The only non-invasive procedure to build muscle and burn fat.
Do you want to treat patients who:

Seek improvement in both MUSCLE & FAT?
Are not suitable candidates for current solutions?
Are looking for a non-invasive BUTT lifting treatment?

SCULPT’EM
+16% average increase in muscle mass

average fat reduction\textsuperscript{2,3,4} 
-19%
EMSCULPT® is the next step towards the future of non-invasive body shaping.

Current procedures address fat and skin. But what about the patients who want to improve the tone and shape of their stomach or buttocks? After all, more than a third of their body is comprised of muscle.

**EMSCULPT** procedure is:

- The world’s only procedure that simultaneously addresses both **muscle & fat**
- Revolutionary solution for a **non-invasive butt lift**
- **Expanding your addressable patient population by:**
  - patients seeking improvement in **MUSCLE & FAT**
  - patients who are not candidates for current body-shaping procedures
  - patients looking for **non-invasive BUTT lift** alternative
- Backed by **7 independent multi-center studies**¹,²,³,⁴,⁵,⁶,⁷ from across the United States
EMSCULPT uses High-Intensity Focused Electro-Magnetic (HIFEM®) technology.

- **EMSCULPT** with HIFEM induces approximately 20,000 forced muscle contractions per session\(^1,3\)
- These forced contractions, considered supramaximal contractions are not normally achievable through voluntary muscle action
TWO BENEFITS WITH ONE THERAPY

Approximately 20,000 forced contractions per session

Supramaximal contractions

Multiplication of myofibers (Hyperplasia)
Volumetric growth (Hypertrophy)

Cascaded apoptotic effect (Induced apoptosis)³

MUSCLE
FAT

MUSCLE GROWTH + FAT DISRUPTION

Backed up: Histology, MRI, CT, US¹, ², ³, ⁴
Voluntary contractions may increase the demand for energy from fat cells. Released epinephrine signals the fat cells to initiate lipolysis.

The fat stored in form of triglycerides is decomposed into free fatty acids (FFAs) and glycerol which are used as energy sources.

Intensive supramaximal contractions enhance release of epinephrine which triggers a cascade effect leading to supramaximal lipolysis in fat cells.

Because the stimulation is so rapid and intensive, the lipolytic response is excessive and FFAs start over-accumulating in adipocytes.

The FFA overflow causes cell dysfunction and induction of apoptosis – *programmed cell death.*

Dead cells collapse and are naturally flushed away.
EMSCULPT with HIFEM technology induces supramaximal muscle contractions not achievable by voluntary action. When exposed to supramaximal contractions, the muscle tissue is forced to adapt to such extreme condition.

The muscle responds with a deep remodeling of its inner structure, i.e., the growth of myofibrils (muscle hypertrophy) and creation of new protein strands and muscle fibers (muscle hyperplasia).

The process results in increased muscle density and volume.
HISTOLOGICAL IN VIVO STUDY: THE MECHANISM OF ACTION

INDUCTION OF FAT APOPTOSIS BY A NON-THERMAL DEVICE: SAFETY AND MECHANISM OF ACTION OF NON-INVASIVE HIFEM TECHNOLOGY EVALUATED IN A HISTOLOGICAL PORCINE MODEL.

Robert Weiss M.D.¹, MVDr. Jan Bernardy²
¹ Maryland Laser Skin, & Vein Institute, Hunt Valley, M.D.; ² Veterinary Research Institute, Brno, CZ

Microscopic analysis of the fat tissue confirmed that the amount of apoptotic cells increased significantly after the treatments (right) compared to the baseline (left).

- 92 % increase in average apoptotic levels in fat cells from 18.75 % at baseline to 35.95 % 8 hours post 1 treatment (levels in the control subject remained stable).
- The results show link between fat cells apoptosis and elevated levels of free fatty acids released during supramaximal muscle contractions induced by the treatment.
- Blood analysis confirmed a rapid metabolic reaction after the treatment as supporting evidence of changes in the subcutaneous fat tissue. No safety risks were identified.

ULTRASONOGRAPHY STUDY: SUBCUTANEOUS FAT REDUCTION

CHANGES IN SUBCUTANEOUS ABDOMINAL FAT THICKNESS FOLLOWING HIGH-INTENSITY FOCUSED ELECTRO-MAGNETIC (HIFEM) FIELD TREATMENTS: A MULTI CENTER ULTRASOUND STUDY.

