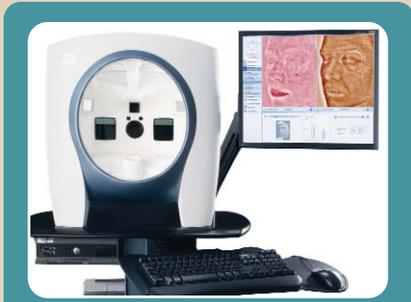


Canfield's RBX Technology Detects Red and Brown Skin Conditions

BY BOB KRONEMYER, ASSOCIATE EDITOR



VISIA Complexion Analysis System with RBX Technology

"It tells you how well each treatment is doing – how much you are clearing from each session. It also tells you when you have completed enough treatments, in both red and brown."

Enhanced detection, visualization and analysis of subsurface melanin and vascular conditions are now a reality, thanks to RBX™ technology from Canfield Imaging Systems (Fairfield, N.J., U.S.). RBX software and hardware, which targets vascular and melanin conditions, is incorporated into three of the company's imaging systems: VISIA Complexion Analysis, OMNIA Facial Imaging and VISIA-CR for research imaging. Mirror software also now includes RBX red and brown image processing that leverages Canfield's extensive experience with color science.

"RBX parallels our clinical treatment technologies," said Barry DiBernardo, M.D., a plastic surgeon in private practice in Montclair, N.J., U.S. "For instance, we use a programmable light source to specifically target red colors and brown colors. RBX allows us to better ascertain the efficacy of treatment. Before, we would take generalized photography, for which you would see some brown spots and some red spots, but it really wasn't clear and it didn't really stand out. We now have visualization technology that truly brings these colored spots to the forefront."

RBX's cross-polarization provides greater skin detail and subsurface information. Color space processing separates red and brown skin components. As a result, treatment is more efficacious, according to Dr. DiBernardo. RBX imaging also helps with treatment follow-up. "It tells you how well each treatment is doing – how much you are clearing from each session. It also tells you when you have completed enough treatments, in both red and brown."

Common aesthetic indications that are red include telangiectasis and rosacea, while brown discolorations include solar lentiginos and melasma. "RBX filters out the specific treatment targets in the photographic data," said Dr. DiBernardo, a clinical associate professor of plastic surgery at the

University of Medicine and Dentistry of New Jersey in Newark.

RBX images can also be used during patient consultations. "You can sit patients down and show them very clearly their defects, which in a regular full scale photograph may be very hard for the patient to see," Dr. DiBernardo noted. "I think patients are surprised by what we can do with RBX because they never really thought about anything like this. I share all images with my patients because I am confident in our treatment technologies."

In addition, Dr. DiBernardo uses RBX technology to train physicians on treatment technologies. "When I conduct workshops or lectures on what we are trying to accomplish with intense pulsed light (IPL), for example, attendees can understand and see it better with RBX," he said.



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RBX was particularly beneficial in treating one recent patient of Dr. DiBernardo's who was darker skinned with some red blood vessels. "These blood vessels were difficult to visualize with the naked eye," Dr. DiBernardo recounted. "RBX allowed us to bring out the red areas, such that we could clearly define where we were going to treat with a light-based system."

The systems which employ RBX imaging are compact and sit on a tabletop or on a portable cart. "Over the years, we have made great progress in light-based systems to treat patients clinically. But unless the imaging technology keeps up with the treatment technology, we cannot document our progress. RBX is a perfect example of how imaging technology is keeping up with treatment technology," Dr. DiBernardo explained.