

## Clinically Equivalent, Superior Value

Today's dermatology market is dominated by two high frequency desiccators, with Symmetry Surgical's Bovie® DERM 942 the clear winner in a side-by-side comparison with the competitor. While both devices may be clinically equivalent, the advantages offered by the Bovie® DERM 942 include more state-of-the-art electronics, superior ease of use, modern styling, and a much longer warranty. In addition, the DERM 942 delivers all these advantages at a lower price. When they ask for a high frequency desiccator, customers need to know that the best option on the market is the Bovie® DERM 942.

Let's start with the basics – electronics. The advanced digital design of the DERM 942 allows the user to change from low power to high power in one step, as opposed to up-to four steps required by the outdated technology of the competitive model. The plug-and-play foot switch control is also easier with the DERM 942. The competitor requires the user to purchase both a footswitch and a unique foot-control handpiece, then proceed through a cumbersome 6-step process to set it up. With the DERM 942, one only needs to purchase a footswitch and plug it in. If paying significantly more and taking much longer for setup is not bad enough, the competitor's foot control format requires the loss of both energy activation and power level adjustment from the hand piece. Paying more and getting less is never an attractive option.

How about usability? While the competitor only allows 0.1 watt incremental adjustments in low wattage monopolar energy mode, the DERM 942 offers this precision in the low wattage of both monopolar and bipolar energy modes. The DERM 942 handpiece is slimmer and more ergonomic than the competitor. It also connects to the front panel via a simple two-pin plug as opposed to the antiquated design of the competitor that requires connecting a plug to the front panel and a flying lead to the bottom panel. If the user forgets to disconnect both plugs, it will damage the competitor's system.

The DERM 942 handpiece includes a robust, gold-plated collet that secures the electrode and prevents it from spinning or slipping, as can occur with the competitor's. The DERM 942 also includes a cleaner and more modern design, not only incorporating contemporary styling for today's dermatology office, but also providing a much larger LED to allow for optimal visibility no matter the viewing distance or angle.

And finally, the warranty included with the DERM 942 covers four years, while the competitor's warranty only lasts 12 months, which speaks strongly to the design durability and the manufacturing quality of the Bovie® product.

Why pay more and get less? When your customer requests a high frequency desiccator, you can confidently respond, "Doctor, I can get you whatever you want, but I would be doing you a disservice if I didn't show you the Bovie DERM 942."