



COMPANY PROFILE

# BTL Aesthetics celebrates 30 years of innovation

**BTL AESTHETICS HAS CATAPULTED TO THE FOREFRONT OF NON-INVASIVE FACE AND BODY CONTOURING IN RECENT YEARS, BUT ITS 'OVERNIGHT' SUCCESS HAS BEEN 30 YEARS IN THE MAKING.**

**B**TL Aesthetics has been instrumental in innovating the aesthetics industry with its novel and market-disrupting technologies. In the past few years alone, the company has launched multiple first-in-class devices, introduced unique synergistic combination treatments and protocols, and skyrocketed to the top of the minimally invasive aesthetics market.

The BTL Empire spans seven major markets in 75 countries and has more than 70,000 BTL providers across the globe. The company has more than 3,000 employees, including 400+ engineers, has installed 500,000+ medical systems, and

has 40+ peer-reviewed studies attesting to its efficacy and safety. BTL is European-based, and the entire manufacturing process takes place in-house.

With its innovating technologies and excellent safety record, BTL has, and continues to, define a new category of aesthetics.

## BTL: A HISTORY OF 'FIRSTS'

BTL has a long and rich history in developing innovative and effective medical and aesthetic technologies. The company began in 1993 with physiotherapy devices that utilised electric muscle stimulation and electromagnetic fields, emerging

as a leader in its field. Equipped with extensive knowledge of muscles, in the 2000s BTL explored the use of its technology in the field of aesthetics.

BTL was the first company to apply HIFEM® (high intensity-focused electromagnetic) energy to the aesthetics and intimate health categories with the launch of EMSELLA® in 2017; and when BTL's EMSCULPT® first hit the aesthetic scene in 2018, it disrupted the already-hot body sculpting category by bringing muscle stimulation to the table for the first time.

BTL continues to innovate and in 2020 launched EMSCULPT NEO®, the first device to combine HIFEM® energy and novel synchronised RF technology for simultaneous, synergistic fat reduction and muscle stimulation.

EMFACE® came out of the gates in 2022 and is quickly making headway in the global facial rejuvenation market. This device pairs HIFES® muscle-contraction technology and transcutaneous synchronised RF energy simultaneously to achieve a more defined jawline, fuller and higher cheeks, an elevated brow, and overall facial rejuvenation. EMFACE® is needle-free and hands-free, making it attractive to patients and aesthetic practitioners alike. It is the world's first device to challenge the status quo by treating the cause rather than the effect of the ageing process by improving the quality of the facial elevator muscles.

Thirty years in the making, BTL Aesthetics is one of the fastest-growing names in aesthetics, backed by proven technology, clinical excellence, reproducible results, and high patient and practitioner satisfaction.

## THE BTL EMPIRE

The entire BTL Aesthetics range offers the ultimate non-invasive solution to treat skin laxity, muscle and fat for all ages and skin types, with no downtime. Brands include EMSCULPT NEO®, EMSCULPT®, EMSELLA®, VANQUISH ME®, BTL EXILIS® ULTRA, BTL EMTONE® and the latest innovation, EMFACE®.

The key technology behind BTL's impressive line-up of devices is its groundbreaking HIFEM® technology. Backed by over 40 clinical publications and independent trials, HIFEM® is one of the most in-depth researched technologies. It is also changing the treatment landscape for incontinence therapy and intimate health, addressing pelvic floor muscles to significantly improve urinary incontinence and sexual dysfunction.



## EMSCULPT® & EMSCULPT NEO®

BTL Aesthetics made waves in 2018 when it launched EMSCULPT®, the first non-invasive treatment to go beyond the elimination of fat cells to strengthen and define muscles, with no surgery and no downtime.

EMSCULPT® is also the world's first treatment to use HIFEM® to build muscle and sculpt the body, and is clinically proven to simultaneously

build muscle and burn fat, including visceral fat reduction.\*

EMSCULPT NEO® expands on EMSCULPT®'s capabilities and delivers two energies simultaneously. It is the first device to combine HIFEM® energy and industry-leading synchronised radiofrequency technology for greater fat reduction and muscle stimulation. EMSCULPT NEO®'s novel combination treatment once again flipped the industry on its head – the EMSCULPT® brand is one of the fastest aesthetic device brands to reach one million treatments globally.



