

# VISIA<sup>®</sup>

attract new clients

improve conversions

COMPLEXION ANALYSIS

VISIA

IMAGING EXCELLENCE FROM

 **CANFIELD**



# VISIA®

## COMPLEXION ANALYSIS

Transforming skin care practices worldwide, VISIA's advanced technology provides meaningful skin evaluations, on-screen and printed reports, and tracks treatment progress. Increase compliance with quantitative values for skin features that previously could only be evaluated subjectively.

**REPEATABLE FACIAL IMAGING** VISIA's multi-point facial positioning system and live image overlay make it easy to capture perfectly registered high-quality, high-resolution facial views to document your treatments and procedures.



*VISIA easily captures and automatically analyzes left, right and frontal facial views.*

**WIZARD-LIKE INTERFACE** VISIA's intuitive interface makes it easy to view the skin features of greatest concern for targeted procedure and treatment recommendations. Analysis results ensure clear visualization and patient communication. Zoom into the crisp, high resolution image for close examination of areas of concern such as wrinkles, sun damage, spider veins, etc.

**3D VIEWER** Display an area of your patient's skin as a magnified three-dimensional image that may be rotated in space. The 3D image can be rendered in natural skin color, gray scale, or color relief view. In near microscopic detail, your patient can see the surface texture of her skin, including features such as wrinkles, pores and acne scars. Add impact to consultations and increase patient motivation with VISIA's 3D viewer.

**RBX®** Canfield's proprietary RBX Technology separates the unique color signatures of red and brown skin components for unequalled visualization of conditions such as rosacea, spider veins, melasma and acne for precision treatment planning.



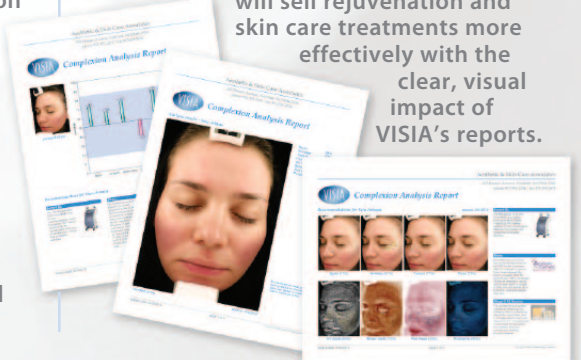
**MEANINGFUL COMPARISONS** Compare results side by side for any combination of views, features or time points, including graphs and numerical data. Zoom and pan images in tandem for clear and easy comparisons.

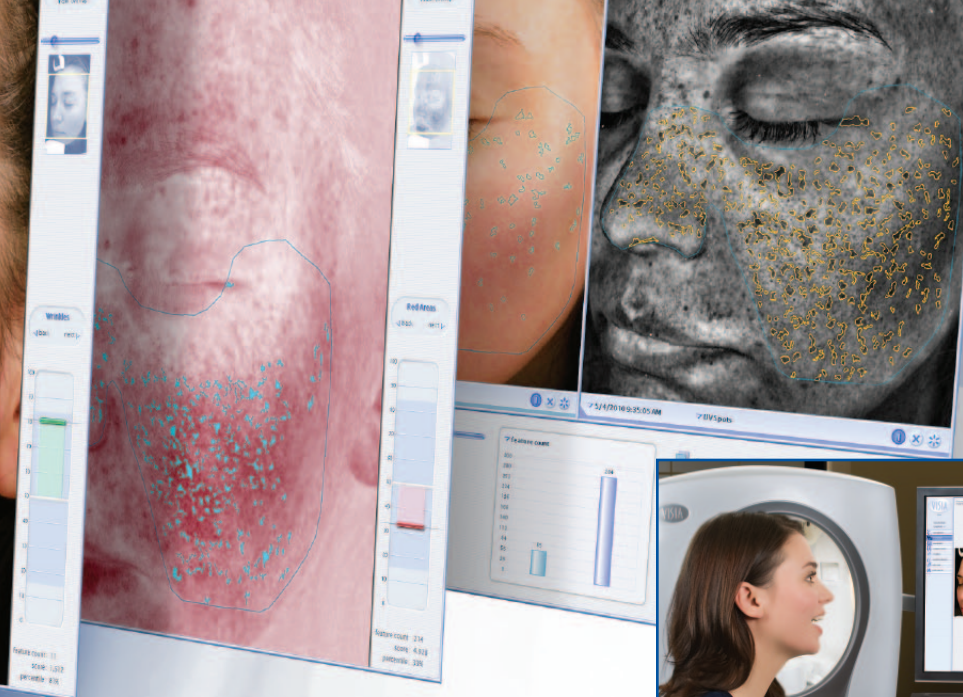
**UV PHOTOGRAPHY** VISIA's UV photo mode provides the most complete data set available for sun damage assessment and analysis, including UV fluorescence imaging to reveal porphyrins. UV images may be viewed with or without color processing.

