**Este7**

**Multi-Technology Aesthetic System**

**Product Summary**

**Este7** is an **all-in-one aesthetic platform** that integrates multiple non-invasive technologies for comprehensive facial and body rejuvenation.

It offers **customizable treatments** to address a wide range of skin and body concerns with **minimal downtime** and **high safety**.

**Core Technologies Included**

| **Technology** | **Function** |
| --- | --- |
| **Cold Handpiece****Heat Handpiece** | Inflammation Skin booster delivery |
| **Ultrasound (HIFU-like)** | Facial lifting, wrinkle reduction |
| **Electroporation** | Enhanced transdermal delivery of active ingredients |

**Key Features**

* **Multi-functional handpieces** for face and body
* **Touch screen interface** with easy-to-select treatment protocols
* **Non-invasive, painless treatments** with no recovery time
* **Compact and sleek design** suitable for any clinical setting

**Treatment Indications**

* Facial lifting and wrinkle smoothing
* Skin tightening and texture improvement
* Acne reduction and skin soothing
* Body contouring and fat reduction (depending on protocols)
* Enhanced product absorption (mesotherapy effect)
* Mesotherapy is a treatment where local anesthetic is injected into small amounts into an area of pain

**Ideal Customers**

* Aesthetic and dermatology clinics
* Anti-aging centers
* Medical spas and wellness centers
* Skin care & beauty shop

**Este7**

 **Cold Handpiece: Inflammation**

**Core Function**

The Cold Handpiece delivers controlled, non-invasive cooling to the skin, aiming to:

* **Downregulate inflammation** by reducing pro-inflammatory mediators and increasing anti-inflammatory responses
* **Soothe redness and irritation** associated with conditions like rosacea, acne, and post-procedural sensitivity
* **Accelerate exfoliation** and promote collagen production for improved skin texture and tone
* **Normalize melanin production**, aiding in the reduction of hyperpigmentation

**Key Applications**

* **Post-Treatment Recovery**: Alleviates inflammation and discomfort following procedures like laser therapy, microneedling, or RF treatments
* **Sensitive Skin Management**: Provides relief for conditions such as rosacea, eczema, and acne-prone skin
* **Pigmentation Correction**: Assists in reducing age spots and sun-induced hyperpigmentation
* **Skin Rejuvenation**: Enhances overall skin brightness and smoothness

**Treatment Modes**

* **Continuous Cooling**: For calming inflamed or sensitive skin
* **Cooling with Dermabrasion**: Combining exfoliation with cooling to enhance skin texture
* **Targeted Freezing**: Focusing on specific lesions or pigmented areas

These modes allow for tailored treatments addressing various skin concerns.

**Business Benefits**

* **Expanded Service Offerings**: Attract clients seeking non-invasive solutions for inflammation, pigmentation, and skin rejuvenation
* **Increased Revenue**: Introduce new treatment packages combining the Cold Handpiece with existing **Este7** modalities

**Este7**

**Cold Handpiece**

**Cryo Max (-10°C) & Electroporation Module**

**Overview**

The **Cold Handpiece** in the **Este7** system is a powerful dual-function module that combines **deep cryotherapy (-10°C)** and **electroporation** to deliver exceptional outcomes for **inflammation reduction**, **product absorption**, and **post-procedure recovery**.

**Cryo Technology (-10°C Cooling)**

**Key Effects:**

* **Anti-Inflammatory Action**
Reduces redness, swelling, and irritation by constricting blood vessels and downregulating inflammatory cytokines.
* **Melanin Regulation**
Helps normalize melanocyte activity, making it effective in managing hyperpigmentation and post-inflammatory dark spots.
* **Pain & Heat Reduction**
Ideal for calming skin post-laser, RF, microneedling effect, or peeling procedures.
* **Cellular Tightening**
Cold-induced tightening effect helps refine skin texture and tone.

**Electroporation Function**

**How It Works:**

Electroporation uses short electrical pulses to temporarily open micropores in the skin barrier, enabling **large molecules** like **peptides**, **growth factors**, or **vitamin serums** to **penetrate deeply** into the dermis **without needles**.

**Key Benefits:**

* Enhances delivery of **cosmeceuticals** or **custom ampoules**
* Non-invasive alternative to traditional mesotherapy
* Synergizes with cryotherapy for **skin repair** and **rejuvenation**

**Treatment Applications**

| **Concern** | **Cryo Max (-10°C)** | **Electroporation** |
| --- | --- | --- |
| Redness / Rosacea | ✅ | ✅ |
| Post-procedure inflammation | ✅ | ✅ |
| Hyperpigmentation | ✅ | ✅ |
| Acne-prone or oily skin | ✅ | ✅ |
| Skin hydration / aging |  | ✅ |
| Vitamin/Serum absorption |  | ✅ |

**Treatment Combinations**

You can pair the Cold Handpiece with other **Este7** modalities for synergistic results:

* **Cryo Max + RF** = tightening + inflammation relief
* **Cryo Max + Ultrasound** = lifting + post-procedure comfort
* **Cryo Max + Electroporation** = delivery of growth factors, brightening agents, or calming serums

**Ideal Use Cases**

* Post-laser calming
* Rosacea and sensitive skin
* Pigment suppression (PIH control)
* Post-surgery recovery (mild swelling)
* Hydration ampoule penetration