



The New Generation HIFU (Ultracel Q+): Much Faster and More Effective

Dr. Lucas Chey

Clinic Director, DC Cosmetic Enterprise Incorporated, Surrey, BC, Canada.

Background

Since its introduction into the market, High Intensity Focused Ultrasound (HIFU) has now been globally recognized by most aesthetic practitioners as arguably the most effective non-surgical face lift methods available. Using HIFU thermal energy targeted in a specific depth helps to improve different clinical cases and it is most commonly used for lifting and tightening of different parts of the face and neck. Over the years, many improvements have been made to the HIFU technology to benefit not just clinical subjects but also aesthetic practitioners who deliver the treatment. However, remaining issues such as procedure time, treatment depth, treatment zone, and the cost of procedure have yet to be enhanced for more effectual delivery of HIFU treatment.

1st Generation HIFU & its' limitations

The first generation HIFU equipment produced many doubts at first due to its high level of pain, long treatment session, limitations in treating contoured areas and, most of all, its' unpredictable effectiveness. These concerns are always experienced in the beginning when a new technology launches into the market and HIFU was not an exception. After several years, with enough clinical data and results, HIFU technology has proven itself as being highly effective and HIFU treatments became more consistent in producing favorable results by standardizing treatment parameters. However, some other existing problems need to be looked at for more elaborate procedure and higher patient satisfaction level. I firmly believe that Ultracel Q+ system is an ideal aesthetic device to the limitations discussed above.

Hope to overcome past shortcomings

Now that most practitioners recognize HIFU being good and effective, there are several shortcomings to the treatment which was conceived by many aesthetic practitioners. One thing that came to my mind as an aesthetic dermatologist was 'how would I raise patient satisfaction

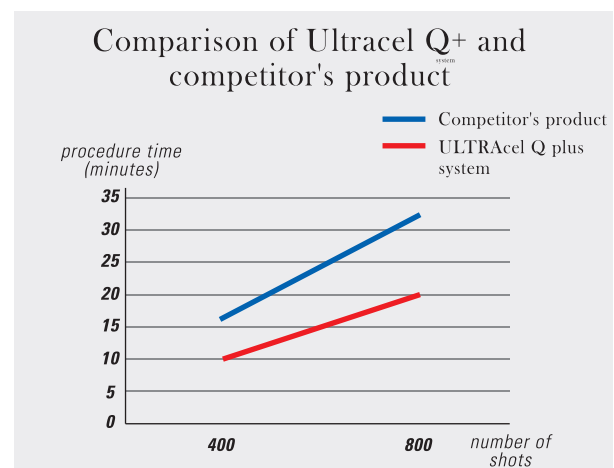
with HIFU skin rejuvenation treatment?'. Another concern that I had over the years was long procedure time and the pain level of every HIFU treatment.

Recent upgrades to Ultracel

I have been doing HIFU treatments since 2010 and have used Ultracel for over 18 months until now. Recently, there have been some upgrades to the Ultracel that made my time with the patients extremely easier. Ultracel Q+ system, the upgraded version of Ultracel, would definitely be my choice in that it profusely decreases procedure time and more elaborate procedure with cost-effectiveness.

1. Shortened Treatment time : much less time than a competitor's product and Ultracel

First of all, the most noticeable upgrade is the shortened treatment time. Full-face treatment using 400 shots usually took over 30 minutes but, with Ultracel Q+ system, it only takes about 10 minutes for the same shots, reducing procedure time by one-third. In comparison to a competitor's product, the aesthetic device takes up at least 16 minutes for 400 shots, while Ultracel Q+ system provides 10 minute-procedure time for the same treatment amount. Also, Ultracel Q+ system offers the fastest procedure time among existing HIFU facelift machines.

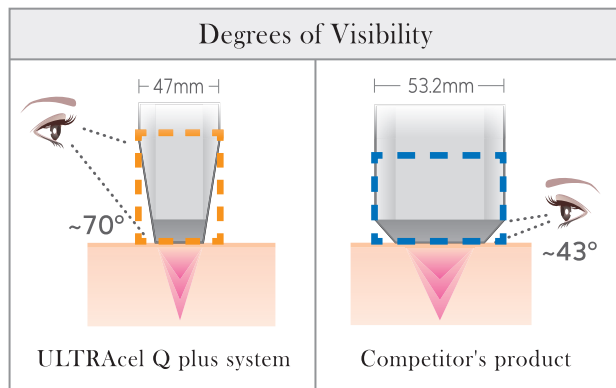


I always wanted to shoot more shots for older subjects but the longer treatment time was always a limitation. Ultracel Q+ system enables me to deliver more shots, significantly increasing the satisfaction rate in my clinical cases, so I usually perform 600-700 shot treatments for individuals over 55 years old as HIFU mega-session.

2. Upgraded Cartridge : smaller size and different depths of cartridge

The expendable cartridge of the Ultracel has gone through several upgrades as well as the hand piece itself. Jeisys now offers cartridges with different depths which allow aesthetic dermatologists to treat various areas with more suitable target depth. The skin contact surface of cartridge has also been reduced (Ultracel Q+ system: 11.6mm x 54mm; Ultracel: 17mm x 56mm; competitor's product: 13mm x 55mm) for better accessibility to facial areas such as periorbital, perioral and other contoured areas which couldn't be easily reached. Through the smaller size of cartridge, more elaborate procedure has become possible. The company also provides different frequencies (2Mhz, 4Mhz, 7Mhz) to accommodate different target depths. Lastly, the visibility of the treatment area by the design of the cartridge is another eye-catching part, providing me with comfortable position for procedure.

worldwide. I really appreciate the constant efforts in bringing us better equipment for both the patients and the practitioners. The aesthetic market is very competitive and even more so nowadays. I am really thrilled that I am able to provide the same effective HIFU treatment to my patients with better features. Although this is a recent upgrade, I am already noticing a more favorable feedback from my patients and the satisfaction rate has become even higher.



3. Lower Running Cost

With all these pleasant upgrades, the cartridge price has also been declined, which would mean the reduced running cost for each individual treatment. With already best in its' class cost benefit running cost, this stands out even more from other competitors who also offer similar HIFU equipment.

Future Visions

Jeisys has always been a pioneer in delivering good and reliable aesthetic equipment for aesthetic practitioners

ULTRAcEl Q+ SYSTEM

