

A NEW CHAPTER FOR VYDENCE® MEDICAL

38 YEARS OF INNOVATION IN MEDICAL AESTHETICS

Combining powerful multi-platform systems with user-friendly innovation, VYDENCE® Medical is equipping practices worldwide with versatile, compact, and effective tools that deliver measurable results and profitability



WENDY LEWIS is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, author of 13 books, and frequent presenter on the international stage. Her first textbook, *Aesthetic Clinic Marketing in the Digital Age* (CRC Press) debuted a second edition in 2024.

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VYDENCE® MEDICAL IS BASED IN SÃO CARLOS, BRAZIL, AND HAS expanded its presence globally to be present in over 30 countries. The recent acquisition of VYDENCE® Medical by the MedSystems Group marks a strategic milestone for the company. Their goal is to shape the future of innovation in medical-aesthetic technology.

According to Denis Régis, 'I am honoured to step into the role of CEO at MedSystems Group during this transformative time in our history of more than 38 years. The acquisition of VYDENCE® by the MedSystems Group marks an important milestone in medical-aesthetic technology around the world.'

'Backed by the strength of the MedSystems ecosystem, we are now poised to accelerate our innovation roadmap, expand our global footprint, and deliver even more value to our customers, partners, and teams,' he says.

Currently, the company is active in six key markets: Latin America, Europe, the Middle East, Africa, Asia, and, most recently, North America. Under the new management team, they are considering their next opportunities in major markets.

The Brazilian heritage

VYDENCE® Medical is based in São Carlos, Brazil, and has expanded its presence globally. The company is currently present in over 30 markets, including headquarters in Brazil and the United States. This international expansion underscores VYDENCE®'s commitment to delivering advanced laser technologies across diverse markets.

VYDENCE® has earned its place as a leader in the development and manufacturing of high-performance medical devices in key markets. Their Etherea MX platform is sold in more than 30 countries worldwide to date.

Antônio Olivatto is the Executive Vice President Global at VYDENCE® Medical and is leading the next chapter in the company's evolution with the MedSystems Group. 'We pride ourselves on taking care of our partners and will find efficacy, versatility, and



profitability to enhance their practices and achieve their bottom line. We aim to foster aesthetic excellence for all our clients and partners.'

Their handPICO® is the world's first picosecond laser handpiece, merging platform versatility with revolutionary picosecond laser technology. Renowned globally as a leader in skin rejuvenation, handPICO® also excels in tattoo and pigmented lesion removal as well as pico toning, offering safe and effective treatments for all skin types, year-round. The new FDA-approved fractional micro-lens array will be introduced to enhance the treatment of melasma and resurfacing.

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– Denis Régis, CEO, MedSystems Group

With years of experience in aesthetic dermatology, Dr. Valéria Campos has seen firsthand how VYDENCE® technology transforms patient care. 'As a medical professional, I've noticed a clear improvement in patient comfort and satisfaction. We achieve better results with less pain and reduced recovery time, which makes a significant difference in our clinical practice. I've been using this technology for a while now, and I can confidently say it stands out for its versatility and safety, offering real benefits to my patients. Without a doubt, this is a technology that's here to stay. I highly recommend it to fellow physicians looking for innovation paired with consistent outcomes.'

Their core systems include:

- ETHEREA-MX®
- ZYE ALX®
- ZYE YAG®
- Siberian-FIT®
- 8 handPieces + 4 fibers.

João Faria is VP Global Sales for VYDENCE® Medical. 'With a robust presence in over 30 countries and a reputation for excellence in laser-based technologies for both aesthetic and therapeutic indications, VYDENCE® is now better positioned to double our revenue in the near term by combining commercial agility with cutting-edge innovation and local excellence. We have a footprint in key global markets, including Europe, the United States and Latin America, to ensure that every customer receives the gold standard in service and support.'

'Our top priority is to increase VYDENCE®'s presence and strengthen our technical service infrastructure in each market. We remain deeply committed to continuous medical education, supporting physicians and clinics with world-class training and scientific programming that elevates outcomes. Backed by MedSystems' ecosystem, we will continue to design new laser

ETHEREA-MX®



handPICO®



ProDeep®



DualMode®



DENIS RÉGIS, CEO, MedSystems Group

technologies, setting the pace for what's next in medical-aesthetic and therapeutic solutions.'

Dermatologist Ariel Haus in London has been working with Vyndence and their team since 2024. 'The company is well known in Brazil, which is a highly competitive aesthetic market. We specialise in laser technology in our London practice on Harley Street and have been able to get excellent results with these devices for acne, acne scars, melasma, PIH, rosacea, tightening, laxity, and sagging. The benefits of speed and efficiency in our busy international practice have been exceptional, and our doctors and nurses can treat our diverse patients who come from all over the world.'

“VYDENCE® features a wide range of handpieces that can expand the versatility and effectiveness of their systems. These unique developments underscore their commitment to advancing laser technology and enhancing aesthetic treatments for their clients.”



