

Magazin für Ästhetik und Chirurgie



Mythen und Fakten zur
Hidradenitis suppurativa

„Wir sind einer von ganz wenigen
Anbietern, die die komplette
Ästhetik abdecken“

Neue Erkenntnisse in der Behandlung
von Patient*innen mit Xerosis cutis

„Awareness of aesthetic treatment and procedures is higher than ever“

Interview with Jiny Kim, Senior Vice President, Solta Medical

Jiny Kim is Senior Vice President, Solta Medical at Bausch Health. Jiny joined Solta Medical from Zimmer Biomet, a global medical technology leader in orthopedics, where she was General Manager of Smart Implants. Prior to Zimmer Biomet, she worked at LivaNova as Vice President of Global Marketing, Neuromodulations, Depression, where she led key initiatives in clinical and commercial areas. Jiny worked at Johnson & Johnson Medical Devices for 12 years, where she held multiple global strategic and regional marketing roles launching and managing significant brands. We spoke to Jiny about the state of the aesthetic market in general and the positioning of Solta Medical in particular.



Jiny Kim

(Foto: Solta Medical)

MÄC:

What is your current view of the aesthetic market and which opportunities do you feel lie in investing in medical aesthetics?

Jiny Kim:

My view of the aesthetic market is that it is still a rapidly growing and attractive market. However, I believe that our global consumers preference is shifting. I am seeing a trend where our consumers are looking for more natural-looking results and are interested in the overall health of their skin. Smaller, less invasive “tweakments” are in demand across all age demographics to tackle moderate signs of ageing. Patients are looking to aesthetics for a more radiant appearance, seeking treatments which improve skin quality and offer more natural-looking results. With our current Solta Medical product portfolio, we are well prepared to offer doctors all over the world the right products to address these consumer demands and trends.

MÄC:

How is Solta Medical driving innovation within the industry? Do you have an overarching philosophy here?

Jiny Kim:

Solta Medical is built on 20+ years of track record and legacy. We are very fortunate to have a “gold standard” product portfolio – Thermage®, Clear & Brilliant®, Fraxel® and Vaser®. Our priority is to continue to build innovation that brings additional customer and consumer value.

MÄC:

Some devices such as Fraxel® were very famous in the market many years ago. Why did this change over the years and how do you plan to get back to this level?

Jiny Kim:

Many of our customers tell us if there is a natural disaster and they could only save one product from their practice, they would grab Fraxel®. They all agree that it is a valuable tool that can address many of their patients’ conditions and issues.



(Foto: Solta Medical)

Fraxel® is also very reliable, and we did not see a huge need to update the product for a long time. However, more recently we had the opportunity to make some improvements to our Fraxel® and we are looking to bring the next generation of Fraxel® to the US market in late 2024. We will work with the EU regulatory bodies to then bring it to the EU market. There are improvements in this next gen that customers and patients will find delightful.

MÄC:

Beyond day-to-day business, many customers today expect corporations to have values and help achieve the greater good. How is Solta striving to be a force for good both domestically and abroad?

Jiny Kim:

Solta Medical is part of a much larger organization, Bausch Health, and together we support many initiatives that address community needs at local, regional and global levels, such as our partnership with patient advocacy groups, our support of underserved global patient populations through MAP International, our ongoing Responsible Procurement Program to grow a base of diverse vendors, and of course, supporting initiatives with fundraising, such as UNICEF.

MÄC:

How has the aesthetic market transformed over time to reach a broader range of consumers?

Jiny Kim:

First, awareness of aesthetic treatment and procedures is higher than

ever. Second, in today's environment, receiving and seeking out aesthetic treatment and procedures are much more accepted and talked about than previously. Third, more consumers feel more comfortable receiving these procedures at a much younger and much older age. It is no longer just women in the 45-55 age range. We talk about active collagen loss starting in our mid-twenties and that you shouldn't wait until your forties to start taking care of your skin or ensuring you're mitigating collagen loss. There are many more "pre-juvenation" procedures done especially with our younger consumer demographic than ever before.

