

TAVTECH

TRANSFORMING THE FUTURE OF MEDICAL AESTHETICS

In the modern era, medical aesthetics is continuously evolving as more and more people become aware of the possibilities that this industry is opening for them. Innovation of cutting-edge technology by companies in the field of medical aesthetics has gained momentum, and these companies are now taking the industry to its highest potential.

One such leading company is **TavTech, Ltd.**, a medical devices company committed to the development of advanced medical and aesthetic applications of its proprietary Jet technology, leading the way to a world of more effective, more powerful treatments for a wide range of conditions.

In the following interview, the company's CEO, **Tim Cranko** shares valuable insights about the company's innovations and how they are bringing a change in the field of medical aesthetics.

Following are the highlights of the interview:

Please brief our audience about TavTech Ltd., its mission, and the key aspects of its stronghold within the medical aesthetics niche.

TavTech is a privately-owned company based in Israel with a mission to continuously develop medical and aesthetic applications based on its

unique and patented Jet technology. By using scientific principles of aeronautics and aviation, we develop and deliver state-of-the-art medical and aesthetic devices based on jet pressure-energy that are enhancing the way non-invasive, non-ablative, and non-contract treatments are carried out. Our technological principle is simple, though sophisticated: liquids, e.g., saline, vitamins, skin nutrients, etc. are accelerated using pressurized air to high velocities by means of a unique non-contact handpiece-nozzle. It breaks the accelerated liquid and air mix into micro-droplets. This jet stream of micro-droplets can be used either for medical applications together with oxygen, or for aesthetics-care and a variety of skin conditions by gently and pleasurably impacting the skin and enabling trans-epidermal treatments.

Tell us more about your products/services/solutions which make your company stand out from the competition?

Our patented technology is successfully applied in aesthetic skin rejuvenation under the JetPeel brand, and wound management under the JetOx brand:

- JetPeel, which created the jet pressure-energy category in aesthetics medicine and has become an iconic brand in this category as well as being the global category

leader with its world-first approach to trans-epidermal treatment.

JetPeel by TavTech utilizes unique patented technology using jet pressure-energy to generate fine, misty, high-velocity jet streams of liquid micro-droplets mixed with air pleasantly impacting the skin at speeds of around 450 miles/hour (720 km/hour). This jet pressure-energy enables aesthetic practitioners – both doctors and cosmeticians/beauticians alike to perform rejuvenation and anti-aging treatments starting with a lymphatic massage, followed by gentle exfoliation and then effective infusion of skin renewal and anti-aging solutions into the dermis. The treatment is pleasurable, non-ablative, non-invasive, safe, needle-free, pain-free, and non-contact for cosmetic enhancement, with zero downtime and immediate results.

- JetOx is an irrigation debridement device providing gentle and precise debridement. The JetOx patented technology accelerates the solution imbued with compressed oxygen to the wound bed. It is proven to effectively loosen, soften, and remove surface wound debris, bacteria, necrotic tissue, biofilm, and exudate from chronic critically colonized wounds, treating diabetic ulcers, pressure ulcers, venous stasis ulcers, and burns.



About the Leader

TavTech's CEO, Tim Cranko entered the medical tech industry after many years of senior management positions in leading global consumer goods and pharma companies, namely Nestle, Unilever and Novartis.

Following that, he entered the medical device industry as the CEO of AB Dental, a dental implant manufacturer, and went on to heading up PerFaction Technologies, an Israeli start-up in medical aesthetics, which was subsequently acquired. He then became CEO of TavTech about one year ago at the height of the COVID-19 crisis.

It is simple to operate, not doctor dependent can be operated by caregivers including nurses and in many different settings (home, clinic, hospital), and offers an excellent treatment profile, which includes the increase of blood circulation to the wound and treatment comfort.

What is your opinion on the impact of the current pandemic on the global healthcare sector, and what challenges did you face during the initial phase of the pandemic?

The current pandemic, which in my view is here to stay, brings with it a need to change current customer and patient service paradigms. The term 'retailicine' (retail + medicine) will become more acceptable to both the medical profession and the general public, which will increasingly depend on easily accessible medical services in locations, such as retail outlets, previously considered not suited to the provision of medical services.

This will bring with it the expansion of 'quasi-medical' services, which will be offered by paramedical service and healthcare providers and will lead to renewed regulatory provisions suited to a more socially distanced society within a decentralized and highly fragmented medical sector.

With continuous development in technologies such as AI and big data, what is your prediction about the future of the healthcare sector pertaining to the medical aesthetics vertical?

In the same way as AI and big data are influencing dermatology in enhancing diagnosis and prediction, so will this eventually become accessible to medical, retail, and aesthetics. As the dermatology knowledge base grows, and advanced technology becomes more accessible and cheaper, so will opportunities for nimble algorithm creators and entrepreneurs. There will be far more consumer options for mobile applications and home

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treatment devices, making this business category more accessible, affordable, and available to wider consumer segments.

As an established leader, what would be your advice to the budding entrepreneurs and enthusiasts aspiring to venture into the medical aesthetics industry?

Since medical aesthetics is probably one of the most attractive sub-segments within the gigantic wellness industry, there is no doubt that it will be an area of focus for both entrepreneurial efforts and investment funds.

As in any entrepreneurial enterprise, both perseverance and flexibility are vital, but perhaps more so in medical aesthetics than in other industries. Perseverance, since it takes a long time to establish a convincing evidence-based proposition and flexibility since by the time such an evidence-based proposition is established there is a high probability that the fast-changing regulatory and competitive environments will be different from what they were at the start of the venture, therefore, necessitating adaptations.

How do you envision scaling your company's operations and offerings in 2021?

We are currently active in major global markets such as the USA, China, and Europe. Despite widespread availability in major markets, one of our growth engines is expanded geographic coverage, and over the next 12 months, we aim to become active via third-party distributors in new regional markets in the South and Central America, the Middle East, East Europe, and APAC.

In addition, R&D investments are coming to fruition, and within the next 24 months, we will launch several innovative additions to our current offering. In order to meet the expected growth, we have recently made a significant investment in a new state-of-the-art manufacturing plant that became operational during 2020 and significantly increased production capacity while enabling us to meet the strictest medical device quality and regulatory requirements. [\[E\]](#)

Exhibiting Excellence

Over the years both of TavTech's wound care (JetOx) and aesthetics (JetPeel) applications and devices have been recognized with a number of accolades. Just in the last four years JetPeel has received:

- The Best Spa Innovation / Technique from the European Health and Spa Awards
- The Most Innovative Spa Technology from the US Aesthetics Everything Awards
- Best in Germany European Health & Spa Awards