



## Media Release

### *Dr. Gray Now Offers New FDA-Cleared Non Invasive Facial Skin Tightening*

Non-surgical, minimally invasive cosmetic procedures account for 86% of all cosmetic procedures performed. Botox, soft tissue fillers, chemical peels and micro-dermabrasion account for 78% of these procedures. They are effective, but they don't tighten the skin. In September 2009 the FDA approved a new machine that tightens and lifts the skin using focused ultrasound. This has become great news to consumers, especially those in this community, home to one of the first of these Ulthera Systems in the nation.

While drawing on the same reliable ultrasound principles that physicians and patients have trusted for decades, the Ulthera System is considered a first-of-its-kind technology because it utilizes focused ultrasound energy on the face and neck to lift and tighten the skin in a short, 60-minute procedure performed in the office without the need for anesthesia.

This non-invasive procedure, called Ultherapy, has been available in Europe, Asia and elsewhere since early 2009, but Dr Leonard W. Gray, F.A.C.S., a Diplomate of the American board of Plastic Surgery ([www.bayareaplasticsurgery.com](http://www.bayareaplasticsurgery.com)), is pleased to be among the first physician innovators adopting the technology in the U.S.

"We now have the ability to use ultrasound imaging to SEE the layers of tissue we want to treat below the surface of the skin, and then focus the same ultrasound energy to TREAT just the targeted tissue. The FDA study found an 86% response rate with one pass. We treat with multiple passes and at multiple levels during the one hour procedure and we are seeing a response rate higher than that. The FDA study also showed no adverse events in 5 years of testing," says Dr. Gray.

Because this is accomplished without disrupting the epidermis, or top layer of skin, patients experience no downtime whatsoever. The treatment triggers the body's own regenerative response, which in turn results in a firming, tightening and actual lifting of skin tissue over time. Dr. Gray explains, "The skin initially tightens with the treatment as collagen contracts, but then it continues to tighten and lift for three more months as the body lays down new collagen. The result lasts as well. While it's not a replacement for a surgical face or eyelift, patients like that the process is non-invasive with very little risk and little or no downtime. It's also very affordable compared to surgical costs. The key to this treatment is teaching people about it. Once they understand that the results rely on rebuilding the supportive collagen fiber network within the skin, they also appreciate that the effects take place naturally and gradually. They get a natural appearing lift and tightening that gets better over time and can be performed over a lunch break."

Dr. Leonard Gray M.D., F.A.C.S. has had a highly successful private practice in Plastic Surgery for 16 years in San Francisco. His office is located at the historic 450 Sutter Street Medical Building in Downtown San Francisco. He is a diplomate of the American Board of Plastic Surgery as well as the American Board of Surgery, and specializes in cosmetic plastic surgery procedures such as breast augmentation, liposuction,



rhinoplasty, face lifts, eyelid surgery, tummy tucks, and minimally invasive cosmetic treatments. He is an active member of the California Medical Association, the San Francisco Medical Society, the American Society of Plastic Surgeons (ASPS), as well as a Fellow of the American College of Surgeons (FACS).

Dr. Gray earned his Bachelor of Arts degree in Biochemistry and Master of Arts degree in Immunology at the University of California, Berkeley, completing his undergraduate studies with honors. He then attended the University of California, Los Angeles Medical School, receiving, upon graduation, the prestigious and highly coveted AOA Research Award; one of only five medical students in the nation to receive this distinction. He trained in surgery at Harvard in what is now the Deaconess/ Beth Israel hospital system, and was the Chief Resident of the Harvard Deaconess Surgical Service in 1988-1989. He completed fellowships in Plastic Surgery as well as Hand and Microsurgery in San Francisco and was the Chief Resident in Plastic Surgery from 1993-1994.

**For more information on Ultherapy please contact Scanmedics on 02 9882 2088 or email on [Scanmedics@bigpond.com](mailto:Scanmedics@bigpond.com)**