

# ON THE EDGE OF BEAUTY

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Celebrating 30 years in business, BTL Aesthetics is the leading innovator in non-invasive face and body aesthetic technologies.

**W**ith a wide range of multi-award-winning devices that treat and strengthen everything from the pelvic floor to deep core muscles, tissue remodelling and fat reduction, the groundbreaking Emface is a non-invasive, non-surgical facelift with no needles, no downtime and is toxin-free. BTL is at the cutting edge of aesthetic technology and is the leader in their field. Here are just some of their recent innovations that you need to know.

## 1. EMSELLA - THE PELVIC FLOOR GAMECHANGER

One in seven adults experience incontinence, with statistics rising to almost one in three in older age groups. The Emsella chair can benefit anyone suffering from urinary incontinence – those who developed stress incontinence following childbirth and also women who are going through perimenopause. But it doesn't just affect women. Men, particularly those treated for prostate cancer, can also suffer from pelvic floor disorders but are typically less likely to seek treatment.

So it was a huge breakthrough when, in 2018, BTL introduced the Emsella. This double FDA-approved medical device is proven and rigorously tested to support the recovery of incontinence and the function of intimate health. The system was developed through years of research and development (R&D) supported by BTL's clinically-led physiotherapy department, head quartered in the Czech Republic Prague, where BTL have one of the largest medical device equipment research centres globally.

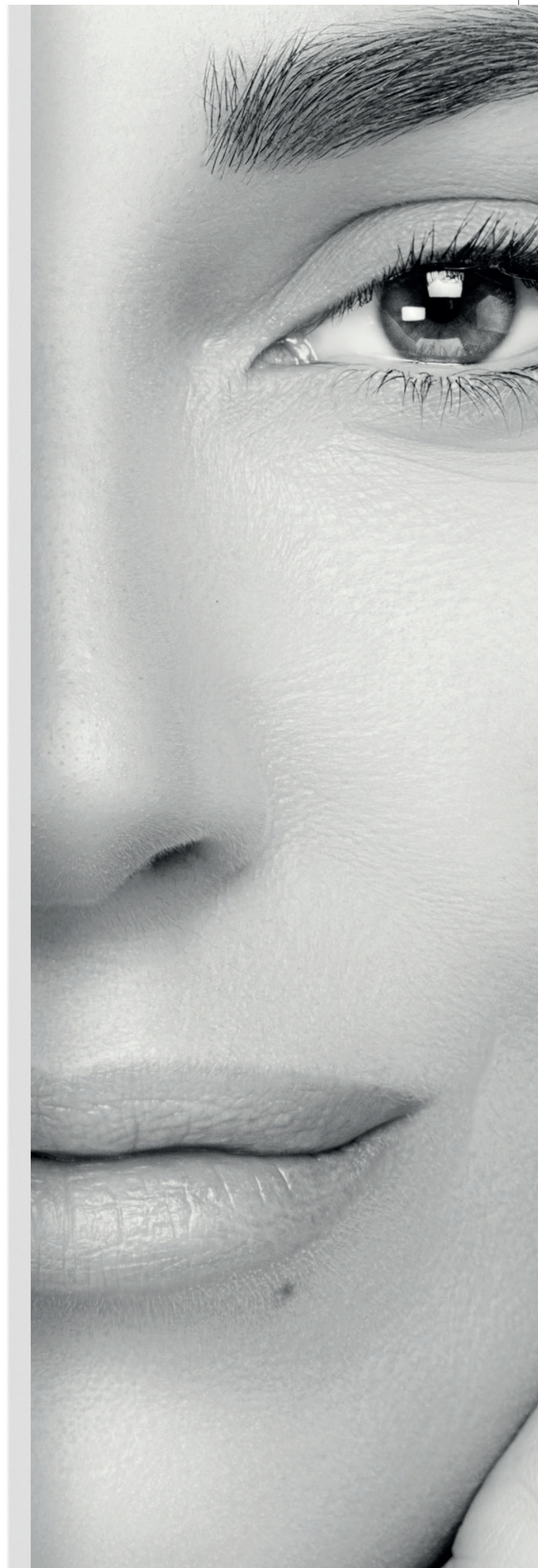
The BTL EMSELLA treatment uses High-Intensity Focused Electro Magnetic Energy (HIFEM) to stimulate and strengthen all the pelvic floor muscles, not just the subset that can be exercised with voluntary contractions (Kegel exercises). These stronger pelvic floor muscles restore continence and the confidence to enjoy regular daily activities without fear of losing bladder control. Typically, six sessions of 28 minutes are necessary (sometimes it may require more).

