

THE ULTHERAPY® PROCEDURE. AS SEEN IN THE NEW YORK TIMES.

IN THE WRINKLE WARS, A NEW WEAPON

TREATMENTS USING ULTRASOUND WAVES

TO SMOOTH OUT FACES AND ELIMINATE FAT CATCH ON AMONG DERMATOLOGISTS AND SPAS

By Bee Shapiro

As she aged, Sandi Bachom, 69, a filmmaker and producer in Manhattan, tried Botox to keep the inevitable wrinkles away, but she was wary of anything more invasive. She wanted, as she explained recently, to avoid “going under the knife.”

So a couple of years ago, at the suggestion of her dermatologist, Dr. David Colbert, she first tried Ultherapy, in which ultrasound waves are shot through a gel into the skin. She had the treatment on her face and neck, particularly the tricky jowls.

“I call it my ‘way-back machine,’” Ms. Bachom said. “It has effective, fast results, and it’s natural enough so you don’t look like ‘Brazil’ the movie.”

The session took about 15 minutes¹ and included some pain: Ms. Bachom was offered a squeeze ball and Valium². The treatment provided a noticeable lift to her face that lasted nearly two years³, she said; she repeated it last November.

“It was worth the money,” Ms. Bachom said. (Dr. Colbert said his Ultherapy prices start at \$5,000⁴, depending on the area addressed.)

Across New York City, women young and old are riding the ultrasound wave. Doctors rave about Ultherapy because it leaves no evidence.

“There’s no needle marks, no peeling and no bruising⁵,” said Dr. Francesca Fusco, a dermatologist in New York who performs Ultherapy in her office. And, Dr. Fusco pointed out, patients are comfortable with the new technology because they associate ultrasound with the test many women have during pregnancy. “It’s something they have heard of before, and if you can do it on pregnant women, they feel it’s safe,” she said.

Dr. Fusco added that while the therapy is actually “very safe,” she warned that it’s not appropriate for patients who have a history of cold sores, a pacemaker or a cheek or chin implant. Additionally, any kind of skin disease can be worsened by the treatment, and when operating the Ultherapy machine, she avoids pressing it near the thyroid gland in the neck or at the middle of the forehead or chin, where “nerves course superficially,” she said⁶.

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1 - The typical Ultherapy® treatment time is 60-90 minutes. 2 - Comfort management measures vary. It is recommended to consult with a physician to determine the most appropriate comfort management approach for an individual. 3 - Ultherapy results vary from person to person. Most patients enjoy fresh, young collagen for at least a year after their procedure. As skin continues to age, future touch-up treatments can help keep pace with the natural aging process. 4 - Price of an Ultherapy treatment can range from \$750-\$5000, depending on treatment area, geographic location and physician practice. It is recommended to consult with an Ultherapy practitioner for an accurate price quote. 5 - After an Ultherapy treatment, the skin might appear flushed at first, but the redness should disappear within a few hours. Some patients experience slight swelling, tingling or tenderness to the touch, but these are temporary in nature. Other, less common post-procedural effects may include temporary bruising or numbness on small areas of skin. As with any medical procedure, there is the possibility for other rare effects. 6 - For full product and safety information on the Ultherapy treatment, visit Ultherapy.com/IFU.

This is an excerpt from a feature article in the May 29, 2014 issue of The New York Times. The view of the author and statements from the patient and physicians quoted are that of each individual. 1003937A