

The logo features the text "K5 cryolaser" in white on a dark red background. The "K5" is enclosed in a white circle. A decorative gold and white wave-like graphic is at the bottom.

**K5** cryolaser®

# Development rational



Brown skin spots can be caused by excessive sun exposure, age, oral contraceptives, use of photosensitising products.

In addition freckles and pigmentation around scars caused by acne or surgical intervention represent other kind of brown skin spots.

Brown skin spots are usually lightened by using specific depigmenting products.

K5<sup>®</sup> is one of the most effective depigmenting products on the market, because it contains **Pidobenzone, a very powerful depigmenting agent.**

# Development rational



Brown skin spots can also be lightened by laser application, but removal of brown spots by the laser is sometimes incomplete and a brown circular spot all around the area of the lightened spot can remain.

# Indication for use



**K5 cryolaser® is an anti-brown spots skin lipogel** especially formulated for a use combined with the laser application.

The aim of its use is **the lightening of the thin brown spot remaining after laser application.**

# Formulation



The formulation is the same as K5<sup>®</sup>, **except salicylic acid.**

Salicylic acid in K5<sup>®</sup> has a keratolytic property adjuvant to the depigmenting activity of pidobenzone.

After laser application the skin is damaged by it and the use of salicylic acid is not advisable and not necessary.

**For this reason K5 Laser does not contain this ingredient.**

Sun protection is still advisable because it prevents from the formation of new brown spots, thus **the sun filter contained in K5<sup>®</sup> is used in K5 cryolaser<sup>®</sup> too.**

# Packaging



While K5 is used on the whole brown spot,

**K5 cryolaser® is applied**

**on the thin spot remaining after laser application.**

For this reason K5 Laser is contained

in a specific PinPoint tube that allows

the application of small quantities of lipogel

on very small areas of the skin

by means of a thin silicon point.

Considering the small quantities of lipogel applied,

**K5 cryolaser® is available in a 20 ml tube.**



# Efficacy



K5 cryolaser<sup>®</sup> has been specifically tested on patients undergoing laser application for removal of brown skin spots.

# Positioning



K5 cryolaser<sup>®</sup> is positioned as cosmetic product, but upon request it can be made available as medical device.

# Advantages



From a marketing point of view, K5 cryolaser<sup>®</sup> is a useful tool for dermatologists because:

- It does not compete with the laser application performed by himself;
- It completes the removal of the spot and avoids to the dermatologist eventual complaints from patients experiencing the residual spot;
- Incidence of its cost is limited compared to the cost of the laser application.



**Thank you for your  
attention**