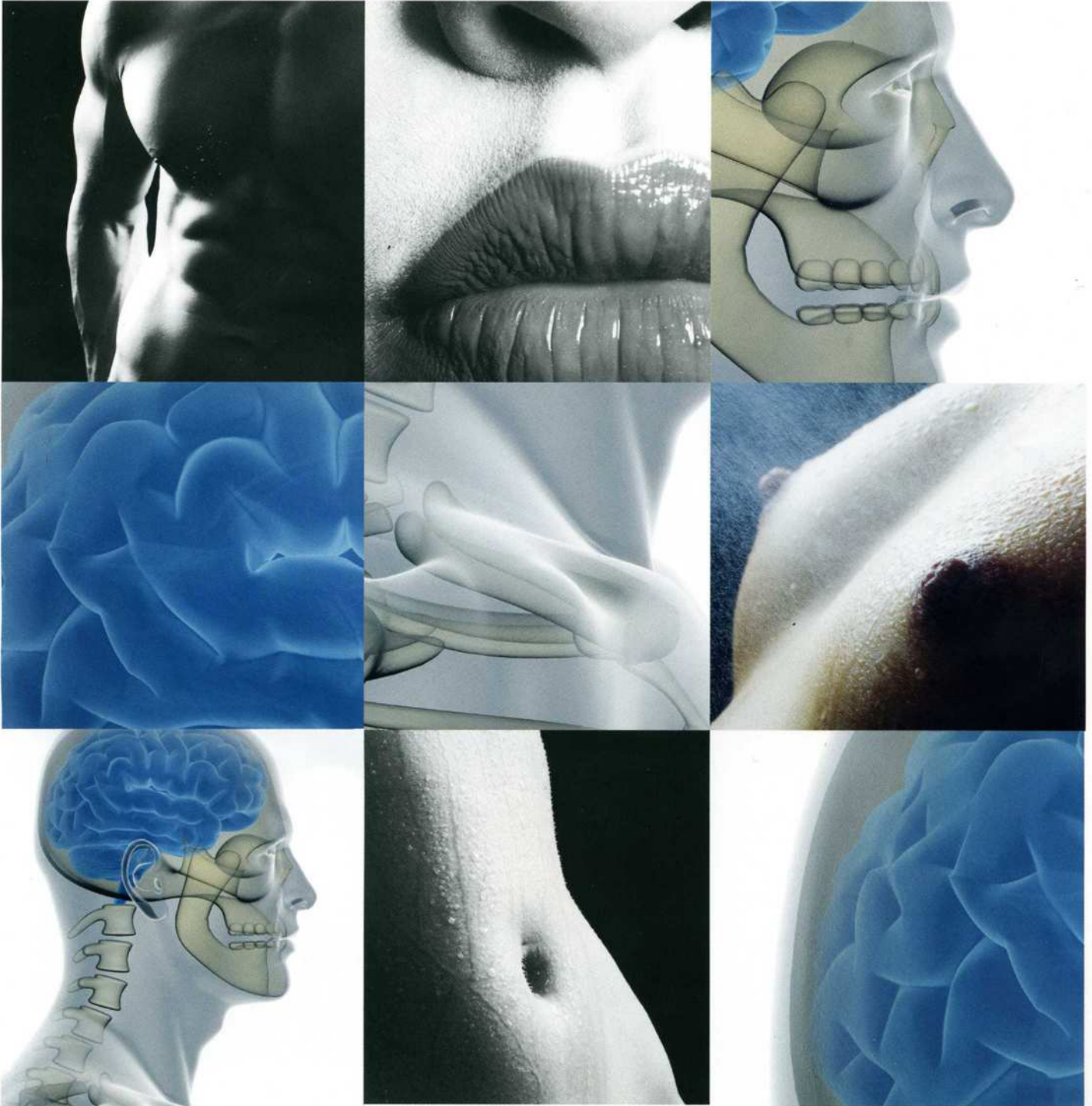


AESTHETIC MEDICINE

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LIP SERVICE
LIP FILLERS ROUND-UP

HAIR RAISING
TREATING HAIR LOSS

THE JOURNAL FOR THE MEDICAL AESTHETIC COMMUNITY

The promise of a totally non-invasive fat reducing procedure has long been in the public domain, however, despite all the talk of pain-free treatments with minimal recovery time, the industry is arguably yet to deliver.

In 2007 laser lipolysis treatments, such as Smartlipo, took the industry by storm, however the procedure was more invasive than the 'lunch time lipo' headlines touted in the press made it out to be. Involving anaesthetic infiltration and the practitioner making small incisions into the area to be treated, the procedure is largely viewed in the industry as minor surgery. For those who fear going under the knife or who shy away at the brandishing of a needle, Laser Lipo is a new non-invasive treatment on the market, which manufacturers claim could mark the beginning of a so far elusive era of pain-free slimming and body contouring.

