

FACETITE BY INMODE

In each edition, *Modern Aesthetics*® asks top cosmetic doctors about the new devices that are popular in their practice. Here, **MICHAEL T. SOMENEK, MD**, a facial plastic surgeon in Washington, DC, discusses his experience with **FACETITE BY INMODE**. (Spoiler Alert: He loves it)



WHAT IS FACETITE?

Michael T. Somenek, MD: FaceTite, made my Inmode, utilizes bipolar radiofrequency technology to non-surgically tighten the skin of the lower face and neck. This is a minimally invasive treatment where a cannula is inserted beneath the skin and emits thermal energy to uniformly heat the layers of the skin in a safe and controlled manner. The bipolar technology ensures that the energy is concentrated only in the treatment zone to maximize fat coagulation and contraction of the fibrous septa. The temperatures that are used cause collagen to contract, producing a desired skin tightening.

WHO IS THE IDEAL PATIENT?

Dr. Somenek: The ideal FaceTite patient is someone who has mild to moderate skin laxity in their lower face and neck who is not quite ready for a facelift. I find this device the perfect alternative because it is able to offer around 40 to 50 percent of a surgical result with only a fraction of the downtime associated with a facelift. It is a minimally invasive option that is performed in the office. The great thing about it is that it doesn't burn any bridges if someone decides to undergo a surgical skin tightening procedure in the future.

CAN THIS BE COMBINED WITH OTHER TREATMENTS?

Dr. Somenek: To maximize results for someone with textural changes to their skin, I combine this with Fractora. This device uses radiofrequency energy delivered through fractionated micro-pins to resurface and tighten the skin. I feel that this combination is able to maximize my results by tightening the fibrous septa internally and simultaneously improving texture and tone.

ARE PATIENTS HAPPY WITH THE RESULTS?

Dr. Somenek: Patients have been consistently satisfied with the FaceTite results. I think part of this is establishing

expectations with patients and discussing that the results are a gradual process that will continue to improve over four to six months. Many of my patients are saying that they are seeing the results as soon as six weeks with improvement to the jawline contour and jowl region.

HOW IS THE RETURN ON INVESTMENT?

Dr. Somenek: We are all too familiar with the statistics that nonsurgical procedures are exponentially increasing every year. Because of that, purchasing this device was a logical decision since I saw that it produced consistent results across many patients and all skin types. I purchased this device around six months ago and the return on investment is so great in my practice that it ranks as my top revenue producer in my nonsurgical menu of services. ■



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Watch and learn as Dr. Somenek discusses some of the newer hyaluronic acid fillers on the market and how they fit into practice.

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