

Supplement to

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Modern Aesthetics®

May/June 2018

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IS ABOUT TO CHANGE

BTL Aesthetics is changing the approach to aesthetics with the only suite of devices that target muscle, fat, and skin.



AESTHETICS



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MASS APPEAL: VANQUISH ME TAPS DEMAND FOR CIRCUMFERENTIAL REDUCTION

When fitness clubs emerged as a craze in the 1980s, they were seen as something of a luxury. Today, those who do not belong to a club are often viewed as outliers. The current trend in wellness emphasizes trim physiques and a healthy body shape. As such, Houston-based dermatologist Suneel Chilukuri, MD says, body contouring treatments are in demand and growing. And, like those health club memberships, he says, “the price points have come to a point where the general consumer is able to utilize these services.”

Leading the way in accessible, affordable, and effective body contouring treatments has been BTL Aesthetics, which markets a range of devices intended to treat a broad range of patient needs. Among these is the Vanquish ME, a multi-polar radiofrequency device that will specifically target superficial fat, heating it to a temperature between 41 and 44 degrees (perhaps as high as 47 degrees, Dr. Chilukuri says) to cause cell apoptosis. The destroyed fat cells are then flushed from the body through lymphatic drainage.

WORTH NOTING

Dr. Chilukuri uses and recommends the Fit App from BTL, an app that’s available on both the Android as well as the iOS platform. “What we’re finding is we’re able to track those patients in terms of how much water they’re drinking, are they actually exercising, and what’s their routine at home. Also, we ensure they have a weekly weigh in as well as a set of photos.”

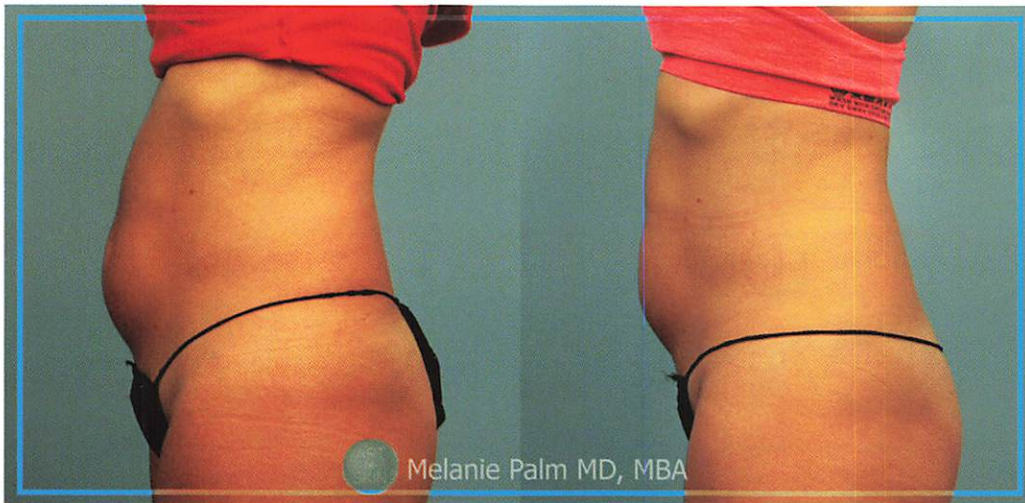
“The other thing that I do just for internal enhancement of the procedure itself is utilizing a FLIR Camera. You can purchase this attachment for your Android or iPhone. We’re able to visually show patients where the heat is and how hot the fat is getting. The patients know that there’s actually something active that’s going on during the Vanquish ME treatment.”



INTRODUCING BODY BY BTL

An innovator in the aesthetic device space, BTL Aesthetics is pleased to launch the first devices based on high-intensity focused electromagnetic (HIFEM) energy that is shown to activate muscles while decreasing fat. As you’ll read ahead, it’s just one more way that BTL is revolutionizing aesthetic practice—to the benefit of patients and practitioners.

BTL Aesthetics is, in fact, leading the industry in its focus on patients and its commitment to their success. The popular new “Body by BTL” campaign showcases the transformative experiences of real patients who have changed their bodies, and their lives, with treatment using BTL Devices. As you read, you’ll see quotes from these real-life patients and physicians. You can see more from any one of them by going online to btl aesthetics.com. Or visit YouTube and search “Body By BTL.”



VANQUISH ME IN PRACTICE

Fat reduction technologies garner a lot of media attention, which is driving patient interest. Personalized, in-person assessment of each potential patient is key. When patients call his office asking about body contouring, and sometimes mentioning devices by name, Dr. Chilukuri's staff capitalizes on that interest to bring patients in for a consult. Staff are careful to convey to patients that Dr. Chilukuri does indeed offer treatment, but he uses multiple devices, and it's important they come in for him to assess their needs. "There's a big difference between visceral fat and superficial fat," Dr. Chilukuri notes. "Sometimes there's also skin laxity. In the past, we were able to address the excess superficial fat in certain areas, but we weren't able to address the other components of



Vanquish ME stands apart because of its ability to quickly and efficiently target larger areas and provide a circumferential reduction in fat.

"I think of Vanquish as fat debulking, if somebody has circumferential fat around the abdomen, the posterior hip, or waist area," says Melanie Palm, MD, a dermatologist in Solano Beach, CA. "We often will do kind of circumferential treatment where we have patients sit under the Vanquish device 30 minutes supine, then we can use the flex applicator to target back fat for virtually a 360-degree treatment."

The non-contact Flex applicator sets Vanquish ME apart, says New York City facial plastic surgeon Yael Halaas, MD. "Unlike with other fat reduction technologies, in which the applicator comes in direct contact with the skin, with Vanquish the patient lies under the device while the sensors read their body fat to determine the energy level needed. The broad wing span allows for a wide treatment area in every session," she says. "Vanquish ME is a scientifically proven induction of apoptosis."

body contouring including skin laxity, post-surgical rippling, or hereditary dimpling that's seen especially in the thighs. Moreover, we have never been able to address the fitness component other than encouraging patients to exercise."

That's all changed, Dr. Chilukuri says enthusiastically. "Now we really have that winning combination."

BTL Vanquish ME is a workhorse for fat destruction, Dr. Chilukuri says, with a large applicator suitable for any body size and for targeting large anatomic areas. "We've seen four-year studies that are coming up showing that there's at least semi-permanent—likely permanent—destruction of this fat. We don't see it coming back after this long period of time, where we're re-evaluating the patients and making sure that they are still satisfied with those results."

Better still? Treatment is patient- and operator-friendly. "I explain to patients that the Vanquish ME feels like you're sitting under a warm, heated blanket...I explain to patients that I know this sounds too cool, but it actually works," Dr. Palm notes.



Dr. Chilukuri also highlights the comfort of the procedure. "Our typical male consumer is not quite as tough as most women who come to the practice and I have not had a single gentleman complain about any kind of pain in the treatment area. Rather they're asking if they can do it more often than once a week, which is kind of refreshing."

Body contouring seems to appeal to men. "In terms of the body contouring market in general, what we're finding is that there's more male interest in this than any other cosmetic procedure that we've offered, other than hair restoration," Dr. Chilukuri remarks.

A key distinguishing feature of Vanquish ME is the auto-tuning feature, Dr. Palm says. "I explain to patients that it's appropriate to the tissue in that state. It delivers more energy at areas where there is more fat and less energy in areas where there is less fat."

The Cellutone acoustic wave device can be used post-Vanquish ME to enhance lymphatic drainage and improve vascularity in that area and to support neocollagenesis.

"We find that any time we're adding the Cellutone to any of our body contouring devices, there's a significant improvement in the overall reduction of fat. It enhances the results that we're getting and it speeds up the process," Dr. Chilukuri says.

Dr. Palm also frequently follows Vanquish ME treatment with Cellutone. The acoustic wave treatment has been shown to increase the reduction in inches post Vanquish ME application. "I think it helps it heal a little bit faster and to enhance skin tightening," she says.

One potential side effect of fat reduction treatment, especially when treating larger patients, is panniculitis, secondary to inflammation and decreased blood flow. Theoretically, because Vanquish ME is so effective at destroying relatively large volumes of fat, the risk may be increased. Adding Cellutone as a follow-on to Vanquish ME, Dr. Chilukuri notes, "our incidence of panniculitis has been one case over the last 300 some odd cases that we've done. Just a single case." And that case was in a patient who didn't return for additional Cellutone treatments.

