



MELT THOSE HOLIDAY POUNDS *Away!*

By Evan R. Ransom, MD

We've all been there... it's January, another holiday season on the waistline, looking in the mirror. Turning left and right, bending, twisting, stretching our necks and pushing our jaw forward. While healthy eating and physical activity are always essential, little problem areas frequently remain. This time of year, with the family gatherings and holiday parties – temptation abounds and giving in feels good. But we need a plan for the post-holiday season recovery. Exercise, of course. And obviously returning to our regular diet.

Even for the most committed individuals, however, there are pockets of fat that seem impossible to lose. Love handles. Double chin. That area right above your waistband or below your bra strap... While traditional liposuction and surgery continue to provide good outcomes for many people looking to eliminate stubborn fat, the demand for non-surgical body contouring is rapidly increasing. Patients need an option for smaller areas and that doesn't require lots of recovery time. Currently, there are two main strategies in this space: freezing and heating. The idea is to cause precise temperature changes to cause controlled damage to the fatty tissue. CoolSculpting® was the first to market a few years ago, and uses a rapid cooling mechanism to freeze fat cells. Since that time, other devices have come along that use heat in various forms (laser, radiofrequency energy) to achieve the same biological effect.

In my practice, we use an innovative technology called SculpSure®, which is the first FDA-approved laser treatment for the destruction of fat pockets in the stomach, flanks, thighs, and chin area. This technology uses a hyperthermic (increased heat) fat reduction approach, sending specific wavelengths of light through the skin and into the fat compartment below to specifically increase the temperature of the adipose tissues. Though the procedure is complete in 25 minutes, the disruption of the fat tissues stimulates the body's natural ability to eliminate fat over the course of six to twelve weeks. SculpSure® is able to reduce fat up to 24% in the most challenging parts of the body. Most areas require two treatments performed about six weeks apart. During your treatment, we use four flat applicators for the body or one for the double-chin region. The procedure is a quick, almost painless, completely non-invasive treatment that can be administered with literally zero downtime. You can go straight to dinner, back to work, even to the gym right after your treatment session!

There are many devices and non-invasive treatments in today's medical marketplace. Some work, some don't, and patient selection is key for all of them. Many non-surgical treatments have much more downtime than advertised, unfortunately, and their results are marginal at best. SculpSure® is unique in this field, offering a quick treatment with no complicated recovery period or unexpected side effects. It's so easy that everyone in my office (including me... don't tell anyone!) has done it. That's something worth thinking about as we recover from the holiday parties and family gatherings—and try to fulfill our resolutions. Take care and Happy New Year!



Uniquely You.

We know that everyone wants to look their best. Our philosophy is natural-appearing rejuvenation - making an individualized treatment plan that enhances your unique beauty. We provide honest advice and expert care to help you achieve your goals.



Dr. Evan Ransom is an Ivy League-trained, double-board certified facial plastic surgeon. His practice includes surgery for the aging face, rhinoplasty (nose reshaping), and reconstruction after trauma or skin cancer removal. Dr. Ransom also provides minimally-invasive treatments, including Botox®, fillers, laser resurfacing, IPL, non-surgical tightening (ThermiTight™), and non-invasive body sculpting (SculpSure®).

Community service is very important to Dr. Ransom. He performs pro bono cleft lip and palate surgery with Healing the Children. Our next mission, to Peru, is in April 2018.

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