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EMSCULPT®
TRADEMARK REGISTERED

Breaking New Ground





BTL AESTHETICS LAUNCHES MULTI-AWARD WINNING LEADING TECHNOLOGIES



WHILE AESTHETIC TECHNOLOGIES promise results and business growth the evidence needs to be substantiated and the best way to achieve this is through independent peer review studies.

Recently introduced to Australia BTL Aesthetics is already making waves for their innovative technologies having just won an impressive four awards at the MyFaceMyBody Awards 2019 for their innovative device **EMSCULPT®**. Launched just 18 months ago **BTL Aesthetics' EMSCULPT®** was selected from hundreds of applicants from across the globe to win the coveted for top awards for:

- New Treatment of the Year
- Body Shaping Treatment of the Year
- Best Minimally-Invasive Device of the year for ANZ
- Best Innovative Treatment of the Year

This year MyFaceMyBody Awards 2019 winners were announced as part of the first-ever virtual Aesthetics Conference, GVAS – Global Virtual Aesthetic Summit, which attracted over 1,432 Aesthetic professionals who attended from over 22 countries, including America, UK


and Australia. *"This was an amazing achievement,"* Gareth Pepper, Director of BTL Aesthetics Australia said, *"given that this technology was only launched 18 months ago."*

"We are absolutely delighted that EMSCULPT® has been recognised by the Aesthetics Industry globally for its revolutionary technology."

"EMSCULPT® is the first and only non-invasive treatment to go beyond the elimination of fat cells to strengthen and define muscles with no surgery and no downtime. It is a real honour that this amazing device has received the recognition that it deserves. "However," Gareth continued, *"I am not surprised as it is backed by 16 peer-reviewed studies and it is approved by regulatory bodies in the USA, Europe and Australia. It is the only technology in the world that is clinically-proven to burn fat and also build muscle."*

WHO IS BTL AESTHETICS?

Founded in 1993, BTL has grown to become one of the world's major manufacturers of medical and aesthetic equipment with over 1,800 employees located in more than 55 countries. Behind every product stands 300 engineers whose goal is to innovate cutting-edge therapies that are safe, comfortable and efficacious providing long-term solutions that support better health, as well as improving the aesthetics of their clients and patients. BTL's integrity and competitive advantage is that it has two focused divisions – MEDICAL and AESTHETICS. The Medical division has developed leading innovations that are purely medical. The company operates with the utmost integrity, prioritising safety, best practice and efficacy in treatment solutions as its key objectives.

Moving into aesthetics, BTL has revolutionised the way to offer the most advanced non-invasive solutions for body shaping, skin tightening and other medical aesthetic treatments, including women's intimate health and wellness. BTL®, EMSCULPT®, HIFEM®, are registered trademarks in USA, Europe and other countries. The products, the manufacturing method, or the use may be subject to one or more U.S. or foreign patents or pending applications. 

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EMSCULPT®'s revolutionary new technology intended for the treatment of obesity by fat reduction through neuromuscular stimulation. It eliminates fat cells and strengthens and defines muscles. EMSCULPT® is like doing 20,000 sit-ups or squats in 30 mins. US Ambassador Drew Barrymore even credits EMSCULPT® as 'a total game-changer' when losing weight. The technology utilises patented HIFEM® magnetic field energy and induces approximately 20,000 supramaximal muscle contractions, which cannot be achieved voluntarily, to help target hard-to-tone areas. EMSCULPT® is used world-wide by leading models and celebrities as well as elite athletes who need to achieve peak performance.

Tested in 16 independent, clinical studies, BTL EMSCULPT® delivered consistent results, with a 19% reduction in subcutaneous abdominal fat and 16% increase in muscle mass. The average waist measurement sees a decrease of 4.4cm and 44mm reduction in thickness of the subcutaneous abdominal fat layer.

EMSCULPT® is the first and only HIFEM® technology to build muscle and burn fat. Multiple applicators for the treatment (abdomen, buttock, arms and calves). EMSCULPT® has a 95% patient satisfaction rate with 350,000+ treatments annually in the world.

In 2019, BTL EMSCULPT® has also won the **European Product Design Award 2019 Gold Prize winner** for the BTL Emsculpt applicator, **Best Non-Invasive Body Shaping**

Technology 2019 at Monte Carlo Aesthetics 2019, **Anti-Ageing & Beauty Trophy Winner**, **NewBeauty 2019 Best Innovations Award**, **Harpers Bazaar 2019 Anti-Ageing Awards** for **Best Body Firming treatment** and **realself 'Most Worth It' Award Patient Choice Award 2019**.

The recommended treatment plan is four 30-minute treatment sessions over two weeks. Best results will be seen after 3-months with continued improvement over six months. EMSCULPT® strengthens gluteal or abdominal muscles and burns fat, all while you relax, laying down.

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BTL EMSELLA®

Another leading patented technology is the BTL EMSELLA® - indicated for pelvic floor muscle strengthening for treatment of urinary incontinence. BTL EMSELLA® is a non-invasive therapeutic device. The device produces electromagnetic field that interacts with the tissues of the human body. Incontinence is still one of the most taboo subjects across women's health. Statistics show that up to **37%** of females suffer from urinary incontinence and bladder leakage. It's estimated that **4.2 million Australians** aged 15 years and over suffer from this condition and figures are projected to rise to 5.6 million by 2030 (Continence Foundation of Australia*).

1-in-3 women that have given birth will experience this uncomfortable and debilitating disorder. Many suffer in silence and are too embarrassed to seek medical advice. BTL EMSELLA® chair is changing the conversation with a breakthrough treatment for incontinence that is clinically-proven to work. BTL EMSELLA® has just launched in Australia to treat all forms of urinary incontinence (stress, urge and mixed), light bladder leakage (LBL) or a weak pelvic floor as a result of body ageing, childbirth or menopause. The treatment is completely non-invasive, discreet and an easy solution that literally changes lives.

The Emsella uses HIFEM® (High-Intensity Focused Electromagnetic) technology to stimulate the entire pelvic floor muscles to mimic over 11,000 pelvic floor supramaximal

contractions for less than 30-minute session. The stimulation leads to regained control over pelvic floor muscles and bladder. The treatment is completely painless and non-invasive. The patient simply sits fully clothed in the BTL EMSELLA® chair for 28 minutes for six individual sessions, across three weeks. No surgery, completely painless, no downtime, stay fully clothed and non-invasive. And with a 95% satisfaction rate, the patient's quality of life dramatically changes. Two out of three of the treated patients reduced or totally eliminated the use of hygienic pads.

EM stands for Electro-Magnetic technology and SELLA is the Latin word for, chair. A single BTL EMSELLA® session induces thousands of supramaximal pelvic floor muscle contractions, which are important in muscle re-education. Pelvic floor muscles provide vital support to the bladder and other organs. When weakened over time, these muscles insufficiently support the pelvic organs, affecting bladder control. BTL EMSELLA® helps re-train and re-strengthen the entire pelvic floor area through thousands of deep pelvic floor contractions every second. A single session provides 11,000 supramaximal pelvic floor muscle contractions, much stronger than common Kegel exercise.

BTL EMSELLA® is available in the USA, Europe, Canada as well as Australia and is backed by several peer-reviewed published studies and clinical trials. The therapy has received a *NewBeauty Magazine* Innovation Award and also awarded the "THE MOST INNOVATIVE TECHNOLOGY" at the 3rd World Congress of the European Society of Aesthetic Gynaecology in London in 2018.

To introduce these award-winning technologies Contact:

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