GROWTH OPPORTUNITY

The notion of circumferential treatment is still relatively new, and Vanquish ME paved the way Dr. Palm explains. "When you're evaluating a patient initially don't just look at their tummy, make sure you're looking at their posterior, too."

"Vanquish ME is an excellent adjuvant therapy to add to a practice. It is complementary to other aesthetic procedures," Dr. Halaas maintains. "Vanquish has been financially successful. Unlike other devices, Vanquish has no consumables." ■

BODY BY BTL PATIENT PERSPECTIVES



"It does give me this boost of now, with this, I can go to the gym and hit it harder...For me, it wasn't something serious where I had a ton of fat—I need to rip this off. It was something that I really felt could benefit me where it was, 'OK, these stubborn areas, I can get them wiped clean without having to get anything cut open.'"

—Marcus, Athlete, Dancer, Actor,
BTL Vanquish ME Patient, btl.aesthetics.com

BODY BY BTL PROVIDER INSIGHTS



"A number one cosmetic concern with men is fat. Particularly abdominal adipose tissue. Men tend... to accumulate their fat in their lower abdomen

and that fat tends to be fibrotic. That fibrotic, not easily distensible abdominal adipose tissue makes some other body contouring devices less useful and potentially problematic. And that's why I went with Vanquish ME, because it provides multipolar RF technology that can cover that whole lower abdomen of a larger male patient with minimal discomfort and ease of use with my office and staff."

—Terrence Keaney, MD, btl.aesthetics.com



BEYOND LIFTING: EXILIS ULTRA FOR TIGHTENING

It's a fact. No matter how much some patients exercise and follow a healthy diet, some stubborn fat deposits may remain. And, despite the occasional outlandish magazine report or gadget ad to the contrary, it's impossible to tone a sagging neck and jowl or face with exercise.

Enter Exilis Ultra, a radiofrequency (RF) device that adds ultrasound energy for a fat reducing and tissue tightening effect. Houston's Suneel Chilukuri, MD participated in initial trials of the Exilis device and was so impressed with the results versus a comparator RF device that he says he begged to pre-purchase it.

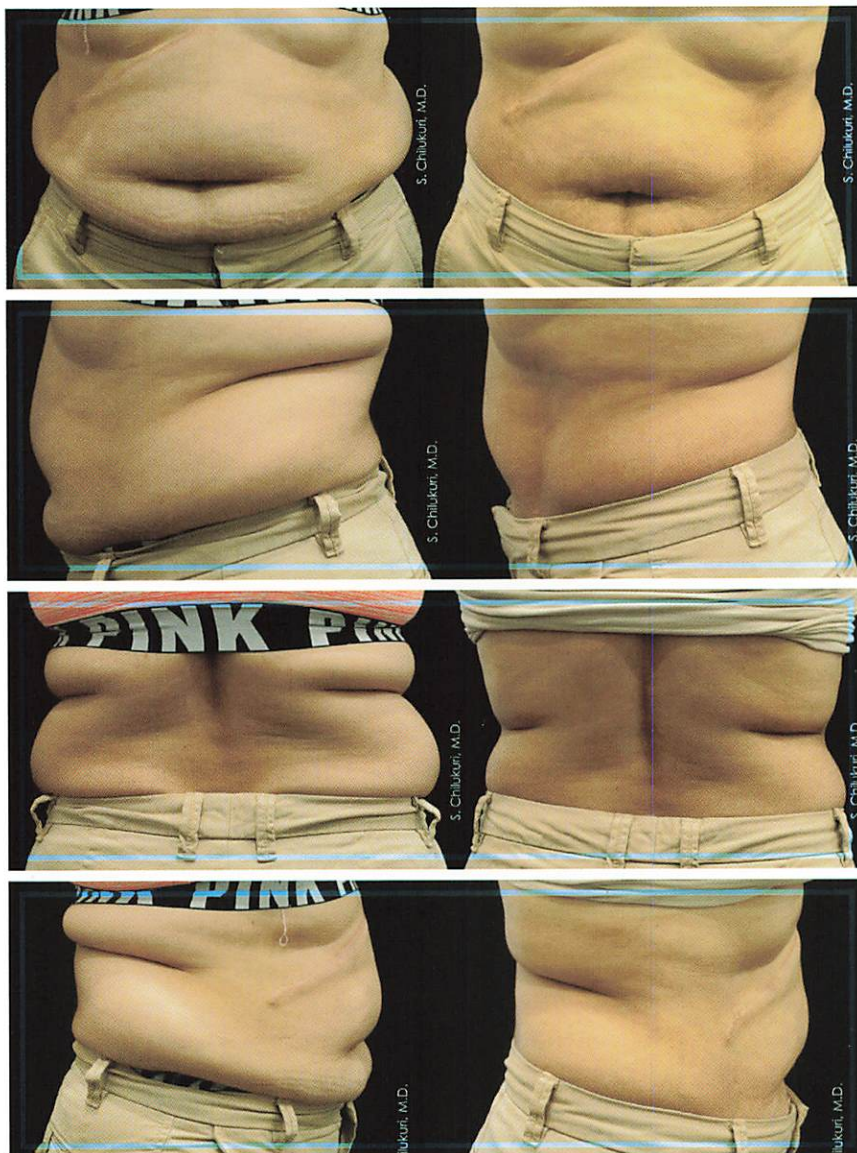
"This device is used multiple times a day, similar to our IPL device. The biggest advantage of this: there's zero downtime with minimal to no discomfort. Everybody describes it as feeling like a hot stone massage in a spa. The results are immediate. You see immediate tightening of the skin," Dr. Chilukuri says. "Immediate lifting of the neck and the face, and then that continues to improve over the next six months."

"Exilis Ultra utilizing RF and ultrasound energy to create 360-degree volumetric heating is clever technology," explains Washington, DC area dermatologist Terrence Keaney, MD. "This mechanism of action eliminates the risk of paradoxical adipose hyperplasia in my male patients."

Even more importantly, the device has multiple potential applications. "The versatility of the device with skin tightening and the ability to treat so many body areas is important for my new growing practice," Dr. Keaney says.

EXILIS ULTRA: TECHNOLOGY OF CHOICE

"I chose Exilis Ultra and Vanquish because of my practice demographics and the devices' efficacy. My patient population skews younger and male, so a versatile system that could effectively treat this population was ideal," Dr. Keaney explains. He has had experience with multiple technologies, including ultrasound, cryolipolysis, and radiofrequency devices. "I believe Exilis Ultra and Vanquish ME are the premier radiofrequency devices that can provide fat reduction and tightening of skin."



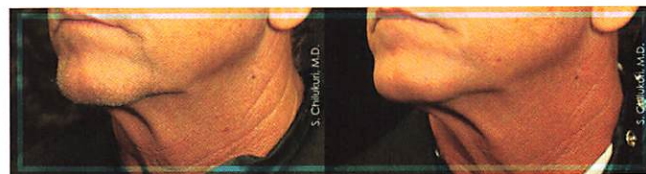


Results are immediately evident, and there is no downtime. Exilis Ultra 360 is a “Red carpet device,” Dr. Chilukuri asserts. “It allows us to really treat patients during the week of a wedding, anniversary, class reunion, or any other special event. We have patients come in one or two days, or even the day of the event, and see this immediate tightening...It’s so incredibly natural because there’s nothing that’s being injected.”

Exilis Ultra 360 appeals to a wide range of patients in his growing practice, Dr. Keaney says. “For my younger patients who only have modest laxity, I think RF is ideal. Exilis Ultra 360 was my choice given the minimal treatment discomfort and flexibility to treat the entire body—eyes, lower face, vagina. I love it for post-baby young moms who have some excess abdominal fat and skin laxity. I also like the Exilis Ultra for male pseudogynecomastia.” Exilis Ultra 360 is also popular for treating the upper arms and legs.

