

Endermologie Gains Popularity as Demand for Non-Invasive Tx Expands

By Bob Kronemyer, Associate Editor

According to the *American Society of Plastic Surgeons (ASPS)*, between 1992 and 2007, there was a 966% increase in non-surgical and minimally invasive procedures, which was approximately three times the growth rate of surgical procedures during the same period. Not only is the popularity of less invasive treatments growing by leaps and bounds with more than ten million procedures last year alone, there's been a sharp decline in nearly all categories of surgical body contouring.

Last year, at the ASPS annual meeting, surgeons considered the latest advancements of the non-invasive generation. This seems to be the right idea, since besides the huge, high growth consumer market, minimally invasive procedures have fewer liabilities, require little or no physician attention and generate enormous profits.

For a growing number of cosmetic physicians LPG® Systems' (Valence, France) Endermologie®, distributed in the U.S. by Techno-Derm (Miami, Fla.)

has become a top choice. As a completely non-invasive treatment, it does not add any liabilities or 'chair time.' Additionally, with its long lasting, visible results without recovery time, radiofrequency or harmful toxins, treatment is very appealing to consumers.

The growing demand for non-invasive aesthetic procedures has helped Endermologie reach worldwide success for cellulite and body contouring. Now its facial rejuvenation treatments are becoming just as popular.

Theoretically, the body can regenerate indefinitely, but in reality this doesn't

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happen. Instead, as we age, cells stop functioning. Endermologie, also termed the 'medicine of cellular stimulation,' uses a natural, clinically proven process called mechanotransduction to revitalize dormant cells.

Over time, fibroblast cells stop working. With facial Endermologie, LPG Lift treatment heads create gentle micropulses that reverberate to the core of fibroblast cells. Upon stimulation, fibroblasts reactivate their production of collagen and elastin, the two substances essential for firm, uplifted, youthful skin. Clinical studies prove that mechanotransduction not only increases the density and quantity of collagen and elastin fibers, it also replenishes oxytalan fibers which usually disappear with age.

Endermologie's aesthetic body treatments work in a similar manner. When fat cells become dormant, the body stores diet and exercise resistant fat deposits and skin takes on a puckered, dimpled appearance. With highly targeted Roll'In®, Roll'Out®, Roll'Up® protocols, LPG's tri-dimensional Roll® treatment heads combine with aspiration to gently lift and recondition unhealthy fat tissue. This intensive, repeated mechanotransduction stimulation is clinically proven to reactivate the metabolism of fat cells. As fat deposits are eliminated, the figure is slimmed and reshaped. Once fluid exchanges are revitalized and adipose tissue is softened, cellulite dimpling is diminished.

Today, Endermologie is internationally regarded as a gold standard of care for safe and effective cellulite, localized fat and anti-aging treatments. Partially, this is due to LPG's entirely non-invasive means to produce long lasting, visible results. However, Endermologie also has supporting data from 85+ clinical studies, an FDA clearance for cellulite and inch loss and a large consumer following.



Endermologie with the Cellu M6 Keymodule i50 2 (for face and body)

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THAT MEANS:**

- NO RECOVERY TIME**
- NO NOXIOUS RADIOFREQUENCY LEVELS**
- NO HARMFUL TOXINS**
- NO ADDED LIABILITIES**

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