



Fit Face, Fit Body

Celebrating 30 years of BTL, we take a look at the device company's cutting-edge technology, EMFACE® and EMSculpt NEO®.

BTL Aesthetics has taken Australia by storm since launching Down Under just a few years ago bringing with it some of the most advanced technology on the market. This year, the company celebrates its 30th anniversary; three decades of innovative technology for the wellness and aesthetics market. The BTL EMpire spans seven major markets; includes 70,000 BTL providers across the globe; has more than 3,000 employees, including 400+ engineers, in 75 countries; holds 1,000 yearly educational events; has installed 500,000 medical systems; and is responsible for 40+ peer-reviewed studies. Their six devices; EXILIS®, EMTONE®, Emsella®, EMSculpt NEO®, and EMFACE® have become household names as patients specifically ask for BTL treatments – the ultimate goal for any device company.

Backed by science

So how did BTL, which was founded in Prague in 1993, catapult itself to the forefront of the minimally invasive aesthetic market? The company's roots are in cardiology, and it branched out into physiotherapy globally, and finally, aesthetics in the United States before making a splash in the Australian market. BTL's secret? Everything is developed in-house backed by solid science, and manufactured by BTL. Body contouring devices EMSculpt® and EMSculpt NEO® both launched with seven initial studies backing their use, including animal and human histology, magnetic resonance imaging, computed tomography, and ultrasound imaging. When EMSculpt® first hit the aesthetic market in 2018, it disrupted the already buzzing body contouring market by bringing muscle stimulation to the table.



EMSculpt NEO® FAST FACTS

- 30% Fat Reduction¹
- 25% Muscle Growth¹
- Two technologies in one applicator
- Ability to treat patients with BMI up to 35

Revolutionary body contouring

Always evolving and improving their technologies, BTL launched EMSculpt NEO® in 2020, the first device to combine HIFEM® energy and novel synchronised radiofrequency technology for simultaneous, synergistic fat reduction and muscle stimulation, allowing patients to get more for less, while allowing practitioners to treat more patients in a shorter amount of time. For fat reduction and muscle stimulation benefits, patients usually undergo four 30-minute EMSculpt NEO® treatments five to 10 days apart, and can expect, on average, a 30% fat reduction and 25% muscle growth^{1,2,3}, beating plenty of other body contouring devices' results on the market. Clinical studies have shown the results to be the equivalent of 12 to 16 weeks of HIIT training⁴.

The recently launched EDGE applicators allows practitioners to treat love handles and obliques – an area that's considered hard to tone with diet and traditional exercise only. Treating the anterior and posterior abdomen at the same time was considered the missing link in non-invasive body contouring. After conquering the body contouring industry, BTL continued to evolve and innovate, launching the game-changing EMFACE® in Australia early this year.

Less wrinkles, more lift

Six years and six studies brought about EMFACE®, the revolutionary non-invasive facial treatment that not only lifts and contours, but improves skin quality at the same time. The device pairs HIFESTM muscle contraction technology and synchronised RF energy simultaneously to achieve a more defined jawline; fuller, higher cheeks; an elevated brow; and overall rejuvenation of the face. Being needle-free and hands-free, it is attractive for both patients and practitioners alike. Muscle histology studies by Dr Brian Kinney showed a 19.2% increase in muscle density⁵ and a 19.8% increase in the number of muscle fibres⁵. EMFACE® treats the facial muscles, superficial musculoaponeurotic system (SMAS layer), and skin simultaneously.

"For the last two decades, clinicians have focused on treating the signs and effects of the ageing process rather than the root cause. Anti-wrinkles and fillers, while super effective, are merely dealing with the signs of ageing. We are looking at the technology to deal with some of the causes of ageing. Namely loss of muscular tone of the facial muscle, especially those responsible for lifting the eyebrow, cheeks and the lower face. These are the elevators of the face," said Dr. Steven Liew, the first practitioner to offer EMFACE® in Australia. Many have followed since the launch in February, with EMFACE® now available in over 20 clinics in Australia.

