

# Ultherapy®

## Messaging Frequently Asked Questions

### Main Questions/Answers:

#### **What is Ultherapy?**

Ultherapy is a nonsurgical face and neck treatment that uses ultrasound to actually lift and tone loose skin without any downtime.

#### **How is Ultherapy different from other cosmetic procedures?**

Ultherapy is the only non-surgical cosmetic procedure that uses ultrasound to specifically target the deep foundation below the skin – typically addressed in cosmetic surgery – without cutting or disrupting the surface of the skin.

It also is the only procedure to use ultrasound imaging, which allows us to actually see the layers of tissue we target during the treatment and ensure the energy is deposited precisely to where it will be most effective.

#### **Does it hurt?**

Comfort thresholds vary from patient to patient, but there can be some discomfort while the ultrasound energy is being delivered. This is temporary and a positive signal that the collagen-building process has been initiated.

We take measures to make the experience as pleasant as possible [*customize based on practice's comfort management protocol (e.g. premedication, cooling fans)*], and patients tell us they leave comfortable and excited about the benefits to come.

#### **How long does it last?**

Patients treated with Ultherapy still have fresh young collagen after a year's time following the procedure, but skin continues to age. Future touch-up treatments can help keep pace with the aging process, which varies by individual.

#### **Are there any side effects?**

There may be slight redness for up to an hour or so following the treatment, and a small percentage of patients may have slight swelling, tingling or tenderness to touch, but these are mild and temporary in nature.

#### **How much does it cost?**

Patients can expect to pay between \$1000 and \$5000. Of course, the cost of Ultherapy can vary depending on the extent of the treatment. It also can vary by geographic location and physician practice [*customize depending on practice's pricing*]. This meets the demand for something between skin creams and surgery.

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## Additional Questions/Answers:

### **Is Ultherapy safe?**

The procedure has been cleared by the FDA after demonstrating safety in clinical studies, and tens of thousands of treatments have been performed safely worldwide. In addition, ultrasound energy has a proven track record, with use in the field of medicine for more than 50 years.

### **How many treatments does it take?**

The majority of patients only need one treatment; however, some may benefit from more than one treatment (depending on how much laxity they have and their body's own biological response to the ultrasound and the collagen-building process).

### **Who is a good candidate for Ultherapy?**

A good candidate for Ultherapy is someone with skin that has "relaxed" to the point of looking, and often feeling, less firm. A lowered eyebrow line or sagging skin on the eyelids, for instance, is often the first sign of "maturing" skin. Typically, those in their thirties and older who have mild to moderate skin laxity are candidates.

While Ultherapy is not a replacement for a surgical face lift, there are many people who want some lifting but are not ready for surgery, either mentally, financially or logistically. There also are younger people who want to "stay ahead of the game" as well as those looking to prolong the effects of cosmetic surgery.

### **What about treating anatomical regions other than the face?**

Currently, Ultherapy is a treatment for the face with a specific clinical indication for eyebrow lift.

### **What does collagen do? How does Ultherapy stimulate the creation of collagen?**

Collagen is a natural protein that gives skin its youthfulness by keeping it firmed and toned. As we age, collagen loses its strength and its ability to stand up to the effects of gravity that pull the skin downward. Ultherapy jumpstarts a repair process that strengthens your existing collagen and produces fresh, new collagen.

### **Can men have it done?**

Yes! Both women and men globally are receiving Ultherapy.

### **Where can I get it?**

Ultherapy is offered by physicians with expertise in facial cosmetic procedures. To find a practice offering the treatment in your area, you can log on to the Ultherapy website.