



miraDry

I have written about and tried a lot of treatments in my 11 years in the aesthetics industry. Being immersed in this industry it's easy to become complacent about the technologies and treatments available or even to be a little skeptical about the claims manufacturers make about what their latest piece of kit can do.

When I first heard about miraDry I have to admit that the latter statement applied to me. I hear a lot of things described as "revolutionary" so, while I thought the procedure definitely sounded interesting, I was a bit cynical, until I tried it that is. It may sound like a bit of an over exaggeration but I really am blown away by how effective miraDry is. I don't think I have ever been so impressed by the outcome of a procedure, perhaps because I wasn't expecting it to work so well!

Although I didn't excessively sweat, working in London and being on and off the tubes and running around between meetings meant that I was often self-conscious about having sweaty armpits. I always had a bottle of spray deodorant in my bag and would reapply it a couple of times during the day.

I was offered a chance to try out the treatment at the PHI Clinic in Harley Street. Ron Myers from Aesthetic Business Partners/The Consulting Room (who distribute the device) was training some of the staff at PHI and I was to be their model.



I was laid up on the treatment couch and markings were made under my armpits as a guide of where to direct the machine's energy. Dr Benji Dhillon then got to work anaesthetising my underarms. This was quite a lengthily process but I was glad for it later. Dr Dhillon did an absolutely amazing job. I hardly felt anything at all when he was doing the local anaesthetic injections and, apart from one hot spot, I felt no pain at all during the entire treatment.

miraDry works by delivering electromagnetic energy into the skin using a specially designed headpiece. The energy is carefully targeted to the area where sweat glands are found and eliminates them.

I'm not going to lie, it was a little uncomfortable and I felt a little wobbly afterwards because of all the adrenaline and lidocaine, so I wouldn't recommend going straight back to work like I did (although you can).





My armpits were swollen after treatment

My armpits were quite sore and swollen for a few days afterwards and the swelling (although it went down a bit) lasted for a few weeks. I needed to keep ice packs on them throughout the day for a few days afterwards, which proved a bit of a challenge and was making life a bit difficult, until I popped in to see MACOM Medical who gave me a sleeved bra from their range of compression garments. This was an absolute godsend and I would suggest anyone doing the treatment provides clients with one of these. My ice packs sat nicely inside the garment and, as soon as I had this on, I could move more freely and felt much more comfortable.

As the first and only FDA-cleared and CE marked device for the treatment of underarm sweat, miraDry has treated over 30,000 people worldwide since 2011. Recent figures show that miraDry remains top of the non-surgical treatments league with a 90% "worth it" rating, beating both laser hair removal and Botox. One of the biggest benefits is that the reduction in sweating is permanent, because sweat glands do not grow back.



it was much easier to keep the ice packs in place once I was wearing the MACOM compression garment

Dr David Eccleston,
private general practitioner
and cosmetic physician



PRACTITIONER VIEW

"miraDry is one of the most unique technologies I have seen over the past few years. It is a major breakthrough for people who are inconvenienced by the impact that sweating has on their day-to-day life."

Since I walked out of the PHI Clinic I have not had to apply any deodorant and have had no sticky, sweaty or smelly underarms at all, despite the fact that the week after my treatment we had a heat wave or the fact I do hot yoga four or five times a week.

The other thing that is worth noting is that my underarm hair has also significantly reduced. I have gone from having to shave every day to only shaving once a week, if that. This was an unexpectedly positive side effect!

As an editor I think people play fast and loose with the terms "revolutionary" or "unique" but in this case I will make an exception. miraDry is unlike any other treatment out there, it has immediate effects and it works. I think it will offer a great opportunity for clinics and revolutionise our approach to sweat. **AM**

