



The present and the future of aesthetics in Japan
Continuously growing RF markets and devices to watch



Author/Hara Kaya (Director at Yaes Plastic Surgery/Dermatology Clinic)

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Director Hara Kaya is a specialist at a plastic surgery center in Tokyo. She lectures at academic conferences and symposiums and began researching non-invasive procedures after discovering a huge potential while learning laser procedures at Tokyo Women's Medical School.

Dr. Hara writes about the latest trends in aesthetics in Japan as a trusted source with a passion for aesthetics while pursuing research.

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How are you all doing? In Japan, there is a long period of holidays called the “Golden Week” from the end of April to early May. This is the peak time for most aesthetic clinics, as many patients undergo procedures that require recovery time during this period. However, our clinic closed during this period, and I went on a family trip to England where the coronation of Prince Charles was occurring. The streets were decorated with the national flag and paper crowns, stirring up a festive mood by giving out chocolates. After the England trip, I participated in the 111th Aesthetics Conference in Japan held in Osaka. I did not have the opportunity to listen to other doctors, as I was scheduled to give 2 presentations during the sponsor seminar and 1 presentation at the symposium. This conference certainly showed off the wide network of Chairperson Ikeda Yoshio.

A perfect implementation of the catchphrase “Aesthetics creating a beautiful future, with lessons from colleagues” the contribution by young doctors under the age of 40 was most notable for me. The SNS sessions were live-streamed, and one session was posted on Youtube or Instagram for the public to see. Medical service providers other than doctors were present, and SNS influencers were requested to pose for photos like idol groups. This conference made good use of the SNS, as photos were frequently posted as stories and on the feed of Instagram account (@JSASJAPAN). Those who are interested can follow this account.

Growing high RF markets

In this volume, I would like to introduce the monopolar high-frequency device VOLNEWMER from Classys, as good results have been obtained for over the past six months. First, the need for non-invasive procedures is on the rise globally. Similarly, in Japan, the data from a 2021 survey show that non-invasive procedures accounted for 88.5% of all procedures in Japan, which is an 84.3% increase compared with that



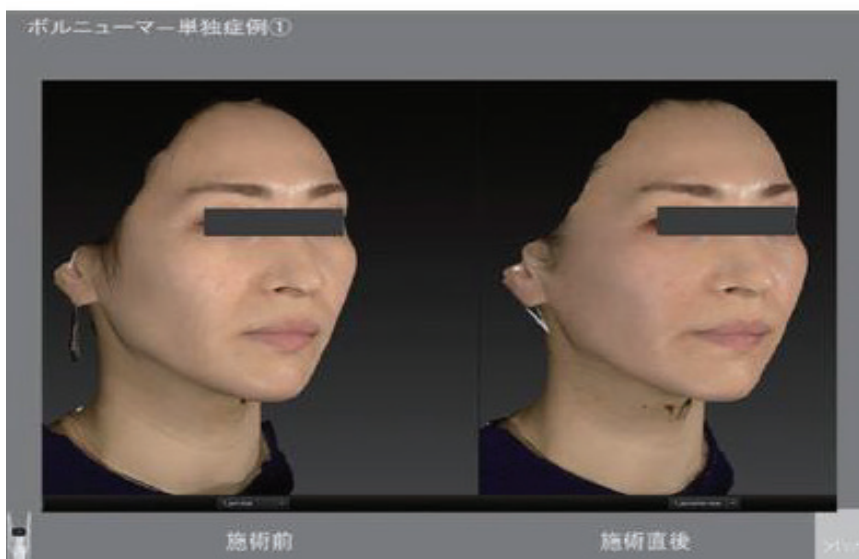
Model of the royal crown on top of a bus stop in England

of the previous year. Among non-invasive procedures, facial anti-aging procedures accounted for 33.7%, showing an increase from that of the previous year, 29.1%. Now that COVID-19 restrictions are lifted, and people are no longer wearing masks, treatments that are highly effective with no recovery time are in demand. Based on this trend, the RF markets are expected to grow in the future. I often see patients who never go through with the treatments. For example, they may believe that face-lifting is good for sagging skin, but a certain number of them think, "I don't want surgery; lifting injections are scary." These are the potential customers for future laser and RF markets. Specifically, patients who have been repeatedly

receiving procedures such as peeling or IPL can definitely see effects with less pain once prices go down, and they are likely to receive treatments with fewer side effects. As such, demand for the RF device is expected to rise. Existing monopolar RF treatment devices were effective but involved significant pain. However, new devices from different manufacturers take this into account. I feel that VOLNEWMER was manufactured with considerations for safety and complications in this regard. I felt that safety was considered important in the development based on the head that irradiates with close contact, the design with a contact surface for preventing burns, the lightly curved surface area, the water-based contact cooling,



Global radiofrequency-based aesthetic devices market.



