



A SUPPLEMENT TO **PSP**

About

The latest in non-invasive facial rejuvenation techniques

The Versatility of Ellman International's Pellevé® System for Surgical Intervention

The Pellevé® S5 Generator redefines surgical results with two distinct frequencies—4.0 MHz (Monopolar) and 1.7 MHz (Bipolar)—for greater precision and control. It is the only Ellman energy source compatible with Pellevé® Wrinkle Reduction Handpieces

BY WENDY LEWIS

The Pellevé® Wrinkle Reduction system uses radiofrequency energy to precisely heat the deep layers of the skin without damaging the epidermis. The heat causes the collagen in the skin to contract and tighten. The result is skin tightening and contouring with a noticeable improvement in skin quality and texture.

"As an analogy, Pellevé is like breaking down old driveways to lay down the new cement," said Red Alinsod, MD, FACOG, FACS, ACGE, a urogynecologist who practices in Laguna, Calif. "Old collagen is broken down to hasten the arrival of newer and tighter collagen. All of this occurs under the skin, but the results are seen on the surface immediately after treatment with further tightening over a span of four to six months. After treatment, the skin begins to produce new collagen, which improves skin firmness, softness, and smoothness."

According to cosmetic facial surgeon Joe Niamtu, III, DMD, who practices in Richmond, Va, "I have seen many non-surgical skin-tightening systems come and go. I have a surgical practice, so my patients expect a big bang. I have to be very careful how I introduce minimally invasive procedures into the practice. If I endorse a procedure that does not deliver, the lack of results could jeopardize my surgical practice."

"We began doing Pellevé several years ago, and the response was very favorable. We then made the fee reasonable, and my staff ran with it," says Niamtu, who does not personally perform the procedure. "So, I can be in the operating room while my staff is performing Pellevé. This is a procedure that can be safely delegated to aestheticians and medical staff, and provides an additional income stream without taking time away from my surgical practice."



Pleasant, comfortable treatment with immediate and lasting results

Niamtu has found that patients enjoy the treatment and are satisfied with the results. He is also careful not to overpromise to maintain a high level of patient satisfaction. "We absolutely do not promote this as a 'big bang' procedure, but rather as a minimally invasive 'spa' treatment that feels great and provides a noticeable result," he said.

Although some patients see improvement in a single treatment session, Pellevé is typically performed in a series of two to three treatments about one month apart, with an annual touch-up treatment as needed. "The first treatment provides brighter skin and mild firmness on the jawline. The second treatment provides tighter and smoother skin in the perioral area and nasolabial fold regions, as well as a subtle lift of the cheeks and some improvement of the crow's feet. The third treatment provides

firmer skin and a tighter jawline," according to Niamtu. "Overall, patients feel that they look and feel more refreshed. Our biggest improvements have been when Pellevé is combined with prescription-grade skin care, neurotoxins, and fillers."

THE FINE ART OF EYELID REJUVENATION

Surgeons need to be careful about endorsing minimally invasive technologies that may not measure up to the marketing claims.

According to Montclair, NJ, plastic surgeon Barry DiBernardo, MD, FACS, "For a device to be successful and worth the investment, it has to fill a void in your practice. We use neurotoxins on patients when they have crow's feet. But many patients also have crepey skin that they do not like, and neurotoxins do not treat that

symptom of aging. With Pellevé, patients can get tightening around the eyes over a series of three sessions, spaced about a month apart. They will get more tone in that area, and Pellevé is an ideal complement to neurotoxins. It is a minimally invasive and comfortable treatment.”

Both Niamtu and DiBernardo have had the Pellevé treatment themselves to effectively evaluate how to position it in their practices. “I can honestly say that the way we use Pellevé and the results we discuss are realistic, and the patients are happy. It has proven to be a useful adjunct for the patient that desires a small painless ‘spa’ procedure with appreciable results, and it feels darn good,” Niamtu says.

Oculofacial surgeon Scott Goldstein, who practices in Philadelphia, agrees. “The Ellman RF unit with Pellevé has been a great addition to my practice. It is really a multifunctional device with great versatility. I have a combined medical and cosmetic oculoplastic practice, so I can utilize the Ellman system in many ways. I use it to help with biopsies and excision of skin lesions in the face and periocular area with quick healing, negligible scarring, and excellent patient satisfaction.”

Goldstein now uses the Ellman RF unit for all of his cosmetic blepharoplasties. “This has been truly a great improvement over scalpel and scissor surgery. The ease of dissecting and developing tissue planes with less bleeding has improved the speed of my cases. More importantly, I end up with less tissue trauma intraoperatively, which translates into less postoperative edema and bruising and much quicker healing, which has a profound effect on patient satisfaction.”

By adding Pellevé, Goldstein says, “You start to see how this investment really starts to pay off for both practitioners with medical/cosmetic blended practices and those with exclusively cosmetic practices. Pellevé, as a nonablative treatment, gradually heats up the skin and is helpful in contracting the protein matrix leading to improvement of fine lines and wrinkles, both in the short term based on the initial contraction and by stimulating collagen production over the coming weeks and months. This is especially true around the eyes.”

