

Safe Treatment of All Skin Types Drives Global Appeal of eMatrix and ePrime

By Kevin A. Wilson, Contributing Editor

Representing non-laser, non-light fractional rejuvenation, two top-tier technology waveform plot to document pulse history and update skin



Fractional RF Modalities Eliminate Color Barrier

In a global context, the challenge with facial rejuvenation is that the most common therapies rely on thermal damage caused by laser energy. While experts agree that this approach is very effective, it prevents a significant amount of the world's population from receiving treatment since treating dark skin with laser and light energies carries inherent risks such as post-inflammatory hyperpigmentation. Two radiofrequency (RF) based devices are eliminating this color barrier, offering predictable, reproducible results that are both universally accessible and effective.

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Mitchell Chasin, M.D. Medical Director Reflections Center for Skin & Body Livingston and Bridgewater, NJ



Before Tx



Nine months after third Sublative Rejuvenation Tx Photos courtesy of Lor Brightman, M.D.



Before Tx



One month after one ePrime Tx Photos courtesy of Lor Brightman, M.D.

devices, ePrime delivers better, consistent, more predictable results because the feedback system allows for optimal delivery of energy. The competition has been successful, but is operator-dependent. With ePrime, each needle pair operates independently, with separate and independent monitoring as well, so if the tissue at one needle site differs from the one next to it the software will still be able to deliver the requisite energy to raise the tissue to the target temperature of exactly 70°C for the exact required time."

Dr. Brightman best describes the character of the ePrime outcome as volume enhancement. She explained that a recent trial by Alexiades-Armenakos *et al.*⁵ compared ePrime directly with a surgical face-lift. After a single treatment results with ePrime demonstrated measurable tightening averaging about one-third of what was seen with surgery. "Histology results showed both neocollagenesis and neoelastinogenesis as well," she said. According to Syneron & Candela, ePrime is the only fractional device currently shown in the literature to produce increases in elastin production at both the RNA and protein levels.

"Having non-surgical alternatives like ePrime is something we see more and more patients asking for," Dr. Brightman continued. "Although ePrime does not replace surgery, it is a viable option for individuals seeking facial rejuvenation who either do not want surgery or simply don't need it yet."

ePrime is an innovative procedure that delivers consistent response for patients and requires local anesthesia for patient comfort and hemostasis. This, along with its feedback system,

involving real time measurements of impedance and internal temperature, facilitated an emerging tumescent technique developed by Mitchell Chasin, M.D., medical director of Reflections Center for Skin & Body in Livingston and Bridgewater, N.J.

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As Dr. Chasin explained, "most physicians are presently using a combination of nerve blocks and supplemental transdermal injections of local anesthesia." Unfortunately patients may experience undesirable levels of discomfort, ecchymosis and needle puncture marks, with unwanted downtime. "If we instead infuse the subdermal space in the treatment area with a diluted, low-volume tumescent solution [including lidocaine, saline, epinephrine and sodium bicarbonate] we can dramatically improve the level of anesthesia, reduce visibility of puncture marks and minimize bruising. Nerve blocks become unnecessary."

To use this method, a 2 mm incision is made in front of the ear so that solution may be introduced through a single entry point. The pain level becomes zero out of ten on the analog pain scale, with 100% hemostasis, enabling most patients to return to full activities the following day. "This protocol has been very well-received because patients

great pain and much promise. "As gl aesthetic procedures the challenge to treat traditional means be parent. The advance nologies propels the field to now include cious treatment optio and much broader a

There are major o novators like Syneron emerging markets fo dures such as Asia e're partnering wi cians to perform clin tablish eMatrix and standard of care a regardless of skin continued. "We are form an Asian medi consisting of Asia formed to conduct populations, which considering the d peoples in the Pac we have the right propel and sustain best serve this seg tion. This also ser interests, as divers lation is only incre

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prime comy the same every sinu can treat exactly the osion pa cause you mperature estion con ending on e skin are act that the suring the s, and un response table."

Ultimately the s technologies rest Dr. Gold's opinio new technologies practitioners liste three main conc safety and efficac ing incidence of ability to treat erature has show ePrime to be sa skin types with m alternatives. Pati erability and low really get much