

# MESOTHERAPY... THE TREND OF THE FUTURE

## THE CELLULITE DILEMMA

WRITTEN BY RICK ADELMAN

**M**illions of women spend hours at the gym or spa, furiously peddling their stationary bikes or stalking their treadmills. They carefully watch their diets, making sure to go easy on the carbs and fats. As they turn towards their reflections in the mirror, they see their unsightly deposits in their thighs and buttocks referred to as saddlebags. With the help of Dr. Lionel Bissoon, women throughout the world are undergoing a revolutionary and an increasingly popular procedure called Mesotherapy.

Mesotherapy has been gaining notoriety in the foothold of treating cellulite. Pioneered by Dr. Lionel Bissoon, a Florida native who studied the specialty in France and brought it back to the United States in the late 1990s has been training doctors and honing his craft for more than a decade.

Dr. Bissoon, a Doctorate of Osteopathy from Des Moines University, claims Mesotherapy is the only truly effective method for eliminating cellulite. Mesotherapy involves injecting a combination of drugs, vitamins and natural extracts into the skin, directly affecting the fat pockets that accumulate from an abnormal amount of estrogen and age. The formula reduces the fat in the pockets of cellulite while improving impaired circulation and breaks down the damaged fatty connective tissue which is then flushed out of the body. Dr. Sherri Pinsley of Boynton Beach trained under Dr. Lionel Bissoon two years ago and knows first-hand how effective the Mesotherapy technique can be. "I had the worst case of Grade 3 cellulite that you can imagine," she stated. "I exercised like crazy and wore a size 4 but couldn't do anything about my cellulite. Dr. Bissoon treated me and for the first time in years I was able to wear shorts and a bathing suit. The treatment impacted my life."

Samantha Todd, a 29-year-old Davie woman, always tried to lead a healthy lifestyle, getting plenty of exercise and watching her weight. "I tried to do everything to get rid of it," she said. "I was always a little

self-conscious about it because I was this thin girl with these dimples on my legs." She had heard about Mesotherapy, and after extensive research and much deliberation underwent the procedure last year at Bissoon's Palm Beach Office. "I felt transformed", she stated. She was so pleased with the results that she recommended the treatment to five of her friends.

Dr. Bissoon, who grew up in Lake Worth and attended Florida Atlantic University, also has offices in Manhattan and Beverly Hills. He travels weekly between New York and Florida. He estimates that he has administered Mesotherapy to more than 1,000 patients, including "many celebrities." Singer, Roberta Flack is the only show biz personality willing to publicly extol the virtues of Mesotherapy.

"Ninety to 95 percent of my patients get results far beyond their expectations," Bissoon said. He also pointed out that Mesotherapy, by definition, is a medical therapy that can be used to treat headaches, backaches and a broad range of illnesses and medical conditions. It can also treat cosmetic conditions such as acne, stretch marks, scars and wrinkles.

Bissoon studied Mesotherapy in Paris, where it's been practiced for more than half a century, under several renowned specialists, that include renowned author of *The Cellulite Solution*, Dr. Elizabeth Dancey.

Bissoon researched drug protocols and vitamin regimens in the U.S. and developed more advanced techniques and formulas for treating various skin conditions.

Although he is acknowledged as the leading Mesotherapist in the U.S., Bissoon is frustrated by the growing number of unaccredited practitioners.

"When I first trained there were three doctors and now there are probably 2,500 to 5,000 doctors doing this," he said. "In 2002 I was quoted as saying there would be a Mesotherapist on every corner. Well, it's happened faster than I predicted."

According to Bissoon, the main problem is that the medical establishment is not regulating Mesotherapy, leaving the door open for any practitioner to call him or herself an expert. He speaks openly about how Mesotherapy should be performed by an MD or DO who has ACME Approved Continuing Medical

Education Credits (CME's). Nurses or physician assistants should not administer Mesotherapy without the doctor being present.

In addition, Bissoon said, some individuals are using questionable ingredients in the injections. "There are a lot of people out there, particularly in Miami and Fort Lauderdale, who are using illegal drugs that are not FDA approved, and getting away with it," Bissoon said. "Somebody is going to get hurt, like what happened with Botox."

Patients must do the necessary research and feel that they have an open line of communication with their specialists. "Consumers should ask their doctors about their training and whether they have CME's. A number of practitioners won't tell you what medicines they are injecting. You need a doctor to tell you exactly what's in the syringe," said Pinsley. "I'm probably more concerned about that than he is because I hear about it from patients on a daily basis."

Bissoon claims he has personally trained more than 200

doctors. "When people call me I tell them there are only around 225 competent doctors in this country - the ones I've trained," Bissoon firmly states. "In fact, I've retrained a lot of doctors who have taken a lot of other courses."

One thing is for certain, Mesotherapy will continue to evolve into one of the leading medical advances that will help women bring back their confidence and spirit. **CS**

For more information visit [www.mesotherapy.com](http://www.mesotherapy.com)



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