



A REFRESHING OPTION THE NEW ERA OF MINIMALLY INVASIVE FACIAL ENHANCEMENT HAS BEGUN

BY DR. NINO KUZMAR

Surgical versus non-surgical, ablative versus non-ablative... Confused yet? Now how about invasive versus minimally invasive?

Relax — it's all good news for the cosmetic consumer these days.

The dynamic field of aesthetic and anti-aging medicine, coupled with a seemingly endless demand for cosmetic services, is fuelling an arms race-type of technological escalation, resulting in the development and commercialization of some incredible new products in the area of facial enhancement.

ePrime™ non-surgical facelift

The phrase “non-surgical facelift” has been bandied around so much by so many ineffective technologies over the years that the term itself has almost lost its relevance.

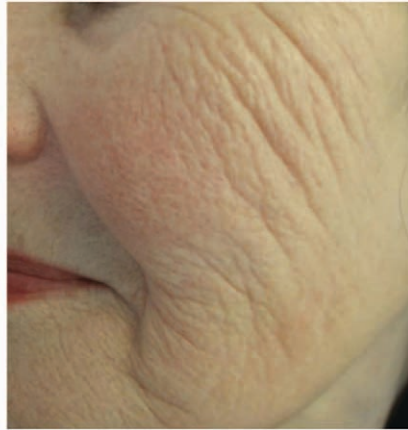
I did say “almost.”

Enter the revolutionary, brand new “minimally invasive” ePrime™ system from the recently merged medical powerhouse of Syneron-Candela.

This device is absolutely groundbreaking. It is in essence a highly sophisticated system for the consistent and unimpeded delivery of radiofrequency (RF) energy to the deep dermal tissue, where it is most needed in order to dramatically improve skin laxity.

Here’s how it works: The skin is injected with a matrix of tiny needles directly into the deep dermis, bypassing the more superficial epidermis and upper dermal layers. These needles have real-time temperature and

BEFORE



TWO MONTHS LATER



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ePrime™ device

impedance monitors that ensure the consistent delivery of the collagen and elastin-stimulating energy with each and every application.

The results achieved with this device are so impressive that they are not compared with other laser or energy-based technologies, but rather with the gold standard itself, that of a surgical facelift.

Yes, you read that right — surgical facelift.

Dr. Macrene Alexiades-Armenakas, cosmetic dermatologist and Yale associate professor, recently published a peer-reviewed clinical comparison of ePrime™ results and surgical lower facelift procedures examining the pre-jowl, jawline and upper neck regions. It was determined that, on average, ePrime™ delivered 37 per cent of the improvement achieved with a surgical facelift procedure. That result does not in itself replace surgery as the best treatment option for this indication, but it does highlight how far along the spectrum of non-surgical options this technology has come.

This treatment is very much for the man or woman who is starting to see early signs of sagging tissue in the pre-jowl and jawline region and are not considering surgery as the option that’s right for them.

After researching the clinical studies, meeting the development team, and personally being trained on this technology by Dr. James Newman, facial plastic surgeon and Stanford associate professor, I was so impressed that I had to move forward and offer this remarkable treatment to my own patients immediately.

For my practice, the new era of minimally invasive facial enhancement has begun.

» *Dr. Nino Kuzmar is a University of Toronto medical graduate and founding medical director of the St. Clair Cosmetic & Laser Clinic. He is a cosmetic physician with a special interest in non-surgical facial rejuvenation. For more information, visit stclaircosmetic.com*