## EMFACE®

After six years of research and development, BTL introduced EMFACE® in 2022. EMFACE® is the world's first and only non-invasive hands-free device that simultaneously treats muscle and skin without any needles or downtime. The patented technology simultaneously emits synchronised radiofrequency (RF) and HIFES® energy to help remodel the face and address facial contour changes.

This combination works to increase muscle tone by inducing thousands of powerful muscle contractions that strengthen and tone the facial elevator muscles. The RF energy encourages renewed collagen and elastin production to

• WITH ITS MARKET-DISRUPTING TECHNOLOGIES AND EXCELLENT SAFETY RECORD, BTL HAS, AND CONTINUES TO, DEFINE A NEW CATEGORY OF AESTHETICS. •

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promote more youthful-looking skin, giving a slimmer and more defined jawline, fuller, higher cheeks and an elevated brow.

BTL's clinical trials of EMFACE® showed participants who completed the recommended treatment course experienced, on average, 37% reduction in wrinkles<sup>1</sup>, 30% increase in facial muscle tone<sup>2</sup>, and 23% lifting effect<sup>3</sup>, with optimal results seen 4-12 weeks after the final treatment. Further recent clinical studies demonstrate a 19.2% increase in muscle density, 19.8% increase in the number of muscle fibres<sup>4</sup>, 27% increase in collagen and 129% increase in elastin<sup>5</sup>.



**EMTONE®**

EMTONE® is a revolutionary, non-invasive procedure that tightens skin and targets cellulite. As the first and only device to combine radiofrequency and targeted pressure energy, it introduces a unique non-invasive solution by combining two of the most proven approaches to the treatment of cellulite.



**EMSELLA®**

EMSELLA® is a game-changer for incontinence therapy and intimate health for men and women. It is a completely non-invasive solution for treatment of urinary incontinence and sexual dysfunction with no downtime.

The key effectiveness of the patented HIFEM® technology is based on focused electromagnetic energy, selective in-depth penetration and stimulation of the entire pelvic floor area. A single session of therapy induces the equivalent of 11,200 supramaximal pelvic floor muscle contractions to treat the entire pelvic floor region, all while the patient remains fully clothed.

Clinical research demonstrated: 95% patient satisfaction<sup>6</sup> and 85% improvement in intimate health<sup>7</sup>.



**EXILIS ULTRA 360®**

EXILIS ULTRA 360® is the only device of its kind to use both monopolar radiofrequency and ultrasound technologies for effective skin tightening and fat reduction on the face and body, without any downtime.

As BTL celebrates its 30th anniversary, it certainly has lots to rejoice in. The company has become one of the world's foremost medical and aesthetic equipment manufacturers, and continues to raise the bar for innovation and efficacy in the field of non-surgical aesthetics. **AMP**

For more information contact BTL on 0435 769 639, email: sales@btlmed.com.au or visit www.btl.aesthetics.com.au

We recommend following healthy energy-controlled diet and physical activity. Always follow the directions for use.

References:

1. Halaas, Y & Gentile, R. Novel Approach to Facial Rejuvenation by Treating Skin and Muscle Tissue for Wrinkles Reduction: Preliminary Data from Multicenter Clinical Trial. Accepted for American Academy of Facial Plastic and Reconstructive Surgery 2022 Annual Meeting, Washington, DC.
2. Halaas, Y 2022. A Combined Effect of Novel HIFES Technology with Synchronized Radiofrequency for Qualitative Improvement of Facial Muscles.. Accepted at American Academy of Facial Plastic and Reconstructive Surgery 2022 Annual Meeting, Washington, DC
3. Kinney, B. & Boyd, C. Novel Approach to Facial Rejuvenation by Treating Skin and Muscle Tissue for Facial Lifting: Preliminary Data from Multicenter Clinical Trial. Accepted at American Academy of Facial Plastic and Reconstructive Surgery 2022 Annual Meeting, Washington, DC.
4. Kinney, B, Bernardy, J & Jarosova, R. Novel technology for Facial Muscle Stimulation Combined with Synchronized Radiofrequency Induces structural changes in Muscles tissue: Porcine Histology Study. Presented at 41st Annual Conference of the American Society for Laser Medicine and Surgery. 2022; San Diego, CA.
5. Lal, K & Goldberg, D. Histological Analysis of Human Skin Indicates Quantitative Increase of Collagen and Elastin Fibers after Synchronized Radiofrequency with Facial Muscle Stimulation. Presented at American Society for Dermatologic Surgery.
6. Berenholz, J, Sims, T & Botros G. 2018. HIFEM technology can improve quality of life of incontinent patients. The Laser Vaginal Rejuvenation Institute of Michigan Farmington Hills, MI, Medical Laser and Aesthetics Group, Wirral, United Kingdom.
7. Silantyeva, E, Zarkovic, D, Soldatskaia, R, Astafeva, E & Mekan, O. Electromyographic Evaluation of the Pelvic Muscles Activity After High-Intensity Focused Electromagnetic Procedure and Electrical Stimulation in Women With Pelvic Floor Dysfunction. Sex Med. 2020 Jun;8(2):282-289.

