

WOULD YOU GAMBLE WITH YOUR CLINIC INVESTMENT?

SEE WHY THESE EXPERIENCED AESTHETIC DOCTORS CHOSE 'TRIED AND TRUSTED' FOR THEIR PATIENTS

What do you look for when investing in new equipment?

JQ: For me, key criteria for equipment is reputation of the system and manufacturer, supporting clinical data backing up claims of efficacy and safety, and public awareness of the treatment. These criteria give me confidence in what I offer my patients.

JVA: For such a long-term investment, I rely on clinical data and who else is using it. I heard about EMSculpt from respected colleagues overseas, but I still had to look into it myself, check the facts, read the studies, check out the manufacturer.

What role does Clinical evidence play?

JQ: Without solid clinical evidence you're taking a huge risk with your reputation, your clinic and patients. EMSculpt had the most clinical evidence in the form of published studies of any body system available and was being used successfully by respected physicians worldwide. It was the obvious choice.

JVA: Scientific data is so important - how else can I be sure of what I am being told? With EMSculpt the data behind it I have to say is impressive. This is one of the only non-surgical body devices with clear data with MRI and CT imaging with 12-month follow-up to back up their claims on muscle increase and fat reduction.

How can you trust what companies claim, and why wouldn't you go for the cheapest option?

JQ: Unfortunately, you can't just make decisions based on a companies' claims, a good salesperson, a few B&A photos or a low price. As a doctor offering medical treatments I rely on solid evidence, peer reviewed published clinical data. I wouldn't risk my patients with anything else.

JVA: Trust in business is very important, but salespeople move around so I cannot just go on what they tell me. This is where evidence and respected peers are a great help. The cheaper option is to me a false economy. Tried, tested and evidenced is more important to my reputation.

Can you describe the role of EMSculpt in your Clinic?

JQ: We have had the EMSculpt for just over a year, and it is a fantastic device for muscle toning and reducing fat. It just works - it does exactly what it says on the tin! Something else that is really exciting about EMSculpt, is that we are getting patients we have never seen before specifically because of the device's reputation.

JVA: I have very few devices in my new clinic, however I can already see from the demand and patient feedback that EMSculpt is going to be an essential addition to my non-surgical treatment portfolio and facilitate much faster growth and wider exposure.



EMSCULPT BUILDS MUSCLES AND BURNS FAT



Dr John Quinn Aesthetic Doctor, Founder and Clinical Director of Quinn Clinics in Bristol. Dr Quinn has 15 years' experience in Cosmetic Medicine and 10 years' experience in lasers and energy-based devices.



Dr Joshua Van der Aa Aesthetics Doctor with a clinic on Harley Street. Dr Van der Aa has treated thousands of patients both in UK and in the Netherlands.

Results and patient experience may vary. As with any medical procedure, ask your doctor if the EMSculpt procedure is right for you. In the EU EMSculpt® is intended for the treatment of obesity by fat reduction through neuromuscular stimulation and increase of the blood flow. ©2020 BTL Group of Companies. All rights reserved. BTL® and EMSculpt® are registered trademarks in the United States of America, the European Union, and other countries. The products, the methods of manufacture or the use may be subject to one or more U.S. or foreign patents or pending applications. Trademarks EMSculpt®, EMSELLA®, EMTONE®, EMBODY®, and HIFEM® are parts of EM™ Family of products. *Data on file.



EMSCULPT FROM BTL REACHES THE 20 PEER REVIEWED PUBLICATION MILESTONE!

2020 has seen BTL announce its 20th peer reviewed publication on the EMsculpt technology to further cement its position as the leading body shaping device in the industry. BTL UK Sales & Marketing Director Eddie Campbell-Adams notes *"We use a plethora of devices to deliver energy into the tissue of our valued patients, so being able to trust what companies say about the safety and efficacy of these devices is of paramount importance"*.

Prior to the commercial launch of EMsculpt in 2018, manufacturer BTL embarked on an extensive 2-year clinical trial period. BTL felt the bar needed to be raised in terms of evidence-based medicine to prove the safety and efficacy of this new approach to body shaping using High Intensity Focused Electro-Magnetic (HIFEM) technology.

At the time of launch Dr Anita Sturnham with a clinic on Wimpole Street commented, *"We were impressed with the level of testing based on excellent scientific methods such as MRI prior to the system coming to market. It gave us confidence to invest in the technology at this early stage in the life cycle of a product."*

Seven clinical articles were available prior to launch, and now 20 published clinical papers are available. These studies look at the effect of HIFEM treatments with EMsculpt on both muscle (hyperplasia and hypertrophy), and fat (apoptosis), across a range of body areas. Measuring techniques included MRI, Ultrasound, Histology and CT scan in these multi-centre studies.

"Having worked in surgical devices for many years, I am glad to see the major players and none more so than BTL create a paradigm shift in providing clinically proven treatments. It is not only imperative that equipment is safe, but also that it will consistently deliver clinically significant aesthetic outcomes", notes industry expert Lee Brine.

Initial studies concentrated on the abdominal and buttock areas, with further studies conducted on arms



and calves prior to the 2019 launch of the smaller applicators, enabling treatment of a wider range of popular body areas. 12-month follow-up studies have also shown maintenance of results on muscle

growth and reduction of fat and diastasis recti over that period.

Since launch, over 500,000 treatments have been conducted across almost 2000 EMsculpt systems worldwide.

Image provided by BTL Aesthetics