

Supplement to

September/October 2022

Modern Aesthetics[®]

ABOUT EMFACE[®]

BTL Disrupts the
Minimally Invasive Facial
Aesthetics Category with
the Launch of EMFACE

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ABOUT EMFACE®

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Get to know the disruptive new technology from the makers of

EMSCULPT^{neo}[®]

FEATURING



Charles M. Boyd, MD

- Facial plastic and reconstructive surgeon
- Assistant Professor, Dermatology and Otolaryngology
- University of Michigan
- Detroit and Ann Arbor, MI



Suneel Chilukuri, MD

- Dermatologist
- Director, Cosmetic Surgery
- Chief, Dermatology & Dermatologic Surgery
- Refresh Dermatology
- Houston, TX



Joel L. Cohen, MD

- Dermatologist
- Director, AboutSkin Dermatology and DermSurgery
- Greenwood Village and Lone Tree, CO



Richard Gentile, MD

- Facial plastic and reconstructive surgeon
- Founder, Gentile Plastic Surgery and Aesthetic Laser Center
- Youngstown and Akron, OH



Yael Halaas, MD

- Facial plastic surgeon
- New York City



David E. Kent, MD

- Dermatologist
- Founding Partner, Skin Care Physicians of Georgia
- Macon, GA



Brian M. Kinney, MD

- Plastic and reconstructive surgeon
- Clinical Associate Professor of Plastic Surgery
- University of Southern California
- Beverly Hills, CA



Chris Robb, MD

- Dermatologist
- Skin & Allergy Center
- Vanderbilt University School of Medicine
- Spring Hill, TN

ABOUT EMFACE®

EMFACE® THE FACTS

- Launched September 2022
- Emits HIFES-brand plus RF energies simultaneously
- Needle-free
- Surgery-free
- Hands-free
- Tunable
- 20-minute procedure
- Corrects jowling
- Adds volume to cheeks
- Improves skin laxity
- Elevates eyebrows
- Smooths forehead

BTL disrupted the minimally invasive body contouring market with the launch of EmSculpt in 2018 and again with EmSculpt Neo in 2020. It is now set to do the same for non-invasive facial aesthetics with the introduction of EMFACE.

Before EmSculpt and EmSculpt NEO, the body contouring devices on the market only offered fat reduction or skin tightening. EmSculpt brought high-intensity, focused electromagnetic (HIFEM)-brand energy to the mix for muscle toning, and then EmSculpt NEO emitted HIFEM and radiofrequency (RF) energy technology simultaneously via dual-field applicators, producing synergistic benefits that far outweigh what would be seen with either technology alone.

Now, the patented EMFACE pairs HIFES muscle-contraction technology and transcutaneous synchronized RF energy simultaneously in order to produce a slimmer and more defined jaw line; fuller, higher cheeks; an elevated brow; and overall facial

rejuvenation. Even better, EMFACE is needle-free and hands-free, making it attractive to patients and aesthetic physicians alike.

RF is the gold standard for skin rejuvenation, but there has been nothing in the non-surgical realm to lift facial muscles besides surgery—until now.

“EMFACE is going to change the paradigm of facial aesthetics for a long time to come,” says David E. Kent, MD, founding partner of Skin Care Physicians of Georgia in Macon, GA. “It will be a seismic change, as the applications are many and vast, the sheer numbers of patients and the different generations of patients that we will be able to treat with EMFACE is incredible.”