HIFESTM technology works on the elevator muscles of the face, namely the frontal and the zygomaticus major and minor muscle, to increase the density and quality of these muscles. And the best part? It works in as little as four weekly 20-minute treatments, with some patients noticing a change in their face after a single treatment. EMFACE® not only lifts the muscles with HIFESTM but also increases the production of collagen and elastin thanks to RF energy. Adults lose about 1% of collagen a year, making this treatment a welcome rejuvenator.

The ultimate face and body treatment combination

EMFACE® and EMSculpt NEO® combined offers patients the ultimate head-to-toe experience in toning and rejuvenation. Practitioners are able to treat all areas of concern for their patients, and open up conversations about treatment possibilities that go beyond just the face or just the body. As consumers are becoming



EMFACE® RESULTS FAST FACTS

- 37% reduction in wrinkles⁶
- 30% increase in muscle tone via ultrasound studies⁷
- 23% lifting effect in facial proportion measurements and 3D photo analysis⁵
- 27% increase in collagen⁸
- 110% increase in elastin⁸
- 95% satisfaction rate among patients⁵

more interested in holistic treatments and looking and feeling younger for longer, EMFACE® and EMSculpt NEO® deliver on both fronts. For more information, visit BTLAESTHETICS.COM.AU. Always follow instructions for use. We recommend following healthy energy-controlled diet and physical activity. 🌿

Clinical studies / references:

1. Weiss RA, Bernardy J, Tichy F. Simultaneous Application of High-Intensity Focused Electromagnetic and Synchronized Radiofrequency for Fat Disruption: Histological and Electron Microscopy Porcine Model Study. *Dermatol Surg*. 2021;47(8):1059-1064.
2. Katz B, Weiss RA, Samuels JB. Radiofrequency Heating and HIFEM Delivered Simultaneously: The First Sham-Controlled Randomized Trial. *Plast Reconstr Surg*. In press.
3. Jacob C, Kent D, Ibrahim O. Efficacy and Safety of Simultaneous Application of HIFEM and Synchronized Radiofrequency for Abdominal Fat Reduction and Muscle Toning: A Multicenter Magnetic Resonance Imaging Evaluation Study. *Dermatol Surg*. 2021;47(7):969-973.
4. Halaas Y, Duncan D, Bernardy J, Ondrackova P, Dinev I. Activation of Skeletal Muscle Satellite Cells by a Device Simultaneously Applying High-Intensity Focused Electromagnetic Technology and Novel RF Technology: Fluorescent Microscopy Facilitated Detection of NCAM/CD56. *Aesthet Surg J*. 2021 Jun 14;41(7):NP939-NP947. doi: 10.1093/asj/sjab002. PMID: 33433586; PMCID: PMC8202148.
5. Kinney B, Bernardy J, Jarosova R. A Novel HIFES Face Technology Combined with Synchronized Radiofrequency Induces Strengthening of Facial Muscles: Porcine Histology Study. Presented at: Plastic Surgery The Meeting (PSTM). October 27-30, 2022; Boston, MA.
6. Halaas Y, Gentile R. The Interim Results of Novel Approach for Facial Rejuvenation. Presented at: American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS) 2022 Annual Meeting. October 20-23, 2022; Washington, DC.
7. Halaas Y., MD. Muscle Quality Improvement Underlines the Non-invasive Facial Remodeling Induced by a Simultaneous Combination of a Novel Facial Muscle Stimulation Technology with Synchronized Radiofrequency. Presented at: American Academy of Facial Plastic and Reconstructive Surgery 2022. October 19-23, 2022; Washington, DC.
8. Goldberg DJ, Lal K. Histological Analysis of Human Skin after Radiofrequency Synchronized with Facial Muscle Stimulation for Wrinkle and Laxity Treatment. Accepted at American Society for Dermatologic Surgery (ASDS) Annual Meeting 2022, Denver, CO.

