

# AESTHETIC

by 



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## Bahnbrechende Behandlung bringt Millionen von Menschen weltweit wirtschaftliche Erleichterung und besseres Wohlbefinden

Weltweit leiden rund 423 Millionen Menschen (20 Jahre und älter) an einer Form der Harninkontinenz. Jüngsten internationalen Studien zufolge könnte die wirtschaftliche Belastung bis 2030 um 25% auf 86,7 Milliarden Euro ansteigen<sup>1</sup>, wenn keine Maßnahmen ergriffen werden. Diese Kosten umfassen Arztbesuche und Produkte wie Inkontinenzeinlagen, inkontinenzbedingte Fehlzeiten am Arbeitsplatz, Pflegeheimaufenthalte und die Auswirkungen der Inkontinenzversorgung auf die Umwelt. Trotz dieser erschreckenden Zahlen schweigen viele Menschen aufgrund der Stigmatisierung, die mit Inkontinenz verbunden ist, und nur die Hälfte begibt sich in Behandlung.

Das Erreichen einer optimalen Kontinenzgesundheit ist von entscheidender Bedeutung und sollte für alle zugänglich sein<sup>2</sup>.

**Wir stellen vor: EMSSELLA®**, eine revolutionäre, nicht-invasive Lösung gegen Inkontinenz ohne Operation und Ausfallzeit. EMSSELLA® wurde 2018 auf den Markt gebracht und ist eine etablierte Lösung, die von Tausenden von Praxen weltweit verwendet wird und klinisch nachgewiesene Ergebnisse liefert, die durch 9 klinische Studien unterstützt werden. EMSSELLA® basiert auf ähnlichen Prinzipien wie Kegelübungen und ermöglicht es den Patienten, sich vollständig bekleidet behandeln zu lassen, indem sie einfach für eine bequeme 28-minütige Sitzung auf dem EMSSELLA®-Stuhl Platz nehmen. Dieser innovative Ansatz verspricht nicht nur die Wiederherstellung des täglichen Komforts, sondern auch erhebliche Einsparungen durch die Verringerung der finanziellen Belastung, die mit der herkömmlichen Inkontinenzbehandlung verbunden ist. „Die Ergebnisse waren sehr erfreulich. Es gibt viele Patienten, die dies wirklich als eine lebensverändernde Erfahrung bezeichnen“, fügt Dr. Julene B. Samuels (Louisville, Kentucky, USA) hinzu. EMSSELLA® erzeugt tiefe und intensive, supramaximale Kontraktionen der Beckenbodenmuskulatur, die für die Rückbildung der Muskulatur sehr wichtig sind. EMSSELLA® ist auch eine wirksame Lösung für Personen, die unter gesundheitlichen Problemen im Intimbereich leiden, wie z. B. Frauen nach der Geburt, Frauen mit verminderter sexueller Befriedigung im Intimbereich oder Männer nach einer Prostatektomie. Klinische Studien zeigen eine Verbesserung der Harninkontinenz um 68% nach 12 Monaten<sup>3</sup> und eine Verringerung der durchschnittlichen Anzahl der verwendeten Hygieneeinlagen um 57%<sup>4</sup>. Dr. Tracey Sims (The Medical Laser and Aesthetics Group Wirral, Vereinigtes Königreich) bestätigt den positiven Trend: „EMSELLA® kann die Lebensqualität der Patienten deutlich und spürbar verbessern.“



**WALK-IN WALK-OUT-VERFAHREN**



**NICHT-INVASIV**



**VOLLSTÄNDIG BEKLEIDET**



**DURCHSCHNITTLICHE VERRINGERUNG DES BEDARFS AN HYGIENEEINLAGEN\***

Professor Philip Van Kerrebroeck, Ko-Vorsitzender des Politischen Büros der Europäischen Gesellschaft für Urologie und ein führender Experte auf dem Gebiet der Inkontinenz, betont, dass Inkontinenz Menschen aus allen Bevölkerungsschichten betrifft, die Lebensqualität erheblich einschränkt und Hindernisse für eine volle Teilhabe an der Gesellschaft schafft.



### JOSEPH BERENHOLZ, M.D.

Michigan Institute of OB/GYN  
Farmington Hills, MI  
USA

„Ich habe noch nie etwas so Innovatives wie EMSELLA zur Behandlung von Inkontinenz gesehen. Nachdem ich 20 verschiedene Frauen mit Drang-, Stress- und Mischformen der Inkontinenz behandelt und beobachtet habe, war ich angenehm überrascht und glücklich zu sehen, welche Erleichterung meine Patientinnen durch diese Behandlung erfahren.“



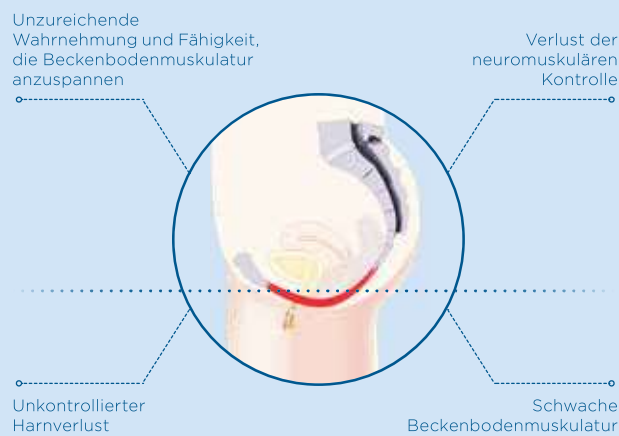
### TRACEY SIMS, M.D.

The Medical Laser  
and Aesthetics Group  
Wirral, United Kingdom

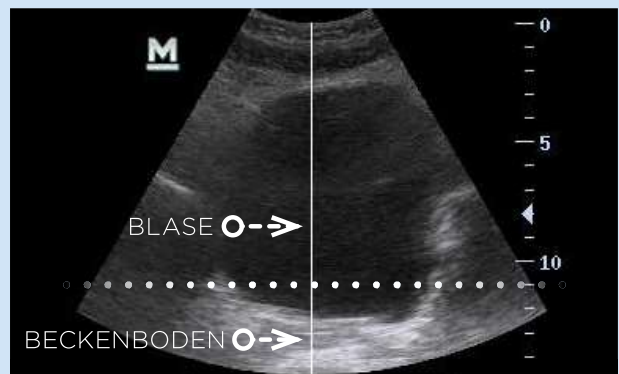
„EMSELLA ist eine großartige Möglichkeit in Bezug auf Schnelligkeit und Bescheidenheit, da die Patienten sich nicht ausziehen müssen. Das BTL EMSELLA kann die Lebensqualität der Patienten deutlich und spürbar verbessern.“

## VORHER

Es gibt keine einzelne Ursache für die Probleme Ihrer Patienten, sondern vielmehr eine komplexe Vielfalt von Veränderungen des Beckenbodensystems während der Zeit nach der Geburt und im Alter.



## Entspannter und lockerer Beckenboden

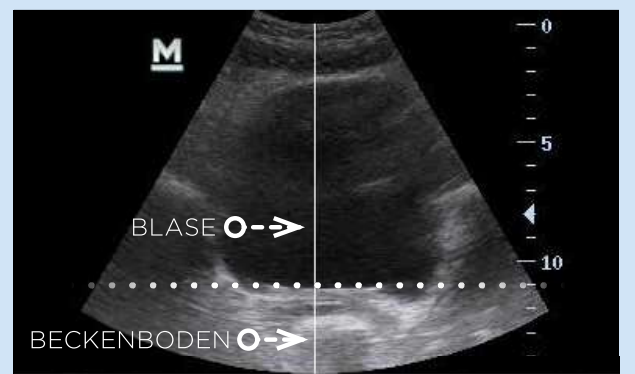


## NACHHER

EMSELLA® ermöglicht die Behandlung der Muskeln und der Hauptbestandteile des Bindegewebes des Beckenbodens.



## Stimulierter Beckenboden



Eine geschwächte Beckenbodenmuskulatur ist Hauptursache für unangenehme und belastende Symptome wie Harninkontinenz (stress- oder belastungsbedingt) und weitere Einschränkungen wie bspw. sexuelle Dysfunktionen. Ärzt:innen und Patient:innen bietet sich mit der HIFEM™ - Technologie eine wirksame, nicht-invasive, schmerzfreie und äußerst effektive Alternative zu chirurgischen Eingriffen und medikamentösen Behandlungen. Während der Behandlungen sind die Patient:innen vollständig bekleidet, sie sitzen komfortabel auf einem Behandlungsstuhl. Hochintensive fokussierte elektromagnetische Wellen wirken auf die Beckenbodenmuskulatur ein, sorgen für ihre supramaximale Aktivierung und stimulieren sie zu bis zu 11.000 Kontraktionen je Behandlung. Das Training fällt somit deutlich intensiver und effektiver aus, als es konventionelles Beckenbodentraining vermag. Studien unter Inkontinenzpatientinnen zeigen, dass die Behandlungen die Patient:innen bei der Wiederherstellung der neuromuskulären Kontrolle unterstützen, u.a. ablesbar an einer deutlichen Reduktion der Anzahl verwendeter Hygienepads direkt nach der Behandlung und resultierend in einer subjektiv wahrgenommenen signifikanten 77%-igen Verbesserung der Lebensqualität nach 6 Monaten.

### Quellen:

1. The annual economic burden of urinary incontinence could reach €87 billion in 2030 if no action is taken. Online. Uroweb.org. 2023. Available at: [link](#) [cit. 2024-06-05].
  2. The annual economic burden of urinary incontinence could reach €87 billion in 2030 if no action is taken. Online. Uroweb.org. 2023. Available at: [link](#) [cit. 2024-06-05].
  3. Evans et al., 2023, DOI: 10.35248/2167 0420.23.12.625
  4. Guerette et al., 2023, DOI: 10.35248/2167 0420.23.12.680
- \*Daten hinterlegt



## EUROPEAN INSTITUTE FOR SEXUAL HEALTH (EISH)

PRIVATINSTITUT FÜR UROLOGIE, ANDROLOGIE UND SEXUALMEDIZIN, PROF. DR. HARTMUT PORST,  
PAST PRESIDENT OF THE EUROPEAN SOCIETY FOR SEXUAL MEDICINE (ESSM) 2010-2014



**PROF. DR. HARTMUT PORST**  
Direktor des EISH

EIN SEIT JAHRZEHNEN INTERNATIONALE FÜHRENDE EXPERTE FÜR SEXUALMEDIZIN UND ANDROLOGIE. 2019 FÜR SEIN LEBENSWERK MIT DEM ESSM CAREER AWARD AUSGEZEICHNET.



