THE SHAPE OF THINGS TO COME: ADVANCES IN BODY CONTOURING



In today's social media era, patients are extremely focused on gaining a shapely silhouette, with many frustrated over bulges and sagging skin that may not respond well to diet and exercise.

A survey by Psychology Today magazine found that the majority of women and nearly half of men were dissatisfied with their overall appearance, and two-thirds of women and more than half of men were unhappy with their body weight.1

This phenomenon is driving demand for body contouring procedures, and these treatments represent an area of strong growth for medical aesthetics practitioners.

For example, the number of tummy tuck surgeries performed in the United States more than doubled between 2000 and 2018, and liposuction is one of the top five procedures sought by consumers, according to the American Society of Plastic Surgeons.²

Among non-invasive and minimally invasive procedures, fat reduction and skin tightening treatments are also experiencing steady annual increases in demand.

The market value of body contouring procedures worldwide is forecast to grow at a 6.8 percent compound annual rate from 2019 to 2024 to reach \$9.1 billion, according to Research and Markets.³

This growth is driven in part by treatment advances and device innovation.

"The technology has improved in recent years significantly, and I think that that's one of the reasons that's moving it forward. Beyond that, people are not happy with their weight-they are exercising more, they are dieting more, but it's hard," Dr. Jeanine Downie of Image Dermatology in Montclair, New Jersey told Practical Dermatology.⁴

Most patients have high levels of satisfaction with their procedures. Among patients who received liposuction and tummy tucks, nearly 86 percent reported better self-esteem and nearly 70 percent said their quality of life improved.⁵

Let's review the most in-demand invasive, minimally invasive, and non-invasive treatments.

David B. Sarwer, PhD, Heather M. Polonsky, BS, Body Image and Body Contouring Procedures, Aesthetic Surgery Journal, Volume 36, Issue 9, October 2016, Pages 1039–1047, https://doi.org/10.1093/asj/sjw127

https://www.plasticsurgery.org/documents/News/Statistics/2018/plastic-surgery-statistics-full-report-2018.pdf
 https://www.prnewswire.com/news-releases/global-body-contouring-market-set-to-reach-9-1-billion-by-2024--300880224.html
 https://practicaldermatology.com/articles/2017-mar/in-demand-non-invasive-body-contouring

⁵ Swanson E. Prospective outcome study of 360 patients treated with liposuction, lipoabdominoplasty, and abdominoplasty. Plast Reconstr Surg.2012;1294:965-978

SURGICAL OPTIONS SOUGHT FOR DRAMATIC RESULTS

Surgeries such as lower body, thigh, breast, and arm lifts, and tummy tuck and liposuction see sustained demand because of their potential for major results. Fat can be removed, and loose and drooping skin eliminated or repositioned.

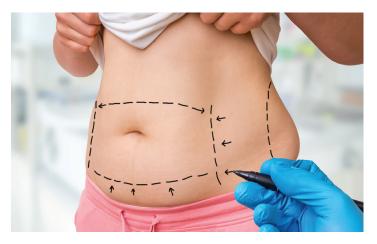
For patients who have lost substantial weight, surgery may be the only alternative that can successfully address their concerns. Providers emphasize that surgery is not intended to deliver significant weight loss; patients should be close to their ideal weight (within about 10 pounds) and can expect improvement in trouble spots, and stubborn fat deposits.⁶

Surgical body contouring procedures involve significant downtime, discomfort, and recovery, and they entail all the risks that any surgery holds. The expense of surgery can also be considerable.

So, while ASPS data shows a sharp increase in procedure counts from 2000 to 2018 for buttock lifts (up 256 percent), upper arm lifts (up 5,030 percent), and lower body lifts (up 4,295 percent), liposuction is down 27 percent over the same period.⁷

Medical aesthetics providers say patients may prefer non-surgical options, even if the results are not as dramatic, because these procedures are a better fit for their time-pressed lifestyles. Moreover, consumers now are more likely than their predecessors to begin a regimen of non-invasive enhancements in their 30s and 40s, making surgery less necessary.

