

## How Smartlipo Enhanced My Business

An interview with Christine Petti, MD FACS

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### WHEN DID YOU ADD SMARTLIPO TO YOUR PRACTICE

I purchased Smartlipo in March 2008. That was an interesting time, in retrospect. Right after I purchased Smartlipo, the recession hit. Smartlipo has helped me to sustain my surgical practice through this long recession. This is not solely because of the Smartlipo brand recognition, but more importantly, it is because Smartlipo enhances the surgical outcomes I achieve. The technology permits simultaneous sculpting of the fat and tightening of the tissues.\* Smartlipo has opened the door to not only improved liposuction results, but also to practice longevity, helping myself and my practice weather the current economic storm.

### WHAT MOTIVATED YOUR DECISION TO INVEST IN SMARTLIPO?

Lasers have been a large part of my cosmetic surgery practice since the mid-1990's. At the time I made the decision to purchase Smartlipo, I was not specifically looking for a way to "improve" my liposuction outcomes. I was, however, fascinated by two observations that motivated my decision to purchase Smartlipo. Firstly, the fact that this small, yet powerful, device could permit body sculpting in finite areas that I could not easily access using ultrasonic liposuction and secondly, the fact that the skin could be treated with heat, permitting a collagen-induced tissue tightening\* for the appearance of smoother looking skin\*. These unique attributes of the Smartlipo technique were very appealing to me and over the long term, have been very fruitful in terms of patient outcomes and practice growth.

“**The fact that Smartlipo is minimally invasive and the recovery is so quick is a huge draw for recession conscious patients.**”

### WHAT DO YOU FIND APPEALING ABOUT THE TECHNOLOGY?

The technology is very sophisticated, yet at the same time, the device is quite simple to use. The specificity of the Smartlipo laser wavelengths for both fat disruption and collagen stimulation, and the small diameter of the cannulas allow me to produce superior results for my patients. The fact that Smartlipo uses laser energy rather than brut force to sculpt the tissues, translates to safer and more effective treatments with the added benefit of only requiring local anesthesia.

The tissue tightening\* results that are seen with Smartlipo favor the use of this technique, over skin resection procedures, such as abdominoplasty and other body lifts. Patients do not find the scars of a tummy tuck, arm or thigh lift desirable; however they are forced to accept it, when the surgeon has no other alternative. Smartlipo gives the surgeon and patient an alternative; the opportunity to have superior body sculpting procedures with no significant scars. Tummy tucks not only have permanent scars, but also are associated with the need for general

anesthesia, surgical drains, long down time, and time off of work and caring for family. In the properly selected patient, Smartlipo tissue tightening\* techniques can shrink the lower abdominal apron without removing the skin. Patients love the fact that they do not have to go through a dreaded tummy tuck and can get on with their life a day or so after the Smartlipo body contouring surgery.

When patients ask about the Smartlipo technology, I assure them that I introduce techniques in my practice that are scientifically proven to have benefit over other alternatives, Smartlipo is my smart choice for superior body sculpting --- it is smart because it is scientific, safer and more effective than other techniques, and provides highly satisfactory results to myself and my patients. The Cynosure technology keeps propelling Smartlipo into the future. The Smartlipo TriPlex, now with three wavelengths, permits for a faster treatment time and more selectivity for fat and tissue tightening\*. With all the bells and whistles it offers Smartlipo TriPlex gives the surgeon the freedom to produce superior body sculpting results. This is a win-win for the patients and the surgeon. I have never regretted my purchase of Smartlipo. I keep finding more uses for it everyday, in all aspects of my surgical practice.

### HOW AND WHY HAS YOUR PRACTICE BENEFITED FROM SMARTLIPO?

My practice has benefited tremendously from Smartlipo. It is very appealing that patients can have the surgery under local anesthesia. There are so many patients that are afraid to go to sleep. The fact that I can safely contour a patient under local anesthesia just as well as if they were under general anesthesia; that is very appealing to me and to my patients.

### WHY ARE YOUR PATIENTS ASKING FOR SMARTLIPO?

Patients love Smartlipo because it's minimal downtime and it's under local anesthesia. These are things that are appealing to men and women of the 21st century.

The fact that Smartlipo is minimally invasive and the recovery is so quick is a huge draw for recession conscious patients. I have patients come in the next day saying: "Oh, I dropped my daughter off at school. Oh, I went to dinner last night. Oh, I am going to go to work today." Patients love the fact that they are free to do these things immediately after surgery.

### DO YOUR PATIENTS ALREADY KNOW ABOUT SMARTLIPO BEFORE COMING TO YOU?

Patients definitely know about Smartlipo. I think it has a great brand name. Now we have patients that come into us with a plan laid out for their Smartlipo procedures. We have repeat customers who come in for their first body area and say "OK, well I want my thighs and flanks done as well". So with their first case we have second and third appointments booked right away. The procedure sells itself.



[www.cynosure.com](http://www.cynosure.com)

\*Through Tissue Coagulation

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