And the timing is spot on as the

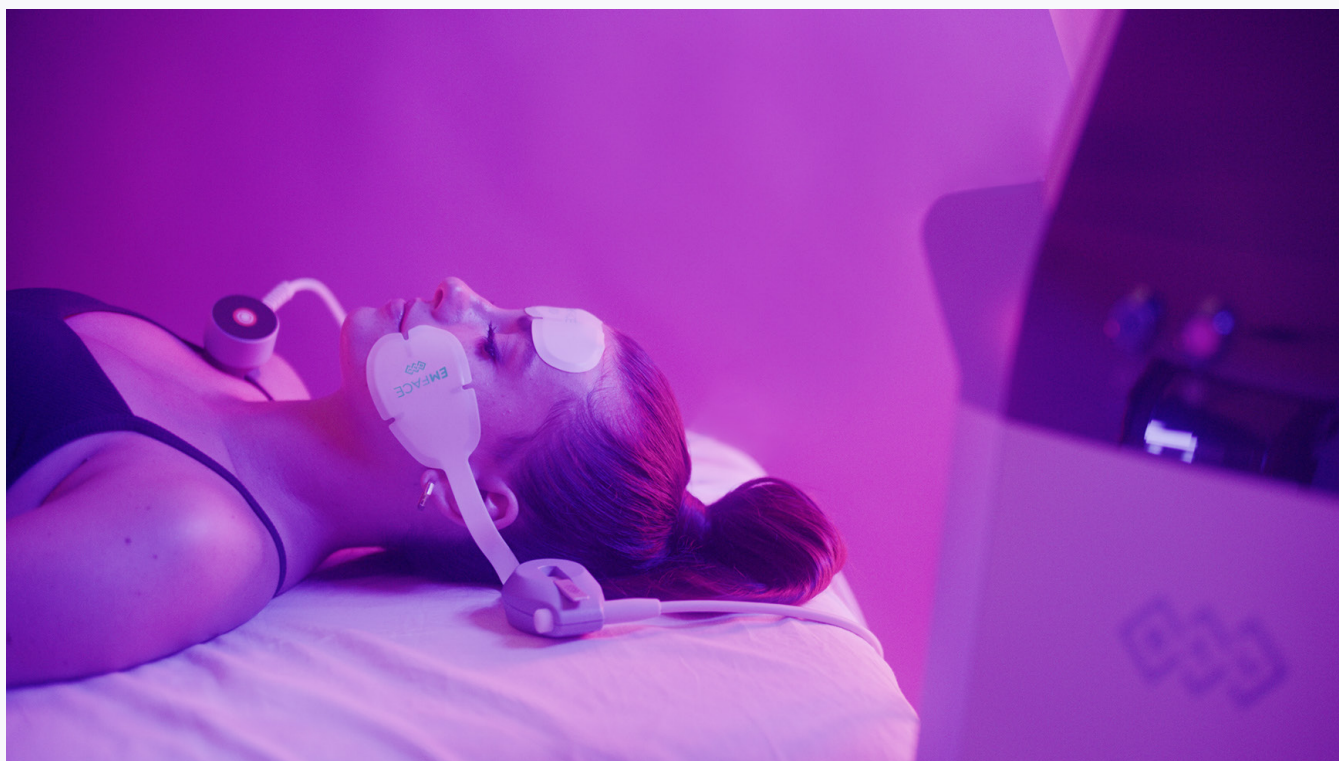


“THE COMBINATION OF HIFES-BRAND TECHNOLOGY AND RF HEAT PRODUCES RESULTS SIMILAR TO WHAT EMSCULPT DOES IN TERMS OF SCULPTING THE ABDOMEN JUST ON THE FACE.”

- RICHARD GENTILE, MD

facial aesthetics market is growing by leaps and bounds. Driven by several factors, including the desire for rejuvenation among millennials and technological advances in the aesthetic industry, the facial aesthetics market is expected to hit \$25.76B by 2031, Allied Market Research reports.

EMFACE is poised to shake up this already-hot category, according to facial aesthetic experts.



NOVEL MECHANISM OF ACTION

EMFACE combines HIFES for muscle contraction and synchronized RF for skin and connective tissue heating. Three applicators target the forehead and cheeks and are applied simultaneously.

HIFES induces an electrical field to selectively contract facial muscles to supramaximal levels that are not achievable through voluntary contractions.

During treatment, thousands of these contractions are applied to strengthen the muscles and increase muscle tone, explains Beverly Hills, CA-based plastic and reconstructive surgeon Brian M. Kinney, MD, who is also a clinical associate professor of plastic surgery at the University of Southern California.

The current EMFACE protocol is one 20-minute treatment every week

for four weeks, he says. Some maintenance treatments may be needed down the road.

Toning the frontalis muscles of the forehead results in a smoothing of the forehead, a reduction of horizontal wrinkles, and a lifting of the eyebrows, says Dr. Kinney.