**RAJAA BALOG**  
Managerin des EISH



Außenansicht des Instituts

In dem 2018 von Prof. Porst gegründeten European Institute for Sexual Health (EISH) werden schwerpunktmäßig folgende Erkrankungen behandelt:

**M**ännlich Sexualstörungen wie Libido-Ejakulations- und Erektionsstörungen, wobei hier neben allen konventionellen Therapien insbesondere auch die **Extrakorporale Stoßwellentherapie (ESWT)** des Penis und ganz aktuell die Anwendung von **High-Intensity Focused Electromagnetic (HIFEM) zur Stärkung der Beckenbodenmuskulatur** bei Erektions- und Ejakulationsstörungen sowie bei der **Inkontinenz von Mann und Frau** als innovative und sehr erfolgreiche Therapieoption angeboten wird. Mit fünf verschiedenen ESWT Geräten ist das EISH weltweit führend in der Stoßwellentherapie des Penis bei Potenzstörungen und der Induratio Penis Plastica (IPP) geworden.



Das **BTL EMSELLA SYSTEM** für die Anwendung von High-Intensity Focused Electromagnetic (HIFEM) zur Behandlung von Störungen der Erektion und Ejakulation sowie der Harninkontinenz bei Mann und Frau



Prinzip der Stoßwellentherapie am Penis bei Induratio penis plastica oder Erektile Dysfunktion, hier gezeigt mit dem elektromagnetischen Duolith SD 1 der Firma Storz Medical

**W**eitere Praxisschwerpunkte stellen die **konservative und operative Behandlung von Penis Erkrankungen wie angeborene oder erworbene Penisverkrümmungen sowie die Behandlung der Induratio Penis Plastica (IPP)** dar. Darüber hinaus ermöglicht es unser eigenes Hormon- und Fertilitätslabor alle **Hormonstörungen des Mannes** inklusive des häufig übersehenen **Testosteronmangels** zu diagnostizieren und individuell zu behandeln, was auch auf die **Diagnostik und Therapie männlicher Fruchtbarkeitsstörungen** zutrifft.

Eine führende Position nimmt das EISH auch in der **Diagnostik und Therapie sexuell übertragbarer Erkrankungen wie z.B. Chlamydien, Herpesviren, Myko- und Ureaplasmen sowie HPV-Viren** und andere Erreger ein, welche in den letzten Jahren eine deutlich zunehmende Inzidenz aufweisen. Die Neueinführung des **EUROArray STI - 11 und HPV 30** an unserem Institut ermöglicht eine schnelle und zuverlässige Diagnose aller sexuell übertragbarer Infektionen incl. der 30 wichtigsten HPV Viren.

Last, but not least hat sich der Praxisinhaber durch eine mehr als 15-jährige Aus- und Weiterbildungszeit an universitären und kommunalen Krankenhäusern sowie eine über 30-jährige Praxistätigkeit einen riesigen Erfahrungsschatz auf dem gesamten Gebiet der Urologie erworben und ist deshalb in der Lage, das gesamte Spektrum urologischer Erkrankungen bei Mann und Frau in seinem neuen Institut abzudecken.

**Unser professionelles Team freut sich auf Ihren Besuch**

### EUROPEAN INSTITUTE FOR SEXUAL HEALTH

PRIVATES INSTITUT FÜR UROLOGIE, ANDROLOGIE UND SEXUALMEDIZIN

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## EMSELLA®

# Neuartige Technologie zur nicht-invasiven Behandlung von Inkontinenz und sexuellen Funktionsstörungen

*Mit EMSSELLA® eröffnet das Unternehmen BTL Aesthetics völlig neue Möglichkeiten bei der Therapie von stress- oder belastungsbedingter Harninkontinenz. Mit seinen innovativen Technologien bietet BTL Aesthetics Ärzten und Patienten eine nicht-invasive, schmerzfreie und bedienerfreie Alternative zu chirurgischen Eingriffen und medikamentösen Behandlungen. In den allermeisten Fällen werden die Kosten von den privaten Krankenkassen übernommen.*

Das einzigartige Konzept von EMSSELLA® basiert auf der Anwendung der patentierten HIFEM™-Technologie und führt mittels supramaximaler Kontraktionen zu einer Stärkung der Beckenbodenmuskulatur und

unterstützt nachweislich die Wiederherstellung der neuromuskulären Kontrolle. EMSSELLA® ist FDA- und CE-zertifiziert und die Wirksamkeit durch zahlreiche klinische Studien belegt.

In meiner urologischen Praxis nutze ich EMSSELLA® nicht nur zur Stärkung der Beckenbodenmuskulatur z.B. nach Geburten und bei Inkontinenz. Vielmehr bietet EMSSELLA® eine wertvolle Behandlungsoption für Männer, die unter Potenz- und Orgasmusstörungen sowie chronischer Prostatitis leiden. Die Patienten schätzen die schmerzfreie Behandlung, bei der sie vollständig bekleidet bleiben und sofort ihrem Alltagsgeschehen wieder nachgehen können.

*Zitat Dr. Ramesh Sattar-Panah*



■ **Autorin:**  
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Urologin, Ingolstadt

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ELLE *Beauty*

EINE STA

FOTO: CARMEN ROSE

# BECKENBODEN MITTE...

Der BECKENBODEN beeinflusst unsere HALTUNG, ist wichtig für GUTEN SEX und schützt die ORGANE – dennoch wissen wir viel zu wenig über den Beckenboden. Zeit, das zu ändern...

**T**rainieren wir unseren Körper, denken wir an Bauch, Beine, Arme – der Beckenboden steht aber selten auf dem Fitness-Plan. Dabei ist genau ER das stille Kraftzentrum des Körpers. Die Muskeln im Unterleib „stützen innere Organe und ermöglichen eine aufrechte Haltung. Zudem sind sie verantwortlich dafür, dass die Schließmuskeln von Blase und Darm funktionieren. Und: Sie tragen zu lustvollem Sex bei“, erklärt Gynäkologin Dr. Annett Gauruder-Burmester, Leiterin des Interdisziplinären Beckenbodenzentrums Berlin. Wie wichtig der Beckenboden ist, wird uns aber oft erst bewusst, wenn er nicht mehr das tut, was er soll. Das ist schade, denn präventive Übungen können dem vorbeugen. Und sogar den Sex verbessern...

## SCHWÄCHEN ERKENNEN

Zuerst etwas Theorie: Der Beckenboden verschließt den unteren Bauchraum und besteht aus drei fächerförmig übereinanderliegenden Muskel- und Bindegewebschichten. Er ist etwa handtellergroß, am Beckenknochen verankert und reicht vom Schambein bis zum Steißbein. Um diesen Bereich zu trainieren, sollte man vorab üben, ihn überhaupt zu finden. Tipp der Expertin: Einen Finger in die Vagina legen und die Muskeln

Zeit für den Beckenboden: Pilates und Yoga stärken gezielt unsere Mitte

”

*Der Beckenboden kann aber nicht nur zu schwach, sondern auch verspannt sein*

anspannen. Wird er umschlossen, arbeiten die richtigen Muskeln. Im Idealfall sind wir sogar in der Lage, getrennt den Anus, die Vagina und die Harnröhre zusammenzukneifen.

#### MIT VOLLER KRAFT ...

Ursachen für einen geschwächten Beckenboden gibt es viele: „Etwa Schwangerschaft, Geburt oder der Beginn der Menopause. Aber auch Alterungsprozesse oder eine angeborene Bindegewebsschwäche kann die Funktion der Muskeln beeinträchtigen“, so Dr. Gauruder-Burmester. Ein schwacher Beckenboden bleibt oft zunächst unbemerkt, häufiges Zur-Toilette-Müssen ist aber zum Beispiel ein Zeichen für eine untrainierte Muskulatur. Auch Schmerzen in der Hüfte oder Rückenbeschwerden können auf Probleme hindeuten. Laut einer Studie der Universität Göteborg leiden bis zu 50 Prozent aller Frauen unter einem schwächer werdenden Beckenboden, viele davon sind sogar jünger als 35. Die beste Prävention: gezielte, regelmäßige Übungen. Yoga und Pilates schulen die Wahrnehmung der Muskeln und kräftigen sie. Auch Bauch- und Rückenmuskeln können gezielt trainiert werden – als Gesamtgerüst für eine starke Mitte. Zum Beispiel mit der „Brücken“-Übung: Auf den Rücken legen, Füße hüftbreit aufstellen. Beim Ausatmen den Po anheben, den Bauch für einige Sekunden anspannen. Dann wieder ablegen. zehnmal wiederholen. Für mehr Anleitungen bietet die App „PelvicFlow“ neuerdings einen achtwöchigen Präventionskurs an. Das Übungsprogramm, entwickelt von Physio- und Beckenbodentherapeutin Sabine Meissner, ist durch die Zentrale Prüfstelle Prävention (ZPP) anerkannt, die gesetzlichen Krankenkassen übernehmen daher die Kosten voll oder zum größten Teil (erhältlich im App Store, um 110 €). Zu viel Aufwand? Vielleicht hilft ja dieser Fakt als Motivation: Ein starker Beckenboden verengt die Scheide, erhöht damit die Erregbarkeit beim Sex – und die Chancen auf einen Orgasmus.

#### NEHMEN SIE PLATZ

Ist der Beckenboden bereits stark geschwächt und es treten schon Inkontinenzbeschwerden auf, kann eine Behandlung mit dem „BTL Emsella Chair“ (Em- für elektromagnetisch, *sella*, lateinisch für Stuhl) helfen. Optisch erinnert das Gerät an einen Retro-Friseursessel, einmal Platz genommen spürt man jedoch seine Kraft: Mithilfe elektromagnetischer Wellen wird eine Tiefenpenetration der gesamten Beckenbodenmuskulatur erzielt. Eine 30-minütige Sitzung entspricht 12 000 Kontraktionen – eine Effizienz, die kein herkömmliches Beckenbodentraining schaffen kann. Verbesserungen sollen schon nach der ersten Behandlung eintreten, empfohlen werden meist sechs Sitzungen innerhalb von drei Wochen (Gesamtkosten um 1000 €). Alternativ empfiehlt Dr. Gauruder-Burmester die Therapie mit einem Stromgerät: „Hier wird eine Sonde in die Scheide gelegt, und mit Strom werden die Muskeln passiv trainiert. So lernt man auch wieder, wo der Beckenboden ist und kann im Anschluss die Kraft trainieren.“ Minimalinvasive Eingriffe, teilweise mit Botox, Bändern und Netzen, stehen am Schluss der Therapiemöglichkeiten.