Figure 1 Before and after treatment for acne scars using the ETHEREA-MX®. Photos courtesy of Valéria Campos, MD



Figure 2 Before and after fractional skin resurfacing treatment using the ZYE ALX® and ZYE YAG®. Photos courtesy of Isabelle Wu, MD

ZYE YAG®

▷ VYDENCE® Medical Milestones

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Joel L. Cohen, MD, FAAD, FACMS, Director of AboutSkin Dermatology and Aesthetics in Denver, Colorado, was one of the first practices in the U.S. to use the handPICO—noting that the handPICO integrates seamlessly with VYDENCE® Medical's Zye and ETHEREA-MX laser platforms. 'The handPICO's ability to add onto these platforms makes it very easy to incorporate into a practice, with their wide range of handpieces offering efficiency, affordability, and, of course, efficacy. The VYDENCE® handpieces facilitate rapid transitions and start-ups (without prolonged calibration delays), including the most frequently used handpieces in our office, handPICO and ProDeep.'

'The handPICO's also has a new fractional pico technology called the microlens array 6mm—which is a non-ablative fractional but at the same time generates a photoacoustic effect causing cavitation and intradermal vacuoles (laser-induced optical breakdown or LIOBs)—beneficial because it doesn't cause significant thermal or surface damage and is safe for all skin types. The



JOÃO FARIA, VP Global Sales,
VYDENCE® Medical

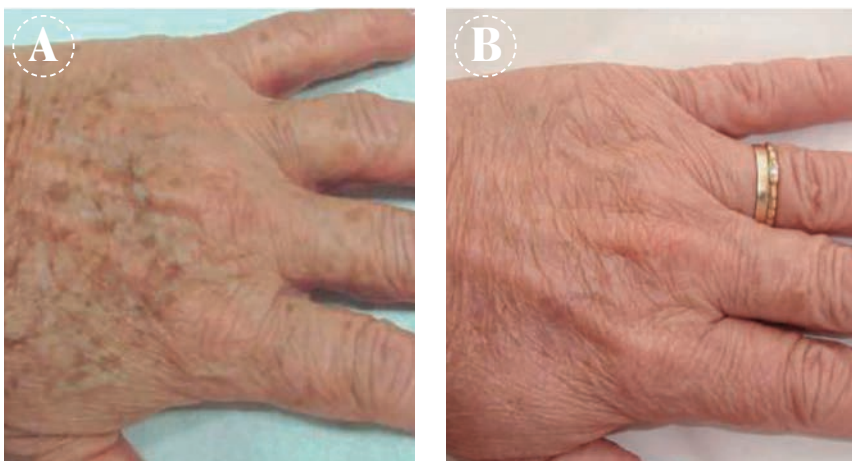


Figure 3 Before and after treatment for pigmented lesions using the ETHEREA-MX®. Photos courtesy of Maisa Pamponet, MD



Figure 4 Before and after treatment for vascular lesions using the ETHEREA-MX®. Photos courtesy of Charles Esteves, MD



handPICO allows me to address a broad spectrum of pigment issues, from low contrast lentigines to darker lesions. The ProDeep is great for scars, acne scars, areas of acne flares, as well as hidradenitis, plus now hair restoration settings,' says Cohen.

Dermatologist Michael Gold, Founder of the Gold Skin Care Center in Nashville, Tennessee, has been using VYDENCE®'s handPICO technology in his practice. 'We have found this system to be effective in treating scars and active acne. Our nurses offer this treatment to patients in a series of 4 to 6 treatments. The system is easy to delegate and affordable, plus it is compact to keep in a treatment room. Most importantly, patients seem to like their results.'

Dermatologist Stephen Eubanks in Port Orange, Colorado, uses both an EthereaMX and a ZYE. 'I have the IPL-sq, ProDeep, DualMode, LongPulse and handPICO applicators. This is the best multi-platform device on the market today. The ProDeep, Nd:YAP (perovskite), 1340 nm non-ablative is unique in the U.S. When used alone, the ProDeep has been superb for treating both active acne and acne scarring. I use several applicators by layering them. I use the IPL-sq first, the collimated handPICO, followed by fractional pico, the ProDeep and DualMode to complete an amazing resurfacing procedure. He continues, 'I particularly like to layer these applicators since I can treat each with

lower power, having a safer treatment but with overall better results. Finally, each of the VYDENCE® lasers stands up to or even exceeds most single lasers. Most practices are short of space and these devices are just the best.'

Innovations driving profitability

'We pride ourselves on taking great care of our partners and will find efficacy, versatility, and profitability to enhance their practices and achieve their bottom line. We are committed to driving aesthetic excellence and profits for all our partners,' says Régis.

'Backed by the strength of the MedSystems ecosystem, we are poised to accelerate our innovation roadmap, expand our global footprint, and deliver even more value to our customers, partners, and teams. VYDENCE® is on the move to grow our global presence. We will continue to operate with our unique brand and dedicated leadership to fuel the technological breakthroughs and product excellence that have defined our legacy for over three decades.'

► For more information, visit www.vydence.com/
Instagram: [Vydenceworld](#) / Facebook: [Vydence World](#)



ANTÔNIO OLIVATTO, Executive Vice President Global, VYDENCE® Medical