ALM2301 – Desk research

January 2024

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Project background

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- Alma was looking to update their marketing with a new claim.
- Alma wanted understand the speed of which their competitors can complete hair removal treatment.
- The goal of this research was to support a claim that Alma is the fastest device in terms of treatment duration.
- The research focused on uncovering data around the **spot area, fluence, pulse repetition rate and pulses per second** of seven competitor products.

Desired deliverables

- Provide final calculations, taking into account the information needed to do this, to find at what speed the other competitors work.
- Include all the different guides / brochures with all the information found.

Research methodology

The data and insights were generated through secondary research – exploring data from Alma's competitors to gather information over the speed at which they conduct treatment,

Desk research:

Competitors list:

Asclepion Laser Technologies

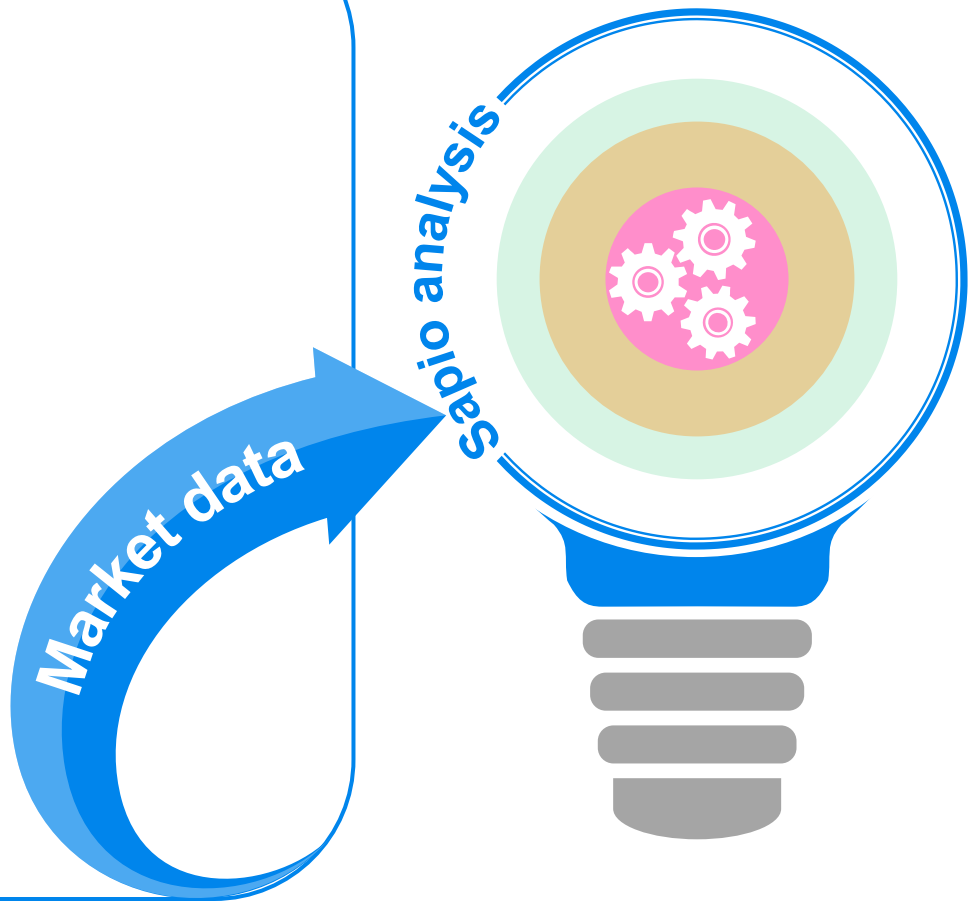
CANDELA™

primelase® EXCELLENCE

Lumenis® Energy to Healthcare

INMODE

CYNOSURE®



Methodology:

1. The research started by collecting the technical guide for each competitor
2. We then started to look for more specific information:
   - Spot area
   - Energy
   - PRR
3. Finally, we calculated the estimated time to complete treatment for each competitor

Main Findings

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Results of all devices

Fastest → Slowest

1	2	3	4	5	6	7	8
Soprano	MeDioStar	Primelase	GentleMax Pro	Elite iQ	Triton	Splendor-X	LightSheer QUATTRO
60s	70s	74.1s	132.7s	132.7s	150s	150s	155.8s

They both take the same time, however the MeDioStar requires preparation

**All specified times in this slide are for a 600cm2 grid*

Example claims

1. **Alma is the fastest device on the market****
    1. **Based on independent research by Sapio Research Ltd, amongst seven of the leading devices on the market. Some assumptions have been made, and all data is available at/from [insert location here]
2. **Alma is over 60%* faster than other leading laser hair removal devices****
    1. Using 155 seconds as the slowest, Alma at 60 seconds saves 61% of time
    2. **Based on independent research by Sapio Research Ltd, amongst seven of the leading devices on the market. Some assumptions have been made, and all data is available at/from [insert location here]
3. **Alma leads the market in terms of speed of treatment****
    1. **Based on independent research by Sapio Research Ltd, amongst seven of the leading devices on the market. “Leading the market” is defined as being in the top two fastest devices. Some assumptions have been made, and all data is available at/from [insert location here]