#### SUPER: PROAKTIVE ENTSPANNUNG!

Ein Beckenboden kann aber nicht nur zu schwach, sondern auch zu verspannt sein. „Das wird als ‚Levatorenhartspann‘ bezeichnet“, weiß die Ärztin. Eine genetische Veranlagung oder zu viel Stress können die Gründe sein, aber auch Sportarten wie Joggen, Fahrradfahren oder Reiten machen die zuständigen Muskeln hart und starr. Die Symptome reichen von Schmerzen beim Sex bis hin zu Rücken- und Hüftproblemen. In diesem Fall sollte das Training angepasst werden: Entspannung statt Stärkung. Sinnvoll sind auflockernde Faszienübungen (z. B. mit den Sitzbeinhöckern über einen Faszienball rollen), warme Sitzbäder, spezielles Beckenbodenyoga oder ein Zahnarztbesuch. Denn obwohl nicht eindeutig bewiesen, vermuten immer mehr Experten eine Korrelation von Becken und Kiefer. Über Nervenstränge und Muskelfasern sind sie nämlich miteinander verbunden. Wie ein Dominoeffekt kann so nächtliches Zähneknirschen der Auslöser für Beckenschmerzen sein – und umgekehrt. Möglichkeiten, den Körper wieder in Balance zu bringen, gibt es also viele. Und Gründe sowieso. LISA DEMMEL



# ON THE EDGE OF BEAUTY

BROUGHT TO YOU BY



Celebrating 30 years in business, BTL Aesthetics is the leading innovator in non-invasive face and body aesthetic technologies.

With a wide range of multi-award-winning devices that treat and strengthen everything from the pelvic floor to deep core muscles, tissue remodelling and fat reduction, the groundbreaking Emface is a non-invasive, non-surgical facelift with no needles, no downtime and is toxin-free. BTL is at the cutting edge of aesthetic technology and is the leader in their field. Here are just some of their recent innovations that you need to know.

## 1. EMSELLA - THE PELVIC FLOOR GAMECHANGER

One in seven adults experience incontinence, with statistics rising to almost one in three in older age groups. The Emsella chair can benefit anyone suffering from urinary incontinence – those who developed stress incontinence following childbirth and also women who are going through perimenopause. But it doesn't just affect women. Men, particularly those treated for prostate cancer, can also suffer from pelvic floor disorders but are typically less likely to seek treatment.

So it was a huge breakthrough when, in 2018, BTL introduced the Emsella. This double FDA-approved medical device is proven and rigorously tested to support the recovery of incontinence and the function of intimate health. The system was developed through years of research and development (R&D) supported by BTL's clinically-led physiotherapy department, head quartered in the Czech Republic Prague, where BTL have one of the largest medical device equipment research centres globally.

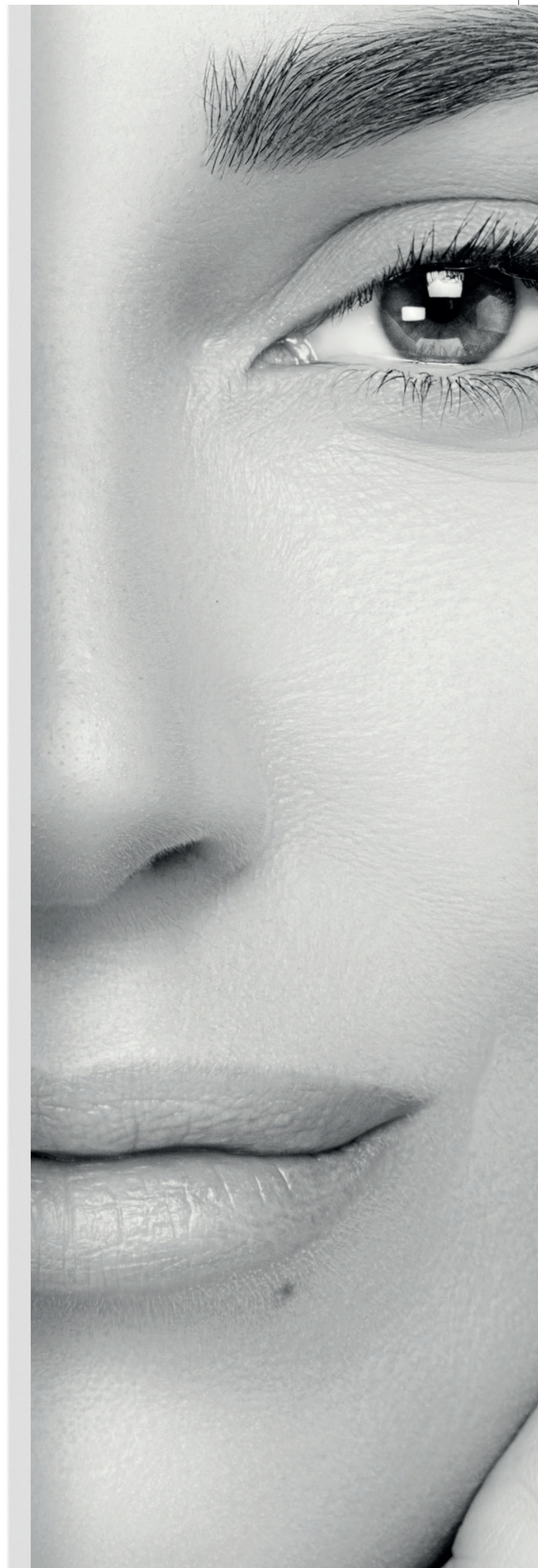
The BTL EMSELLA treatment uses High-Intensity Focused Electro Magnetic Energy (HIFEM) to stimulate and strengthen all the pelvic floor muscles, not just the subset that can be exercised with voluntary contractions (Kegel exercises). These stronger pelvic floor muscles restore continence and the confidence to enjoy regular daily activities without fear of losing bladder control. Typically, six sessions of 28 minutes are necessary (sometimes it may require more).

During each session, you sit comfortably on the Emsella chair while it generates thousands of supramaximal pelvic floor muscle contractions. Each session is equivalent to doing 11,000 pelvic floor exercises without hard work. The procedure is non-invasive, and you remain fully clothed throughout. You will most likely feel a slight tingling during the treatment. You can leave immediately after each session with no recovery time and resume normal daily activity.

"It makes complete sense that by strengthening the pelvic floor, we can strengthen and rehabilitate the vaginal wall. Stimulating the nerve endings within the walls of the vagina itself, leading to significantly increased sensation during intercourse," Dee MacMahon, Managing Director of BTL Industries for Ireland and Northern Ireland, says.

"This is a magnificent therapy for many potential patients who can enhance their intimate lives."

And the success rates are incredibly impressive, with 95 per cent of treated patients reporting significant improvement in their quality of life, a game-changer in incontinence, sexual wellness and general gynaecological and prostate health.



Supplement to

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# Modern Aesthetics®

May/June 2018

EVERYWHERE | EVERYTHING  
**EVERYBODY**  
IS ABOUT TO CHANGE

BTL Aesthetics is changing the approach to aesthetics with the only suite of devices that target muscle, fat, and skin.



AESTHETICS



# PUTTING THE O IN INTIMACY: ULTRA FEMME

lots of devices have come on the market promising dramatic results, but BTL's Ultra Femme 360 has "changed lives," says Kimberly Evans, MD, an OB/GYN in Sugar Land, TX. "I'm getting hugs from patients because it's changed their life. It has changed what they feel. They've had better orgasms. It has changed relationships in such a positive way."

The radiofrequency device is used to address a range of patient concerns, by increasing blood flow, reducing pain, with a potentially positive influence on sexual intimacy. Treatment is quick—sessions last 8 minutes for internal treatment, plus another 12 minutes for external treatments—and painless. Most patients need just three treatments offered at two-week intervals. Some patients will feel nearly immediate improvement in symptoms, including vaginal laxity. And results will continue to improve over time. Maximum results will be noticeable up to three months after the last treatment, and last for several months post treatment.

## TWO FOR ONE

"As an OB/GYN doctor, we look more for functionality than we do certainly for aesthetics, and the Ultra Femme has been able to positively impact the functionality along with the aesthetics," Dr. Evans says.

Annie Chiu, MD says that there is clearly increased awareness of device-based vaginal treatments, "And the awareness comes from both the internal aspect of vaginal rejuvenation, which is tightening of the vaginal wall, and also from an external cosmetic aspect of how things look externally." In light of demand, Dr. Chiu says it was "very important" to find a, "two-in-one device where I could treat the internal vaginal canal and the vulva for cosmetic appearance in one device." Ultra Femme is one of only a few RF devices on the market with both applications, she says.

In addition to its efficacy and utility, Ultra Femme stands out for its practical benefits. "It's a very, very quick treatment that is incredibly comfortable. Patients have no complaints and no restrictions on their activities afterwards. You can have intercourse later that evening, you can exercise afterwards," Dr. Chiu says. "Obviously, from the practice standpoint, that is very easy to manage. From a patient standpoint, it really causes a lot less anxiety."

## PATIENT NEED: FOCUS ON EDUCATION AND DIALOGUE

Issues of vaginal health and sexual intimacy can be embar-

## A NOTE ON FEMALE PELVIC HEALTH

Dr. Evans thinks it makes perfect sense for core aesthetic physicians to offer vaginal rejuvenation procedures for patients seeking a non-invasive aesthetic result and tightening. However, it is important to look for signs of potential underlying medical concerns. Symptoms that require referral by a gynecologist include abnormal discharge, abnormal bleeding, pain during intercourse, or an exam that seems in any way abnormal. Additionally, any patient that has not had a recent GYN visit should be cleared by their OB/GYN doctor first, she says.

assing for patients, even in the context of gynecologic exams. And, in fact, Dr. Evans says there may be a lack of knowledge of vaginal health treatments in the field. At a recent conference of the International Society for the Study of Women's Sexual Health, many doctors were not aware of the benefits of energy-based device treatments for vaginal health, she notes. A lot of the doctors still emphasize the standard estrogen cream alone. "The problem is that estrogen can't treat everything," she says. Its primary benefit is limited to increasing moisture and some sensitivity.

