

## Reducing Knowledge Barriers on Facial & Body Contouring



**Dr. Villy Rodopoulou, MD | Greece**

### **CLASSYS CLATUU Alpha**

Plastic and aesthetic surgeon, surgeon Dr Villy Rodopoulou graduated from the Medical School of the University of Athens in 1992. She completed her training in General Surgery at the 1st University Department of Surgery of the University of Athens. Then, as a scholar, she specialized in Reconstructive and Aesthetic Surgery at Cook County Hospital and the University of Illinois Medical Center in Chicago. She completed her training at the State General Hospital of Athens. She got the title of the Plastic Surgeon in 2001 and she was also certified by the European Board of Plastic Reconstructive and Aesthetic Surgery. A key certificate, since a limited number of European doctors hold it.

Villy Rodopoulou has also been working in London since 2002 as a Cosmetic Plastic Surgeon. Her job objectives are on facial surgery (invasive and noninvasive procedures), breast, and laser techniques. She is acquainted with all the new generation non-invasive technologies for face rejuvenation and laser hair removal, such as Intense Pulsed Light (IPL), Soprano ICE Laser Alexandrite and Radio-Frequency (RF). It is noteworthy that she owns an extensive experience in the application of cryolipolysis, having developed a personal technique, 3D Cryolipolysis, which she has presented at the most well respected scientific international conferences of her specialty.



**Double chin and inner thighs before (left) and after (right). Dr. Villy Rodopoulou explained that the procedure using CLATUU Alpha not only yields less downtime, but is also less likely to cause side effects, and is more convenient for both practitioners and patients.**

Moreover, her studies has been published in every scientific journal of her specialty, as well as in the Year Book of Surgery (the latter was done upon request). She has given more than 80 scientific conference presentations and is constantly being informed about her scientific field, taking part in international seminars and graduate programmes.

Villy Rodopoulou is a member of Athens Medical Association, the British Medical Council, the Greek and the International Society of Plastic, Reconstructive and Aesthetic Surgery (IPRAS), the International Society of Aesthetic Plastic Surgery (ISAPS), the American Society of Plastic Surgeons, the Greek Society of Melanoma and the Greek Breast Surgery Association. Dr Villy Rodopoulou has been invited as injections' instructor (Anti-Wrinkle And Muscle Relaxant Injections/Hyaluronic acid) at the Hellenic Plastic Surgery Congress and many others.

### **An opportunity to choose aesthetic medicine as a practice?**

Aesthetic plastic surgeons, like myself, are highly qualified and trained to execute aesthetic procedures of all kind. The field of aesthetic medicine is a rapidly growing part of an aesthetic plastic surgeon practice, offering lots of non-invasive opportunities and surgeons of course are better at performing them more adequately. Our extensive knowledge of anatomy and skin biology is helping to improve appearance of skin, shape up the body, and treat certain aesthetic disorders. It requires delicate handling and the thought of 'creation' is highly intriguing.

### **What is your relationship with CLASSYS?**

I was quite happy with the results since I first started using CLATUU in 2015. The big volume of patients and sessions I performed applying my personalized technique, using the term: 3D-Cryolipolysis and led to remarkable results which I started presenting in well-respected international meetings like IMCAS, ISAPS etc. Therefore, the company approached me and requested me to become their KOL (key opinion leader) for popular field of cryolipolysis and I gladly accepted their invitation.

### **Explain why you chose CLATUU Alpha.**

Liposuction still remains the gold standard surgical option to remove unwanted fat. However, we are in the era of minimally invasive medical aesthetic procedures and while one could argue that only surgery guarantees a drastic change, it is accompanied by multiple adverse effects and increased cost. Therefore, this field is gaining popularity not only because of low downtime but also because there is lower stigma and barrier to entry. In 2019 non-invasive treatments can be quick lunchtime procedures with quite effective and long-term results. Thus, it is definitely a value for money choice for both patients and doctors.

### **What was your first impression with CLATUU Alpha**

As a plastic surgeon I come across with multiple different non-invasive technologies, all promising outstanding results. Because of this fast growing emerging market, I am always aware of counterfeit medical devices. My intention is not only achieving great outcomes but also ensuring patients' safety. As soon as I started using CLATUU, I was impressed by device performance and effectiveness as well as patient tolerance. That is the reason when the new model came in the market, CLATUU alpha, I immediately obtained it as a second CLATUU machine in my practice so that I can offer my patients multiple areas per session and thus, minimizing their treatment time. I am happy to be able to offer them a full body sculpting non-invasively using 3D Cryolipolysis in just one day!

