

ULTRA Femme 360° Wows Physicians and Patients Alike

By Kevin A. Wilson, Contributing Editor

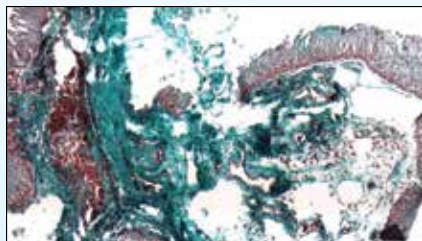
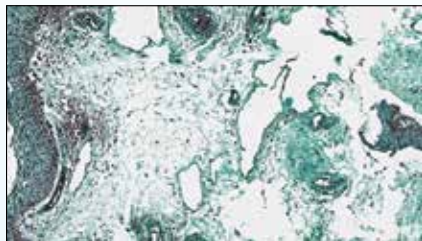


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Preliminary Feasibility Study Results



Histology shows an increase in elastin fibers from 10% before Tx (top) to 41% after three ULTRA Femme 360° treatments (bottom). A staining method was used to color the elastin and fiber calculations were examined in a defined area.

Photos courtesy of BTL Aesthetics

With the focus on women's health and wellness becoming more intense, awareness becomes a key goal for emerging therapies in the field of vulvovaginal improvement. Standout contender ULTRA Femme 360° from BTL Aesthetics (Boston, Mass.) features unique 360° Volumetric Heating capability that treats internal genitalia thoroughly, with unsurpassed patient comfort in an eight minute treatment session. This powerful therapy builds on the versatility of the company's Exilis ULTRA 360 platform, using inexpensive disposable RF tips that are specifically designed for the job and come in two sizes. RF heating has been shown to non-invasively induce neocollagenesis and neoelastinogenesis in tissue, resulting in improvements in tissue quality.¹ Treatment is simple and easy to perform, downtime is non-existent, and patients are undeniably enthusiastic about the outcomes. BTL Exilis ULTRA 360 is cleared for wrinkles, rhytides, a reduction in the appearance of cellulite, increased circulation and pain relief.

Tracey Stokes, M.D. and Laura Sudarsky, M.D., are partners in eSSe Plastic Surgery (Fort Lauderdale, Fla.), a practice dedicated to women's health and wellness. "With our two-woman practice we're definitely positioned for this kind of treatment. We have a reputation for our focus on women's health and wellness, with a patient base

that trusts and confides in us already, so ULTRA Femme 360° was a natural fit for our office. The level of candor in our practice is extraordinary, to the point where it's not about us getting the word out; patients are approaching us, asking about this type of therapy. So far our experience with ULTRA Femme 360° has been excellent and the patients are the real winners."

Dr. Stokes and Dr. Sudarsky chose ULTRA Femme 360° after careful research that included personal experience undergoing treatment with various offerings on the market. "I received treatment with an ablative laser device that I found to be quite uncomfortable," said Dr. Sudarsky. "I didn't want to do another session with the ablative laser device, and I didn't think my patients would, either. Compliance is always a big issue with any therapeutic option because it dramatically affects the success of the therapy and patient satisfaction, which in turn affect our reputation and bottom line as well. If patients do one session and don't come back for more, everyone loses."

Treatment with ULTRA Femme 360° was a vastly more comfortable experience. "The difference was night and day," Dr. Sudarsky noted. "While undergoing treatment I could relax, talk on the phone, speak with staff, anything. It went by quickly and I hardly knew anything was being done. That level of comfort is what we're looking for in a therapy of this type. These things can be difficult enough for some women as it is, so whatever enhances the experience goes a long way toward our ultimate goal of improving feminine health and wellness."

One key feature was the rapid treatment time, coming in at about eight minutes for an internal session. The thorough, 360°

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Volumetric Heating also strongly influenced the physicians' decision to adopt ULTRA Femme 360°. "This feature takes a lot of the guesswork out of the procedure because other devices require you to turn the emitter or laser repeatedly, which may not treat evenly," Dr. Sudarsky explained. "This makes it very easy to use."

Safety is always a high-level concern as well, added Dr. Stokes. "With ULTRA Femme 360° we know we won't hurt patients, and as any physician will tell you, we have two questions right away regarding any modality we may adopt. 'Is it safe?' and 'Does it work?' Safety is a top priority."

A related benefit separating ULTRA Femme 360° from some competitors is the lack of downtime. "Having no downtime was a huge factor in our decision to adopt ULTRA Femme 360°. With ablative laser treatment you need to wait a few days before sexual activity. With ULTRA Femme 360°, women are eager to go home and try out their 'new vagina,'" Dr. Stokes emphasized, "And because of the carefully tuned treatment parameters, as well as the non-invasive nature of RF in general, surface tissue is undamaged and not tender, so women can enjoy the results of treatment that very day."

Patients in Dr. Stokes' and Dr. Sudarsky's practice sign up for a course of three treatments, once a week for three weeks, and compliance is not an issue because satisfaction is stellar. "We have patients come in right after menstruation, and we complete the course of therapy before the beginning of their next cycle. It allows us to quickly complete a course of ULTRA Femme 360° treatments."

ULTRA Femme 360° boosts return on investment by virtue of this high compliance. "Patients are excited to be treated,



Before Tx



After four ULTRA Femme 360° treatments
Photos courtesy of Shelena Lalji, M.D.



Before Tx



After two ULTRA Femme 360° treatments
Photos courtesy of BTL Aesthetics

they eagerly pay for all three sessions, and tell their friends about it, even on social media," Dr. Stokes said. "There are closed forums where people discuss these issues openly among themselves and they're powerful drivers of demand. We had a waiting list going as soon as we began offering ULTRA Femme 360° to our patients, who told their friends in these groups about their wonderful experience."

Timing for the emergence of intimate treatments couldn't be better, Dr. Stokes continued. "As a culture, we're beginning to come out of our shell about intimate feminine health, and women are much more willing to open up about these issues than they once were. And virtually any woman may be a candidate for therapy at one time or another. The results speak for themselves and generate demand." The market, as such, is limited only by how many women are willing to undergo and pay for a full

course of treatment. "This is another reason why the high compliance associated with ULTRA Femme 360° is so important."

"It used to be all about the breasts, now it's about the vagina," Dr. Sudarsky said. "We've added this as a component to our mommy makeover, yes, but often women come in with intimate health issues as their chief complaint. Being able to offer ULTRA Femme 360° keeps us ahead of the curve of what's available and in demand – less invasive therapies that don't sacrifice results for safety. It's seems paradoxical because we're surgeons by trade, but we're moving more and more into non-surgical procedures. Although the demand for surgery itself is trending downward, aesthetic physicians are primed for this sort of therapy. We have the education and know-how, and are already comfortable with the fee-for-service business model and changing mentality of patients along those lines."

"This is how healthcare is evolving, and we're evolving with it," added Dr. Stokes. "People are receiving these procedures and posting about it on social media while it's happening, it's not a dark secret anymore. It's an exciting time to be in this field thanks to the safety, efficacy and speed of ULTRA Femme 360°."

Reference:

1. McDaniel D, Weiss R, Weiss M, et al. Two treatment protocol for skin laxity using 90-Watt dynamic monopolar radiofrequency device with real time impedance intelligence monitoring. *J Drugs Dermatol* 2014;13(9):1112-7.

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