Key to success is having a practice where patients feel safe and comfortable bringing up vaginal and sexual health. "If you build a practice where people feel comfortable to talk to you about anything that bothers them, especially if there's a large body contouring aspect of your practice, it definitely is something that gets brought up," Dr. Chiu says, "I think we talk about it among a lot of patients, and it's not something that everyone's always ready to pull the trigger on right away. But, I think once that awareness is there, they tell their friends, and when they're ready, or when their friends are ready, they come in."

For Dr. Evans, it is important to ask patients about pos-



sible vaginal symptoms and concerns about intimacy via questionnaires and during conversations with patients. "In a roundabout way as I start to pull information out of them, that's when they say, 'I didn't know I can do something that's non-invasive, as well as something that doesn't hurt. I didn't know that I'm a candidate for this even when I'm 28 and I have no kids, in terms of increasing sexual pleasure.'"

"I would tell all the doctors when they do this procedure that they really need to focus and listen to the patient on exactly what her needs are," Dr. Evans stresses

Of course, because of demand, treatments like Ultra Femme can actually draw new patients to the practice. "We've also gotten a fair influx of people who just read about it online, so obviously there is a market out there. And, because not every office offers it, when you do offer it it's a little bit of a practice differentiator," Dr. Chui says.

For patients who may be unaware of treatment options or uncomfortable discussing them, Dr. Chiu's office, "keeps it discreet, we do have screens in every room, and one of the screens says, 'Ask us about our secret of feminine rejuvenation.' There are no pictures, just text, so people know that it's offered, and they can ask if they feel comfortable."

### WHO NEEDS IT?

Many patients are interested in vaginal treatments alone. However, it is worth noting that some patients may not realize they are candidates. For a recent study (soon to be published), Dr. Evans provided Ultra Femme treatment to female patients who had minimal if any concerns about sexual satisfaction at baseline. After treatment, however, Dr. Evans says, "There was more than an 80 percent increase in women who reported an increase in their sexual satisfaction, which was huge."

Dr. Evans offers a procedure called the "Ultimate O," that

combines the Ultra Femme with the O Shot. "The patients that have experienced it, these are people with difficulty with having an orgasm, they've been able to experience a wonderful increase in sensitivity and the ability to have longer, stronger orgasms," she says. "When you combine that with the radiofrequency...what happens is that you get a situation where you're able to build that collagen, rejuvenate that vaginal tissue, and you have patients going from very few orgasms to having multiple orgasms."

For some patients, a conversation about vaginal rejuvenation may begin with body contouring. Dr. Chui treats many female patients with fat-reducing and body contouring devices post baby—the so-called Mommy Makeover. "I actually bring it up," Dr. Chui says. "I tell patients if there are any other areas that they are uncomfortable about, we even offer vaginal rejuvenation. I know if you've recently had a child, that that can be something that people feel self-conscious about."

### HIGH SATISFACTION

"The reason why I love BTL Ultra Femme is because rarely in the GYN world is there technology that truly changes people's lives. We have technology that comes and goes, but this is something that's nice for patients, it's easy to do. It can definitely be delegated to an assistant in the office, according to state laws. It's something where it doesn't hurt people, there's a very low chance of getting any infections or having any device problems, and the results are amazing," Dr. Evans remarks. "I have more than a 90 percent overall satisfaction of people who get the procedure alone."

"It's still a little bit of a practice differentiator," Dr. Chui adds. "It's nice because it shows that your practice is offering a complete suite of procedures...you're able to offer a complete head-to-toe sort of care rejuvenation." ■

## BODY BY BTL PATIENT PERSPECTIVES



"I know that it made a difference in my life as a woman...I was able to climax a lot faster than I was before. It definitely made a huge impact, a huge change in my personal and intimate life."

—Paola, Mom  
and BTL Patient  
btlaesthetics.com



"I decided to try the Ultra Femme 360, and it was the best thing ever... This is a game changer. BTL and Ultra Femme 360 is a game changer for all women. There is no need for labiaplasties anymore."

—Alda, Mom  
and BTL Patient  
btlaesthetics.com



# SIT TIGHT: EMSELLA TARGETS VAGINAL FLOOR MUSCLES WITH ELECTROMAGNETIC ENERGY

**W**hen the tide turned against the use of pelvic mesh and slings for pelvic reconstructive surgeries, urogynecologist Red Alinsod, MD set out to find a safe and effective non-surgical option for patients. A significant medical need existed, especially for the problem of urinary incontinence, but nonsurgical options were readily apparent. He started researching and discovered multiple modalities, including a radiofrequency (RF) device and lasers, that had documented benefit but had not been embraced by traditional gynecologic and urologic medicine. “Specifically, I found low frequency radio waves to be quite helpful for the leaky bladder,” he says. He helped develop and adopted into practice an RF device that significantly improved mild to moderate stress incontinence and overactive bladder.

“I was now able to help the menopausal woman, the lady who leaked urine with every sneeze and jump, the woman who constantly ‘toilet mapped’ because she had to urinate so often and with such urge,” Dr. Alinsod says. But there was still a void in patient care. Not all patients responded to the same degree to RF treatment, and some could not afford the treatment. “When I heard that there was now a non-surgical and non-drug device out there using electromagnetic energy I was fascinated by the possibilities,” he says. That device is BTL’s Emsella chair, based on high-intensity focused electromagnetic (HIFEM) fields.

He did some research and was “so convinced it could be a welcome addition to my non-surgical urogynecology practice, that I pursued obtaining an Emsella chair with a vengeance,” Dr. Alinsod says. “It fit into my practice because not everyone wanted to undergo a three-month pelvic floor physical therapy treatment. And patients were searching for an effective and shorter treatment device that kept their knickers on! In Emsella I found an effective and quick-acting procedure that yielded positive results in three weeks instead of three months.”

## SEEING IS BELIEVING

Emsella is a first of its kind device in multiple respects. It is the first electromagnetic device on the market to target the

female pelvic floor muscles. HIFEM energy causes deep pelvic floor muscles stimulation and restoration of the neuromuscular control. A single BTL Emsella session can induce thousands of supramaximal pelvic floor muscle contractions.

And treatment is truly non-invasive. There is no hand-piece or probe that needs to be inserted. Patients simply sit, fully clothed, on the chair for about 30 minutes per treatment session. Most patients undergo six treatments, scheduled twice per week. There is no downtime.

The novelty of the device and its action requires a degree of patient education. “I sit down with patients either in front of a computer or with my iPad and show them the chair and explain what it does,” Dr. Alinsod says. He uses short videos available online to demonstrate the procedure and allows his patients to watch testimonials others have recorded.

“I also show the patients the chair, ask them to try it for a few minutes,” Dr. Alinsod adds. Offering patients a brief, free treatment is the best way he has found to “convince them that it is a safe and comfortable procedure. The patients get it. They understand it, and are happy and excited to try the chair.”

Some patients are skeptical at first, Dr. Alinsod acknowledges. “Initially they are skeptical until we get them to sit on the chair for only a couple of minutes. Then they ‘get it!’ They realized this is real science.” He says that patients feel the real strong contractions of their pelvic floor and realize that could make a huge positive change in their lives.

## FOCUS ON SATISFACTION

In his Laguna Beach, CA practice, Dr. Alinsod has been satisfied with the results obtained from treatment for stress incontinence, overactive bladder, nocturia, and mixed incontinence. Patients are satisfied, as well.

“We have had overwhelmingly positive responses from patients. They can feel the improvement after about the fourth treatment,” Dr. Alinsod says. “They are drier with cough and sneeze and jumps. They are sleeping through the night. They can watch a whole movie without getting up to pee.”

Sometimes patients don’t consciously realize the impact of



treatment until Dr. Alinsod elicits an update on their experiences. “They stop their toilet mapping behaviors and don’t realize how improved their lives are until I ask them how they are doing. They are surprised and amazed.”

### AN INTEGRAL PART OF PRACTICE

“Emsella is an integral part of my non-surgical urogynecology practice,” Dr. Alinsod concludes. He finds the electromagnetic device to be a good fit along with other services he offers, includ-

ing the radiofrequency device and platelet rich plasma (PRP).

“These new and modern modalities have transformed the specialty with consistent and gratifying changes in lifestyle and health that were once not thought to be possible.” In fact, he says, he can imagine a near future where every urogynecology and urology office will use these devices as “integral pieces of the puzzle for the treatment of the leaky and over-active bladder.” ■



### BODY BY BTL PROVIDER INSIGHTS

“The BTL Emsella is revolutionary, has changed women’s lives all over. My patients are hugging me, and they are super grateful because they’re no longer wearing pads 24/7, and they’re no longer running to the bathroom. For the 20-plus years of practicing gynecology, I have told every single one of my patients, ‘Go do your kegels.’ That’s all we had, but now we have the BTL Emsella where it can help you do over 11,000 kegels for you while you’re fully clothed in a matter of 28 minutes. There is no competition with that.”

—**Shelena Lalji, MD** [btl.aesthetics.com](http://btl.aesthetics.com)

### BODY BY BTL PATIENT PERSPECTIVES

“You actually feel in your pelvis that something is going on in there...There is so much confidence that comes in this...On average I would get up to go to the bathroom four to five times a night. And I thought it was normal because I’m a mom, and I had a baby, and that’s just what we go through. And I’ve gotten to the point now that I get up once a night.”

—**Vicki, Mom and BTL Emsella Patient**  
[btl.aesthetics.com](http://btl.aesthetics.com)



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**Lasts:** Patients have reported improvements after a single treatment session, but results typically continue to improve over the therapy time and the follow-up period.



**Feels like:** Emsella is best described as a “tingling” with the pelvic floor muscles contracting; Ultra Femme 360 delivers comfortable heat with virtually no downtime.

