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In a keynote address, Robert Grant, president of Allergan Medical (Irvine, Calif.) emphasized the enormous opportunities ahead for medical rejuvenation. Market research conducted by Allergan reveals that the potential for the aesthetic market has barely been realized. "There are 27 million women across the U.S. that can afford Botox Cosmetic and are aesthetically minded. Yet, only 850,000 to 1 million are getting Botox on a regular basis. It's a small fraction of what it could be. In fact it only represents 3% of the addressable market," said Mr. Grant. "The greatest opportunity in this industry is to mainstream the technologies. The greatest challenge to achieving that opportunity is building trust with consumers. It is critically important that we don't over promise and under deliver as an industry." Audience members also were able to preview Allergan's latest direct-to-consumer advertising initiatives, including the first consumer branding and advertising effort for breast aesthetics. Using the tagline "Natrella: To Each Her Own," Allergan will launch a series of print and television advertising spots in "an effort to mainstream breast aesthetic procedures into the household consciousness."



**Robert Grant**  
President  
Allergan Medical  
Irvine, CA

One of the areas of aesthetic medicine that is poised for significant growth is body shaping. Alma Lasers, Inc. (Buffalo Grove, Ill.), recently received FDA clearance to market the Accent dual mode RF system in the U.S. It is FDA approved for the treatment of



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wrinkles and rhytides, but the clinical applications are for the entire body, said presenter Martin Braus, M.D., medical director of cosmetic rejuvenation at the Vancouver Laser and Skin Care Center in Vancouver, BC, Canada. "You can use it for body contouring, spot fat reduction, skin tightening as well as cellulite – which is a ubiquitous problem," commented Dr. Braus. The uniqueness of the device lies in its unipolar radiofrequency (RF) mode, which allows it to deliver volumetric RF energy deep into the dermal and subdermal layers to efficiently treat large volumes of tissue. "Unipolar is an antennae that is dumping energy into the tissue. Fortunately, fat has the most resistance – nine times that of skin – so we can preferentially treat fat."

The Accent is a 40 MHz device, compared with Thermage at 6 MHz and it has no disposables. Four 30 second passes are completed using the unipolar handpiece followed by four 30 second passes in the bi-polar mode. "What I like about these procedures is that they are simple. There is no need for analgesics, no disposables and no downtime," noted Dr. Braus.

Another body shaping device that is generating a lot of buzz among aesthetic practitioners is the Smartlipo laser from Cynosure, Inc. (Westford, Mass.). Approved by the FDA in November of 2006, Smartlipo is a laser-assisted lipolysis system that offers a less invasive alternative to traditional liposuction. With Smartlipo, a 1064 nm Nd:YAG laser fiber is inserted subdermally through a 1 to 1.5 ml punch incision delivering energy directly to adipocytes causing them to rupture while at the same