Bruce Katz M.D.¹, Robert Bard M.D.², Richard Goldfarb M.D.³, Aaron Shiloh M.D.⁴, Dilyana Kenolova M.D.⁵
¹ Juva Skin and Laser Center, Manhattan NY, USA; ² Bard Cancer Diagnostics, Manhattan, NY, USA; ³ Center for SmartLipo & Plastic Surgery, Langhorne PA, USA; ⁴ Shiloh Vein and Aesthetic Institute, Philadelphia PA, USA; ⁵ Dermasense Dermatology Clinic, Burgas, Bulgaria.

Ultrasound measurements revealed that fat was reduced significantly (p<0.05) in all abdominal areas, with the highest change seen in epi- and sub-umbilical regions.

- 33 patients received four 30-minute treatments and were evaluated 1 month post application.
- Ultrasonography calculated fat thickness in multiple measurement points covering the whole abdomen.
- On average 19.0 % (4.4 mm) reduction of fat was observed. The most significant reduction in fat (26.6 %) was observed subumbicularly.
- High consistency with 0 non-responders: 21 out of 33 patients had greater than 15 % fat reduction.
- 91 % satisfaction with treatment results.


WORLD’S ONLY NON-INVASIVE PROCEDURE

BEFORE

COURTESY OF: CAROLYN JACOB, M.D.

BEFORE

COURTESY OF: ANITA STURNHAM, M.D.

BEFORE

COURTESY OF: PAULA LOZANOVA, M.D.

BEFORE

COURTESY OF: PAULA LOZANOVA, M.D.

PATIENTS SHOWN IN THE B&A PICTURES ARE WITHIN +/- 2 KG OF THEIR ORIGINAL WEIGHT UNLESS SPECIFIED.
TO SIMULTANEOUSLY BUILD MUSCLE AND BURN FAT

AFTER 4th TREATMENT

BEFORE

AFTER 4th TREATMENT

COURTESY OF: ANITA STURNHAM, M.D.

8 WEEKS AFTER 4th TREATMENT

BEFORE

AFTER 4th TREATMENT

COURTESY OF: KATERINA FAJKOSOVA, M.D.
WAIST CIRCUMFERENCE REDUCTION TESTED IN A MULTICENTRIC STUDY

A NOVEL NON-INVASIVE TECHNOLOGY BASED ON SIMULTANEOUS INDUCTION OF CHANGES IN ADIPOSE AND MUSCLE TISSUES: SAFETY AND EFFICACY OF A HIGH INTENSITY FOCUSED ELECTRO-MAGNETIC FIELD DEVICE USED FOR ABDOMINAL BODY SHAPING

Carolyn I. Jacob M.D., Katya Paskova M.D.
1. Chicago Cosmetic Surgery and Dermatology, Chicago IL; 2. Derma Vita Clinic, Sofia, BG.

HIGHLIGHTS

• 22 patients (lower BMI profile - average 23.8 kg/m²) were treated in 4 sessions within 2 weeks.
• Patient waist size was reduced on average by 4.37 cm at 3 month post-treatments.
• Patient photography captured a combination of muscle toning and fat reduction.
• 96% patients were satisfied with treatment results.

Higher-BMI patient

Lower-BMI patient

Before

After

Before

After


AN INITIAL STUDY INVESTIGATED THE EFFECTS ON BUTTOCKS

EFFICACY OF HIGH INTENSITY FOCUSED ELECTRO-MAGNETIC FIELD THERAPY WHEN USED FOR NON-INVASIVE BUTTOCKS AUGMENTATION AND LIFTING: A CLINICAL STUDY

Mariano Busso M.D., R. Denkova M.D.
1. Aesthetic Dermatology, Coconut Grove FL, USA; 2. Aesthe Clinic Beauty, Sofia, BG

HIGHLIGHTS

• 21 women received 4 bilateral treatments on their buttocks.
• The treatments caused significant changes to gluteus muscles which translated into overall aesthetic improvement.
• Digital photographs showed overall buttock lifting and reduction in muscle laxity.
• High levels of satisfaction with treatment results (7.3/10).
• The results triggered a following large-scale multicentric study to bring further evidence.

Higher-BMI patient

Lower-BMI patient

Before

After

Before

After

A LARGE-SCALE MULTICENTRIC STUDY: NON-INVASIVE BUTT LIFTING EFFECTS

HIGH INTENSITY FOCUSED ELECTRO-MAGNETIC TECHNOLOGY (HIFEM) FOR NON-INVASIVE BUTTOCKS LIFTING AND TONING OF GLUTEAL MUSCLES: A MULTI-CENTER EFFICACY AND SAFETY STUDY.