Before (left), after VOLNEWMER procedure (right) alone. Provided by Hara Kaya

etc. Because burns are not likely based on the structure, the treatment can be more aggressive, and nurses can safely administer the procedure.

Safety is important, but how about effectiveness? I examined before and after procedure results using VECTRA. Clear effects were identified for nasolabial folds, marionette lines, and dents under the cheekbones, along with the appearance immediately after the procedure, which is directly connected to patient satisfaction. The effect was retained for nasolabial folds, marionette lines, and dents under the cheekbones even one month following the procedure after temporary changes disappeared.

Moreover, many patients said that their skin textures improved. Their responses included “I got rid of dullness,” “skin texture became softer,” and “make-up stays on better.” When the skin is examined under VECTRA, skin texture and melasma have improved. I’m glad that patients repeatedly request this

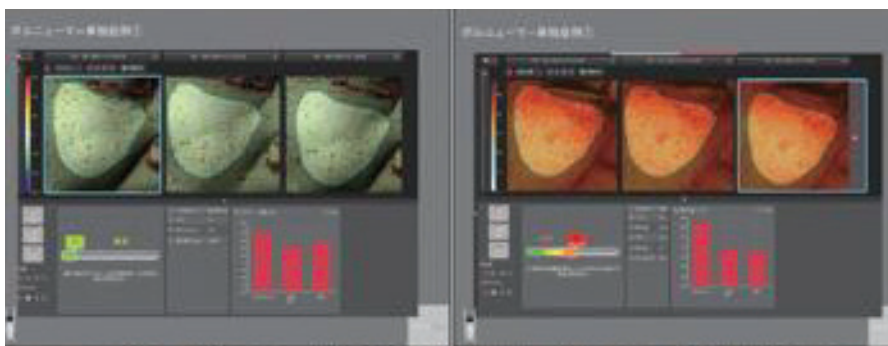
procedure due to the painless procedure and lack of recovery time.

VOLNEWMER + ULTRAFORMER III

VOLNEWMER alone is good, but the combination of VOLNEWMER and the HIFU device from Classys called ULTRAFORMER III, also known as “VOLFORMER,” is administered for maximized effect with no recovery time. I believe that many have combined HIFU and RF until now. A well-known problem associated with such procedures is pain. In our clinic, we perform RF first for combination procedures because of the severe pain, but since VOLNEWMER is equipped with appropriate water-based contact cooling, we initially irradiate with ULTRAFORMER III to the deep layer of the skin. VOLNEWMER is then applied, and few patients complain of pain. Combination procedures can



Change in volume (left) after VOLNEWMER procedure alone under VECTRA and vector of changes (right). Provided by Hara Kaya



Skin texture before VOLNEWMER procedure, 1 month after procedure, and 2 months after procedure and melasma (right) changes. Provided by Hara Kaya

multiply the lifting and tightening effects of HIFU, and significant effects have been seen in many patients. The effect of 1 VOLFORMER treatment on a woman in her 40s with a voluptuous face and small bone frame was examined over time (<Fig. 1-5>). Immediately after the procedure, swelling due to proper heat application is apparent. We can observe that the black spot, which can measure changes, has risen slightly. In addition, when comparing 1 month after the procedure with 3 months after the procedure, the skin became firmer at 3 months, making the face appear more three-dimensional. In our clinic, the target patients for the VOLNEWMER procedure alone are underweight women in their

30s and 40s who start to feel concerned about their marionette lines and nasolabial folds. They tend to have high satisfaction with a single procedure. Elderly patients who are thin and have less fat with sagging skin tend to receive the VOLNEWMER procedure after we explain to them that device alone can give them satisfactory results. Often, the procedure is combined with ECM formulations. In that case, ECM formulations are applied first. In other cases, the VOLFORMER procedure is performed mostly as the effects are clear, and patients have a high satisfaction rate, leading to repeat visits. Although the number of shots becomes the approximate reference when performing the procedure, I believe



Fig. 1. From the left, before VOLFORMER (VOLNEWMER + ULTRAFORMER III) procedure, immediately after procedure, 1 month after procedure, 3 months after procedure. Provided by Hara Kaya

