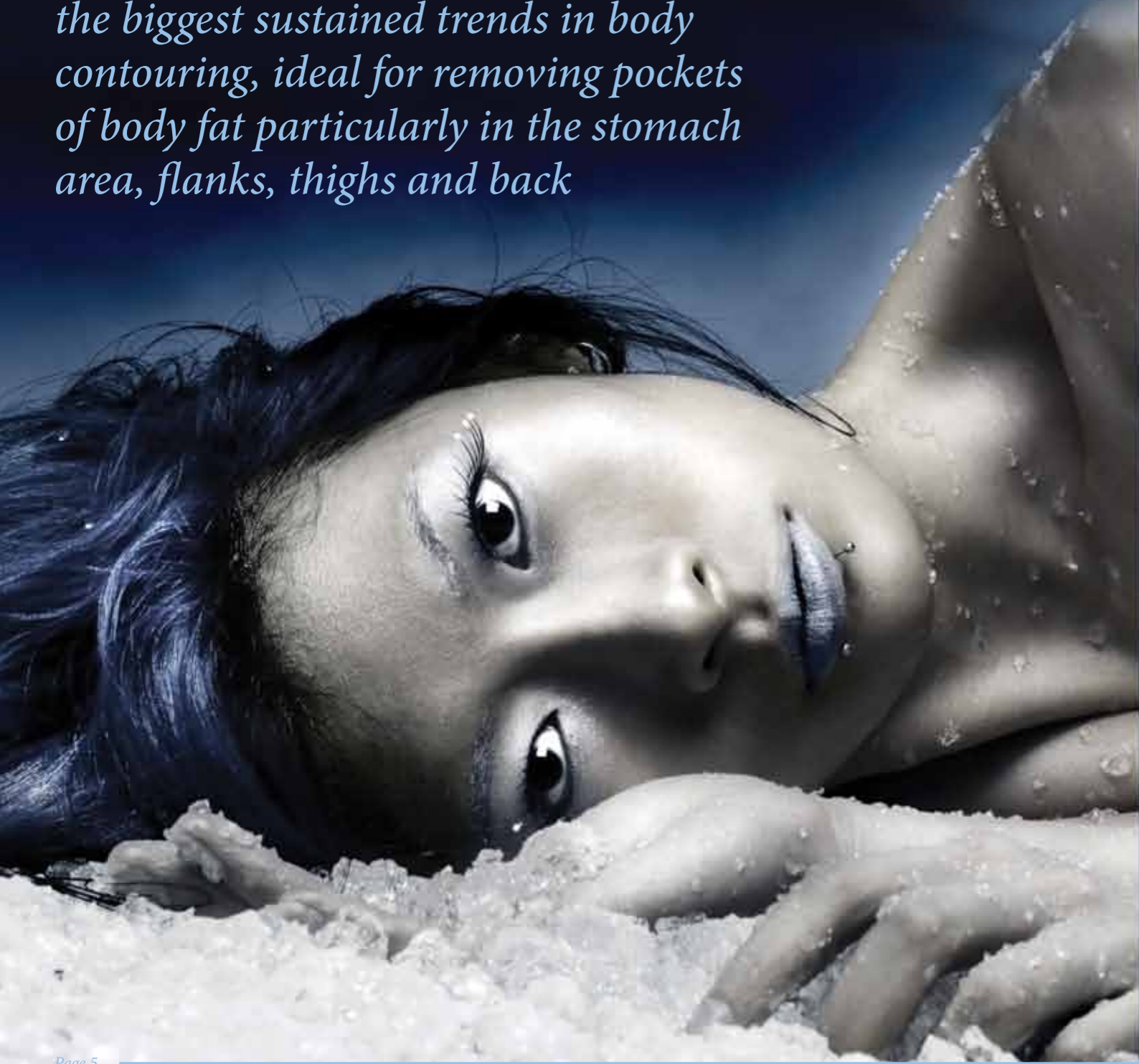


The Big

FREEZE

Cryolipolysis is undoubtedly one of the biggest sustained trends in body contouring, ideal for removing pockets of body fat particularly in the stomach area, flanks, thighs and back



As many as one in three patients undergoing traditional Liposuction has been left with strangely lumpy bodies after the procedure. Christopher Inglefield, a consultant plastic surgeon at the London Bridge Clinic, admits the process is unpredictable and hard to control, and in the wrong hands the results can be disastrous.

