Supplement to

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DEVICES FROM SOLTA CAN GET PATIENTS’ SKIN AND BODIES—AND YOUR PRACTICE—IN TOP SHAPE.
Dhaval Bhanusali, MD is in practice in New York City and Miami.

Michele S. Green, MD is in private practice on the Upper East Side of New York City.

Michael Kaminer, MD is a founding partner of SkinCare Physicians in Chestnut Hill, MA.

Rebecca Kazin, MD is Associate Director at Washington Institute of Dermatologic Laser Surgery in Chevy Chase, MD.

Vic Narurkar, MD is Founder of the Bay Area Laser Institute in San Francisco, CA.

Ali Tehrani, DO is a plastic surgeon in Apple Valley, CA.
THERMAGE FLX: A NEW ADVANCEMENT FOR TISSUE TIGHTENING
Latest update improves upon popular radiofrequency technology.

THERMAGE: EFFICACY IN A FOUNDATIONAL DEVICE
The pioneering radiofrequency device provides all-over tightening effects with broad appeal.

CLEAR & BRILLIANT: A NATURAL FIT
Paired with skincare or part of a skin-refreshing regimen, Clear & Brilliant offers natural results that appeal particularly to younger patients.

VASER: TARGETING FAT; REDEFINING SUCCESS
A safe and versatile system, VASER is reshaping the approach to fat reduction and body contouring.

PEARLS FROM THE EXPERTS
Tips from Solta device users.
The first thing, from a practical standpoint: it’s a much faster device.” For New York City dermatologist Michele S. Green, MD, that’s a key distinguishing feature of the new Thermage FLX. Thermage FLX is the latest generation of the popular Thermage radiofrequency (RF) device for tissue tightening.

“The old Thermage, which I obviously still have, would take at least an hour and a half. FLX completes the treatment in an hour,” Dr. Green continues. Patients appreciate the speed of treatment. “I tell them, ‘You need to be here for an hour or less,’ and they love that.”

“There’s a new four centimeter treatment tip that increases the surface area per tip by 25 percent. That means that the treatment time is reduced by about 25 percent,” explains San Francisco dermatologist Vic Narurkar, MD, a self-proclaimed Thermage devotee who says that faster treatments with Thermage FLX are a boon to patients and the practice.

Another key feature of Thermage FLX: “It’s much more comfortable because of the new cryogen device,” Dr. Green notes. “Not that the other one hurt, because it really didn’t, but this one’s more comfortable than the other.”

Dr. Narurkar agrees that treatment with Thermage FLX is more comfortable than with earlier iterations of the system, especially when treating off the face. “Now the new body tip also has vibrations, so it increases the comfort even for the body, not just the face,” he notes.

For Chestnut Hill, MA dermatologist Michael Kaminer, MD, it’s worth noting that the act of administering treatment using the Thermage FLX is more comfortable, as well. Ergonomics of the system have been improved, he says, leading to a better experience for the physician, nurse, or other operator.

What truly stands out with Thermage FLX, however, is the new AccuREP technology that is intended to optimize energy delivery for enhanced outcomes. “It automatically measures and tunes the amount of energy delivered to the patient in the treatment, so you know that you’re getting the right amount each time,” Dr. Green explains.

“IF SOMEBODY DOESN’T HAVE THERMAGE AT THEIR PRACTICE, IT’S NOT A WASTE OF TIME TO LOOK AT IT AGAIN, AND SEE WHETHER IT MIGHT BE A GOOD FIT. OUR PATIENTS ARE THRILLED WITH IT, AND IT’S BEEN A BIG, BIG PART OF OUR SKIN PROGRAM’S SUCCESS.”

—Michael Kaminer, MD
the device, it’s not clear how long that tightening is sustained; patients reported long-lasting results with previous Thermage systems. Dr. Narurkar says one reason he’s remained loyal to Thermage over other RF devices is that the device has always provided consistent results, which patients take note of.

BROAD APPLICATION

Like its predecessor, Thermage FLX has broad application, making it a potential workhorse in the aesthetic practice. For Dr. Narurkar, face and neck treatments are the most common use for Thermage. “Then the second are the eyelids,” Dr. Narurkar says. He points out that Thermage is the only skin tightening device that is FDA cleared for use on the eyelids. “The third area is body, which includes the abdomen and the arms. Those are, in order, my most common areas of Thermage usage for skin tightening.” Dr. Green also uses FLX for the face, neck, and chin, as well as all body areas: “arms, legs, abdomens, buttocks.”

