



EMSCULPT NEO® the unique 2-in-1 body shaping device

THE FIRST OF ITS KIND, EMSCULPT NEO® COMBINES RF AND HIFEM® TO SIMULTANEOUSLY ELIMINATE FAT AND BUILD MUSCLE.

In a world-first, EMSCULPT NEO®, by non-surgical body shaping leader BTL Aesthetics, combines its breakthrough HIFEM® high-intensity focused electromagnetic technology for muscle building with the fat-burning benefits of RF energy, introducing a patented concept of simultaneous application of RF and HIFEM®+.

Combining RF and HIFEM®+ in a single applicator results in more fat reduction and muscle growth than any single gold standard product. Heating the muscles while burning fat allows for synergistic effects, with

clinical studies showing EMSCULPT NEO®'s consistency in fat reduction and muscle increase. Studies have shown an average of 30% subcutaneous fat reduction and 25% increase in muscle mass. In addition, more than 30 scientific publications since 2018 make HIFEM® the most intensively researched technology used in non-invasive body shaping.

With this unique, patented 2-in-1 treatment, patients can gain more intense muscle-building and fat-reduction results all with the one device in as little as four 30-minute treatments.

THIS NEW APPROACH ADDRESSES THE TWO BIGGEST PATIENT CONCERNS IN A SINGLE TREATMENT WHILE UNLOCKING THE VARIOUS SYNERGISTIC BENEFITS THAT CAN ONLY BE SEEN WHEN THE ENERGIES ARE SIMULTANEOUSLY EMITTED. 9



PRODUCTS



EMSCULPT NEO® in practice

Melbourne plastic surgeon Dr Frank Lin shares how he incorporates EMSCULPT NEO® into his practice.

BTL has announced the launch of the new EMSCULPT NEO®. What excites you about the product?

BTL set the standard with EMSCULPT® as the world's first non-invasive muscle building technology that was clinically proven with 7 peer-reviewed studies prior to launch. In the medical field, this was ground-breaking as not all medical devices require clinical trials prior to market release. To now innovatively develop it with radiofrequency integration is revolutionary. EMSCULPT NEO®'s technology is at the cutting-edge of aesthetic treatments and it is exciting to be a part of a leading technology which sets the gold standard in fat reduction and muscle growth.

You currently own EMSCULPT® and now you are investing in an EMSCULPT NEO®. Why?

EMSCULPT NEO® is the world's first FDA-cleared and TGA registered procedure to non-invasively eliminate fat cells and build muscle, by incorporating RF heating and high-intensity focused electromagnetic energy in a single modality. The new HIFEM®+ generates supramaximal contractions to activate 100% of the muscle fibres at intensities unachievable through a voluntary muscle contraction, and the synchronised RF heat causes the muscle temperature to rise by several degrees (similar to a warm-up activity before exercise). In less than four minutes, the temperature within the subcutaneous fat reaches

levels that cause apoptosis. Fat cells are disrupted and flushed out of the body through the metabolic processes and heat shock proteins are activated which plays a crucial role in muscle hypertrophy. The combined energy also has the beneficial effect of increased comfort, as patients are now able to reach higher muscle contraction intensities in a shorter time improving the treatment outcome.

Traditionally, two standalone modalities are required to treat both fat and muscle. These conventional methods are outdated and have been proven less effective. EMSCULPT NEO® as a single solution can now allow patients to simultaneously burn through their fat stores while building muscles. This makes it a faster, economical and more efficacious solution than combining multiple procedures. EMSCULPT NEO®'s fat reduction capabilities exceeds that of other popular body-sculpting technologies like cryolipolysis, which only reduces fat by 22%. With the ability to produce results across all body types, shorter treatment times, less treatment visits and minimal consumables, EMSCULPT NEO® offers a solution with significantly better profitability in comparison with a combination of cryolipolysis and muscle stimulation.

The other key factor is that EMSCULPT NEO® can now treat up to 9 applicable areas with the added RF, which were impossible to achieve with EMSCULPT®. These new areas include the inner thighs, outer thighs, front thighs and back



PRODUCTS & SERVICES

BROAD APPEAL FOR BOTH PATIENTS AND PRACTITIONERS

World-first RF and HIFEM®+ for simultaneous fat reduction and muscle increase

- Treats larger patient population with little BMI limitation (up to 35 BMI)
- Fastest thermal effect on the market – apoptotic temperatures reached in less than four minutes
- Automated temperature control
- 30 minute treatment time x 4 treatments
- Easy to use plug-n-play applicators for small and large areas
- Reproducible results backed by 30+ clinical studies to support HIFEM® technology
- Painless, comfortable, no-downtime treatment with high patient satisfaction

thighs (as well as the traditional abdomen, buttocks, triceps, biceps and calves). This versatile solution provides inclusivity to most body types and has a broad patient appeal as we can now treat patients with higher to BMI of up to 35.

Can you briefly explain the science and mechanism action of EMSculpt Neo® and how this influenced your decision to invest in the device?

