

ARE YOU READY FOR THE THERMAVEIN® CHALLENGE?

We find out how ThermaVein® is putting its efficacy to the ultimate test by challenging practitioners and competitors to a head to head challenge – and all in the name of charity



When any new technology comes onto the market manufacturers and suppliers use words like ‘unique’, ‘market leading’, ‘innovative’ or ‘the best’ to promote their brand, and who can blame them? They wouldn’t be doing their job if they did not try to pitch their system as in some way superior or different to what else is out there. However, with so much technology on the market, aesthetic practitioners sometimes find it difficult to separate the marketing spiel from the truth. Even clinical trials (if they are not independently carried out) can be weighted one way or another, depending on who they are sponsored by, and in many areas of aesthetic medicine clinical data is often lacking anyway. So how do you make a decision on what treatments, products and devices to invest your hard earned cash in?

One company that is ‘putting its money where its mouth is’, to show how confident it is in its claims, is ThermaVein®. The company has just launched a nation-wide Charity Challenge where it is challenging both competitors and practitioners to put it to the test. And if they lose? They will donate £5,000 to charity.

Something old, something new

Although ThermaVein® is a newcomer to the aesthetic, beauty and spa markets – launched in August 2012 – the technology it is based on has been tried and tested over the last 15 years in the international medical markets without issue and is backed by extensive independent double blind randomised clinical trials.

ThermaVein® is medically-acclaimed technology that provides instant, safe and permanent removal of facial veins, also referred to as telangiectasia.



Before and after treatment on the nose. These pictures were taken just a few minutes apart (pictures courtesy of Dr Peter Forrester, cosmetic doctor, Esher, Surrey)

Developed and pioneered by consultant vascular surgeon Dr Brian Newman MD, FRCS, the technology ThermaVein® is based on is known as ‘thermocoagulation’. The treatment works in a very different way to alternatives such as laser, IPL or epilation and is safe, instant and effective. Results are also instant – a move away from traditional methods which can take many weeks to show a result and can be painful to the client.

Dr Newman says, “I have successfully treated in excess of 50,000 patients for facial veins. In this time I have seen all manner of failed treatments resulting in patient issues from laser, IPL, electrolysis and diathermy. We took the decision to improve the technology, which has been used in the medical industry for many years, for the aesthetic market. The unit is simple to learn and operate, training is around half a day. It is also safe, instant and effective - the holy trinity when considering treatment options, if you can’t satisfy this criteria then you should be looking elsewhere.

Distributed in the UK and Ireland by Tekno Aesthetics and brought to market by Landmark Investments, ThermaVein® is manufactured in the UK and has been launched here before Europe or the US. Landmark is currently in advanced talks with a number of international territories and has worldwide rights to distribute which will see the FDA certified technology going global. But for now UK practitioners have a chance to make

their mark using the system first.

The technology has featured on TV shows such as Embarrassing Bodies and GMTV with Lorraine Kelly where it has wowed people with its fast, effective and instant results.

Dr Newman adds, "The technique is different to anything else available and seals the vein rather than trying to fade or burn it. As a Consultant Vascular Surgeon I am well aware that sealing the vein is the safest and easiest way to remove it. After the vein has been sealed it is simply reabsorbed by the body."

Esther Loughran, sales manager at Tekno Aesthetics says, "I think the real difference with other technologies is that we don't just tell you how good it is we will show you. The majority of our product demos feature at least one live treatment, there is a real "wow" factor as you watch the veins disappear. The machine really

does sell itself to patients and users once they have seen it in action.

"A patient should be able to go for a treatment and leave with the condition cleared. The days of waiting six to eight weeks for a result and courses of eight treatments are a thing of the past. Users and customers want instant results with no downtime, ThermaVein® offers a real walk in, walk out treatment."

Dr Newman comments, "When we developed this technology we didn't think how much we could earn, how fast or cheap we could manufacture, far from it. I qualified 45 years ago in 1968 and the first consideration then was the same as it should be now - if the treatment doesn't make the patient better will it make them worse?"

Mark Hawthorn, managing director of ThermaVein® adds, "The returns the unit generates are second to none and we

have priced very competitively to ensure as many people as possible have access to the technology. It is our firm goal to ensure ThermaVein® is the treatment of choice for both patients and users.

"Our market research indicated customers were fed up of the captive consumables model whereby there is an ongoing cost of use controlled by the supplier. The probes used by ThermaVein® are not proprietary to us and although we do supply them they can also be widely obtained elsewhere. This is not the most profitable route for us but we had to listen to the customers, without them we don't exist. The cost per use of the unit is around 50p and we provide enough consumables with the unit to generate more than the cost of the unit itself. In addition all training and support is included in the unit price."



Before & After



ThermaVein® Charity Challenge

Win £5,000 for the Charity of your choice

ThermaVein® is so confident in the ability of its technology in removing facial veins that the company has created a Charity Challenge to find out which is the best technology. The rules are simple:

- Both parties will treat a set number of patients each
- Independent judge to be agreed in advance
- Results judged on clearance achieved, time taken and patient experience
- £5,000 to be deposited in solicitors account before starting
- The loser's £5,000 goes to the Charity of the winner's choice

The challenge is open to suppliers and users alike.

To enter or simply nominate your provider email info@thermavein.com