Using Thermage FLX to treat the neck and submental region yields good results, Dr. Green says, with or without the addition of deoxycholic acid (Kybella, Allergan). Do
the RF procedure first, she says. Submental treatments are especially popular with male patients, who desire a more defined jawline.

NATURAL RESULTS

Thermage RF treatments are shown to induce neocollagenesis that contributes to its clinically evident tightening effect. The results are natural, Dr. Green stresses. “What I like about the FLX is that obviously, like the traditional Thermage, you get natural results,” she says.

Jowls. For Dr. Green, the most common patient complaint tends to be jowls, but it’s rare that laxity around the jawline is the only sign of skin aging. “If they have jowls, they usually have sun damage and usually have lost collagen,” she explains. “I find that if you do a Thermage/Fraxel combination where you’re reducing pigmentation, sun damage, and fine lines with the Fraxel, the results are outstanding. That’s because they’ve done the Thermage tightening and they’ve done the Fraxel to work on the epidermal changes. I pair that often with some kind of neuromodulator like Botox or Dysport and some kind of filler.”

Foreheads/Brows. Treating the forehead can produce lifting and tightening that results in a natural-looking “brow lift,” Dr. Green says. The effect can be augmented with judicious use of neuromodulators.

Submentum. Dr. Narurkar also favors combinations. “I’ve been a proponent of combination therapy. I was one of the first physicians to actually promote the use of combinations. I believe that for facial rejuvenation you need skin tightening, you need neuromodulators, you need fillers, and you need some sort of resurfacing and skin care.” Like Dr. Green, he says that treatment of the neck and submental area is very popular. “My favorite combination with Thermage, for example, is the submental area,” he says. “I’ll often use Kybella and/or CoolSculpting for the actual submental fat. Then after they’ve finished that and gotten the desired result, I treat the entire base of the neck with Thermage. It’s my signature, I call it the Lunchtime Lift.”

Once the skin is tightened, additional treatments may be indicated. These may include Botox along the platysmal bands and fillers to recreate or define the jawline.

Periocular. Another popular treatment is Thermage for the periocular region. “I love using Thermage and Fraxel in combination. Thermage will improve eyelid laxity and then the Fraxel will be used for resurfacing the area around the eyes, especially that crepey skin,” Dr. Narurkar indicates. After focusing on the periocular region, patients ultimately undergo full-face treatment with Thermage and Fraxel. “Once they finish that, then we look at volume loss and then use fillers,” Dr. Narurkar adds.

(Continued on page 14)
More than 15 years since it came on the market, the Thermage radiofrequency (RF) device continues to evolve. For many physicians it is a foundational tool with broad application and mass appeal.

Thermage is the only RF device approved for use on the eyes, and periorcular application is one of its most common uses in the office of Rebecca Kazin, MD. “I would say the most common uses include treatment of the jaw line and neck, knees, upper arms, and thighs.” In some cases, RF treatment can be used for tightening the abdomen, especially postbaby, and can also help to tighten and firm the buttocks.

Thermage appeals to women as well as to men, Dr. Kazin notes. Especially among men who may be averse to needles, Thermage RF can offer an alternative mode of tightening and lifting in the brow and jaw. For a non-invasive brow lift, treatment yields a natural-looking benefit, whereas some men fear injectables would feminize the face.

With Thermage, there’s a chance for slight swelling, but treatment really results in no downtime, Dr. Kazin says. There’s no bruising and no complex skin prep—additional positives for male and female patients.

A PROVEN TRACK RECORD

Michael Kaminer, MD has been using Thermage since its launch, and emphasizes that the device offers consistent results with a high degree of safety. “I’ve never seen a long-term side effect; Patients of ours are extremely happy,” he says. “Virtually everybody will see some sort of a preventive benefit. The statistics prove that well over 90 percent of patients—and in our practice it’s well over 95 percent of patients—will actually see a visible result after they have the Thermage treatment done.” Patients can see results of treatment as soon as a session is complete, but improvement will continue up to about six months.

Besides tightening skin, Thermage may help to prevent the development of skin laxity, Dr. Kaminer says. He prefers that patients undergo treatment as a preventive for sagging of the jowls and neck, instituting therapy as soon as patients “feel” a change in the skin. Many patients have a sense of skin sagging before it is overtly visible, he adds.

Thermage is useful as a skin maintenance tool, Dr. Kaminer says. He urges patients to return for treatment at least every two years, and some patients opt to return on an annual basis.

A PATIENT PLEASER

Thermage is more comfortable than other RF devices and results are more predictable, Dr. Kaminer observes.