**SKIN AGE** VISIA's patented *comparison to norms* analysis is displayed in crisp graphical form to clearly indicate areas for improvement and provide visualization of your patient's skin age.

**PRODUCT & TREATMENT LIBRARY** VISIA makes it easy to select personalized recommendations from its built-in library of skin care products and treatments. Your recommendations along with descriptive notes and actual product images appear in the printed report.

**PRINTED REPORTS** Personalized printed reports record easy to understand information for use in patient education and treatment planning. Your staff will sell rejuvenation and skin care treatments more effectively with the clear, visual impact of VISIA's reports.





**"Sales have increased from \$5,000 to \$21,000 in the last month since I received VISIA and my accountant can't believe what's going on. It's crazy!"**

—Sarah Haydel, MD  
Haydel Dermatology, Houma, Louisiana



**MIRROR INTEGRATION** VISIA's direct interface with Mirror® software (available separately) allows you to communicate the benefits of resurfacing and injectables to your prospective patients through Mirror simulation.

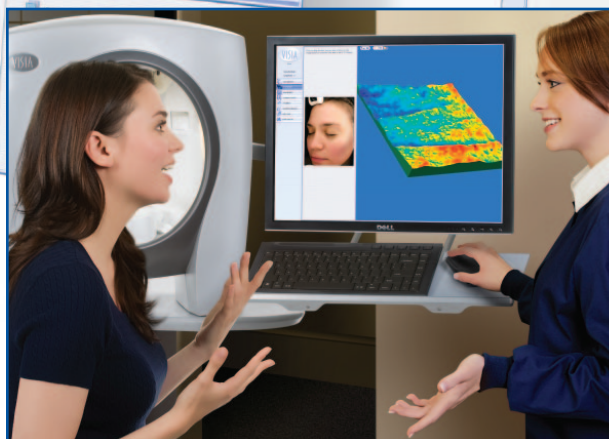
*For your patients, VISIA improves participation and satisfaction with recommended skin care treatments and regimens for optimum complexion health.*

With VISIA, medical and skin care professionals can:

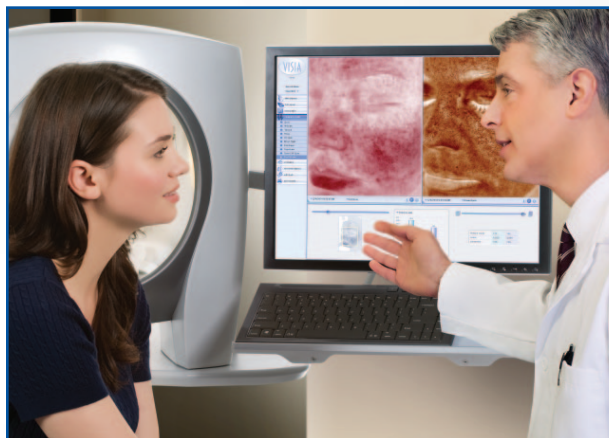
- *develop more targeted treatment programs*
- *communicate clearly using powerful visual communication tools*
- *track treatment progress and outcomes effectively over time*

**VISIA impressively increases business and patient satisfaction in all of your facial rejuvenation and skin care services.**

**See what VISIA can do for your practice.**



**EASILY**  
capture consistent facial images with instant analysis of 8 skin features.



**CLEARLY**  
communicate benefits of advanced rejuvenation treatments, plus track progress and outcomes over time with VISIA's extensive imaging and analysis capabilities.