"Liposuction is definitely the gold standard—there's no question it works better," Dr. Mathew Avram, faculty director for dermatology laser and cosmetic training at Harvard Medical School, told the New York Times. "But we've seen that patients are willing to pay a premium for modest results with no downtime."⁸



⁶ https://www.mayoclinic.org/tests-procedures/liposuction/about/pac-20384586

⁷ Op cit, ASPS

⁸ https://www.nytimes.com/2019/10/09/style/body-conturing-is-this-the-shape-of-things-of-come.html

MINIMALLY INVASIVE BODY CONTOURING ADVANCES

The field of minimally invasive body contouring has expanded in recent years with a focus on radio frequency, ultrasound, and laser-assisted liposuction or lipolysis. Manufacturers promote devices under many brand names.⁹

With traditional liposuction, a thin tube called a cannula is inserted in an incision and fat is physically manipulated, then suctioned out.¹⁰

The newer procedures pre-treat the fat with energy from laser, radio frequency, or ultrasound, which makes fat easier to remove and seals blood vessels. A smaller cannula is used. This results in less bruising and trauma, and the energy has the added advantage of tightening the skin and promoting collagen production.¹¹

The procedure is typically performed under local anesthesia or light sedation, but for large areas or multiple sites, general anesthesia may be recommended.¹²

Patients with both traditional and energy-assisted liposuction must wear compression garments after the procedure, but recovery time is much faster after laser lipo. Patients usually need a few days off work and activities after treatment. The incisions are very small and do not require stitches. The most common side effects are swelling and bruising.¹³



⁹ https://www.healthline.com/health-news/tech-laser-liposuction-technique-tightens-skin-041513#3

- ¹⁰ Op cit., Mayo Clinic
- ¹¹ https://www.verywellhealth.com/laser-lipolysis-smart-lipo-everything-you-need-to-know-2709988
- ¹² Ibid.
 ¹³ Ibid.

OPTIONS FOR NON-INVASIVE BODY CONTOURING

Non-invasive body contouring procedures are popular with both patients and providers because they typically entail little to no pain or downtime. Multiple treatments are generally required and results often take several weeks or months to become visible.¹⁴

The most talked-about procedures fall into a few categories:

- Temperature-based fat reduction
- Skin tightening treatments
- Muscle enhancement

THESE TREATMENTS ACHIEVE STATISTICALLY SIGNIFICANT RESULTS AND ARE GENERALLY WELL TOLERATED BY PATIENTS.

TEMPERATURE-BASED FAT REDUCTION

The most well-known temperature-based treatment is cryolipolysis, which destroys fat cells using cold delivered by an external applicator. Other devices use laser or radio frequency energy, such as diode-laser-based Venus Bliss^{™15}, to heat fat cells underneath the skin's surface, an action known as laser lipolysis. With both techniques, the body processes and eliminates the disrupted fat cells through the natural lymphatic system. These treatments achieve statistically significant results and are generally well tolerated by patients. Possible side effects of cryolipolysis include nerve pain and hardened areas of localized fat.¹⁶ However, cryolipolysis does not address loose or sagging skin, which may be prominent when fat is eliminated.¹⁷

So, further skin-tightening treatments are often recommended. Venus Bliss[™], approved in 2019, adds a radio frequency applicator with vacuum massage and electromagnetic field pulses, providing skin tightening that cryolipolysis and older laser lipolysis devices do not offer.¹⁸ Treating patients with a combination of the diode laser and radio frequency-based modalities can offer them a more contoured appearance than most fat reduction treatments can offer alone.

¹⁷ https://www.medicalnewstoday.com/articles/322060#research

¹⁴ Reza Nassab, MBA, MSc, FRCS (Plast), The Evidence Behind Non-invasive Body Contouring Devices, Aesthetic Surgery Journal, Volume 35, Issue 3, March/April 2015, Pages 279–293, https://doi.org/10.1093/asj/sju063

¹⁵ Venus BlissTM is cleared by the FDA and licensed by Health Canada for non-invasive lipolysis of the abdomen and flanks in individuals with a Body Mass Index (BMI) of 30 or less, with the diode laser applicators. The (MP)2 applicator is cleared by the FDA for temporary reduction in the appearance of cellulite, and licensed by Health Canada for temporary increase of skin tightening, temporary circumferential reduction, and temporary cellulite reduction. Venus BlissTM has CE Mark as a non-invasive medical aesthetic device enabling a comprehensive approach leading to body contouring, addressing fat reduction, skin tightening, circumference reduction, and cellulite reduction.

¹⁶ Kelly, Michael & Rodríguez-Feliz, Jose & Torres, Carolina & Kelly, Emma. (2018). Treatment of Paradoxical Adipose Hyperplasia following Cryolipolysis: A Single-Center Experience. Plastic and reconstructive surgery. 142. 17e-22e. 10.1097/PRS.00000000004523

