

# VISIA<sup>®</sup>

facial imaging and analysis



REVOLUTIONIZE YOUR CONSULTATIONS

IMAGING EXCELLENCE FROM  
 **CANFIELD**



Photos courtesy of Sachit Shah, MB ChB; BC Laser & Skincare Clinic, Surrey, BC

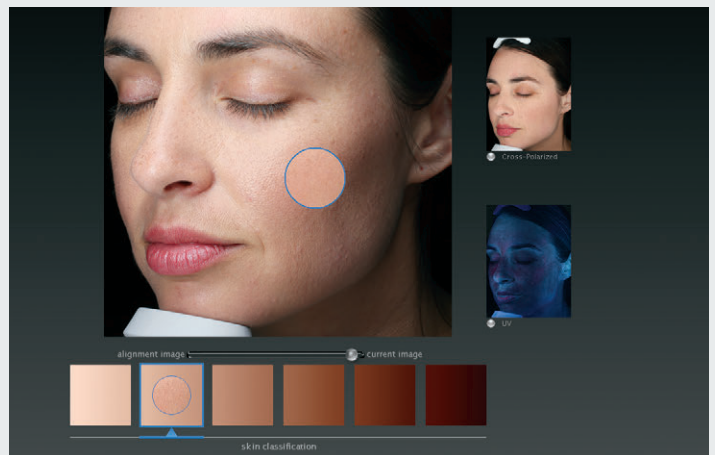
*Your staff can capture precision before & afters for all of your facial photo documentation.*



## Easily capture high quality, standardized images

VISIA's multi-point positioning system and live image overlay make it easy to capture perfectly registered images to document progress over time. Rotating capture module easily captures left, right and frontal facial views.

*VISIA's capture module rotates around the stationary subject to capture left, right and frontal facial views.*



**Automatic skin type detection streamlines image processing and improves the accuracy of feature analysis.**

## VISIA's cloud-based Product Recommendations Library

Add products, treatments and services to VISIA's built-in Library for a streamlined recommendations process that is **personalized for your practice**.

Provide your client clear, targeted recommendations, **personalized for their plan**.

Your staff will be able to sell rejuvenation and skin care treatments more effectively.

The centralized product library resource is managed directly by the manufacturers, so your products are always up to date.



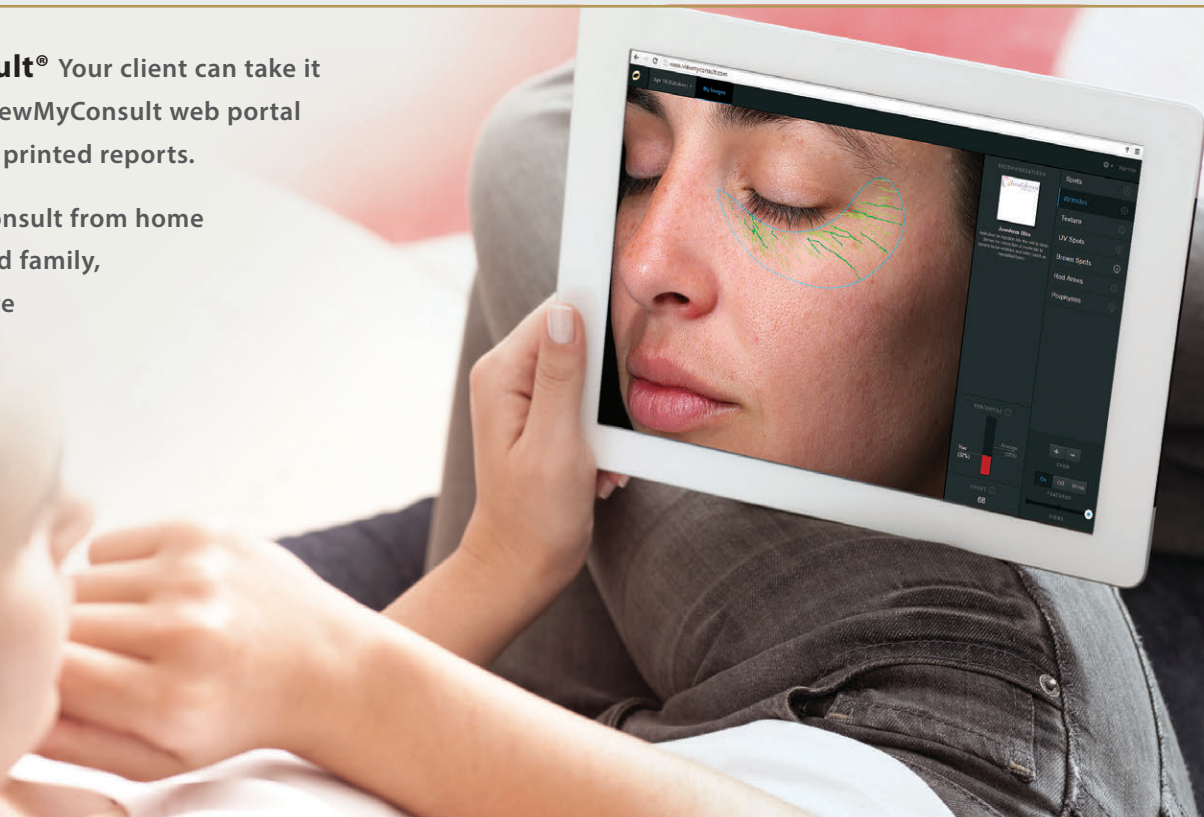
*"We've been using VISIA in our practice since 2004 and our new 7th Generation VISIA takes patient education and communication to a whole new level. I can't imagine skin care consults without one."*

