

Claytor Noone Plastic Surgery Introduces Sofwave for Non-Invasive Skin Tightening

February 26, 2026

PHILADELPHIA - February 26, 2026 -
Claytor Noone Plastic Surgery has expanded its treatment offerings with the addition of FDA-cleared Sofwave, providing patients in Philadelphia and Bryn Mawr with an advanced non-surgical option for skin tightening and wrinkle reduction. Sofwave's proprietary Synchronous Ultrasound Parallel Beam (SUPERB?) represents a significant advancement in non-invasive aesthetic treatments.

"Non-surgical aesthetic treatments have evolved significantly in recent years, and Sofwave represents the next generation of skin rejuvenation technology," noted Dr. R. Brannon Claytor, double board-certified plastic surgeon and Chief of Plastic Surgery at Main Line Health. "By adding this advanced treatment to our suite of surgical and non-surgical services, we can even better provide each patient with personalized treatment plans that align with their aesthetic goals and lifestyle."

The introduction of Sofwave addresses growing patient demand for effective aesthetic treatments that require minimal downtime and deliver visible results without surgery. The technology uses advanced ultrasound

energy to target the mid-dermal layer of skin at optimal depths, triggering the body's natural healing response and stimulating new collagen production. This process leads to improved skin texture, reduced fine lines and wrinkles, and enhanced skin firmness.

The Sofwave treatment also incorporates an integrated cooling system that protects the skin surface throughout the procedure for patient comfort and safety.

"This FDA-cleared treatment provides remarkable results for skin tightening and wrinkle reduction in a single session, with minimal discomfort and virtually no downtime," Dr. Claytor explained. "This makes it an ideal option for a patient in their 40s, 50s, or 60s who is experiencing early signs of aging, but is not ready or doesn't need a facelift yet."

Clinical studies have demonstrated the technology's effectiveness in treating facial wrinkles, particularly in areas such as the forehead, cheeks, and beneath the chin (submental region). The treatment typically takes 30 to 45 minutes, and patients can return to their normal activities immediately afterward.

"Sofwave is a classic 'lunch break treatment,'" Dr. Claytor explained. ?Patients are sometimes in and out of our office in under an hour.?

After Sofwave treatment, patients may experience mild redness, but this typically resolves within an hour. Results develop gradually over two to three months as new collagen forms, with improvements continuing for up to six months.

The technology's FDA clearance underscores its safety profile and clinical efficacy. The treatment is suitable for various skin types and can be performed on the face, neck, and body. Beyond the face and neck, Sofwave can address skin laxity on the arms, abdomen, and above the knees?areas that often show early signs of aging but have historically had limited non-surgical treatment options. Unlike procedures that require downtime or a full surgical recovery period, Sofwave enables patients to achieve noticeable skin improvements without disrupting their daily routines.

"I prioritize innovation at my practice, conducting research on methods to minimize downtime and maximize outcomes," Dr. Claytor commented. "I am also always evaluating new technologies to find the ones that are evidence-based, safe, and fill a need among our other treatment offerings. Sofwave truly fits the bill."

Claytor Noone Plastic Surgery, with locations in Philadelphia and Bryn Mawr, Pennsylvania, has served the community for over 20 years. The practice offers comprehensive aesthetic services, including facial procedures, body contouring, breast surgery, treatments specifically designed for men, and advanced medical spa services.

Dr. Claytor has received numerous accolades, including recognition as one of America's Best Plastic Surgeons by Newsweek, and has been named a Top Doctor by Philadelphia Magazine for eight consecutive years. His practice has received over 1,000 five-star patient reviews and continues to integrate innovative technologies and techniques to enhance patient outcomes.

The practice's medical spa, staffed by experienced providers including a physician assistant and licensed aesthetician, offers Sofwave as part of a full spectrum of non-surgical rejuvenation treatments that can be customized to each patient's needs.

###

For more information about Claytor Noone Plastic Surgery, contact the company here:Claytor Noone Plastic SurgeryDr. R. Brannon Claytor(610) 527-4833info@cnplasticsurgery.com135 S Bryn Mawr Ave Suite 300, Bryn Mawr, PA 19010

Claytor Noone Plastic Surgery

Dr. R. Brannon Claytor of Claytor Noone Plastic Surgery is a nationally-recognized, board-certified plastic surgeon serving Philadelphia and the Main Line. He is committed to providing his patients with cutting-edge care that yields exceptional results.

Website: https://www.cnplasticsurgery.com/

Email: info@cnplasticsurgery.com

Phone: (610) 527-4833

CLAYTOR NOONE

PLASTIC SURGERY