“Thermage to me has been the cornerstone of my skin tightening practice.” Treatment “makes people happy,” he says. That patient satisfaction yields an increase in business. “Our number one technology where we saw significant growth year over year was Thermage. And the reason why is people come back for repeat treatments.”

“I recommend it to a lot of people,” Dr. Kaminer adds. “If I had to think of one of my top three to five things to bring into an office to really have a comprehensive cosmetic practice Thermage would be at or near the top of that list.”
Millennials aren’t new to dermatologists—they have been seeking treatment for eczema, acne, and other dermatoses of youth and adolescence for decades. But the teens and tweens have graduated college, joined the workforce, and are increasingly entering the self-pay aesthetics market.

As patient/consumers, Millennials may come to the practice with certain expectations and attitudes that differ from those of Baby Boomers and Gen-Xers. For example, Millennials may express interest in aesthetic services within the broader, popular trend of “wellness,” whereas some older generations just wanted to fight off the signs of aging.

When it comes to aesthetic services, most Millennials remain ideally suited to receive minimally invasive procedures. They may be candidates for fillers, neuromodulators, and/or certain energy-based procedures, depending on their specific aesthetic concerns.

“I think this trend of skin health has become kind of interesting,” observes New York City and Miami-based dermatologist Dhaval Bhanusali, MD. “For me, when I talk about some of the lasers we do, and using products like Retinol, it’s more about skin health than it is cosmetic procedures.”

**LOOKING BETTER**

For patients in the their early to mid-30s the Clear & Brilliant is a great fit, Dr. Bhanusali says: “We do a ton of Clear & Brilliant procedures.”

When patients ask what treatment will be like, Dr. Bhanusali tells them, “You just look better. Your pores look better. You look fresher.”

Dr. Bhanusali focuses on natural looking results, providing patients a rejuvenated, refreshed look without drastic changes in their appearance. “Some people don’t realize it, but you can just view yourself looking better. Not with changing anything. Not increasing or decreasing. Just having something for light skin maintenance,” he says. “That’s

**SHAPE UP FOR SUCCESS TIP**

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almost as important as anything else, or maybe more important.”

Clear & Brilliant is Dr. Bhanusali’s “favorite ‘refine and
maintain laser.’ While we do a lot of scar work and I gener-
ally use different options for it, Clear & Brilliant is my favor-
itive for getting the final ‘pop’ for my patients, perfecting the
skin to get the ‘glow’ that people love.”

Dr. Bhanusali likes to use Clear & Brilliant for all patients
mid-40s and younger. “It’s my first recommendation for
anyone under 45, and the Permea handpiece has been one
of my favorites for pigmentation,” he adds.

A SKINCARE COMPLEMENT

Educating patients about the role of skincare and their
multiple skincare options is a good way for an aesthetic
physician to distinguish her/himself from other treatment
providers and non-medical outlets.

Steven Dayan, MD believes patients want reliable educa-
tion on skincare, and he is convinced core aesthetic physi-
cians should be the ones supplying information to patients.

He also thinks that, since patients are going to purchase
skincare somewhere, they might as well get it from their
physicians. In addition to helping patients select appropriate
formulations, the practice can also ensure that the products
patients actually purchase and use are effective and safe.

“A lot of products out there might be adulterated or
expired so we try to educate patients to be cautious about
where they buy from or who they buy from,” Dr. Dayan says.

In many practices, skincare goes hand-in-hand with Clear
& Brilliant treatment. The treatment is a sort of skin prep
that readies the skin to absorb and synthesize topically
applied ingredients.

“Clear & Brilliant is the procedure I do once I have my
patients on a great skin regimen and needing that extra
‘oomph’ for a big event or just everyday good skin health,”
Dr. Bhanusali says.

“I think every laser has its own unique pros and cons and
understanding where/when to use what can separate good
results from great ones.”

Clear & Brilliant targets signs of photodamage, especially
in its early manifestations. This includes uneven tone and
skin “dullness.”

Patients see results immediately.

Early and notable improvement in the skin with Clear &
Brilliant frequently sets the stage for future treatments, so
that patients start to look forward to their regular visits.
Many practices report that patient adherence with the pro-
gram is high.

A rewards program from Solta doesn’t hurt in terms of
driving adherence, either.

NO DOWNTIME RESULTS

Ultimately, the most attractive feature of Clear & Brilliant

BEWARE THE LIST

With his focus on natural results, Dr. Bhanusali
is careful to assess patients’ aesthetic desires
and their rationale. He’s willing to turn away
patients looking for dramatic changes,
will steer patients away from requested
interventions if he’s not convinced they’re a
perfect fit, and focuses his energy on directing
patients to subtle enhancements.