A FINE-TUNING DEVICE

When applied to specific sites for sufficient time to heat the adipose deposits, Exilis Ultra 360 can tighten the skin in areas such as “love handles” or around the bra and bra straps. However, the device truly stands out as particularly useful for tightening the skin following large volume fat treatments with Vanquish ME.

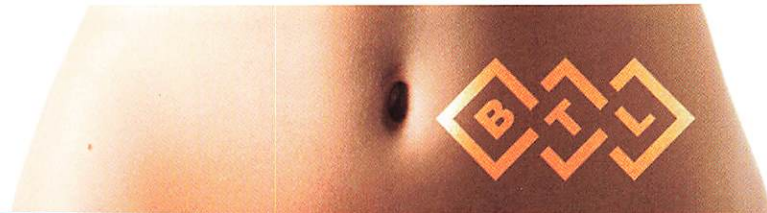


In Dr. Chilukuri’s practice, he may treat patients with Vanquish ME for fat reduction, Exilis Ultra 360 to tighten the skin, and use Cellutone to help hasten lymphatic drainage. This “signature treatment” from Dr. Chilukuri’s practice is called the Silhouette Procedure. “With the Silhouette Procedure, we’re really able to do pretty remarkable body contouring results,” he says.

“Body contouring is really appealing to male patients,” Dr. Keaney observes. “Contouring or tightening is appealing to both genders, but compared to other aesthetic procedures, men have no fear of feminization with it. My favorite combination is Vanquish ME for reducing fat in the abdomen and Exilis Ultra for tightening the chest.”

DELIVERING ON DEMAND

Buying a device for the practice is “just like buying a car,” Dr. Chilukuri says. It’s essential to assess safety, efficacy/reliability, ease of use, and return on investment.



"In all four categories, BTL continues to come out ahead and they provide us with equipment and technology that patients are asking for," Dr. Chilukuri says. "To measure the proper return of investment, you have to ask 'Do patients in your practice, in your location, actually demand that procedure?'" If the demand isn't there, then no device will be a good fit for the practice, he adds.

Not to worry: Trends and data suggest that demand for fat reduction and skin tightening is high and growing. For practices interested in satisfying patient demand, Exilis Ultra offers a range of treatment options, and it comes from the family of BTL products focused fully on reshaping bodies. "In terms of all four of the considerations above, BTL excels," Dr. Chilukuri says. ■

BODY BY BTL PATIENT PERSPECTIVES



"Going to the gym is one thing. Eating right is another, but the things that were naturally starting to happen were frustrating...After a couple of treatments, I started noticing a difference...The Exilis was a really simple treatment for me. I think Botox is more uncomfortable. To me, it's way more affordable and safer than anything that could be done medically, cutting."

— Tom, Real Estate Agent and BTL Patient
btlaesthetics.com



"I don't have to freak, because I don't have a needle near my eye. So I love it. There was absolutely no downtime and I just got up and left. Went back to work. Almost immediately, you see the eye is smoother."

—Annette, Banker and BTL Exilis Patient
btlaesthetics.com



BODY BY BTL PROVIDER INSIGHTS

"I really love combining, not only the technologies within BTL, but sometimes I actually use BTL devices as an enhancement for some of the surgical procedures we do here at Art of Skin MD. I'm a liposuction surgeon. I actually use Exilis Ultra 360 post-procedure to try to enhance some of the healing, for some of the tightening of the skin."

—Melanie Palm, MD btlaesthetics.com



GUT CHECK: EMSCULPT IS THE FIRST-EVER TECHNOLOGY TO BUILD MUSCLES AND REDUCE ABDOMINAL FAT

“It’s a whole new area. It hasn’t been done before.” That’s how New York City dermatologist Bruce Katz, MD describes the Emsculpt device from BTL. The new technology is quickly gaining attention as the premier device for non-invasively creating a flatter belly with defined abdominal muscles. Demand for such a procedure is understandably high.

“The moment that we incorporated the technology in our practice, it became an instant success,” says Mariano Busso, MD. In his Miami-based practice, Dr. Busso sees significant patient emphasis on aesthetics. “People are extremely conscious about their looks and about their bodies,” he says. “They are extremely conscious about the abdomen, the love handles.”

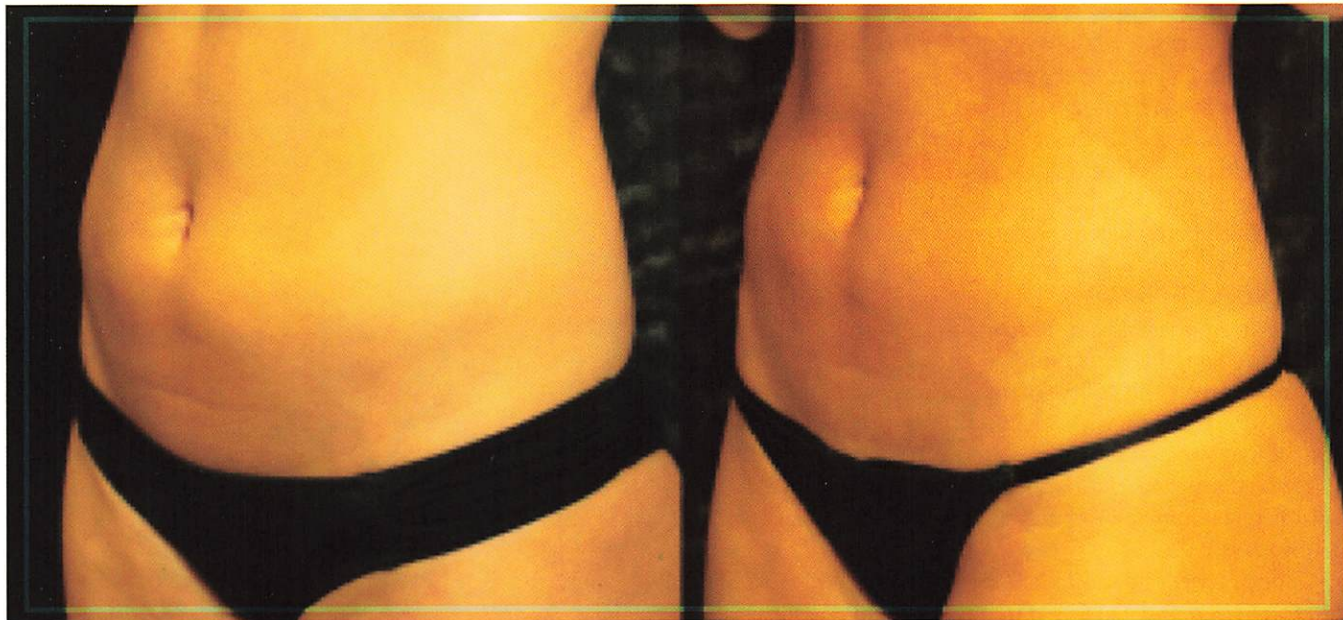
A NOVEL APPROACH

High-intensity focused electromagnetic energy (HIFEM) has been clinically shown to reduce fat and build muscle, something that no other technology has been shown to

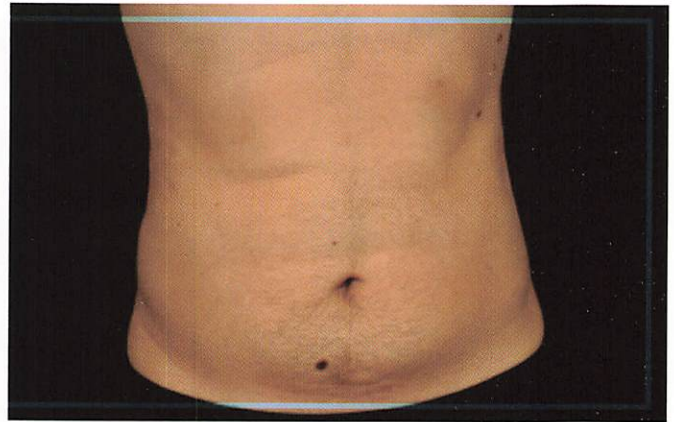
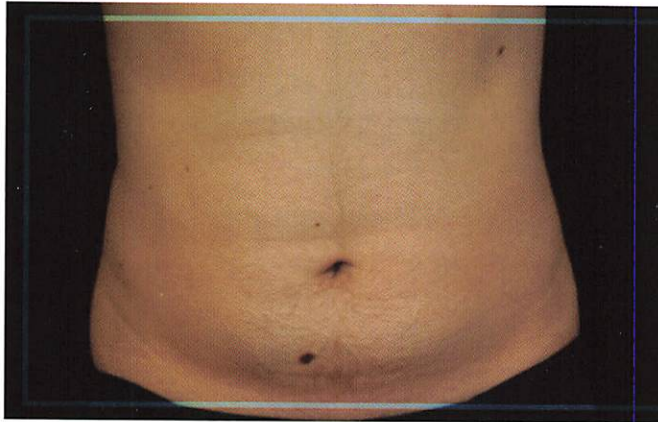
do. The technology has been rigorously evaluated, Dr. Katz notes. “The trials used three-dimensional photography to not only see the improvements qualitatively, but to quantify the improvements and change in volume. That’s the new, really objective way to measure benefits when you’re doing body contouring studies,” he says. Other contouring technologies have not been vetted with such degree of objectivity, Dr. Katz maintains.

