SOLUTIONS FOR TODAY'S AESTHETIC PATIENT

Solta Offers Devices for Safe, Efficient Delivery of the Most In-Demand Procedures

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THERMAGE: A PILLAR OF FACIAL REJUVENATION WITH FULL BODY APPLICATIONS

BY VIC NARURKAR, MD, FAAD

Thermage (Solta Medical, a division of Valeant Pharmaceuticals North America) delivers a safe, effective, no downtime treatment that addresses multiple areas for skin tightening. Its applications include tightening and wrinkle reduction of the face, neck and body. As a radiofrequency-based (RF) therapy, it is safe for all skin types.

Since it first came to market, Thermage has continued to evolve. Among the latest updates is the introduction of Comfort Pulse Technology (CPT)—a vibration effect that helps manage discomfort. New tips have also been introduced, including the Total Tip for the face and neck and the Body Tip. Thermage stands apart as the only effective single treatment for the eyelid.

Compared to some alternative technologies that require multiple treatments to achieve notable improvements, Thermage provides significant results from a single treat-

FOUR CORNERSTONES OF GLOBAL FACIAL REJUVENATION

FRAXEL: Sun damage, visible wrinkles

NEUROTOXIN: Dynamic lines

FILLERS: Volume loss

THERMAGE: Overall laxity; Finishing glow
ment session. Patients will see immediate improvement post-treatment with continued benefit becoming evident over time. Patients return at one- to three-year intervals for maintenance treatments. In our practice, patients look forward to their maintenance treatments, and this has contributed to the longevity of the procedure in our practice. Moreover, many patients return to Thermage after they have tried treatments that are more painful with less longevity in results and also after those that may require multiple treatments with unpredictable results.

Another key to the popularity and longevity of Thermage is that it appeals to both men and women. Treatment has good tolerability and offers natural-looking results. While this appeals to both men and women, the ability to avoid looking like he “had work” is especially important for men. A “treated” look is sometimes thought to detract from “masculinity,” while a natural, “freshened” look is the goal. Additionally, whether a generalization or not, men are thought to be more averse to discomfort—giving Thermage an edge over other more painful procedures. Our practice has seen consistent growth in the male market. While this reflects national trends, the popularity of Thermage is contributing to this growth.

The continued trend in aesthetic dermatology is combination approaches that maximize results. Thermage is easily used in combination with other aesthetic procedures. In my view Thermage, Fraxel, dermal fillers, and neurotoxin are the four cornerstones of global facial rejuvenation:

- Fraxel for sun damage, acne scars, pigmented lesions and rhytides,
- Neurotoxin to address dynamic lines of movement,
- Fillers for loss of volume, and
- Thermage for overall laxity and skin texture.

The newest combination treatments using Thermage in combination with treatment of submental fat such as Kybella and Coolmini coolsculpting, where the former address submental fat and Thermage addresses skin laxity. This is also done in areas of body contouring, with non invasive fat reduction devices to address pinchable fat and Thermage body tip to address skin laxity.

**IN SHORT**

Thermage is a cornerstone device in our practice. It offers consistent, predictable results and works in concert with other interventions. Patients are pleased with results and the procedure itself, and we have built a strong base of patients who return for maintenance. Demand is driven in large part by word of mouth. Thermage has broad appeal for today’s aesthetic marketplace. It is supported by over 10 years of evolution since the first FDA clearance and more peer-reviewed publications substantiating its efficacy than any other skin tightening device.

**THE GIST**

Thermage is a safe, effective, no downtime skin tightening treatment.

Applications include tightening and wrinkle reduction of the face, neck, and body.

RF therapy is safe for all skin types.

Features include Comfort Pulse Technology (CPT)—a vibration effect that helps manage discomfort, Total Tip for the face and neck, and Body Tip.

Thermage stands apart as the only effective single treatment for the eyelid.
FRAXEL DEVICES: PROVEN FOR POPULAR INDICATIONS

BY ROY GERONEMUS, MD, FAAD

A familiar name in the rejuvenation field for over a decade, Fraxel lasers have continued to innovate, with the increased use of the Fraxel repair and Fraxel Dual systems. In a field marked by trends and fads, Fraxel lasers have remained a consistent workhorses in our aesthetic practice.