# A New Approach to Intimate Health



Until recently, loose tissue, incontinence and other vaginal health problems were topics considered taboo, and women had few options when it came to tackling them. But, advancements in the industry have made it possible to not only start the conversation, but also address common problems through noninvasive solutions like Emsella and Ultra Femme 360. The result: a major impact on women's lives.

## INSIDER INFO

# 95%

of patients who had Emsella reported significant improvement in their quality of life, according to research\*

# 8 MINUTES

The amount of time needed for one Ultra Femme 360 treatment

# 28 MINUTES

The amount of time needed for one Emsella treatment

# 76%

of women were happier about their sexual relationships at their follow-up appointment



### Focused Energy

A single Emsella session brings thousands of supramaximal pelvic floor muscle contractions, which are extremely important in muscle re-education of incontinent patients.

### Super Fast

With only eight minutes needed for a treatment, Ultra Femme 360 is the fastest radio-frequency treatment available on the market. It's a great option for women who desire a nonsurgical improvement of their intimate health.

### Safety, Elevated

Ultra Femme 360 meets strict safety standards, and the 360-degree applicator allows for speed and comfort; Emsella is FDA-cleared to treat urinary incontinence, and the device is developed on proven HIFEM (High-Intensity Focused Electromagnetic) technology. Women remain fully clothed during the treatment and can walk right out afterward.

For more information, visit [pelvicsuite.com](http://pelvicsuite.com)





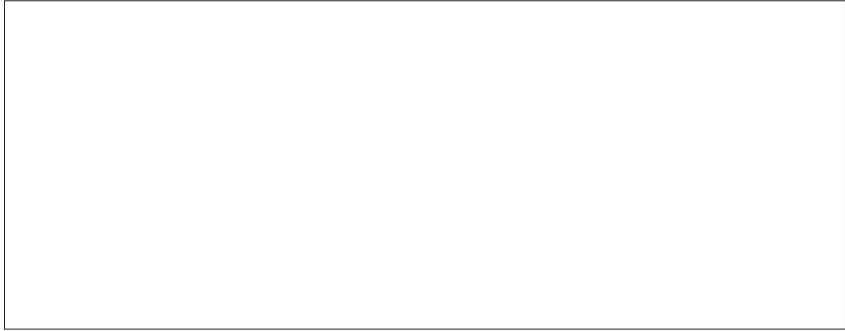
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AS FEATURED IN



Supplement to

January/February 2023

# Modern Aesthetics®



## EMPIRE STATE OF MIND

The Dawn of Lifestyle Medicine

EMFACE® | EMSculPTneo® | EMSella®  
EMTONE® | EMFEMME 360® | CORE to FLOOR<sup>EMSCULPT</sup> EMSella<sup>EMSELLA</sup> | PELVIC power  
EMFEMME 360® EMSella®

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## FEATURING:



### **Kathleen Behr**

- Dermatologist
- Fresno, CA



### **Mariano Busso, MD**

- Dermatologist
- Miami, FL, and Beverly Hills, CA



### **Carolyn DeLucia, MD**

- Obstetrician and gynecologist
- Hillsborough Township, NJ



### **Kimberly Evans, MD**

- Obstetrician and gynecologist
- Sugarland, TX



### **Jacalyn Giroux**

- Owner, Studio Sculpt
- Clawson, MI



### **Amanda Holden, MD**

- Medical Director, Holden Timeless Beauty
- San Diego, CA



### **Jennifer Levine, MD**

- Facial plastic surgeon
- New York City, NY



### **Lesley Clark Loeser, MD**

- Dermatologist
- Cofounder, Precision Skin Institute
- Davie, FL



### **J.D. McCoy, NMD**

- Founder, Contour Medical
- Gilbert, AZ



### **Patricia A. Wallace, MD**

- Director, Center for Pelvic Health and Wellness
- Mission Viejo, CA



### **Chris Zelig**

- Marketing Director, SKINNEY Medspa and Wellness
- Greater New York City Area, NY

# EMPIRE STATE OF MI

## The Dawn of Lifestyle Medicine

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EMTONE® | EMFEMME 360® | CORE FLOOR<sup>to</sup> EMSCULPT<sup>EMSELLA</sup> | PELVIC power  
EMFEMME 360® EMSSELLA®

ND





## empire noun

em·pire — 'em-.pī(-ə)r

Something resembling a political empire, especially an extensive territory or enterprise under single domination or control. See BTL Aesthetics.

In the past few years, BTL has launched multiple first-in-class devices, introduced unique synergistic combination treatments and protocols, and catapulted to the forefront of the minimally invasive aesthetics market, which happens to be the fastest-growing segment of medicine today. They have also sired an entirely new category—lifestyle medicine—due to their devices' pronounced wellness benefits.

The BTL Empire spans seven major markets; includes 70,000 BTL providers across the globe; has more than 3,000 employees, including 400-plus engineers, in 75 countries; holds 1,000 yearly educational events; has installed 500,000 medical systems, namely

EMSCULPT NEO, EMSculpt, EMFACE, EMSella, EMTone, and EMFemme 360; and is responsible for 40-plus peer-reviewed studies. And the devices in the EMSculpt franchise recently surpassed 2 million treatments.

All of this happened before the company turned 30. In essence, BTL is an overnight success, 30 years in the making.

Each device came to market backed by solid science. Today, brand names and messaging can be seen in roadways, airports, malls, sporting events, digitally, and more. The company launched a sweeping bus tour, produced rap songs, and built art installations along with pop-up stores to help meet consumer demand.

## BTL: THE BACKSTORY

The company's base knowledge about muscles came from nearly 28 years of electromagnetic stimulation and magnetic field technologies from their physiotherapy business unit.

BTL was founded in 1993, but the true aesthetic renaissance didn't start until the late 1990s to early 2000s. The company's roots are in cardiology, and it branched out into physiotherapy globally and, finally, aesthetics in the United States.

Today, BTL is considered the global leader in physiotherapy equipment thanks to advances in understanding muscle from a team of 300 engineers who cross-pollinate between the various specialties.

## CONTINUING THE INNOVATION



Some of BTL's early products, such as EXILIS and VANQUISH, were developed based on physiotherapy technologies.

BTL understands muscle better than any other aesthetic company because of its almost 3 decades of "in-house" knowledge.

Everything is developed in-house, backed by solid science, and manufactured by BTL. EMSCULPT and EMSCULPT NEO both launched with seven initial studies backing their use, including animal and human histology, magnetic resonance imaging (MRI) computed tomography, and ultrasound imaging.

The company launched EMSCULPT in 2018. Six years and nine studies later, EMFACE was born.

And innovation continues to be the name of the game at BTL. The company consistently challenges its team of expert engineers to think outside the box and look for unexplained phenomena to see if there is an opportunity to advance science. To foster such creativity, BTL often has competing engineering groups looking at the same problem. They are each tasked with coming up with an answer and then using that accumulated knowledge to develop an even better answer, product, or service.

This collaborative spirit was the driving force behind BTL's combination treatments. BTL doesn't do combina-

tion treatments in the conventional and sequential sense. Instead, they aim to improve responses by applying the energies simultaneously, pioneering synergistic combination therapy with four products with combo energy: EXILIS ULTRA (radiofrequency [RF] and ultrasound), EMTONE (RF and targeted pressure energy (TPE), EMSCULPT NEO (HIFEM® and RF), and EMFACE (HIFES® and RF).

### HIFEM 101

BTL was the first company to apply HIFEM® energy to the aesthetics and women's health categories with the launch of Emsella in 2017, and when BTL's EMSCULPT first hit the aesthetic scene in 2018, it disrupted the already-hot body sculpting category by bringing muscle stimulation to the table for the first time.

BTL continued to innovate and disrupt this category with the 2020 launch of EMSCULPT Neo, the first device to combine HIFEM® energy and novel synchronized RF technology for simultaneous, synergistic fat reduction and muscle stimulation, allowing patients to truly get more for less.

HIFEM energy induces short bursts of powerful muscle contractions in the treated area. When the muscle tissue is subjected to these supra-maximal contractions, it must adapt, and doing so builds muscle. These supramaximal contractions induced by HIFEM energy cannot be achieved

## FAST FACTS ON EMSCULPT NEO

- Synchronized RF plus HIFEM energies
- 30% fat reduction\*
- 25% muscle growth\*
- Temperature-controlled procedure
- Impedance intelligence
- No consumables
- 30-minute session
- Ability to treat patients with higher body mass index up to 35

through exercise. When HIFEM is applied to the abdomen, it feels like thousands of induced contractions in 30 minutes.

EMSCULPT NEO doubles down on this effect by adding RF energy to the mix. Each EMSCULPT NEO applicator contains hundreds of specially designed electrode fragments synchronized to change polarity simultaneously. Electrodes become transparent to the HIFEM field, emitting both technologies simultaneously through a single channel thanks to the unique design.

RF electrodes are usually composed of metal to conduct currents, but metal objects are contraindicated with HIFEM because they rapidly heat up when exposed to the electromagnetic field. Any ordinary combination of the two technologies is impossible, but BTL's innovative team of engineers has figured out a way to deliver both of these energies simultaneously.

The heating effects are best paired with specific muscle contraction patterns and are homogeneous across the



“UP UNTIL NOW, THE ONLY WAY TO TREAT DIASTASIS RECTI WAS SURGERY. EMSCULPT NEO WILL BRING THOSE MUSCLES TOGETHER BY ABOUT 20% IN 3 MONTHS AS WELL AS INCREASE MUSCLE MASS BY 25% AND [DECREASE] FAT BY 30%.”

– CAROLYN DELUCIA, MD



BEFORE



AFTER **EMSCULPT**<sup>NEO</sup>



6 MONTHS AFTER THE LAST TREATMENT, COURTESY OF: CAROLYN JACOB, M.D.

entire area. The muscle contracts simultaneously to help with the uniform distribution of the heat. Moreover, HIFEM fields can penetrate through the fragments without creating eddy currents that cause interference.

### MORE FAT REDUCTION

The global noninvasive fat reduction market size was valued at \$1.1 billion in 2021 and is anticipated to grow at a compound annual growth rate (CAGR)

of 16.1% from 2022 to 2030, according to Grand View Research.

J.D. McCoy, NMD was an early adopter when EMSCULPT NEO first came to market. He is a naturopathic physician who practices aesthetic medicine in Gilbert, AZ.

