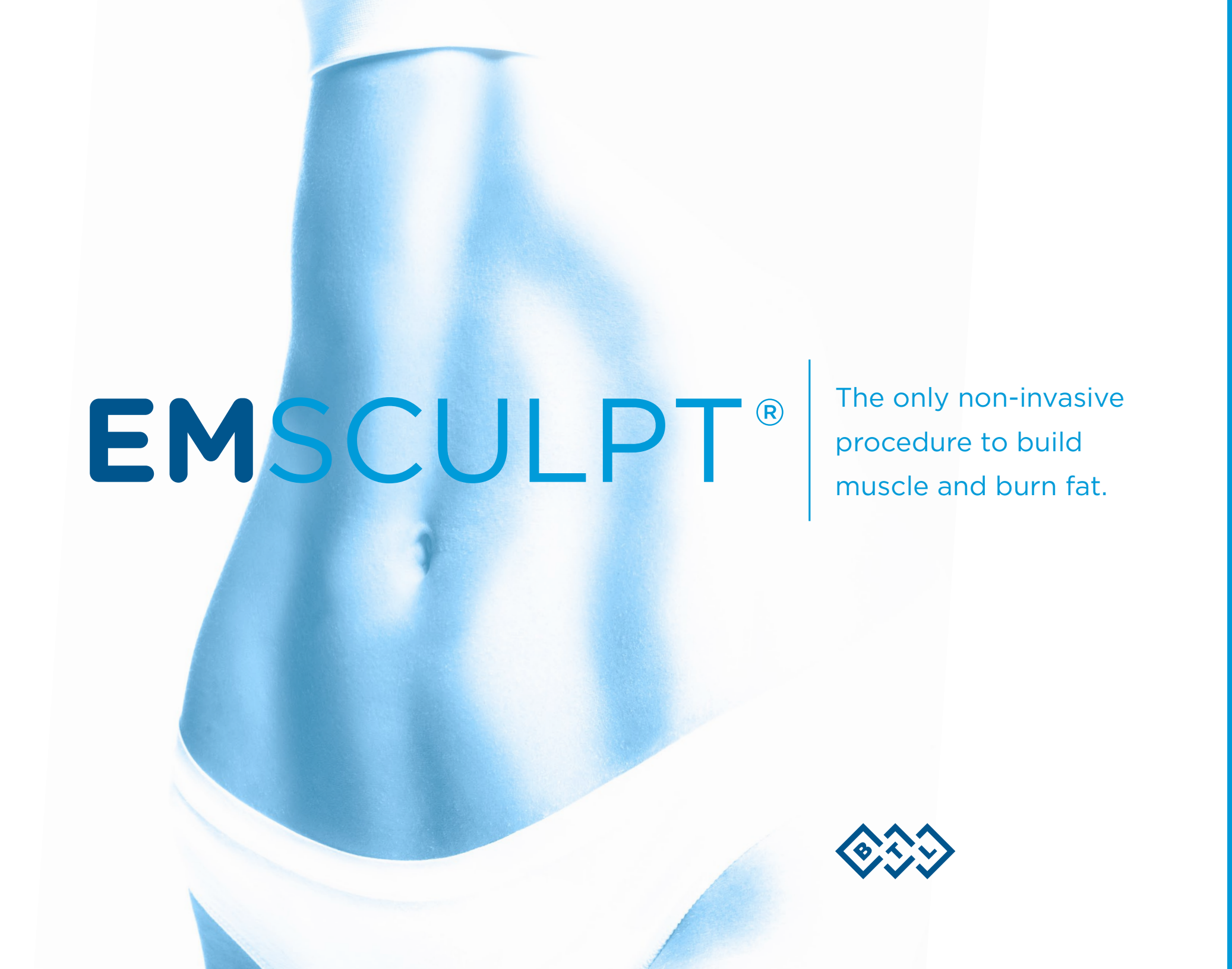
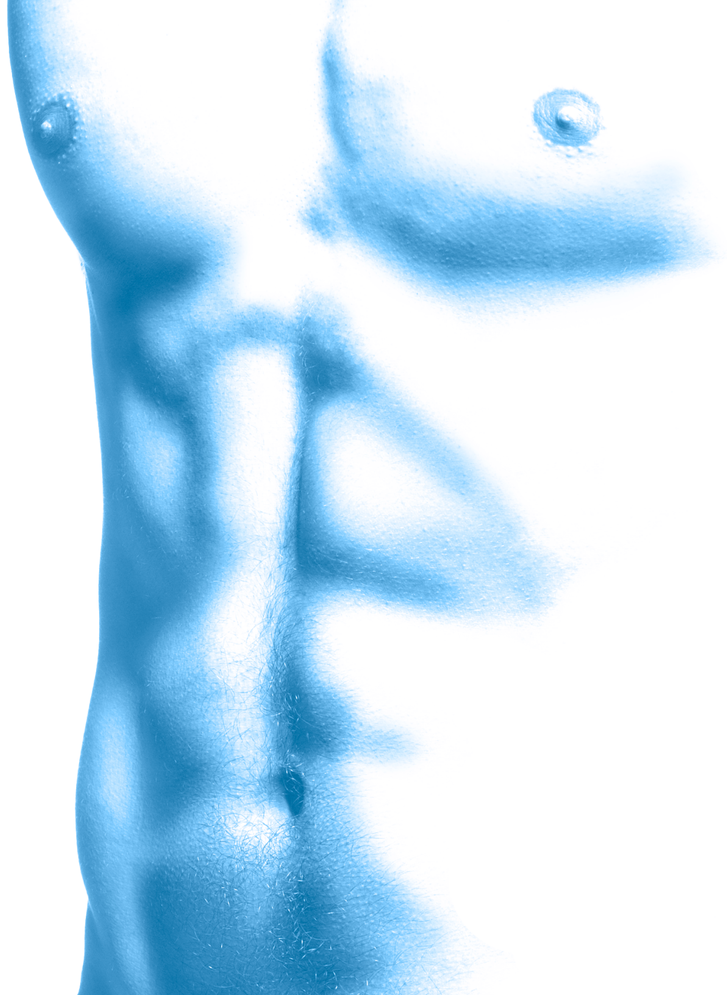


