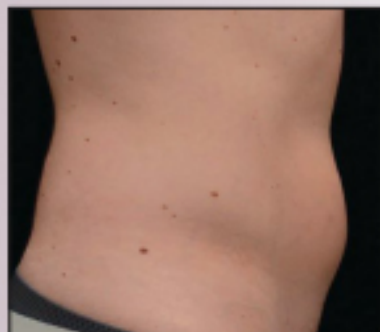


Technological Advancements Transform Non-Invasive Body Contouring Market



Before Tx



90 days after one COOLSCULPTING Tx
Photos courtesy of Edward Becker, M.D.



Before Tx



60 days after one COOLSCULPTING Tx
Photos courtesy of Bruce Van Netten, M.D.

Multi-modality aesthetic devices are not limited to ultrasound or RF energies. The SP Dynamis laser, from Fotona (Ljubljana, Slovenia), combines Nd:YAG and Er:YAG lasers on one platform. Boasting a new technology that provides deep collagen remodeling, the SP Dynamis also offers many treatment applications covering a wide-range of skin and pigmentary problems.

The ProLipo PLUS™, from Sciton, Inc. (Fremont, California, U.S.), is a dual wavelength laser that fires at 1064 nm and 1319 nm, which can be combined during treatments. The 1064 nm wavelength acts on the fat cells, collagen fibers and blood vessels to improve skin tone; while the 1319 nm wavelength helps to liquify adipocytes for skin tightening. Using up to 40 Watts of power on both wavelengths, ProLipo PLUS melts the extra fat and assists in coagulating tissues, which helps the practitioner shape the skin.

In a non-traditional vein, CoolSculpting, from ZELTIQ (Pleasanton, California, U.S.), uses cryolipolysis. Unlike heat energy or ultrasound technology, cryolipolysis uses the destructive effects of cold temperature on fat cells, cooling them until they turn solid, die and are gradually removed by the body naturally.

Another notable device, the ZWave from Zimmer MedizinSysteme GmbH (Neu-Ulm, Germany), is quite different, employing high energy radial shockwaves for body shaping and cellulite treatments. These consist of a positive pressure pulse and a comparatively small tensile wave component, which degrades the grid structure of fat and leads to a collapse of the gas bubbles within the fat structures (cavitation); thus, ensuring a destabilization of the fat structures. The metabolic effects include softening of fibrotic structures, followed by collagen neogenesis and cell regeneration, resulting in skin rejuvenation.

The CELLACTOR® SC1 Ultra from STORZ MEDICAL (Tägerwil, Switzerland), uses Acoustic Wave Therapy™ (AWT). With AWT high-energy acoustic waves are generated by two planar and radial type handpieces applied to the skin. The device is used for body shaping, cellulite treatment, fat reduction, tissue tightening and circumference reduction. The AWT method, which has been in use for over three decades, helps form a collagenous-elastic fiber network in the subcutaneous adipose tissue, resulting in an improvement in skin elasticity that lasts over six months in clinical examinations.

On the homeopathic side, Maya Beauty Engineering (Bologna, Italy) offers Gas Contouring®, a painless gas-assisted therapy in which carbon dioxide breaks down the membranes of fat cells and oxygen infusion promotes the rupture of the triglycerides into fat acids, reducing fat accumulation.

With solutions ranging from high-powered lasers, ultrasound and acoustic waves to radical homeopathy, where is the body shaping market heading? In Dr. Graivier's opinion, "These newer devices really do make a difference – it's almost science fictional. The next wave is to create what I call body sculpting centers. These centers would offer all the popular treatments, from cellulite reduction to body contouring, under one roof using all available technologies. Patients would come in and get a combination of treatments, all targeting different areas of the body." ■