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Emsculpt® brand celebrates 1 million treatments

EMSCULPT® MAKES HISTORY AS IT REACHES THE MILESTONES OF ONE MILLION TREATMENTS WORLDWIDE AND 40 PEER-REVIEWED PUBLICATIONS.

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. It is one of the fastest-growing brands in aesthetics, backed by proven technology, valid data, visible patient results and high patient and practitioner satisfaction.

Emsculpt® is the world's first treatment to use HIFEM® (high intensity-focused electromagnetic energy) to build muscle and sculpt the body. It is the only device clinically proven to simultaneously build muscle and burn fat. HIFEM® is also the first and only technology to show evidence of visceral fat reduction. The recently launched Emsculpt NEO® expands its predecessor's capabilities by simultaneously delivering radiofrequency and HIFEM® for fat reduction and muscle growth.

The initial launch of Emsculpt® focused on the abdomen, buttocks,

triceps, biceps and calves. In such a short duration, HIFEM® is now FDA and TGA approved to treat up to 9 areas.

The brand has also bolstered its clinical evidence. Emsculpt® launched with 7 clinical papers attesting to its efficacy and safety with this groundbreaking technology. It now has 40 peer-reviewed publications to support HIFEM® technology. (While white papers and scientific papers published in clinical journals may appear similar, the peer-reviewed papers are considered superior as they are unbiased and have been through a rigorous review process by a panel of scientific experts.)

Further, scientific data are all evidence-based with multiple histology samples – ultrasound, MRI and CT scans – involving over 30 investigators from independent test sites. This enables practitioners to be confident in the fact Emsculpt® and Emsculpt NEO® are safe and efficacious with reproducible, reliable results.



TO ACHIEVE 1 MILLION HIFEM® TREATMENTS WORLDWIDE SINCE ITS LAUNCH IN 2018 SHOWS JUST HOW SAFE AND EFFICACIOUS THE TECHNOLOGY IS. IT SETS A COMPLETELY NEW GOLD STANDARD IN THIS CATEGORY. 9



Dr Andrew Clark
MIRA Clinic, WA



Dr Robin Chok
Regenesis Cosmetic
Surgery, SA

What do you look for when investing in new devices?

AC: When you buy a device for your clinic, you have to treat it like any other type of investment. The last thing you want to do is waste money on a “lemon” – which is why I always spend a lot of time researching the leading devices in the category.

I’ve bought dozens of different devices over the years and I can say the most successful devices have been the ones that were known as pioneers and market leaders and where clients ask for the device by name.

RC: There are three main factors which will determine whether a device is worth the investment: reputation of the device and manufacturer; quality of supporting clinical evidence to back up efficacy and safety claims; and level of consumer demand for the treatment. The Emsculpt® brand, and BTL as a company, is well recognised internationally and is backed by renowned KOLs including plastic surgeons, dermatologists, physicians, and many scientific associations. It is also a winner of multiple industry

Emsculpt® & Emsculpt NEO® in practice

with **Dr Andrew Clark, MIRA Clinic, WA**
and **Dr Robin Chok, Regenesis Cosmetic Surgery, SA**

awards and has over 25 billion media impressions across the world. This gives me great confidence in what I will be offering to my patients.

What role does clinical evidence play?

AC: As well as a medical degree I have a PhD, so naturally I strongly believe that peer-reviewed clinical evidence is the single-most important factor when doing your due diligence on a device. If there are no peer-reviewed publications showing clearly the extent and type of results that others have achieved, I am probably not going to be interested in that device.

RC: You are taking a huge risk to your reputation, clinic and patients without any robust clinical evidence. To date, more than 40 peer-reviewed clinical studies have been published with over 500 patients and 30 investigators from independent test sites. This makes the Emsculpt® brand the most intensively researched body shaping technology.

To achieve one million HIFEM® treatments worldwide since its launch in 2018 shows just how safe and efficacious the technology is. It sets a new gold standard in this category.

What is it about HIFEM® technology that you find so unique?

AC: Prior to HIFEM®, the non-surgical body contouring market was limited to treatments that killed fat cells. The clients were usually underwhelmed and would wait skeptically, hoping to see some type of result in the coming weeks or months. When I had my first treatment with HIFEM®, I could feel

the intense muscle contractions in the very first few seconds of the treatment. After the treatment my muscles felt as though they had just experienced an intense workout. From the first day after the treatment, I could feel my treated muscles were activated, and my posture was better.

