

## **Cheveux Laser Enables Fast And Permanent Hair Reduction**

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According to plastic surgeon, James Goodnight, M.D., who operates the Center for Everlasting Beauty in North Haledon, N.J., permanent laser hair reduction is in great demand by patients who are attracted to anti-aging interventions and cosmetic surgery procedures. "They like that it offers significant aesthetic results, but is non-surgical with almost no downtime," he said.

For the past three years Dr. Goodnight has relied exclusively on the Cheveux™ Diode 810 nm laser as his laser of choice for permanent hair reduction treatments. Laser hair reduction is a popular procedure, and the excellent results he achieves with the Cheveux steadily attracts new patients. Additionally, affording almost no post treatment downtime, patients return for multiple treatments, making this device a workhorse in his practice. Realizing the Cheveux's reliability, Dr. Goodnight has upgraded to newer versions three times. "With each upgrade, results have improved and the comfort level has increased," he advised.

Several of the Cheveux's other features keep Dr. Goodnight loyal to the laser; perhaps chief among them is that treatment is quick. "This is especially appreciated by physicians like me who practice in a state where laser procedures must be performed by a physician," he said. "Some other hair removal modalities can take hours. In my practice I need a system that achieves results fast." Dr. Goodnight's hair reduction patients undergo treatment once a month until optimal results are achieved. "With the newest model, a vast majority of my patients obtain permanent hair reduction over nine treatments," he reported.

Unlike other systems, the Cheveux has a Fast Hair Removal mode so treatment of small areas can be done in as little as three minutes. A large spot size (10 x 14 mm) allows the user to quickly treat larger areas of the body as well. Another advantage of the Cheveux laser is the integrated contact cooling sapphire tip that enhances patient comfort and protects the epidermis before,

during and after the laser pulse; an additional reason that Dr. Goodnight's hair reduction patients return for repeat treatments. The control panel enables fine tuning of repetition rate and fluence, allowing the operator to choose 'smooth flow,' for fast hair removal, or standard hair removal.

Demonstrating efficacy in hair removal across all skin types, the 810 nm wavelength has earned the "gold standard" designation, which is supported by literature. However, as Dr. Goodnight expressed, "you will want to make sure that your patient doesn't present for treatment with a sunburn, because not only will the procedure be very uncomfortable, but the results will also be compromised. Therefore, it's important that your patient minimize tanning a couple days before or after treatment."

For Dr. Goodnight, the Cheveux's favorable price compared to other hair removal lasers is what initially caught his attention. Nevertheless, once he actually tried the laser and saw that the clinical efficacy was comparable, he was convinced that Cheveux was the product he needed for his practice.