



Face the Fat:

The Evolution of body contouring procedures

Fat remains one of the most common concerns and widely talked about topics amongst men and women. Even with a good diet and healthy exercise regime, a large proportion of individuals have stubborn or resistant pockets of fat that may seem impossible to lose.

According to the American Society for Aesthetic Plastic Surgery in 2015, liposuction was the most commonly carried out procedure (396,048) with abdominoplasty coming in at third place (180,717).

The History and Evolution of Body Contouring

Surgical abdominoplasty, otherwise known as the 'tummy tuck', has remained the mainstay of excising fat for decades. Whilst the history of body sculpting dates back as far as the 1920s, new methods for fat reduction evolved in the 1970s with the father of modern liposuction, Dr Yves Gerard Illouz (1929–2015) demonstrating his 'Illouz Method' using suction-assisted cannulas through small incisions to remove fat. A large percentage of my patients lead busy lifestyles and request procedures to deliver results whilst giving them little or no recovery time. As their doctor, it's important to offer treatment options ranging from non-surgical to surgical, tailoring recommendations to patient's needs and safety.

The commonest non-surgical technologies include:

1 High Intensity Focused Ultrasound (HIFU)

HIFU waves are like sound waves, which penetrate through skin into targeted fat without harming surrounding tissues. Your body slowly absorbs the damaged fat. One or more treatments may be needed.

2 Radiofrequency

Radiofrequency produces an alternating flow of current to create an electric field. This drives energy to the areas of fat, which generates a controlled heat deep within the fat cells, which subsequently destroys them.

3 Cryolipolysis

Cryolipolysis ('fat freezing') received FDA approval in 2010. Fat is disrupted using a form of controlled frostbite by sucking up the treatment area into a hand piece between two metal plates. The area is slowly cooled and localised cell death occurs. Post treatment massage of the frozen block of fat is carried out which is slowly absorbed and metabolised by the body over time.

4 Laser

This latest technology received its FDA approval in early 2015 and launched in the UK this year. This latest laser technology precisely targets the delivery of energy, which bypasses the skin without damaging it, meaning little or no downtime. No massage is required and patients can resume normal activities immediately post treatment.

We would like to invite all Riverside Journals readers for a complimentary VISIA skin analysis and consultation until 31st December 2016.

Please contact S-Thetics on 01494 670990 or info@sthetics.co.uk and quote 'RIVERSIDE JOURNALS'

S-Thetics Medical Aesthetic Clinic
Marlborough House, 45
Wycombe End, Beaconsfield,
Buckinghamshire, HP9 1LZ
P. 01494 670 990
E. info@sthetics.co.uk
www.sthetics.co.uk

Here are my top tips when researching your treatment:

- 1 Ask about independently verified clinical data. FDA-approval is considered the world's most stringent authority for approving medical devices.
- 2 Ask your practitioner how many procedures have been carried out and their qualifications.
- 3 Discuss the pros and cons of the procedure and any potential adverse events.
- 4 Be clear about your expectations.
- 5 Large volumes of fat or patients with a high Body Mass Index (BMI) may be unsuitable for non-surgical options.
- 6 There is no substitute for a healthy lifestyle so ensure you maintain a balanced diet and have regular exercise.
- 7 If you are considering a surgical procedure, further Information is available on <http://www.bapras.org.uk/>