EMSCULPT®

The only non-invasive procedure to build muscle and burn fat.

EMSCULPT®



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[4]

average fat reduction[2,3,4]
–19%

EMSCULPT®

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.

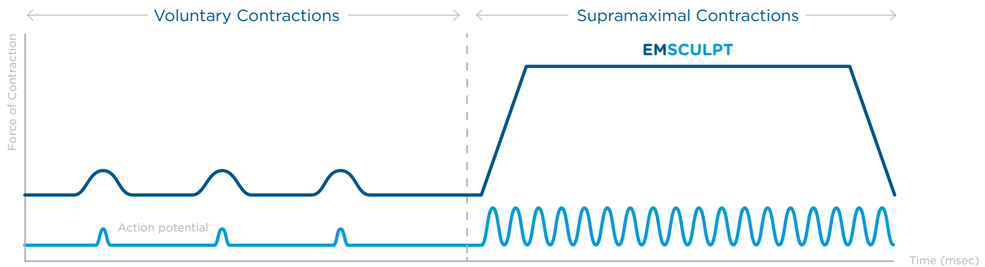
EMSCULPT procedure is:

- 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

A WHOLE NEW CATEGORY OF TECHNOLOGY

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

MUSCLE

Multiplication of myofibers
(Hyperplasia)

Volumetric growth
(Hypertrophy)