Regular maintenance and skin-directed
interventions go a long way toward providing
a rejuvenated, refreshed look. “Every once
in a while, you just need to get your pores
tightened a little bit, or have just a little bit
more brightness to your face.” A device like
Clear & Brilliant is ideal for such treatment.

“The patients who have a laundry list of
different things they want done, like six,
seven, eight things, I always stay a little bit
more cautious and have more of a discussion
as to why their interest in aesthetic
interventions has recently developed,” Dr.
Bhanusali says. He has seen patients seek
drastic changes in their appearance after a
break up or even the death of a loved one.

“I try to make sure I distinguish between
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may be that it provides its benefits with no downtime. The skin remains intact, and that means patients can apply make-up immediately after the procedure. Other than a bit of flushing in some patients, there is no evidence the patient “had something done.”

This means treatment can be done for “freshening up” before social events. It also means the treatment may be attractive to patients who are new to aesthetics and not quite ready to plunge into injectables or more aggressive energy-based devices.

**BROAD APPEAL**

“The Clear & Brilliant is great for my NYC crowd: Minimal downtime, quick procedures, great for the jetset corporate life,” Dr. Bhanusali says.

In his Miami practice, he says, “Pigment is more of an issue due to sun exposure. We use the Fraxel laser, which has the same 1927nm wavelength handpiece as the Permea in the Clear & Brilliant and gives a similar effect.” He reveals he’s adding a Clear & Brilliant to the Miami office soon.
“I LIKE ALL MY LASER PATIENTS TO BE ON RETINOIDS WHILE BEING TREATED (ALTHOUGH I HAVE THEM STOP FOUR DAYS BEFORE AND FOR FOUR DAYS AFTER). RETINOIDS INCREASE CELL TURNOVER AND CAN HELP GET MORE ROBUST RESULTS IN A SHORTER AMOUNT OF TIME. OUTSIDE OF THAT, DAILY SPF IS A MUST AND I ALSO PRE-TREAT DARKER SKIN TYPES WITH HYDROQUINONE TO PREVENT PIGMENT DARKENING POST PROCEDURE.”

— Dhaval Bhanusali, MD

MAN UP

Though they may represent only about 10 percent of the aesthetic market, more and more men are seeking cosmetic treatments. For them, Clear & Brilliant may be appealing. “The number of men coming in has been increasing every year and now it has become commonplace for males to come in for treatment,” Dr. Bhanusali says. Men have the same skin concerns as women—large pores over the midface and pigmentation, he notes. “I think the minimal downtime with Clear & Brilliant is appealing,” Dr. Bhanusali says, noting that it would be harder for men to cover any post-laser evidence with makeup.

WHO’S GETTING PROCEDURES?

MEN = 9.3%
WOMEN = 90.7%

—ASAPS 2017 Statistics

SHAPE UP FOR SUCCESS TIP

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VASER, “is the safest and most versatile contouring technology on the market,” says Ali Tehrani, DO, a plastic surgeon in Apple Valley, CA. “It uses ultrasound technology to shake free the fat cells while maintaining the integrity of the adjacent connective tissues, nerves, and arteries.” In addition to reducing fat deposits, VASER also allows for contour correction. “It’s great for contour correction in revision cases from laser liposuction or CoolSculpting where scar tissue has formed.”

The VASERlipo® System uses thin multi-ringed probes to deliver a minimal level of ultrasound energy to emulsify the fatty component of the tissue matrix. Specially designed atraumatic cannulas called VentX® cannulas are then used to remove the emulsified fluids while preserving the tissue matrix.

VASER is a versatile system, too, Dr. Tehrani notes. “Gynecomastia correction can be challenging because of the fibrous nature of the fat and glandular tissue. The VASER emulsifies the fat and makes contouring of the male chest easier.”

When it comes to fat, the issue isn’t just removal. Rather, sometimes the aesthetic goal is re-distribution. “In today’s practice of plastic surgery, fat grafting has become very popular and having viable fat for grafting is of upmost importance,” Dr. Tehrani observes. “The VASER maintains the integrity of the fat cells and makes them ideal for grafting.” This is not the case with other laser-assisted liposuction technologies, he adds. In addition, the results with VASER overall are better than with other systems, in Dr. Tehrani’s experience.

“Another unique property of the VASER is that it allows us to target the superficial fat,” Dr. Tehrani says. “Therefore, we can perform High Definition Body Contouring where muscle definition and contour can be sculpted.”

HIGH SATISFACTION

“The end result with VASER is extremely satisfying for both the patient and surgeon,” Dr. Tehrani maintains. Several factors contribute to the high satisfaction rates. “First, it allows more fat to be removed in a very efficient manner,” he says.

