

How eMatrix Works

The eMatrix — also known as “Sublative Rejuvenation” — uses radiofrequency energy to induce ‘fractional heating’ of tissue that causes ablation and subsequent resurfacing of the skin. Traditional fractional technologies are most aggressive at the skin’s surface causing patients to experience downtime and pain. Sublative Rejuvenation, however, delivers energy in a way that creates a triangular-shaped pattern of impact where the effected zone on the skin’s surface is narrowest and the energy widens as it penetrates deep below the surface. According to Syneron Inc., makers of the eMatrix, this specific, sublative targeting maximizes results and reduces downtime, making Sublative Rejuvenation the most desirable treatment for wrinkle reduction, overall textural improvement and luminosity for all skin types. — MT

‘Seven Years Younger’

The eMatrix skin resurfacing treatment uses radiofrequency energy to tighten and tone — and sometimes make patients look years younger.

by Mark Thompson

Looking to reduce fine lines and wrinkles while tightening a selected area of skin thanks to a boosting of collagen production? You are not alone. Skin resurfacing is gaining in popularity as more and more people strive for smoother complexions and the reduction of unsightly facial lines and scars.

Take the case of Michelle Owen who, at 45, was suffering from sun damaged skin and wasn’t happy with the overall texture of her skin. The Kingston business woman and mother was especially unhappy when she noticed that “fine lines were starting to appear”.

She learned that radiofrequency (RF) technology had become one of the most favorable treatment options for skin rejuvenation procedures, especially for people who do not want to undergo surgery or have a procedure that involves a lot of downtime. Specifically, RF treatments are used for skin resurfacing, acne treatments, and even for diminishing lines and wrinkles through skin tightening.

When Owen travelled to Shine’s clinic in Ottawa, she was duly impressed. “I was educated on my skin type and what the treatment was going to do for me personally,” she says, adding that, “It was the reassurance of the staff that gave me confidence that the results would follow.”

On-the-Spot Treatment

Like so many others, Owen was told about the eMatrix system, developed by Syneron Inc., that aids in the tightening and toning of the skin due to the emission of deep dermal heat that provides clinical benefits. Results stem from the induction of a skin injury on a tiny grid of ‘matrix spots’ that leaves the majority of the skin’s surface untreated.

“This allows the treatment to achieve effective textural improvement to the skin with significantly less recovery time than traditional ablative laser resurfacing,” reports *Australian Cosmetic Surgery Magazine*. “After the treatment, patients will have increased levels of collagen and new healthy skins cells are produced. Mild to moderate wrinkles and superficial skin discolorations are reduced, and the skin’s texture becomes smoother and more elastic in quality.”

The benefits of the eMatrix fractional skin resurfacing treatment can include:

- * Reduction of wrinkles and fine lines
- * Treatment of acne scars
- * Improved texture and tone of the skin
- * Reduced pigmentation and superficial age spots
- * Improvement of skin laxity

There is also evidence that eMatrix is effective at tightening up surface skin cells, removing superficial skin lesions, promoting deep scar revision, and reducing or removing unwanted freckles.

Easy and Painless

“The short treatment cycle makes the procedure very popular, with results intended to show immediately,” says Francine DesRosiers, RN, Clinical Manager at Shine. She points out that after a period of seven days,

“The eMatrix treatment cycle makes the procedure very popular, with results intended to show immediately.”

Francine DesRosiers, Clinical Manager



Shine patients may notice that their skin appears firmer and more resilient, while continued treatments with the eMatrix system can help create a smooth, toned skin that promotes an overall youthful appearance.

“I am very pleased with my results,” says Owen. “I feel that the texture of my skin has improved; my skin is softer, tighter and looks fresher.”

The eMatrix procedure takes about 30 minutes for the full face. (Shine has not yet offered a procedure for the chest and the hands.) Most people see optimum results after three treatments, performed at intervals, although the number of required treatments is determined on an individual, case-by-case basis.

“After three treatments, my skin could not look and feel any better,” insists Owen, adding that people have even stopped her to ask what has changed. “Just the other day someone guessed my age [as] seven years younger than I am. That is a great feeling.”



“My skin is softer, tighter and looks fresher.”

Michelle Owen, patient

Beauty Doesn't Take a Holiday

It is tempting to talk about the holidays the context of a sudden influx in patients visiting Shine as they search for the perfect gift for themselves or someone they love. However, truth be told, we haven't experienced a seasonal surge so much as a steady upward climb in clientele, akin to the trajectory of Santa's sleigh zipping from roof to roof.

Patient interest has, of late, been strongest in the area of cosmetic laser procedures. Among the most popular is eMatrix (featured in this newsletter), technology based on the use of radiofrequencies which can deliver results in as few as seven days, and shows its full impact after just three separate treatments.

Quick results are part of the attraction patients have to eMatrix; so too is the fact that treatments are non-invasive and require no 'down-time' for recovery. The eMatrix is often offered as part of the IPL treatment (Intense Pulsed Light) for colour correction.

The Trinita treatment (3 treatments in 1 session) targets brown spots, fine wrinkles, rosacea and other signs of aging using IPL (Intense Pulsed Light that addresses spider veins and age-spots), Refirme + Skin Tightening, and the Matrix IR fractional wrinkle treatment to rebuild the collagen.

Despite the economic downturn, 'cosmetic medicine is a growth field'

Another popular non-invasive procedure at Shine is the Vela Shape, which gently acts on unsightly deposits of fat, especially those around the hips and thighs. We thought it might be a summer-seasonal favourite, but are finding that VelaShape has year-round attraction for our clients.



Francine DesRosiers: Strong demand for non-invasive procedures expected to continue

The collective popularity of these procedures anticipates an industry-wide trend of increased interest and investment in Plastic and Cosmetic surgeries in 2010, and likely beyond.

"Cosmetic medicine is a growth field," writes John Taylor in the lead editorial of Autumn 2009 edition of *The Canadian Journal of Plastic Surgery*. "During the recession surgery is down or postponed, but injectables and medical aesthetics seem strong," (As part of his coverage of the Aesthetic Plastic Surgery Symposium, held in Toronto this past Spring, Taylor also reports that, "Plastic surgeons are best qualified to do all cosmetic procedures for the safety and benefit of patients.")

The effects of the economic downturn are impossible to ignore, but Taylor's reportage confirms what we are seeing at Shine in terms of demand for invasive and non-invasive procedures: Christmas and Hanukah are upon us, but beauty doesn't take a holiday.

Sincerely,
Francine DesRosiers, Clinical Manager

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rejuvenation & plastic surgery

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- Facelift
- Botox
- Vivier
- IPL

Visit the Shine team of professionals under Plastic Surgeon and Medical Director, Dr. Gloria Rockwell, MD, MSc, FRCSC.

THANK YOU SHINE

Dear Shine,

Thanks Francine for all your tender care and support for me during my breast augmentation experience, you made me feel so comfortable and that meant so much to me.

I was most pleased with the professional and caring approach with Dr. Rockwell and your staff during my procedure. I am so pleased with the results of my breast augmentation procedure. It has given me the confidence I was lacking. I wish I had done it years ago.

Again, thank you to Dr. Rockwell and the Shine team for taking such personal care of me. This is the best thing I ever did for myself.

— Jane

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