



Pellevé

*Wrinkle Reduction System
Provides 60-Minute Solution
with Natural Results*

**REVOLUTIONARY SKIN
TIGHTENING TECHNOLOGY
OFFERS NATURAL RESULTS
WITHOUT SURGERY**

*By Wendy Lewis
Contributing Editor & Advisor*

Founded in 1959 by Irving Ellman, D.D.S., a dentist and electrical engineer, Ellman International, Inc. is an American company with a rich history. It has earned its fine reputation in the medical arena as an innovative company that produces unique, high quality, durable products for surgeons, dermatologists, and dentists worldwide. Perhaps best known for the gold standard radiosurgical devices

to surgical procedures that produce less tissue damage, scarring, and pain than the competition. These products are in high demand as consumers seek these advantages from their dermatologists and plastic surgeons among other specialties.”

The Pellevé Wrinkle Reduction System offers patients and physicians another option to reverse the signs of facial aging without needles, surgery, or recovery time. It softens wrinkles on the face by slowly heating the deep layers of the skin with a warming device powered by advanced radio frequency technology. The Pellevé technology precisely delivers energy to the dermal tissue to induce collagen contraction without damaging the surface layer of the skin. As collagen synthesis begins, the skin will look and feel younger. Collagen remodeling occurs within two to six weeks or longer, and the final effect is a noticeable improvement in skin texture, quality, and appearance.

Pellevé offers a new kind of experience with results that patients can feel good about. A typical Pellevé session to treat the full face takes only 45 minutes to an hour and results can be seen right away. The treatment is only available at physicians’ offices or medspas. Because there is virtually no downtime, Pellevé is a perfect red carpet solution

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they manufacture at the headquarters in Oceanside, New York, Ellman’s first foray into aesthetic medicine was the introduction of the Pellevé™ Wrinkle Reduction System. According to Ellman CEO Rick Epstein, “With Pellevé, physicians and surgeons can utilize Ellman’s products to perform non-ablative skin tightening treatments in addition

for women who would like a fresher, softer, rejuvenated look before a big event in less than an hour. The added benefit is that while skin may look firmer and tighter that day, with Pellevé patients can expect to see the results improve over the following weeks and last for up to six months, making it a beauty boost that lasts. The treatment is also very affordable which opens up new segments of patients who will

Pellevé provides an advantage over many other skin tightening systems because the treatment is virtually painless. Because the technology does not require anesthesia or cooling of the skin during the procedure, the physician can safely and effectively achieve the appearance of lifted, tighter skin without surgery. In fact, some patients who have had Pellevé say it feels like a warm facial massage.

each patient. I use Pellevé for skin tightening, effacement of lines around the mouth and the eyes. The eyelid area is the best indication I have seen so far," said Dr. Bucay.

Miami Dermatologist, Dr. Flor Mayoral, who has extensive experience with skin tightening systems, agrees. "What Pellevé does for the eyes I cannot really get with any other device I have used because the tip is finer and more delicate. You can see when patients smile that the crow's feet are less noticeable. Their eyes look better and even bigger in some cases, and the fat bags are diminished."

Most Pellevé users concur that a series of three treatments seems to produce the best results for patients. According to Dr. Mayoral, "I recommend two or three treatments to every patient, and there seems to be a cumulative effect. Whatever radio frequency treatment you do today, I believe the result will be there for the rest of your life except that you will still be aging and producing less and less collagen over time. Pellevé is something that will tighten skin, make your skin look nicer, and make you look more youthful without a significant investment in treatment time, which is what patients are asking for today."

Unlike other systems, "Pellevé technology allows the practitioner to tailor the procedure to each individual patient. For example, I can spend more time on the eye area or around the mouth if needed."