MUSCLE GROWTH

+

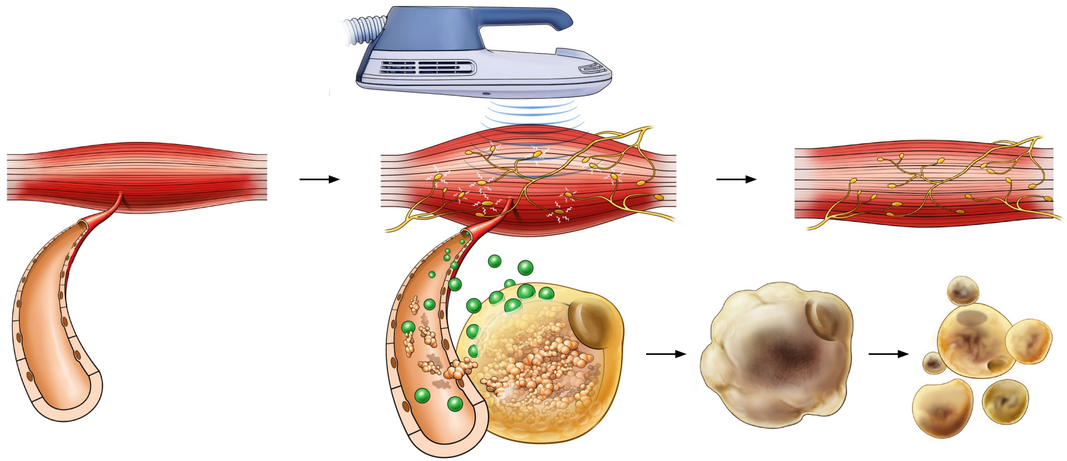
FAT

Cascaded apoptotic effect
(Induced apoptosis)[3]

FAT DISRUPTION

Backed up: Histology, MRI, CT, US[1, 2, 3, 4]

BECAUSE IT IS NOT ONLY ABOUT FAT...



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**.[3]

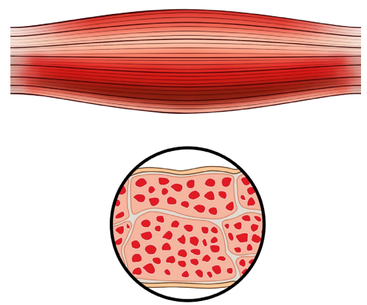
Dead cells collapse and are **naturally flushed away**.

30 TO 40 % OF BODY IS MADE UP OF MUSCLES

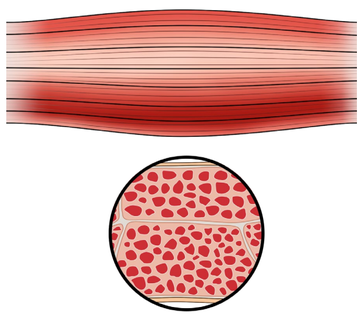
EMSCULPT with HIFEM technology induces **supramaximal muscle contractions** not achievable by voluntary action. When exposed to supramaximal contractions, the **muscle tissue** is **forced to adapt** to such extreme condition.

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.



before



after

EFFICACIOUS & REPEATABLE

HISTOLOGICAL IN VIVO STUDY: THE MECHANISM OF ACTION

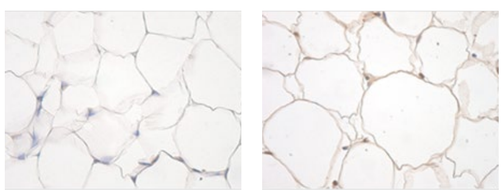
INDUCTION OF FAT APOPTOSIS BY A NON-THERMAL DEVICE: SAFETY AND MECHANISM OF ACTION OF NON-INVASIVE HIFEM TECHNOLOGY EVALUATED IN A HISTOLOGICAL PORCINE MODEL.

Robert Weiss M.D.[1], MVDr. Jan Bernardy[2]

1. Maryland Laser Skin, & Vein Institute, Hunt Valley, M.D.; 2. Veterinary Research Institute, Brno, CZ

HIGHLIGHTS

- **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**.



