

CLRS Technology Targets Consumer Market with CLARO Acne Device

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CLARO device

By Bob Kronemyer, Associate Editor

A strong team, experienced in medical device, consumer product and retail sales has been assembled to launch the CLARO intense pulsed light (IPL) acne clearing device from CLRS Technology (Costa Mesa, Calif.). Co-founded by entrepreneur Richard Oberreiter, in January 2007, CLRS Technology is acutely aware of the tremendous opportunity in the home-use medical device arena and the resources required to bring products to market that reside in both the consumer product and medical device worlds.



Richard Oberreiter
Co-Founder
CLRS Technology
Costa Mesa, CA

“As a medical device/consumer product enterprise we must ensure that our partners understand our unique value proposition and how to introduce our products to their customers,” Mr. Oberreiter shared. According to him, there is a rapidly increasing movement of professional office-based medical devices to home-use versions. “However, big box companies really don’t have the infrastructure to effectively market consumer products.” Established consumer product companies are also interested in the home-use medical device space but have been hampered “by not fully understanding the medical device side of the equation. We’ve aligned ourselves to expertly bridge these two worlds.”

CLRS technology has established an impressive management team, which includes co-founder and medical advisor Richard Clement, M.D., a prominent plastic surgeon; co-founder Jim Kraushaar, formerly of Alderm (Irvine, Calif.); chief financial officer Wendy Burden, previously with PepsiCo (Purchase, N.Y.) and Victoria’s Secret (Columbus, Ohio); chief marketing officer James Pereyra, founder of fenix Cosmetics (Irvine, Calif.); and senior vice president of international distribution, Philip Charlton, founder of Photo Therapeutics (Carlsbad, Calif.).

In October 2008, CLARO, a handheld, battery-operated device for the treatment of acne gained FDA clearance

for prescription sales. Physician sales are expected to begin in late spring, while over-the-counter (OTC) sales will commence in summer 2009. CLARO’s list price is \$275 and a prominent high-end retailer with a national presence has already been identified as the OTC launch partner. In addition, both domestic and international distribution will expand by early next year.



James Pereyra
Chief Marketing Officer
CLRS Technology
Costa Mesa, CA

“CLARO is a home-use device that treats acne with both heat and light,” Mr. Pereyra noted. CLARO targets the source of acne with blue, red and infrared light.

Users are recommended to apply the CLARO twice a day – once in the morning, then four to eight hours later. There is no patient discomfort with this stand-alone therapy. For an acne blemish or pimple, “consumers should see visible results over a one to two day period,” Mr. Pereyra conveyed. “Although CLARO is effective for anyone with mild-to-moderate acne, we are targeting the two largest demographic groups: teenagers and young adults.”

According to a recent *in vitro* study, there was a 94.8% reduction in *P. acnes* bacteria within the first six seconds of a CLARO treatment. A nearly completed *in vivo* study at the University of California, Los Angeles is also showing impressive results. Phase I of the study found that 80% of patients achieved either a complete resolution or marked improvement of their acne lesions within 24 hours, with only one or two treatments.

In addition, CLRS Technology has a rich pipeline of follow-up medical devices. “Two areas we find interesting are age spots and hair removal,” Mr. Pereyra said. “We are also looking very closely at the synergy between home-use medical devices and topical skincare products.”