

MADONNA'NIN  
EVİNDE DE BU  
AKUSTİK ENERJİ  
DALGALARI VAR

# S SELÜLİT İLE DA

Hollywood yıldızlarından mankenlere, dünya sosyetesinden Madonna'ya herkes selülitlerinden kurtulmak için bir 'akustik dalga tedavisi'nden bahsediyor. Üstelik birkaç yıldır Avrupa ve Amerika'da uygulanan yöntem sonunda Türkiye'de.

# ACOUSTIC ENERGY WAVES IN MADONNA'S HOUSE

From Hollywood stars to models, from the jet set to Madonna, everyone is talking about acoustic energy waves to get rid of cellulite. The method used in Europe and America for several years, is now available in Turkey.

## **Cellulite treatment with acoustic energy waves**

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When we talk about orange peel, most people are nowadays aware that we do not mean the fruit. Skin with an orange peel appearance is the common nightmare for many women. Researchers have been unable to find the vaccine which dissolves fat but they have developed a new method for banishing the "orange peel": AWT, the Acoustic Wave Treatment. The method is completely different from the familiar cosmetic and clinical applications. We know that cosmetic products provide temporary solutions for the cellulite problem. However, clinical applications are painful and can result in skin damage. AWT, however, claims to have found a permanent solution without pain, injection or surgery. Famous pop star Madonna not only tried the method which evolved in 2006 in USA but also bought a system for her home. The method is now available in Turkey.

The operating principle of AWT is based on nano-energy waves. High energy shock waves applied for short periods dissolve fatty tissues and sharpen the skin definition.

Fatty tissues are formed differently in men and women. For men, the supporting tissue fibres which form and support fat run parallel to the skin. Fat layers deposited under the skin thus dissolve in the lowest level, which in turn causes the skin to have a smooth appearance. Women have vertical fat layers, and the supportive structure of the supporting tissues tugs the skin downwards causing an uneven appearance.

AWT, which is a new approach to cellulite and local weight reduction treatment, tackles the two main factors influencing cellulite. The therapy first affects the fibroblasts and fat deposits in the sub dermis. The shock waves then penetrate the skin and fats and enter the fibroblasts, which they separate from the collagen. This severs the connection to the skin and gives it a smooth appearance.

Cellulite is the cause of oedema and fat deposits. Since AWT helps in building up the dermis and reduces the fat bulges, fat deposits are reduced and loose skin tightened. Research shows that after regular application, the elasticity of the skin increases by 71.6% after three months.

Cardiovascular Anaesthesia Reanimation and Nutrition Specialist M.D. İsmail Ağar, who has been working with the AWT method for a while, states that this treatment is painless and very comfortable. "The recommended treatment for cellulite is twice a week for only three weeks. In the studies performed with control groups, the biochemistry of blood tests performed before and after the treatment showed that free fatty acids and glycerol, i.e. the products released when the fatty tissue is broken down increase abruptly. After the shock waves, tightening of the skin and a decrease in fatty tissue can be scientifically proven. These two effects result in a reduction in circumference of 5-12% locally without any special diet being necessary."

## **Step by Step Treatment**

1. "Radial" shock waves: This kind of wave is generated with the aid of a plate located inside the air box in the device. The shock waves generated in this manner result in a brief strong vibration. In this way, fibroblasts are split in two and dermal collagen increases. The radial head is also used to control the pain. This head activates the neurons and increases the blood flow in the region being treated.

2. "Planar" shock wave therapy: In this method, an electrical magnet is used. The system produces a brief, high energy wave. The period of the planar wave can be measured in nano-seconds. Since the high energy shock wave is applied to the patient for only a short time, the therapy is almost painless. In this stage. When applied, the high energy stimulates the collagen inside the dermis and helps dissolve the fatty tissues.

## **DIET IS NECESSARY**

Nutrition Specialist M.D. Selahattin Dönmez, on the other hand, believes that the AWT method alone is not sufficient...

"Fat metabolism in the regions with cellulite is disturbed and slows down, and an increase of lymph in the tissue is seen. Even when the muscles are flexed, sufficient blood and lymph circulation cannot be achieved. Studies in recent years show that a short term increase in the permeability of the membranes of fatty tissues can be observed with the shock waves and the micro circulation in the skin is stimulated. This stimulation regulates the blood flow. The effect of regulation and increase of the blood flow is lipolysis. Disorders and the slowing down of the blood flow lead to lipogenesis. Acoustic wave treatment uses shock waves. The use of shock waves can prevent the formation of cellulite caused by circulatory disorders. However, the positive changes that occur in the fatty tissues as a result of the therapy with acoustic waves are not alone sufficient to lose weight. There is only one effective method for slimming and that is diet and a change in behaviour. People must be made aware of what healthy nutrition involves and must apply this knowledge throughout their life.

## **AREAS WHERE AWT IS USED**

- Cellulite treatment
- Tightening of skin and supporting tissues
- Enzymatic lipolysis (An increase in free fatty acids and glycerol created when the body fat is dissolved can be observed in the blood tests made before and after AWT)
- Anti-wrinkle treatment
- Stretch marks
- Spider veins
- Quick recovery after liposuction