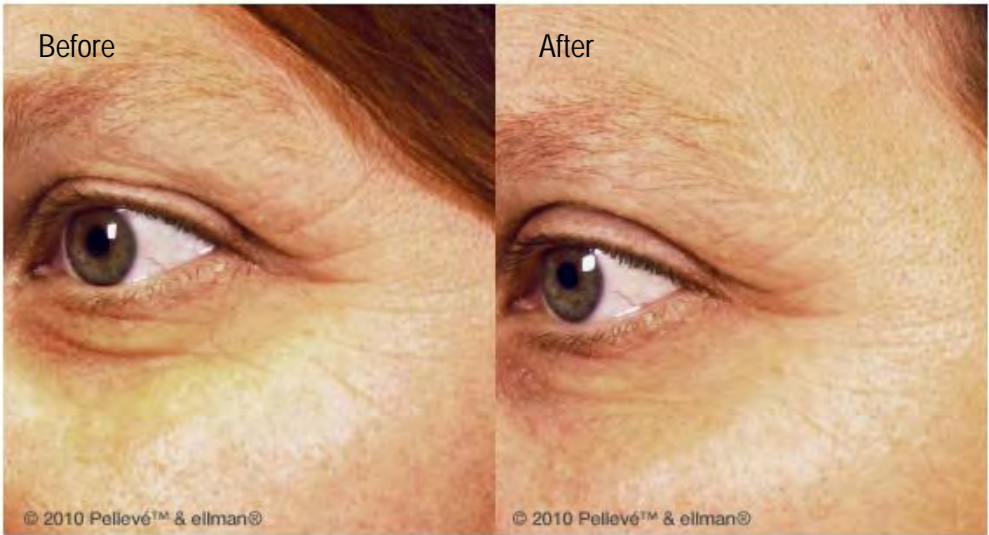
- Vivian Bucay, M.D.

be attracted to the advantages it offers. Pellevé treatments typically range from \$500 to \$1,500.

"Pellevé is a great option for women who do not want to have surgery but do want to feel better about how they look, and my patients like the idea of collagen remodeling," said San Antonio Dermatologist, Dr. Vivian Bucay, one of the first Dermatologists to offer the skin tightening system in her practice. "Some patients cannot afford any downtime, and Pellevé is truly the only lunchtime procedure we offer. The treatment takes less than one hour, and they can go right back to work or out that night."

"Patients looking for skin tightening with no discomfort have been satisfied with Pellevé RF treatments," said Atlanta Plastic Surgeon, Dr. Miles Graivier.

Unlike other systems, "Pellevé technology allows the practitioner to tailor the procedure to each individual patient. For example, I can spend more time on the eye area or around the mouth if needed so I can customize the treatment for



Courtesy of Dr. Antonio Rusciani

Pellevé received FDA Clearance For The Treatment Of Mild To Moderate Facial Wrinkles in 2009, and has had a CE Mark since 2005. It is currently available in the US, Canada, UK, Europe, Asia, and Latin America only through dermatologists, plastic surgeons, medspas, and other cosmetic practitioners. To learn more about Pellevé, visit www.pellevé.com.

laser & light technology

The long-term benefits of Pellevé are still evolving as more dermatologists, plastic surgeons, and anti-aging practitioners are expanding their uses of the technology. The robust Ellman Research and Development team is actively pursuing new clinical data to continue to introduce new, innovative products that will enable Pellevé's expansion into additional medical, cosmetic, and surgical indications in the near future. "Pellevé is a smart solution for busy professionals who want to refresh their appearance because it can be used alone or with other treatments I offer in my practice, such as dermal fillers and neurotoxins," said New York City Plastic Surgeon, Z. Paul Lorenc, M.D., F.A.C.S. "For those who do not want to undergo more invasive options or surgery, Pellevé offers a positive experience with results that last. I have found it to be a very favorable adjunct to my non-surgical practice."

Many practitioners report that using Pellevé in combination with other procedures can enhance the benefits and

longevity. Punta Gorda Facial Plastic Surgeon, Dr. Michael Stampar, said, "I like to pre-treat my patients with BOTOX® to allow treated wrinkles to be immobilized for a few months. This produces even better results with Pellevé, which is a fantastic tool for tightening skin and smoothing facial wrinkles. The pore shrinking effects are also remarkable." ❏

Dr. Miles Graivier will be presenting his long-term outcomes with Pellevé at the upcoming symposium Aesthetic Plastic Surgery and Anti-Aging Medicine: The Next Generation ([www.http:www.apssny.org](http://www.apssny.org)) to be held in New York City, June 10-12, 2011.





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Endless possibilities**

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- No down-time
- Minimal discomfort
- No anesthetic required

Pretreatment



Immediately Post-treatment

Photos courtesy of Dr. Donald Richey

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