



BYE BYE, CELLULITE...HELLO, SLEEK

Show off your best **assets** with a little help from **cutting-edge technology** that **targets** unwanted **cellulite**

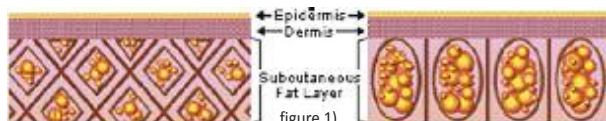
BY WAYNE H. WERTHEIM, M.D.

This combination of laser and light energy, vacuum suction and mechanical massage represents a significant improvement in the treatment of unwanted cellulite

There are over 100 million adult women in the United States. Of these, 100% suffer from cellulite. The truth be told, studies show that 80-90% of adult women actually have some degree of cellulite, the remaining 10-20% “believe” they have it. With these staggering numbers it’s no wonder that cellulite has become a leading complaint to all physicians practicing aesthetic medicine. The good news is that there are no diseases or health issues associated with the development of cellulite. The bad news is that despite literally hundreds of products promoted and sold each year there are none that can remove, reduce or eliminate cellulite. These products may temporarily help disguise the problem but cannot do any more than that.



Cellulite is basically a genetic condition that will effect most women. You haven't caused this problem though certain lifestyles and conditions can help promote it; lack of exercise, overweight, hormonal variation, vascular changes and connective tissue changes. Cellulite is defined as the dimpled or "cottage cheese" appearance of the skin that frequently affects women's hips, thighs and buttocks. Just under the lower layer of the skin, the dermis, lays a layer of fat. This layer helps buffer the deeper fat and muscles as well as cushioning the skin and providing a barrier that softens the appearance of structures under the skin. This fat layer is attached to the skin by fibrous cords (septae) that penetrate down to the muscle forming small compartments. When the fat trapped in these compartments swells, tension is placed on the septae causing a retraction of the skin and the dimpled appearance typical of cellulite results. Interestingly, men usually do not suffer with cel-



Comparison of male (left) and female (right) septae

lulite due to the fact that the structure and organization of the septae in their skin is different than that in women. (see figure 1)

Now that you have a better understanding of cellulite, you can understand why over the counter products cannot effectively treat the problem. These products cannot get rid of the septae and they cannot remove or shrink the fat between the septae. Some may improve the quality of the overlying skin, increase hydration or cause a mild inflammation which can swell the skin and camouflage cellulite.

Cellulite is measured in grades.

Grade zero – no visible cellulite even if skin is pinched.

Grade one - none seen when sitting or standing but evident when pinched.

Grade two- evident when standing but disappears when lying down.

Grade three - cellulite is always evident.

There have been some associated reductions of cellulite in patients who have undergone surgical procedures such as liposuction. More recently with the FDA approval of laser assisted liposuction, SmartLipo (www.smartlipo.com) and others, there have been an even higher association of cellulite improvement as the laser not only can cut the fibrous septae and remove fat but can also cause skin tightening. However the goal has been to find a less invasive form of therapy that will do more than camouflage the problem but rather actually have a long term effect and treat the problem. Two of the newest therapies are based on new laser therapies and have been approved by the FDA for the treatment of cellulite.

The first is VelaShape™ (www.velashape.com), which features the unique elōs™ technology; a combination of bi-polar radiofrequency infrared light energy, plus vacuum and mechanical massage to deploy targeted heat to adipose (fat) tissue. The combination of these energies in-

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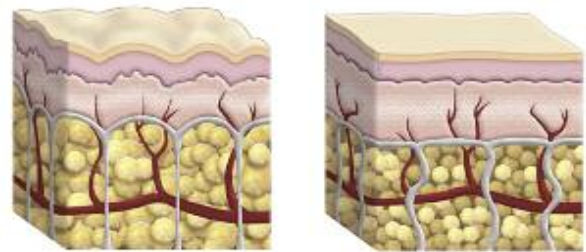
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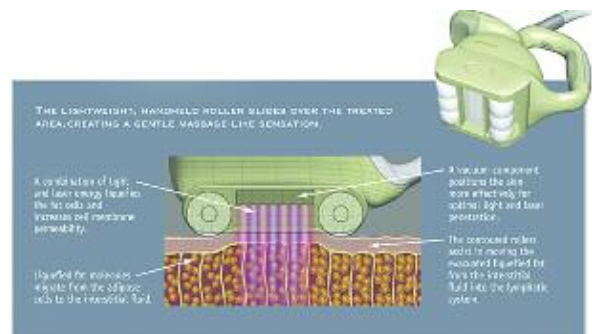
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creases metabolism, increases lymphatic drainage and reduces or shrinks the size of the fat cells and fat chambers. The net result is gradual smoothing of skin's surface with a noticeable reduction in cellulite. The treatment is not painful and is similar to deep tissue massage. Of note is that some patients treated with VelaShape have also reported size reductions and improvements in body contouring. A series of treatments are needed to achieve results and a maintenance program is recommended.

Smooth Shapes by Eleme, the most recent and advanced of the new therapies, uses Photomology[®], which shrinks enlarged fat cells through a unique mechanism of action combining dynamic laser energy and utilizes contoured rollers and vacuum suction to specifically target problem cellulite. Photomology[®] gently stimulates natural metabolic processes to minimize the underlying causes of cellulite such as edema, impaired blood circulation and decreased metabolism to restore the tissue into a better state. Two specific wavelengths of light are used during treatment. One penetrates well into the tissue and is preferentially absorbed by lipids causing fat cells to leak and shrink in size. The contoured rollers move liquefied fat to the lymphatic system for dynamic drainage outside the body. This combination of laser and light energy, vacuum suction and mechanical massage represents a significant improvement in the treatment of unwanted cellulite. A series of 8 treatments allows patients to experience



Comparison of male (left) and female (right) septae



How Smooth Shapes works

smoother, firmer skin in the treatment area with lasting cellulite reduction results. Thereafter, maintenance treatments may be recommended.

Lifestyle changes including dietary changes, exercise and a general healthy lifestyle will help reduce cellulite. A consultation with certified nutritionists and personal trainers can help tailor individualized programs to meet your specific needs. These latest laser therapies can restore your legs appearance with smoother skin and also restore your confidence in showing your legs in shorts, bathing suits and lingerie.

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