Fraxel lasers are ideally suited to treat the most in-demand aesthetic procedure: photorejuvenation. Large and still-growing numbers of patients seek treatment to address sun damage, enlarged pores, uneven skin tone and changes in skin texture. Additionally, Fraxel lasers effectively treat acne scars, surgical scars, fine lines photodamage and skin discoloration.

I have used and published clinical research with each Fraxel device and have performed several thousand Fraxel treatments. The Fraxel Dual uses 1550nm erbium fiber and 1927nm thulium laser energy to encourage collagenesis while resurfacing the upper layers of the skin. It provides a consistent, safe and effective method of treating a variety of conditions that previously were treated effectively only with fully ablative lasers, deep chemical peels and dermabrasion. However, Fraxel is not associated with the side effects or complications of these more intensive procedures. As with any procedure, patient selection is important. Appropriate candidates for treatment will experience predictable results.

EFFICIENT OPTIONS

Because fractional resurfacing removes only some of the epidermis—35-65%—patients heal much more quickly than with traditional full resurfacing. In fact, healing time has been reduced from at least a week to just three to five days. Fraxel is not, however, a lunchtime procedure. Patients will experience mild swelling and redness. They will develop dryness of the skin and will develop microscopic epidermal necrotic debris or (MENDS) that appear as scattered dark specks across the treatment area.

Fraxel technology provides more than rapid healing. Treatment itself is relatively fast. Stamping handpieces on most fractionated devices increase the treatment times and can produce inconsistent outcomes. Fraxel’s rolling scanning technology permits more efficient treatment delivery. A full-face non-ablative treatment for acne scarring or photorejuvenation can be completed in about 15 minutes. Full-face ablative fractional resurfacing takes about 30 to 45 minutes.

Patients treated for rejuvenation will typically undergo two to three applications initially with annual maintenance sessions. Fraxel lasers can be used in conjunction with and is a good complement to injectable neuromodulators or fillers.

IN SHORT

In an age of intense interest in aesthetic procedures, patients continue to seek natural-looking results. They want maximum results with minimum downtime. Fractionated resurfacing using the Fraxel non ablative erbium or thulium laser continues to stand out as an effective, efficient, and consistent performer in fractional resurfacing. Allowing for quick treatment and notable improvement of rhytides, telangiectases, melasma, and textural changes. For those patients seeking improvement of deeper lines and scars, the ablative Fraxel Repair laser provides a safe and effective option.

“Fraxel is the most commonly used device in my practice,” says Philadelphia’s Nazanin Saedi, MD. “It is the treatment that my patients are happiest with the results.” Fraxel treatment and interventions like fillers and neurotoxins, “complement each other nicely,” Dr. Saedi says. “We are all going toward a multimodality approach,” she says, in order to obtain optimal outcomes and natural looking results. Dr. Saedi uses the Fraxel Dual 1550nm setting for acne scars and more recently for surgical and traumatic scars with good results. In addition to improvement in the appearance of scars, patients see increased functioning/mobility in treated areas. Dr. Saedi notes that operators who understand settings and treatment parameters can effectively and safely treat patients of various skin types, as she does.
• **64%** of procedures by Facial Plastic Surgeons in 2015 were for people age 35-50 (over 5.1 million).†
  - Age 61-64 = 30.2%
  - Age 19-34 = 17.5%
  - Age 65 and over = 10.2%
  - Age 18 and under = 1.7%

• **+39%** Increase in cosmetic procedures in the US 2011-2015*.

• **+17%** Growth in surgical procedures.

• **+44%** Growth in nonsurgical procedures.