During each session, you sit comfortably on the Emsella chair while it generates thousands of supramaximal pelvic floor muscle contractions. Each session is equivalent to doing 11,000 pelvic floor exercises without hard work. The procedure is non-invasive, and you remain fully clothed throughout. You will most likely feel a slight tingling during the treatment. You can leave immediately after each session with no recovery time and resume normal daily activity.

"It makes complete sense that by strengthening the pelvic floor, we can strengthen and rehabilitate the vaginal wall. Stimulating the nerve endings within the walls of the vagina itself, leading to significantly increased sensation during intercourse," Dee MacMahon, Managing Director of BTL Industries for Ireland and Northern Ireland, says.

"This is a magnificent therapy for many potential patients who can enhance their intimate lives."

And the success rates are incredibly impressive, with 95 per cent of treated patients reporting significant improvement in their quality of life, a game-changer in incontinence, sexual wellness and general gynaecological and prostate health.



## 2. EMFACE - THE LEADING EDGE, NON-INVASIVE FACE-LIFT

EMFACE is the newest addition to BTL's growing innovations in aesthetics. It offers one of the most exciting developments in non-invasive options if you want to lift, tone, and achieve wrinkle reduction in the face.

Since it was first introduced earlier this year, it has dominated the global aesthetics space, with celebrities queuing up for the treatment, sharing their transformative experiences on social media and in the press.

"It's quite literally a 'Facelift Machine' lifting the elevator muscles beneath the skin's dermal structure," says MacMahon. "Only now, with this clever innovation, aesthetic clinics effectively treat the signs of ageing. We are restoring and elevating the support of facial tissues by selectively contracting muscles and increasing the density and quality of muscle structure. At the same time, simultaneously we remodel and smooth the skin by heating the dermis, increasing the levels of collagen and elastin fibres."

The human face possesses upwards of 30 muscles, and the striated muscles link the face's skin to the skull's bone, which performs essential functions for daily life, including mastication and expression of emotion. Out of all of these muscles, only four have the key responsibility for elevating or lifting facial structures. However, gravity is the primal force constantly working to pull these muscles downwards, and this is where EMFACE is in a class of its own and unlike any other treatment available on the market to date. Using three applicators applied to the forehead and one on each side of the face, it can target these exact elevator muscles, combining HIFES energy with RF energy technology that, through simultaneous dual-field applicators, the HIFES produces 75,000 facial muscle contractions in each session that lifts and tones the face, therefore improving the structure.

Each treatment takes only 20 minutes and requires no downtime whatsoever. And the results are extraordinary. Recent clinical studies have shown:

**37% reduction in wrinkles**

**30% increase in muscle tone**

**23% more lift**

EMFACE treatments are an excellent option for reducing wrinkles, fine lines and sagging skin. It improves skin tone, texture, collagen and elasticity. The treatments are quick, painless, require no downtime, and are a natural anti-ageing solution for clients who don't want injectables and the perfect combination treatment for those who do.

An impressive 95% of patients reported satisfaction with the results. EMFACE is flexible too. If a patient is keen to work only on the upper or lower face, clinics can offer target treatments requiring less cost. EMFACE is an innovation in aesthetic technology that the world has been waiting for.

*"It's quite LITERALLY a 'FACELIFT MACHINE' lifting the ELEVATOR muscles BENEATH the skin's DERMAL STRUCTURE"*





## EMSCULPT NEO - THE ULTIMATE BODY CONTOURING TECHNIQUE

The Emsculpt Neo is the only non-invasive technology that simultaneously uses RF technology and what is known as HIFEM+ energy to eliminate fat and build muscle simultaneously in six sessions.

Our advanced HIFEM technologies result in increased muscle growth and restoration of neuromuscular control, which can improve strength, balance, and posture and help alleviate conditions like incontinence and potentially alleviate back pain by strengthening the core muscles.

It can treat up to 10 body areas, and with three different types of applicators, it can treat most problematic body parts from the tummy and abs to the bum, thighs, calf muscles and arms.

"I am often asked, does this treatment work?" MacMahon says.

"It would be impossible for BTL to 'make up' the incredible success the business has achieved globally. There are over 3500 devices placed worldwide, with millions of successful treatments performed. Several clinics in Ireland have two or even three devices running simultaneously."