**QUICKLY**  
generate customized reports including your recommendations for facial rejuvenation treatment and ongoing skin care. Reports also serve as a valuable aid for increasing patient-driven referrals.

**"The morning after our VISIA system arrived, two patients who were previously receiving only hair removal treatments had a complexion analysis with the VISIA and decided to add services for FotoFacial and microdermabrasion. VISIA is a great piece of technology, user friendly and the patients love to see their results!"**

— Judith Graves, MD, Clinic Esthetica, McKinney, Texas



# VISIA<sup>®</sup>

## COMPLEXION ANALYSIS

With increased demand for anti-aging and lifestyle-driven procedures, the VISIA Complexion Analysis System is a timely addition to any medical practice or spa offering treatments for skin rejuvenation and ongoing skin care.

### KEY FEATURES OF THE VISIA COMPLEXION ANALYSIS SYSTEM

**Repeatable facial photography** Ensure reproducibility of images between time points with built-in positioning aids and standardized lighting.

**Automatic masking** VISIA software automatically delineates facial areas for analysis.

**User-friendly interface** VISIA's attractive, intuitive interface quickly gets your staff up to speed.

**Full face view** The entire facial area, from chin to hairline, is viewable on the VISIA display.

**Frontal and side analysis** VISIA allows you to perform facial analysis on left, right or frontal views. Every aspect of a client's skin condition can be clearly measured and displayed.

**Quantitative assessment of skin features** Measure spots (pigmentation), wrinkles, texture, pores, UV spots, brown spots, red areas, porphyrins, and photodamage.

**Image export** Easily transfer images from VISIA to PowerPoint, Word, or other programs.

**Grading of skin relative to peer group** Using the world's largest skin feature database, compare your patient's skin age with others of the same chronological age and skin type.

**Multi-spectral imaging** Use standard, cross-polarized and UV photography to record and measure surface and subsurface skin condition.

**RBX Technology** Processing of subsurface Red and Brown features provides unequalled visualization of conditions such as rosacea, spider veins, melasma and acne.

**3D viewing** Visualize the skin's surface in three dimensions from any angle, rendered in natural skin tone, color relief, or gray scale.

**Zoom & pan** Select any area of the face and zoom in for a close examination of fine detail. The on-screen overview window allows easy image navigation.

**Aging simulation** Simulate the aging process to show clients older or younger by 5-7 years for spots, wrinkles or both.

**Product recommendations** VISIA's extensive product and treatment library makes it easy to add descriptions and photographs of your recommendations to high-impact printed reports.

**Customized reports** Provide patients with easy-to-understand, personalized reports including your recommendations for treatment and skin care.

**Integration with Mirror<sup>®</sup> medical imaging software** Harness the power of Mirror to get even more out of your VISIA images.

**Multiple database options** Organize patients as needed, such as by physician, esthetician, or site.

**Networking option available** Access images and conduct consultations on networked PC workstations, other VISIA systems, or centralized databases.

#### turn-key VISIA solutions

The VISIA Deluxe with integrated mobile cart provides a complete imaging solution.

### VISIA COMPLEXION ANALYSIS SOLUTIONS

included:	Basic System	Desktop Solution	Deluxe Solution	MedSpa Solution	CANFIELD MEDICAL SPA MARKETING SOLUTION
VISIA booth & software	✓	✓	✓	✓	<b>Sell more treatments.</b> VISIA integrated with easy-to-use Mirror <sup>®</sup> software helps you demonstrate results of injectables and other skin rejuvenation procedures. <i>Call for a live, web-based demonstration.</i>
Dell laptop computer		✓			
Dell computer system, 20" flat panel display, color inkjet printer			✓	✓	
mobile cart & adjustable stool			✓	✓	
Mirror PhotoFile <sup>®</sup> software			✓	✓	
Mirror Rejuvenation software module			✓	✓	
live, web-based training*	✓	✓	✓	✓	

\*For users with high-speed internet connection: 2 hours for Basic, Desktop and Deluxe solutions; 4 hours for MedSpa solution.

IMAGING EXCELLENCE FROM



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3D SOLUTIONS • FACIAL IMAGING & ANALYSIS • IMAGING SOFTWARE • PHOTOGRAPHY • RESEARCH SYSTEMS & SERVICES • TRAINING

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