Tried+Tested

The latest and greatest in the aesthetics industry, tested by the SPA+CLINIC team.



Managing Editor Nadine tried BTL EMFACE

There has been a lot of hype around EMFACE this year, especially after BTL's mega yacht launch party in February, which saw many clinics buy the device shortly after. With plenty of renowned doctors investing in EMFACE, I had high expectations for the face tightening and lifting treatment. Moreover, I had seen some pretty incredible before and afters, so I was excited to try the treatment myself. BTL EMFACE is a facial treatment that treats the forehead, eyebrows, cheeks and jawline and promises less wrinkles and more lift. The patented technology simultaneously emits both synchronised radiofrequency and HIFES™ energy to remodel the face. Radiofrequency stimulates the production of collagen and elastin fibres, while the HIFES™ energy emits thousands of pulses per session to contract specific facial muscles and improve muscle tone. This unique combination of energy targets the deeper layers of tissue from muscle, skin and connective tissues all at once. The achieved effects are said to result in a slimmer and more defined jawline, better contour with fuller and higher cheeks, elevated brows, and an overall facial rejuvenation including wrinkle reduction and improved skin tone and texture – sign me up!

The treatment starts with a quick cleansing of my face, and the application of the grounding pad on my back, which is needed to conduct the monopolar radiofrequency. Then, three EMFACE applicators are placed on my face; one on my forehead, and one each on both of my cheeks. My therapist starts the treatment slowly to get me used to the sensation, which, I had heard, is quite weird. First, I feel the warmth of the radiofrequency, and then the HIFES starts. The only way I can describe it, is it feels like someone is gently brushing the inside of your skull with a soft makeup brush. Yes, that sounds weird, but pretty accurate in my case. I've heard other people say it feels like a hot stone massage, but I can't agree with that. It is a feeling I had never had before, and while it takes a few minutes to get used to, it is not painful at all.

For 20 minutes, my face is involuntarily making weird expressions as my cheeks are pulled up towards my eyes, and my forehead lifts toward my hairline. There is absolutely no fighting it as the HIFES does its thing. When I pull my phone out to take a video, I am slightly embarrassed, but also amused how silly I look whenever the wave of energy hits. Another interesting aspect of this treatment is that the therapist can see how asymmetric your face is, depending on which side moves more than the other. Unsurprising to me, my right side is my dominant side, so my therapist adjusts the level of HIFES on my left side accordingly. The 20 minutes pass quickly, and as soon as it's over, my face returns to its 'normal state'. There is no pain or discomfort afterwards, and the little bit of redness from the radiofrequency subsides within half an hour.

I do this once a week for four weeks to see optimal results, with the final result supposedly visible 12 weeks after the final treatment, but many people see a reduction in wrinkles, an improvement in skin quality, and a slight lift way earlier than the 12-week mark. My before and after photos taken before my first and straight after my last treatment show a slight change, namely a slimming of my lower face. It appears I have achieved more of a covetable V-shape to my face already; I assume because the treatment has lifted my cheek muscles a little!! It's a good start and I can't wait to see my full results after 12 weeks.

My final verdict? EMFACE is a welcome addition to facial rejuvenation offerings, particularly for those patients who may not want or can't have injectables, and those who aren't looking for volume, but simply, a lift. I particularly like the fact that the treatment is quick and doesn't involve any downtime. From a practitioner's perspective, EMFACE is extremely easy to perform, as the set-up and applying of the pads takes less than two minutes, and I can imagine the duration of the treatment offers a good chance to talk to patients about other treatments while making sure they are feeling comfortable. Sounds like a win-win to me! BTLAESTHETICS.COM.AU



Advertising Manager Kym tried Fillmed NCTF Boost

We arrive at Dr Naveen Somia's practice in Bondi Junction to trial Fillmed's infamous NCTF Boost. I am having Fillmed's NCTF needled in with Skin Pen at a depth of 2mm, commonly known as mesotherapy, this multiple injection technique is performed in the superficial dermis, which is the Fillmed protocol. My gorgeous dermal clinician Mala preps my skin, cleanses, and then applies a light chemical peel, also part of the Fillmed range. Mala explains how the NCTF 135HA contains over 55 Polyrevitalising ingredients, just to name a few: Vit A, B, C, E plus 24 amino acids to contribute to the formation of proteins, elastin and collagen, basically all the good stuff, simply too many to mention, but you get the gist.

