



# AMWC Honors U.S. Aesthetic Professionals

By Birgit Hansen, Ph.D., Contributing Editor

**W**elcoming close to 6,000 anti-aging and medical aesthetic related professionals, the *Anti-Aging Medicine World Congress* (AMWC), once again took place in Monte Carlo, Monaco. This year, AMWC specially honored the U.S. and invited many key opinion leaders in dermatology, anti-aging medicine and plastic surgery to represent the country.

As in previous years there were a multitude of lectures and teaching courses focused on the standard subjects of anti-aging medicine, such as the relation of male hormones and longevity, hormonal treatment for menopausal women, stress and burnout syndrome management, as well as stem cell therapy for cosmetic restoration of the skin.

Additionally, numerous scientific sessions and symposia that focused on treatment of the visible signs of skin aging were highly attended by AMWC participants. However, according to the product innovations introduced at the corresponding technology exhibition, one of the hottest subjects in aesthetic medicine today is body shaping, including circumference reduction and new treatment approaches to cellulite.



SPASHAPE system from MedixSysteme

Valerie Jubert, M.D., a cosmetic physician at Médecine Esthétique et Anti-Age in Saint-Laurent des Arbres, France, presented her evaluation of the therapeutic effects of combined high frequency focused ultrasound (HFU) and 635 nm diode laser treatment of superficial adipose and cellulite tissue in female patients.

Dr. Jubert used the SPASHAPE system from MedixSysteme (Nimes, France), which combines these two technologies with two emitters – one

for HFU and one for cold diode laser emission. She enrolled 20 female patients between 18 and 54 years old to receive hip, leg and buttock treatments over the course of four months in 2010.

During her study, Dr. Jubert discovered that the adipose cells in the area treated with HFU were degraded by the diffusion of the ultrasound beams. These powerful beams affected the cells' membranes, which consequently experienced lysis. The 635 nm laser affected a biochemical reaction, which increased Adenosine triphosphate (ATP) production. When ATP is produced, arteries widen causing blood flow and oxygen supply to increase in the target zones.

In conclusion, the results indicated that the combined treatment of 635 nm diode lasers and HFU exposure has a synergistic effect on superficial adipose tissue and cellulite at stage 1 to 3 by reducing volume and smoothing the dimpled appearance of cellulite.



CELLACTOR SC1 by STORZ MEDICAL

Another approach to fighting cellulite was presented by STORZ MEDICAL (Tägerwil, Switzerland). Acoustic Wave Therapy (AWT) utilizes high-energy acoustic waves to treat cellulite and mobilize local fat

deposits. STORZ offers two devices that perform AWT – CELLACTOR SC1 or D-ACTOR 200.

CELLACTOR SC1 combines radial and planar acoustic waves, while D-ACTOR 200 has been designed with radial pressure waves. Radial acoustic waves are dedicated to treating the superficial layer of the tissue with highly intense pulses. High energy planar acoustic waves penetrate the deeper layers of the epidermis, dermis, fatty and subcutaneous tissue.

Complementary to radial and planar AWT, the V-ACTOR handpiece applies pneumatically generated massaging vibration to the tissue. Consequently, microcirculation is improved by compression and decompression, and metabolic debris and toxins are removed via the blood and lymphatic systems. Adding this pneumatic massage to AWT contributes to long lasting results in anti-cellulite therapy and aids effective lymphatic drainage. The high vibration frequency also improves muscle and connective tissue tightening, and is highly comfortable for the patient.



ZWave by Zimmer MedizinSysteme

Zimmer MedizinSysteme (Neu-Ulm, Germany) also presented a new cellulite treatment system with

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radial shockwaves. ZWave's radial shockwaves transmit mechanical pressure into the tissue, which reportedly leads to increased blood circulation, a tighter epidermis, collagen production and a reduction of the unsightly symptoms of cellulite and skin slackness. Radial shockwave therapy is painless and does not result in downtime for the patient. ZWave is a small, compact system that is easy to operate. Although it is a lightweight device, it still functions at high power levels up to 185 mJ.

Laser pioneer Cynosure (Westford, Massachusetts, U.S.) also launched an innovative device for the improvement of the appearance of cellulite. Cellulaze is a cellulite laser treatment system that utilizes an Nd:YAG 1440 nm pulsed wavelength. Laser energy is delivered to the subdermal layer via a proprietary fiber optic delivery system called SideLight 3D. The fiber allows for targeted and precise energy distribution, necessary to achieve dramatic results. Cellulaze not only visibly improves the unsightly appearance of cellulite, but also increases skin thickness and skin elasticity.



Cellulaze by Cynosure

Cynosure's intelligent energy delivery systems – SmartSense and ThermoGuide – are also available on the Cellulaze laser workstation.

Offering uniform energy delivery and temperature control throughout the procedure, these delivery systems allow for safer and more efficient treatment. Cellulaze has received the European CE Mark and is currently pending FDA clearance.

Body shaping and facial skin lifting was demonstrated with the New MIDAS Ice RF (radio-frequency) and IR (infrared) from Hironic (Sungnam, South Korea). This device showed significant effects in fat and cellulite reduction while stimulating new collagen generation at the same time. The monopolar RF emission provides body contouring and double chin reduction, and the bi-polar RF achieves facial skin tightening and wrinkle reduction.



New MIDAS Ice RF and IR by Hironic

With immediate contact cooling – down to  $-5^{\circ}\text{C}$  – the New MIDAS can deliver intense energy deep into the target zone without discomfort or downtime for the patient. It does not require any consumables, and is additionally indicated for breast lifting, skin and pore tightening and the treatment of scars. A typical treatment session takes only 20 minutes for body and ten minutes for the face.

Industra Technologies from São Carlos, São Paulo, Brazil introduced a multi-functional aesthetic treatment platform. Ethera is an expandable platform, addressing a broad range of aesthetic issues including hair removal, acne treatment, skin rejuvenation, fractional ablative and non-ablative skin resurfacing, pigmented lesions, vascular lesions, both facial and leg veins, as well as skin laxity and skin tightening.



Ethera by Industra Technologies

This intelligently built system implements the science of many leading devices on the market, while improving upon established technologies by offering five advanced light and laser handpieces. These handpieces include IPL-Sq: a new generation of intense pulsed light (IPL) technology; the intenseIR: a high-powered infrared light; the 1064 LongPulse: a long pulsed Nd:YAG laser; and the 2940 DualMode: a fractional Er:YAG laser.

Ethera's platform also includes the 1340 ProDeep technology, a non-ablative, fractional laser, indicated for the treatment of wrinkles, unwanted textural irregularities, acne and surgical scars, and stretch marks. Additionally, it is recommended for the treatment of melasma. ■