

Merz Aesthetics introduces evolved Ultherapy treatment to India

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One & Only US FDA Cleared Nonsurgical skin tightening & lifting procedure developed by Merz Aesthetics



Every aesthetic patient's need is different and with Ultherapy's presence at top listed partner clinics in India, anyone can now experience the natural yet noticeable lifting effects of the first and only US FDA-cleared nonsurgical procedure for lifting the skin on your neck, chin and brow, and for improving the appearance of fine lines and wrinkles on the décolletage.

The treatment was developed by one of the world's leading aesthetics and neurotoxin companies, Merz Aesthetics which is part of the global Merz Pharma Group. Ultherapy is another of their many innovations in the field of aesthetic medicine since creating the world's first anti-wrinkle cream in 1953.

"Till date more than 1.5 million treatments have been accomplished globally with Ultherapy" said Merz Regional Commercial Director - Raymond Ong. *"We're very happy to see how it has been received, and are inspired to continue providing patients with more ways to have access to Ultherapy as Merz enjoys 111th year of existence in the industry. Also, as the world of aesthetic treatment is now moving towards a combination treatment approach, we are happy to remain the only company in the world to offer a combination of toxin, dermal fillers and energy-based devices for skin lifting & tightening to the patients",* he asserts.

Since its debut in India, Ultherapy has been made available at more than 20 accredited partner clinics across all metro cities in India. *"Ultherapy is a great addition to country's beauty and wellness industry. There is great demand for non-invasive procedures, especially for skin lifting. Ultherapy answers that call for people who have mild to moderate skin laxity, those who want to 'stay ahead of the game' with preventive measures, and even those looking to prolong the effects of cosmetic surgery. We're proud how Indians has responded to Ultherapy and we hope to be able to widen its reach in coming years",* said Merz India Country Manager - Manju Garg. *"Indians have always believed in natural methods of taking care of their skin, likewise, Ultherapy's procedure is non-invasive, safe and a natural way of stimulating body's response to aging and it's for Indians to try their hands on"* she mentions.

To break down this beauty breakthrough and why it's gained a lot of popularity – Ultherapy lifts the skin using micro-focused

ultrasound technology to stimulate the body's own healing process, treating the deeper layers of the skin without disrupting or cutting the surface.

The micro-focused ultrasound technology used in Ultherapy triggers the skin's natural response, jumpstarting the regenerative process that stimulates the production of new collagen which creates a natural lifting effect. Results are visible after two to three months, and further improvements can appear up to six months after a procedure, as the collagen building process continues.

Because of how convenient and flexible the treatment is, it's no surprise that women & men of all ages and lifestyles are drawn to it. Moreover, Ultherapy works on patients ranging from as young as 20 years to as old as 70 years and more, with results lasting from anywhere between 1 year to 1.5 years after a single treatment.

Since it received US FDA clearance in 2009, Ultherapy has been improving and innovating with its technology, while still maintaining its unparalleled patient safety and efficacy.

"Ultherapy's patented DeepSee visualization technology is unique as it helps a doctor to reach to the deeper skin layers and treating them without any damage to the outer layers. Other treatments either treat on the surface (e.g. lasers) or do not reach to the all the layers where treatment is required for skin tightening (e.g. radio-frequency). These treatments may also not be US FDA-cleared to lift the skin", says Dr. Tatjana Pavicic.

As a thought leader on aesthetic treatments and regarded as one of the forwards of combination treatment approach globally, Dr. Tatjana has been an advocate of an aesthetic treatment plan customized to the patient's need.

"Aging is a result of the interplay of changes occurring in all five facial anatomical layers: skeleton, ligaments, muscles, adipose tissue, and skin. To target these, multilayer, combined intervention is required to relax, volumize, resurface, and re-drape facial skin. No single technology, filler, or neuromodulator can achieve all the results desired in treating the aging face. The question is when and how to combine different aesthetic interventions safely and effectively for the face, hands, neck, and décolletage", she asserts. No doubt, she introduced for the first time in India, different uniquely customized treatment packages using combination treatment of Botulinum toxin, Fillers and Micro Focused Ultrasound with Visualization for fulfilling the need of Indian patients during recently organized DEEPSEE Master Course event at New Delhi organized specially for Ultherapy users in India to aid to their learning on a new Ultherapy treatment protocol and Merz Aesthetics Serendipity Journey (MASJ) treatment packages.