**Proportion of Facial Plastic Surgeons reporting an increase in cosmetic surgery or injectable treatments in patients under age 30.†**

**Hair Removal procedures growth 2015 v. 2014*:**

**~27%** of device-based procedures by Derm Surgeons in 2014 were for photorejuvenation or age spots^.

**51%** of Derm Surgeons reported about 633,000 laser hair removal procedures in 2014. +51% since 2012^.

**40.4%** of procedures by Facial Plastic Surgeons in 2015 were for people age 35-50 (over 5.1 million).†

The top five nonsurgical procedures in 2015 were*
  - Botulinum Toxin (4,267,038 procedures)
  - Hyaluronic Acid (2,148,326 procedures)
  - Hair Removal (1,136,834 procedures)
  - Chemical Peel (603,305 procedures)
  - Microdermabrasion (557,690 procedures)

* American Society of Aesthetic Plastic Surgeons  |  † American Academy of Facial Plastic and Reconstructive Surgeons  |  ^ American Society for Dermatologic Surgery
CLEAR+BRILLIANT IS A POPULAR OPTION FOR AESTHETIC PATIENTS OF ANY AGE

WITH KRISTEL D. POLDER, MD

WHAT IS CLEAR + BRILLIANT?
Clear+Brilliant is a fractional laser resurfacing device that improves the appearance of lentigines (sun freckles), fine lines, pores, and texture. This laser is the new “little sister” to the Fraxel DUAL laser, a popular laser that has been around for about a decade. Fraxel DUAL is a more powerful laser treatment (10 Watt laser vs. 1 Watt Clear+Brilliant laser). A typical Clear+Brilliant treatment takes about 15-20 minutes to perform (for a full face). Afterwards, patients have minimal redness and swelling. Many patients return to work right after treatment, so this is literally a “lunchtime” laser treatment. Typically, patients do a series of four treatments, spaced three to four weeks apart. As the maximum depth of penetration for this wavelength is only about 200 microns, this laser will not improve moderate to deep wrinkles, acne, stretch marks, or birthmarks, which would require deeper wavelength penetration. This is a more superficial treatment that improves pigment, texture, and fine lines. We were part of a multi-site clinical trial utilizing this device two years ago, and we found high rates of satisfaction and overall improvement in skin tone and texture (by investigators and subjects).

WHAT SHOULD PATIENTS EXPECT?
The laser’s results speak for itself. We have many before and after photos (including photos from our original clinical trial) showing improvement in texture, pigmentation, sun damage, and melasma. We show patients the results from prior patients, and as it is said, “A picture is worth a thousand words.” Many patients can relate to sun damage, sun spots, large pores, rough skin, and uneven complexion. Almost every patient walking through our doors desires a more even, youthful complexion. If they know this can be achieved with a series of light laser treatments with minimal downtime, most people sign up immediately.

MARKETING TIP
We will run a special package wherein patients can buy three get one free, or we bundle the package of C+B treatments with cosmeceutical skincare. Our clinical trial results demonstrated high patient satisfaction when they undergo Clear+Brilliant treatments, and then immediately apply a topical antioxidant serum right after the laser procedure. Downtime was shortened, and patients had faster healing.

THE GIST
Clear+Brilliant is popular as a stand-alone series, especially in patients in their 20s and 30s who want to thwart the aging process. It can also be used to maintain fresh results from more aggressive laser treatment, such as with Fraxel DUAL or ablative laser resurfacing. The device is safe in all skin types, and very easy to perform. A standard treatment takes about 15 minutes for full face.

We have also successfully combined Clear+Brilliant laser with other in-office treatments such as HydraFacialMD, and packaged them together. Patients love how soft their skin feels after this combination treatment.
WHO ARE IDEAL CANDIDATES FOR TREATMENT?

Almost any skin type can be treated with this device. We have treated all Fitzpatrick skin types, including Indian, Asian, Hispanic, and African American skin. Because my practice is in sunny Dallas, TX, we educate our patients on aggressive sun protection and avoiding sun exposure post-treatment. We have not seen post-inflammatory hyperpigmentation with this device; however, we educate about sunscreen post laser treatment.

In our clinical study, we had all age ranges treated with the device. One of our clinical trial patients was in her 70s, and had prior ablative CO₂ resurfacing a decade ago with us. Even she was happy with her Clear+Brilliant results and had nice before and after photos. Patients comment that their complexion looks “creamier” and the skin “glows.”

WHAT IS PERMEA?