—Eliot Battle, MD, *Cultura Dermatology & Laser Center*



**ViewMyConsult®** Your client can take it all home with ViewMyConsult web portal and personalized printed reports.

Clients can revisit their consult from home and share with friends and family, helping them make a more sound decision.



# VISIA

fun, interactive, objective consultations



## Keep clients engaged with compelling images and objective analysis

VISIA's patented **Comparison To Norms** analysis uses the world's largest skin feature database to grade your client's skin relative to others of the same age and skin type.

**TruSkin Age**® uses VISIA's analysis to assess your client's overall skin condition and age, providing a revolutionary new metric to guide the selection of skin care products and treatment options.



**UV photography** provides data for sun damage assessment and analysis, including UV fluorescence imaging to reveal porphyrins.

*UV fluorescence reveals porphyrins*





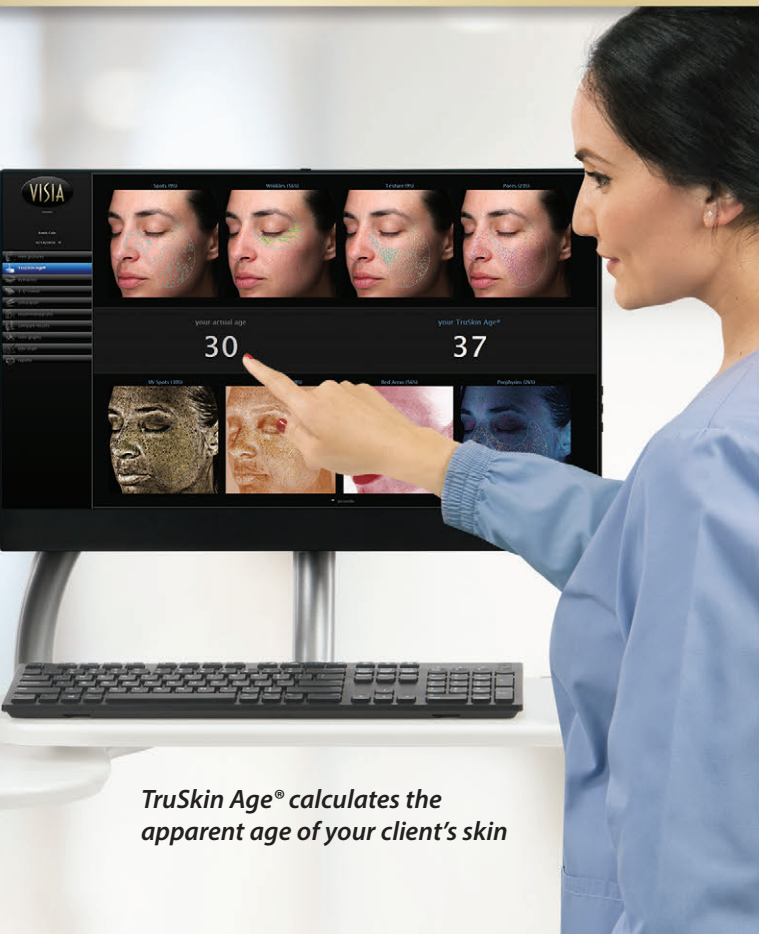
UV Spots

RBX® Brown Spots

RBX® Red Areas

*“VISIA helps our team more effectively and objectively assess our patients’ needs and develop personalized treatment plans. The result has been a significant increase in our aesthetic treatment and product sales, making it a real game changer. Plus, VISIA is fun and interactive.”*