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

1. Weiss R., Bernardy J. 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. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

ULTRASONOGRAPHY STUDY: SUBCUTANEOUS FAT REDUCTION

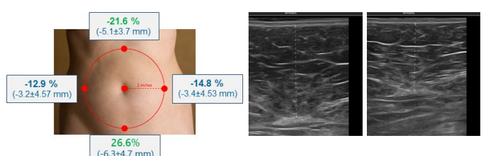
CHANGES IN SUBCUTANEOUS ABDOMINAL FAT THICKNESS FOLLOWING HIGH-INTENSITY FOCUSED ELECTRO-MAGNETIC (HIFEM) FIELD TREATMENTS: A MULTI CENTER ULTRASOUND STUDY.

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.

HIGHLIGHTS

- **33 patients** received four 30-minute treatments and were evaluated 1 month post application.
- **Ultrasonography** calculated fat thickness in multiple mesurement 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 **subumbilicaly**.
- **High consistency** with **0 non-responders**; 21 out of 33 patients had greater than 15 % fat reduction.
- **91 % satisfaction** with treatment results.



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

2. Katz B., Bard R., Goldfarb R., Shiloh A., Kenolova D. Changes in subcutaneous abdominal fat thickness following High-Intensity Focused Electro-Magnetic (HIFEM) field treatments: A multi center ultrasound study. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

TESTED BY MRI, CT, US AND HISTOLOGY

MAGNETIC RESONANCE IMAGING (MRI) STUDY: SIMULTANEOUS FAT AND MUSCLE EFFECT

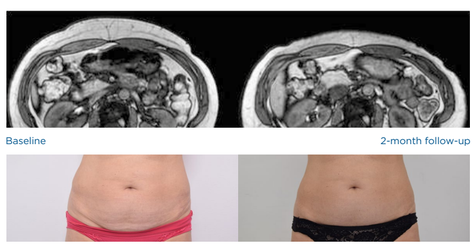
HIGH INTENSITY FOCUSED ELECTRO-MAGNETIC THERAPY (HIFEM) EVALUATED BY MAGNETIC RESONANCE IMAGING (MRI): SAFETY AND EFFICACY STUDY OF A DUAL TISSUE EFFECT BASED NON-INVASIVE ABDOMINAL BODY SHAPING.

Brian M. Kinney M.D. FACS[1], Paula Lozanova M.D.[2]

1. Plastic Surgery Excellence, Beverly Hills CA, USA; 2 Paula Fines Center, Sofia BG, Europe

HIGHLIGHTS

- **22 patients** were evaluated **2 months after four** 30-min **treatments**.
- Abdominal **fat thickness was reduced** on average **by 18.6 %** or 4.3 mm.
- Abdominal **muscle mass increased** on average **by 15.4 %**, coupled with a **10.4 %** average **reduction in diastasis recti**.
- Waist circumference decreased on average by **1.4 inch**.



Baseline 2-month follow-up

3. Kinney M. Brian, Lozanova Paula. High-Intensity Focused Electro-Magnetic (HIFEM) therapy evaluated by magnetic resonance imaging (MRI): Safety and efficacy study of a dual tissue effect based non-invasive abdominal body shaping. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

COMPUTED TOMOGRAPHY STUDY: SIMULTANEOUS FAT AND MUSCLE EFFECT

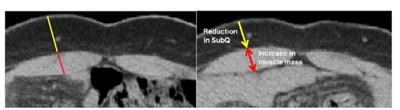
COMPUTED TOMOGRAPHY (CT) BASED EVIDENCE OF SIMULTANEOUS CHANGES IN HUMAN ADIPOSE AND MUSCLE TISSUES FOLLOWING A HIGH INTENSITY FOCUSED ELELCTRO-MAGNETIC FIELD (HIFEM) APPLICATION: A NEW METHOD FOR NON-INVASIVE BODY SCULPTING.