"I think Liposuction will be obsolete in ten years anyway. We now have multifocus Ultrasound, Vaser, which is capable of painlessly breaking much bigger volumes of fat while leaving the surrounding tissues and blood vessels intact" However there is great news for patients who don't want surgery and have only a few stubborn areas of fat that they would love to get rid of.

Cryolipolysis is undoubtedly one of the biggest sustained trends in body contouring, ideal for removing pockets of body fat particularly in the stomach area, flanks, thighs and backs. This technology is proving increasingly popular with patients and doctors alike because of its low downtime, minimum discomfort and most importantly impressive results in destroying fat cells.

Recent studies presented by CoolTech at IMCAS 2015 in Paris, have shown a fantastically synergistic effect when Aqualyx is used at the same time as Cryolipolysis

Clinical trials have reported a decrease of 20 to 25 percent of fat in targeted areas such as the stomach or thighs, with the optimum results visible from two to three months after treatment.

Although this method does not offer the more extensive fat loss available from traditional liposuction or Vaser, it is a great

alternative for those with smaller areas of fat. Cryolipolysis is an easy in-office procedure to freeze away that bulge in their stomach or love handles. Patients can answer emails and telephone calls, read a book or watch a film while having the treatment. It is used for small areas of fat that refuse to budge with exercise and is done without anaesthetic or medication.

Scientists at Zeltiq in California designed the original cryolipolysis device called CoolSculpting, which has enjoyed huge popularity since the FDA approved it in 2010. This device is highly regulated with a great deal of research and clinical papers backing it. The CoolSculpting device is positioned on the area of the body to be targeted and using a suction action draws the fat bulge into the CoolSculpting applicator where two cooling plates are situated. As the cooling starts, a feeling of pressure and cold follows. The sub-zero temperatures cause the fat cells to die. They are then flushed away by the body over the next few months. The process is gradual meaning that there is no danger of your lymphatic system being overloaded.

The treatment, which takes anything from one to several hours, is relatively painless. Patients often work or watch movies throughout. The skin and muscle tissue is unaffected by the procedure because fat freezes at a higher temperature than other cells. The effects can be seen as quickly as four weeks post-treatment, but the most dramatic results come after two to three months. Mitchell Levinson, Zeltiq's founder, said trial patients had been monitored for three years without the fat returning. A single treatment is usually enough for each love handle. A larger beer belly or a set of flaps of fat under the arms may need two treatments.

At Marina Plastic Surgery, which has clinics in Los Angeles and Beverly Hills, men make up 45 percent of the CoolSculpting patients. Plastic surgeon Dr Grant Stevens says 'Men mostly have their love handles treated. Other commonly treated areas are the tummy and male breasts. Women go for love handles, muffin tops, thighs and arms.'

Although Zeltiq have developed bespoke applicators including the new CoolCurve to

allow better contact in different anatomical areas, the problem remains that dual paddle capability, i.e. the ability to treat both sides of the body at the same time, is only possible with two machines. The new generation Cryolipolysis devices like CoolTech, and 3D Lipo have been designed specifically with dual paddle capability which decrease the amount of time required in treatment and faster patient outcomes.

Those hoping to dodge the gym, however, will be disappointed to learn that Cryolipolysis should not be considered an alternative

Recent studies presented by CoolTech at IMCAS 2015 in Paris, have shown a fantastically synergistic effect when Aqualyx is used at the same time as Cryolipolysis achieving a staggering increase in outcome of over 30%. Other treatment combinations called 'Fire and Ice' include Thermage RF to tighten the skin after the Cryolipolysis to achieve a smooth refined contour.

Those hoping to dodge the gym, however, will be disappointed to learn that Cryolipolysis should not be considered an alternative. While the fat-loss in the targeted area is permanent, it won't prevent build-up in other areas. "If you eat a lot you'll gain weight in other places, so you need to keep going to the gym and watching your diet," Dr Curran warns. "The procedure will not replace proper diet and exercise. The ideal candidate is someone in good shape, who simply has a bulge that they cannot reduce either through diet or exercise but they are physically fit," he says. ■