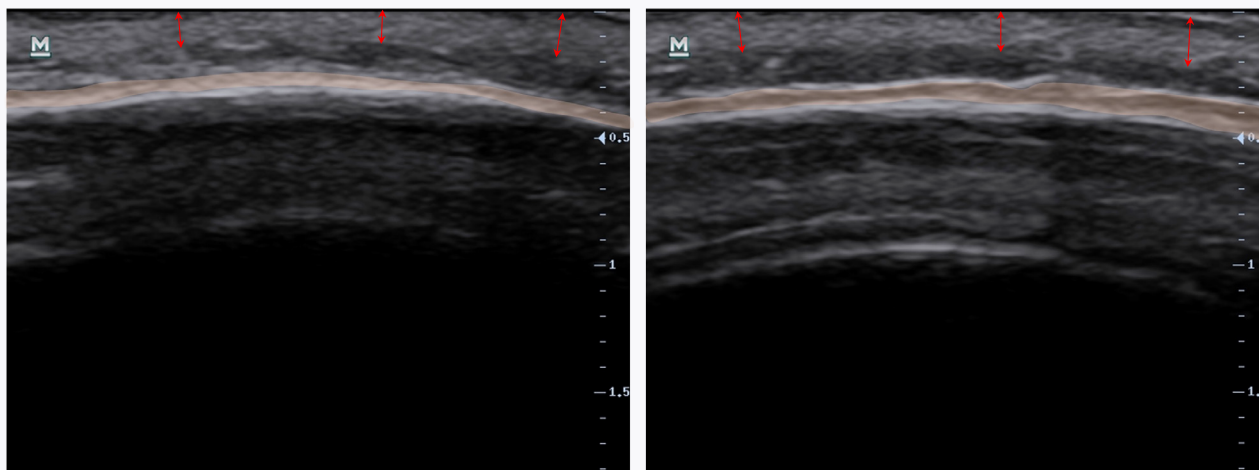
“EMFACE WORKS BY SIMULTANEOUSLY IMPROVING SKIN QUALITY AND DECREASING WRINKLES, WHILE AT THE SAME TIME UNIQUELY ENHANCING THE MUSCLE TONE THAT HOLDS THE INTERCONNECTIONS OF LAX FACIAL FASCIA AND LIGAMENTOUS STRUCTURES—LIKE TIGHTENING THE WEAVE OF A WELL-WORN HAMMOCK.”

- JOEL L. COHEN, MD

In addition, reinforcing the zygomatic major muscles leads to a reduction of the depth of nasolabial folds.

“You can go to the gym and work on your abdomen, buttocks, glutes, or quads, and do EmSculpt, but you can’t go to the gym and work on these facial muscles,” Dr. Kinney says.

Forehead Before & After (m. Frontalis)



M. frontalis is highlighted by brown color, arrows indicate changes in the skin thickness



“EMFACE IS GOING TO BE AN ESSENTIAL TREATMENT FOR EVERYONE: TO PREVENT AGING, TO REVERSE AGING, BEFORE SURGERY, AFTER SURGERY, INSTEAD OF SURGERY, WITH FILLER/ TOXIN, INSTEAD OF FILLER/ TOXIN.”

- **Yael Halaas, MD**

“There has never been anything that can truly stimulate and tone facial musculature,” agrees Charles M. Boyd, MD, a facial plastic surgeon with offices in Detroit and Ann Arbor, MI, and an assistant professor of dermatology and otolaryngology at the University of Michigan in Ann Arbor. “All facial muscles, fat pads, and structures tend to elongate and become laxer as we age, and we haven’t been able to reverse that process until now, thanks to BTL’s HIFES.”

The demand for such a treatment has always been there, and patients

were willing to try anything from acupuncture to home remedies and devices to turn back the clock, Dr. Boyd says.

EMFACE is tunable, Dr. Boyd says. The device provides real-time feed-

back to see how the muscles are affected. “If you have it on a setting and one muscle lifts more than the other, you can adjust the other side to make it symmetrical,” he says.

GAME-CHANGING RESULTS

Muscle histology studies by Dr. Kinney showed a 19.2% percent increase in muscle density and a 19.8% percent increase in number of muscle fibers.

According to recent clinical studies, EMFACE produces a:

