

Technological Advancements Transform Non-Invasive Body Contouring Market

EndyMed Medical Ltd. (Caesarea, Israel) offers the 3DEEP™ Body Tightening device, a specialized RF-based handpiece available for the EndyMed PRO platform. As with many RF and ultrasound-based systems it is used to treat smaller body areas, providing effective, non-invasive, comfortable skin tightening on the neck, lower jaw, chest, upper arms and knees.



Before Tx



After MIDAS Tx
Photos courtesy of Hironic

The Reaction™, from Viora, Inc. (Jersey City, New Jersey, U.S.), adds in a proprietary technology called CORE™ (Channeling Optimized RF Energy), which features three RF wavelengths, in addition to a distinct multi-channel feature that can run all three modes simultaneously. This device also employs vacuum therapy to jumpstart lymphatic drainage. Dr. Hayre uses the Reaction primarily for tightening of the face, including around the eyelids. "I do the neck work but have an assistant do the body work. On the body, you can tighten the skin and diminish the appearance of cellulite. It is very versatile. Keep in mind that not everyone will tighten up quickly. For some patients, it takes multiple sessions," she said.

On a slightly different path, the Accent® Ultra from Alma Lasers Ltd. (Caesarea, Israel), provides different RF wavelengths as treatment options for all skin types, supporting non-invasive fat reduction, body and facial contouring, as well as laser-assisted lipolysis.

Powered by third-generation technology known as TriPollar™ RF, Apollo from Pollogen (Tel Aviv, Israel) is now also available in the U.S. from Lumiere Medical (Rockwall, Texas, U.S.). This device delivers focused and optimal RF energy to the skin's surface and subcutaneous fat layers. Controlled energy is delivered via three or more electrodes and limited to the treatment area. As the system heats the skin, the immediate result is tightening via shrinkage of collagen and the stimulation of long-term collagen growth, all the while consuming less power than previous RF devices to accomplish similar results.



Before Tx



After Ultracourt Tx
Photos courtesy of Rebel Hanes, M.D.

The new MIDAS system, from Hironic (Sungnam, South Korea), promotes regeneration of collagen by heating the dermis via two handpieces, which can be used simultaneously. One handpiece is bi-polar, delivering RF and infrared light energy for skin laxity of the face and neck; the other is monopolar for body contouring treatments. The MIDAS also includes a very powerful cooling system which reportedly eliminates any pain during treatment.

INTRAcel, from Jeisys Medical, Inc. (Seoul, South Korea), offers skin tightening treatments employing combinations of bi-polar and monopolar RF energy, as well as a proprietary technology called Fractionated Radiofrequency Microneedle™ (FRM). Insulated microneedles penetrate into the dermis to deliver an RF pulse into the target, resulting in production of elastin and collagen fibers to make the skin firmer and healthier.

As emphasized by Michael Kaminer, M.D., a cosmetic surgeon based in Boston, Massachusetts, U.S., the common thread among all these systems is increased patient safety and satisfaction. "I see it as a natural evolution; people have always wanted lower risk, high benefit and no downtime



Michael Kaminer, M.D.
Cosmetic Surgeon
Boston, MA, USA