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Advanced cosmetic procedures

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In this day and age consumers are making it a priority to become more educated regarding their health and their appearance. Their desire for being healthy and looking healthy is a growing goal and it is our responsibility to insure we're giving them the correct information to fit their needs and concerns. As the laser and injectable world continues to grow we as providers need to be able to grow with it and gather as much knowledge as possible to be able to transfer that information to our patients so they can then make an educated decision on which path to take to get them to their desired result.

Within the past 10 years we have noticed a large number of patients between the ages of thirty and mid-forties desperate for treatments to improve the lower face and neck area without having surgery, until just recently are only options were a series of treatments using radio frequency and/or light source devices which gave short term dermal tightening and achieving only fair results to the majority of patients.

The most recent advancement has come in the field of Ultra sound technology; *Ultherapy*[™] is the first and only device in the US that has been FDA approved for lifting tissue, first in 2009 for non-invasive lift in the Brow region then in 2012 receiving a non-invasive lift indication for the neck and submental region. This treatment is set apart from prior devices because of its ability to target not only the dermal tissue but also the deeper tissue region SMAS and platysma layers which is responsible for the sagging in the lower face and neck area, by using Mirco- focused ultrasound beams that deliver precise energy during each pulse the result is a non-invasive lift without affecting the skin's surface. This precision results in consistent patient outcomes which were nearly impossible to achieve with Radio-Frequency and Light source treatments due to all the variables involved such as energy setting, tissue properties (impedance of fat vs. tissue), and application time (partially a factor of patient discomfort).

While *Ultherapy*[™] will lift the sagging jowls, tighten the submental and neck areas it will not correct age -related volume loss. As we age, fat atrophy often occurs in the cheek areas causing the mid face to flatten and sag resulting in the loss of our youthful Ogee curve. The ogee curve (The union of a concave arc flowing into a convex arc) is used in facial aesthetics to describe the S-shaped curve from the cheekbone to the midcheek hollow. When volume is restored to the midface a more youthful look is obtained. The most common treatment to correct this loss is dermal fillers such as Voluma, Perlane, and Radiesse which will last most patients between 12 -24 months. This is a relatively fast and comfortable in office treatment with amazing result.

When ultrasound therapy combined with Midface volume restoration is addressed expect superior results and a very pleased patient you will retain for the life of your practice.

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