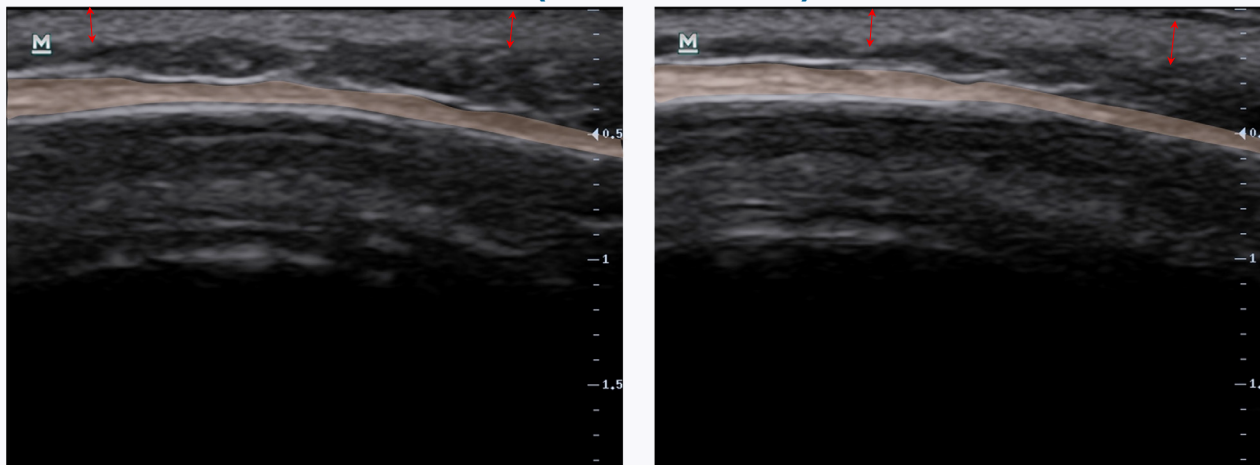
- 37% reduction in wrinkles



“IN THE PAST, I CHOSE NEUROMODULATORS AND FILLERS FOR THAT IMMEDIATE WOW EFFECT FOR A NEW PATIENT CONSULT, BUT NOW EMFACE IS ONE OF THE FIRST THINGS I CONSIDER.”

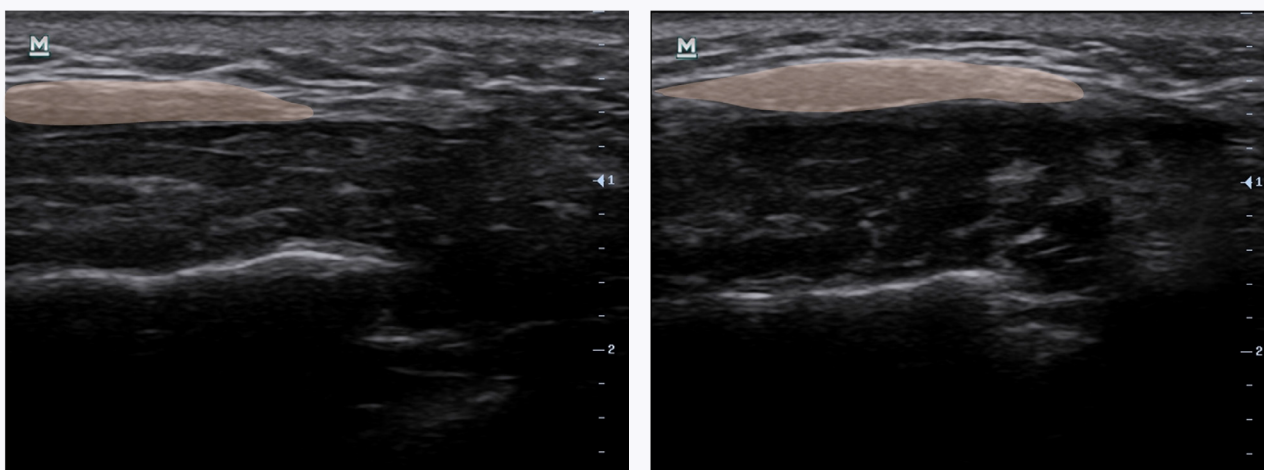
- **Suneel Chilukuri, MD**

Forehead Before & After (m. Frontalis)



M. frontalis is highlighted by brown color, arrows indicate changes in the skin thickness

Forehead Before & After (m. Zygomaticus Major)



M. Zygomaticus major is highlighted by brown color

- 30% increase in muscle tone via ultrasound studies
- 23% lifting effect in 3D photo
- 26% increase in collagen
- Doubling of elastin

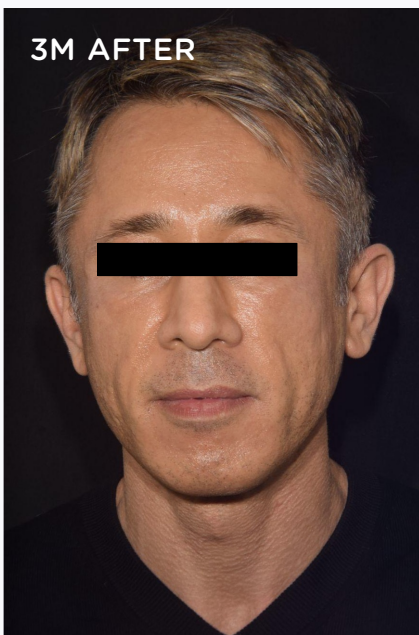
Plus, 95% of patients reported satisfaction with the results, and there was a 25.5% improvement in skin evenness. “With this device, we are recreating the appearance of youth by building

up muscle and increasing collagen and elastin,” Dr. Kinney explains.