What I soon learned was that not only were my muscles undergoing the process of developing hypertrophy but also hyperplasia. This is extremely important, as we stop developing new muscle fibres after the age of 30 and no other technology has been able to demonstrate any evidence of muscle hyperplasia. Not to mention, the additional fat loss was a bonus.

The best thing about HIFEM® technology is that it selectively targets the motor neurons and bypasses the nociceptors. The treatments felt “weird” and “intense” (imagine the most intense abdominal crunches occurring without any effort or warning!) but there was no pain. It was such a simple and effective treatment with no mess and no complicated consumables, I was sold immediately.

RC: There are many devices on the market which can either reduce fat or tone muscles, however they’re standalone components requiring longer (and more) treatments, less effective and cannot replicate the same intensive results as HIFEM® technology. It is the only procedure in the world that not only increases muscle density and volume but has also been scientifically proven to simultaneously burn excess fat.^{1,2,3} It’s also the first and only leading non-invasive



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technology proven to reduce visceral fat by 14% on average⁴, which as we know can only be addressed through diet and exercise.

Our experience with the original Emsculpt® clearly revealed the need to address fat reduction in concordance with shape control. NEO® homes in on both these concerns simultaneously in an achievable 30-minute session.

A heightened metabolic stimulation is required in combination to a hyper stimulatory muscular tension boost to overcome limitation in weight and shape metabolism dynamics which NEO® provides with the synchronised RF and HIFEM®+ energies.

The new addition of synchronised RF not only addresses the fat tissues but also the muscle layers to prime the muscles for exposure to stress (like what a warmup does before a workout). The clinical studies showed on average a 30% reduction in subcutaneous fat.² Bypassing the brain limitations, HIFEM®+ energy contracts the muscle fibres in the area at intensities that are not achievable during voluntary workout. The extreme stress forces the muscle to adapt, resulting in an increase in the number and growth of muscle fibers and cells on average at 25%.²

Who is an ideal patient for this treatment?

AC: Firstly, patients who are trying to rehabilitate after injury or surgery. They may have hit a plateau in their recovery training often because certain movements are difficult for them. These clients love that Emsculpt® is able to build strength in their muscles without putting the stress on their problematic joints. This improved strength has allowed them to fast-track their rehabilitation and exceed the expectations of their surgeons and physiotherapists.

The next group of exceedingly satisfied patients are people who train but want better results and perhaps don't have the time or the discipline to put in much more effort than they already are doing. Because these

clients are measuring their performance (for example, by keeping track of how many reps they can do for a certain weight) they clearly and objectively notice their gains in strength, which translate into impressive and obvious cosmetic appearance improvements because the muscles are larger and show more definition.

RC: Here is the age-old problem amongst all of us. With age-related muscle loss leading to lower metabolic rates and sedentary lifestyles, especially due to the COVID-19 pandemic, there is a risk of excess fat within in the body. If left unmanaged, this can contribute to an increase in overweight and obesity rates. HIFEM® helps women and men of any age to build muscle and shift some fat to kick-start their wellness journey or redefine their bodies with maximum efficiency.

With the physical demands of pregnancy, the abdominal wall suffers a great deal. HIFEM® has been proven to reduce the abdominal wall separation by 19%.² This can help women to get back to their original figure and strengthen their post-natal core, as it is impossible once the muscles have separated to efficiently target and tighten without surgery.

Athletes also choose this treatment to improve their muscle tone, stamina, and to gain an edge in their athletic performance and physique.

Therefore, anyone and everyone who is committed to enhancing their health and wellbeing can benefit from this procedure. To get the most out of the treatment, I recommend a combination of good maintenance and a healthy lifestyle. Combined, the results can last indefinitely.

What results are your patients experiencing?

AC: My clients are experiencing results that are very much in line with the results published in the peer-reviewed clinical trials. Unlike some treatments, it is very simple to teach your staff to do the treatments safely and effectively. With Emsculpt®, you don't have the risk that a great machine might

deliver suboptimal results due to an inexperienced operator.

The results are both cosmetic and functional. Clients will proudly show off slimmer tummies with more defined muscles such as six packs. Other popular results have been rounder and more defined gluteal and bicep muscles.

