

# Frequently Asked Questions.

#### 1. What Is High Intensity Focused Ultrasound HIFU?

HIFU is a safe, non-surgical ultrasound treatment that counteracts the effects of time and gravity on your skin. The treatment uses the body's own regenerative response to gently and gradually lift skin on the eyebrow, under the chin and on the neck, and smooth lines and wrinkles on the décolletage.

## 2. Can UltraSonix Replace a Face Lift Procedure?

HIFU treats the deep foundational layer addressed in cosmetic surgery, but won't duplicate the results of a facelift. However it is a great alternative, especially for those not ready for surgery or for patients looking to extend the effects of cosmetic surgery.

#### 3. How is HIFU UltraSonix Different to Laser Procedures?

HIFU uses sound energy, tried and true ultrasound, which has unique properties that allow it to bypass the surface of the skin to treat depths not matched by any other non-invasive cosmetic device. HIFU stimulates collagen production in the skin's foundation, resulting in a clinically significant lift of tissue over the following 2-3 months. Lasers rely on light energy, which cannot reach deeper skin layers at an optimal temperature, so laser treatments typically only treat superficial skin. Since the two technologies often treat different types of skin issues, they're actually very compatible.

#### 4. How Does HIFU UltraSonix Stimulate Collagen Production?

During the treatment the transducer delivers and deposits focused ultrasound energy deep beneath the skin at the optimal temperature for collagen regeneration. The treatment jump starts a natural process, known as neocollagenesis, to produce fresh, new collagen. The treatment itself doesn't involve any creams, fillers or toxins, it just relies on your body's own collagen-building process for natural, noticeable results.

## 5. How Long Will a HIFU Treatment Take?

The length of the treatment will depend on the area being treated and your individual treatment plan. A face and neck procedure typically takes 60-90 minutes, while a chest treatment on its own takes approximately 30 minutes.

## 6. Will I Need to Take Time off Work?

With a single HIFU Therapy treatment there is no downtime. After your procedure, you can resume your normal activities immediately, without having to follow any special post-treatment measures. We have even had clients come to the clinic on their lunch break to have the treatment, no creams required and your general skin care plan and make-up can be applied as normal.

#### 7. What Does HIFU Feel Like?

As the ultrasound energy is delivered, you will feel tiny amounts of energy being deposited to precise depths, indicating that the collagen-building process has been initiated. Comfort levels vary from person to person, but the sensation only lasts while the ultrasound energy is being delivered.

## 8. How Many HIFU Treatments Will I Need?

Most clients only need one treatment. However this may be based on the degree of skin laxity, the biological response to ultrasound energy and the individual's collagen-building process, some clients may benefit from additional treatments. Because skin continues to age, future touch-up treatments can help clients keep pace with the body's natural aging process.

#### 9. Who is a Good Candidate for HIFU?

A good HIFU candidate has mild to moderate skin laxity where the skin begins to feel and look less firm. Examples include a lowered eyebrow line, loose skin on the neck, sagging under the chin, and lines or wrinkles on the chest. Of course, the best way to find out if you're a suitable candidate is to consult with a practitioner.

# 10. How Much Does HIFU Cost?

The cost of an HIFU treatment can range widely depending upon the size of the area being treated.

## 11. Is HIFU Safe?

The HIFU procedure has been used safely in over 250,000 treatments worldwide. Ultrasound energy itself has been used safely in the medical field for more than 50 years.

#### 12. Are There Any Side Effects?

The skin might appear flushed at first, this can be during treatment but sometimes lasting longer, the redness should however disappear within a few hours. Some clients 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 cosmetic procedure, there is the possibility of other rare effects, which your practitioner will review with you.

# 13. How Long Does it Take to See Results and How long do They Last?

After your HIFU Treatment, you may see some initial effect, but the ultimate results will take place over 2-3 months, as your body naturally regenerates collagen. Since the procedure stimulates your own collagen production, how long the results last really depends on you. The treatment produces new collagen on the inside, but your natural aging process will dictate how long that translates into visible results on the outside.