

# Double Carves Its Niche in the Non-Invasive Skin Rejuvenation Market



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Before Tx



After Double Tx  
Photos courtesy of Hironic

By Ilya Petrou, M.D., Contributing Editor

With today's aesthetic patient seeking improved treatment outcomes with less downtime, non-invasive skin rejuvenation procedures are in high demand. The Double from Hironic (Sungnam, South Korea) is an innovative device using state-of-the-art ultrasonic energy to provide solutions for facial and neck skin laxity.

"The aesthetic market is booming and the number of patients who desire skin rejuvenation treatments has increased significantly, particularly in the non-invasive arena," said Choi Won-woo, M.D., director of the Wells Dermatology Clinic in Seoul, South Korea. "Here, the popularity of aesthetic treatments using high intensity focused ultrasound (HIFU) for the improvement of facial contours continues to enjoy great popularity due to its high efficacy, safety and patient satisfaction."

Powered by second generation HIFU technology, the Double is an ideal solution for patients requiring facial and neck skin tightening and rejuvenation, periorbital wrinkle reduction, nasolabial fold reduction, as well as jowl and eyebrow lifting.

According to Dr. Won-woo, the Double appears to be a superior choice for skin rejuvenation treatments, a belief that is supported by numerous clinical studies. "In my opinion, the Double can more effectively treat the dermis, subcutaneous fat and the superficial muscular aponeurotic system (SMAS). Treatments with the device result in tightening, as well as lifting," Dr. Won-woo said.

Dr. Won-woo also pointed out that the Double device has received approval from the Korean Food & Drug Administration following its use in South Korea's first 'eyebrow lifting' procedure using HIFU technology. "The Double device is said to achieve remarkable

tightening and lifting outcomes after only a single treatment session, with some outcomes reminiscent of those only achievable with surgical face- and neck-lifting procedures," Dr. Won-woo reported.

As Dr. Won-woo explained, the tightening of skin and regeneration of collagen is made possible by the creation of focal thermal zones where HIFU energy is focused deeper into the targeted dermal and SMAS tissues. Targeting of the deep dermis not only results in significant neocollagenesis and subsequent skin tightening over two to four weeks, but collagen and elastin neogenesis will continue for the next three to six months following treatment.

Compared to a conventional 16 CH probe, Dr. Won-woo feels that, "the Double's state-of-the-art 128 CH image probe surpasses all expectations regarding efficacy and safety, not only offering precise real-time, high resolution imaging before and during treatment, but also diverse applications and analysis with high performance software.

Clinical data shows that patient satisfaction regarding facial profile and contour improvements are about 80% higher one month after a single treatment with the Double. Moreover, Dr. Won-woo said that Double provides less painful treatments, even though higher energy is used than the suggested guideline energy. "The new and improved Double cartridge handpiece has a proven efficacy and much greater safety, even at high energy levels, compared to its predecessor."

In Dr. Won-woo's opinion, the Double stands strong in this competitive market and rivals other HIFU-based devices with its user-friendliness, treatment options and the aesthetic outcomes achieved, backed by a strong safety profile.