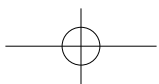
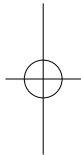
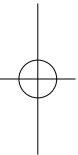


Japanese Market Beauty Trends



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Beauty trends in the Japanese market

The popularity of lifting procedures remains strong in the Japanese market. In the past, there were many procedures for elderly individuals, but recently, the age range has been gradually younger. As the popularity of procedures spreads, interest in lifting procedures, which can be applied to people of all ages and genders, is growing even more, alongside specialized procedures such as pigmentation.

Especially in Japan, the popularity of non-invasive procedures that are low in pain and do not require anesthesia are gradually increasing. Among these, the most popular lifting procedure is undoubtedly High-Intensity Focused Ultrasound (HIFU) treatment. Various brands of HIFU procedures are still popular.

The device operating at 4MHz, which was once a trend in Japan, gained popularity as a "pain-free high-frequency" device. However, despite providing temporary effectiveness, the popularity quickly faded

due to the inconvenience of short treatment intervals, as the effects of the procedure did not last.

Here at our clinic, we offer four types of lifting procedures, including one ultrasound lifting device and three high-frequency devices. Ultrasound procedures remain highly popular, but our clinic is enhancing patient satisfaction through various high-frequency procedures.

Clinical application

The sustained effect is perhaps the most crucial factor in the technical aspect of high-frequency procedures.

Due to the nature of the high-frequency procedure, it is easily accessible to the epidermis or shallow layers. However, monopolar high frequency, which targets deep layers with bulk heating, is difficult to handle, and this is one of the procedures where special attention to potential side effects is particularly necessary. For this reason, when choosing a monopolar high frequency, it is important to check its safety features.

In our clinic, we mostly perform a high-frequency procedure targeting the deepest layers using Volnewmer. Before and after the procedure, we use a 3D camera to show the effects and conduct patient consultations directly. We proceed by allowing individual patient to directly observe the effects of lifting and volumizing with their own eyes. The effect of Volnewmer is most noticeable after one month, and since the F/U is carried out at that time, there is a positive effect when patients repurchase it. If the effect of the procedure is insufficient, it is difficult to use the above consultation method, but as some effects can certainly appeal to the patient, both the practitioners and the patients are very satisfied.

More than 70% of our patients in our clinic revisit continuously. I think the reason why the visit to the hospital continues is that the rapport formation has been well formed due to the satisfactory treatment effect.



Lian Clinics is located in Omotesando, Japan, and although it is not a large hospital, it treated about 90 patients a month in the early days using the Volnewmer procedure. Recently, the number of patients has gradually increased, and it usually provides the procedures ten patients a day. For Japanese people, about 400 shots are considered to be appropriate for the entire face, and the procedure is performed in different modes depending on the skin type.

In the case of 6.78Mhz high frequency, the Stacking mode is mainly used, and some hospitals stick to this method, but in our hospital, if there is much fat, the Stacking mode is used, and if the skin is thin and there is a problem of sagging, the procedure is performed in the Sliding mode in the direction of the vector. Depending on the procedure area, concurrent modes may also be utilized.



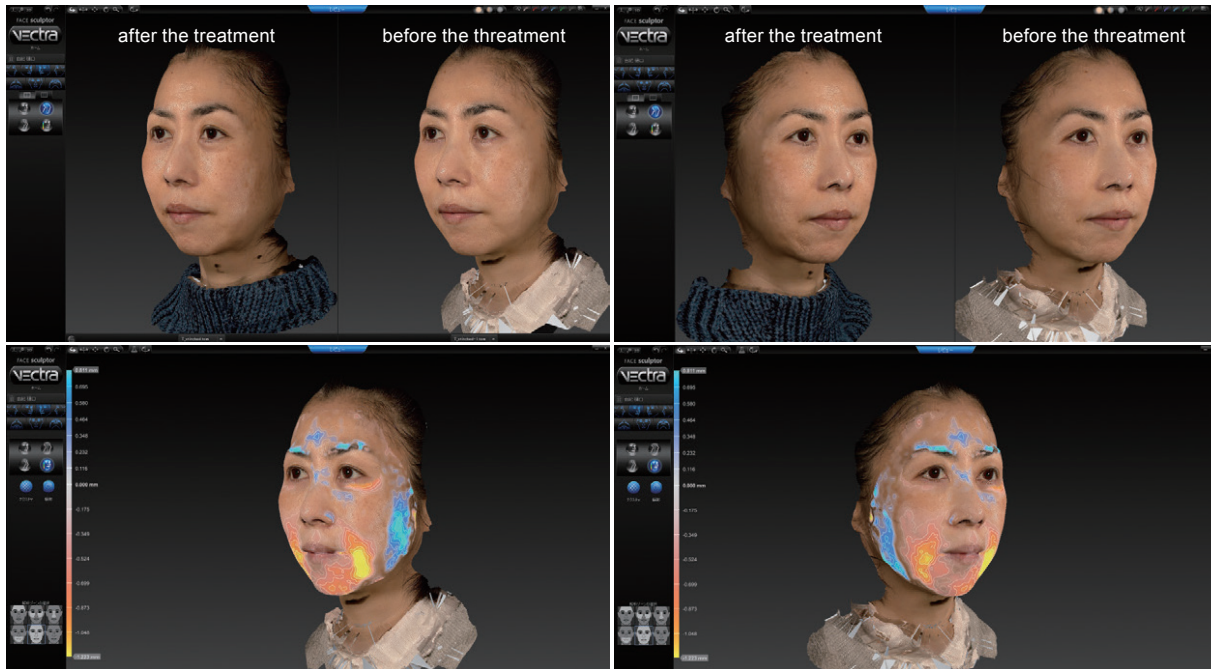
Pulling the skin to the upper direction and adjusting the skin layer thinly while checking the feeling of heat directly is also a procedure tip unique to our hospital.

Of course, the mode may be performed in parallel depending on the treatment site, but the procedure is performed while adjusting the thickness of the skin by pulling the skin up and checking the heat directly. The factor that has the greatest influence on the treatment effect is to perform wider bulk heating on the skin surface while reducing pain. VOLNEWMER is a water-cooling method that cools the skin surface at an appropriate level to reduce the pain of the procedure, and uniformly transfers heat without damaging the skin to increase the effectiveness of the procedure. Therefore, the stability of the device is very important, and I think VOLNEWMER is appropriate to transfer heat uniformly without damaging the epidermis.

While conducting monopolar high frequency using Volnewmer, there was one reported case of side effects. There was an instance where trembling around the eyes persisted for approximately 2 to 3 days after the procedure. However, it is difficult to determine a direct association with the high-frequency procedure, as this symptom could arise for various reasons. Therefore, it is not appropriate to consider it definitively as a side effect of the procedure.

There have been no experiences of burns or other types of side effects so far. Since we use cooling, there might be some discomfort during the procedure. However, most patients experience pain levels that allow them to consider revisiting, and overall, they are generally satisfied with the results.

Lapport is well formed between patients who have improved their skin with VOLNEWMER and me, so patients want to visit the hospital whenever they have skin problems.



It shows the volume improvement post VOLNEWMER treatment