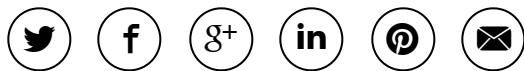


Cosmetic Surgeon Dr. Richard Buckley Comments on How Advances in Energy-based Fat Reduction, Skin Tightening, Skin Toning and More are Fueling Consumer Demand

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Devices using radiofrequency, ultrasound, laser energy and other energy and light sources are fueling consumer demand for nonsurgical fat reduction, skin tightening, collagen building, toning, wrinkle reduction and more. Cosmetic surgeon Dr. Richard Buckley, comments on the most popular energy-based devices at his Milford, Penn., practice.

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Devices using radio-frequency, ultrasound, laser energy and other energy and light sources are fueling consumer demand for nonsurgical fat reduction, skin tightening, collagen building, toning, wrinkle reduction and more. A recent report by the online cosmetic treatment marketplace RealSelf documents that users' interest in laser and energy device treatments increased 10.5% in 2017. Half of the 10 most researched minimally invasive categories included laser or energy device treatments, according to the [RealSelf U.S. Laser & Energy Report](#), released July 2018.

"There are so many things fueling the demand at our practice and others," according to cosmetic surgeon Dr. Richard Buckley, medical director of MilfordMD Cosmetic Dermatology Surgery & Laser Center, in Milford, Penn. "Consumers want more sculpted bodies, tighter skin, firmer and less wrinkled skin without the downtime associated with surgery. And thanks to advances in cosmetic treatment devices, we're able to non-surgically address just about every cosmetic concern on the body or face with these technologies."



The increase in demand for nonsurgical fat reduction and rejuvenation options has led to an increase in the usage of radiofrequency, ultrasound, laser and other light energy devices.

“Consumers want more sculpted bodies and firmer,

Surgery and downtime aren't the only things patients might be trying to avoid. Many of today's patients want to look younger without drugs or injecting foreign substances. "Energy-based devices, including **CoolSculpting**, for fat reduction, Thermage, to tighten skin, Ultherapy to lift sagging skin, and Fraxel to color correct and rejuvenate facial skin, work from outside the skin, without the use of drugs, injectables or scalpels," Dr. Buckley says.

Consumer interest in minimally invasive fat reduction treatments hit an all-time high in 2017, according to RealSelf. The RealSelf report shows more consumers searched for minimally invasive fat reduction than for toxins and fillers. "CoolSculpting and SmartLipo Triplex, the two most searched fat reduction treatments, according to the RealSelf report, are also among our most popular fat reduction options," Dr. Buckley says. "Patients are usually awake and comfortable during the procedures, which is an added safety advantage."

The **SmartLipo Triplex**, according to Dr. Buckley, is the gold standard in laser liposuction treatments. "SmartLipo is ideal for reducing fat and toning areas of the face, neck, arms, breasts (male and female), bra rolls, muffin tops, waist, hips, thighs, knees, and other areas of loose or flabby skin," he says. "These devices still don't achieve as dramatic results as surgery, but they work well for small areas of localized fat."

The RealSelf report also points to high consumer satisfaction and rising demand for vaginal rejuvenation treatments, with such devices as **ThermiVa**. Facial lasers for addressing such concerns as sun damage and acne scars to skin texture and tightness are also a resounding success among consumers, according to the report. "We're not the least bit surprised by the positive news coming out about energy-based devices for aesthetic treatment of the face and body. Our patients have been raving about the results, little to no downtime and safety of these options for years," Dr. Buckley says.

About **MilfordMD Cosmetic Dermatology Surgery & Laser Center**:

The MilfordMD Cosmetic Dermatology Surgery & Laser Center offers state-of-the-art highly specialized procedures in laser and cosmetic surgery and aesthetic skin care. In addition to its AAAHC nationally accredited surgical center and extensive laser surgery capabilities, MilfordMD offers physician designed skin care products for home use. Milford Pennsylvania's MilfordMD Cosmetic Dermatology Surgery & Laser Center is sought out by patients from around the world for expertise and innovation in cosmetic treatments performed by Board Certified Physicians, Richard E. Buckley, M.D. and Marina Buckley, M.D.

MilfordMD Cosmetic Dermatology Surgery & Laser Center is located at 303 W. Harford Street, Milford, PA 18337. Tel: (570) 491-1962. For real patient video testimonials, visit our **MilfordMD YouTube channel**.

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