"VASER HAS ALLOWED ME TO REINVENT MYSELF AND PRODUCE VERY HIGH QUALITY RESULTS FOR MY PATIENTS. IT HAS HELPED MAKE APPLE VALLEY A CENTER OF EXCELLENCE FOR ADVANCED BODY CONTOURING. WE TREAT PATIENTS FROM ALL OVER THE UNITED STATES AND INTERNATIONALLY. MY PRACTICE HAS GROWN EXPONENTIALLY SINCE WE ACQUIRED THE VASER.”

—Ali Tehrani, DO
FAT ISN’T A FAD

Liposuction leads aesthetic surgical procedures. The top five cosmetic surgical procedures in 2016 were:
- Liposuction (414,335 procedures)
- Breast Augmentation (310,444 procedures)
- Tummy Tuck (181,540 procedures)
- Eyelid Surgery (173,883 procedures)
- Breast Lift (161,412 procedures)

Fat Transfer is hot. It was among the top cosmetic procedures in terms of growth from 2015 to 2016.
- Fat Transfer to the Breast (up 41%)
- Labiaplasty (up 23%)
- Buttock Lift (up 21%)
- Fat Transfer to the Face (up 17%)
- Breast Implant Removal, AKA explantation (up 13%)

—Data courtesy of American Society for Aesthetic Plastic Surgery
“Liposuction is hard work, and over time wrist, elbow and shoulder pain will affect many surgeons. The VASER aids in reducing operator fatigue.” In fact, he says, using VASER has helped him improve his own wellness. “I was suffering from tennis elbow prior to acquiring the VASER secondary to my volume of liposuction cases. Since acquiring VASER all my symptoms have resolved,” he reports.

For patients, VASER results often exceed expectations, Dr. Tehrani says. “Patients are always shocked to see their results. VASER liposuction and specifically High Definition Liposuction highlights muscle anatomy and definition,” he explains. “It is the highest form of body sculpting and when we unveil the body to the patient it is truly remarkable to see their facial expressions.”

VASER IN PRACTICE

Key to optimal outcomes is selecting the right patient for treatment. “Patients must be healthy with a BMI less than 33, and they must demonstrate an active lifestyle,” Dr. Tehrani says. In other words, treatment isn’t intended as a primary weight-loss intervention; rather it is intended to remove target fat deposits, debulk, and provide definition. “In general liposuction serves as an aid to target trouble areas,” he adds.

Dr. Tehrani has found that VASER is a good fit for his practice that has allowed him to not only reshape bodies, but also to reshape his practice. “VASER has allowed me to reinvent myself and produce very high quality results for my patients. It has helped make Apple Valley a center of excellence for advanced body contouring,” he says.

Demand for VASER is high. “We treat patients from all over the United States and Internationally. My practice has grown exponentially since we acquired the VASER.”

SMALLER WAISTS, BIGGER OPPORTUNITIES

Patients are enthusiastic about VASER and that benefits Dr. Tehrani’s practice. “My patient satisfaction scores have increased, and I am the most passionate I have ever been when it comes to body contouring,” he says. Now, Dr. Tehrani is educating peers on the device and the procedure. “I’m honored to serve as a trainer for VASER and share my knowledge and experience with other surgeons worldwide.”

(Continued from page 6)

Volume. In addition to a tightening effect, Thermage can produce some improvement in volume. “What I often find with Thermage is that there is an increase in volume after RF heating,” Dr. Narurkar says. Patients who have had Thermage treatment tend to need less filler injected than patients who have not had RF treatment, he observes.

A GO-TO DEVICE

For Dr. Narurkar, Thermage is the “go-to skin tightening device.” That’s not just his opinion, he stresses. “If you look at the literature, if you look at the long-term patient experience, it still is the go-to skin tightening device. The FLX just makes the gold standard even better by allowing faster treatments and also more accurate having real time patient feedback.”

When it comes to treatment for laxity, “Thermage FLX is our absolute 100 percent go-to device,” Dr. Kaminer echoes. Like Dr. Green and Dr. Narurkar, he finds the device effective within a combination approach. “When you have textural changes, for the most part the Fraxel family of lasers is our go-to strategy there.”

Thermage FLX represents the latest step in the evolution of the well-established Thermage RF device. Dr. Kaminer urges practices to take a fresh look at the device. “If somebody doesn’t have Thermage at their practice, it’s not a waste of time to look at it again, and see whether it might be a good fit,” he says. “Our patients are thrilled with it, and it’s been a big, big part of our skin program’s success.”

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