

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



To Find out more about BodyTite  
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