- When making claims we advise Alma to:
    - Link to the full methodology and this report
    - Put as much information as possible within or below the claim
    - Check with local advertising regulators – Sapio Research Ltd is not an expert in this area, and cannot advise what will be within regulations for each market

MeDioStar 6th generation

	Monolith XL
Spot area (cm2)	10cm2
Fluence (J/cm2)	Up to 25J/cm2 (assume 8)
Pulse energy (J)	80J
Pulse repetition rate (Hz)	Up to 20Hz (assume 5Hz)
Pulse per second	400J

Final Formula:

24000/Pulse per second

24000/400 = **60s**

***70s accounting for the placement of the foil in the handpiece**

*[*10 seconds added for the application of the foil]*

The assumptions were based on the average energy and PRR usage

***All sources mentioned in slide 18*

primelase®
EXCELLENCE

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Spot area (cm2)	2.7cm2
Fluence (J/cm2)	12J/cm2
Pulse energy (J)	32.4J
Pulse repetition rate (Hz)	5 to 10Hz (in motion)
Pulse per second	324J

Final Formula:

24000/Pulse per second

24000/324
= 74.1s

***All sources mentioned in slide 18*

CANDELA™ GentleMax Pro

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Spot area (cm2) — 4.52cm2 (24mm)

Fluence (J/cm2) — 3 to 16J/cm2 (using max)

Pulse energy (J) — 72.32J

Pulse repetition rate (Hz) — Up to 10Hz (assume 2Hz)

Pulse per second — 723.2J

Final Formula:

(2 passes x (600/spot size area)) / PRR

(2x(600/4.52))/2
= 132.7s

***All sources mentioned in slide 18*

CYNOSURE® Elite iQ

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Spot area (cm2)	4.52cm2 (24mm)
Fluence (J/cm2)	20J/cm2
Pulse energy (J)	90.4J
Pulse repetition rate (Hz)	Up to 10Hz (assume 2Hz)
Pulse per second	904J

Final Formula:

(2 passes x (600/spot size area)) / PRR

(2x(600/4.52))/2
= 132.7s

***All sources mentioned in slide 18*

Triton

- Spot area (cm2)
- Fluence (J/cm2)
- Pulse energy (J)
- Pulse repetition rate (Hz)
- Pulse per second

Duo Dark

- 4cm2
- × 5 to 40J/cm2 (assume 8)
- = 32J
- × Up to 5Hz
- = 160J

Final Formula:

600/spot size area

600/4
= 150s

***All sources mentioned in slide 18*

Splendor-X

Spot area (cm2)	4cm2
Fluence (J/cm2)	20J/cm2
Pulse energy (J)	80J
Pulse repetition rate (Hz)	Up to 3Hz (assume 2Hz)
Pulse per second	240J

Final Formula:

(2 passes x (600/spot size area)) / PRR

(2x(600/4))/2
= 150s

***All sources mentioned in slide 18*

LightSheer QUATTRO

Spot area (cm2)	7.7cm2
Fluence (J/cm2)	4.5 to 12J/cm2
Pulse energy (J)	92.4J
Pulse repetition rate (Hz)	Up to 3Hz
Pulse per second	277.2J

Final Formula:

2 passes x
(600/spot size area)

2x(600/7.7)
= 155.8s

***All sources mentioned in slide 18*

Thank you!

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Audience | Brand | Content Research

Appendix 1

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MeDioStar 6th generation

	Monolith L	Monolith XL
Spot area (cm2)	3cm2	10cm2
Fluence (J/cm2)	Up to 60J/cm2 (assume 8)	Up to 25J/cm2 (assume 8)
Pulse energy (J)	24J	80J
Pulse repetition rate (Hz)	200Hz (assume 5)	20Hz (assume 5)
Pulse per second	120J	400J

Final Formula:

24000/Pulse per second

L	24000/120 = **210s***
XL	24000/400 = **70s***

*10 seconds added for the application of the foil

The assumptions were based on the average energy and PRR usage

***All sources mentioned in slide 18*

Sources

- **Lumenis – LightSheer QUATTRO:** https://lumenis.com/wp-content/uploads/2018/07/Qattro-Brochure-B2B-Letter_WEB-PB-2012048-Rev-A.pdf
- **Candela – GentleMax Pro:** https://www.medicom.cz/userfiles/candela-gentle-pro_16026752105746.pdf
- **PrimeLase:** https://www.cocoonmedical.com/USA-CANADA/wp-content/uploads/2017/10/cata%CC%81logo_primelase_english_canada.pdf
- **Inmode – Triton:** https://www.dansysgroup.com/dan/pdf/Inmode-triton.pdf ; https://aestheticlaserrentals.com/aesthetic-equipment/inmode-triton-duo
- **Cynosure – Elite iQ:** https://www.yumpu.com/en/document/read/63140892/elite-iq-physician-brochure-emea
- **Asclepion – MeDioStar 6th generation:** https://asclepion.com/wp-content/uploads/2023/01/Astanza-MeDioStar-Brochure-2023-US.pdf ; https://www.youtube.com/watch?v=_H-nU1_cWcY
- **Lumenis – Splendor-X:** https://lumenis.com/wp-content/uploads/2019/04/SPLENDOR-X-Brochure_Letter_PB-2010603-Rev-E_web.pdf