“A lot of other technologies are subject to variables that you can’t control, whereas with three-dimensional imaging from Quantificare, we can actually see the body in 360 degrees. And not just look at the improvement qualitatively, but actually measure the volumetric changes,” Dr. Katz emphasizes. “It is going to be a really, very cool and new technology, because the previous technologies weren’t that objective.”

In clinical trials, abdominal treatment was most broadly and intensively studied, says plastic surgeon Brian Kinney,



Courtesy of Sumeet Chilkoti, MD



MD. "With a simple set of treatments we accomplished three things: Decreased fat thickness, increased muscle hypertrophy, and narrowing of the diastasis recti," he says.

WHO BENEFITS

The ideal patient for Emsculpt treatment of the abdomen is someone up to about 20 pounds overweight who is generally fit, Dr. Kinney says. Treatment appeals to a wide range of patients, including but not limited to mothers who are looking to regain their pre-pregnancy body appearance and men who want a more toned abdomen that they just can't capture through workouts at the gym.

"Those patients that have been able to accomplish some good results going to the gym, but they want to go beyond that, they love this technology," says Dr. Busso. "It takes them to another level. Of course, patients that do not go to the gym will also benefit tremendously."

"The best candidates are the people who have localized areas of fat that are resistant to diet and exercise. Not overweight," Dr. Katz says, "but they can't get rid of these fatty deposits with diet and exercise alone."

"Once a patient starts to see results, it induces them to do more on their own," Dr. Busso adds. "So then it complements what we do in the office, or, looking at it another way, what we do in the office is not alone. Definitely the results that we get are much better when the patient is highly motivated."

A UNIQUE SOLUTION

Experts emphasize that treatment is not only effective but convenient. Patients undergo a total of four 30-minute treatments over the course of just two weeks. It's also comfortable for patients, with treatment intensity adjusted to the patient's tolerability.

"I would say that if you want something noninvasive, completely noninvasive, then this device is really ideal," Dr. Kinney says.

Once practices introduce the device, they may see rapid growth in demand, Dr. Busso suggests. "I would assume

that patients will bring other patients because of the high level of satisfaction of this procedure.

"I see this as bringing in more Millennials, bringing in younger people who are more concerned about their bodies and body shape," he adds. ■

BODY BY BTL PATIENT PERSPECTIVES



"After using Emsculpt, I definitely saw results. I was looking for improvement. Over time it only gets better and keeps on improving...As much as I work out, I still wasn't seeing what I really wanted."

—Monique, BTL Emsculpt Patient

btl.aesthetics.com



FINAL CUT: BTL'S EMSCULPT FINALLY TARGETS LONG-ELUSIVE MUSCLES

It's been years since the first devices reached the market to target fat (roughly 20-30 percent of human body weight), and devices to tighten the skin are well accepted and widely adopted. But no devices have been able to touch muscles (approximately 30 to 40 percent of human body weight), key determinants of the shape of the body—until now.

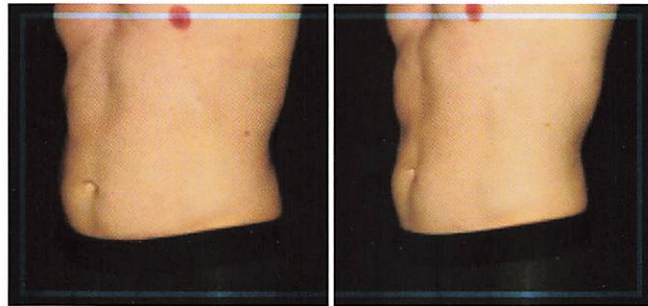
"We have been ignoring all the muscle all this time because we did not have the technology sufficient to be able to change the shape or re-contour muscles," says Miami based dermatologist Mariano Busso, MD. Now, Emsculpt from BTL has innovated the body contouring market. It is the first device to target both muscle and fat. "Definitely, this is a completely new addition into our practice; it opens the practice into a whole different new field," Dr. Busso says.

A NEW MECHANISM...BACKED BY SCIENCE

The mechanism of action for Emsculpt is new. "It's an electromagnetic field called a high-intensity focused electromagnetic (HIFEM) device," Dr. Busso explains. "It creates a field transmitted into the body. That electromagnetic field translates into a current, and that current is what stimulates every muscle fiber as well as every nerve, and that's why you can get such a strong response. If you tried to obtain the same results through an electrical current, most likely you would burn the patient because it would not be able to operate such a current. That's what makes this technology unique."

"This is really a very innovative and new approach," says Bruce Katz, MD, founder and director of Juva Skin and Laser Center in New York City. "We've done ultrasound studies as part of the trials that we are doing with the device to show that there is improvement in the fat thickness, there's reduction in the thickness of the fat and thickening of the muscles. There is documented toning and tightening of the muscles, too."

Brian Kinney, MD admits he was a bit suspicious—"one of those pinch me it may be too good to be true things"—when he first heard about the technology. "But I was pleased, or privileged to be the study group leader for this distinguished group