We do more Permea treatments than standard Clear+Brilliant. There is a greater improvement in brown spots, sun damage, and discoloration utilizing the Permea handpiece. The Permea component is a 1927nm diode fractional handpiece. This device targets superficial pigment nicely. Over the course of three to four treatments, patients notice improvement in lentigines, melasma, and sun damage. Very few of our patients undergo topical numbing for this procedure. Most patients do no topical numbing at all prior to treatment. I have personally had this treatment performed on me, and I did not numb. I would describe the pain as a prickly heat sensation, about a level two on a scale of 1-10 (10 being severe pain).

In our clinical trial, patients tolerated the procedure well, with no numbing, on even a high setting.

IN SHORT

Clear+Brilliant is a nice treatment to use as a stand-alone series, or to maintain fresh results post more aggressive laser treatment, such as with Fraxel DUAL or ablative laser resurfacing. Patients want to keep building collagen and to keep looking youthful. Clear+Brilliant has been extremely popular in patients in their 20s and 30s to thwart the aging process, and to be used for “maintenance” after they have completed more aggressive laser treatments (usually patients in their 40s-60s).

The price point ($250 for a full face, $350 for face, neck, upper chest) has been popular among all patient groups.

The device has been a wonderful asset to our practice. Our aestheticians perform the treatment in our spa (some states do not allow extenders to perform laser treatment, so each physician must check with her/his respective state board). The device is safe in all skin types, and very easy to perform. A standard treatment takes about 15 minutes for full face.

MARKETING TIP

One particular treatment that is extremely popular at my practice is HydrafacialMD plus Clear+Brilliant treatment. The patient first undergoes a Hydrafacial, then immediately has a Clear+Brilliant treatment. Patients love how soft their skin feels and the improvement in texture, pores, and sun damage. We usually have special pricing for this combination treatment. We have an event twice a year where we run this special on two days. Our aestheticians are booked solid on those event days, literally performing the combo all day long. Clear+Brilliant can be paired with microdermabrasion, or IPL treatments as well.
CLEAR+BRILLIANT PELO OFFERS A VERSATILE OPTION FOR A COMMON AESTHETIC TREATMENT

WITH SABRINA G. FABI, MD

WHAT SETS THE CLEAR+BRILLIANT PELO APART FROM OTHER LASERS IN THE MARKETPLACE?

Dr. Fabi: The Clear+Brilliant pélo™ laser combines linear scanning with high power density in the actual laser beam, allowing for high fluencies in short pulses, making for a highly effective treatment that is comfortable for the patient because of the integrated contact cooling feature. This laser features one of the largest scan sizes in the market, with a treatment area of 50mm by 15mm so you are able to cover more ground in less time, resulting in faster treatments.

IS THE LASER VERSATILE ACROSS MULTIPLE SKIN TYPES?

Dr. Fabi: The laser is not “color blind,” as it is an 808nm wavelength. But it does have an integrated contact cooling system featuring a sapphire glass that quickly chills to 0 degrees Celsius which aids in protecting the epidermis so that one can treat Fitzpatrick Skin Types I-VI more safely. It also has a wide range of pulse durations and energy settings that allows the operator to customize the treatment for darker skin types.

THE GIST

With a sapphire cooling tip to numb the skin upon contact, linear scanning that makes the pulse delivery more comfortable, and a larger spot size that cuts treatment time by up to 50 percent, Clear+Brilliant pélo can be employed safely in many skin tones and is a welcome addition to the still growing hair-removal market.

IS THE SYSTEM INTUITIVE AND EFFICIENT?

Dr. Fabi: The software is very intuitive and efficient. It has sophisticated predetermined settings that adapt to anyone regardless of skin type, hair thickness, or hair color in fewer than four prompts.

WHAT IS TREATMENT LIKE FOR PATIENTS?

Dr. Fabi: Between the sapphire tip that provides a cooling sensation to numb the skin upon contact, the linear scanning that makes the pulse delivery more comfortable, and the larger spot size that cuts treatment time in half in some instances, patients have been a lot more comfortable with their laser hair removal experience with me when I use the Clear+Brilliant pélo.

IS HAIR REMOVAL RELEVANT TODAY?

WHAT ABOUT NON-PHYSICIAN COMPETITION?