Deirdre MacMahon shares the secret that the Emsculpt Neo can be the ultimate gym cheat; however, she points out outcomes depend on the patient's expectations and treatment compliance. "Drinking enough water and maintaining a healthy diet is essential."

That said, the published clinical studies prove that specific clinical endpoints have been reached, such as a 30 % reduction of fat in the treatment area and a 25 % increase in muscle. "However, like every treatment, more is more, and client management is important. Weighing the client is a good way of ensuring they are committed to their goals and are maintaining a good diet and not putting on weight over the treatment time frame (usually three months) to ensure a good clinical endpoint is reached," she says.

BTL is constantly advancing their treatment protocols, and newly launched from its R&D department are EMSCULPT Neo's Edge applicators which target the stubborn fat on the sides of the stomach, often referred to as 'love handles'. The Edge applicator targets the oblique muscles and offers even more structure and definition to the stomach.

Essentially EMSCULPT NEO works by raising the muscle temperature by several degrees, similar to what a warm-up activity does before any workout. It then stimulates supramaximal contractions in which the treated area muscles are intensely contracted.

Shortly after the therapy starts, the temperature in fat cells reaches levels to kill fat cells – the strained muscle fibres begin a growth process. To summarise, we are eliminating fat and increasing muscle building.

This non-invasive pain-free treatment offers two treatments at once in only 30 minutes. A body contouring makeover that sculpts and defines, reducing fat and increasing muscle synergistically while being able to work on core strength; it is also able to support older patients so they can hold themselves upright if they trip over as it builds balance and is healthy for intramuscular fat reduction, a valuable extra core health value.



### EXILIS ULTRA 360 - THE ULTIMATE SKIN TIGHTENING TREATMENT

The Exilis Ultra 360 is the first of its kind to combine radio frequency and ultrasound to tighten and contour the body's skin and lift and tighten the skin of the face. It is also non-invasive with no downtime, providing excellent solutions with no BMI-type restrictions, all in one versatile device.

Exilis Ultra 360 is also BTL's most advanced version of the device so far. Using monopolar RF, it offers a non-invasive treatment for skin conditions such as wrinkles, skin laxity, and fat reduction.

The Exilis has 360 degrees of Volumetric Heating that initiates the new collagen and elastin formation process, improving deep tissue and skin quality and rejuvenating the face. On the body, it can target skin laxity caused by the loss of connective tissue, a by-product of the natural ageing process, and can also target excess fat.

And the latest BTL innovation will soon join the Exilis 360, The Newest generation in Microneedling RF. This newest treatment combines monopolar RF and Artificial Intelligence to heat and coagulate deep tissues.

The EXION will offer all the benefits of EXILIS plus extras with a microneedling double 'injury' delivery which combines all the additional help with RF and ultrasound, instructing the tissues' response to produce more repair to generate a further enhanced anti-ageing and rejuvenated aesthetic result.

#### EXION Fractional RF: Less Pain, More Gain

- Reaches up to 8mm depth without full needle insertion
- Reduces discomfort while maximising results with clients reporting no-pain
- AI optimises energy delivery for single-pass procedures

There are 23 different treatment options, with results giving a 224% increase in Hyaluronic Acid, 50% increase in Elastin, 47% increase in collagen, 41% improvement in texture and 93% patient satisfaction.

Leaving the other microneedling RF devices far behind, the EXION is now the go-to for dermatologists and aesthetic doctors across the USA. BTL will bring EXION to this side of the Atlantic for the Irish market, where our clinics can deliver the most effective results-driven MN RF, another best-in-class treatment offering from BTL.

Exilis Ultra 360 is BTL's most advanced RF device to use monopolar radiofrequency on the market; it offers a non-invasive treatment for skin conditions such as wrinkles, skin laxity, and excess fat. With multiple applicators, EXILIS ULTRA 360 treats the face, body, and intimate areas for head-to-toe rejuvenation.

The RF energy is directed into the target area, breaking up the fat cells so they can be naturally flushed out through the body's lymphatic system, giving permanent results. The RF energy also stimulates collagen fibres and elastin, improving and tightening the skin's tone and texture. [btl.aesthetics.com](http://btl.aesthetics.com)

*BTL Ireland proudly has an affiliate office based in Dublin with a dedicated clinical training team, sales and engineering and client success managers. To enquire about a device or any information on BTL systems, contact [medicalireland@btl.net](mailto:medicalireland@btl.net)*

