



SPAMEDICA® MEDIA UPDATE

THE THREADLIFT: THE FIRST TRUE NON-SURGICAL FACELIFT IS ATTRACTING INTERNATIONAL ATTENTION

Canadian ThreadLift Pioneer Has Redeveloped Procedure With Outstanding Results

Recently featured on NBC's "Today Show", in *USA Today* and *People Magazine*, the ThreadLift, with the support of its pioneer, Toronto and Los Angeles cosmetic plastic surgeon Dr. R. Stephen Mulholland, is quickly attracting the kind of media attention and public interest that was, until now, reserved for Botox.

The ThreadLift is an actual facelift, performed in under an hour with no cutting and minimal discomfort. Patients resume their normal lives almost immediately. This minimally invasive lifting technique which elevates and repositions lax skin of the brow, face and neck without surgery, offers a significant result, up to 80% of an open facelift.

During the ThreadLift, tiny threads (contour sutures) are passed under the skin and into the drooping facial elements to be lifted. Tiny barbs on the threads take hold of the drooping areas and elevate them. The needle is then removed, leaving the newly lifted skin secure in its new position.

The ThreadLift is performed without surgical incision, there is virtually no scarring and minimal recovery time. Performed with a local anesthetic, there is little discomfort and minimal bruising or swelling. Should it be necessary, the threads can be adjusted later on to loosen or tighten the affected area.

Variations of the ThreadLift were introduced in Canada in 2003 to moderate results. Dr. Mulholland, who began his medical career as an Oncological Head and Neck Surgeon, has revised and refined the procedure to achieve results far beyond the earlier techniques. As performed by Dr. Mulholland, the ThreadLift now connects the threads to the deep tissues of the face resulting in a much more dramatic repositioning of facial elements.

Dr. Mulholland has now taught and certified over 300 U.S.-based physicians in the ThreadLift procedure.

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SpaMedica is the country's foremost Cosmetic Surgery and Advanced Laser Dermatology Clinic offering a full range of services to resurface, restore and revitalize the skin. The clinic uses the safest, most advanced and efficacious surgical and laser technology available today.

SpaMedica, located at 66 Avenue Road in Toronto, and SpaMedica Downtown, located at First Canadian Place (100 King Street West, Suite 2500, 25th floor, Toronto, Ontario, Canada), are under the direction of SpaMedica owner Dr. Stephen Mulholland, M.D., F.R.C.S.(C.).