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To answer consumer demand for more non-invasive procedures, many aesthetic practitioners want to expand their range of energy-based treatment offerings. In the past, buying new and especially pre-owned systems was an arduous and arcane process, often confusing and full of financial pitfalls for the physician buyer. However, recently three companies joined forces to transform this process, rolling out a unique, robust paradigm that adds integrity and best practices to the business of selling and servicing new and pre-owned energy-based systems.

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Solta Medical's Acquisition of Sound Surgical Expands Body Contouring Portfolio

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Solta Medical's (Hayward, Calif.) recent acquisition of Sound Surgical Technologies (Louisville, Colo.) has resulted in one of the most complete product offerings in the industry, helping physicians serve the increasing number of patients interested in body contouring treatments. Solta's combined portfolio comprises four ultrasound based technologies: VASERshape™, Liposonix®, VASERlipo™ and VASERsmooth™, offering numerous options for tailoring treatments to individual patient needs, as well as procedure preferences for reaching their goals.

The non-invasive VASERshape employs a combination of ultrasonic diathermy and massage. Ultrasound diathermy induces acoustic thermal and mechanical effects, which heat the treatment area, while massage improves blood circulation and lymphatic drainage to remove fatty tissue and temporarily reduce the appearance of cellulite. VASERshape is an ideal option for patients who are not candidates for Liposonix or VASERlipo and do not mind undergoing a series of three to five treatments.

With a single, one-hour Liposonix treatment, patients achieve a one inch reduction in waist circumference on average, within 8 to 12 weeks. This non-invasive procedure utilizes high-intensity focused ultrasound (HIFU) energy to permanently destroy subcutaneous adipose tissue and contract surrounding collagen. With Liposonix's Custom Contouring™ capabilities, physicians can choose from a variety of treatment patterns to customize each procedure to the specific curves and contours of a patient's body.

For patients who require more extensive fat reduction, or for faster results, there is the minimally invasive VASERlipo treatment. This procedure selectively emulsifies fatty tissue prior to extraction from the body, allowing physicians to perform fat extraction

with less tearing of the surrounding tissues, thus reduced blood loss, pain and bruising. Additionally, since the fat cells remain intact, they can be harvested for autologous fat transfer. The VASERsmooth Kit, which works in conjunction with VASERlipo, contains specialized probes designed to emulsify superficial fatty tissue and selectively cut through the hardened fibrous septae to reduce unwanted skin dimpling and contour irregularities.

Paul Jarrod Frank, M.D., founder and director of 5th Avenue Dermatology Surgery and Laser Center in New York, N.Y., currently treats patients with VASERlipo, VASERsmooth and Liposonix. "Patients present with different amounts and areas of fat to be removed, and this variety of ultrasound technologies helps me find the perfect niche for each patient," he said. "It is rare to have a patient who is not a candidate for one of these procedures."

Steven Bloch, M.D., founder and director of Body by Bloch and Skin Deep Medical Spa, Chicago, Ill., pointed out, "It is better to have multiple technologies than to try fitting every patient into the same box." For example, he said, "VASERshape is a good choice for patients who want to see immediate results and do not mind three to five treatments. Liposonix provides an ideal non-invasive single treatment option with Custom Contouring and predictable results for patients who either don't need or don't want surgery."

Dr. Frank said he has been a big fan of both Sound Surgical and Solta technologies and is looking forward to the companies' combined efforts. "Having the devices come from one company helps with coordination of safety and efficacy standards and fosters a strong and cohesive marketing program."



Before Tx



After VASERlipo Tx

Photos courtesy of Paul Jarrod Frank, M.D.