For fat reduction and muscle stimulation benefits, patients usually undergo four 30-minute EMSCULPT NEO treatments, scheduled 5 to 10 days apart.

“EMSCULPT NEO delivers two energies at the same time,” Dr. McCoy says. “For years, nonsurgical body treatments combined different energies, but not at the same time.”

This saves time because it allows practitioners to do two things at once, but there is also a synergy, allowing for more muscle stimulation and more fat reduction, he says.

The dual energy is delivered via applicators for the abdomen, but-

BEFORE



AFTER **EMSCULPT**<sup>NEO</sup>



3 MONTHS AFTER THE LAST TREATMENT, COURTESY OF: BRUCE E. KATZ, M.D.



## BEFORE



## AFTER EMSCULPT NEO



1 MONTH AFTER THE LAST TREATMENT, COURTESY OF: STANLEY A. OKORO, M.D.

tocks, arms, thighs, and calves. The EDGE applicator is the newest addition to the EMSCULPT NEO family of applicators. It targets muscle and fat in the obliques and anterior and posterior abdomen, and the ability to treat this area together was considered the missing link in noninvasive body contouring.

“There is a metabolic improvement from the muscle stimulation, and we are also targeting fat directly, so we are

getting an effect on fat from two different mechanisms,” Dr. McCoy says.

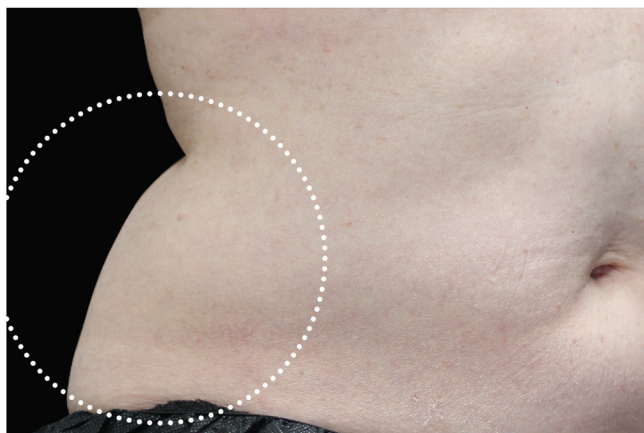
A study by Dr. Carolyn Jacob and Dr. David Kent utilizing MRI demonstrated a significant reduction of abdominal fat thickness: 30.8% at 3 months after the dual-energy treatments. Similarly, an additional study performed by Katz et al used ultrasound to demonstrate an average decrease in fat thickness of 28.3% at 3 months. The results were further

maintained at 6-month follow-up visits after the last treatment.

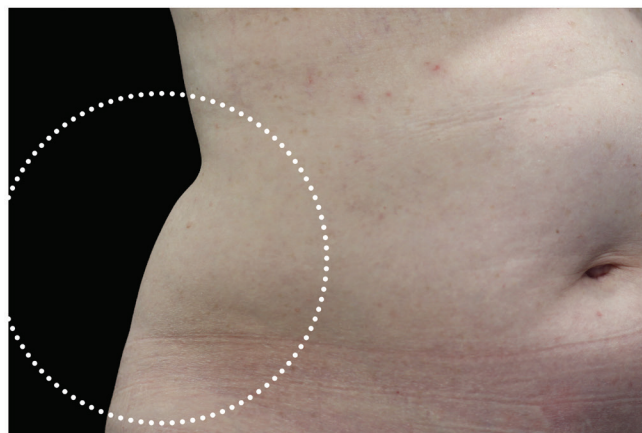
The device allows providers to treat a larger surface area than other minimally invasive fat reduction technologies. “We see a larger relative reduction in fat, not just over a small area, but over a much larger area,” Dr. McCoy says.

EMSCULPT NEO is approved to treat people with body mass indexes (BMIs) of up to 35, he adds. This

## BEFORE



## AFTER EMSCULPT NEO



1 MONTH AFTER THE LAST TREATMENT, COURTESY OF: JOEL L. COHEN, M.D.



increases the number of patients who can be a candidate for the treatment.

It's also comfortable for patients, which keeps them coming back, Dr. McCoy says. "Not only does it feel good, but patients are seeing results pretty quickly, including improved posture and enhanced core strength in addition to fat reduction, and they want to do more."

With EMSculpt Neo, patients see 30% fat reduction and 25% muscle growth. Clinical studies have shown

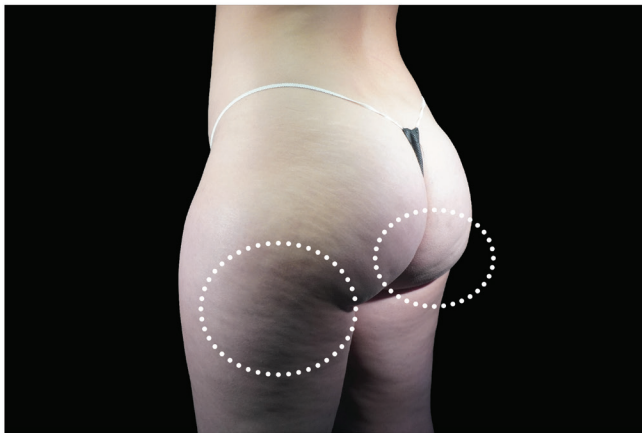
the effect on muscles with this device to be equivalent to what could be achieved with 12 to 16 weeks of HIIT training. Treatment time is about 30 minutes per area, with optimal results seen after four treatments, given once a week. Maintenance treatments may also be needed 3 months or 6 months down the road.

"EMSculpt Neo builds and strengthens muscles and reduces fat. This is a combination treatment we did not have available before

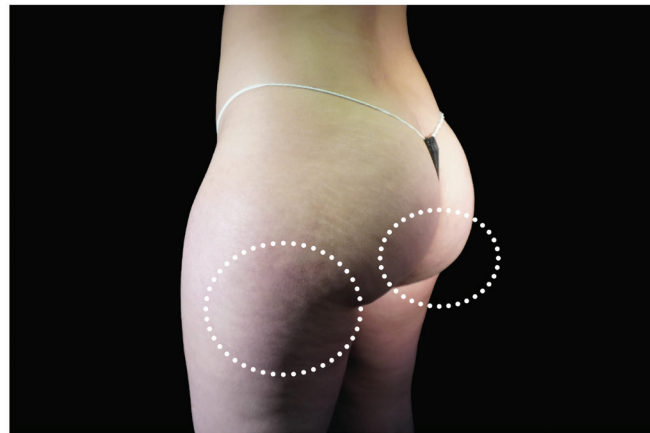
EMSculpt Neo, says Kathleen Behr, MD, a dermatologist in Fresno, CA. "We are seeing great results with four to eight treatments. It helps contour and strengthen patients by building muscle and killing fat."

Many people can benefit from EMSculpt Neo, she says, and the benefits go beyond aesthetics. The Global Wellness Institute values the wellness market at \$1.2 trillion, and this device is making quite a big splash in the wellness world.

## BEFORE



## AFTER EMSculpt Neo & EMTONE



IMMEDIATELY AFTER THE LAST TREATMENT, COURTESY OF: MARIANO BUSSO, M.D.

## BEFORE



## AFTER EMSculpt Neo & EMTONE



1 MONTH AFTER THE LAST TREATMENT, COURTESY OF: MARIANO BUSSO, M.D.



“EMSCULPT NEO BUILDS AND STRENGTHENS MUSCLES AND REDUCES FAT. THIS IS A COMBINATION TREATMENT WE DID NOT HAVE AVAILABLE BEFORE EMSCULPT NEO”

- KATHLEEN BEHR, MD

“Some of the best candidates include patients with back issues or other injuries resulting in limited mobility that prevents them from performing the exercises necessary to build muscle on their own,” Dr. Behr says. “It strengthens the core, which improves posture and relieves some strain on the back.”

Dr. Behr noticed complete resolution of her hip/sciatic discomfort with consistent EMSCULPT NEO treatments. “It is also helpful in more elderly patients since core strength is important for maintaining mobility and independence,” she says.

EMSCULPT NEO is a life-changing treatment both physically and mentally, she adds.

## BUILDING BETTER BUTTOCKS

Once much in demand, BRAZILIAN BUTTOCK LIFT, or BBL, has fallen from favor due to the risks of morbidity and mortality associated with this procedure. Now, many people are seeking a safe and minimally invasive way to lift and tone their buttocks and achieve the desired aesthetic. In fact, the global buttock augmentation market was valued at \$1,829.08 million in 2020 and is projected to reach \$11,206 million by 2030, according to data from Allied Market Research.

## EMSCULPT NEO TO THE RESCUE

“Many people are afraid of BBLs

but still want the aesthetic look of a bigger butt, so we have seen a lot of demand for EMSCULPT NEO to treat this area,” says Chris Zelig, the marketing director for SKINNEY Medspa and Wellness in the Greater New York area.

“It’s like doing thousands and thousands of squats,” he says. “Patients go crazy for it,” Zelig says.

Dr. Mariano Busso, a dermatologist with offices in Miami and Beverly Hills, uses a protocol that enhances muscle growth and minimizes fat loss in the buttocks with EMSCULPT NEO.

Ideal candidates are those who have ample volume in their buttocks and are looking for toning, lifting, and/or more projection. “Those who have improved the shape of their buttocks through exercising will see an improvement that cannot be reached through regular exercise,” Dr. Busso says.

“One of the advantages that EMSCULPT NEO has over exercise is that it targets only the muscles of the buttocks whereas exercise also develops thigh muscles.”

The gluteal muscles provide most of the volume of the buttocks. “By strengthening these muscles, we can lift and increase tone and projection of the buttocks without increasing volume in the thighs,” Dr. Busso says.

The glutes sure have received a lot of attention in recent years as the body trends favored more curvy body

styles and then, as of recently, a thinner, more petite body aesthetic, adds Jacalyn Giroux, the owner of Studio Sculpt in Clawson, MI.

The benefits of treating the buttocks with EMSCULPT NEO aren’t just cosmetic either, she says. “The three glute muscles are the largest, most powerful muscle group of the body and are actually part of the core,” Giroux says. “They serve to stabilize the spine and give power and strength to our movements.”

When this muscle group atrophies, it results in injuries to the back, hips, and knees, she says.