David E. Kent M.D.[1], Carolyn I. Jacob M.D.[2]

1. Dermatologic Surgery Specialists, Macon GA, USA; 2. Chicago Cosmetic Surgery and Dermatology, Chicago IL, USA

HIGHLIGHTS

- 16 patients received 5-8 treatments to evaluate effects of an extended protocol. Subject were evaluated 1 month post-treatments.
- Abdominal **fat thickness** was **reduced** on average **by 19.2 %** or 3.4 mm.
- Simultaneously a **15.8 % increase in abdominal muscle thickness** was observed, coupled with a 10.8 % reduction in diastasis recti.
- **Waist circumference decreased on average by 1.2 inch** (after 4th Tx) and 1.6 inch (after the last Tx).
- Data suggest **4 treatments as the ideal protocol**.



Before 1-month follow-up

4. Kent E. David, Jacob I. Carolyn. Computed tomography (CT) based evidence of simultaneous changes in human adipose and muscle tissues following a High-Intensity Focused Electromagnetic Field (HIFEM) application: a new method for non-invasive body sculpting. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

EMSCULPT

WORLD'S ONLY NON-INVASIVE PROCEDURE

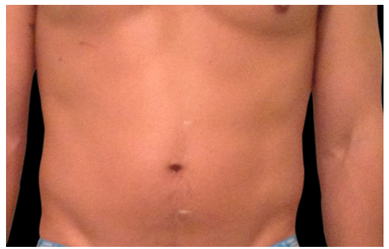
TO SIMULTANEOUSLY BUILD MUSCLE AND BURN FAT

BEFORE

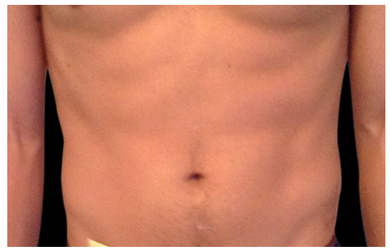
12 WEEKS AFTER 4th TREATMENT

COURTESY OF: CAROLYN JACOB, M.D.

BEFORE



AFTER 4th TREATMENT



COURTESY OF: ANITA STURNHAM, M.D.

BEFORE

AFTER 4th TREATMENT

COURTESY OF: ANITA STURNHAM, M.D.

BEFORE

8 WEEKS AFTER 4th TREATMENT

COURTESY OF: PAULA LOZANOVA, M.D.

BEFORE

8 WEEKS AFTER 4th TREATMENT

COURTESY OF: PAULA LOZANOVA, M.D.

BEFORE

AFTER 4th TREATMENT

COURTESY OF: KATERINA FAJKOSOVA, M.D.

PATIENTS SHOWN IN THE B&A PICTURES ARE WITHIN +/- 2,25 KG OF THEIR ORIGINAL WEIGHT UNLESS SPECIFIED.

CLINICALLY TESTED IN 7 INDEPENDENT STUDIES

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.[1], Katya Paskova M.D.[2]

1. Chicago Cosmetic Surgery and Dermatology, Chicago IL; 2. Derma Vita Clinic, Sofia, BG.

HIGHLIGHTS

- **22 patients** (lower BMI profile - average 23.8kg/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

Before After

Lower-BMI patient

Before After

5. Jacob C., Paskova K. 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. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

AN INITIAL STUDY INVESTIGATED THE **EFFECTS ON BUTTOCKS**

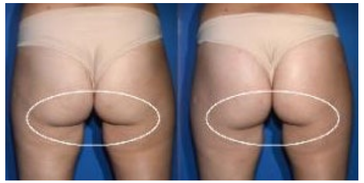
EFFICACY OF HIGH INTENSITY FOCUSED ELECTRO-MAGNETIC FIELD THERAPY WHEN USED FOR NON-INVASIVE BUTTOCKS AUGMENTATION AND LIFTING: A CLINICAL STUDY.

Mariano Busso M.D.[1], R.Denkova M.D.[2]

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.



Before After

6. Busso M., Denkova R. Efficacy of High Intensity Focused Electro-Magnetic field therapy when used for non-invasive buttocks augmentation and lifting: A clinical study. Presented at the Annual Meeting of the American Society for Laser Medicine and Surgery, 2018 Dallas, TX.