MÄC:

Which steps is Solta Medical taking to ensure inclusivity for all consumers?



(Foto: Solta Medical)

Jiny Kim:

Solta Medical is privileged in that we are truly a global company. Our products are available on every continent, and we have a significant presence in many countries. The fact that our products are indicated to treat our consumers regardless of the color and age of their skin helps us reach a very broad patient base.

MÄC:

In short: what is Solta's vision for the future of the company?

Jiny Kim:

Solta Medical is known in the industry as a pioneer and a leader, especially in the segment of energy-based devices within the Medical Aesthetic industry. Our vision for Solta is that we will continue to bring world-class, innovative, gold-standard products to market that you can continue to trust and rely on to delight your consumers.

MÄC:

What makes Solta Medical particularly well positioned for future success?

Jiny Kim:

We have a very solid and growing base of business that has been built on our multi-decade experience and our customers' and consumers' trust. And we are continuing to invest and grow our existing portfolio. In addition to that, we are now well positioned to leverage this base to innovate and bring new products to the market. We are looking forward to having a solid cadence of our next generation of

product launch over the next several years. We are grateful for our customers' support for the past 20+ years and look forward to continuing to delight them in years to come.

MÄC:

Dear Jiny, thank you very much for taking the time to speak to us! ■

The interview was conducted by S. Höppner.

INFO

Solta Medical®, a division of Bausch Health, is a pioneer and global leader in the aesthetic field addressing a range of skin treatments under the industry's premier brands: Thermage®, Fraxel® and Clear + Brilliant®, as well as offering precise body contouring and sculpting with Vaser®. For more than a decade, Solta Medical® has been developing innovative treatment technologies to provide proven and effective aesthetic care options to consumers and physicians alike. More than 8 million procedures have been performed with Solta Medical's® products around the world. Solta Medical® is headquartered in Bothell, WA with field teams all over the world in the Europe, North America, APAC, LATAM regions and offices in Washington, New Jersey, Netherlands, and in multiple countries in APAC.





Prof. Alberto Di Giuseppe
University of Padua
Padua (Italy)

Skin retraction with Vaser[®] Liposuction

This article discusses skin retraction with Vaser ultrasound-assisted liposuction (UAL), as a body contouring procedure, specifically for older patients. In a study with 40 patients (age ranging from 50 to 67 years old) [1] we evaluated the extent of skin retraction achieved in adults using subdermal Vaser Liposuction as the sole technology.

Skin retraction, or contraction, induced by Ultrasonic-Assisted Liposuction (UAL) relies on a specific biological principle. Watts, Grillo, and Gross (1958) demonstrated that the primary contractile

elements are located at the dermal-subdermal interface. [2]

A prerequisite to achieving skin retraction is the ability to homogeneously defat the subdermal fat

layer without interfering with connective structures and vascular supply. The subdermal fat layer is delicate and challenging to manipulate.

