2009 to launch the new Thermage CPT® and Fraxel re:store® Dual systems with the illumiNATION tour. Beginning September 14, 2009 and continuing through November 2009, this tour will present the latest breakthrough in Thermage and Fraxel systems to physicians in over 20 cities across the U.S. and 11 cities in Europe.

The Thermage CPT system represents a leap forward in skin tightening and body contouring technology. It incorporates proprietary Comfort Pulse Technology™, along with a ground-breaking vibrating handpiece for maximum efficacy and patient comfort from one of the most well-known skin tightening brands.

Fraxel re:store Dual, Solta's new non-ablative system, takes Fraxel technology to the next level by adding a novel 1927 nm wavelength Thulium laser. This new wavelength enables physicians to treat multiple body areas in one treatment session, as well as better address pigmentation and other dyschromia with minimal discomfort.

"The new Thermage CPT and Fraxel re:store Dual systems represent the next-generation of anti-aging treatments and are now better than ever for skin tightening and resurfacing," said Stephen J. Fanning, chairman of the board, president and CEO of Solta Medical, Inc. "I am confident these innovative products will change the way people think about aesthetic procedures. We believe such breakthrough systems deserve a unique introduction to the market – the

illumiNATION tour is the first of its kind in the aesthetic industry."

The tour will take place aboard a classic – but modernized – Airstream® trailer that harkens back to the iconic days of celebrated style and glamour. Introduced with a design that was ahead of its time, the sleek, streamlined Airstream is still celebrated as being futuristic, glamorous and the epitome of "style on the road." Solta is bringing that same timeless yet modern style and beauty to top U.S. and European cities to demonstrate how these new treatments can help keep you looking younger and feeling fabulous without the need for invasive procedures.

"The illumiNATION tour will generate significant consumer and media buzz in every city that it makes a stop."

"We are excited to be among the first practices in the world to adopt the latest systems from Solta Medical," said Neil Sadick, M.D., clinical professor of dermatology at Weill Cornell Medical College (New York, N.Y.) "The illumiNATION tour will generate significant consumer and media buzz in every city that it makes a stop."

The tour will kick off in Chicago, Ill. on September 14th and 15th and travel throughout the U.S. in October and November. To find out when it will be in a town near you, please visit www.illuminationtour.com and click "Join Us" to register for a tour stop.