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. Bailey[6], R. Denkova M.D.[7]

1. Chicago Cosmetic Surgery and Dermatology, Chicago IL; 2. Plastic Surgery Excellence, Beverly Hills CA; 3. Aesthetic Dermatology, Coconut Grove FL; 4. Refresh Dermatology, Huston TX; 5. Contour Medical, Gilbert AZ; 6. Ovation Med Spa, Houston TX; 7. Aesthe Clinic Beauty, Sofia BG.

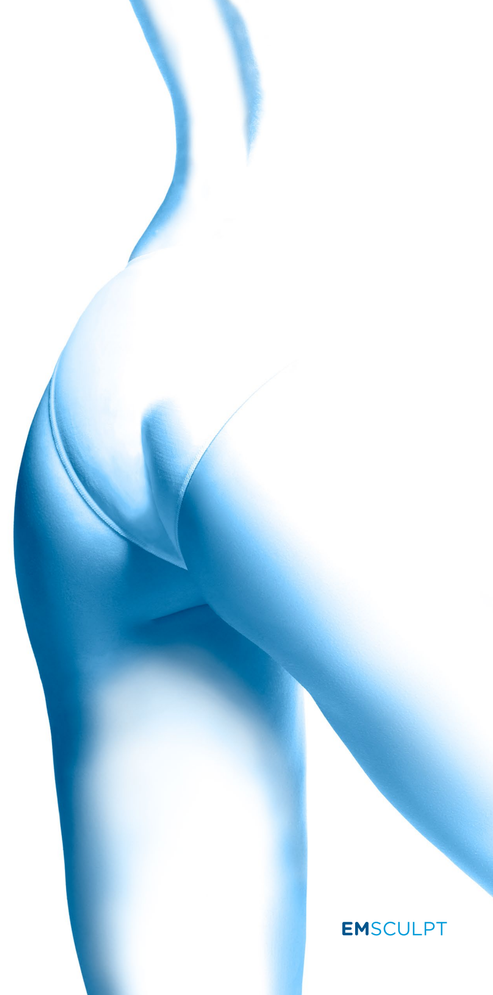
HIGHLIGHTS

- 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

7. Jacob C., Kinney B., Chilukuri S., McCoy JD, Bailey C., Denkova R. High Intensity Focused Electro-Magnetic technology (HIFEM) for non-invasive buttocks lifting and toning of gluteal muscles: A multi-center efficacy and safety study. Data on file.



EMSCULPT

WORLD'S FIRST NON-INVASIVE BUTT LIFT

WITHOUT DOWNTIME WITHOUT ANESTHESIA

BEFORE

AFTER 4th TREATMENT

COURTESY OF: BRIAN KINNEY, M.D.

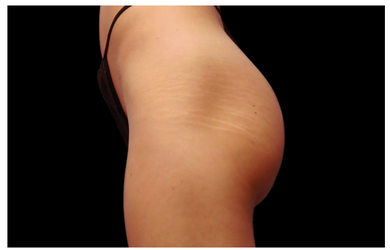
BEFORE

AFTER 4th TREATMENT

COURTESY OF: MARIANO BUSSO, M.D.

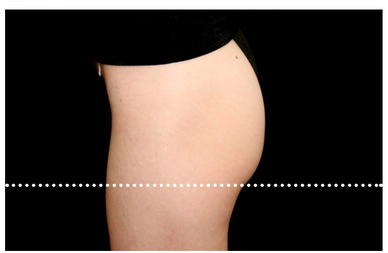
BEFORE

AFTER 4th TREATMENT

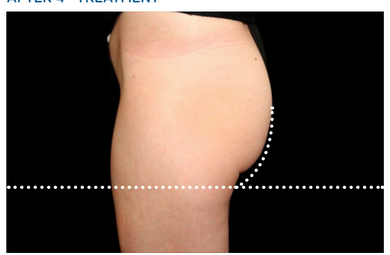


COURTESY OF: BRIAN KINNEY, M.D.

