

Science and Quality

Drive LUTRONIC's Success

Since its founding in 1997, Lutronic Corporation (Ilsan, South Korea) has been devoted to excellence in developing and manufacturing top quality laser- and light-based medical devices, striving for a level of distinction destined to have a global impact through innovation, versatility and value. Product offerings include SPECTRA™, eCO2™, ACCUSCULPT™, and most recently, ADVANTAGE™.

Lutronic began as a group of physicians and scientists laboring to bring effective, high-concept, well-made devices to the medical laser market. From humble beginnings, they now employ more than 250 people and export medical devices to more than 50 countries. Given the prevalence of laser companies in the field, elevation to such heights may seem like a tall order.

Lutronic CEO Haelyung Hwang does not see it that way; "We're not a small or new company," he began, "we have been working hard since before the turn of the century, continually improving and reinvesting in research and development, to allow us to provide the kind of quality devices we produce today." Lutronic's devices cover the spectrum of indications, from their early offerings for pigmented lesions to their recent device for hair removal, with numerous platforms not yet cleared for use in the U.S.

The keys to their success, Mr. Hwang stated, are threefold. "We start with the fundamentals – a foundation in science and dedication to engineering

and quality. We also strive for innovative thinking in every phase of operation. Thirdly, we maintain the perspective of the physician and the patients they serve, which helps us



Haelyung Hwang
CEO
Lutronic Corporation
Ilsan, South Korea

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best meet the needs of our end users and assure our future for years to come. Each of our medical laser devices is proof of our commitment and philosophy, something I believe the U.S. market will quickly learn."

Raising brand awareness starts with excellent products worthy of their

reputation, and for Lutronic, several aspects stand out beyond the safety and efficacy: reliability and ease-of-use. Mr. Hwang brings it back to basics. "Yes, our engineering is top-line and our devices are easy-to-use, plus we have streamlined manufacturing that allows us to produce these complex devices, while maintaining the highest quality. However, without safety and efficacy standing on solid science the rest is pointless. That's why we're dedicated to advancing science, such as our recent work in melasma, which is a very recalcitrant condition."

Besides developing new avenues of growth, further development of existing products has led to second-generation devices as well. Moreover, in 2010 the company established a dedicated research and development center in Silicon Valley, California (Fremont, California, U.S.).

"This is our 15th year and our base is continually growing," Mr. Hwang continued. "We will be in business for many more years to come, and will continue to evolve the standard for excellence in this industry. We have more than 9,000 systems in place around the world and we're only beginning to expand within the U.S. market. As we enthusiastically bring a full measure of dedication, skill and experience to bear, we will maintain solid footing in strong science and high product quality. We're not here to simply sell products, we're here to serve and bring value to the global medical community."