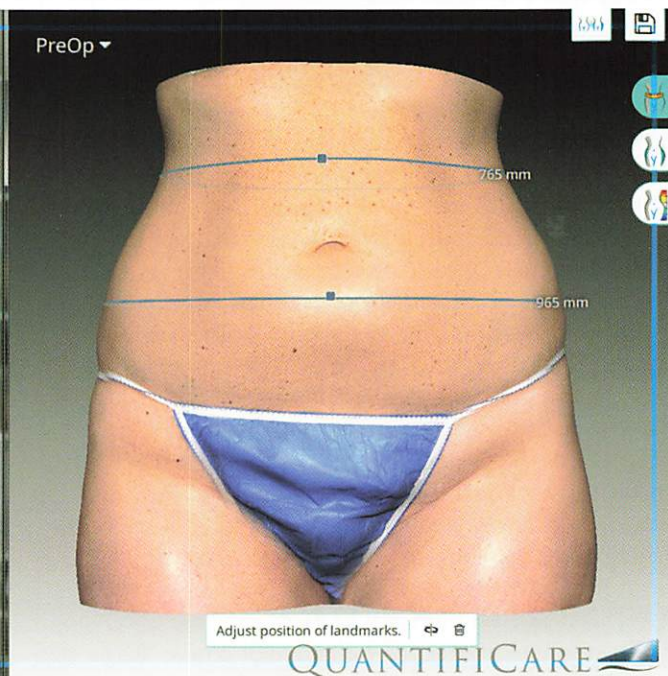
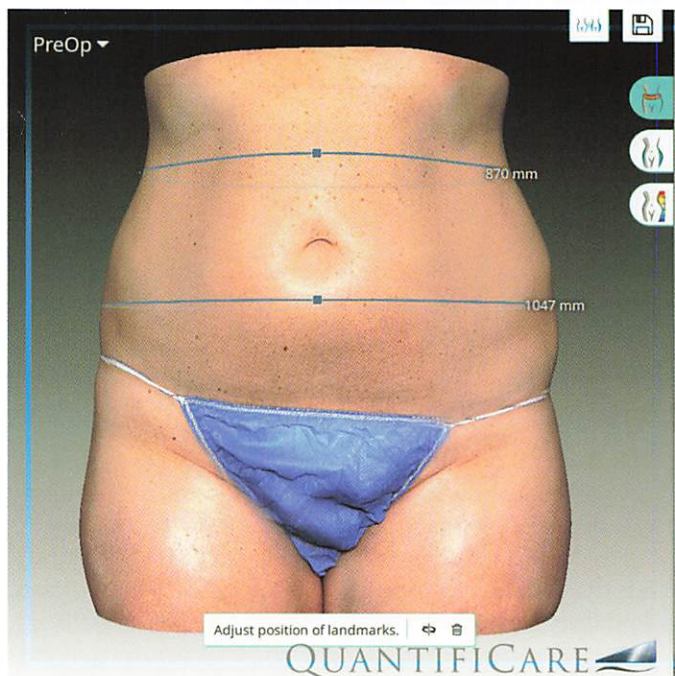
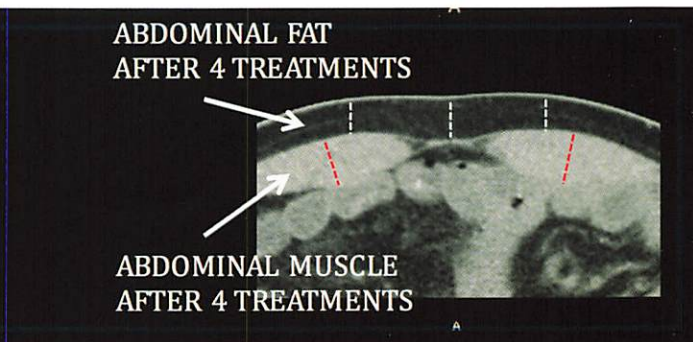
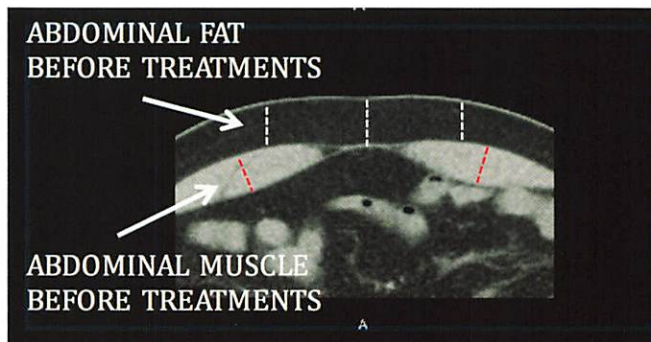
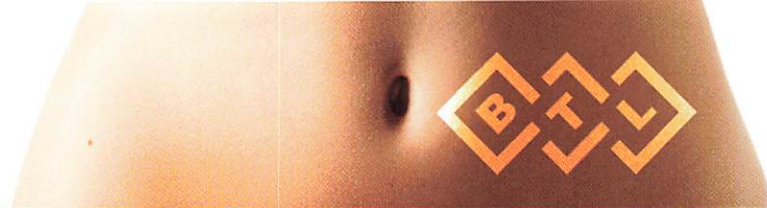


of well-known doctors... To my knowledge this was the first device that has been used clinically that gives you this combination of decreasing fat and increasing muscle in one treatment."

Results of the study speak for themselves. "We saw slightly less than 20 percent decrease in abdominal wall fat thickness. And then we saw hypertrophy of the muscles in the mid-teens percentage, as well as tightening and narrowing of the diastasis recti," Dr. Kinney reports. "Three very positive things for patient treatment, in something that's painless."

Dr. Kinney says he is unaware of a similarly rigorous study for any other body contouring technology. "We looked at this pulsed magnetic device and we had one study that did traditional pictures and tape measure. We had one study that did ultrasound measurements. We had one study that did CT measurements. We had one animal study. And we had one MRI study," he explains. "To look at five different centers with five different distinguished doctors, and to find that we had fat resorption and decrease in measured circumference of the abdomen, in combination with hypertrophy to the muscle was really—I wouldn't say startling—but very satisfying. Very gratifying."

And the mechanism of action likely involves electroporation—destabilizing of the fat cell membranes and causing low molecular weight fats to be absorbed or to leak out and then be absorbed in the bloodstream and metabolized," Dr. Kinney says. The second component is the powerful electromagnetic contractions induced in the muscle, causing hypertrophy of the muscle.



A ROLE IN PRACTICE

Emsculpt is “noninvasive, delegate-able, painless, easy to use, and pleasing to the patients who feel like something happened to them right away,” Dr. Kinney says.

“Thirty minutes of this machine equals 20,000 super-maximum contractions of those muscles,” Dr. Busso says. “That’s basically impossible to achieve with training.”

Treatment is quick and convenient for patients and operators. “The standard is four treatments, two or three days apart, 30 minutes each, and all the results that we have are based on that protocol,” Dr. Busso notes. Results continue to develop over time. “What we have seen is that the satisfaction rate of patients increases over time, so if about 50 percent of patients are happy at end of the four treatments, the satisfaction rate goes up to 80 percent after one month, and 90 percent at three months.” The increased rate of satisfaction likely results from the combination of fat cell apoptosis, as well as muscle growth, he suggests.

Patients experience no discomfort during treatment, but they do sense the treatment is “doing something.” Reiterating that

the muscle contractions are powerful, Dr. Busso says, “Usually you’ll feel a little sore, sort of like you had a hard workout. But it’s kind of a good kind of sore. The muscles feel tight.”

Currently, Emsculpt is emerging as an optimal treatment for the abdomen and buttocks. For abdominal treatment, “the ideal patient would be somebody who’s got a mommy tummy, who’s done her part. She’s had a few kids. She’s got few extra pounds. She wants to firm up those tissues a bit. Her muscles are a little stretched and perhaps she’s 10 or 15 pounds overweight. Maybe 20. Maybe 25,” Dr. Kinney suggests. The treatment isn’t ideally suited to those 40 pounds overweight or more. “Another one would be the guy who’s got that little bit of that belly, little bit of love handles maybe. And he’s done his part to try to reduce or correct that.”

“This has become the standard in our practice for fat reduction. Also, we can treat people with lower body mass indexes, the lower BMI patients who did not have enough fat that would justify using any of the other body procedures,” Dr. Busso acknowledges. “Now we can address those



patients who need help with more muscle definition. It also has expanded our practice...Not only can we reduce fat, but now we can reduce recti muscle diastasis, so we now have something that we can use to reduce the recti muscles by nearly 11 percent, and that's solely after four treatments."

For the buttocks, Emsculpt stands out for its ability to create a toned, lifted appearance. "We are tightening, firming and toning the gluteus muscles and we think we're lifting them as well," Dr. Kinney says. Noting that the "ideal buttock is not a big and fatty buttock, but the ideal is a curved and toned and high buttock."

Dr. Busso stresses that Emsculpt may be especially useful for the buttocks because, "They've been able to show you can separate the effects of fat loss and muscle gain, and have more of one versus more of the other." In other words, treatment may allow some fat to remain, in order to help maintain some of the rounded volume of the buttocks, while tightening and firming the muscles for a lifted look.

GAME CHANGER

Dr. Kinney can tick off many reasons why Emsculpt is unique and a true innovation in the aesthetic space. "One is it's completely noninvasive. Two is it's painless, does not require local anesthetic, general anesthetic, sedation, or anything else. Three is the treatment cycle is two weeks, not two or four months," he says.

"It does not require puncturing of the skin. And it's the only device on the market that will cause decrease in abdominal fat and hypertrophy of abdominal muscles, rectus abdominal muscles, in the same treatment," Dr. Kinney continues.

"On top of all of that, we have added a new area that before we did not touch in the minimally invasive procedure, which is buttock enhancement," Dr. Busso adds. "Definitely, we have expanded all the indications that our practice offers. Emsculpt really has been a very useful addition."

Believe the science, Dr. Busso urges. "This is a new technology, so the company has been extremely thorough in

making sure they have all the scientific evidence, the science, the studies, to back up their claims," he insists.

"This is a new paradigm," Dr. Kinney asserts. "And it's the only device that I know of that's been validated five different ways in parallel studies from five different centers ongoing at the same time."