Mala presents the little bottle of goodness, then applies it gently to individual parts of my face while using the Skin Pen to needle it in. To complete my whole face, the needling and NCTF application only takes about 5-10 minutes (so perfect to include with other modalities in clinic). However I'm treated to a luxurious healing mask afterwards combined with LED. I leave the clinic feeling quite red and a little puffy, but Mala ensures me this will only last a few hours. True to her word the redness subsided quickly, and post treatment, I felt the glowing benefits of this unique formula. CRYOMED.COM.AU



Managing Editor Nadine tried Candela VBeam

As someone suffering from Rosacea, I know all too well that IPL or BBL treatments are pretty much the only thing that makes a visible difference to the diffused redness on my cheeks. I was lucky to try out Candela's VBeam Perfecta, which uses a pulse-dye laser to create coagulation. The 595nm wavelength targets the deep blood vessels in the skin, while leaving superficial layers untouched. Like most vessel-targeting treatments, this one feels like a sharp, bright flash over and over again, but the remarkable feature of Candela's VBeam is the cooling mechanism, which doesn't use air or a cooled tip, but a burst of cold water that is sprayed onto the skin, just milliseconds before the actual pulse. What a clever idea!

And indeed, the treatment doesn't feel that hot, and I can feel my body get used to the stinging sensation of each pulse – the second pass doesn't feel as uncomfortable as the first. My therapist Marguerite compliments my high pain threshold before applying a hyaluronic acid and SPF to my face, and sending me home with some cooling packs to relieve any feeling of heat. My face is slightly swollen for two days after, but almost in a good way that smoothes out some fine lines (think positive), and on day three, I am completely back to normal with less redness and an overall rejuvenated feel. CANDELA.COM.AU



Advertising Manager Kym tried DMK Cryo Pro-X

Guilty of being a long time fan girl of DMK's infamous enzyme treatment for over a decade now, I was excited when I heard of their new Cryo Pro-X treatment – just try and keep me away! The treatment uses cryotherapy to increase the production of collagen. I learnt that the potent serum which is applied before the Cryo Pro-X mega cold clay mask includes standout ingredients, Poly-L-Lactic Acid, Glycolic Acid, Camelia Sinesis Leaf Extract and Cocos Nucifera, which is great to calm inflammation. My therapist Daisy applies a generous layer to my face after thoroughly cleansing and prepping, and she explains for full benefits, the ice cold mask needs to remain on my face for three minutes, but if I need a little rest to shout out! I take a deep breath before the mask is applied, the delicate clay filled mask moulds easily to my face and neck, but I got to say the cold is extreme and I request a short break. Daisy immediately removes it for a quick breather and then re-applies 30 seconds later, she ensures me this is common for the first treatment.

After the initial shock it's better and I'm more prepared, relaxed and breath through the ice cold sensation and before I know it, it's time to remove. When the clay mask is removed, I feel energised and reinvigorated, similar to jumping in the ocean in winter time. Daisy follows on with DMK's traditional enzyme treatment, which she explains enhances the end results: a bright, tight and fresh face similar to a shiny doughnut. Check out our full feature on page 56. DMKSKIN.COM.AU





The ASAPS 2023 Non-Surgical Symposium Launches With First-ever Scientific Advisory Committee

A brand-new expert Scientific Advisory Committee has been revealed for the 2023 ASAPS Non-Surgical Symposium, set to make 2023 the most inclusive and diverse year yet

The Non-Surgical Symposium (NSS), which will take place on the Gold Coast on June 23-25, has announced its first-ever Scientific Advisory Committee and is now open for registration for attendance. The Scientific Advisory Committee has been built from a diverse selection of industry experts who have come together to curate the much-anticipated Non-Surgical Symposium education program, ahead of NSS 2023 that is anticipated to be the most comprehensive yet diverse event yet.