—Robyn Siperstein, MD, FAAD  
Siperstein Dermatology Group, Boca Raton, Florida



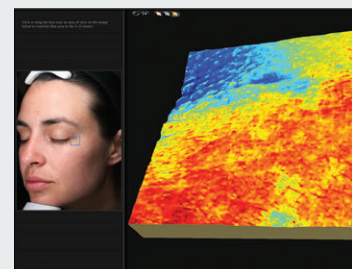
TruSkin Age® calculates the apparent age of your client's skin

**RBX® Technology** separates the unique color signatures of Red and Brown skin components for visualization of conditions such as spider veins, hyperpigmentation, rosacea, and acne.

**Eyelash analysis** evaluates and measures the results of lash improvement treatments.

Visualize the skin's surface in three dimensions from any angle with **3D viewer**.

**Compare** results for any combination of views, features or time points.



3D Viewer



**VISIA consultation app for iPad®** allows access to your networked database of client images and data from anywhere in the practice, combining full-featured aesthetic consultations, enhanced product recommendations selection, and multi-language support with the convenience of a tablet.



**Interoperability** between VISIA and the leading server and cloud based electronic medical record solutions provides seamless access to images and data between critical office systems. Integrating VISIA with office systems allows for more efficient and informed consultations and optimized patient records.

Canfield's software developer toolkit enables many of the leading EMR companies to integrate directly with Canfield systems.

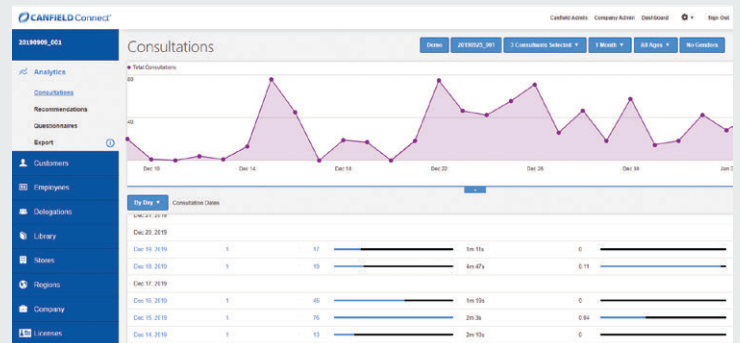
## Multi-Ethnic Study of Aging

In a multi-center study, sponsored by a major consumer product company, a large number of subjects ages 10–80 across five different ethnicities were imaged. Based on this extensive dataset we built a collection of aging models that describe how faces change shape, color and skin texture over the 70-year time span.

These aging models are applied to VISIA images using a patent-pending technique. The seamless integration of these models into **VISIA Advanced Aging Simulation** and **VISIA Injectables Simulation** creates highly accurate and personalized simulations of aging effects, all based on the scientific study.



**Canfield Connect®** web portal helps you manage your Canfield product licenses and stay connected to your clients as they consider the possibilities of aesthetic procedures. Upload your client consultations to our secure ViewMyConsult web portal, and they can view their pictures, recommendations, and treatment progress in the privacy of their own home.



A feature-rich dashboard displays clear analytics on license and Canfield Care® status, client visits, page views, VISIA system usage, recommendations, and more.

Canfield Connect is included with a current VISIA Canfield Care Service Agreement.

