

# Success stories



## ABOUT

Dr. James Y. Wang is a double board-certified dermatologist, dermatopathologist and noted luminary who grew up in upstate New York and attended college at Washington University in St. Louis. He went on to earn Medical and Business degrees from Harvard and completed his medical training at UCLA and Memorial Sloan Kettering Cancer Center in New York.

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**With so many aesthetic devices on the market, what led to your decision to invest in Lutronic?**

**DR. WANG** My initial introduction to Lutronic was fortuitous. At that time, I was frustrated by the lack of truly innovative options in the laser space. With some of the lasers I've worked with, there was poor support service, unreliable and poorly-built devices, and an obvious pivot from research and results-driven platforms toward those that focused on establishing trends.

When one of my devices broke for the third time in five months, I decided to give a small but innovative new company a try. I purchased my first device from Lutronic and was blown away by the results as well as the supportive culture of the company. It was a company with passion and a mission that was palpable. Over the years, I've continued to see them grow and expand their technologies. I know that when I invest in their technologies, they invest back in me as a dermatologist and in patient results. That's a win-win for everyone.

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*“Their lasers were built to be safe for skin of color, meaning we have a full range of treatments for every skin type.”*

**What are your most popular treatments?**

**DR. WANG** We have a range of treatments from no-downtime to more aggressive options. Our signature treatment that has been most popular is a combination called TotalSkin. This treatment is both aggressive and has minimal downtime, which seems to defy some natural law, but it’s true. TotalSkin is a combination of our Genius RF Microneedling

followed by the Ultra laser on the same day. The combination treats the entire thickness of the skin safely and produces both a deep collagen-stimulating, volumizing effect, as well as mild resurfacing and skin texture change.

Our second most popular treatment is our pigmentation correction combinations, using our Hollywood Spectra laser and Ultra laser together to improve surface pigment as well as deeper pigment, such as that seen in melasma.

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**With such a diverse patient demographic, what is your go-to Lutronic device to treat a wide range of skin types?**

**DR. WANG** One of the core strengths of Lutronic comes from its roots in South Korea, which is the skincare capital of the world. Their lasers were built to be safe for skin of color, meaning we have a full range of treatments for every skin type. We find that the Ultra and Hollywood Spectra can be used safely on all skin types to treat dyschromia and inflammatory conditions, but devices such as Clarity II and Genius RF can also be used to successfully treat hair and revitalize skin. It’s quite remarkable the range that each platform has.

**REAL PEOPLE  
REAL RESULTS**



*“A customized approach to skin always works best.”*



*“Lastly, invest in your future early by hiring good people and acquiring technologies that work.”*



***Do you have a personal philosophy when it comes to providing the best care and outcomes for your patients?***

**DR. WANG** Dermatology and aesthetics are complicated. We find that the best care comes when we have deep medical knowledge of the skin combined with the best technology. A customized approach to skin always works best. As a dermatologist, I understand skin biology, but we still must keep up with the innovations that are happening around us daily. It's important to have trustworthy sources – a team of doctors around the country that consult to constantly improve treatments. I believe it's also important for dermatologists to engage with the industry to highlight the challenges we're facing clinically and finding reliable partners to solve those problems.

***You have considerable expertise in building a successful practice. What are your top three tips for success for a new practice just starting out?***

**DR. WANG** Know what you stand for and what your unique vision is. Have faith in your convictions and follow your “gut” rather than unsolicited advice. Lastly, invest in your future early by hiring good people and acquiring technologies that work. It may “cost” more in the beginning, but it will certainly cost infinitely less in the long term.

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