The results are “significant, consistent, and remarkable,” says Yael Halaas, MD, a facial plastic surgeon in New York City.



BEFORE



3M AFTER



BEFORE



3M AFTER



“ALL FACIAL MUSCLES, FAT PADS, AND STRUCTURES TEND TO ELONGATE AND BECOME LAXER AS WE AGE, AND WE HAVEN’T BEEN ABLE TO REVERSE THAT PROCESS UNTIL NOW THANKS TO BTL’S HIFES.”

- CHARLES M. BOYD, MD

Dr. Kent agrees. “To get results like this in the past, you had to do invasive procedures.”

“The radiofrequency is precisely tuned to cause neocollagenesis, elastogenesis, and neovascularization,” adds Suneel Chilukuri, MD, Director of Cosmetic Surgery Chief of Dermatology & Dermatologic Surgery at Refresh Dermatology in Houston, TX. “We are activating fibroblasts in a hands-free manner.”

Some EMFACE results are visible immediately, while others occur gradually, Dr. Chilukuri says. “Over 3 months, we continue to see improvements in skin texture as well as lifting,” he says. “In the past, I chose neuromodulators and fillers for that immediate wow effect, but now EMFACE is one of the first thing I consider. In the past, I had no way to address muscle laxity without surgery. I now have an incredible tool.”

Joel L. Cohen, MD, director of AboutSkin Dermatology and DermSurgery in Greenwood Village and Lone Tree, CO, is also consistently reaching for EMFACE.

“EMFACE works by simultaneously improving skin quality and decreasing wrinkles, while at the same time uniquely enhancing the muscle tone that holds the interconnections of lax facial fascia and ligamentous structures—like tightening the weave of a well-worn hammock,” he says. “By actively engaging very specific facial muscles with applicator placement at the cheeks and forehead, we are supporting the ligamentous structure of the face and we are seeing a lift and enhancement of overall tone too visibly improve facial laxity.”

EmSculpt NEO engages the entire abdomen while Emsella engages the entire pelvic floor, and now, “EMFACE

EMFACE® AND A NEW FACIAL MARKET

BTL Continues to Interrupt the Aesthetic Market, Building on a History of Innovation

EMSCULPT® AND EMSCULPT^{neo}®

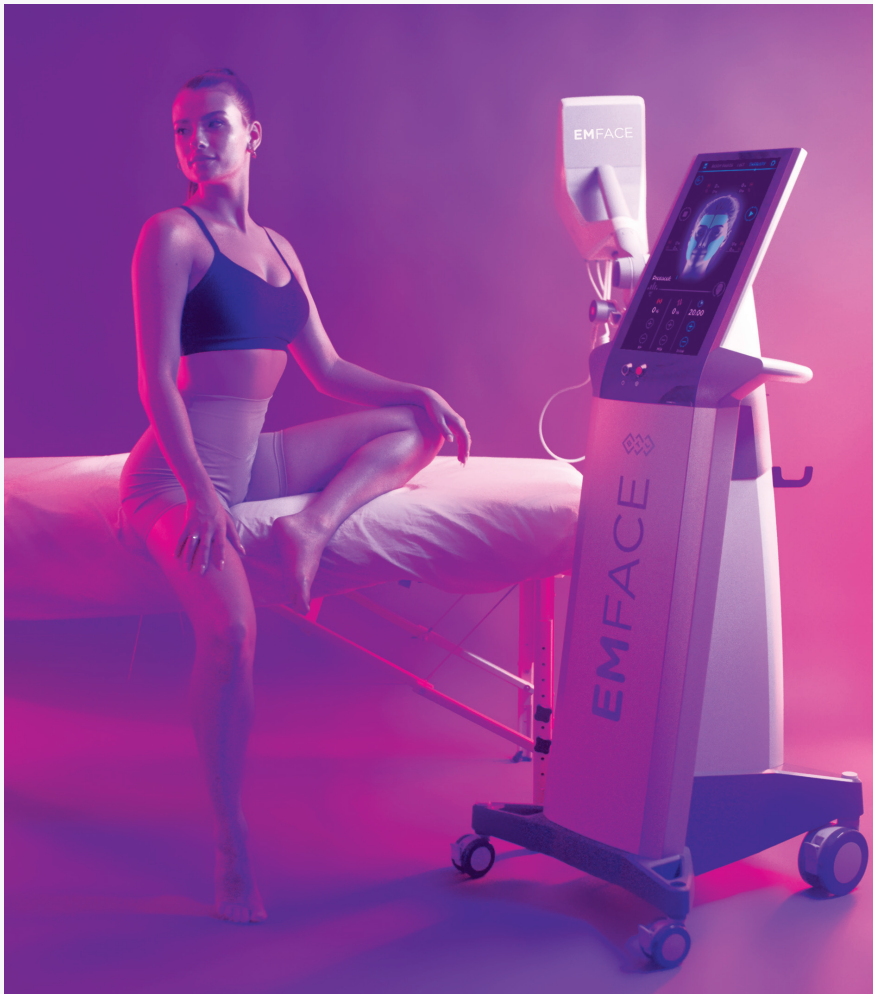
Created a completely new aesthetic category: the muscle market.

