

PIPELINE PREVIEWS

Pipeline Previews brings to you information on the newest drugs and medical products as they become available to the dermatologic community. This department may include additional information from the manufacturers, plus reports from physicians who wish to share their clinical experience with these new products. In addition, we will inform our readers about the latest drugs receiving Food and Drug Administration (FDA) approval.

Lumenis UltraPulse® Technology is Being Used to Treat Kim Phuc “The Girl in the Picture”

Lumenis Ltd., announced that the company's UltraPulse laser is being used in the treatment of the type of scars presented by Kim Phuc, a survivor of a Vietnam War bombing in 1972. It was chosen to be used for its effectiveness in laser scar revision therapy that is needed to penetrate deep into the thick scars.

Kim Phuc, also known as “The Girl in the Picture” from the Pulitzer Prize-winning photograph that remains iconic of the Vietnam War, has been living with remnant scars from the 1972 errant napalm bombing of her village. Phuc recently met Dr. Jill Waibel of the Miami Dermatology and Laser Institute, who has offered her pro bono treatments, and is treating her more than 40-year old scars with advanced laser technology. As part of the ongoing treatment for Phuc, Dr. Waibel is using the Lumenis UltraPulse®, the most powerful CO2 laser system for medical aesthetic applications, with the unique SCAARFX mode for scar revision that makes it highly effective for deep scars. Used in similar humanitarian initiatives in many countries around the world, the UltraPulse is considered the standard of care for treating soldiers injured in battle, for example in the VA and DoD hospitals in the U.S.

For nearly 50 years, Lumenis' ground-breaking products have re-defined medical treatments and have set numerous technological and clinical gold-standards.

Dupilumab to Drive Global Atopic Dermatitis Treatment Market to \$7.3 Billion by 2024, Says GlobalData

The global atopic dermatitis treatment market will more than double in value from \$3.6 billion in 2014 to an estimated \$7.3 billion by 2024, representing a Compound Annual Growth Rate (CAGR) of 7.5%, according to research and consulting firm GlobalData.

The company's latest report* states that this increase, which will occur across the seven major markets (7MM) of the US, France, Germany, Italy, Spain, the UK, and Japan, will be driven primarily by the launch from 2017 of the first biologic for the treatment of moderate to severe disease, namely Sanofi/Regeneron's dupilumab. Dupilumab is set to make a major impact on the atopic dermatitis therapeutics space and is forecast to generate \$3.8 billion to global sales by 2024, says analyst.

Other key growth drivers in the atopic dermatitis space will be the continued uptake of topical calcineurin inhibitors, and the increased use of systemic therapies. The off-label use of Novartis' Xolair is also expected to increase, albeit at a slower rate towards the end of the forecast period.