

THE FINAL FRONTIER

By targeting the muscles and skin, BTL's EMFACE is changing the way the face ages.



WITH JENNIFER LEVINE, MD, CHRIS ROBB, MD, AND JOEL L. COHEN, MD

EMFACE, the latest device in the BTL suite of products, came out of the gates strong with a huge launch in September 2022, lots of buzz from early adopters, and the data to back up the buzz.

EMFACE packs a one-two punch against the signs of facial aging by delivering HIFES-brand technology, the novel facial muscle-contraction technology, and transcutaneous synchronized radiofrequency (RF) energy simultaneously. The unique combination of energies helps create a more defined jawline; fuller, higher cheeks; an elevated brow; and overall facial rejuvenation. The device is needle-free, hands-free, and pain-free with no downtime, and patients are already starting to ask for it by name.

According to recent clinical studies, EMFACE produces a:

- 37% reduction in wrinkles
- 30% increase in muscle tone
- 23% lifting effect in 3D photos
- 26% increase in collagen
- Doubling of elastin

- 25.5% improvement in skin evenness
- 95% satisfaction rate among patients

CHANGING HOW THE FACE AGES

EMFACE is the first non-invasive device that targets the facial muscles, namely those in the superficial musculoaponeurotic system or SMAS, says Jennifer Levine, MD, a facial plastic surgeon in New York City.

Until now, energy-based devices targeted facial skin, fat pads, and subcutaneous tissue. "EMFACE treats the deeper SMAS and works on the

elevator muscles of the face—the frontalis and the zygomaticus major and minor muscle—to increase the density and quality of these muscles," she says. "We know that this layer is so important and that these facial muscles get weaker and lax as we age, so by increasing their density, we can change the way that the face ages."

The current EMFACE protocol calls for one 20-minute treatment every week for four weeks with the possibility of maintenance treatments down the road. Improvements occur gradually, but some patients will notice changes after just one EMFACE treatment, Dr. Levine says.

The HIFES energy contracts and strengthens the delicate facial muscles for a lifting effect. In addition, targeting the frontalis muscles of the forehead reduces the appearance of horizontal wrinkles, and treating the zygomaticus major can help fill in nasolabial folds. The synergistic radiofrequency energy helps to smooth wrinkles and boost collagenesis and elastogenesis in the dermis, Dr. Levine adds.

Chris Robb, MD, a dermatologist in Spring Hill, TN, agrees. "EMFACE pulls up on the nasolabial folds, volumizes cheeks, and contracts the muscles and SMAS in the lower face so that the jawline is more defined," he says. "It also helps to texturally tone the skin from the RF component."

Just as EmSculpt NEO engages the entire abdomen and Emsella engages the entire pelvic floor, EMFACE



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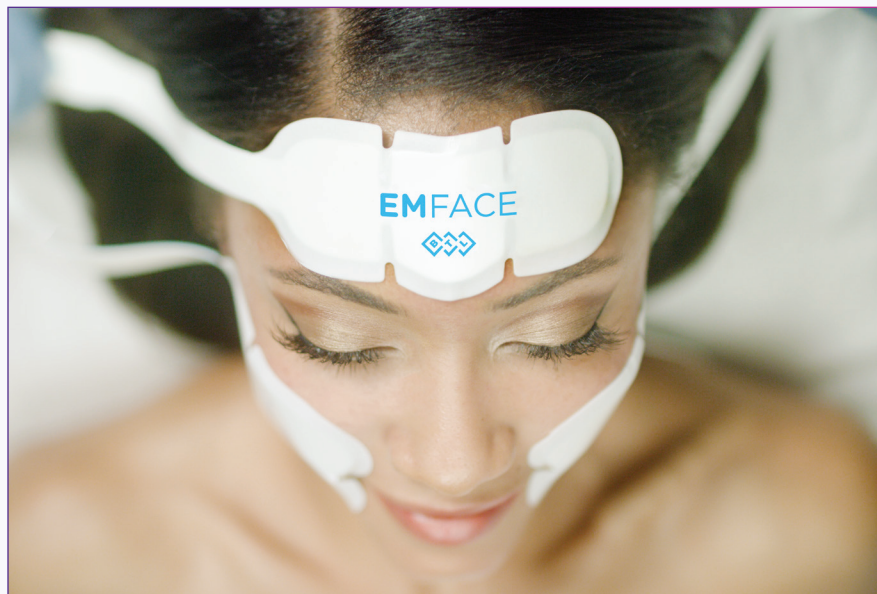
engages the interconnecting network of muscles, fascia, and ligaments in the face, says Joel L. Cohen, MD, director of AboutSkin Dermatology and DermSurgery in Greenwood Village and Lone Tree, CO.

“EMFACE works by simultaneously improving skin quality and decreasing wrinkles, while uniquely enhancing the muscle tone that holds the interconnections of lax facial fascia and ligamentous structures—like tightening the weave of a well-worn hammock,” he says.

A VERSATILE TREATMENT FOR PRACTICES

The list of potential candidates for EMFACE is endless, Dr. Levine says.

“We have patients in the 40-55 age bracket who have significant signs of aging and laxity, younger patients who seek prejuvenation but don’t want needles, and people older than 55 who don’t want or aren’t candidates for surgery seeing improvements with EMFACE.”



Doctors are also learning more about how and when to combine EMFACE with other facial aesthetic treatments.

Some patients no longer use neuromodulators in the forehead due to dependence on the frontalis to ‘hoist up’ their brow/lid. “They do great with EMFACE as it lifts the brow while

also decreasing lines and wrinkles,” Dr. Cohen says. “The patients still use neuromodulators in the glabella and crow’s feet to minimize the muscle from imprinting lines in the skin at animation and also to convey a more positive expression on their face.”

Dr. Cohen is seeing improvement in the nasolabial folds in EMFACE patients. “This actually minimizes the need for filler or requires less filler being placed,” he says. “Jawline definition is the biggest improvement consistently seen with EMFACE, so I surely am using less filler there, but at the same time, some folks after EMFACE want more chin definition—and that’s filler.”

Others turn to EMFACE for a ‘tweak’ years after a facelift as it can improve laxity and tone, he says.

“Improving facial laxity with EMFACE by lifting lax and fatigued ligaments and contracting elongated muscles has become an important step in a comprehensive facial rejuvenation strategy in my office,” he says. “EMFACE can also improve some wrinkles with its radiofrequency heating of tissue specifically where applicators are applied.” ■

