

## Q-MED BRINGS IT HOME

**Q-Med invited members of the press to attend a media breakfast at London's exclusive Home House. On top of the agenda was a talk by leading consultant plastic surgeon Mr Rajiv Grover who presented the results of a study he had carried out on his patients, showing that ageing occurs in spurts and is linked to significant life events.**

Mr Grover, who initially presented the findings of his study at the International Master Course on Ageing Skin (IMCAS) meeting in Paris earlier this year, explained how he monitored 118 of his female patients, aged between 40 and 45, over a nine year period to see whether or not ageing was a gradual process, or whether it occurs in spurts. The study was carried out in association with the Q-Med Institute and measured changes in facial volume and ageing in the upper, mid and lower face and then explored lifestyle events to see if they were contributory factors.

Mr Grover said "Up until now there has been no research into how quickly the face ages. My earlier research had shown that ageing in the face starts with loss of volume, usually around the age of 40, with the effects of gravity manifesting about seven years later. I was keen to find out what happened in those intervening years to establish the speed of the ageing process and investigate if lifestyle factors played a part."

The study findings challenge the assumption that ageing is gradual. The study revealed that ageing can occur in distinct accelerated spurts with as much as 35 per cent of ageing which normally takes place over a decade, occurring in one year alone. The lifestyle factors most closely associated with ageing spurts are significant weight loss, divorce, illness, job loss and bereavement - events which all correlate to high levels of stress. Mr Grover added "In our lives today, stress is a day to day reality and hard to avoid. But, put simply, the way to age gracefully is to give up yo-yo dieting and not to lose weight in a rapid fashion. It was interesting to note that the most significant area for an ageing spurt was cheek volume. Surprisingly the timing of an ageing spurt was not related to age and occurred equally in the early 40s or 50s. Lifestyle events were more significant in determining the timing of an ageing spurt rather than age itself!" Also presenting were Dr Stephanie Williams on new clinical evidence on Restylane® Vital and Dr Nick Milojevic on nose shaping and tear trough correction using Restylane® products.

## MEDLINE DISTRIBUTES SMARTWAND-DTX™

**Medline Industries Inc. has been named the exclusive distributor for the SmartWand-DTX™ and SmartSponge® System, the only FDA-cleared systems using radiofrequency identification to both count and locate surgical sponges. The systems, created by ClearCount Medical Solutions, use a technology featuring chip-embedded sponges to count and locate sponges during surgery which, in turn, helps eliminate surgical errors and improve patient safety.**

Retained surgical sponges can hurt and even kill affected patients and cost hospitals in the US an average of \$63,000 in follow-up operation expenses per incident, not including legal fees and potentially large settlements (according to Federal Register and Medicare statistics). Human counting error is the most common cause of unaccounted-for sponges being left behind. Integrating radiofrequency identification (RFID) chip technology into surgical sponges gives surgeons and operating room teams a new tool to prevent the anxiety of a potentially devastating operating room error.

Each sponge has its own ID number coded in its RFID tag. The SmartSponge System can read and record the unique ID number of each sponge as it comes out of its packaging, as it is used in the patient, and as it is removed and disposed of.

Both the SmartSponge and SmartWand-DTX count multiple sponges and read through blood and tissue, and they can locate a missing tagged sponge using radio waves to signal the RFID tag to identify itself. Both systems also use the same RFID-tagged consumables, providing hospitals for the first time with a choice of devices to best address the unique conditions of each OR. Despite designation as a 'never event', retained items are estimated to occur in one of every 1,000 to 1,500 abdominal surgical procedures. In one study using a retrospective review of medical malpractice claims data from a statewide insurer in Massachusetts, sponge counts had been falsely correct in 76 per cent of non-vaginal surgical cases involving retained sponges. Falsely correct sponge counts were attributed to team fatigue, difficult or long operations, sponges 'sticking together', shift changes or procedures with a large number of sponges.

## NEW CREAM DESIGNED FOR USE POST LASER

A new high quality, natural and paraben free product, designed for use following cosmetic laser procedures has been launched. Laser Aftercare™ is approved under the humane cosmetic standard and contains ingredients proven to have an effect on the skin.

The product has been created to help aid the recovery of treated areas following laser treatment. It will moisture and improve dry skin, reduce itching, help ease minor irritations and prevent further drying of the skin. Used between laser treatments it can also maintain the skin keeping it healthy and supple for the next treatment.

The cream should be applied 36-48 hours after the treatment two to three times daily, as required to moisturise and maintain the skin. The product is formulated using high quality skin oils, essential oils and natural paraben-free ingredients which are known to benefit the skin.

## CYNOSURE LAUNCH ELITE MPX

**Cynosure has launched the Elite MPX Aesthetic Workstation. The system allows users to perform multiple laser applications quickly and efficiently for patients of any skin type. The device incorporates MultiPlex technology - blending 755nm alexandrite and 1,064nm Nd:YAG laser wavelengths.**

According to Emil Tanghetti, clinical professor of dermatology at the University of California and director of The Center for Dermatology and Laser Surgery, Sacramento, "The way MultiPlex technology blends the alexandrite and Nd:YAG wavelengths is what makes Elite MPX effective for treatment of different skin types. The value of this benefit increases as the ethnic diversity of our patient base continues to grow."

Additionally there is the option of using only Xenon Pulsed Light (XPL2) technology which allows for more effective treatment of photodamage, dyschromia, pigmented lesions, and diffuse redness or rosacea. The technology is more powerful than its intense pulsed light (IPL) predecessors and features interchangeable filters, along with an integrated cooling technology that reduces treatment time.

Elite MPX features eight different spot sizes, including an 18mm that treats 44 per cent more treatment area per pulse than the standard 15mm spot size. This further enhances the user's ability to tailor treatment to individual cases. The Elite MPX's ability to treat ethnic skin effectively is another big plus, allowing a greater proportion of the population to be treated. The workstation also features a new, multi-function software package meaning clinics can maximise the benefits and allow for future upgrades.

