



Laser focus

Three revolutionary new laser treatment platforms are keeping Dr Ariel Haus at the forefront of dermatological excellence

IT TAKES A CERTAIN KIND OF doctor to become an established name on London's Harley Street. Extensive training and experience are non-negotiable, but there's also the warmth that makes for a great bedside manner, the personable approach that cements a great reputation, and the ongoing focus and commitment that ensures all this lasts for the entirety of a distinguished career. Dr Ariel Haus is certainly one such name.

He qualified as a doctor in Brazil more than 20 years ago and then trained as a dermatologist, opening his award-winning clinic in 2010, before moving to his beautiful, airy new premises at 75 Harley Street in 2021. Patients come here from London and all over the world, but many are referred via personal recommendations from friends, relatives or colleagues – and, for Dr Haus, there could be no higher recommendation. 'It tells me that people

remember how we looked after them,' he says. Indeed, if you type Dr Haus's name into any online review platform, 'kind', 'caring', 'honest', 'welcoming' and 'warm' are the adjectives that repeatedly pop up from patients who return time and again – and spread the word very enthusiastically indeed.

But such glowing reports haven't made him complacent; behind the door of his elegant Georgian townhouse practice is an arsenal of



some of the newest and most innovative face and body treatments on the market, including the latest in laser technology, a field in which Dr Haus is an expert. He has invested in three new cutting-edge laser platforms that complement the existing suite of lasers that he has been using in his clinic since it opened.

The innovative new additions are the SmartPICO laser, the SmartXide CO₂ laser and the Red Touch laser, selected because they utilise the latest technology to provide effective outcomes with very little downtime, and also because of their ability to be used in conjunction with each other, so as to provide each patient with a total treatment solution. A bespoke treatment plan is prepared for each and every patient following their first consultation with Dr Haus; he advocates a long-term approach to patients' care, eschewing any kind of 'quick fix'.

The SmartXide CO₂ laser is a collaboration with Lynton, a leading supplier of medical-grade aesthetic, surgical and conservation lasers (also employed by the Vatican to clean its most precious paintings and statues). It consolidates 30 years of expertise in dermatology and aesthetic medicine in a CO₂ laser, but for the first time without the 'no pain, no gain' approach usually involved with such treatments. Using exclusive Pulse Shape Design (PSD) technology, it has the ability to perform the revolutionary CoolPeel treatment, which offers greater control with minimal thermal damage, and requires almost no uncomfortable recovery time – just a little redness and dryness



for a day or two, perhaps – and just one session. 'This means you can have a CO₂ laser treatment a fortnight or so before your wedding day or other special event and exhibit and enjoy the benefits of radiant skin rejuvenation – with none of the tell-tale signs of having had "work done",' says Dr Haus. 'There are still all the great gains common to traditional CO₂ resurfacing lasers, but the CoolPeel CO₂ laser treatment also offers a drastic reduction in downtime for patients.'



Meanwhile, the Red Touch laser is the only of its kind in the world that uses a wavelength of 675nm, which is directly absorbed by collagen. Almost all other energy-based devices work by heating the water in the skin and inducing thermal damage on surrounding collagen – but the Red Touch laser is absorbed directly by the collagen and so the thermal energy is placed accurately into the target zone, increasing efficacy and safety for skin rejuvenation. More specifically, it treats cross-linked collagen to reduce wrinkles and laxity in all seasons and for all skin types.



Finally, there's the SmartPICO laser. This utilises the most advanced 'picosecond' technology on the market, meaning it uses a pulse duration of less than one nanosecond, pulsing light that can be measured by a change in pressure, rather than the production of heat. According to Dr Haus, this is the gold standard technology for melasma and pigmented skin conditions. It is also the most flexible device of its kind on the market, meaning it is safe to use on all skin types and virtually all pigmented skin conditions. Together, these three new laser platforms provide unprecedented results.

Clearly, the clinic is going from strength to strength. But perfectionists don't rest on their laurels. 'I never stop trying to improve,' says Dr Haus. 'I am learning every day.'

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