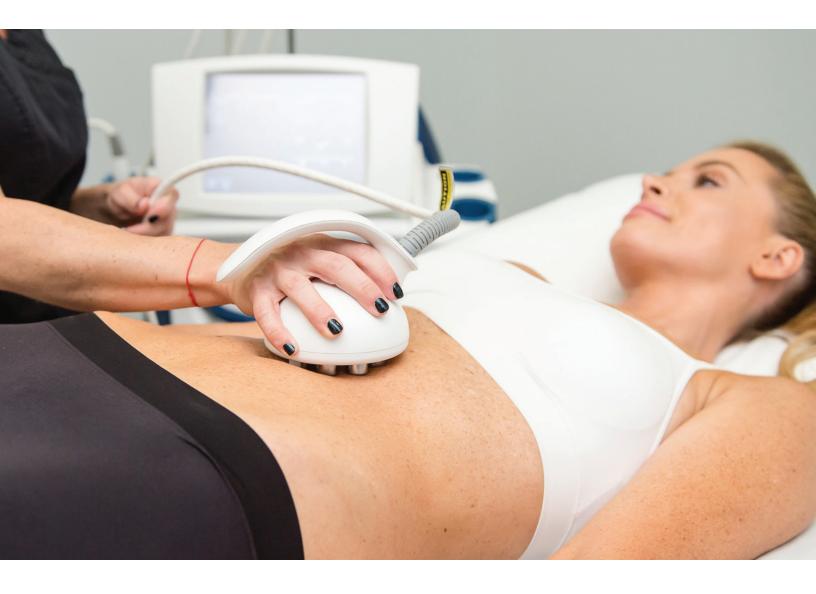
¹⁸ https://www.venusconcept.com/en-us/news/introducing-venus-bliss-a-comprehensive-solution-to-target-fat/

SKIN TIGHTENING TREATMENTS

Non-invasive skin tightening treatments address mild to moderate laxity due to aging and reduced production of collagen and elastin. Some devices also deliver circumferential reduction. Multiple treatments are usually required. Results can take two to three months to fully appear and usually last up to one year.¹⁹

Most commonly, practitioners use devices delivering energy from sources including radio frequency, laser, and ultrasound to produce the tightening effects. Some devices employ multiple modalities for enhanced benefits. Venus Legacy[™] uses radio frequency, pulsed electromagnetic fields, and suction to address circumferential reduction, skin tightening, and cellulite.²⁰

These procedures generally involve minimal to no discomfort and downtime. Non-invasive skin tightening enjoys an excellent safety profile, and any side effects are usually mild. These may include redness, bruising, or swelling.



¹⁹ https://www.americanboardcosmeticsurgery.org/procedure-learning-center/non-surgical-procedures/skin-tightening/

²⁰ Venus Legacy[™] is cleared by the FDA for the non-invasive treatment of moderate to severe facial wrinkles and rhytides in females with Fitzpatrick skin types I-IV with the OctiPolar[™] and DiamondPolar[™] applicators, and temporary reduction in the appearance of cellulite with the 4D Body (LB2) and 4D Face (LF2) applicators. It is licensed by Health Canada and has CE Mark for the temporary increase of skin tightening, temporary circumferential reduction, temporary cellulite reduction, and temporary wrinkle reduction.



MUSCLE ENHANCEMENT

Among the newest body contouring advances are devices that aid muscle gain using focused electromagnetic energy to activate deep involuntary muscle contractions in the abdomen, arms, and buttocks. This results in a slightly more defined and toned appearance.²¹

The treatment causes about 20,000 muscle contractions in a half-hour.²²

In clinical trials, patients saw (an average of) about 19 percent decrease in abdominal fat thickness, 16 percent increase in muscle mass, and an average decrease in waist circumference of 4.4 cm.²³

One phase of treatment flushes lactic acid from the muscles, so there is generally no more than slight discomfort or soreness afterward. Four treatments over two weeks are recommended followed by a session every three to six months for maintenance.²⁴

Results become visible over several weeks, and the gains in muscle mass can last for up to six months. Because electromagnetic energy is used, patients with pacemakers, metal implants, and metal IUDs are contraindicated.



²¹ https://bodybybtl.com/solutions/body-contouring/emsculpt/#tabs=e18

- ²² https://www.allure.com/story/what-is-emsculpt-body-contouring-treatment
- ²³ https://aestheticsjournal.com/feature/spotlight-on-emsculpt
- ²⁴ Op. Cit. Allure



Body image is a top concern for patients and a powerful motivator for treatment. This is expected to fuel continued popularity for body contouring procedures as consumers find healthy eating and exercise insufficient to achieve their desired results.

Medical aesthetics providers are able to provide enhanced quality of life and greater self-confidence to both, men and women, by offering these services. So, this is an important moment to stay abreast of the latest advances in treatment technologies.

At Venus Concept, we partner with top-performing aesthetics clinics in more than 60 countries to provide innovative devices under a cost-efficient business model along with practice enhancement and marketing support. If you'd like to learn more about how we can help you take your aesthetics practice to the next level, contact us now at (888) 907-0115.

CONTACT US AT 888.907.0115



