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ISAPS 3rd Vice President

NON-SURGICAL BODY CONTOURING

CoolSculpting is a non-surgical procedure based upon cryolipolysis, the application of controlled cooling to selectively target undesirable subcutaneous fat. I first wrote about my experience with CoolSculpting in a retrospective study which described our clinical and commercial experience with the first 528 CoolSculpting patients at Marina Plastic Surgery.¹ The article became the most widely read article ever published in the *Aesthetic Surgery Journal* and revealed the new patient population for a non-surgical body contouring procedure and how it could help grow a plastic surgery practice.

Many plastic surgeons took note of non-surgical body contouring for the first time when they read that 66% of the cryolipolysis patients were new to the practice, 62% were aesthetic neophytes, and 40% of my new “Freeze the Fat” patients stayed with the practice in the following years. The data showed that CoolSculpting is a gateway procedure, particularly for male patients, and these new patients remained with my practice and enjoyed additional services and goods, such as skin rejuvenation procedures, injectables, laser hair removal, and skin care over the ensuing years.

Since that first ASJ article, I wrote about my experience with 11 non-surgical devices and why CoolSculpting remains my procedure of choice for body contouring.² I discussed the dangers of counterfeit devices which cause patient injury³, shared cryolipolysis case studies⁴, discussed observations of possible cryodermadstringo, skin tightening following cryolipolysis^{5,6}, and conducted a clinical study leading to the introduction of a non-vacuum cryolipolysis applicator and FDA clearance for treatment of the thighs.⁶

Over the past few years, enthusiasm for CoolSculpting has grown as it has proven itself to be a steady source of practice revenue and continues to bring new patients to my practices, Marina Plastic Surgery and Body by Orange Twist. Targeted advertising, understanding of male patients’ needs, and creation of Marina Manland, our male-friendly facility, has increased our number of male patients. The introduction of the CoolMini small cup applicator has allowed us to non-surgically address small deposits of fat and it’s especially well-suited for reducing submental fat.

Believe the double chin is the new love handle, an area of highly undesirable fat that male patients are very eager to reduce. Figure 1 shows a patient pleased with his non-surgical reduction of submental fat.



Figure 1: This 42 year old male was unhappy with his excess submental fat. The patient is shown pre-treatment and three months post-treatment following two CoolSculpting procedures. Procedure by Dr. W. Grant Stevens at Marina Plastic Surgery.

And as male patients have been brought to the practice by CoolSculpting and realized how comfortable they feel in Marina ManLand, they’ve also been introduced to secondary procedures. Many have opted for injectable fillers and neuromodulators, discovered procedures such as MiraDry and NeoGraft, and been introduced to medical facials and professional skincare products for the first time. Eventually, some of these male patients have opened up and asked about surgical options, too.

While CoolSculpting has brought new male patients to the practice, it also continues to address the needs of my female patients. By contouring the whole body, as shown in Figure 2, aesthetically pleasing results can be achieved without surgery. With several treatment visits and applicator placements to multiple areas of the body, dramatic liposuction-like results can be achieved.

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Figure 2: This 55 year old female was pleased with her noticeable fat reduction and new body contours. She received two CoolSculpting treatments to her flanks and lower abdomen. Procedure by Dr. W. Grant Stevens at Marina Plastic Surgery.

The latest development from CoolSculpting is the CoolAdvantage applicator, a contoured cup applicator that offers greater comfort and shorter treatment times. Following the successful introduction of the CoolMini applicator, the small cup applicator evolved to a larger cup for treating areas such as abdomens and flanks. The CoolAdvantage cup geometry maximizes tissue contact with the cooling surface, which increases treatment efficiency. The lower temperature protocol and applicator geometry reduce treatment time from 60 to 35 minutes. The targeted tissue seats fully against the cooled cup and the reduced skin tension results in greater patient comfort during treatment.

With the interchangeable contours, as shown in Figure 3, one applicator can treat a variety of body areas. With the CoolFit Advantage flat contour, we can treat the inner thighs and arms. The CoolCurve+ Advantage contour addresses sharply curved areas such as the flanks. And the CoolCore Advantage contour is suited for the abdomen.




Figure 3: The CoolAdvantage applicator features a cooled treatment cup and interchangeable contours for flat and curved treatment sites.

By reducing treatment time and increasing patient comfort and convenience, I anticipate the CoolAdvantage will produce more satisfied patients and grow my practices even further. CoolSculpting is a safe, effective, very tolerable non-surgical body contouring procedure that attracts new patients and continues to grow my surgical and non-surgical practices.

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CoolSculpting is a product of Zeltiq, an ISAPS Gold Sponsor. Dr. Stevens is an investor, a clinical research investigator, and receives research support and speaker fees from the company. 

WHERE IN THE WORLD?



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