C. Jacob M.D.1, B. Kinney M.D.2, M. Busso M.D.3, S. Chilukuri M.D.4, JD McCoy N M.D.5, C. Bailey6, R. Denkova M.D.7


HIGHLIGHTS

• A total of 75 patients received 4 bilateral treatments on their buttocks, and were evaluated 1 month post-treatments.

• 85% of patients reported significant improvement in appearance of their buttocks. 79% of patients reported improvement in their confidence.

• 80% of patients felt their buttock was more lifted and toned right after their last treatment. Patients reported improvement in buttock laxity and tightness post-treatment.

• Patient photography revealed improvement in shape, tone and fullness of buttocks.

Before After Before After

WORLD’S FIRST NON-INVASIVE BUTT LIFT

PATIENTS SHOWN IN THE B&A PICTURES ARE WITHIN +/- 2 KG OF THEIR ORIGINAL WEIGHT UNLESS SPECIFIED.
WITHOUT DOWNTIME
WITHOUT ANESTHESIA

COURTESY OF: BRIAN KINNEY, M.D.

COURTESY OF: RADINA DENKOVA, M.D.
Robert Weiss, M.D., FAAD, F.A.C.Ph
Maryland Laser Skin & Vein Institute
Maryland, USA

“We need something that fits all the patients, whether they have just a little bit of fat or they need to improve their tone or their shape. Something that covers everything.”

David E. Kent, M.D.
Founding partner of Dermatologic Surgery Specialists PC
Georgia, USA

“Emsculpt is a first in class new generation technology that does things that no other technology can do. It’s like an iphone compared to the flip phone.”

Brian M. Kinney, M.D., FACS
Plastic Surgery Excellence
California, USA

“You are not going to build muscle with liposuction and you are not going to build muscle with an ultrasound or a radiofrequency device.”

Mariano Busso, M.D., FAAD
Dr Mariano Busso Aesthetic Dermatology
Florida, USA

“We need to be able to offer treatments to patients who are not good candidates for cryolipolysis or radiofrequency devices and treat them successfully.”
“A decrease in the amount of fat and an increase in the amount of muscle is truly what you want, you want to define. You don’t want to just get rid of fat and have everything beneath it flabby.”

“We are seeing a great trend in the Brazilian butt lift. But how many people actually want to go to that surgery? We need something that works all the time and reproducibly.”

“It really fits for post-liposuction patients who have a little bit of fatty tissue, contour irregularities that we may not have been able to get.”

“We found 95% gluteus contraction and changes in muscle physiology as well.”
TRUE GAME CHANGER

**EMSCULPT** is the only procedure to help both women and men burn fat, while toning the underlying muscle.

In addition, the **EMSCULPT** creates the world’s first non-invasive butt lift procedure.

**ATTRACTS NEW PATIENTS**

+16% average increase in muscle mass*

-19% average fat reduction², ³, ⁴

**WORLD’S FIRST & ONLY**

**NON-INVASIVE BUTTOCKS PROCEDURE**

**THE ALL-NEW TECHNOLOGY:**

- NON-IONIZING
- NON-RADIATING
- NON-THERMAL
**SUPPORT**

- Dedicated Customer Concierge
- National 24/7 online store
- Access to BTL Support that enables you to customize collaterals

**SUCCESS**

- 90 Day Plan for Success - Proven Demand Generation Program
- Customer Concierge responsible for implementation of Program
- Exclusive Customer Success Tours

**SKILLS**

- Advanced clinical trainings
- Dedicated Practice Development Consultant
- On-going Peer to Peer Webinars with live Q&As
BTL: OVER 25 YEARS OF INNOVATION

More than 53 offices around the globe
1,500 employees worldwide
More than 300 engineers
2 focused divisions: medical and aesthetics

Growing to meet your needs

2009 Continuous growth in the US 2018

US Headquarters
Marlborough, MA

USA
OUR COMMITMENT TO YOU

BTL will:

• Provide safe and efficacious solutions of the highest quality
• Offer technology with NO costly consumables
• Provide a depot service program
• Provide a guaranteed loaner program
• Continue to offer an affordable upgrade programs
• Continue to remain a key supporter and contributor to the major aesthetic societies

The Emsculpt procedure is U.S. FDA cleared for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen, strengthening, toning and firming of buttocks.

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