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**DR. MARY LUPO DISCUSSES WAYS TO INCORPORATE
LASER, LIGHT AND ENERGY DEVICES INTO AN AESTHETIC PRACTICE**

Atlanta, GA – April 10, 2013 – Mary P. Lupo, M.D., board certified dermatologist and clinical professor of dermatology at Tulane University School of Medicine, was a speaker at the 21st Annual Multi-Specialty Symposium “State of the Art in Facial Aesthetics 2013” in Atlanta in March.

With more than 28 years of practicing in the field of cosmetic dermatology, Dr. Lupo shared her insight on laser, light and energy devices with other dermatologists and plastic surgeons. When deciding whether to purchase or rent a new device for a cosmetic practice, the buyer should have a good understanding of the local population as well as the competition. It is key to make sure the right technology is chosen for the style of the practice and patient preference. Other things to consider when purchasing new devices include cost of equipment, cost to run, cost to maintain, legalities of delegation and use of existing square footage.

New laser, light and energy devices should complement and supplement other treatments available at the practice. For example, skin tightening devices and skin resurfacing devices complement facial surgery and injectables, while body contouring devices complement liposuction. These devices are designed for all skin types from a younger patient who wants to maintain a fresh look to an older patient who wants to maintain a previous cosmetic treatment or surgery or does not want to undergo surgery.

Lasers can benefit and complement a broad spectrum of both medical and cosmetic skin conditions, and investing in these devices is definitely something all cosmetic physicians should consider. They are a way to improve revenue, improve the office’s treatment profile, drive in new patients and keep established patients from leaving the practice. For any cosmetic physician just starting out, Dr. Lupo suggests focusing on injectables and peels at first because there is no major equipment to purchase and the return on investment is high. Once the practice is established and research has been done, consider the options that best suit the patients’ needs.

All of the procedures mentioned in Dr. Lupo’s presentation were based on her personal experience and opinion. She recommends all board certified dermatologist receive the proper education and training before performing any procedures. She highly recommends that all patients choose a physician trained in an accredited residency program who has then passed the certifying exam and who is practicing within the scope of care of that specialty.