The applicator is placed on the intersection point of the gluteus medius, gluteus minimus, and gluteus maximus to create a supramaximal contraction. “After a series of four treatments, we are seeing a visible lift, a dramatic texture improvement, and more often than not, a posture improvement,” Giroux says.

“As the trends come and go for women’s bodies, we can all agree that anything that improves function and aesthetically gives more confidence is a win,” Giroux adds.

“Whether a big butt or small one, everyone wants improved tone, texture, and a lift, and that is what EMSCULPT NEO delivers with no downtime or danger profile.”

RF does not cause fat loss in the buttocks. Instead, it heats the muscle for more dramatic improvements. “We are not trying to kill fat in the buttocks; instead, we are trying to remodel the area and smooth it out in terms of texture by lifting, tightening, and engaging muscles,” Giroux says.

## EMFACE: CHANGING HOW THE FACE AGES

EMFACE came out of the gates strong in the fall of 2022 and quickly began to dominate the multibillion-



## BEFORE



## AFTER EMFACE



AFTER 4<sup>TH</sup> TREATMENT, COURTESY OF: JOEL L. COHEN, M.D.

dollar global facial rejuvenation market. This device pairs HIFES® muscle-contraction technology and transcutaneous synchronized RF energy simultaneously to achieve a more defined jawline; fuller, higher cheeks; an elevated brow; and overall facial rejuvenation. Even better, EmFace is needle-free and hands-free, making it attractive to patients and aesthetic physicians alike.

Muscle histology studies by Dr. Brian

Kinney showed a 19.2% increase in muscle density and a 19.8% increase in the number of muscle fibers.

According to other recent clinical studies, EmFace produces a:

- 37% reduction in wrinkles
- 30% increase in muscle tone via ultrasound studies
- 23% lifting effect in facial proportion measurements and 3D photo analysis
- 26% increase in collagen

- Doubling of elastin
- 95% satisfaction rate among patients

Traditional energy-based devices targeted the layers of the face—the skin, fat pads, and subcutaneous tissue—but EMFACE treats the facial muscles, superficial musculoaponeurotic system or SMAS, and skin simultaneously, says Jennifer Levine, MD, a facial plastic surgeon in New York City.

The SMAS is an organized fibrous network composed of the platysma

## BEFORE



## AFTER EMFACE



AFTER 4<sup>TH</sup> TREATMENT, COURTESY OF: JOEL L. COHEN, M.D.

## FAST FACTS ABOUT EMFACE

- Launched September 2022
- Emits HIFES-brand plus RF energies simultaneously
- Needle-free
- Surgery-free
- Hands-free
- 20-minute procedure
- Improves facial contours
- Smooths and lifts skin
- Elevates eyebrows

muscle, parotid fascia, and fibromuscular layer covering the cheek. It connects the facial muscles to the dermis and transmits and amplifies the activity of all facial muscles.

“HIFES technology works on the elevator muscles of the face, namely the frontalis and the zygomaticus major and minor muscle, to increase the density and quality of these muscles,” Dr. Levine says. “These facial muscles get weaker and lax as we age, so by increasing their density, we can change how the face ages.”

The current EmFace protocol calls

for one 20-minute treatment every week for 4 weeks, with the possibility of maintenance treatments down the road. Improvements occur gradually, but some patients will notice changes after just one EMFACE treatment, Dr. Levine says.

The HIFES energy contracts and tones the facial muscles for a lifting effect. In addition, targeting the frontalis muscles of the forehead and skin with RF technology reduces the appearance of horizontal wrinkles, and treating the region of zygomaticus major can help improve nasolabial folds. The synergistic RF energy helps to smooth wrinkles and boost neocollagenesis and ne elastogenesis in the dermis, Dr. Levine adds.

“People are very happy with this treatment,” she says. “It is noninvasive, there’s no pain or downtime, and they are noticing improvements, even after one treatment.”

EMFACE has something to offer people across age groups with various skin concerns.

“We have the patients in the 40 to 55 age bracket that have significant signs of aging and laxity and are looking for improvement and younger people who seek rejuvenation,” Dr. Levine says. “It is a natural way to restore a V-shape effect without any other treatments.”

It is a game changer, agrees Amanda Holden, MD, the medical director of Holden Timeless Beauty in San Diego, CA.

“EMFACE lifts facial muscles into a more youthful position with RF and HIFES,” says Dr. Holden.

“There has never been a device like this before,” she says. “We have always treated the skin and replaced fat pads with filler or fat, but we haven’t had a bone or muscle target until now.”

As we age, our faces fall with gravity, creating very characteristic folds in the lower face, including smile lines, marionette lines, and jowling, she explains.

Think about the scaffolding of a house, Dr. Holden says. “Over the years, as the house settles, the horizontal and vertical columns don’t provide enough support.” These columns are the facial muscles and musculoaponeurotic system. “EMFACE lifts the scaffolding of the face back up into a more youthful position,” Dr. Holden says.

EMFACE not only lifts the muscles with HIFES but also increases the production of collagen and elastin thanks to RF energy. “This is important as we lose 1% of collagen a year after age 18,” Dr. Holden says.

It’s also a needle-free option. “If a patient is afraid of needles, this provides a youthful lift with no downtime,” Dr. Holden says.

## TAUT AND TONED: A NEW MULTIMODAL WAY TO ADDRESS CELLULITE AND MORE

Getting rid of cellulite is big business. The global cellulite treatment market size was valued at \$1.25 billion in 2021 and is expected to grow at a CAGR of 11.3% from 2022 to 2030.

More than 90% of people have cellulite regardless of their weight, and cellulite is especially prevalent in females, says Dr. Holden. “It happens whether we are stick-skinny or overweight,” she says.

The first and only device that simultaneously delivers both thermal and

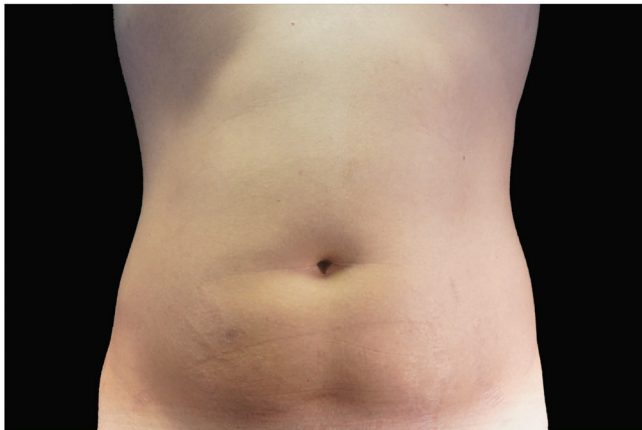


“TAUT AND TONED IS THE BEST NONINVASIVE TOOL FOR ADDRESSING CELLULITE. THERE’S NO NEEDLES AND NO DOWNTIME. NO OTHER THERAPY ADDRESSES FAT, MUSCLE, AND CONNECTIVE TISSUES WITHOUT SURGERY.”

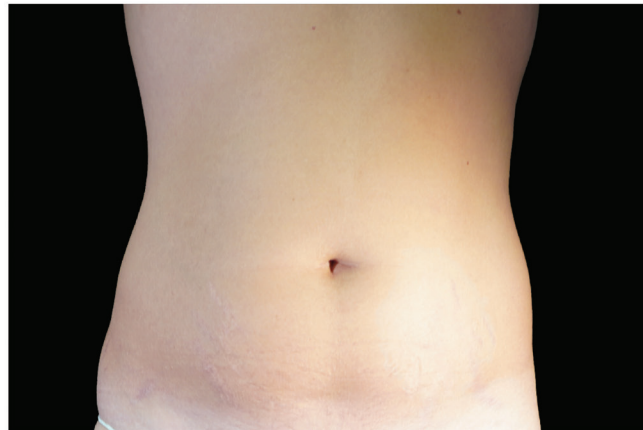
- LESLEY CLARK-LOESER, MD



BEFORE



AFTER **EMSCULPT<sup>neo</sup>** & **EMTONE**



3 MONTHS AFTER THE LAST TREATMENT, COURTESY OF: MARIANO BUSSO, M.D.

mechanical energy, EMTONE hits cellulite from multiple angles.

Cellulite is caused by fibrous bands that run from the skin to muscle through the fat. When these bands pull down on the skin, the fat pushes upward, causing dimpled skin. Increased cumulative sun damage and body fat, as well as skin laxity and loss of integrity and thickness of the skin, also contribute to cellulite. By simultaneously emitting both RF and targeted pressure

energy, EMTONE has a synergistic effect that neither technology can achieve on its own, boosting elastin and collagen, reducing fat, and improving blood circulation and lymphatic drainage.

BTL's Taut and Toned treatment combination targets skin, muscle, and fat in the abdomen and buttocks via EMSCULPT or EMSCULPT NEO and EMTONE. Benefits include improved skin laxity, skin quality, muscle toning, cellulite reduction, and fat loss.

"This is essentially a combination of two devices and four different types of energies that target muscle, fat, elastin, collagen, and overall skin texture," says Lesley Clark-Loeser, MD, cofounder of Precision Skin Institute in Davie, FL.

Treatment takes between 45 and 60 minutes. "EMSCULPT NEO is done first and followed by EMTONE EMSCULPT NEO once a week for 4 weeks," she says.

EMTONE boosts microcirculation in underlying tissue and improves surface skin quality through RF and TPE, Dr. Clark-Loeser explains.

The heat from RF stimulates fibroblasts to produce more collagen and elastin while the TPE breaks up the fibrous bands. This packs a potent punch against the main contributing factors of cellulite, she says.

EMTONE utilizes a different form of RF energy than EMSCULPT NEO. "It combines monopolar RF with TPE to destabilize the fibrous bands that lead to the presence of cellulite or uneven skin texture and stimulate collagen remodeling," Dr. Clark-Loeser explains.