Dr. Fabi: If one is offering aesthetic medical procedures, then laser hair removal is relevant. If you can’t offer it to your patient someone else will. It’s nice to be able to offer my patients the entire range of services to meet their medical aesthetic needs.
More than one-third (34.9% or 78.6 million) of US adults are obese.¹

$13.5+ Billion. Total spent by Americans on cosmetic procedures in 2015.

88% of Consumers are Somewhat to Extremely bothered by excess weight on any part of the body.²

30 is the new 40. AAFPRS members saw a substantial increase in demand for aesthetic procedures under age 30.²²

Nonsurgical fat reduction was the 10th most popular non-surgical cosmetic procedure in 2015, according to ASAPS data.¹

208,000 Number of Body Sculpting procedures by Derm Surgeons in 2014.¹

16.7% MEN
83.3% WOMEN

nonsurgical fat reduction procedures

With 396,048 procedures performed in 2015. Liposuction was the only surgical procedure with a spot in the top 10 cosmetic procedures overall.¹

HIGH-DEFINITION LIPOPLASTY: OFFERING ENHANCED RESULTS WITH THE VASER DEVICE

WITH ALFREDO HOYOS, MD

High-Definition (HD) lipoplasty is a refined method of sculpting in body contouring. “The objective of HD is to reveal the external anatomy of the muscles through the skin, so it can create an athletic and toned body appearance,” says internationally recognized liposculpting expert Alfredo Hoyos, MD. “To achieve this, the technique combines deep (the fat that we usually extract in traditional liposuction) and superficial liposuction (specifically to enhance the anatomy). Fat grafting may be used in areas where we need a volumetric enhancement.” The skill of the surgeon is critical in assessment and treatment planning. “The results are the reflection of the real anatomy of the patient, so the accuracy of the muscular marking is essential,” Dr. Hoyos says. “Done properly, diet and exercise only enhance the outcome.” At his practice, Dr. Hoyos says that the VASER from Solta Medical is an integral part of his treatment approach.

WHAT IS VASER?

VASER is the acronym for Vibration Amplification of Sound Energy at Resonance. “The keyword is resonance,” Dr. Hoyos explains. “In physics, resonance is a natural phenomenon, referring to the possibility to amplify up to nine times the input energy vs. the energy released. In the plastic surgery field, the use of ultrasonic frequencies at resonance means that the energy released is going to be far more efficient, translating to less power needed to create the same effect.” This results in fewer side effects, as well, he adds. “That translates to a selective tool for fat: less bleeding, less trauma, and diminished risks for the patients; a better capacity for artistic contouring and less physical stress for the surgeons.”

Worth noting, says Dr. Hoyos, is the fact that the VASER can change from a continuous to a pulsed mode. “The pulsed mode is ideal for superficial use or for delicate areas,” he notes. “Also, VASER uses solid titanium probes with one to three grooves near to the tip that can modify the dispersion of the energy, adding a specific setting to treat either soft or stiff areas.”

VASER is a versatile tool for treatment at many different anatomic sites. “I would say that VASER is able to facilitate work on every region of the body,” Dr. Hoyos states. “The diversity of the probes and the settings of the machine helps to customize the use for each area. For example, the fat around the neck is soft and covered with very delicate skin. We can use a combination of a small probe with a pulsed mode and low energy setting, which will produce both fat reduction and skin retraction with very good safety. On the contrary, a fat deposit in the upper back area (buffalo hump) might be very challenging, because the fat is very hard and the skin very thick. For this we can use a bigger probe, with just one groove for good tissue penetration and a high setting for energy. I don’t know any other technology that can be so versatile.

TREATMENT TIP: PATIENT SELECTION

An important factor in patient selection is where the fat is: the ones who have mostly intra-abdominal fat (below the muscular plane, in the layer of the intestines) are not good candidates for the procedure because this fat can solely be addressed with diet, so motivation again comes into the picture.

—Dr. Hoyos
SOLUTIONS FOR TODAY’S AESTHETIC PATIENT

BEFORE & AFTER

Photos courtesy Alfredo Hoyos, MD
PATIENT SELECTION

Just as the device can treat various body areas, it can also treat various types of patients. The ideal candidates for HD lipo, according to Dr. Hoyos, “Are the same that we have for traditional liposuction: overall healthy individuals, not morbidly obese, no extreme skin laxity. We also exclude massive weight loss patients, due to metabolic conditions. We include patients who even if they are not very good candidates are highly motivated. Motivation is essential for long-term preservation of the results.”