\* Kinney BM, Lozanova P. High intensity focused electromagnetic therapy evaluated by magnetic resonance imaging: Safety and efficacy study of a dual tissue effect based non-invasive abdominal body shaping. Lasers Surg Med. 2019;51(1):40-46; Kent DE, Kinney BM. The effect of high-intensity focused electromagnetic procedure on visceral adipose tissue: Retrospective assessment of computed tomography scans. J Cosmet Dermatol. 2021;20(3):757-762; 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.

COMBINATION THERAPY

BTL devices work in synergy and can be mixed and matched based on needs and preferences – offering a truly comprehensive and versatile portfolio of products for the modern aesthetic clinic and exceptional customisation of treatment for the patient. Some of the most popular combination treatments include:

**Core to Floor**

Using a unique combination of two HIFEM® technologies – EMSCULPT® or EMSCULPT NEO® and EMSELLA® – Core to Floor therapy helps strengthen, firm and tone the abdomen and pelvic floor muscles. It is used to improve core strength and balance, reduce urinary incontinence, improve diastasis recti, reduce fat, and enhance intimate well-being.

**Taut & Toned**

This treatment protocol uses EMSCULPT® or EMSCULPT

NEO® in addition to EMTONE® for eliminating fat, toning muscle and improving skin laxity. It targets fat, skin and muscle to reduce fat, boost muscle tone and improve cellulite in the abdomen, buttocks and thighs.

**Mummy makeover**

The 'mummy makeover' has traditionally involved a variety of usually surgical procedures to help restore a woman's body to its pre-baby state. BTL offers a non-invasive alternative by utilising its technologies – EMSCULPT NEO®, EMSCULPT®, EMSELLA® and EMTONE® – to not only help restore pre-baby aesthetics, but functionality as well.

This protocol treats the entire abdomen and pelvic floor, improving diastasis recti and incontinence, as well as reducing unwanted fat and improving skin texture and tone.

• BTL OFFERS A COMPREHENSIVE AND VERSATILE PORTFOLIO OF PRODUCTS FOR THE MODERN AESTHETIC CLINIC. •







AS SEEN IN AESTHETIC MEDICAL PRACTITIONER

# EMFACE®

Full Face  
20 minutes  
Hands-Free\*\*

Less Wrinkles  
More Lift  
Needle-Free



## ASK YOUR PEERS



Yael Halaas, M.D.  
Facial Plastic Surgeon  
New York City, NY



Joel L. Cohen, M.D.  
Dermatologist  
Metro-Denver, CO



Charles M. Boyd, M.D.  
Facial Plastic Surgeon  
Birmingham, MI



Suneel Chilukuri, M.D.  
Dermatologist  
Houston, TX



Richard D. Gentile, M.D.  
Facial Plastic Surgeon  
Youngstown, OH



Chris W. Robb, M.D.  
Dermatologist  
Spring Hill, TN



Brian M. Kinney, M.D.  
Plastic Surgeon  
Beverly Hills, CA



David J. Goldberg, M.D.  
Dermatologist  
Hackensack, NJ



David E. Kent, M.D.  
Dermatologist  
Macon, GA

Simultaneously

Skin & Muscle

Hands-Free\*\*

EMFACE®  
The Nation

BTLAESTHETICS.COM.AU  
INFO@BTLMED.COM.AU



BEFORE

AFTER EMFACE



3 MONTHS AFTER 4<sup>TH</sup> TREATMENT

9 Clinical Studies\*

15 Research Centers

170+ Studied Subjects

700+ Study Treatments

**37% wrinkle reduction:** (1) 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 **30% muscle tone:** (2) 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. **23% lift:** (3) Kinney B., Boyd C. Safety and Efficacy of Combined HIFES Tissue Stimulation and Monopolar RF for Facial Remodeling. Presented at: American Academy of Facial Plastic and Reconstructive Surgery 2022, October 19-23, 2022; Washington, DC.

