

THE TREATMENT – *Emface*

Emface is the word on everyone's lips as the next big disruptor in non-invasive aesthetic treatments. Jessie Collins gets to grips with the latest technology in facial rejuvenation.



BEAUTY

“Emface will be the biggest launch of my career,” Dee MacMahon, country manager for BTL Industries in Ireland, says. As well as being responsible for bringing the latest game-changing non-invasive treatment to our shores, MacMahon has already shepherded in other technologies such as BTL’s Emsculpt and Emsella so knows a thing or two about pioneering tech in the non-invasive beauty space.

fuller, higher cheeks and an elevated brow. But it’s not just the results and efficacy that are a winning combination. According to David E. Kent, MD, founding partner of Skin Care Physicians in the US, it’s the accessibility that makes it such a disruptor. “It will be a seismic change,” he says, “as the applications are many and vast, the sheer numbers and generations of patients that we will be able to treat with Emface is incredible.”

“Further recent CLINICAL STUDIES have shown a 37 PER CENT REDUCTION in WRINKLES, a 30 PER CENT increase in MUSCLE TONE, a 23 per cent LIFTING EFFECT”

Six years in the making, Emface is now poised to do what BTL’s other products have done for the body in toning and shaping the muscles, except this time, as the name suggests, it’s for the face.

It uses similar technology as in the Emsculpt Neo, a body contouring device that was the first to combine high-intensity, focused electromagnetic (HIFEM) energy with radiofrequency (RF) energy technology that could tone and reduce fat.

Emface pairs both the HIFES muscle-contraction technology and the RF energy to do something similar to the face, giving a slimmer and more defined jawline,

Each treatment takes just 20 minutes, requires no downtime, and a total of four are recommended. Three applicators are applied, one to the forehead and then one on each side of the face. You can simply lie back and let the machine do the rest. The HIFES element induces an electrical field to selectively contract the facial muscles.

During the treatment, thousands of these contractions take place to strengthen the muscles and increase muscle tone. The toning of the frontalis muscles of the forehead results in a smoothing of the forehead, a reduction of horizontal wrinkles, and a lifting of the eyebrows. In addition, reinforcing the zygomaticus major muscles (the

ones that control facial expression) leads to a reduction of the depth of nasolabial folds. “You can go to the gym and work on your abdomen, glutes, or quads, and do Emsculpt,” explains Beverly Hills-based plastic and reconstructive surgeon Brian M. Kinney, MD, who is also a clinical associate professor of plastic surgery at the University of Southern California, “but you can’t go to the gym and work on these facial muscles.”

In terms of how it feels, anyone who has tried one of the muscle toning devices for the body will recognise the sensation of periodic contraction mixed with heat. Similar to the Emsculpt, what level of intensity you go for is up to you, but the higher the pulse, the greater the results. You can start off lightly but I found it incredibly manageable, particularly after the first few minutes and was up to maximum pulse pretty quickly. The heat levels are more than comfortable too. And the sheer absence of needles, bruising or fuff is a joy.

What of the results? Muscle histology studies by Dr Kinney have shown a 19.2 per cent increase in muscle density and a 19.8 per cent increase in the number of muscle fibres. Further recent clinical studies have shown a 37 per cent reduction in wrinkles, a 30 per cent increase in muscle tone, a 23 per cent lifting effect, a 26 per cent increase in collagen and a doubling of elastin. According to BTL, 95 per cent of patients reported satisfaction with the results, with a 25.5 per cent improvement in skin evenness. “We are recreating the appearance of youth by building up muscle and increasing collagen and elastin,” Dr Kinney says.

Sounds too good to be true? Well there are a few limitations. You can’t have the treatment while undergoing a more abrasive one on your face such as an aggressive peel or micro-needling. As electromagnetic technology is involved, it can’t be used by those with an electric implant such as pacemaker or extensive metal implants near the treated area. (Though braces are not an issue.)

It is a welcome alternative to Botox says Dr Charles Boyd, facial plastic and reconstructive surgeon and assistant professor, dermatology and otolaryngology at University of Michigan. “Our foreheads and brow drop, and our forehead lengthens with age, and the only thing we could do was to inject a neuromodulator (such as Botox) to soften the lines,” he says. “I have seen Emface soften the lines and elevate the brow. It’s a win-win.” ●

Emface is currently available at Beacon Face & Dermatology Clinic, Dublin (beaconfaceanddermatology.ie), and will launch at the Future Beauty Show at the RDS, Dublin on 25 and 26 March (futurebeautyshow.com)