Made up of a panel of experts from dermatology to dentistry, the committee is now working hard behind the scenes to pick the very best from the hundreds of scientific abstracts entered to be part of the event, which Dr Naveen Somia, the Non-Surgical-Symposium Scientific Convenor, cites will be the most diverse and inclusive event to date.

Speaking of the Committee, Somia says, "I am thrilled to be working alongside this talented group of experts, working as a team to provide the best educational program for the 2023 Non-Surgical Symposium. It is further proof that the industry is evolving, that we all can work better together and that there is a seat at the table for multiple specialisms."

Working alongside Dr Naveen Somia as part of the new Scientific Advisory Committee, are 6 highly regarded experts from the industry, including:

- Dr Agnieszka Warchalowski, Cosmetic Physician
- James Vivian, Dermal Therapist
- Suzie Hoitink, Business Consultant and Registered Nurse
- Dr Ryan De Cruz, Specialist Dermatologist
- Anita East, Author and Nurse Practitioner
- Dr Giulia D'Anna, Dentist and Cosmetic Injector

The NSS is an annual three-day conference dedicated to excellence in non-surgical aesthetics. Brought to the industry by ASAPS, the

Australasian Society of Aesthetic Plastic Surgeons, the NSS event provides practitioners with the latest scientific research, technical expertise, cutting-edge developments, and best practice advice from industry experts that can't be accessed anywhere else.

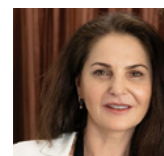
The full 2023 program curated by the Scientific Advisory Committee has been announced, with three main verticals, namely facial injectables, aesthetic skin and body treatments and a new business excellence program. Under these three verticals the NSS will have topics ranging from facial aesthetics to skin rejuvenation, non-surgical body contouring, advances in cosmeceuticals and medical-grade skin care, approaches to skin of colour, patient safety, business excellence and practice management, the latest scientific research, innovation and more. Guests can expect to see local professionals sharing their insights, as well as globally renowned keynote speakers.

The NSS is designed to showcase technical advances, evidence based treatments and techniques in the field of aesthetics to attendees, in order to help them achieve world-class excellence.

Dr Tim Edwards, ASAPS President said: "The 2023 NSS Scientific Advisory Committee are uniquely qualified to shape this year's NSS into the best it can be. The entire panel is committed to excellence in every aspect of their practice, and I have no doubt that this year's symposium will be the best one yet."

The NSS is open to AHPRA registered health care practitioners, including specialist plastic surgeons, dermatologists, medical practitioners, dentists, nurse practitioners, registered nurses, enrolled nurses as well as dermal therapists and practice staff.

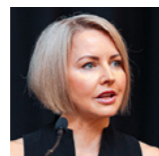
The 2023 NSS will be held at the Gold Coast Convention and Exhibition Centre (GCCEC) from 23-25 June 2023, and talks can be accessible online after the event. 🍀



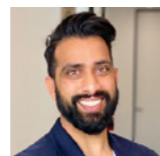
Dr Agnieszka Warchalowski



James Vivian



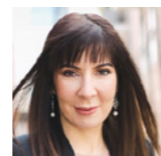
Suzie Hoitink



Dr Ryan De Cruz



Anita East



Dr Giulia D'Anna

Stop By And See These Exciting NSS Exhibitors

Advanced Cosmeceuticals

We are thrilled to showcase the newest advancements in medical aesthetic skincare and Lutronic technologies. You are invited to discover and experience the quality of our devices, witness their ease of use, and observe the device sizes firsthand. This will give you a better understanding of how they can be implemented in your clinic or practice.