EMFACE®

- Ideal for patients seeking facial treatments without injections
- The only non-invasive way to address facial muscles for an overall lifting effect
- A more natural solution for younger patients not yet ready for a surgical lift

CONTINUING THE INNOVATION





engages the interconnecting network of muscles, fascia, and ligaments in the face,” Dr. Cohen says.

Dr. Boyd is most excited about the ability to treat the forehead and upper face with EMFACE.

“Our foreheads and brow drop, and our forehead lengthens with age, and the only thing we could do was to inject neuromodulator to soften the lines, but, in my experience, that can make ptosis of brows worse,” he says.

“I have seen EMFACE soften the lines and elevate the brow. It’s a win-win,” Dr. Boyd says.

The effects on the frontalis muscle are a bit of a paradox, explains Chris Robb, MD, a dermatologist at the Skin & Allergy Center of Vanderbilt



“EMFACE PULLS UP ON NASOLABIAL FOLDS, VOLUMIZES CHEEKS, AND CONTRACTS MUSCLES IN THE LOWER FACE SO THAT THE JAWLINE IS MORE DEFINED. IT ALSO HELPS BRIGHTEN AND TONE FROM THE RF COMPONENT.”

- CHRIS ROBB, MD

University School of Medicine in Spring Hill, TN. “You would expect a device that increases muscle tone in the face to make dynamic wrinkles worse but, in fact, it’s toning the frontalis—pulling it back like a sheet,” he says.

“The results in the forehead look like those produced by toxins without the need for injection,” says Dr. Robb.

“EMFACE pulls up on nasolabial folds and volumizes cheeks and contracts the muscles and SMAS in the lower face so that the jawline is more defined,” he says. “It also helps to texturally tone the skin from the RF component.”

ENTIRELY NEW CATEGORY

Most new energy-based devices are simply me-too versions of existing technology, whether delivering heat or ultrasound. Not EMFACE, says Richard Gentile, MD, Founder, Gentile Plastic Surgery and Aesthetic Laser Center Youngstown and Akron, OH. “There has never been a device that combines HIFES with transcutaneous radiofrequency that is packaged as one,” he says. “The combination of electric stimulation and synchronized RF heat produces results similar to what EMSculpt does in terms of sculpting the abdomen, but on the face.”

