1 MILLION TREATMENTS MAKE EMFACE THE FASTEST-GROWING FACIAL LIFTING PROCEDURE IN THE CATEGORY

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Discover how EMFACE has become the fastest-adopted non-invasive facial lifting treatment, while toning facial muscles and enhancing skin quality without injections or surgery

WITHIN THE FIRST two years of its introduction, more than 1 million EMFACE procedures have been performed globally, making it the fastest-adopted non-invasive facial lifting procedure of its kind in history. In the rapidly evolving field of aesthetic medicine, non-invasive treatments have gained tremendous traction, but it is primarily the breakthrough concept of EMFACE that drives its rising popularity.

'The face has always been people's number one concern when it comes to aesthetics,' says Dr Leopoldo de Velasco, a certified dermatologist from Mexico City. 'What we are seeing now, however, is a growing preference for procedures that are not only less invasive but also deliver more natural results. This shift is steering focus away from traditional interventions that tend to be more aggressive or require injections,' he adds.

Understanding facial ageing beyond the skin

For years, non-surgical facial treatments have primarily focused on the outer layers of the face – specifically the dermis. However, deeper facial structures, including muscles, play a crucial role in the ageing process. As muscles lose tone over time, they contribute to facial sagging and the downward pull of the upper tissue layers. 'Imagine this as two opposing forces. We use all these devices to keep the skin tight, but the underlying structure is pulling everything down like a weight. It's a fight we can't win,' describes Dr Peter Peng, ISDS Treasurer and DASIL President-Elect, Taiwan.

EMFACE addresses these limitations by targeting and toning facial muscles without the need for injections or surgery, transforming the landscape of facial rejuvenation. Dr Carolyn Jacob, a Harvard-trained cosmetic surgeon and board-certified dermatologist from Chicago, Illinois, explains: 'Treating the skin - whether through resurfacing, injectables, or collagen stimulation - only provides partial improvement. EMFACE is the first non-invasive, hands-free procedure that selectively tones elevator muscles while simultaneously improving the skin, creating a more natural and effective lifting effect.'

How EMFACE works

EMFACE utilises synchronised radiofrequency and high-intensity muscle stimulation (HIFES™) to specifically target facial elevator muscles. Depending on the applicator used, these include the

Figure 1 A 41-year-old EMFACE clinical study patient demonstrating overall facial lifting. (A) Before and (B) after fourth treatment Courtesy of: Joel L. Cohen, MD.

"By performing EMFACE before, we can achieve more natural-looking results with less filler and toxin. This aligns with the growing trend in aesthetic medicine toward subtler, more natural enhancements."

zygomaticus major and minor, frontalis, anterior belly of the digastric, and the lower portion of the orbicularis oculi.

'By restoring muscle tone, EMFACE helps reposition the face to its youthful structure. This has not been possible with any other energy-based device or injectable,' summarises Dr Mustafa Karatas, owner of a medical aesthetic clinic in Istanbul and one of the first-ever users of neurotoxins and fillers in Turkey. By addressing the foundational structures of the face, the procedure increases cheek volume, smooths facial wrinkles, and lifts the eyebrows.

Figure 2 The easy procedure setup makes EMFACE popular among both doctors and patients.

A versatile and expanding platform

Over the past year, EMFACE has continuously evolved, offering even more possibilities to medical practitioners. The platform now includes two additional procedures – EMFACE Submentum, designed for jawline contouring, and EMFACE Eyes for periorbital rejuvenation, targeting eye bags, dark circles and crow's feet. Both double chin and eye bags rank among the top concerns for patients seeking aesthetic treatments. This expansion has made EMFACE one of the most versatile energy-based devices for facial rejuvenation. 'What I like about EMFACE is that it keeps evolving, allowing us to offer more and more treatments to our patients', shares Dr Jacob, one of the first EMFACE practitioners globally.

Why top injectors choose EMFACE

The aesthetics industry is shifting towards less aggressive, more natural-looking treatments. EMFACE's rise aligns perfectly with this trend, enabling practitioners to achieve noticeable lifting and firming without the risk of overfilling or the frozen expressions often associated with excessive injectables.

According to Dr de Velasco, an internationally recognised trainer and spokesperson for multiple injectable companies, EMFACE is revolutionising the way injectables are used.

'By performing EMFACE before, we can achieve more natural-looking results with less filler and toxin,' says Dr de Velasco. 'This aligns with the growing trend in aesthetic medicine toward subtler, more natural enhancements. Patients love that they can maintain their facial expressiveness while still looking refreshed and lifted.'

EMFACE has rapidly become a staple in aesthetic clinics worldwide, both as a standalone treatment and as part of ▷

Figure 3 Example of midface volume improvement 3 month after EMFACE treatments. Courtesy of: Charles M. Boyd, MD.

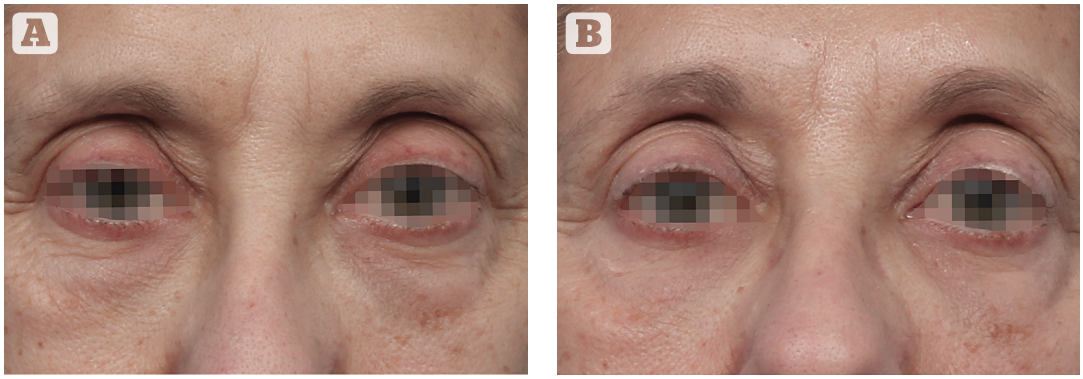

Figure 4 Results of the latest EMFACE innovations—EMFACE Eyes. (A) Before and (B) 1 month after fourth treatment. Courtesy of: Melanie Palm, MD.

