

BodyTite

The Latest Chapter in Liposuction for Men

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Introduction to Liposuction

"I'm so frustrated; I work out regularly and watch my diet but I just can't get rid of these blasted love handles and this little bulge in my lower abdomen".

"I have suffered with man-boobs since I was a teenager and am very self-conscious. I avoid the beach, wear a T-shirt at the pool, and haven't seen any improvement with chest exercises".

"This wattle of flab and loose skin under my chin is making me look old. I'd like to get rid of it but I don't want a face lift or anything major".

Liposuction offers surgeons the ability to reduce excess fat, remove bulges, and improve body proportions. These benefits have been enjoyed by millions of patients over the last few decades and are particularly attractive because they can be directed toward areas that are often unresponsive to diet and exercise programs. Consequently it is not surprising that liposuction has grown in popularity to become the most common cosmetic surgical procedure in North America.

In its' simplest form liposuction is little more than a minimally-invasive

vacuum for body fat. The suction is introduced into the fat layers using a thin cannula inserted through tiny incisions. This force, combined with the mechanical efforts of the surgeon, results in removal of the excess fat tissue. While this basic concept has remained relatively unchanged over the years, other innovations have dramatically improved the safety and effectiveness of liposuction overall.

Energy-assisted Liposuction Over roughly the last 20 years surgeons have directed much atten-

tion toward technologies that apply some form of energy to the fat tissue prior to suctioning. For the purposes of this article I will refer to these collectively as "energy-assisted" liposuction techniques.

Generally these techniques make preliminary use of some form of energy, introduced through a cannula, to melt or break down the fat. This step is followed by suction removal of the products in a more traditional manner. Virtually every conceivable type of energy has been employed and marketed at one time or another, with varying degrees of success. Some of these technologies have included ultrasonic liposuction, laser-assisted, power-assisted, water-assisted, and so on.

Regardless of the actual technology employed the net effect of these modern liposuction innovations is that removal of excess fat is easier than ever before. The real aesthetic challenge lies with management of

the leftover skin; removal of "too much" fat can yield unsightly folds and ripples, much like abdominal skin that fails to completely tighten up after pregnancy. Skin with poorer initial tone, as seen after weight loss, is more susceptible to these consequences and has traditionally been best treated with excisional procedures like a tummy tuck.

Radio-Frequency Assisted Liposuction (RFAL) - BodyTite™

BodyTite™ is a new form of energy-assisted liposuction that approaches the desirable combination of gentle fat removal with unprecedented tissue and skin contraction. Research has demonstrated that application of heat to the skin, at a precise temperature, induces skin contraction. RFAL is the first technology to capitalize on this fact using radiofrequency (RF) energy applied under the skin in a safe, uniform manner.

The fat in men is characteristically tougher and more fibrous than in women and therefore more resistant to removal by the usual liposuction forces. Thus the use of energy-assistance to make the process easier, less traumatic, and more effective has been conceptually attractive and is now a reality

How it works

BodyTite™ uses an innovative, dual-purpose cannula that serves as both the source of RF energy and the traditional suction tip. This cannula is inserted through small incisions into the target area as for regular liposuction. Unlike other energy-assisted liposuction technologies, however, BodyTite™ is a single-stage process, both melting and simultaneously removing fat. This process allows for a faster treatment, more easily extended to large areas. The RF energy works

gently, even in tough, fibrous areas like the back and male chest that have typically proven challenging for traditional liposuction. It also coagulates small blood vessels, minimizing blood loss and reducing the amount of post-treatment bruising. Because the RF energy does much of the actual "work", there is less forceful disruption of fat required and consequently less discomfort, swelling, and bruising.

Safety

Radiofrequency energy is safe, reliable, and has been used for decades in numerous medical applications; it is the same technology used in practically every modern surgical procedure for cutting or cauterization. The characteristics of RF energy are well-understood and easy to control.

BodyTite™ includes sophisticated safety features, such as computer-controlled power delivery that instantly shuts-off upon reaching the target temperature. This feature minimizes the risk of burns and ensures a uniform treatment effect.

The BodyTite™ family

The BodyTite™ technology serves as the core of a comprehensive body-contouring platform. A series of different handpieces are available to the surgeon. When combined with finely-tuned power settings these products allow effective use in problem areas practically from head-to-toe.