BEFORE

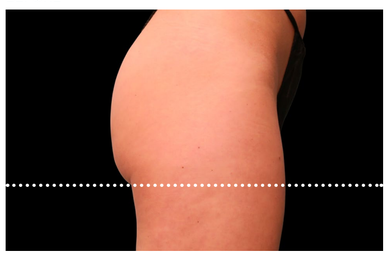


AFTER 4th TREATMENT

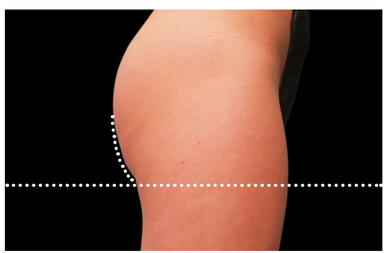


COURTESY OF: SUNEEL CHILUKURI, M.D.

BEFORE

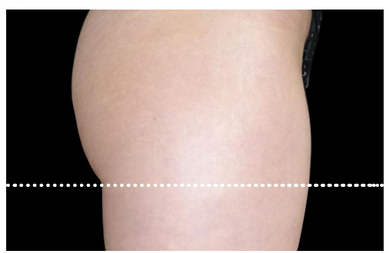


AFTER 4th TREATMENT

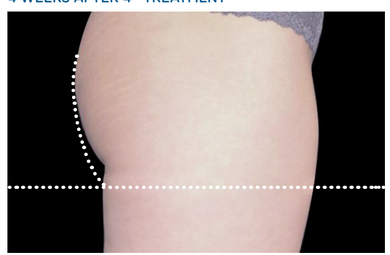


COURTESY OF: BRIAN KINNEY, M.D.

BEFORE



4 WEEKS AFTER 4th TREATMENT



COURTESY OF: RADINA DENKOVA, M.D.

PATIENTS SHOWN IN THE B&A PICTURES ARE WITHIN +/- 2,25 KG OF THEIR ORIGINAL WEIGHT UNLESS SPECIFIED.

EMSCULPT

LISTEN TO YOUR PEERS

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."

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."

Carolyn Jacob, M.D., FAAD
Chicago Cosmetic Surgery and Dermatology
Illinois, USA

"A decrease in the amount of fat and an increase in the amount of muscle is truly what you want. You don´t want to just get rid of fat and have everything beneath it flabby."

Richard Goldfarb, M.D., FACS
Center for SmartLipo & Plastic Surgery
Pennsylvania, USA

"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."

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."

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."

Suneel Chilukuri, M.D., FAAD, FACMS
Refresh Dermatology
Texas, USA

"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."

Robert L. Bard, M.D., DABR, FASLM
Bard Cancer Center
New York, USA

"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.

+16%
average increase in muscle mass[4]

average fat reduction[2, 3, 4]
-19%

ATTRACTS NEW PATIENTS

WORLD'S 1 FIRST & ONLY

NON-INVASIVE BUTTOCKS PROCEDURE

HIFEM®

THE ALL-NEW TECHNOLOGY:

NON-IONIZING
NON-RADIATING
NON-THERMAL

BTL: OVER 25 YEARS OF INNOVATION

55+

More than 55 offices around the globe

1,500 employees worldwide

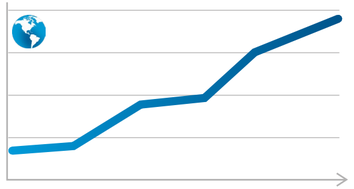
300

More than 300 engineers

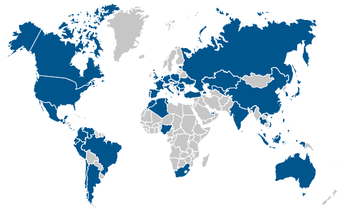
2

2 focused divisions: medical and aesthetics

Growing to meet your needs



1993 Continuous growth worldwide



OUR COMMITMENT TO YOU

BTL will:

- Provide safe and efficacious solutions of the highest quality
- Offer technology with NO costly consumables
- 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.

sales@btlnet.com
emsculpt.com

799-77EMCEN100
Emsculpt_CAT_EN100