**Always follow the directions for use.**  
In Australia EMFACE® is a device with a hands-free applicator intended for use in combination with the main device and with single use electrodes. The device is intended to provide local muscle stimulation and local tissue heating for the purpose of elevating tissue temperature and increase in local blood circulation resulting in strengthening of facial muscles and reduction of facial wrinkles and rhytids. ARTG 394105 BTL and device\*, EMFACE\*, EMSCULPT®, EMSCULPT NEO®, EMSSELLA®, EMBODY®, EMTONE®, HIFEM®, SYNCHRODE®, EXILIS and device\*, VANQUISH and device\* and UNISON\* are registered trademarks in Australia. Trademarks EMFACE, EMSCULPT, EMSCULPT NEO, EMSSELLA, EMBODY, EMTONE and HIFEM are parts of EM™ Family of products. Products, the methods of manufacture or the use may be subject to one or more Australian Patent Registrations or pending applications and one or more Australian Design Registrations. Any unauthorized use is expressly prohibited. Results and patient experience may vary. As with any medical procedure, ask your doctor if the procedure is right for you. We are protecting our clients' personal data responsibly. Read more. © 2023 BTL Group of Companies. All rights reserved. \*Data on file. emface.com \*\*The procedure runs independently once applicators are affixed. Clients must not be left unattended during an active treatment.



BTLAESTHETICS.COM.AU | INFO@BTLMED.COM.AU



Emface\_AD\_AMP-Magazine-Foldout\_AU100; 785-79EMFAMFAU100





AS SEEN IN AESTHETIC MEDICAL PRACTITIONER

# Skin & Muscle Simultaneously

## Synchronized RF

Remodels & smoothens skin by heating the dermis and increasing the levels of collagen and elastin fibers.

**-37%<sup>1</sup>**  
**Wrinkle Reduction**  
 on average

**SKIN**

**+30%<sup>2</sup>**  
**Muscle Tone**  
 on average

**MUSCLE**

**HIFES™**  
Restores & Elevates Support of Facial Tissues by selectively contracting muscles and increasing density & quality of muscle structure.



**+23%<sup>3</sup>**  
**More Lift**  
 on average

### 2-in-1 Procedure

The patented technology for treating facial skin & muscles at the same time. The combined effect of skin remodeling with muscle toning results in enhanced wrinkle reduction and overall facial lifting.

Forehead

Eyebrow

Cheeks

Jawline

**20 Minutes. Hands-Free.\*\***



AS SEEN IN AESTHETIC MEDICAL PRACTITIONER



# Face | Body | Intimacy



[BTLAESTHETICS.COM.AU](http://BTLAESTHETICS.COM.AU)



**EMFACE\***

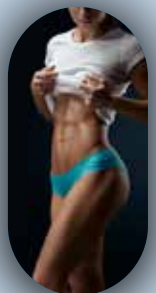
**EMSCULPT NEO\***

**EMSCULPT\***

**EXILIS ULTRA 360™**

**EMSELLA\***

**EMTONE\***



**Skin & Muscle**

**Fat & Muscle**

**Muscle**

**Skin**

**Incontinence**

**Cellulite**

Always follow the directions for use. EMFACE\* - ARTG 394105 / EMSCULPT NEO\* - ARTG 329193 / EMSCULPT\* - ARTG 316563 / Emsella\* - ARTG 302821 / EXILIS\* ULTRA 360 - ARTG 313320 / EMTONE\* - ARTG 319200 BTL and device\*, EMFACE\*, EMSCULPT\*, EMSCULPT NEO\*, Emsella\*, EMBODY\*, EMTONE\*, HIFEM\*, SYNCHRODE\*, EXILIS and device\* and UNISON\* are registered trademarks in Australia. Trademarks EMFACE, EMSCULPT, EMSCULPT NEO, Emsella, EMBODY, EMTONE and HIFEM are parts of EM™ Family of products. Products, the methods of manufacture or the use may be subject to one or more Australian Patent Registrations or pending applications and one or more Australian Design Registrations. Any unauthorized use is expressly prohibited.