



THE AESTHETIC GUIDE

PERSONAL AESTHETICS:

The New Frontier

PAGE 40

The Comfort Quotient: Pain and Anxiety Relieving Technology for Patient Wellness

By Lisette Hilton, Contributing Editor



Cigdem Gali, MSPA, PA-C
Owner, Co-Founder
GaliDerm Aesthetics and
Wellness
Palm Beach, FL



Ramy Gali, MD
Co-Founder
GaliDerm Aesthetics and
Wellness
Palm Beach, FL



Mona Greene, MSN, NP
Clinical Director
Pro-Nox Aesthetics
Sanford, FL

Outcomes alone don't define the success of aesthetic treatments. Each patient's experience influences how they feel about a particular treatment, whether they return for follow-ups and other aesthetic procedures, and what they say to potential referrals when describing it.

That's why Palm Beach, Florida-based GaliDerm Aesthetics and Wellness has made patient comfort and wellness integral to every treatment. GaliDerm owner and practitioner Cigdem Gali, MSPA, PA-C, told *The Aesthetic Guide* that negative experiences can derail even optimal aesthetic results.

"Imagine you just had a treatment and got a beautiful result, but it was extremely painful. You have two more services — treatments that you have to get done, and you're just ... dreading it," Ms. Gali explained. "Then, imagine having the same treatment, but you had a wonderful experience. You were comfortable and tolerated it well and still had great results."

The patient in the second scenario is more likely to return for follow-ups, stay as an active patient within the practice, and recommend the treatment to friends and family.

The Differentiator

The difference between the experiences is one technology: Pro-Nox™ from CAREstream America (Sanford, Florida) — a patient-controlled inhaled fixed blend of nitrous oxide and oxygen that helps reduce anxiety and discomfort during procedures. It works quickly and wears off within minutes, allowing

patients to remain awake, comfortable, and in control throughout aesthetic treatments. Patients can even safely drive home after Pro-Nox.

Aesthetic medicine practices worldwide often use it to improve patients' comfort during radiofrequency (RF) microneedling, energy-based treatments, deeper injectable procedures, and body contouring. More than 10,000 practices in North America use Pro-Nox instead of or along with oral pain relievers and topical formulas, but these other options do not address the elephant in the room, anxiety.

The Calm of an Aesthetics Wellness Practice

Pro-Nox made a surprising discovery after surveying aesthetic patients who used the technology during a research project. They found that while 90% of patients felt better immediately after Pro-Nox, 40% reported feeling calmer and less stressed 24 hours later. This is despite the fact that the combination of gases delivered is out of the system within minutes post-procedure, according to Mona Greene, MSN, NP, clinical director of Pro-Nox Aesthetics.

"We can't measure whether levels of dopamine and serotonin remain elevated in a person's brain at 24 hours, but we know that, subjectively, many patients just felt better," Ms. Greene said. "We have options for managing pain, but no options for managing anxiety. And Pro-Nox is the answer for that, because nitrous oxide is an excellent anxiolytic."

Anxious thoughts that go through patients' minds before and during their procedures seem to melt away with seven to nine inhalations.

And what's better for patients is better for providers.

"We all want our patients to be calm when we're ready to treat them," Ms. Greene said. "A doctor recently told me, 'I'm calmer when my patients are calmer.'"

"When factoring in how important comfort and anxiety relief are for patient wellness, the cost of a Pro-Nox device is 'minuscule' compared to the benefits it brings."

Ramy Gali, MD

Integral to the Big Picture of Wellness in Aesthetics

GaliDerm started as an aesthetics-only practice, but with the advent of peptide and hormonal therapies, which go hand-in-hand with aesthetic medicine, the South Florida medical spa reinvented itself, according to Ramy Gali, MD, co-founder of GaliDerm. Today, it offers a range of ancillary services, from weight loss to peptides and hormonal treatments, in addition to nonsurgical aesthetics.

Wellness, however, goes beyond treatment, Dr. Gali explained. “Pro-Nox is part of our comfort menu that’s utilized quite a bit, so much so that we had to purchase a second device,” Dr. Gali shared.

Once patients experience Pro-Nox with treatments, they’re all in. “I’ve actually had patients tell me, ‘I will not go anywhere else because you have Pro-Nox here,’” Ms. Gali said.

When asked why that is, Ms. Gali said there’s only so much aesthetic providers can do to make patients comfortable during procedures.

“Everyone has numbing cream. Everyone has ice, the rollers, the vibration tools — all the different things to make them more comfortable. But not everybody has a Pro-Nox device,” she said.

With Pro-Nox, patients have complete control over how much or how little pain relief they require.

Pro-Nox plays an important role in the patient experience for even relatively simple treatments, like injections, according to Ms. Gali.

“I have a lot of men that come in and they get their Botox treatments with Pro-Nox because they don’t want to be sitting there feeling like they’re being poked and prodded. They just want to get in, be comfortable, and leave,” she said.

“I’ve actually had patients tell me, ‘I will not go anywhere else because you have Pro-Nox here.’”

Cigdem Gali, MSPA, PA-C

In Ms. Gali’s view, the added expense associated with Pro-Nox is well worth it to have that comfort.

The benefits go way beyond injectables, according to Dr. Gali. Pro-Nox can be an indispensable tool for relieving pain and anxiety during some of the practice’s most popular aesthetic treatments, including RF microneedling and lasers (from CO₂ to erbium, picosecond devices) and, more importantly, in combination therapies.

GaliDerm’s stated goal is to ensure that patients experience not only effective treatment but also exceptional comfort. Depending on an individual patient’s pain tolerance, stress level or time constraints (numbing creams can take an hour to kick in, while Pro-Nox is immediate), Pro-Nox alone might be all that’s needed. Others may need Pro-Nox along with other analgesic options.

Keeps Patients Content while Increasing Revenue

GaliDerm has seen patient retention and practice revenue increase with the addition of Pro-Nox, according to Ms. Gali.

Once patients have good outcomes and positive all-around experiences at the practice, they keep coming back. And once they have Pro-Nox, they are likely to want it with other procedures, which helps the bottom line.

“When factoring in how important comfort and anxiety relief are for patient wellness, the cost of a Pro-Nox device is ‘minuscule’ compared to the benefits it brings,” Dr. Gali said.



PRO-NOX™

Managing Patients' Anxiety... Now More Important than **EVER**

Same Pro-Nox™ System **NOW**
with a **NEW Enclosed Locking Cart**



- Over **4 MILLION** patients safely treated
- Safe, set formulation of Nitrous Oxide and Oxygen
- 100% patient-administered via demand valve
- Ideal for use across multiple specialties
- Trusted by 10,000+ practices and counting!

*"I've actually had patients tell me, '**I will not go anywhere else because you've got Pro-Nox™ here.**'"*

Cigdem Gali, MSPA, PAC

*"For as important as comfort and anxiety-relief are for wellness, **the overall cost of having a Pro-Nox™ device is minuscule compared to the benefits it brings.**"*

Ramy Gali, MD



Start the Conversation | pro-nox.com | [@pronoxcsa](https://twitter.com/pronoxcsa)
From the Experts in N2O Analgesia



*DISCLAIMER: Pro-Nox™ (U.S. FDA 510k #K311687) is indicated for delivering a 50% / 50% mixture of nitrous oxide and oxygen, on demand, to a conscious, spontaneously breathing patient.