### **What features does CLATUU Alpha offer?**

Before I take on board any new device, I read thoroughly multiple scientific articles and take into consideration every different scientific opinion. The moment I decide that this new technology is safe and efficient I think of patient tolerance as well. Therefore, I test them on myself first. Also, I consider both time spent at our private practice and cost. Non-invasive treatments are supposed to be safer and "financially friendlier", compared to surgery. Nowadays, many patients seek minimally invasive and affordable ways to get rid of stubborn fat. Double chin, inner and outer thighs, arms and love handles are only some of 3D cryolipolysis applicable examples. CLATUU introduces a new patented 360° surround cooling technology that secures even cooling and a nicely reduced, smoothed out result with maximum comfort during treatment. CLATUU literally met my demanding expectations; after trying at least three of its competitive devices in order to decide. Quite important is also the extra benefit of minimal consumables of CLATUU.

## How would you explain the demand for CLATUU Alpha and procedures?

Most of our patients are highly satisfied with 3D cryolipolysis treatment. In 1 hour, we can treat 4 different areas using 2 CLATUU devices and 4 handpieces. This way we minimize the time they spent at our private practice and our patients can quickly, with no downtime return to their everyday routine and also, we have a short patient turnover in the practice. So, we can treat more patients in one day compared to other devices, not to mention the minimal consumables and the easy exchange of handpieces. Very often patients combine their 3D cryolipolysis session with other aesthetic treatments we offer such as injectables, microdermabrasion, mesotherapy and skin treatments performed during the 3D cryolipolysis treatment cycle. At initial patientdoctor consultation therapeutic goals are determined and therapeutic plan is designed. This helps not only our patients to have realistic expectations but also us to perfectly meet them. Adverse effects are tolerable and include mild pain during usually the first 5 minutes, mild numbness, tingling and mild bruising in some cases. All of these resolve within hours or a few days without intervention. After 2months, we re-examine the treated areas and decide whether or not a second cryolipolysis cycle is needed.

Most common area of interest is the abdomen either upper or lower or both and the love handles. Possible reason for that is because it is a common area of fat accumulation both in men and women and in general the torsal area, therefore we call the improvement of this area non-invasive torsoplasty. 9. Medical procedures include non-invasive body sculpting, even for difficult body areas and face contouring. Specifically, for face contouring we often aim to reduce submental fat or as commonly known double-chin as well as the lateral neck area. For that purpose, we document precise measurements using skinfold caliper. Photographs for before and after evaluation are also collected using standardized cameras.

Many procedures can be combined with cryolipolysis. We often use LPG endermologie that stimulates the skin and fatty tissue to soften up the fat cells bands and make them less fibrous. At the same time, this stimulation helps to release fat and to activate blood and lymphatic circulation, therefore, we achieve cellulitis improvement. An unexpected benefit of 3D cryolipolysis, is skin tightening and it is almost regularly observed. Thus, we have also paired it with a radiofrequency device in order to maximize that bonus effect. Both combinations are efficient and safe, as long as carried out separately to cryolipolysis, preferably after a few days. However, 3D cryolipolysis alone can have a significant result and combinations are based upon initial consultation. Each patient has diverse needs and financial capacity.



**Classys' key opinion leader (KOL) Villy Rodopoulou.**

Most important thing when using CLATUU as per our experience, is setting realistic goals. Patients will notice fat reduction approximately within 3 months and maintaining a stable weight is of high importance in order to objectively evaluate the results. Thus, patience is needed. "Instant effect" results are not an option with 3D cryolipolysis.

In our private practice we have treated more than 40 patients in this area so far as it is a quite new technique and the results are extremely satisfying not only from a clinician aspect but also from written patient evaluations and we currently have under submission of the relevant scientific paper. Submental fat can be

difficult to deal with and other non-invasive methods such as injection lipolysis require multiple visits and frequently lead to bruising and significant swelling for several days. While CLATUU alpha offers a pain-free, one or sometimes two cycles of 1-hour treatment option with no downtime. Patients gain back their facial contouring and subsequently their confidence. It seems that a youthful, fresh face has a direct psychological impact and we are grateful for generating beautiful faces and happy patients at the same time.

Most users are very happy with the results of Clatuu and the 3D cryolipolysis treatment is quite popular among specialists. 15. There was a big audience, actually much more than our expectations, and they were quite impressed, given the big volume of patients and the remarkable results that we presented following 3D cryolipolysis. Quite effective. Therefore, I am quite happy with the outcome of our cooperation.



**Dr. Villy Rodopoulou attended the 3-day Aesthetic & Anti-Aging Medicine World Congress (AMWC) Monaco from April 4-6, 2009, and shared her clinical data with attendees while introducing the CLATUU ALPHA procedure.**

### **How do you communicate with CLASSYS?**

Mostly by e-mail. I was happy to share my technique and tips in multiple instances. Doctors, dermatologists or plastic surgeons should be open-minded and at the same alert when it comes to new devices or techniques. Safety and effectiveness always should come first when treating a patient.