- BodyTite™ – designed for use in most large body areas

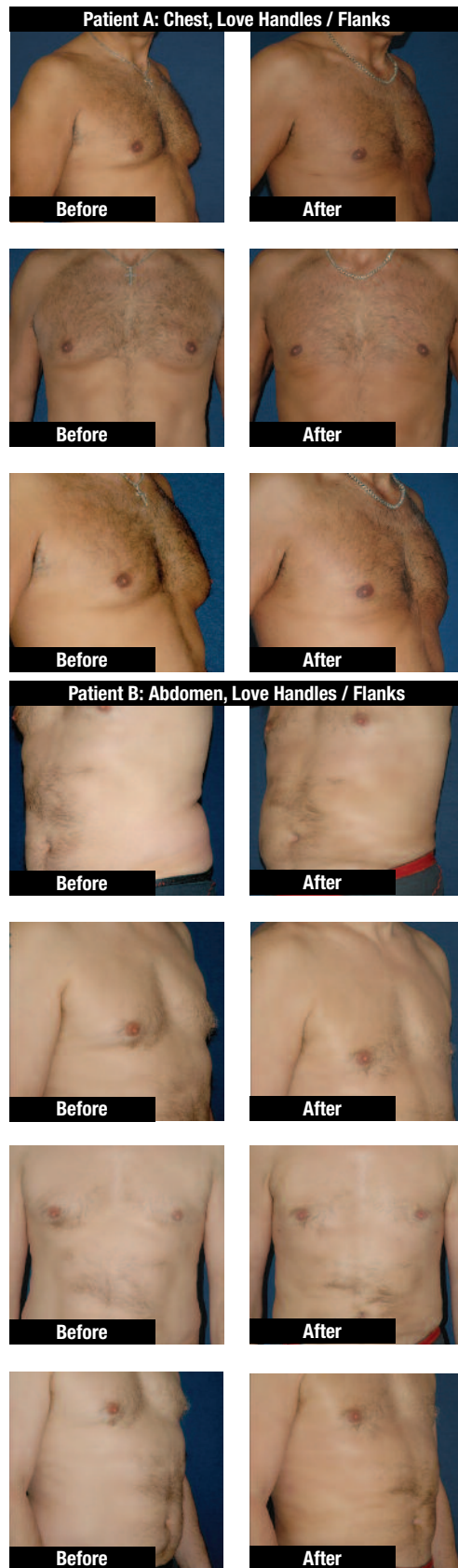
- NeckTite™ – this employs a smaller cannula designed for use with lower power settings in the thinner, more delicate tissues of the face and neck. It is ideal for reduction of excess fat and loose skin under the chin and jawline.

- FaceTite™ – this is a brand-new option to smooth wrinkles and tighten loose skin in the face. FaceTite™ does not employ a suction cannula for fat removal. Instead it uses a solid cannula that applies the radiofrequency energy just below the skin to induce heating and encourage tightening in the familiar BodyTite™ fashion.

Body Areas

BodyTite™ will certainly be effective in any area where other types of liposuction would be used. But the advantages of RFAL offer surgeons the ability to enhance the fat reduction in these areas and minimize subsequent loose skin. Initial clinical studies have shown up to 40% skin contraction with BodyTite™, compared to approximated 10% for traditional liposuction. This enhanced tightening effect allows the indications for BodyTite™ to be extended to those who have traditionally been poor candidates for liposuction, including older patients, those with thicker fat, or diminished skin tone as after weight loss.

Some of the specific body areas amenable to



treatment with BodyTite™:
Face and Neck – The combination of FaceTite™ and NeckTite™ provide good options for men seeking rejuvenation of the face and neck but do not want/need a full facelift. These minimally-invasive techniques offer minimal downtime and essentially no scars. They are also single-stage treatments as opposed to most externally-based skin-rejuvenation technologies.
Abdomen – the abdomen is a common area for accumulation of excess fat but also diminished skin tone, particularly after weight fluctuations. The advantages of BodyTite™ allow improvement in both of these problems and the exciting opportunity to provide the tightening effect of a tummy tuck but without the long scar.
Male breast (gynecomastia) – while the fat component of the male chest responds to conventional liposuction, the rubbery, firm breast tissue typically requires direct surgical excision with the creation of a visible scar. Using BodyTite™ scarless chest contouring can be achieved in men because the radiofrequency energy is able to break down breast tissue in addition to the softer fat.
Back, flanks, "love handles" – These areas with tough, fibrous fat tissue can require much mechani-

cal effort to remove the desired amount of fat. Again, the energy-assistance of BodyTite™ makes the process much easier, allowing maximal fat removal with less subsequent bruising and swelling.

Repeat/revision surgery – scarring in areas of previous liposuction or surgery can make repeat liposuction difficult and less effective. BodyTite™ is able to penetrate the tough scar tissue in these areas and also enhance skin tightening ability that might otherwise be exhausted.

Recovery

Men are particularly resistant to long periods of downtime and recovery after surgery; they are often keen to get back to work, hit the gym and engage in sports in short order. Fortunately most men find recovery after BodyTite™ is a relatively rapid and comfortable process. Normal but temporary consequences include mild discomfort, swelling, and bruising. Patients should expect to wear elastic compression garments under regular clothing for 4-6 weeks to encourage resolution of swelling and facilitate skin contraction. Most are able to resume light activities almost immediately and usually return to work within several days.

BodyTite™ surgery is most often performed using local anesthetic and some form of sedation, almost always on an outpatient basis. Patients should also expect numbness of the skin surface in the treated areas with return to normal sensation after several months. The final results will declare themselves over time. At least 3 months must pass after BodyTite™ treatment for swelling to resolve and the skin-tightening process to complete but some patients will notice continued skin contraction for up to 6 months after surgery.

Conclusion

As men seek cosmetic treatments in greater numbers the role for effective but less-invasive treatments will continue to grow. I see the BodyTite™ family of technologies as being particularly well-suited to the needs of men and poised to become an important part of this evolution.

Naturally an important precursor to any cosmetic treatment is a consultation with an experienced Plastic Surgeon, who will help prospective patients navigate the ever-expanding list of treatment options and arrive at an optimal treatment plan.

BodyTite At A Glance:

BodyTite™ RFAL (Radio-Frequency Assisted Liposuction) is a new form of energy-assisted liposuction that is designed to melt and remove stubborn fat, smoothen cellulite, while simultaneously re-contouring and firming your body

Benefits:

- RFAL works gently, even in tough, fibrous areas like the back and male chest that have typically proven challenging for traditional liposuction
- RFAL is a minimally-invasive treatment that minimizes discomfort, swelling, and bruising
- RFAL provides an alternative to those considering full facelifts
- Dramatic results can be seen with RFAL after a single treatment, with minimal downtime and essentially no scars



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