

SHAPING CONTOURS

NON-INVASIVE BODY CONTOURING DEVICE **MED CONTOUR** USES ULTRASOUND TECHNOLOGY TO REDUCE UNWANTED FAT DEPOSITS AND CREATE SMOOTHER BODY CONTOURS. GEMMA GARKUT REPORTS.

The quest to cultivate and maintain a bikini-body in time for summer can be an arduous task, particularly in the colder months of winter. Despite following a healthy diet and exercise program, many of us experience stubborn fat pockets and cellulite that need a helping hand when it comes smoothing body contours.

Med Contour is one of the latest technologies to offer a completely non-surgical option for body contouring and shaping that can minimise the appearance of fat pockets and cellulite.

'Cellulite can occur in both men and women but it is definitely more prevalent in women because of our biological and hormonal make-up,' explains US plastic surgeon Dr Julene Samuels. 'Med Contour is a new technology that offers meaningful improvement of cellulite and unwanted fat pockets without the need for anaesthesia or surgery.'

Med Contour employs innovative vacuum technology to treat the appearance of cellulite, which is used to lift the adipose tissue at the treatment site and allow the patented dual-modulated ultrasound transducers to specifically target the area.

'Med Contour works as an external ultrasound device that disrupts fat cells, causing the contents of the cell to be effectively "squeezed out" and eliminated by the body's lymphatic system,' Dr Samuels explains. 'This process is aided by the use of a lymphatic drainage handpiece, which we use before and after the treatment.'

The disrupted fat cells are a result of the cavitation effect that occurs – the formation of micro bubbles that burst inside the fat cell, the energy of which causes the cell to implode and be destroyed, resulting in a smoother contour surface on the skin.



BEFORE

AFTER one Med Contour treatment



BEFORE

AFTER two Med Contour treatments

Med Contour uses a patented 1MHz dual-ultrasound generator to produce this effect, which is modulated between 20 and 60kHz. As a result, lipids and triglycerides are released from the cell and passed through the vascular and lymphatic system to eventually be excreted by the body.

'I immediately recognised the unique application of a device such as this in a busy body contouring practice, where I've found there was a void between diet and exercise and surgery,' says Dr Samuels. 'In my experience, this is the only completely non-invasive body contouring technology which produces measurable and predictable results.'

The treatment involves applying the dual-modulated handpiece to destroy the fat cells, followed by the vacuum handpiece to perform lymphatic drainage. Practitioners can choose between multiple program settings that control the strength and depth of the treatment, depending on the patient's physique, desired results and comfort.

Dr Samuels says the most impressive results can be seen on the lower back rolls, love handles and tummy – areas commonly disproportionate on both male and female bodies. 'My favourite areas to treat are the flanks and belly button area as my patients have experienced consistently effective results,' she says. 'I've found the best candidates

are those whose fat or cellulite is soft and malleable because they can also experience a skin tightening effect.'

Patients typically feel a gentle warming sensation during the treatment, which is actually heat resulting from the imploding cells inside the body. Apart from this sensation, patients have reported that the process is typically quite comfortable and discomfort-free.

Patients can usually see results immediately which continue with more centimetre loss in the days following the treatment. Six to eight treatments are normally needed to achieve optimal results. After the main treatment, patients are treated with a lymphatic massage to assist the destroyed fat cells to pass through the lymphatic system.

Patients can resume normal activities immediately after treatment, as it is completely non-invasive and requires no recovery time. 'As a surgeon, I understand that sometimes there are patients who are seeking to reduce excess fatty pockets that do not respond to diet and exercise but do not wish to undergo surgery,' says Dr Samuels.

'Med Contour is an effective non-surgical preventative and maintenance treatment for reduction in the appearance of cellulite and fatty deposits, and has given my patients fantastic results,' she concludes. **acsm**