

MC1 Multipower Combines Modalities for Rapid Tightening and Recontouring



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Before treatment



After MC1 Multipower treatment
Photos courtesy of General Project

By Kevin A. Wilson, Contributing Editor

Building on the experience learned with its Med Contour and Vasershape platforms, General Project (Montespertoli, Florence, Italy) has developed MC1 Multipower, its most cutting edge system yet. This device combines radiofrequency (RF), ultrasound (US) and membrane-assisted vacuum massage for safe, rapid synergistic non-invasive shaping and tightening all over the face and body, without consumables.

"In my opinion, MC1 Multipower is the most advanced platform for high speed non-invasive body contouring, skin tightening and facial rejuvenation," said dermatologist and venereologist Dinko Kaliterna, M.D., founder of Polyclinic Poliderma in Zagreb, Croatia. "Treatment is painless and there is no downtime. There are numerous clinical trials supporting these modalities but in our clinical experience we've obtained at least 2.5 cm average reduction in 95% of cases and more than 3.0 cm average abdominal circumference reduction in 70% of cases, with improvements in skin tone and texture. We can treat even obese patients."

According to Dr. Kaliterna, the combined RF and US targets fat cells at depth specifically. The effect of treatment is microporation of adipocytes, causing the release of fatty acids into the system, where they are handled by the body naturally through metabolism and lymphatic drainage, he explained. The massage component enhances the final outcome as well as its onset. "With this technology the goal is not to eliminate adipocytes, but to reduce them to physiologically normal size. Therefore, there is no necrosis or apoptosis, and it is very safe." Surface heating creates the tightening effect.

MC1 Multipower has four handpieces. The large Body Shape handpiece is designed to emit low-frequency US to treat localized fat. Both RF and US are harnessed in the Body Shape and Tight handpiece, which is equipped with three focused US transducers that fire in a sequential pattern to add an acoustic massage effect. The underlying dermis is reorganized via vasoactive processes, neocollagenesis and fibroblast stimulation, aided by the heat of RF. Both energies also act on the fatty tissue. Featuring a smaller spot RF plus US, the Face Lifting handpiece treats facial and neck laxity, as well as fine lines. The elastomeric membrane-assisted vacuum massage handpiece can be used on the face or body for vascular and lymphatic stimulation. "These handpieces are ergonomic so the device is both versatile and easy to use," Dr. Kaliterna said.

As Dr. Kaliterna pointed out, the synergy between the different modalities provides results quickly, in less treatment time, for high patient satisfaction and great results with fantastic throughput. "This is significantly reducing procedure time and we are beginning to see results even after one session," he said. "Patients are likely to return for more treatments because the results are exciting and it is easy to fit into busy schedules. It also allows us to better manage our patient scheduling."

These great results and other benefits seen with MC1 Multipower have additional effects on the revenue stream. "It is not only giving us good results and high satisfaction, it is inexpensive to use because there are no consumables. The excellent return on investment we have seen with MC1 Multipower has made it key to the success of our clinic," Dr. Kaliterna stated.