

2016 Aesthetic and Anti-aging Medicine World Congress and Body Contouring

There were over 200 exhibitors presenting at the Monaco AMWC with only a small percentage exhibiting body contouring devices in comparison to the recent UK Aesthetic Medicine Live and Professional Beauty London. There was no new amazing device leading the way in revolutionary body contouring, no new technology to transform the market which places Erchonia Verju as being a real revolutionary contender in this difficult market. The 'difficult' aspect is that there are now so many devices coming out all promising to do great things, but if you actually research beneath all the hype and veneer you will find they simply will not live up to their promises. Very few have any real sound scientific and clinical backing, let alone FDA market clearance. The results they pertain to deliver are very reliant on operator skill and manual input which is old school. Here are a few of the body contouring devices on show:

- ION Magnum Genius - Based on heart pace- maker technology, stimulating central nervous system to "burn subcutaneous and visceral fat". Claim: 1 Ion Magnum session is equivalent to 1 month spent in the gym for muscle toning , and will deliver 4-6cm loss equivalent to burning off 5000 calories. What are the adverse effects? Where are the sound clinical studies?
- Iellios - Described as neuro frequency nano technology, similar in practice to Ion Magnum Genius. The case study pictures showed reduction in abdominal circumference, but 20 treatments and a strict diet programme was required. What caused the weight loss?
- Z Wave by Zimmer - Uses radial shockwaves to for skin tightening and cellulite reduction. Best results achieved if combined with their Z Lipo cryolipolysis. This device is really to enhance the cryolipolysis oucomes, so the 2 devices would need to be bought. The Z Wave is not a stand -alone treatment. Like the Zimmer Cooler, the Z Wave works as an adjunct.
- Reaction from Viora - A radio frequency and vacuum therapy device similar to Velashape. Heavily reliant on operator skill and manual input leading to variable results and risk factors.
- Cellutec G5 - Combining infrasonic and sonic vibratory technology. This is claimed to have a slimming and toning effect, but really it is about deep tissue massage and lymphatic drainage.
- Micool-A - A cryolipolysis system to rival Coolsculpt. Only treats small localised areas of stubborn fat, no other health benefits.
- Vanquish BTL - A big contender in the body contouring market. Considerable revenue spent on marketing to raise profile. A radio-frequency device. Does have an FDA market clearance for one of their products. This device is designed primarily for waist, abdomen reduction, but lacks versatility to be used for other areas.

These devices all claim to effectively have a role to play in effective body contouring, but each one has it's own pitfalls. Not one device has a real effect on the health of the fat cell by treating fat in its entirety as an endocrine system. To promote natural and effective sustained weight loss in a patient without necessitating the need for strict calorie reduced dieting and considerable exercise the function of a fat cell must be addressed. It's correct functioning must be normalised, so it is insulin receptive, has restored levels of the hormone leptin, it is easily accessed to reach the glycogen stores when required for energy and the encasing fibrotic septae are stabilised to give a strong cohesive structure for the adipocytes to function in.

The photobiological effect of the Verju's 532nm wavelength will address the function of a fat cell. It has been clinically proven to do so. The Verju has a total encompassing body contouring and health effect on the body. The effects of the absorption of the light energy into a cell's mitochondria is to stimulate the increased production of adenosine triphosphate(ATP). This has the same agonist effect as taking a drug to do the same function. It is this simple concept of photochemistry that achieves much of the great results, which is what even the most educated of practitioners need to grasp. On initial introduction to the Verju it is hard to comprehend how the technology works, especially without any serious manual operator input or radical diet and exercise. There is natural skepticism especially when they have already viewed so many body contouring devices and been bombarded with great claims and amazing pictures.

At Bodylase Medical Ltd we urge individuals to look beneath the surface and open up their minds, as they may have become too entrenched with old ideas around body contouring, and stuck in conventional non-invasive fat cellulite treatment paradigms? In effect they need to get back to the real basics of science, and see fat as an endocrine system to effect real change, and not as Erchonia exclaim, " as the enemy". Treat the intrinsic as well as the extrinsic.