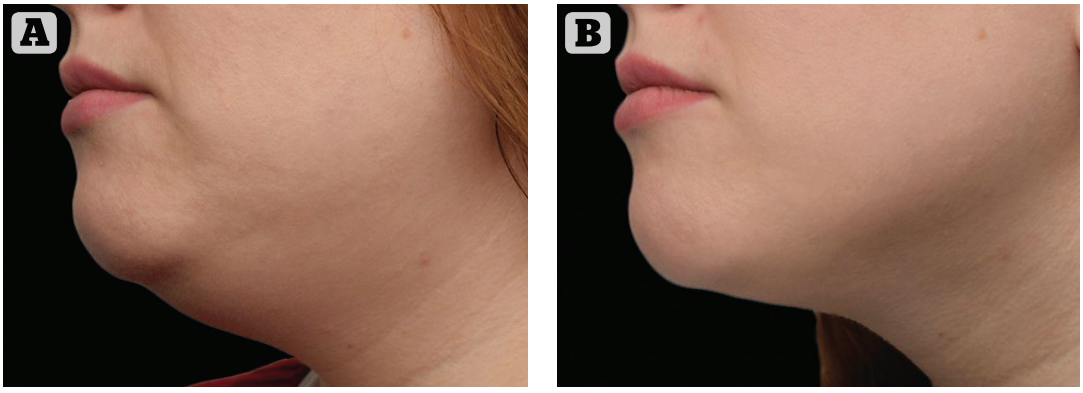

Figure 5 Results of the latest EMFACE innovations—EMFACE Submentum. (A) Before and (B) after fourth treatment. Courtesy of: Chris W. Robb, MD.

"With over 17 peer-reviewed studies and more ongoing research, EMFACE's effectiveness is supported by strong scientific data. As the aesthetic industry shifts away from overfilling and embraces more natural-looking enhancements with reduced filler use, EMFACE aligns with this trend by offering a comprehensive approach to facial rejuvenation."

▷ combination therapies. Several leading aesthetic practitioners have praised EMFACE for its innovative approach to facial lifting. Dr Peng highlights its advantages in clinical settings. 'What sets EMFACE apart is its ability to tone facial muscles while simultaneously enhancing skin quality. This dual-action approach provides results that are more balanced and long-lasting compared to traditional treatments that only address one aspect of ageing,' he explains.

Dr Karatas further notes that the treatment is particularly effective for patients in their 30s and 40s who are noticing early signs of ageing but are not yet ready for surgical interventions. 'These patients often seek ways to maintain their youthful appearance without undergoing invasive procedures. EMFACE offers them a powerful, preventive solution.'

One of the standout features of EMFACE is its completely hands-free application, ensuring a seamless and comfortable patient experience. Unlike injectables, which require precise administration by a skilled provider, EMFACE can be applied without the need for extensive manual manipulation, making it a highly efficient option for busy aesthetic clinics.

Patients report that the treatments are comfortable, often describing the sensation as a mild tingling or muscle contractions. Dr Jacob explains: 'One of the biggest concerns patients have with traditional procedures is pain and downtime. EMFACE eliminates both of those concerns. Patients can resume their daily activities immediately, a significant advantage for those with busy lifestyles.'

Leading the market with 1 million treatments

Now used in more than 90 countries, EMFACE's rapid expansion is a testament to its effectiveness and versatility. It has gained significant traction across North America, Latin America, Europe, and Asia, cementing its status as a leader in non-invasive facial rejuvenation. Reaching the 1-million milestone at this pace is unprecedented.

'In our clinic, the treatment continues to rise in popularity. Patients are increasingly aware of the role muscles play in ageing. With EMFACE expanding to four unique procedures, we can now treat different areas of the face and neck, attracting an even broader range of patients,' concludes Dr Velasco.

With over 17 peer-reviewed studies and more ongoing research, EMFACE's effectiveness is supported by strong scientific data. As the aesthetic industry shifts away from overfilling and embraces more natural-looking enhancements with reduced filler use, EMFACE aligns with this trend by offering a comprehensive approach to facial rejuvenation. With the recent introduction of EMFACE Submentum and EMFACE Eyes, the treatment now provides full-face coverage. Meanwhile, BTL, the company behind EMFACE, remains committed to further expanding the platform. Ongoing advancements in protocols ensure that EMFACE stays at the forefront of non-invasive aesthetics.

Experts predict that EMFACE will continue evolving, adding new features to further improve patient outcomes. 'We haven't seen any technology advance this quickly,' says Dr Karatas excitedly. 'This is just the beginning,' says Dr Peng. 'As research progresses, we will likely see even more applications for EMFACE, solidifying its role as an essential tool in modern aesthetic medicine.'

▶ *For more information about EMFACE and its revolutionary technology, visit: www.emface.com*

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