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NONINVASIVE BODY CONTOURING



by Inga Hansen

Fat and cellulite reduction are among the most requested cosmetic services in North America. The desire to deliver efficient noninvasive services that will satisfy clients is great but the offerings thus far have been limited. According to preliminary research presented at the 27th Annual Conference of the American Society for Laser Medicine and Surgery in Grapevine, Texas, new technologies may be on the verge of changing that. Laser experts predict that fat-related disorders will be the next aesthetic frontier for high-tech laser procedures. "While patients appreciate the excellent results that can be achieved with liposuction, there is a growing demand for less invasive procedures that can address fat removal, cellulite and body contouring in one low-risk procedure," says Mathew M. Avram, MD, JD, director of MGH Dermatology Laser and Cosmetic Center in Boston, who chaired the first-ever ASLMS workshop devoted to the topic. New technologies including mesotherapy and focused ultrasound systems, still awaiting U.S. Food and Drug Administration approval, have fueled the hopes of many that noninvasive fat reduction will soon be a reality. In the meantime many traditional methods of reducing the appearance of cellulite are reinventing themselves with the addition of light, general ultrasound and radiofrequency technologies.

BODY CONTOURING

multicenter clinical trial designed to test the safety and effectiveness of the device. MRI analyses were done by blinded observers for 74 patients who had one thigh treated with the SmoothShapes 100 two to three times a week for a total of 12 sessions. The other thigh received only massage treatments.

Massage with Radiofrequency

The VelaSmooth, manufactured by Syneron, Richmond Hill, Ontario, Canada, combines mechanical massage, radiofrequency and 700nm near-infrared light. Like other devices the VelaSmooth does require 16 sessions and is indicated for moderate cellulite and post-liposuction treatment.

Michael Kluska, DO, The Center for Plastic and Cosmetic Surgery, Greensburg, Pennsylvania, starts his post-liposuction patients on a regimen of manual massage for two to three weeks before introducing VelaSmooth treatments. "This is largely a function of patient comfort," says Dr. Kluska, who also offers VelaSmooth treatments for cellulite in 16-session packages.

The addition of radiofrequency and light may help enhance the collagen-forming and skin-tightening benefits of the mechanical massage procedure. "The systems allow us to perform two types of treatment—one is the mechanical treatment of the herniated fat, and the second is the promotion of

collagen, which gives the patients' skin a more even tone," says Dr. Kluska. Again, patient satisfaction is largely based on patient selection and the setting of realistic goals. "We use the system for patients who want to improve, not completely eradicate, the appearance of cellulite," says Dr. Kluska. "It's important to understand that this type of treatment is not a cure-all for cellulite."

Massage with Ultrasound

General ultrasound, similar to the ultrasound used by physical therapists to provide heat therapy, is also used in cosmetics for cellulite reduction. The Med Sculp system by Alderm, Irvine, California, and the Dermasonic

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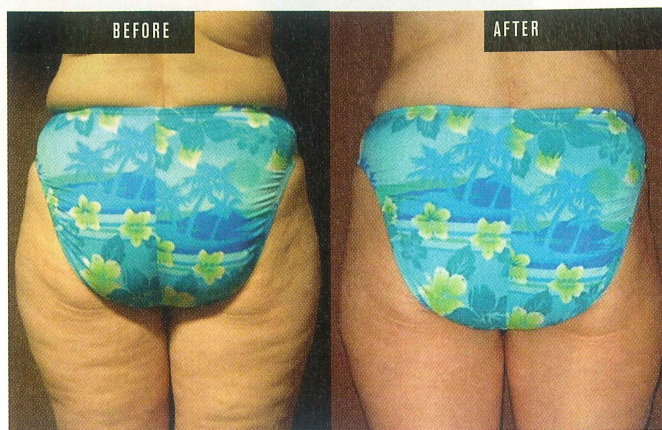
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As seen on the "Today Show" and The STYLE Network

by Sybaritic, Minneapolis, Minnesota, both combine general ultrasound and mechanical massage to tighten skin and smooth the orange peel appearance of cellulite. Ron Moy, MD, clinical professor of dermatology, UCLA, David Geffen School of Medicine, and a physician with the California Wellness Institute at the Four Seasons in Westlake Village, California, offers the Med Sculpt system for cellulite reduction. "The result you see with Med Sculpt is primarily an improvement in the appearance of cellulite on the surface of the skin," says Dr. Moy. "The massage works to break up the fibrous bands that contribute to cellulite; the massage also brings

the fat to the surface and breaks it up a little bit. Adding the heat of ultrasound improves the breaking down of the surface fat deposits." Dr. Moy notes that he prefers to treat patients who are at a steady weight, "and it does require 10 or more treatments," he says.

Dr. Moy, who offers Lipodissolve injections for fat reduction, is also combining Med Sculpt and Lipodissolve. He believes pre-treating with massage and ultrasound to break up fat can improve the efficacy of the injection.



Photos Courtesy of Synergie by Dynatronics

▲ The AMS system from Synergie by Dynatronics employs a system of rollers and vacuum pressure to decrease the appearance of cellulite.

tion. "We do Med Sculpt first, followed by Lipodissolve. The number of treatments depends on the area," he says. "Usually we offer six treatments." ♦

Inga Hansen is a Los Angeles-based freelance writer.

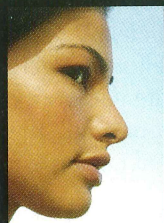
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