

Understanding Ultherapy

at River Region Facial Plastics

Hello, This is Dr. Michael Bowman with River Region Facial Plastics. In our column this month, I would like to discuss an exciting new technology, Ultherapy. Many people have heard and seen about Ultherapy in the news. This exciting office treatment has been featured on television shows like Fox News Health, The View, and Entertainment Tonight. It has also turned up in print on the pages of magazines like Prevention, New Beauty, and Details. Since there is no downtime, even celebrities in the spotlight like Courtney Cox have given Ultherapy a try. Dr. Cawthon and I are very excited to be the first doctors to bring this new device to the River Region. Our enthusiasm for the results we are seeing has been dwarfed only by the excitement of our satisfied patients.

Of course, the question still remains: Just how does Ultherapy work and what can it do to help you look for your best?

The simple answer is that, in around an hour, an Ultherapy treatment uses ultrasound energy to tighten and lift the tissues of your face and neck without downtime or recovery.

While that idea is clear and concise, many of our clients want to know even more, even if Ultherapy is a non-invasive office procedure. The name, Ultherapy, comes from an amalgamation of "ultrasound" and "therapy." Most people have some experience with ultrasound in medical imaging. Ultrasound can be used to visualize many different parts of the body in a simple and painless fashion. Many of us have seen ultrasound used to visualize a developing baby in the womb, a gallbladder, or perhaps a thyroid gland. The Ultherapy machine works by concentrating those same ultrasonic (high frequency) sound waves underneath the skin to create a small area of heat, called a Thermal Coagulation Point (TCP). At each of these TCP's, your body responds by creating new collagen. Collagen is found throughout the body, but it plays a critical role in our skin where it helps give our skin support and elasticity. As the new collagen grows and matures, it tightens up the

tissue around it. Although each TCP is tiny, a full Ultherapy treatment creates many TCP's, which all work together to lift and tighten the treated areas.

Ultherapy is a unique technology, which has several advantages over other available non-invasive treatments. First, it is the only device which uses ultrasound energy to lift and tighten. Ultherapy can generate these impressive results because we target multiple layers of the face including the SMAS (Superficial Musculo-Aponeurotic System) layer. The SMAS is the layer of connective tissue which supports the muscles which move our face. We have long known that a facelift must lift the SMAS in order to achieve long term results. Since the Ultherapy treatment tightens the SMAS as well as more superficial layers of the skin, an impressive result is obtained in a single treatment. Previous treatments like radiofrequency energy require multiple treatment sessions.

One of the other benefits of Ultherapy is the recovery...There usually isn't one!

Bruising is very rare, and other problems like swelling, redness, and not expected either. Since the results come about naturally over the course of some months after treatment, no one will be able to tell you had anything done. Patients are usually happy when they return for their follow up visits, but they often don't realize how much their appearance has improved until we compare their before and after photos. Almost everyone leaves their Ultherapy check up with a much wider smile than when they came in.

Who is a good candidate for Ultherapy and where can it be used?

Ultherapy is a great choice for patients who want some improvement in the appearance of their lower face, neck, and under chin area. Ultherapy is also effective in the area around the eyes, and even in the brow region where it delivers a nice brow lifting effect. We treat many younger patients who want something done, but don't have enough laxity to warrant a more invasive procedure. Ultherapy is also perfect for the busy man or woman who would like to make a positive change in their appearance, but can't take the time off for a Quicklift or other rejuvenation procedure. Since it is non-invasive, Ultherapy is also a good option for older patients with medical problems which might preclude other rejuvenation options. During your consultation, we can share some before and after photographs to help you understand what sort of results you can expect after your Ultherapy treatment.

How long does it last?

The resulting collagen build up from an Ultherapy treatment is permanent, but of course time marches on and the aging process continues. A better question might be, "How far back does an Ultherapy session turn back the clock?" I would usually say 2-4 years is a good guess, but I'll let you decide after you look at some of our before and after photographs.

Beautiful. Natural. Results.

Ultherapy treatments have proven to deliver on our motto. We hope you will come in for your free consultation to determine

if Ultherapy is a good choice for you.

Yours in Good Health,
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