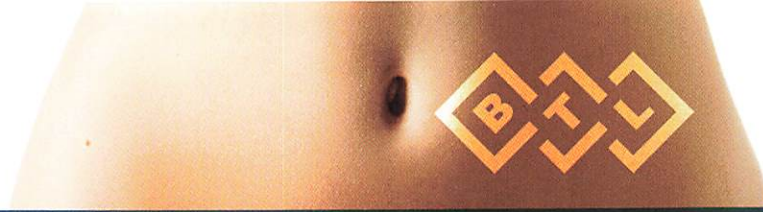
"I think we're just beginning to look at a lot of potential applications of this new energy source," Dr. Katz predicts. "I think there is huge potential." ■

BODY BY BTL PROVIDER INSIGHTS



"I see this as bringing in more Millennials, bringing in more younger people, who are more concerned about their bodies, and body shape, and that, I would assume that patients will bring other patients because of the high level of satisfaction that this procedure has."

—Mariano Busso, MD btl.aesthetics.com



BUTT FIRST: EMSCULPT IS THE ONLY TECHNOLOGY TO TARGET MUSCLE AND FAT TO LIFT THE BUTTOCKS

Every aesthetic physician and virtually every potential patient in the US has heard of the fabled “Brazilian Butt Lift.” It seems that Americans are obsessed with the perfect “booty,” and scrupulous and non-scrupulous providers both are coming forward to offer minimally invasive solutions. However, results have ranged from sub-optimal to life-threatening. That’s where Emsculpt is emerging as a game changer, offering a non-invasive solution to firming, toning, and lifting the buttocks that is both safe and effective.

WHY EMSCULPT

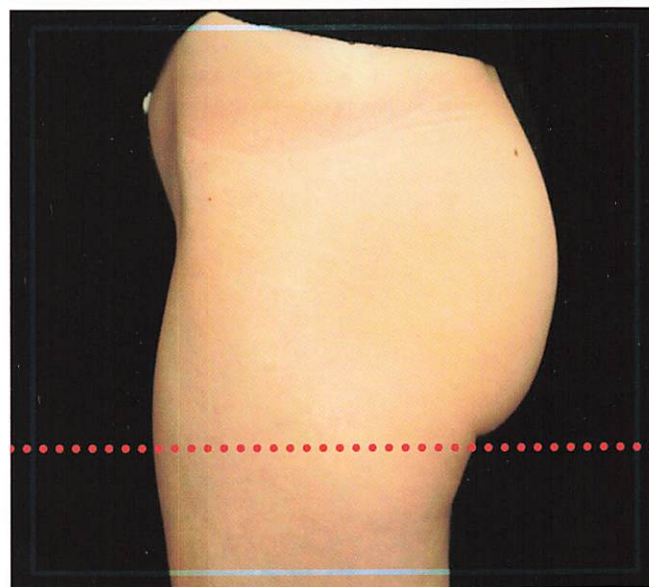
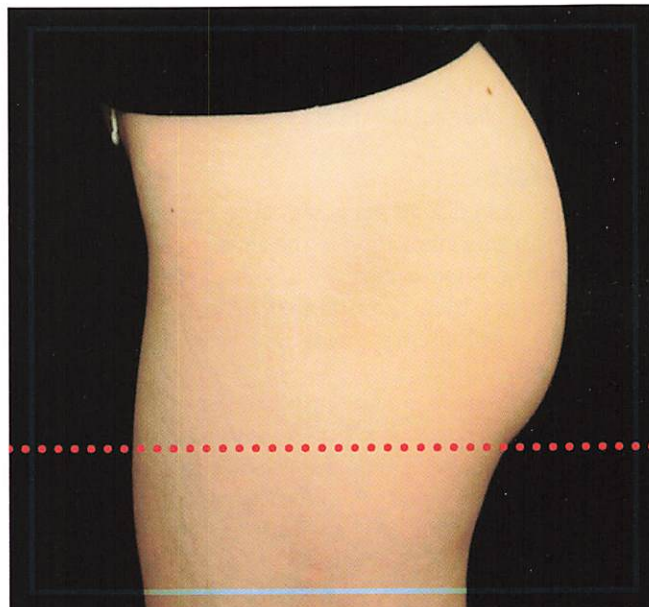
Emsculpt is the first device that is able to activate muscle as well as target fat through the delivery of high-intensity focused electromagnetic (HIFEM) energy. When targeting the buttocks, this should result in a more natural, aesthetically pleasing result with no significant safety concerns.

“You know that the surgical societies have been quite concerned in the last few years about patients dying from buttock injections. This comes from fat getting into the large veins and traveling up into the vena cava, into the lungs, and even into part of the internal organs,” says Brian Kinney, MD, who participated in the initial trials of Emsculpt. These safety concerns alone should give aesthetic physicians pause. Setting those concerns aside, the injection-based approach to buttock enhancement isn’t intuitive, he argues. Calling to mind athletes like volleyball players and rowers, Dr. Kinney notes that it’s solid musculature that truly forms the ideal posterior.

“What we’ve been doing is making the buttock bigger and rounder, but not necessarily more healthy or more physiologic,” Dr. Kinney argues. “The reason Emsculpt is so appealing to me in the buttock is that we are tightening and firming and toning the gluteus muscles and we think we’re lifting them.” Additional studies are underway to confirm and quantify this lifting effect.

A TARGETED APPROACH

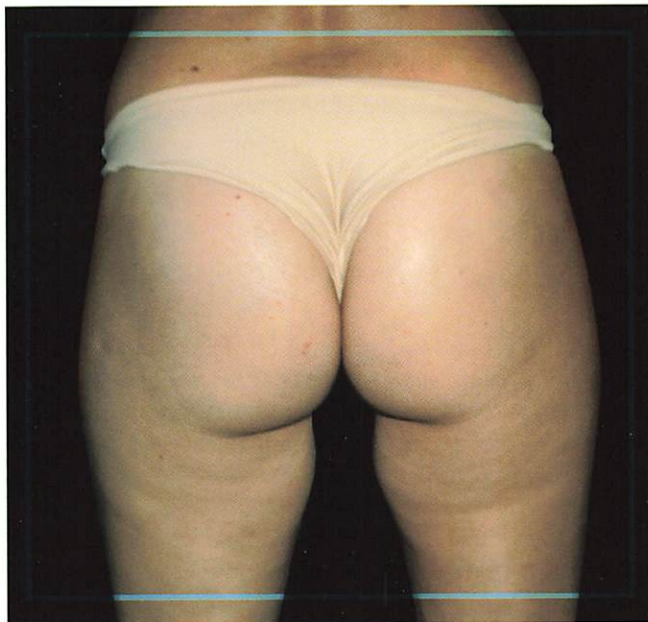
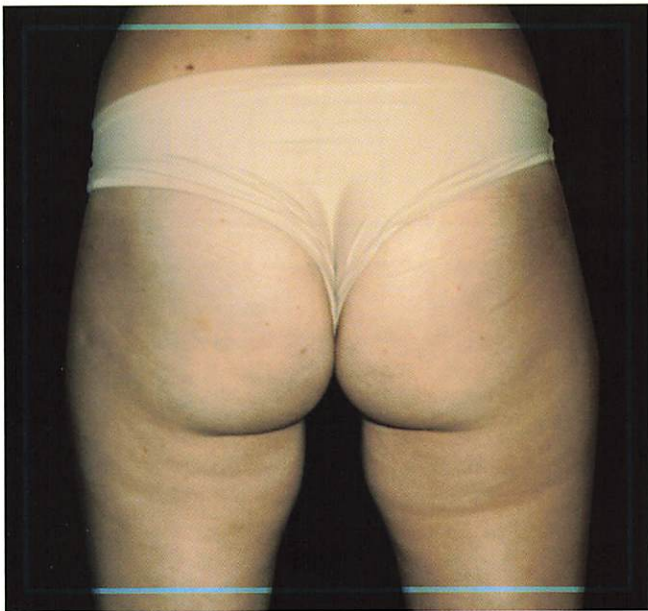
Because treatment is calibrated to patient tolerance, Dr. Busso says, “It’s very comfortable.” When it comes to buttocks



