



PRODUCTS

EMTONE

TOUCH THE FUTURE OF CELLULITE REDUCTION

EMTONE®

the future of cellulite treatment is here

EMTONE BY BTL AESTHETICS IS THE FIRST DEVICE THAT TREATS ALL FIVE CAUSES OF CELLULITE, SETTING A NEW STANDARD FOR THE TREATMENT OF CELLULITE.



Dr Tom Parmakellis
Cosmetic Physician

The latest edition to the BTL aesthetics EMpire is EMTONE, the industry's long-awaited non-invasive solution to treat the appearance of cellulite. It is the first and only device that simultaneously delivers both thermal and mechanical energy to treat all major contributing factors to cellulite. It is TGA approved for skin tightening and cellulite reduction.

'What excites me most about EMTONE is that I can now confidently tell my patients I can improve the appearance of their cellulite and be certain I will deliver on my claim. Up until now, I have not been able to say this with any other device or procedure. Many of the other devices require expensive treatments which are not only time consuming but also less effective,' says Sydney cosmetic physician Dr Tom Parmakellis.

'When it comes to medical devices, there are five things I look for, and EMTONE by BTL Aesthetics fulfills all these criteria,' he says.

1. Results: does the device actually work?
2. Patient comfort: is it something patients will tolerate?
3. Patient satisfaction: are patients happy with their results?
4. Ease of operation and reproducibility of results amongst different operators.
5. No downtime.

FIRST OF ITS KIND CELLULITE TREATMENT

The first of its kind energy combination – thermal monopolar radiofrequency and mechanical targeted pressure energy – is what sets EMTONE apart. This unrivaled combination has a profound effect on connective tissues that lead to cellulite, resulting in increased production of collagen and elastin to effectively address all major contributing factors to cellulite and smooth the appearance of dimpling. It has been proven that simultaneous emission leads to significantly higher impact on connective tissue than consecutive application of both energies.

'EMTONE differs from other cellulite treatments as it is the first of its kind to combine thermal and mechanical energy in one device, allowing us to consistently heat the skin to 40-45C° in half the normal treatment time while maintaining patient comfort. This enables us to achieve results with absolutely no downtime,' says Dr Parmakellis.

'The unique combination of radiofrequency and targeted pressure energy applied simultaneously produces a synergistic effect which leads to a 59% increase in collagen, 64% increase in elastin and 44% increase



in dermal thickness compared with the consecutive application of both energies. This saves time and improves the efficiency of the treatment not only for the patient but also for my clinicians operating the device.'

TARGETING THE 5 CAUSES OF CELLULITE

EMTONE sets a new standard for the treatment of cellulite. By simultaneously delivering monopolar radiofrequency and targeted pressure energy, it treats all five aspects of cellulite formation:

1. Fat pockets are reduced in size.
2. Increase in skin thickness and elasticity.
3. The fibrous septae holding the

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PRODUCTS & SERVICES

PRODUCTS

EMTONE HAS BEEN A WONDERFUL ADDITION TO OUR CLINIC AND IS NOW ONE OF OUR MOST POPULAR TREATMENTS. 》

fat pockets are remodelled with new and improved collagen.
4. Neo-angiogenesis occurs, with increased blood supply to the fat pockets.
5. Improved metabolic and waste product removal.

'These five processes help to improve the textured, dimpled appearance of the skin to look increasingly toned and airbrushed,' says Dr Parmakellis. 'I am extremely impressed with the initial results and so too are our patients and staff. A good indicator for me is how keen my staff are to have the treatment themselves after seeing the results on our patients.'

TREATMENT PROTOCOLS

Current treatment protocols involve a series of four treatments over a 2-4 week period. A treatment typically takes about 20 minutes, depending on the treated area. Treatment itself is comfortable for the patient, akin to a hot stone massage. No topical anaesthetic is required and there is no downtime.

'Typically, results from EMTONE are seen within a period of a few weeks to three months, although we have seen some pleasing improvements as soon as the third treatment session,' he says. 'Having surveyed our patients and staff who have now had treatment, we have a 90% satisfaction rate which is identical to the rating on RealSelf.com,' he says.

'The EMTONE device has safety features which equips it with an excellent safety profile. There have been no complications to date and as such allows me to confidently delegate treatments to our

therapists. It is a device which has a real-time gauge, allowing therapists to know when the target therapeutic temperature has been achieved,' he continues.

EMTONE: A NEW PATIENT OFFERING

'One significant trend in the market is that consumers are adopting aesthetic treatment as part of their overall lifestyle,' says Dr Parmakellis. 'They demand convenience and want quick and effective results. My patients are aware that no single kind of treatment caters to all their requirements, and they are accepting of customised treatments as part of their body contouring options.'

'As an owner of two BTL EXILIS ELITE devices in my practice, the EMTONE has been a wonderful addition and is now one of our most popular treatments. I am now considering extending to the rest of the BTL Aesthetics range, ie EMSculpt for body sculpting and EMSella to address urinary incontinence and intimate wellness to cater to my patients.'

'There are many devices on the market with many claims, of which not all are true or scientifically based. I decided to invest in BTL's products after having done exactly this. Research the device, read the clinical studies, ensure the safety profile and above all ensure that the device delivers results before you offer it to your patients. As doctors, the most important asset we have is our reputation and the last thing that we need is to have this tarnished by offering treatments to our patients that do not work.'

'EMTONE is a device that I believe every practitioner should have in

EMTONE STATS

93%

of patients see visible reduction in cellulite¹

59%

higher increase in collagen²

64%

higher increase in elastin²

44%

higher increase in dermis thickness²

50%

faster treatment time³

97%

patient satisfaction rate¹



BEFORE



AFTER three EMTONE treatments. Courtesy of Dr Tom Parmakellis.



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AFTER three EMTONE treatments. Courtesy of Dr Tom Parmakellis.

their practice. It is easy to use, reliable, effective, has high patient satisfaction with no downtime and a profitable addition to any practice with a growing market,' he concludes. **AMP**

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1. Fritz, Klaus; Salavastru, Carmen; Gyurova, Magdalena. Clinical evaluation of simultaneously applied monopolar radiofrequency and targeted pressure energy as a new method for non-invasive treatment of cellulite in post-pubertal women. JCD. 2018 Jun;17(3):361-364.
2. Kinney, Brian; Kanakov, Dian; Yonkova, Penka. Histological examination of skin tissue in the porcine animal model after simultaneous and consecutive application of monopolar radiofrequency and targeted pressure energy. JCD. 2019;00:1-9
3. Data on File. BTL Aesthetics.