“People are not always fit,” Dr. Hoyos says, “but everyone has the proper muscles underneath. The challenging patient is not the slim or the athletic patient. It is the one who tends to be obese and has small muscle mass. The key for becoming a good candidate for HD lipo is motivation: a bad candidate who starts diet and muscle strengthening would become a good candidate for surgery. And the surgical results motivate the patients even more.”

A PRACTICE EDGE

The VASER advantages are incredible for marketing purposes, Dr. Hoyos stresses. “We market the device in two particular aspects: safety and results:

“In terms of safety, there is scientific evidence that the device reduces bleeding, bruising, and trauma, allowing surgeons to extract more fat than with traditional liposuction, at no expense of safety. We can say to the surgical candidate without hesitation that VASER is safer, we can provide superior procedures, and deliver better and faster results.”

The device has “invisible advantages for the surgeon,” according to Dr. Hoyos. “Like the capacity for better, gentle and accurate contouring and the combination of the alleviation of the surgical extenuation are exposed in the results.”

IN SHORT

High-Definition lipoplasty is a refined method of sculpting in body contouring, intended to reveal the external anatomy of the muscles through the skin. There is scientific evidence that the VASER device reduces bleeding, bruising, and trauma, allowing surgeons to extract more fat than with traditional liposuction, at no expense of safety. For the surgeon, the device offers the capacity for better, gentle and accurate contouring.

THE GIST

High-Definition (HD) lipoplasty is a refined method of sculpting in body contouring, intended to reveal the external anatomy of the muscles through the skin. There is scientific evidence that the VASER device reduces bleeding, bruising, and trauma, allowing surgeons to extract more fat than with traditional liposuction, at no expense of safety. We can say to the surgical candidate without hesitation that VASER is safer, we can provide superior procedures, and deliver better and faster results.”

The device has “invisible advantages for the surgeon,” according to Dr. Hoyos. “Like the capacity for better, gentle and accurate contouring and the combination of the alleviation of the surgical extenuation are exposed in the results.”
LIPOSONIX: A UNIQUE APPROACH TO FAT REMOVAL AND TISSUE TIGHTENING

WITH MARK JEWELL, MD

Although there are a number of devices now on the market to treat unwanted fat, Liposonix stands out as a unique treatment option, according to Oregon-based plastic surgeon Mark Jewell, MD. Liposonix uses high-intensity focused ultrasound (HIFU) energy that “ablates fat and targets the collagen layer,” he explains. A principal investigator of the Liposonix system, Dr. Jewell says, “The technology does something no other technology does.”

HIFU IN FOCUS
Liposonix’s focused ultrasound energy heats targeted adipose tissue to above 56°C, effectively destroying that tissue without damaging tissue outside of the intended focal zone. In response, macrophages are attracted to the area to remove free lipids and cellular debris. Over the next eight to 12 weeks, the destroyed cells are excreted from the body. Treatments can be completed in about an hour or less. Marketing by Solta emphasizes that patients can see a reduction of one size following one treatment.

High-intensity ultrasound treatments can be associated with discomfort. Typically, Dr. Jewell says that he does not use IV sedation for patients undergoing HIFU treatments. Any discomfort can be reduced by using lower energy settings with multiple passes, he says.

IN SHORT
With its targeted effects on dermal collagen, Liposonix provides for a tightening effect that is unique to the system. The effect is like an, “Internal shrink wrap,” says Dr. Jewell.

CLINICAL TRIALS BY THE NUMBERS

-1 Size reduction, on average, following a single, one-hour treatment.

1+ Average reduction of circumference in inches (2.5cm) in majority of patients. Many subjects lost 2 inches (5.1cm)

THE GIST

- Liposonix uses high-intensity focused ultrasound (HIFU) energy to destroy fat and target collagen for tightening.
- Patients may see a reduction of one size or at least one inch with one treatment.
- Treatment takes about one hour.