In most cases, a full face treatment takes less than an hour and fits easily into busy schedules. According to Alinsod, he recommends two or three treatments of the face, spaced one month apart. “The best candidates for Pellevé are those who present with loose, crepey skin and loss of fullness. Patients can expect to achieve skin improvement that is visible and palpable while giving a feeling of



Portable and lightweight—ideal for office and clinic environments



Pretreatment

30 days post-treatment

Courtesy of Reynaldo Javate, MD

‘fullness,’ as a result. I use Pellevé to treat the skin on the face, including the eye area.”

Most proponents of the Ellman technology agree that Pellevé delivers consistent results, especially in younger patients. Patients in their 30s, 40s, and into their 50s can all benefit. As Goldstein says, “Clearly the periocular skin is the first area of the face to show visible aging changes. Many patients come in wanting to know what can be done to reverse the signs of aging.” Cosmetic patients are very well educated on the spectrum of treatments available to achieve their desired result. “There

is no magic wand; no one treatment can do everything,” he adds.

LABIAPLASTY WITH THE ELLMAN RF UNIT

Alinsod, who practices at The Laguna Laser Center in Laguna, Calif, uses the Pellevé System both for surgical cosmetic gynecology procedures as well as for treating facial wrinkles, and skin tightening of the eyelid area and the face. “We acquired the first machines over two years ago and continue to be amazed by the extraordinary results we are seeing. The



Courtesy of Joe Niamtu III, DMD

Surgical versatility for lesion removal



Courtesy of Fred Alinsod, MD



Courtesy of Fred Alinsod, MD

Great for cosmetic GYN procedures

result for the patient is a naturally refreshed appearance. Age seems to melt away with the heat," he says.

With the Ellman RF unit, Alinsod is able to offer his patients highly specialized surgical services to restore and enhance the appearance of the vaginal area. With cosmetic GYN procedures such as labiaplasty noted to be on the rise, Ellman's radiofrequency technology allows Alinsod to enhance and tighten tissue surgically to restore a youthful appearance and improve functionality and femininity in patients.

"In my experience, the Ellman Radiofrequency system is the best tool for revision and enhancement surgery to even out edges, bumps, and asymmetries. I invented 'Sutureless Revision Surgery' using the Ellman RF devices. Unfortunately, revision cases from 'botched labiaplasty' surgery are quite common, and we see several cases every month," Alinsod says.

REJUVENATION COMBINED WITH SURGICAL EFFICIENCY ADDS VALUE

The versatility of the Ellman device adds a new dimension to a surgical practice, and offers excellent value to physicians. Beyond skin tightening, the Ellman RF platform offers a range of surgical procedures at a low operating cost that yields enhanced profitability.

"Our experience has shown that Pellevé does not make dramatic improvements with thin skin that has cross-hatched wrinkles, or deep wrinkles and excess neck skin. Pellevé has found a nice niche in our practice as an adjunct to other minimally invasive procedures. We never overpromise, so therefore, our patients know what to expect. We market this as a procedure that bridges the gap for those patients that don't want or cannot have bigger procedures, or for those who desire maintenance," Niamtu says.

Widely considered to be an affordable and innovative multimodality system, the Pellevé Wrinkle Reduction System offers physicians adaptability in a compact design that is easily portable from treatment room to treatment room, or from one facility to another.

According to Goldstein, "This needs to be viewed as an investment in facial rejuvenation. Just as no financial investor puts all their money in one single investment, patients looking to improve or maintain their youthful appearance need to be engaged with multiple treatments. Skincare, sunscreen, botulinum toxin, and hyaluronic acid fillers are part of the complete armamentarium of complementary treatments. Pellevé fits well into the paradigm

Pellevé Benefits:

- Comfortable treatment
- Measurable results after a single session
- No downtime for patients
- Skin tightening plus surgical procedures
- Adds value to your practice
- Practice profitability
- Noninvasive, nonablative office treatment
- Minimal side effects
- Can be delegated to physician extenders
- Easily bundled with other services and products

of noninvasive rejuvenation. By combining various treatments, you are continually improving and maintaining skin function and health. I keep patients engaged in my practice and get consistent improvement, which is a win-win for patient and doctor!" ■

FOR MORE INFORMATION, VISIT

- Pelleve.com
- Ellman.com
- Ellumine.com

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pellevé[®]

Elegant Results, Endless Possibilities

- Non-surgical wrinkle reduction and skin tightening
- Remove lesions, moles and other unsightly skin impairments
- High frequency 4.0 MHz provides better surgical control, precision and versatility
- Visible and lasting results in nearly all patients

Unparalleled
efficacy and safety in a
variety of procedures ranging
from surgical to non-invasive cosmetic
wrinkle reduction in a single system

SKIN TIGHTENING



Before | After

Image courtesy of Donald Richey, MD

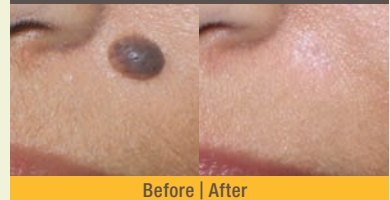
SURGICAL VERSATILITY



Before | After

Image courtesy of Red Alinsod, MD

LESION REMOVAL



Before | After

Image courtesy of Joe Niamtu, III, DMD