PLAYING IT SAFE

The Lapex Body Contouring System (BCS) Laser Lipo treatment is a procedure that reduces unwanted fat without the need for general or local anaesthetic. It originates from sports injury treatments in which physiotherapists use cold red laser to help the body's healing process and reduce swelling and inflammation. While the class 3B cold red lasers do penetrate the skin, any side effects or damage to organs and blood vessels are avoided because skin penetration is only to a maximum depth of 13mm. The Laser Lipo process does not involve the removal of fat cells so clients are free from the risk of new fat being stored in other, potentially more dangerous areas around the body such as around the heart or other vital organs.

Clients seeking a safe and pain free fat busting option are likely to be lured by this non-invasive procedure, which begins with two large diode paddles being placed on the troublesome fatty areas. Separately, two smaller probe lasers are placed over lymphatic glands and held in place by the client's underwear. The Laser Lipo BCS is then switched on for 10 minutes, relocated and turned on for a further 10 minutes, an action which is then repeated. The treated area is measured for inch loss and, depending on the client, results are expected to be between 0.5 and three inches. This process is then rounded off by a 10 minute stint on a vibration plate machine to help break down the fat cells.

SWEAT IT OUT

The slimming process begins when, on penetrating the skin, the laser makes contact with the fat cells and begins breaking them down. Pores then form on the cells causing them to 'sweat'. The water, glycerol and free fatty acids which emerge from the cells occupy the space between the fatty

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Laser Lipo is also advocated for use both prior and post traditional liposuction

layers in the skin. The fat cells lessen in size and the lymphatic system removes the fatty liquids via the venous system where they are processed in same way as digested fatty foods. Although a course of eight treatments is recommended, the Lapex BCS can show results in just one 40 minute treatment and sensible eating and regular exercise are recommended to maintain the fat-reducing results of the treatment.

As well as being a fat reducing treatment in its own right, Laser Lipo is also advocated for use both prior and post traditional liposuction as it first softens the fat cells before liposuction and then evens out the treated area following the procedure.

ACTION SPEAKS LOUDER

Much touted myth and legend around fat reducing treatments have understandably created an aura of cynicism when it comes to new claims about procedures. However, a clinical study on Laser Lipo has produced encouraging feedback. Expert endorsements support the effectiveness of the treatment. Dr Lionel Bissoon, author of *The Cellulite Cure*, who studied the effects of the Laser Lipo in his New York clinic for almost nine months, says: "After my initial pessimisms about the above device [Lapex 2000 Laser Lipo], I am pleased to report that after my ongoing research I have changed my opinion."

He adds, "I have concluded the Laser Lipo is a safe and effective device for targeting localised fatty deposits that assists with aesthetic body contouring."

The study's results found that each treatment with Laser Lipo gave an approximate loss of 0.4cm to 0.5cm in waist girth. The culmative

girth loss at week three of treatment twice a week was 1.74cm and the culmative girth loss at treatment eight was 2.15cm.

Dr Bissoon says that the procedure holds hope for the numerous cellulite sufferers and says he had no reports of side effects such as skin discolouration from ethnic clients.

Response to the procedure suggests that practitioners who have seen the results will continue to offer the treatment. Mr Brent Tanner, consultant plastic and reconstructive surgeon at Spire Tunbridge Wells Hospital, says that he has been impressed with the cases that he has seen using this technique and will treat further patients in the same way. He says, "I am a great advocate of injection lipolysis using phosphatidylcholine, but the pain, burning, bruising and prolonged swelling give this procedure a definite downtime.

"Laser lipolysis, however, using the Lapex BCS System has the same effect as the chemicals on causing disruption of the cell wall and allows the fatty acids to be released into the lymph and removed from the body by the venous system and then the liver. The downtime is negligible."

The Lapex BCS machine is produced by Meridian Co. Ltd which is based in Seoul in Korea and distributed in the UK by **Laser Lipo Ltd** Clinic in Kent. Although the cost to include the machine and carry out the relevant training is £25,000, this can easily be recovered through the first 30 bookings. Heath House currently owns the only machine in the UK and the exclusive rights to sell the machine, but with plans to offer machines to other health accredited clinics and spas over the next few months, the clinic expects the treatment to be available in most regions of the UK by the end of 2008.

The likely increase of the availability of Laser Lipo could soon manoeuvre clinics ever closer to the holy grail of fat reduction, a fully non-invasive procedure which could, happily for many, make 'no pain, no gain' a redundant phrase.

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WE TAKE A LOOK AT THE LATEST LASER BODY CONTOURING TREATMENT
