



# The New Era of Minimally Invasive Facial Enhancement Has Begun

Surgical vs non-surgical, ablative vs non-ablative... confused yet? Now how about invasive vs minimally-invasive?

Relax, it's all good news for the cosmetic consumer.

By Dr. Nino Kuzmar, Founding Medical Director of the St. Clair Cosmetic & Laser Clinic

THE DYNAMIC FIELD OF Aesthetic and Anti-Aging Medicine coupled with a seemingly endless demand for cosmetic services is fuelling an arms race type of technological escalation resulting in the development and commercialization of some incredible new products in the area of facial enhancement.

## ePrime Non-Surgical Facelift

The phrase "non-surgical facelift" has been bandied around so much by so many ineffective technologies over the years that the term itself has almost lost its relevance.

### Almost...

Enter the revolutionary new "minimally invasive" ePrime system from the recently merged powerhouse of Syneron-Candela.

This device is absolutely ground-breaking. It is in essence a highly sophisticated system for the consistent and unimpeded delivery of RF energy to the deep dermal tissue where it is most needed in order to dramatically improve skin laxity.

### Wow...and how do you say it can do that?

Well, the skin is injected with a matrix of tiny needles directly into the deep dermis bypassing the more superficial epidermis and upper dermal layers. These needles have real time temperature and impedance monitors that ensure the consistent delivery of the collagen and elastin stimulating energy with each and every application.

The results achieved with this device are so impressive that they are not compared with other laser or energy based

technologies but rather with the gold standard itself, surgical facelift.

### Yes, you read right! Results are comparable to a surgical facelift.

Dr. Alexiades, cosmetic dermatologist and Yale associate professor, recently published a peer reviewed clinical comparison of ePrime results and surgical lower facelift procedure examining the prejowl, jawline and upper neck regions. It was determined that on average, ePrime delivered 37% of the improvement achieved with a surgical facelift procedure. That result does not in and of itself replace surgery as the best treatment option for this indication, but it does highlight how far along the spectrum of non-surgical options this technology has come.

This treatment is very much for the man or woman who is starting to see early signs of sagging tissue in the pre-jowl and jawline region and are not considering surgery as an option that's right for them.

After researching the clinical studies, meeting the development team, and personally being trained on this technology by Dr. James Newman, Facial Plastic Surgeon and Stanford Associate Professor, I was so impressed that I had to move forward and offer this remarkable treatment to my own patients immediately.

For my practice, the new era of minimally invasive facial enhancement has begun...

*Dr. Nino Kuzmar is a University of Toronto Medical graduate and founding medical director of the St. Clair Cosmetic & Laser Clinic. He is a cosmetic physician with a special interest in non-surgical facial rejuvenation.*