

BTL INDUSTRIES' AESTHETIC DEVICES WIN THE PRESTIGIOUS RED DOT DESIGN AWARD 2014

Vanquish and Protégé RF Systems Achieve International Recognition for Innovation, Functionality and Quality Design.

Stevenage, UK – April 4, 2014. BTL Industries Ltd. announced that its non-invasive aesthetic devices Vanquish and Protégé earned one of the most respected worldwide awards in product design: the Red Dot 2014. Combining revolutionary technology and engineering with timeless contemporary design, the high-tech systems were selected for the renowned Product Design Award in the Life Science and Medicine category by a 40-member expert panel in the juried competition.

This year's Product Design competition received nearly 5,000 submissions from 53 countries, the highest-ever number of entries and countries to participate. BTL Industries' Vanquish and Protégé won the coveted Red Dot Award based on their superior functionality, level of innovation, formal design quality and technological expertise.

"We are thrilled that our breakthrough Vanquish and Protégé aesthetic medical devices were so highly appraised by this esteemed team of professional experts from around the globe," said Marcel Besse, President, BTL Industries, Inc., USA. "We are extremely proud to receive The Red Dot Award, which is recognized as the ultimate accolade in the world of design".

About the Red Dot Award

On 7 July 2014, the internationally renowned product competition will be celebrated in Essen, Germany. On that evening, about 1,200 guests from around the world will gather to experience the ceremony of the acclaimed Red Dot awards during the traditional Red Dot Gala and subsequent Designers' Night. A highlight of the party in the Red Dot Design Museum Essen will be the opening of the winners' exhibition, showcasing the award-winning BTL products to a wide audience. After four weeks, Vanquish and Protégé will be moved to the museum's permanent exhibition where will join the previous winning products from such prestigious brands as Toshiba, Siemens, Apple, Audi, Mercedes-Benz, Leica and Sony.

According to Prof. Dr. Peter Zec, initiator and CEO of Red Dot: "The 40 experts assessed the quality of the entries with the utmost care and attention. Respecting their different cultural backgrounds, they also assessed the special cultural aspects of the design. Therefore only the best products receive an award from the jury. This is especially reflected in the percentage of successful entries in the Red Dot Award, which is much smaller in contrast to other international design competitions. The winners can be proud of their achievements – with their entries, they stood out from the rest and were able to pass the test in front of the critical eyes of the experts. This success will be perceptible during the Red Dot Gala Dinner, when the laureates will receive the recognition of the international audience."

The DIVAN DESIGN studio designed both Vanquish and Protégé. "The Red Dot Product Design Award is the result of a long term collaboration between BTL Industries and our DIVAN DESIGN studio which strives to create functional design with modern look," noted Ivan Dlabac, DIVAN's Chief Designer.

About Vanquish and Protégé RF Devices

VANQUISH is a revolutionary non-contact Selective RF™ system for deep-tissue heating, non-invasive body contouring and fat removal treatments (indication of use may differ by country). The pain-free procedure with its safe and consistent results is tailored to modern clinical practice needs. The new PROTÉGÉ ELITE delivers lasting wrinkle reduction and skin rejuvenation. The PROTÉGÉ INTIMA represents the first system for non-surgical non-invasive labia remodelling and sexual satisfaction enhancement.

Notes for Editors:

RED DOT DESIGN AWARD

The Red Dot Design Award is an international product design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. Since 1955, a specially selected jury announces the best designs in 3 categories: product design, design agencies, and design concepts. Winners are recognized in a grand ceremony, and winning products are exhibited in the Red Dot Design Museum, former historical Zollverein Coal Mine Industrial Complex in Essen.

BTL INDUSTRIES LIMITED

BTL Industries Ltd. was founded in 1993. Currently, BTL is one of the world's major manufacturers of medical and aesthetic equipment. The BTL Aesthetics division manufactures non-surgical aesthetic devices that represent the best in body contouring, fat reduction, skin tightening, anti-wrinkle and anti-cellulite solutions.

For more information, please visit: www.btl.aesthetics.com.

DIVAN DESIGN STUDIO

Divan Design is represented by Chief Designer Ivan Dlabac. The Studio has quickly become a respected and sought after company in the area of industrial design. Its success is founded on their ability to find simple solutions for even the most difficult problems. Further, Divan balances creative design with a respect for manufacturing technology and acceptable costs.

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