

Diamond Tome and Viora Comparison

	Newapeel DiamondTome	Viora
Years in Business	25	5
HEPA Filter	Yes	Medical Grade Filter inside the machine for system's protection
UCSA Mark on System	Inspected once a quarter to maintain high electrical quality required by hospital standards	Not necessary to have. Our machines are FDA as well as CE approved and are covered by a two-year warranty
Number of systems in use today	5000	2000
Sterilization of Wands/Tips	Ultrasonic cleaner (which you must purchase) with enzymatic solution	Ultrasonic cleaner with an antiseptic solution of your choosing.
Number of Tips	9 wands	10 tips (75-300 microns) with different tip sizes, plus pro-kit with 3 additional tips and coarseness
Motor	Louder	Quieter - more powerful
Warranty	1 year	2 Years

Dear Owner and Staff,

I would like to address each and every concern you might have with the differences between us and DiamondTome.

With regards to Years in business:

Yes, Altair has been in business for 25 years. However, their so called crystal-free “patent”, was in place since the year 2000. Meaning, they’ve been selling their crystal-free systems for only 3 year longer than us. Even with their head start, we have nearly matched 50 percent of their total sales. Certainly in the last 2 years, we have owned a larger market-share than they have.

HEPA filter:

DiamondTome’s HEPA filter doesn’t really perform the task which you think it is intended to. It is there only to serve as protection for the machine itself, not the particles in the air. There is no air-opening to filter the air particles flying around the room. It is strictly for the dead skin passing through the tubing so that it doesn’t ruin the system. In that case, we are exactly the same. We also have a medical filter inside the machine for its own protection. Furthermore, we do not require you to change this filter at a cost of \$50 for every 250 treatments as does DiamondTome. As well, a HEPA requires more downtime.

Both machines require you to handle dirty filter discs.

Further, any skin which is a biohazard post-treatment is also a biohazard pre-treatment so what is the actual benefit of a HEPA filter for crystal-free microdermabrasion? A HEPA filter is only for particles in the air.

UCSA Mark on system:

Our systems are approved by the two most important governmental bodies, the FDA in the United States and the European Union's equivalent, the CE certification. Any electrical issues that might arise are covered by our 2-year warranty.

Number of Systems in use today:

As I mentioned before, we have reached nearly 50 percent of their total sales in the past few years. For the last two years, we have led the market in crystal-free system sales because we offer a better product with fewer gimmicks.

Also, since we have come into the market, they have lowered their costs in order to be able to compete with us and also because they recognize that their systems are inferior. For example, they added round tips to match our tips since their flat tips were scratching people.

Sterilization of wands/tips

We provide, with the Pristine, an ultrasonic cleaner for sterilization while DiamondTome does not – you must purchase it from them.

We leave it up to the customer to choose the sterilization solution. We do not force you to buy anything we might sell to use for sterilization.

Your choice can be a solution of alcohol and water, enzymatic detergents, autoclaves and much more. The tips are basically indestructible in that they are made out of medical grade surgical stainless steel and real diamonds.

You may use hot water if you'd like, but what's the added benefit there?

Number of Wands/tips

DiamondTome would have you believe that you're getting ALMOST the same amount of tips with their system as you would with ours, but that's simply not true. We provide 10 different *unique* tips. Not one is the same.

Diamond Tome has included their older flat tips in your deal because they don't sell them with their systems anymore. They have copied our rounded tips and have switched to them. As mentioned before, the older, flatter tips were scratching people.

More importantly, our tips come in different sizes, allowing you to reach all the difficult areas on the body. We have the fine-point tip, the full-body tip, the elbow and foot tip as well as a tip for the crow's feet and fine lines. With facial areas, it is super important to have this as an option.

Also, and likely most importantly, DiamondTome's range of coarseness is only 75-175 which doesn't leave you with many options in treating the different skin types appropriately.

Motor:

Our motor is stronger. I can guarantee you that if you placed them side by side, that you would see ours is stronger. Although we advertise that it goes up to 1 bar or 30 inches of mercury (inHg), it is actually stronger.

However, not only is it stronger, but it is MUCH quieter. Our motor's strength does not sacrifice its quietness. I believe that immediately tells you which motor is of better quality.

Patented:

DiamondTome believed they had a patent for their crystal-free systems. For more than a few years, they bullied any start-up who tried to compete with them, even sending frightening letters containing false information to potential customers. They sued us and in all reality LOST. Meaning, the outcome of their suit was that the patent office invalidated their patent.

To summarize, it is **NOT** true that they have a patent.

Points about the systems

1. We provide you with a 2-YEAR warranty where DiamondTome only provides you with ONE!
2. Their tips do not have the range of coarseness that ours do.
3. They do not provide the different size option for the tips.
4. Their system is much louder!!
5. They only provide 5 different tips really since the only difference in the tips is flat vs. round and I mentioned how bad it is to work with the flatter tips since they scratch the skin.
6. Must purchase more consumables than with us (HEPA filter as an example)
7. Also, the method of working will cause frustration and loss of time in switching between the wands and replacing HEPA filters.

Thank you very much for your time and consideration,

Gil Shapir

Viora

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