

THE AESTHETIC GUIDE

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Before and after four treatments with Emface+Exion using the small applicator

"Injectables are not going anywhere, but they have been around long enough that we have seen overuse that can create a problem at any age, particularly in the younger crowd that may not need as much correction," said Paul Jarrod Frank, MD, celebrity cosmetic dermatologist in New York City, N.Y. "People want a lifted and tighter appearance without pain and downtime. There is a definite trend of patients looking for an injectable-free solution who do not need that much and do well with these devices. Older patients benefit differently because while they need more correction, this Emface+Exion combination restores the face in a way that sets the stage for more work if they need it. This is unique in the space."

Emface begins with BTL's signature Synchronized RF and adds high intensity facial electromagnetic stimulation (HIFES). While the HIFES component selectively stimulates facial elevator muscles to revitalize facial musculature and subsequent structure, Synchronized RF stimulates collagen and



Before and after treatment with Emface

elastin while improving local microcirculation simultaneously. This provides a two-vector approach to combat the physical signs of facial aging without downtime or needles.

Exion is a newcomer to the field and features four distinct and powerful applications in a single platform for treating the face and body. Typically, facial sculpting using the R&R protocol begins with Emface to strengthen and tone facial elevators and improve overlying skin quality. Exion's RF+TUS applicator is used after to stimulate neo-collagenesis and neoelectrogenesis, improving skin laxity and naturally increasing hyaluronic acid (HA).¹

"When you think of the facial anatomy in layers, the musculature and fascia encompass the deepest levels, and Emface works on that," Dr. Frank began. Exion RF+TUS non-invasively builds on the next layers up to the surface, restoring tissue volume and elasticity that manifests as we go through sessions over time. It is great to see the 'nooks and crannies' level out as we do this without the need for healing or downtime. What you do from there depends on the individual patient's needs."

Dr. Frank cannot speak highly enough about the business side of BTL. "On top of the great ROI we see with these devices is the support that makes the ROI come to life," he explained.

"Direct-to-consumer marketing is essential because it reaches people that doctors simply cannot and creates recognizable branding. The training and support are superior. BTL's long history with these technologies puts them firmly at the forefront of aesthetic medicine, with safer and effective non-invasive devices that offer easy-to-sell treatments because they live up to the hype. Patients will always choose less invasive and less hassle, but with BTL devices, they do not have to consider the old trade-off of results versus risk and downtime."



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Multi-Modal Platform and HIFES Combination Uplifts the Facial Restoration Market

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