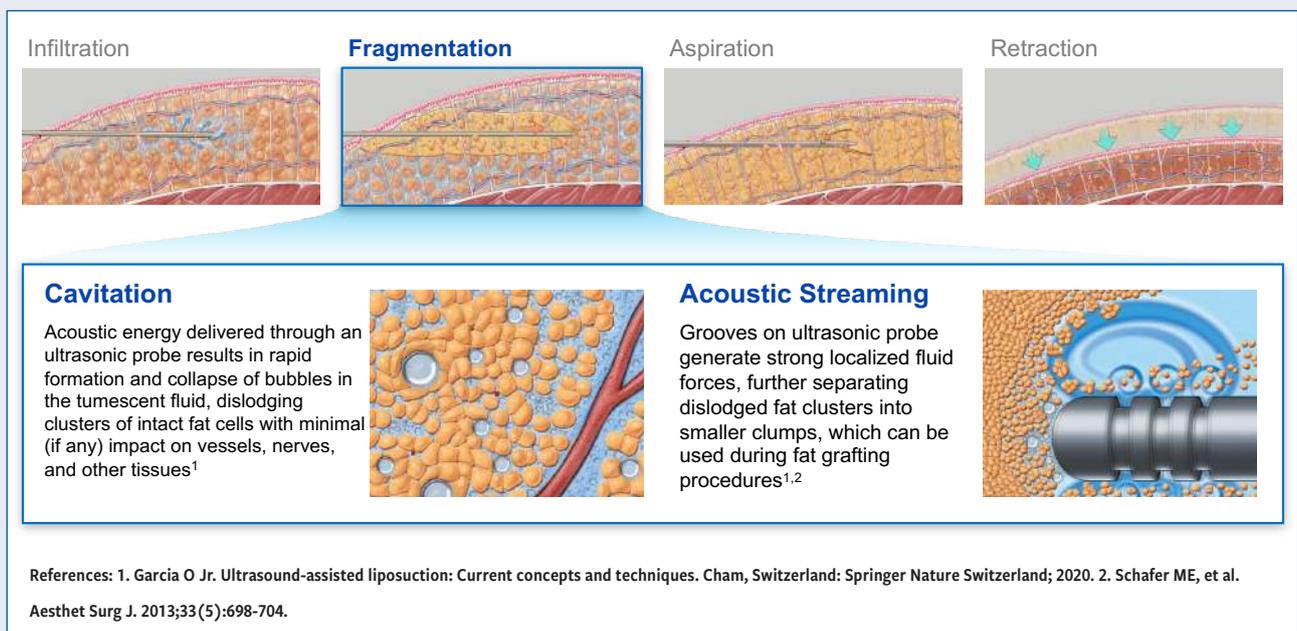


Fig. 1: Mode of action of Vaser-assisted liposuction.

Vaser ultrasound-assisted liposuction (UAL) applies acoustic energy via an ultrasonic probe which induces rapid bubble formation and collapse within tumescent fluid, dislodging intact fat cells. Vaser UAL emulsifies only the adipose tissue, creating a suspension of fat cells, whilst preserving connective structures, elastic fibers, and the vascular network, thereby enhancing tissue selection.



Fig. 2: The Vaser® system.



Fig. 3a-b: Visual appearance before (l.) resp. after (r.) Vaser body contouring treatment.

By reducing the subdermal thickness through controlled ultrasound defatting, myofibroblasts are exposed, thereby enhancing skin contraction. [2] It allows the skin to naturally retract and re-drape to the underlying frame during the healing process. [3] The preservation of connective tissue is also a key factor plasma gas sources utilize for skin tightening after Vaser UAL.

In our study, we presented results of 40 patients (35 females and 5 males, age ranging from 50 to 67 y/o) treated with only VASER UAL. We selected older candidates for the study due to the increased difficulty of achieving skin retraction in this population.

Skin retraction was evaluated objectively by measuring the shrinkage of the treated areas using microdot tattooing with India Ink. Results at six months post-operation show the enhancement of skin retraction achieved with the sole use of UAL, despite the presence of skin laxity.

Skin retraction did vary from 12% to more than 30%, depending on areas. On average, skin retraction in upper

arms was 27%, in the abdomen was 25%, in the flanks was 15%, in the back was 21% and in the inner thighs was 10%.

The conclusion from the study conducted [1] was that enhancement in skin retraction was obtained with Vaser ultrasound-assisted liposuction (UAL), as a body contouring procedure, despite laxity of skin.

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 - Minimized discomfort, swelling, and recovery time⁵
 - Reduced blood loss⁶
- ✓ **Reduces surgeons's fatigue**⁵
- ✓ **Autologous Fat Transfer (AFT)** – maintaining cell viability for reinjection⁷



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