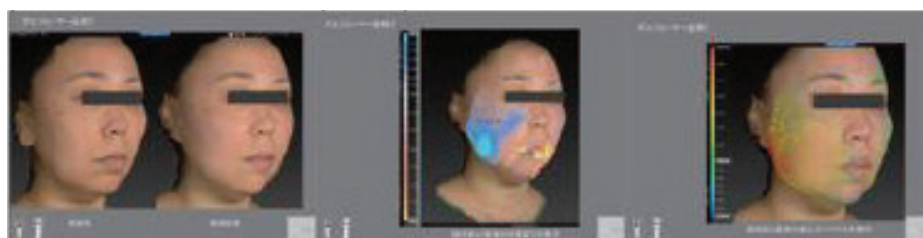


Fig. 2. Before and immediately after VOLFORMER procedure (left), change in facial volume (center), vector of changes (right). Provided by Hara Kaya

that it is necessary to check the temperature by touching the skin to determine the endpoint for an effective procedure since temperature increases may vary depending on moisture content and the fat layer of the skin. Almost all patients feel improvements in skin texture after the VOLFORMER procedure and feel low levels of pain; therefore, it is believed to be a good fit for repeated procedures. Rather than combining it with HIFU each time, the VOLNEWMER procedure

alone might be effective in between procedures. In the future, I plan to perform more cases focusing on the differences in effects depending on the increase or decrease in the number of shots, procedure frequency, and duration of effects; furthermore, I plan to adjust patient body weight, which is a permanent issue for procedures that improve sagging.

(Continued on the next volume)

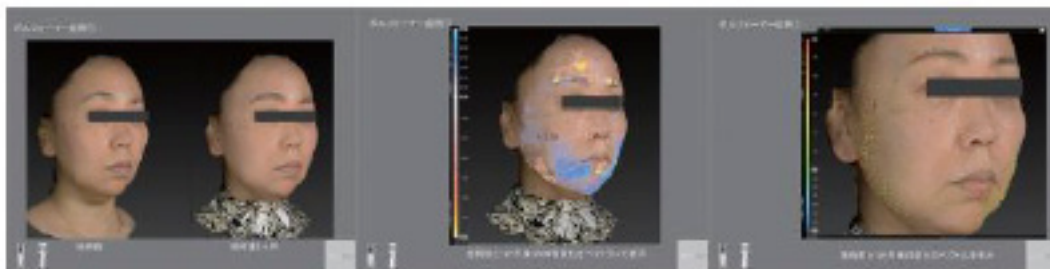


Fig. 3. Before VOLFORMER procedure and 1 month after procedure (left). Change in facial volume (center). Vector of change (right). Provided by Hara Kaya



Fig. 4. Before VOLFORMER procedure and 3 months after the procedure (left). Change in facial volume (center). Vector of change (right). Provided by Hara Kaya

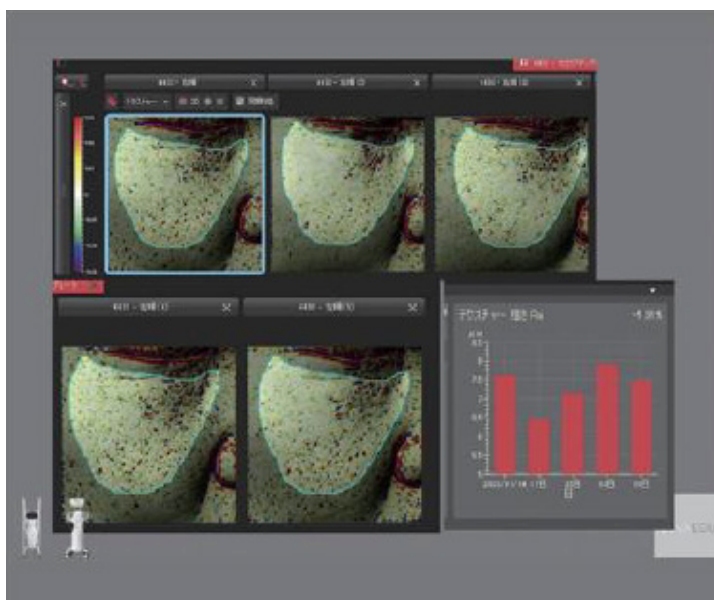


Fig. 5. Change in skin texture after VOLFORMER procedure. From left to right: day of procedure, 17 days after, 35 days after, 53 days after, 91 days after the procedure. Provided by Hara Kaya