sofwave + pureimpact VIP

PEAK PRACTICE SERIES

Treating the GLP-1 Patient: From Skin to Strength

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Austin Plastic Surgeon | Austin, Texas



THE OPPORTUNITY

GLP-1 medications are rapidly changing the aesthetic landscape. As patients achieve significant weight loss, many are left with new concerns—including skin laxity and muscle loss.

For Dr. Johnny Franco, a plastic surgeon specializing in post-weight-loss body transformation, this shift created a clear need for solutions that support patients during the weight-loss journey—not just after it.

"Patients are thrilled with the weight loss, but they quickly realize fat loss alone doesn't deliver the body they envisioned."

THE TOTAL BODY SOLUTION

To address these changes proactively, Dr. Franco integrated Sofwave® and PureImpact VIP™ into his treatment pathway.

- Sofwave® lifts skin and improves quality by stimulating collagen remodeling.
- PureImpact VIP™ activates and strengthens muscle to help restore tone and strength.

Together, they allow Dr. Franco to treat the two most common concerns GLP-1 patients face: skin laxity and muscle loss.

"Weight loss is only the first step. To achieve the best outcomes, we have to address what happens to the skin and muscle after the weight is gone."

PATIENT RESPONSE

Many GLP-1 patients are new to aesthetic medicine and unaware that non-surgical options exist to support their transformation.

By educating patients early in the process, Dr. Franco has seen strong demand for treatments that maintain skin health and muscle tone throughout the weight-loss journey.

The most common feedback from patients:
"I wish I had started sooner."

PRACTICE IMPACT

Sofwave® and PureImpact VIP™ now play a strategic role in the practice's patient journey.

GATEWAY

Introduces GLP-1 patients to aesthetics with a low-barrier treatment.

BRIDGE

Supports patients managing skin laxity while deciding if surgery is right for them.

RETENTION

Keeps patients engaged with treatments that support long-term wellness and aesthetic outcomes.

Strong demand from GLP-1 patients also translated into rapid financial impact.

Dr. Franco reports that his Sofwave® system reached ROI in just three months, prompting the addition of a second device and the integration of PureImpact VIP™ into the practice's wellness program.

KEY TAKEAWAY

- GLP-1 medications are creating a rapidly growing patient population seeking solutions for skin laxity and muscle loss following weight loss.
- For Dr. Franco, Sofwave's ability to lift skin, combined with PureImpact VIP's muscle activation, provides a powerful non-surgical strategy that supports both patient outcomes and practice growth.



BASELINE **10 WEEKS POST**

Courtesy of Austin Plastic Surgery – Sarah Viebrock, Aesthetic Nurse Injector & MedSpa Director
1 Sofwave® Treatment

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