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LASER & LIGHT TECHNOLOGY

## Thermage ThermoTip CL

LEGAL CASE OF THE MONTH  
Liability Issues for Medical Spas and Aesthetic Practices

MEDICAL SPAS  
Meeting Medical Spas' Challenges in 2008

PLASTIC SURGERY

## laser & light technology



Before Treatment (Left) and After Treatment (Right).

### THERMAGE CELLULITE PROCEDURE

The Cellulite procedure by Thermage starts by choosing ideal candidates with appropriate expectations. Results will vary from little change to considerable improvement. Thermage provides a Gynoid Lipodystrophy Scale to clinicians wanting to evaluate appropriate patients. Only candidates with grade II or grade III are considered appropriate. Patients should be in good physical shape, within 10 to 15 pounds of their ideal weight, and able to maintain weight stability for long periods of time. Their skin should have only mild to moderate laxity.

The patient's weight, measurements, and photographs should be taken pre-treatment and at various intervals up to six months to document the improvements. Thermage provides extensive guidelines demonstrating how to measure and take photographs.

While assessing the patient it is important to properly mark the

compliance is a big issue when trying to achieve successful results and satisfied patients. Second, Thermage studies have proven that the effects last at least one year and probably much longer. This means periodic re-treatments to maintain efficacy are not required. Third, the ThermoTip CL is available to its entire installed base of physicians without any upgrade or additional investment in capital equipment.<sup>1</sup> Comparable devices on the market (including Alma's Accent, Syneron's VelaShape, Cynosure's TriActive LaserDermology, and Eleme's SmoothShapes) typically require an investment of approximately \$50,000 to \$125,000 to get started. Fourth, procedure profitability is quite high given that hourly revenue is approximately 25 to 50 percent higher than other treatments if you factor the amount of hours required for repeat visits.

*The Cellulite procedure by Thermage starts by choosing ideal candidates with appropriate expectations.*

treatment areas. Skin laxity reveals cellulite. Therefore, draw vectors (arrows) in the direction you desire contraction and circle problem areas such as "saddle bags" as shown in Figure 1. Always mark patients while they are standing, and then apply the treatment grid when the patient is lying down. It is also important to mark the buttock crease to avoid treating over this area as this may flatten the area,

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# Thermage- ThermoTip™ CL

## A Single Treatment, Non-Invasive Option for Improving Cellulite

By Mitchell Chasin, M.D.

Nearly 90 percent of post-pubescent women experience some degree of cellulite. Cellulite is a condition that occurs when the skin becomes dimpled, usually on the upper posterior, anterior thighs, and buttocks area.

The causes of cellulite have been debated and are believed to be linked to metabolism, physiology, hormones, diet, and lifestyle. Physiological disorders include abnormal hyperpolymerization of the fibrous septae and connective tissue, changes in fat cell size and shape, and chronic venous insufficiency. While good diet and exercise may help prevent some women from experiencing excessive cellulite, most women who have followed rigorous diet and exercise routines still cannot significantly improve or eliminate their cellulite without some kind of clinical intervention.

### THERMAGE TECHNOLOGY

Many therapies have been used to help combat the appearance of cellulite but are either invasive (liposuction, injections) or require numerous visits and provide short-term results. In an effort to offer a more effective alternative to other therapies, Thermage launched its ThermoTip™ CL treatment tip and Cellulite procedure in March 2008.

Over a 21-month period, Thermage studied various treatment technologies and methods until they perfected a combination of parameters that provided the best results and allowed for the most comfortable treatments within reasonable time periods. Despite

an FDA clearance in October of 2006 for the temporary improvement in the appearance of cellulite, Thermage opted to wait to launch their cellulite treatment until they had completed long-term studies that provided single treatment efficacy lasting at least six months. Recent follow-up field marketing evaluations have shown

*The technical advantage comes from the patented ThermoCool™ System and delivery of monopolar capacitive radiofrequency (RF) energy which uniformly provides volumetric heating deep into the dermis and subcutaneous tissue to improve elasticity and equilibrium of the fibrous septae and collagen connective tissue while at the same time increasing microcirculation system health.*

patients who have results lasting more than one year.

The technical advantage comes from the patented ThermoCool™ System

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level system. The analysis of the outlined areas shows smoothing of the treated area at four months. The circled area is analyzed in Figure 6 to gauge the depth of the tissue before and after the treatment. The yellow to red regions are deeper areas pre-treatment. At four months the same area is almost smooth.

Thermage has been the leader in skin tightening for more than five years with more than 450,000 procedures completed worldwide. It is a safe and effective treatment with very high satisfaction rates as reported by a 14-physician, multi-center consensus panel study written by Jeffrey Dover, M.D., and Brian Zelickson, M.D.<sup>2</sup> Given my personal experience and success using Eyes by Thermage™ and other Body by Thermage™ treatments, I anticipate the new Cellulite procedure to fulfill the need for an improved cellulite treatment.

DeGarama, D.M.

<sup>2</sup> Results of a survey of 5,700 Patient Monopolar Radiofrequency Facial Skin Tightening Treatments: Assessment of Low-Energy, Multiple-pass Techniques Leading to End Point Algorithm. Dover, J.S., Zelickson, B., and the 14 member panel. *Dermatology Surg.* 2007; 33:900-9007, September 2007.



**Mitchell Chasin, M.D.** is the Medical Director of Reflections, Center for Skin and Body. Since the 1990s, Dr. Chasin

has devoted himself fully to the field of Laser, Aesthetic, and Cosmetic Medicine. Dr. Chasin is a Diplomate of the American Board of Laser Surgery, a Fellow of the American Society for Laser Medicine and Surgery, and a member of the International Society of Cosmetic Laser Surgeons and American Society of Cosmetic Dermatology and Aesthetic Surgery. Dr. Chasin also serves as a nationwide lecturer and teacher himself. He is often seen on TV and is frequently quoted in magazines and journals nationwide. For more information, please contact Dr. Chasin at 973.740.2444 or visit his site at [www.reflectionscenter.com](http://www.reflectionscenter.com).



Before Treatment (Left) and After Treatment (Right).