EMSculpt Neo® is the first and only non-invasive device to offer a unique blend of superior fat reduction and muscle building benefits by combining the two advanced technologies of RF and HIFEM® into one. This new approach addresses the two biggest patient concerns in a single treatment while unlocking the various synergistic benefits that can only be seen when the energies are simultaneously emitted. Traditionally, HIFEM® and RF cannot be emitted simultaneously in the same field without overheating the electrode as it consists of solid metal. To enable HIFEM® to pass through the RF without this heating phenomenon is an entirely new technology developed and patented by BTL.

With the ability to synchronise the pulsations of RF with HIFEM®, we are now able to achieve a 30% reduction in fat, 25% increase in muscle mass, 19% decrease in diastasis recti and up to 5.9 cm circumferential waist-reduction. These results are the highest statistics to date in this category and with over 30 peer-reviewed publications to support HIFEM® technology, it is the most intensively researched technology used for body shaping. The supporting clinical data available are all evidence based with multiple histology samples, ultrasound, MRI, CT scans with over 30 investigators involved from independent test sites.

Research shows the synergistic effect of dual emission documented an efficacy superior to any other standalone or consecutive treatment available on the market. To achieve greater gains than EMSculpt Neo® over a one-month treatment plan would require invasive surgery.

Who is a suitable candidate, who isn't and why?

I believe everyone is a good candidate for EMSculpt Neo®, as one of the most striking effects of age is the involuntary loss of muscle mass, strength and function – which makes it ideal for anyone who wants to build muscle and has more fat to shift, kick-start their wellness journey, post-natal core strengthening, and those who want to redefine their bodies with maximum efficiency. EMSculpt Neo® emits a large and deep magnetic field with synchrode radiofrequency, therefore pregnant women or people with metal implants or pacemakers are not suitable for this treatment.

How has EMSculpt Neo® complemented your practice?

Once we experienced the impressive results and high patient satisfaction rates with the original EMSculpt®, we knew that we had to invest in EMSculpt Neo®. Through a pandemic with multiple lockdowns here in Melbourne there was still a lot of traction for EMSculpt®, and with EMSculpt Neo® as our latest addition it has proven to be a contributing success factor for our practice. Although our patients can now come for treatments, we are living in an uncertain period and know that treatments should have minimal contact, need to be quick, efficient and worth their time. Our patients are seeing measurable and noticeable reduction in fat with an increase in the muscle thickness.

EMSculpt Neo® ensures that our patient's expectations are exceeded, with reproducible results. Whilst 80% of my patients approach this as a non-invasive modality, my remaining patients are using this technology in conjunction with their surgical options to offer that additional dimension eg, abdominoplasty, liposuction, rectus diversification or reconstructive surgery.

How do you plan to expand your practice from EMSculpt® to Neo? Will you keep both devices or does it make financial sense to trade in and upgrade?

EMSculpt® as a brand has a large market and with EMSculpt Neo® our patients are getting "more for less". However, both devices cannot be compared and measured as each device is suitable for different markets (eg, price, demographic). With EMSculpt Neo® emitting up to 20% stronger SMCs due to the additional patterns and synchronised RF, our patients have a better physiological response of the muscles, higher comfort and tolerability.

My approach is to utilise EMSculpt® as the foundation to build the underlying musculature, by creating a serendipitous effect on localised fat as the energy causes fat cell apoptosis. By keeping

EMSculpt®, it bridges the gap for patients with lower BMIs looking for an increase in tone and definition in specific areas, whilst EMSculpt Neo® will allow me to offer the solution to a wider range of patients eg, diastasis recti, additional treatment areas and more importantly higher BMIs (as any patient with up to 35 BMI can now be treated with this device). This is why I have decided to invest in both EMSculpt® and EMSculpt Neo® to tailor to my specific patient groups.

Do slimmer patients benefit from EMSculpt Neo®? If so, how? (Can you use the RF component for fat improvement but do a lower muscle stimulation?)

Even for slimmer patients interested in muscle building, there are significant benefits. EMSculpt Neo® has a proven effect of 25% muscle building and 30% reduction in fat. Part of the better results is due to the simultaneous emission HIFEM® and RF. The heating component via RF not only breaks down the fat deposits, but also raises the muscle temperature rapidly by several degrees and elevating the highest level of heat shock proteins and satellite cells. In the most recent publication, EMSculpt Neo®'s histological findings showed a similar effect on

muscle derived stem cells equivalent to a 12-16 week intense exercise program. This breakthrough in technology should be used as a tool highly effective for body contouring purposes as no other technology has been able to achieve this.

What has your experience been like working with BTL Aesthetics?

Deciding whether to adopt the technology is important, however working with a company is just as important. BTL has been outstanding in the quality and consistency of the support they have provided, right through from delivery, to training, marketing and ongoing scientific and medical support. The BTL Australia team is one of the most responsive teams in the industry when it comes to supporting their doctors. BTL also has a strong presence on social media, with a vibrant social medial community on a variety of platforms which helps to generate and maintain interest around their devices and clinics. **AMP**

For more information contact BTL Aesthetics on 0435 769 639, email: sales@btlmed.com.au or visit <https://btl.aesthetics.com/au>



BEFORE

AFTER 4 EMSculpt Neo® treatments by Dr Frank Lin