Athletes will report increased strength resulting in lifting more weight and beating previous personal bests in competitions. Dancers, horse riders and tennis players have described achieving increased stability while competing due to improved core strength.

RC: The results may vary depending on their age, physical condition, BMI and many other aspects. The results are usually reported 2-4 weeks after the last session and continue to improve for 6 months and last beyond 12 months.

Given Emsculpt NEO® is non-invasive, patients can see obvious results within a short timeframe. Patients also notice an improvement in strength and stamina within a few weeks and their posture is more upright and engaged. It is also effective by shifting the stubborn fat pockets that prevent you from looking more toned. Also, patients find that if they have let normal exercise routines lapse for a few months or have taken time off due to COVID, these treatments have been a great way to kick-start the process, improve on their results and maintain them.

What parts of the body do you find it most effective for?

AC: The abdomen is by far and away the most popular area we treat. The benefit to core strength is so greatly appreciated by clients, as are the obvious cosmetic improvements when this area is stronger.

Most clients who can afford it are so impressed with the results from their abdominal treatment that they return to treat other areas, particularly the gluteal muscles and both biceps and triceps. Other areas, such as

quadriceps, hamstrings and calves are mainly done when clients have certain areas they wish to target to help them with their training goals specific to their rehabilitation or their sport.

RC: With the addition of Emsculpt NEO® in my practice, it now allows me to offer a solution to patients who were previously not ideal candidates for Emsculpt®. The key factor is that Emsculpt NEO® can now treat up to 9 applicable areas, which means we can give our patients an extra boost to areas such as the inner, outer, front, and back of thighs (in addition to the original abdomen, buttocks, triceps, biceps, and calves).

How are patients responding?

AC: Clients are immediately and pleasantly surprised by the intensity of the contractions induced by the device. You always see the client's first reaction to the start of the treatment: a huge smile combined with genuine laughter. I think the intensity of the contractions during the treatment and mild post treatment soreness after the treatment reassures clients that this device really is creating positive changes to the treated area. Being a series of 30-minute treatments, with results that last for up to 12 months⁵, it's a really easy treatment for even the most time-poor clients to justify.

RC: One of the best things about the technology is that it is completely painless. Due to the supramaximal contractions, our patients describe it as 'an intensive workout without the sweat'. Patients will begin to feel results immediately after the first treatment and cannot wait to come back for more.



BEFORE



6 months AFTER last Emsculpt NEO treatment. Courtesy of Julene Samuels, MD

The clinical evidence showed that 4 treatments were equivalent to a 16-week high-intensity workout program⁵, however our patients cannot wait to schedule in regular sessions to simultaneously combat the early signs of ageing and fat reduction and give their bodies that extra boost. Our patients find Emsculpt® and Emsculpt NEO® to be quick, efficient and, most importantly, that it delivers what was promised, which was also my own experience with this treatment.

Can you describe the role of HIFEM® in your clinic?

AC: As you can tell, I have been so impressed with BTL and the performance of Emsculpt® in my practice. After reading the journal articles showing the even better results being achieved by Emsculpt NEO®, I had no hesitation choosing to buy the Emsculpt NEO® machine and I am excited to have my first treatment with it next weekend. I'll be reporting my results on my Instagram account.

RC: I've had both the Emsculpt® and Emsculpt NEO® in our clinic for just over a year and it has been an amazing device to non-invasively burn fat and build muscle. The results I see in my patients are reproducible and consistent, as the claims have proven in the clinical studies. As a cosmetic surgeon, HIFEM® technology is an essential tool in my non-surgical treatment portfolio, and it facilitates faster growth and wider exposure.

What I love most about HIFEM®+ is the demand for it. It not only allows us to customise a full treatment plan for all our existing clients but it has also brought us a wider audience

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of patients with a less-ideal BMI and fitness. As time is precious given everyday demands, to attain visible results within four 30-minute treatments, once per week, makes Emsculpt NEO® very appealing to our patients. The new indication for stubborn areas such as inner and outer thighs provides a new level of body contouring, especially for patients who find gym workouts and pilates can fall short.

I personally have used Emsculpt® and Emsculpt NEO® to help my posture and back problems with great results in my overall body shape and tone. I am looking forward to the Core to Floor protocol next. **AMP**

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