Courtesy of Suneel Chikhuri, MD



Courtesy of Mariano Busso, MD



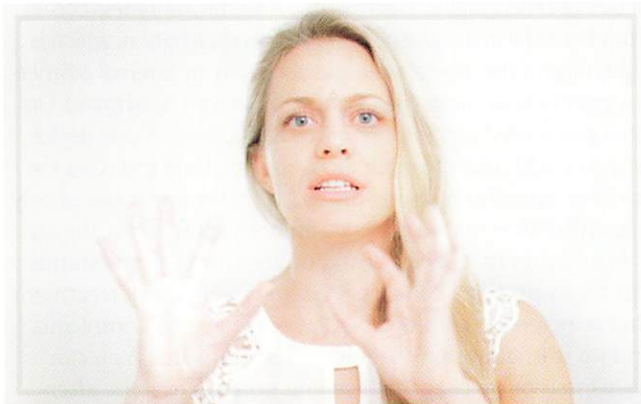
When it comes to treating the buttocks, there is unique benefit to isolated muscle targeting with Emsculpt, Dr. Busso suggests. "Another benefit of treating the buttocks with this technology, as opposed to trying to create more muscle, is that you can isolate the muscle group that you're treating. Typically, if you do a lot of squats, your thighs will become bigger, too, and that might not be the desired result. You want just to isolate and reshape and tighten the buttocks, not the whole thigh."

BALANCING ACT

Experts agree that achieving the ideal, lifted, natural-looking buttock requires not just a reduction of excess fat but also the toning of muscles. Emsculpt is uniquely positioned to deliver this a result. As Bruce Katz, MD summarizes, "A lot of devices out there are used for fat melting, non-invasively, but with Emsculpt, not only do you get improvement in terms of fat reduction, but you get toning of the muscles. It's the first time we're using this type of energy source, and also the first time we're using any energy to tone and tighten muscles in addition to taking away fat."

The effect of this treatment is unmistakable, Dr. Busso says. Patients feel and see the difference, even if it's difficult to track through photography or standard measurements. He is optimistic about the potential of the device. "We might not be able to do everything with every single type of butt, but it definitely adds a new dimension by being able to work on the muscle," he says. ■

BODY BY BTL PATIENT PERSPECTIVES



"It really made a difference in my backside. I got more lifted and more 'put in place'...I feel more confident. I just know that my butt is in the right place."

—Kathrin, Mother and
BTL Emsculpt Patient btl.aesthetics.com

treatments, "you see a unique lifting and tightening of the area. Of course, if someone has a more muscular butt, they will benefit more than one who doesn't." Like Dr. Kinney, Dr. Busso emphasizes that muscles—the gluteus maximus, medius, and minimus—are responsible for the shape and fullness of the buttocks.

Emsculpt can activate muscles in ways that the body simply cannot through exercise alone. "You cannot possibly perform so many squats," Dr. Busso says. "Patients who are going to the gym, or athletes, who have acquired muscles to a certain degree, cannot go beyond that, because there's not enough hours in the day. This puts them into another level."



PUTTING THE O IN INTIMACY: ULTRA FEMME

lots of devices have come on the market promising dramatic results, but BTL's Ultra Femme 360 has "changed lives," says Kimberly Evans, MD, an OB/GYN in Sugar Land, TX. "I'm getting hugs from patients because it's changed their life. It has changed what they feel. They've had better orgasms. It has changed relationships in such a positive way."

The radiofrequency device is used to address a range of patient concerns, by increasing blood flow, reducing pain, with a potentially positive influence on sexual intimacy. Treatment is quick—sessions last 8 minutes for internal treatment, plus another 12 minutes for external treatments—and painless. Most patients need just three treatments offered at two-week intervals. Some patients will feel nearly immediate improvement in symptoms, including vaginal laxity. And results will continue to improve over time. Maximum results will be noticeable up to three months after the last treatment, and last for several months post treatment.

TWO FOR ONE

"As an OB/GYN doctor, we look more for functionality than we do certainly for aesthetics, and the Ultra Femme has been able to positively impact the functionality along with the aesthetics," Dr. Evans says.

Annie Chiu, MD says that there is clearly increased awareness of device-based vaginal treatments, "And the awareness comes from both the internal aspect of vaginal rejuvenation, which is tightening of the vaginal wall, and also from an external cosmetic aspect of how things look externally." In light of demand, Dr. Chiu says it was "very important" to find a "two-in-one device where I could treat the internal vaginal canal and the vulva for cosmetic appearance in one device." Ultra Femme is one of only a few RF devices on the market with both applications, she says.

In addition to its efficacy and utility, Ultra Femme stands out for its practical benefits. "It's a very, very quick treatment that is incredibly comfortable. Patients have no complaints and no restrictions on their activities afterwards. You can have intercourse later that evening, you can exercise afterwards," Dr. Chiu says. "Obviously, from the practice standpoint, that is very easy to manage. From a patient standpoint, it really causes a lot less anxiety."

PATIENT NEED: FOCUS ON EDUCATION AND DIALOGUE

Issues of vaginal health and sexual intimacy can be embarrassing for patients, even in the context of gynecologic exams.

A NOTE ON FEMALE PELVIC HEALTH

Dr. Evans thinks it makes perfect sense for core aesthetic physicians to offer vaginal rejuvenation procedures for patients seeking a non-invasive aesthetic result and tightening. However, it is important to look for signs of potential underlying medical concerns. Symptoms that require referral by a gynecologist include abnormal discharge, abnormal bleeding, pain during intercourse, or an exam that seems in any way abnormal. Additionally, any patient that has not had a recent GYN visit should be cleared by their OB/GYN doctor first, she says.

And, in fact, Dr. Evans says there may be a lack of knowledge of vaginal health treatments in the field. At a recent conference of the International Society for the Study of Women's Sexual Health, many doctors were not aware of the benefits of energy-based device treatments for vaginal health, she notes. A lot of the doctors still emphasize the standard estrogen cream alone. "The problem is that estrogen can't treat everything," she says. It's primary benefit is limited to increasing moisture and some sensitivity.

Key to success is having a practice where patients feel safe and comfortable bringing up vaginal and sexual health. "If you build a practice where people feel comfortable to talk to you about anything that bothers them, especially if there's a large body contouring aspect of your practice, it definitely is something that gets brought up," Dr. Chiu says, "I think we talk about it among a lot of patients, and it's not something that everyone's always ready to pull the trigger on right away. But, I think once that awareness is there, they tell their friends, and when they're ready, or when their friends are ready, they come in."

For Dr. Evans, it is important to ask patients about possible vaginal symptoms and concerns about intimacy via



questionnaires and during conversations with patients. “In a roundabout way as I start to pull information out of them, that’s when they say, ‘I didn’t know I can do something that’s non-invasive, as well as something that doesn’t hurt. I didn’t know that I’m a candidate for this even when I’m 28 and I have no kids, in terms of increasing sexual pleasure.’”

“I would tell all the doctors when they do this procedure that they really need to focus and listen to the patient on exactly what her needs are,” Dr. Evans stresses

Of course, because of demand, treatments like Ultra Femme can actually draw new patients to the practice. “We’ve also gotten a fair influx of people who just read about it online, so obviously there is a market out there. And, because not every office offers it, when you do offer it it’s a little bit of a practice differentiator,” Dr. Chui says.

For patients who may be unaware of treatment options or uncomfortable discussing them, Dr. Chiu’s office, “keeps it discreet, we do have screens in every room, and one of the screens says, ‘Ask us about our secret of feminine rejuvenation.’ There are no pictures, just text, so people know that it’s offered, and they can ask if they feel comfortable.”

WHO NEEDS IT?

Many patients are interested in vaginal treatments alone. However, it is worth noting that some patients may not realize they are candidates. For a recent study (soon to be published), Dr. Evans provided Ultra Femme treatment to female patients who had minimal if any concerns about sexual satisfaction at baseline. After treatment, however, Dr. Evans says, “There was more than an 80 percent increase in women who reported an increase in their sexual satisfaction, which was huge.”