It's safe for all skin types. "RF and HIFEM are colorblind, which is really important," she says. "You will not

## TAUT AND TONED

**Targets:** skin, muscle, and fat in the abdomen and buttocks

**BTL devices:** EMSCULPT or EMSCULPT NEO, EMTONE

**Benefits:** Improves skin laxity, skin quality, muscle toning, fat loss, cellulite reduction

**Total treatment time:** 60 minutes

**Research-backed protocol:** EMSCULPT or EMSCULPT NEO, followed by EMTONE once a week for 4 weeks or twice a week for 2 weeks

## PELVIC POWER

**Targets:** Women's most intimate concern

**BTL devices:** EMSSELLA and EMFEMME 360

**Benefits:** Strengthens pelvic floor muscles, combats urinary incontinence, improves internal tissues, enhances sensation and sexual satisfaction, and improves external skin

**Treatment time:** 50 minutes

**Research-backed protocol:** Six EMSSELLA treatments twice a week and EMFEMME 360 treatment once a week on the same day before EMSSELLA treatment

disrupt skin tone or color by using this combination of energy-based devices.”

Patients see optimal results at about 3 months, Dr. Clark-Loeser says. “These results last up to a year, with some diminishing returns at 6 months, and we recommend quarterly treatments for outcome enhancement or maintenance.”

Dr. Holden agrees. “If someone never works out, they will have atrophy of muscles back to baseline in 6 to 12 months, and we will do another treatment each and every year,” she says. “If the patient works out routinely, we will see a much longer-lasting result.”

Taut and Toned is not invasive like liposuction, Dr. Holden says. “This is a nonsurgical, noninvasive option that diminishes cellulite and increases muscle tone, and patients are very happy with their results.”

Dr. Holden packages Taut and Toned as a medical gym membership. “You can sculpt monthly, weekly or quarterly, and it can be customized based on your fitness routine and shape.”

“We promote Taut and Toned heavily in spring, so patients can get their bodies looking the best they can look for bikini season,” she says.

### AMAZING RESULTS

Ideal candidates include folks who want to increase muscle tone, reduce unwanted fat, and who also may have laxity or cellulite in their abdomen, buttocks, legs, or even their arms, Dr. Clark-Loeser says.

“When we combine EMTONE with the body sculpting gold standard EMSculpt Neo, we get amazing results,” Dr. Clark-Loeser says.

“Taut and Toned is the best non-invasive tool for addressing cellulite,” she adds. “There’s no needles and no downtime. No other therapy addresses fat, muscle, and connective tissues without surgery.”

### PELVIC POWER ACTIVATE

Incontinence and Women’s Intimate Health Devices represent some of the fastest-growing categories in the United States and abroad. The global stress urinary incontinence devices market is set to surpass \$1 billion by 2027, according to DelveInsight. The global feminine intimate care market size was valued at \$1.1 billion in 2018 and is expected to register a CAGR of 3.4% from 2019 to 2025, Grand View Research predicts.

And BTL found a way to dominate both of these burgeoning markets with unique and synergistic combination therapy.

Pelvic Power pairs EMSSELLA and EMFEMME 360 women’s intimate health treatments.

“We can treat tissue as well as muscle in one session with Pelvic Power,” says Kimberly Evans, MD, a gynecologist at Sugarland Medical Spa in Sugarland, Texas.

“This combination addresses form and function as we can make something more aesthetically appealing, and it will function better, too.”

With EMSSELLA, patients sit on a chair fully clothed while the device produces noninvasive electromagnetic stimulation of the pelvic floor to rehabilitate weak pelvic muscles and restore neuromuscular control, improving urinary incontinence. The newest EMSSELLA applicator with up to 2.5 Tesla (T) can treat all forms of male and female urinary incontinence.

EMFEMME 360 utilizes RF energy to target both internal and external struc-



“EMFEMME 360 HELPS WITH THE HEALTH, FUNCTION, ELASTICITY, AND APPEARANCE OF FEMININE TISSUES RESTORING CONFIDENCE AND PELVIC AND SEXUAL WELLNESS.”

— PATRICIA A. WALLACE, MD



## BEFORE



## AFTER CORE to FLOOR



1 MONTH AFTER THE LAST TREATMENT, COURTESY OF: DIANE DUNCAN, M.D.

tures of the intimate tissues to increase blood flow and production of collagen and elastin.

"It provides real-time temperature feedback for each patient for enhanced control over the treatment," Dr. Evans says.

"We do EMFEMME 360 before EMSELLA," she says of her Pelvic Power protocol.

Both treatments can be done on the same day. "The studies show maximum results with three EMFEMME 360 treatments and six EMSELLA sessions, but most of my patients feel and look better after the second or third treatments," Dr. Evans says.

Patricia A. Wallace, MD, the director of the Center for Pelvic Health and Wellness in Mission Viejo, CA, agrees. "EMFEMME 360 helps with the health, function, elasticity, and appearance of feminine tissues, restoring confidence and pelvic and sexual wellness," she says.

There are benefits to treating this area when women are younger. "Treating that tissue when you are younger gets better results as you make more collagen in your 30s," she says.

"EMFEMME 360 is a completely new 360° RF technology, and it is the first

of its kind on the market," Dr. Wallace says. "It's made from a special biocompatible material and provides homogeneous heating throughout the entire treatment area," she says.

It's painless. "There is no numbing, downtime, or bleeding," she says.

If a woman has urinary incontinence, she can achieve better control of pelvic floor muscles with Core to Floor but still need to improve the integrity of the bladder and vagina walls," adds Carolyn DeLucia, MD, an obstetrician and gynecologist in Hillsborough Township, NJ.

The good news? All of these devices can be used simultaneously. "None precludes the other, and there is zero downtime with any of them," Dr. DeLucia says.

She mixes and matches devices based on needs, preferences, and budgets. "If a woman has a weak pelvic floor musculature, EMSELLA is the first choice, but if it's a Pilates instructor and her pelvic floor is in great shape, EMFEMME 360 may be the first choice as vaginal tissues aren't helped by Pilates," Dr. DeLucia says.

## CORE VALUES

The core encompasses abdominal muscles, including rectus abdominus,

transverse abdominus, and internal and external oblique muscles; the long back muscles: erector spinae, multifidus, and quadratus lumborum; gluteal muscles; and the pelvic floor muscles such as levator ani muscles, pubococcygeus, iliococcygeus, coccygeus, and puborectalis, says Dr. Wallace.

The core is charged with protecting internal organs, allowing for mobility of the spine and trunk, and stabilizing the trunk, she says. The core also controls the lumbar-pelvic relationship. The pelvic floor is the foundation of the core, she says. "When all of these muscles are strong and working together, you are truly core to floor strong," Dr. Wallace says.

"My Core to Floor approach is very important for pelvic and sexual wellness, not just exercise stamina and aesthetics."

The benefits of Core to Floor can be tailored to the needs of each generation.

"It can benefit you if you are a young, active person or an older person fighting against age and muscle loss," Dr. Wallace says.

For Baby Boomers, this unique combination treatment can stabilize the spine, relieve lower back issues,



improve balance and posture, and help stave off muscle atrophy from aging and a sedentary lifestyle, she says.

Muscle mass decreases by approximately 3% to 8% per decade after age 30, and this rate of decline is even higher after age 60, she adds.

A strong core reduces the risk of falls, enhances sexual function, and improves incontinence for Baby Boomers. More than 19 million US women and 200 million people worldwide have incontinence, and this risk increases incrementally from the age of 40 to 60, with a prevalence that is nearly doubled by age 55, Dr. Wallace says.

Incontinence has negative spillover effects on intimacy for women of all ages. Fully 45% of incontinent women report the loss of intimacy as a result of incontinence, Dr. Wallace says.

Core to Floor treatment also boosts mood, she says. “Just like working out produces endorphins, so does Core to Floor, and these feel-good hormones contribute to relaxation, warmth, and closeness as well as helping to fight pain and depression,” Dr. Wallace says.

Treating incontinence has never been easier than it is today thanks to EMSSELLA, Dr. DeLucia says. “In six treatments, we can decrease stress and urge urinary incontinence by 75 to 80%. It’s fantastic.”

EMSELLA also improves sexual function, Dr. DeLucia says. “Stronger muscles lead to intensity of climax in men and women. Patients report at least a 50% improvement across the board for intensity arousal, satisfaction, and decreased pain during intercourse with EMSSELLA.”

And far fewer women take hormone replacement therapy (HRT) during menopause today than in the past. Once widely prescribed, HRT fell from grace after the US Women’s Health Initiative

study was stopped early in 2002 because HRT was shown to increase the risk of strokes and breast and ovarian cancer.

Dr. Wallace likes having choices on the best ways to treat patients’ most pressing concerns, which is why she mixes and matches women’s intimate health devices based on patient concerns, preferences, and budget.

For example, some people don’t need EMFEMME 360 but can benefit from EMSSELLA, she says.

Other women may be more bothered by dryness or lax tissue rather than incontinence and pelvic floor weakness, she says.

EMSELLA is not just for women. “Men have incontinence, too, and men need more blood flow to improve erectile function and their ability to achieve orgasm,” says Dr. Wallace.

## MINIMALLY INVASIVE MOMMY MAKEOVERS

There are also Core to Floor benefits for moms who have a pronounced pouch, diastasis recti, skin laxity, and/or cellulite in their abdomen, she says.

For example, Core to Floor can

achieve a 19% reduction in diastasis recti without surgery.

“Diastasis recti occurs when the rectus abdominis muscles separate during pregnancy from being stretched, and this separation can make a person’s abdomen stick out or bulge,” explains Dr. DeLucia.

“Up until now, the only way to treat diastasis recti was surgery,” she says. “EMSCULPT NEO will bring those muscles together by about 20% in 3 months as well as increase muscle mass by 25% and [decrease] fat by 30%.”

Dr. Behr agrees. “This treatment has allowed us to help resolve diastasis recti in postpartum patients without surgical intervention,” she says. “This treatment offers patients suffering from this condition a wonderful alternative to surgery that eliminates downtime—something that is often out of the question for a new mom.”

The past 30 years have been a wild ride for the disruptive energy device company, and the next 30 years will be just as exciting as the technology further defines and dominates the field of lifestyle medicine. ■

## CORE TO FLOOR

**Targets:** pelvic floor and abdominal muscles

**BTL devices:** EMSCULPT or EMSCULPT NEO, EMSSELLA

**Benefits:** Improved core strength and balance, reduction in urinary incontinence, fat reduction

**Treatment time:** 58 minutes

**Research-backed protocol:** Two EMSSELLA treatments and one EMSCULPT NEO treatment once a week for 3 weeks. EMSCULPT can be performed twice weekly if preferred, while EMSCULPT NEO is performed once weekly only due to the added RF energy.