

# miraDry Sweat Treatment

## Attracts a Wide Spectrum of Patients



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By Jeffrey Frentzen, Executive Editor

As a permanent solution to embarrassing underarm sweat, odor or untidy deodorant stains, miraDry® from Miramar Labs, Inc. (Santa Clara, California, U.S.) will appeal to a wide-range of aesthetic patients. This energy-based device offers the only CE mark approved, non-invasive procedure for long lasting reduction of underarm sweat. miraDry uses precisely targeted microwave energy to destroy a patient's underarm sweat and odor glands. Since these glands do not regenerate, the effects of treatment are permanent. miraDry treatments target patients suffering from bothersome axillary sweating, hyperhidrosis patients, those who are looking to stop using deodorants, as well as the much larger population of patients that want to eliminate "nuisance" sweating and odor.

"When I first heard about miraDry I was intrigued," expressed David Eccleston, M.D., an aesthetic physician in Birmingham, U.K. "I have been treating excessive sweating very successfully with BOTOX from Allergan (Marlow, Buckinghamshire, U.K.) for many years. The main problem, however, was that the cost of treatment was unsustainable for many patients. As a result, there is a definite drop-off in follow-up appointments."

Upon further investigation, Dr. Eccleston was impressed with the high satisfaction scores among U.S. miraDry patients in both clinical trials and published reports from colleagues. "As a result, I tried the machine and underwent treatment myself in June 2014," he said. "I was rendered almost entirely sweat-free after one application. I was so impressed, I decided then and there to acquire a machine for my practice, which has proven to be a very sound investment and extremely popular with patients."

Expectations were high that miraDry would provide a permanent, long lasting solution to excessive sweating, noted Itzhak Vider, M.D., head of Medical OR at the Aesthetic Medical Center in Herzliya, Israel. "I was sure that this was a must-have in my clinic," he said. "For me it is not just another device. It is a game changer that has transformed how we work and treat both hyperhidrosis and those who suffer from unpleasant sweating. It is one of the major breakthroughs in the industry."

Adrian Krahenbuhl, M.D., a dermatologist in Biel, Switzerland, who has been offering patients a range of options to treat both hyperhidrosis and nuisance sweating agreed. "We used both surgical and laser-based solutions, as well as BOTOX injections, until I found miraDry," he shared. "To me it was clear that there was now a non-surgical treatment that was effective. I read the scientific literature and what I have seen after treating more than 40 patients is that there is almost no medical risk."

Patients are very happy with the results, noted Dr. Eccleston. "Patient satisfaction has been extremely high. In fact, of all the device-based procedures we offer, the satisfaction level has generally been higher with miraDry than with any other treatment."

The device is technically very easy to use and side effects are minimal, Dr. Eccleston added. "Successful outcomes rely on precise marking of the area to be treated by application of a transfer to the shaved axilla, over the hair bearing area," he said. "Patients are advised to shave this area three to five days prior to therapy in order to aid adherence of the transfer. If the transfer is not properly applied or smudged, accurate placement of the device's applicator becomes more difficult and treatment has the potential to be less effective."

Dr. Vider concurred. "Absolutely, it is quite easy. We give the patient local anesthetic and from then on it is quite simple. They don't feel anything. miraDry is much safer and easier than any alternative, with almost no downtime — and most of all — the results are improved."

The learning curve for the device is not steep either, Dr. Eccleston expressed. "Once the patient has been assessed medically for suitability and the initial local anesthesia is injected by physician or trained nurse, the procedure itself can be administered by a trained, non-medical staff member."

Treatment can be tailored to the patient's condition and new protocols utilize high volume anesthesia to separate the target area from sensitive underlying structures, providing a physical safety buffer and permitting the use of higher energy levels. Most patients see results in as little as one session.

"It is very common for patients to receive only one application," noted Dr. Krahenbuhl. "Only a minority of patients need a second treatment. It is extremely rare to perform a third, but it can happen in the most stubborn cases of extreme hyperhidrosis."

"I frontload the pricing so the patient pays more for the first treatment, less for the second, and if a third session is required, a nominal fee is charged to cover equipment disposable costs," Dr. Eccleston shared.

"It goes without saying that a physician who adopts miraDry into his or her practice will attract new patients," Dr. Vider declared. "Internal marketing and word-of-mouth initially brought them in, but we now do an extensive amount of advertising and we get a lot of new patients."

Dr. Krahenbuhl has also seen an increase in the number of consumers seeking relief from nuisance sweating. "We are considering the professional person who sweats too much and believe this will be a big market for us," he stated. "One such patient, a businessman, was so pleased with the result he sent over a bottle of champagne. In 2015, we want to go big with our marketing to this audience."

Future applications of this technology could conceivably include treatment of the hands, soles of the feet and other areas where people suffer from sweating, which is needed, Dr. Krahenbuhl opined. "I think Miramar Labs is working hard on this. It would open up an even bigger market."

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Starch iodine test in axillary region three years after partial miraDry Tx. Dark areas show where patient is still sweating. Patient is not sweating in treated area.  
Photo courtesy of Larry Fan, M.D.