Dr. Evans offers a procedure called the “Ultimate O,” that combines the Ultra Femme with the O Shot. “The patients

that have experienced it, these are people with difficulty with having an orgasm, they’ve been able to experience a wonderful increase in sensitivity and the ability to have longer, stronger orgasms,” she says. “When you combine that with the radiofrequency...what happens is that you get a situation where you’re able to build that collagen, rejuvenate that vaginal tissue, and you have patients going from very few orgasms to having multiple orgasms.”

For some patients, a conversation about vaginal rejuvenation may begin with body contouring. Dr. Chui treats many female patients with fat-reducing and body contouring devices post baby—the so-called Mommy Makeover. “I actually bring it up,” Dr. Chui says. “I tell patients if there are any other areas that they are uncomfortable about, we even offer vaginal rejuvenation. I know if you’ve recently had a child, that that can be something that people feel self-conscious about.”

HIGH SATISFACTION

“The reason why I love BTL Ultra Femme is because rarely in the GYN world is there technology that truly changes people’s lives. We have technology that comes and goes, but this is something that’s nice for patients, it’s easy to do. It can definitely be delegated to an assistant in the office, according to state laws. It’s something where it doesn’t hurt people, there’s a very low chance of getting any infections or having any device problems, and the results are amazing,” Dr. Evans remarks. “I have more than a 90 percent overall satisfaction of people who get the procedure alone.”

“It’s still a little bit of a practice differentiator,” Dr. Chui adds. “It’s nice because it shows that your practice is offering a complete suite of procedures...you’re able to offer a complete head-to-toe sort of care rejuvenation.” ■

BODY BY BTL PATIENT PERSPECTIVES



“I know that it made a difference in my life as a woman...I was able to climax a lot faster than I was before. It definitely made a huge impact, a huge change in my personal and intimate life.”

—Paola, Mom
and BTL Patient
btlaesthetics.com



“I decided to try the Ultra Femme 360, and it was the best thing ever... This is a game changer. BTL and Ultra Femme 360 is a game changer for all women. There is no need for labiaplasties anymore.

—Alda, Mom
and BTL Patient
btlaesthetics.com



SIT TIGHT: EMSELLA TARGETS VAGINAL FLOOR MUSCLES WITH ELECTROMAGNETIC ENERGY

When the tide turned against the use of pelvic mesh and slings for pelvic reconstructive surgeries, urogynecologist Red Alinsod, MD set out to find a safe and effective non-surgical option for patients. A significant medical need existed, especially for the problem of urinary incontinence, but nonsurgical options were readily apparent. He started researching, and discovered multiple modalities, including a radiofrequency (RF) device and lasers, that had documented benefit but had not been embraced by traditional gynecologic and urologic medicine. “Specifically, I found low frequency radio waves to be quite helpful for the leaky bladder,” he says. He helped develop and adopted into practice an RF device that significantly improved mild to moderate stress incontinence and overactive bladder.

“I was now able to help the menopausal woman, the lady who leaked urine with every sneeze and jump, the woman who constantly ‘toilet mapped’ because she had to urinate so often and with such urge,” Dr. Alinsod says. But there was still a void in patient care. Not all patients responded to the same degree to RF treatment, and some could not afford the treatment. “When I heard that there was now a non-surgical and non-drug device out there using electromagnetic energy I was fascinated by the possibilities,” he says. That device is BTL’s Emsella chair, based on high-intensity focused electromagnetic (HIFEM) fields.

He did some research and was “so convinced it could be a welcome addition to my non-surgical urogynecology practice, that I pursued obtaining an Emsella chair with a vengeance,” Dr. Alinsod says. “It fit into my practice because not everyone wanted to undergo a three-month pelvic floor physical therapy treatment. And patients were searching for an effective and shorter treatment device that kept their knickers on! In Emsella I found an effective and quick-acting procedure that yielded positive results in three weeks instead of three months.”

SEEING IS BELIEVING

Emsella is a first of its kind device in multiple respects. It is the first electromagnetic device on the market to target the

female pelvic floor muscles. HIFEM energy causes deep pelvic floor muscles stimulation and restoration of the neuromuscular control. A single BTL Emsella session can induce thousands of supramaximal pelvic floor muscle contractions.

And treatment is truly non-invasive. There is no hand-piece or probe that needs to be inserted. Patients simply sit, fully clothed, on the chair for about 30 minutes per treatment session. Most patients undergo six treatments, scheduled twice per week. There is no downtime.

The novelty of the device and its action requires a degree of patient education. “I sit down with patients either in front of a computer or with my iPad and show them the chair and explain what it does,” Dr. Alinsod says. He uses short videos available online to demonstrate the procedure and allows his patients to watch testimonials others have recorded.

“I also show the patients the chair, ask them to try it for a few minutes,” Dr. Alinsod adds. Offering patients a brief, free treatment is the best way he has found to “convince them that it is a safe and comfortable procedure. The patients get it. They understand it, and are happy and excited to try the chair.”

Some patients are skeptical at first, Dr. Alinsod acknowledges. “Initially they are skeptical until we get them to sit on the chair for only a couple of minutes. Then they ‘get it!’ They realized this is real science.” He says that patients feel the real strong contractions of their pelvic floor and realize that could make a huge positive change in their lives.

FOCUS ON SATISFACTION

In his Laguna Beach, CA practice, Dr. Alinsod has been satisfied with the results obtained from treatment for stress incontinence, overactive bladder, nocturia, and mixed incontinence. Patients are satisfied, as well.

“We have had overwhelmingly positive responses from patients. They can feel the improvement after about the fourth treatment,” Dr. Alinsod says. “They are drier with cough and sneeze and jumps. They are sleeping through the night. They can watch a whole movie without getting up to pee.”



Sometimes patients don't consciously realize the impact of treatment until Dr. Alinsod elicits an update on their experiences. "They stop their toilet mapping behaviors and don't realize how improved their lives are until I ask them how they are doing. They are surprised and amazed."

AN INTEGRAL PART OF PRACTICE

"Emsella is an integral part of my non-surgical urogynecology practice," Dr. Alinsod concludes. He finds the electromagnetic

device to be a good fit along with other services he offers, including the radiofrequency device and platelet rich plasma (PRP).

"These new and modern modalities have transformed the specialty with consistent and gratifying changes in lifestyle and health that were once not thought to be possible." In fact, he says, he can imagine a near future where every urogynecology and urology office will use these devices as "integral pieces of the puzzle for the treatment of the leaky and over-active bladder." ■



BODY BY BTL
PROVIDER INSIGHTS

"The BTL Emsella is revolutionary, has changed women's lives all over. My patients are hugging me, and they are super grateful because they're no longer wearing pads 24/7, and they're no longer running to the bathroom. For the 20-plus years of practicing gynecology, I have told every single one of my patients, 'Go do your kegels.' That's all we had, but now we have the BTL Emsella where it can help you do over 11,000 kegels for you while you're fully clothed in a matter of 28 minutes. There is no competition with that."

—**Shelena Lalji, MD** btl.aesthetics.com

BODY BY BTL
PATIENT PERSPECTIVES

"You actually feel in your pelvis that something is going on in there...There is so much confidence that comes in this...On average I would get up to go to the bathroom four to five times a night. And I thought it was normal because I'm a mom, and I had a baby, and that's just what we go through. And I've gotten to the point now that I get up once a night."

—**Vicki, Mom and BTL Emsella Patient**
btl.aesthetics.com



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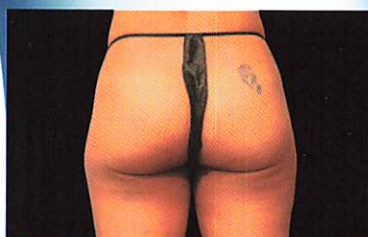


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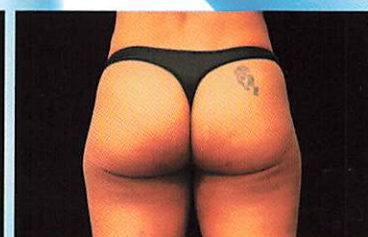


COURTESY OF: MARIANO BUSSO, M.D.

BEFORE



AFTER 4 TREATMENTS



COURTESY OF: BRIAN KINNEY, M.D.

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