Discover the upgraded dermamelan® treatment from the specialists in depigmentation, mesoesthetic®. dermamelan® is the depigmentation method that provides an intensive corrective action on the appearance of skin with hyperpigmentation while preventing the appearance of future skin discoloration. With new patented active ingredients and new carrier technologies, the upgraded cutting-edge formula ensures maximum efficacy to provide both a reduced treatment time and a reduced period of home care. Moreover, don't miss Dr Steven Weiner presenting virtually at NSS on the KeraLase Treatment.

Visit us for complimentary treatment with the benefits of LLLT, with our World Leading LED Phototherapy Healte II on stands 86-89 over the course of the weekend.

High Tech Medical

We are excited to be attending this year's Non Surgical Symposium and we are even more excited to showcase the latest technologies exclusively distributed by High Tech Medical. Visit us at booth



#90 to learn more about how our devices and treatments can increase your clinic's profitability and deliver dramatic clinical outcomes for your patients. Our portfolio includes: Sofwave, Endymed, Onda, CoolPeel, Again, SmartPICO, Schwarzy, EmCyte, Black & Black Surgical and Stemcis. To further increase your patient's outcome following a device treatment, we have the perfect skincare partner – iS Clinical! To learn more about this result-driven, pharmaceutical-grade cosmeceutical, 95-98% botanically-derived skin care range, visit booth #92 and collect your samples.

High Tech Medical sources innovative and high-quality aesthetic devices and skincare from world-leading suppliers and we are committed to providing our clients with comprehensive and personalised clinical, technical and marketing support.

Aussie Medi Tech

Aussie Medi Tech have been coming to the Non-Surgical Symposium for many years and are back again this year with international guest speaker Professor Dr. Nicola Zerbinati. He is a specialist in Dermatology and Venerology and a professor at the University of Insubria, Varese, Italy. He is also an author of over 50 international publications with two international patents on the use of instruments in dermatology.

His talk at 3:00pm on Friday the 23rd of June, will be on Quanta System's latest tunable picosecond laser device with fractional handpieces, to provide the ultimate skin rejuvenation applications.

Aussie Medi Tech are the exclusive Australian suppliers for Quanta System and will be throughout the conference showing some of their top devices for beauty and aesthetic applications. One of the latest devices is the Chrome which can provide up to 50 different applications including tattoo removal, removal of pigmented lesions and skin resurfacing and peeling.

Come and chat with us at booth 106 to see our latest Italian-made devices and how we can help you achieve optimal results for your clients.



BTL Aesthetics

For the last 30 years, BTL has become one of the world's most renowned medical and aesthetic equipment manufacturers with the motto ALWAYS ORIGINAL. This year, at NSS we will showcase a variety of our most advanced non-invasive solutions for face, body shaping, cellulite, skin tightening and other medical aesthetic treatments with devices such as EMSculpt NEO®, EMSculpt®, EMSella®, EMTone® and Exilis® and newly the most anticipated device in the industry, EMFace®.

On stage, we will welcome international speaker, Dr Sherina Balaratnam MBBS MRCS(Edin) MSc (UCL) Surgeon and Cosmetic Doctor, Medical Director, from S-Thetics Clinic, UK to share her experience with EMFACE. EMFACE is the first and only non-invasive hands-free device that simultaneously treats muscle and skin without any needles or downtime. The patented technology simultaneously emits both synchronised radiofrequency and HIFES™ energy to remodel the face. BTL's clinical trials of EMFACE® showed on average, 37% reduction in wrinkles, 30% increase in facial muscle tone, and 23% lifting effect. Dr Sherina will be also performing a live demo of EMSculpt NEO® and EMFACE® at the BTL stand, time and date to be confirmed, so don't miss out! 🍀

