

StimSure®

The shape of the future

CYNOSURE IS REDEFINING NON-SURGICAL BODY CONTOURING WITH STIMSURE, ITS HIGHLY ACCLAIMED ELECTROMAGNETIC MUSCLE BUILDING AND TONING TREATMENT.



Dr Feng Yang
Melbourne Cosmetic Practitioner, Melbourne City Medical Centre



Dr Shobhna Singh
Melbourne cosmetic physician, Nitai Medical & Cosmetic Centre

A rapidly emerging market has entered the non-surgical body contouring field - muscle toning and definition – and Cynosure's latest addition to its body portfolio, StimSure, is the latest generation muscle stimulation technology.

Non-surgical body-contouring procedures are increasing in popularity, rising 43 percent from 2017 and quadrupling since 2012, according to a 2019 report from the American Society for Dermatologic Surgery (ASDS). For every one liposuction, there are more than 10 noninvasive body-sculpting treatments, according to the ASDS. And now the field is widening to include muscle definition in addition to fat loss alone.

'This is a new area of treatment for body contouring,' says Melbourne cosmetic practitioner Dr Feng Yang. 'It expands the contouring possibilities for our patients and has broadened our patient base to include body-builders and athletes who are looking for extra muscle definition.'

'We've had StimSure in our clinic for two months now, and so far we have already seen some great results. I believe this machine is a breakthrough in body

contouring,' he continues.

'Patients are definitely aware of non-surgical body contouring treatments,' agrees Melbourne cosmetic physician Dr Shobhna Singh. 'We have seen growing demand for fat reduction in the past 4-5 years, and now for muscle stimulation and definition to complete the package.'

'These patients are generally fit and healthy but are looking for more muscle definition in certain stubborn areas. Some people, perhaps due to genetic factors, find it difficult to stimulate muscle growth in certain areas. StimSure can help these individuals – we are seeing results in as little as four treatments.'

How StimSure works

Developed in conjunction with leading experts in international sports science and neuromuscular electromagnetic stimulation, StimSure is used to strengthen and tighten the abdominal, gluteal and thigh muscles through methods of contraction and stimulation. The innovative device delivers up to 24,000 muscle contractions to the target area in just 30 minutes, offering smooth, defined, consistent results.

'I RECOMMEND STIMSURE AS THERE IS A COSMETIC IMPROVEMENT, HOWEVER, EVEN MORE IMPORTANTLY, THERE IS ALSO A FUNCTIONAL IMPROVEMENT. WITH A STRONGER CORE, WE CAN PERFORM A LOT OF DAILY ACTIVITIES BETTER AS WELL AS IMPROVE POSTURE AND STABILITY.'

– Dr Shobhna Singh

The StimSure paddles generate an electromagnetic field that stimulates the motor neuron cells of the body's muscles, causing the muscle to contract as it would during movement or exercise. A prolonged contraction, made by a series of individual twitch contractions back to back, creates a 'maximal tetanic contraction' that results in more efficient growth of muscle fibers.

'The electromagnetic signals trigger the muscle's contraction without involving the central nervous system, which is an exciting new finding,' says Dr Yang. 'I believe that further study on rehabilitation will broaden the clinical indications of this new technology.'

StimSure uses 1.0 Tesla per applicator, providing an electromagnetic field that can engage the entire target muscle group. This optimal Tesla per application ensures the required rate of muscle contraction; consistent muscle contraction results in more efficient growth of new protein strands and muscle fibres.

'Electromagnetic waves create an action potential, causing activation of the sliding filament whereby myosin and actin proteins in the muscle filaments interact,'



STIMSURE AT A GLANCE

- 24,000 contractions during one treatment
- 20-30 minute treatment time
- 6-8 treatments (2 times a week) for optimum results
- No downtime
- Results seen 3-4 weeks
- Pre-set programmes
- Applicator lifespan of 10,000 treatments
- Simple to operate
- No consumables
- Fully delegatable procedure
- Marketing support, clinical training and technical support provided
- Suitable for most patients



explains Dr Singh. 'This interaction causes muscle contraction independent of the brain. When there is muscle contraction, there is hyperplasia and hypertrophy of the muscle filaments.'

Simple to operate, comfortable treatment

StimSure is easy to use, with a secure fixing belt, and can be used through light clothing. Either one or two applicators can be used, and an applicator arm is available.

'StimSure is very simple to operate, so the staff were confident in starting treatment fairly quickly. There are also four pre-set treatments and the ability to create personalised programs, which also help,' says Dr Singh. 'Two paddles are generally used, which is a great feature for toning the whole area. For example, in the abdomen, the whole rectus abdominis can be addressed.'

Each treatment session takes about 30 minutes, with a series of 6-8 are recommended. 'We can see very definite (photographable) results within four treatments, however we recommend eight treatments for best results,' says Dr Singh.

The treatment itself is painless and there is no downtime. 'There may be some mild delayed onset muscle soreness the next day. However, in my experience this is minimal,' she adds.

Impressive results

StimSure can effectively target and tone the biceps, triceps, abdomen, buttocks, thighs and calves, offering patients smooth and defined body sculpting results.

'Just about anyone is a candidate,' says Dr Yang. 'I have personally had StimSure treatment

on my abdomen and am seeing great results after only two sessions – I'm looking forward to my third!'

Dr Singh says she is seeing enhanced contouring and tightness in the treated area, particularly the abdomen and glutes. 'Patients also say they experience improved exercise performance both for cardio and weight training,' she says.

'I recommend StimSure as there is a cosmetic improvement, however, even more importantly, there is also a functional improvement. With a stronger core, we can perform a lot of daily activities better as well as improve posture and stability,' she adds.

The complete body package

StimSure is the newest addition to the Cynosure portfolio of body contouring products, making it the most complete selection in the industry. Combined with SculpSure technology for fat destruction and skin tightening treatments with TempSure, StimSure delivers the complete non-surgical body contouring portfolio.

'We also have SculpSure, so with the two complementary devices we can now offer a powerful combination therapy,' says Dr Yang. 'The early results are very promising.'

'I feel fortunate to have chosen Cynosure as our equipment supplier – their customer service and support are second to none. StimSure offers a painless, no downtime treatment with great results at a reasonable cost,' he concludes. **AMP**

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