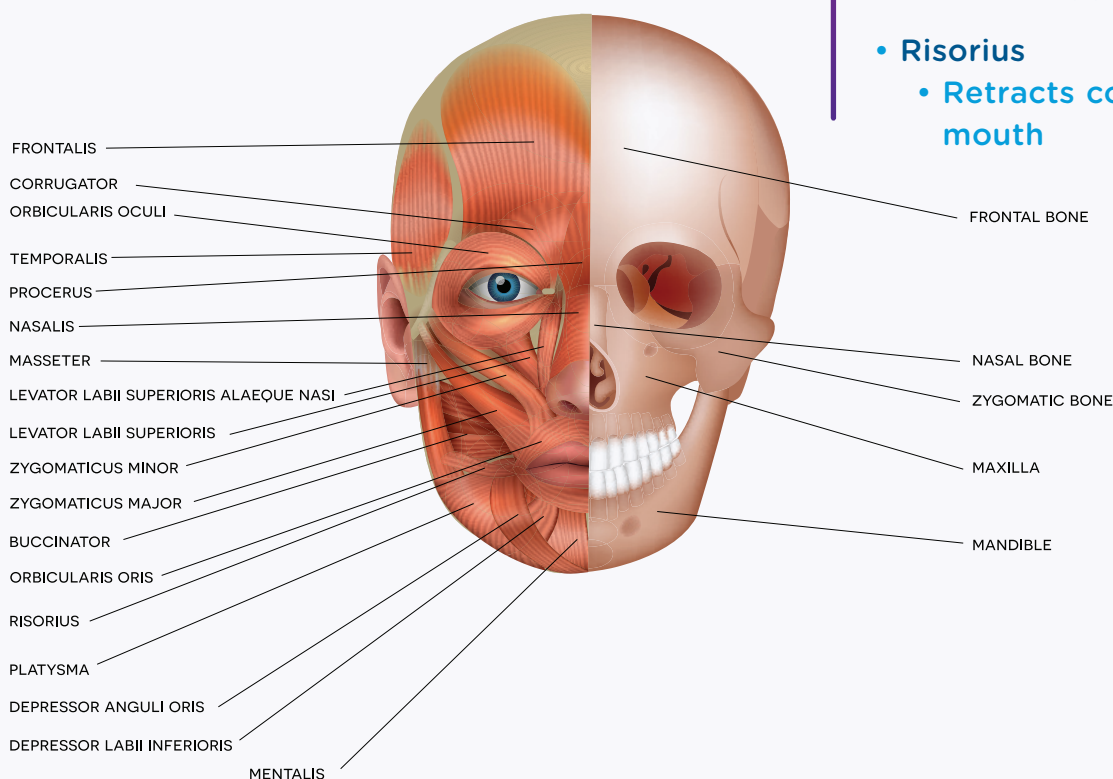
EMFACE[®] AN INNOVATION IN FACIAL TREATMENTS

HIFES (High Intensity Facial Electrical Stimulation) promotes muscles hypertrophy and hyperplasia, which leads to strengthening of the main facial muscle groups

SYNCHRONIZED RF simultaneously heats the dermis to remodel collagen and elastin

Structural rejuvenation via muscles

- Frontalis muscle
 - Elevating the forehead and eyebrows
- Zygomaticus major
 - Draws corner of the mouth upwards and laterally
- Zygomaticus minor
 - Draws upper lip upwards
- Risorius
 - Retracts corner of the mouth



FOR A MORE NATURAL LOOKING YOUTHFUL FACE

The EMFACE is the only device designed to treat the FULL face at the SAME TIME.

EMFACE addresses all three desired areas of the face:

- Create a Lateral brow lift
- Create facial definition and better contour of the cheeks
- Redefine the jawline
- Smooth and even-textured skin

*Data on File



EVOLVING APPROACHES

EMFACE elevates the brow by strengthening the lateral frontalis muscle. By contrast, neuromodulators address the corrugator muscle. "EMFACE can complement and peacefully coexist with Botox and other neuromodulators," Dr. Kinney says.

Dr. Robb agrees. "It's not a replacement for neuromodulators. We are not treating crow's feet or glabellar lines with EMFACE." He starts with a series of EMFACE treatments and then may add Botox afterward to enhance the results. Dr. Chilukuri is now conducting a study that looks at the best ways to use neurotoxins after EMFACE.

There have been small non-scientific studies that show that facial yoga exercises can improve the tone of facial muscles and restore some of the lost facial volume, but it required tremendous effort and movement from the patient, says Dr. Halaas. "EMFACE can target these muscles without causing superficial skin wrinkling and also gives highly effective RF, further smoothing the skin, building collagen and elastin," she says. "The results are amazing: The toned muscles restore volume, help lift the face, improve the jawline and, due to the interconnectivity of the superficial musculoaponeurotic system (SMAS), dramatically improve the submentum."

LIMITLESS PATIENT BASE

For those who don't want a facelift, energy-based devices are the best we have to offer at this point, and among

EMFACE® BY THE NUMBERS

30%

muscle tone/
rejuvenation

23%

lifting effect

37%

wrinkle
reduction

19%

muscle density

26%

increase
in collagen

2x

increase
in elastin

90%

satisfaction

25%

skin smoothing





“IT WILL BE A SEISMIC CHANGE AS THE APPLICATIONS ARE MANY AND VAST, THE SHEER NUMBERS OF PATIENTS AND THE DIFFERENT GENERATIONS OF PATIENTS THAT WE WILL BE ABLE TO TREAT WITH EMFACE IS INCREDIBLE.”

- DAVID E. KENT, MD

energy-based devices, EMFACE offers a whole new approach by not only using radiofrequency but also HIFES to help enhance muscle tone of the face and lift specific areas of laxity at the cheeks, jawline and forehead,” Dr. Cohen said, “While at this point no device gives surgical results, EMFACE technology may just be the best of the nonsurgical options to help minimize facial laxity.”

