



Why Class 4 K-Laser? "The Truth...The Facts...The Science...The Only Choice"

FACT: Optimal laser light wavelengths penetrate deeper.

TRUTH: K-laser has the optimal dual laser wavelengths of 790 and 970nm, giving you proper depth of penetration and the right amount of laser dosage in minimal time. These dual wavelengths fit in the "optimal window" for deep laser penetration. You must reach the intended target tissue!

FACT: Higher power means more energy reaches deeper tissues.

TRUTH: Over 65% of laser light energy is absorbed by the skin and subcutaneous tissue layers. You need sufficient power to compensate for this loss of photon energy (joules). K-Laser has the most powerful 10 Watt laser approved for use by the FDA. Most therapeutic lasers are only 500mW, K-Laser is 10,000mW! Your therapeutic outcomes will be much different between these two levels of power. Which one do you think your patient's would want?

FACT: Insufficient dosage is the primary reason for poor results with laser therapy.

TRUTH: The 10 Watt power of the K-Laser delivers higher amounts of photon energy (joules) per square centimeter to the *intended target tissue*, which means you never have to worry about lack of proper dosage or poor results.

FACT: Higher power means less treatment time.

TRUTH: You cannot make up for lack of laser power with more treatment time. Meaning, you can't reach deeper target tissue with a lower power laser by keeping it on the treatment area longer. It will not make the laser energy penetrate deeper to the target tissue. K-lasers 10 Watt power treatment times are between 2-8 minutes allowing you to easily integrate laser therapy into your treatment protocol.

FACT: Laser spot size (treatment area) and power density (power output) determines dosage (energy).

TRUTH: The amount of energy delivered, determines the magnitude of the laser interaction within the tissues and individual cells. K-laser has the only adjustable (zoomable) hand piece on the market, allowing you to change the spot size from 3mm to 25mm with the simple twist of your finger. You never have to change optical fibers, it's all in one! This gives you greater versatility for easily changing treatment area, power output, and time.

FACT: Marketing is the key to practice success.

TRUTH: K-laser, USA offers a "Turn-Key" Marketing System that will differentiate you from the competition. The most effective way to market a business is by offering something unique. Something nobody else has. This is called your '*Unique Marketing Message*' (UMM) and Class 4 K-Laser will be yours! Practice differentiation is as important as specialization in this era where consumers are provided with more healthcare decisions than ever before. Successful practices stand out from the crowd through continual enhancement of the 'business' model by providing new and innovative services that the competition does not. We make sure YOU do!