

Soprano Pain Free Hair Removal Wins Gold Medal

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The 2011 gold medal award for Best Aesthetic Treatment in the UK was presented to Alma Lasers Soprano system for pain-free hair removal. Presented by Cosmetic News, a UK publication focused on medical aesthetics, this was the first time a laser treatment won the coveted award, which is testimony to Soprano brand awareness, popularity and high patient-satisfaction record. Over the past year, Soprano has become the most sought-after hair removal treatment among UK patients, and the best-selling hair removal system among UK professional clinics.

A second gold medal for best Equipment Brand was presented to Alma Lasers exclusive distributor in the UK, ABC Lasers. Winning the award for best Equipment Brand is testimony to ABC Lasers proactive marketing approach, post-sale clinical and technical support, and their determined efforts to raise patient awareness. The award is unique in that the winner is determined exclusively by aesthetic clinics within the UK, sending a clear message that UK aesthetic professionals view Alma Lasers as the best solution for their practice.

“Everyone at Alma Lasers is proud of the great work that ABC Lasers is doing. Soprano is the best-selling hair removal system in nearly every country, and with the dedicated team at ABC Lasers, we can now add the UK to the list,” says Lior Dayan, VP Sales and Marketing of Alma Lasers.

About Soprano

The Soprano system for pain-free laser hair removal uses a “pulsed-stacking” technology called SHR. As opposed to other hair removal technologies that use a single high energy laser pulse to heat up the hair follicles, SHR releases multiple bursts of low energy which accumulate to reach the energy required to remove hair. In multiple clinical studies comparing Soprano to competing systems, the Soprano was found to be considerably less painful and more effective in removing hair.

About Alma Lasers

Alma Lasers is the world’s leading developer of medical aesthetic technologies for the professional market. Alma Lasers flagship technologies include the **Harmony** laser workstation for over 65 FDA cleared indications; **Accent** RF and ultrasound systems for body and facial contouring; **Pixel CO2** surgical laser; **Soprano** pain-free hair removal; and **Legato** platform for effective delivery of drugs and cosmetics to the deeper layers of the skin.

Find us on the web:

Alma Lasers – www.almalasers.com

ABC Lasers – www.abclasers.co.uk

Soprano Pain Free Hair Removal – www.painfreehairfree.com

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