## Aging Simulation

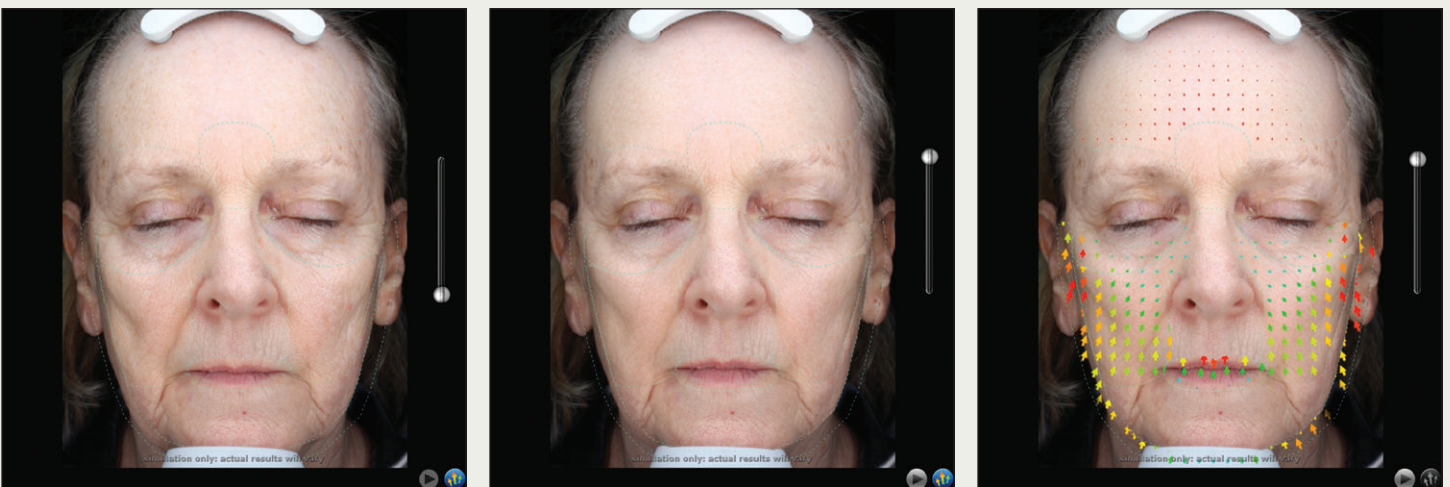
Using Canfield's exclusive multi-ethnic aging study of a large database of subjects, **Advanced Aging Simulation** illustrates the effects of aging by simulating your client's increase in age up to 80 years old.



The auto-animation continuously changes your client's age, starting from their current age and simulating the appearance across multiple decades, up to 80 years old.

## Injectables Simulation

Demonstrate the benefits of injectables to the frontalis, glabella, periorbital, midface, lips, and chin areas with VISIA's **Injectables Simulation**.



With automatically defined facial regions, the injectables simulation may be applied and personalized to each region.

Vector Analysis adds animated colored vector arrows to emphasize the movement of the skin surface with treatment.

## Customize your VISIA consultations with these powerful options

**Canfield Care® Service Agreement** provides unlimited technical support, hardware warranty, training webinars, software upgrades and ViewMyConsult patient portal access. One year of Canfield Care is included with every VISIA at no extra cost.

**Additional seat licenses.** With VISIA installed on your local area network, access client sessions from as many work stations as you need—perfect for any practice with multiple consultation rooms.



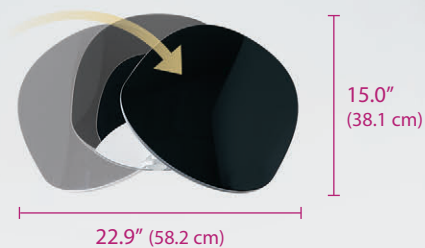
**Mirror® integration** provides a direct interface with Canfield's Mirror medical image management software (available separately), to help communicate the benefits of resurfacing and injectables.

### Dimensions at centered position



31 lbs. (14 kg)

### Footprint with left and right booth rotation (top view)



**The VISIA Deluxe** with integrated mobile cart provides a complete turn-key imaging solution.

## VISIA SKIN ANALYSIS SOLUTIONS

Included:	Basic System	Deluxe Solution
VISIA imaging booth and software	✓	✓
Dell all-in-one touch screen computer		✓
wireless keyboard and mouse		✓
mobile imaging cart		✓
2 hours of live, web-based training*	✓	✓

\*For users with high-speed internet connection.

IMAGING EXCELLENCE FROM



[www.canfieldsci.com](http://www.canfieldsci.com) / [info@canfieldsci.com](mailto:info@canfieldsci.com) / phone +1.973.434.1201 / (USA) 800.815.4330

3D SOLUTIONS • FACIAL IMAGING & ANALYSIS • IMAGING SOFTWARE • PHOTOGRAPHY • RESEARCH SYSTEMS & SERVICES • TRAINING

VISIA, Mirror, RBX, ViewMyConsult, TruSkin Age, Canfield Connect and Canfield Care are registered trademarks of Canfield Scientific, Inc.

iPad is a trademark of Apple Inc., registered in the U.S. and other countries.

1911-16