Many patients between the age of 40-60 notice “jowling” when they look down at their phone or computer. “These are perfect EMFACE candidates,” Dr. Chilukuri says. “This device lifts that area right back up by toning the muscular support.”

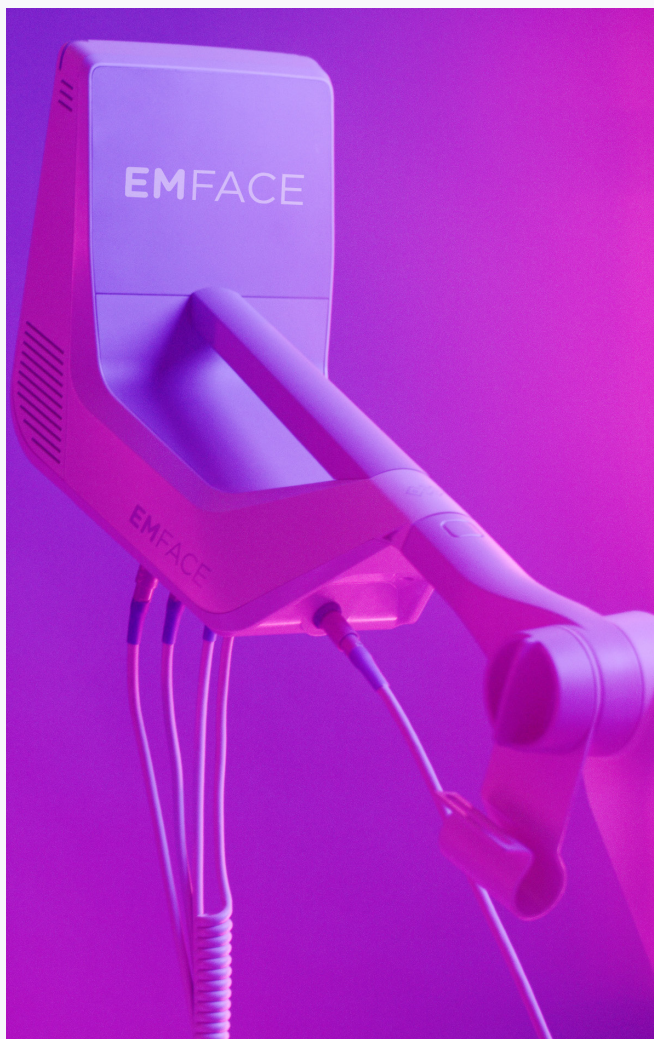
Younger patients seeking prejuvenation are also great candidates for this device, he says. “For anybody in their late 20 to 40s, we are just keeping the muscles tight,” he says.

“Anyone in their late 30s or older who is experiencing volume loss in their cheeks or wants forehead wrinkle improvement, can benefit from EMFACE,” adds Dr. Robb.

“It’s a gateway procedure for prevention because it keeps everything nice and tight,” says Dr. Kent.

“Everyone is a good EMFACE candidate, because it’s noninvasive and requires just four treatments,” Dr. Boyd says. “It’s very similar to how I see skincare. Everyone should be on a skincare regimen.”

Dr. Halaas puts it like this: “EMFACE is going to be an essential treatment for everyone: to prevent aging, to reverse aging, before surgery, after surgery, instead of surgery, with filler/toxin, or instead of filler/toxin.”



“YOU CAN GO TO THE GYM AND WORK ON YOUR ABDOMEN, BUTTOCKS, GLUTES, OR QUADS AND DO EMSculpt OR EMSculpt Neo, BUT YOU CAN’T GO TO THE GYM AND WORK ON THESE FACIAL MUSCLES”

- **BRIAN M. KINNEY, MD**

NO PAIN, NO DOWNTIME

There is no downtime and minimal, if any, discomfort during EMFACE treatments, Dr. Robb says. “It feels like a therapeutic facial massage.”

There is no unwanted muscle hypertrophy and no fat atrophy, Dr. Halaas adds.

“Patients love the pain-free, no-downtime treatments,” she says. “They love the ease and convenience. They truly love feeling that their muscles are holding their faces back up again. They feel and look younger. They love that the results are visible quickly and last. My patients one year [after] their initial treatments still see the results with sharp jawlines, improved necks, and lifted brows.” ■

*Comments are the opinions of the quoted physicians.



Modern
Aesthetics