

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®
EMSCULPT®
EMSELLA®
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

EMFACE® | EMSCULPTNEO® | EMSELLA®

EMTONE® | EMFEMME 360® | CORE FLOOR^{to} EMSCULPT^{EMSELLA} | PELVIC power

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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



*Average results. Data on file.

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 combination 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



“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

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

*Average results. Data on file.

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



BEFORE



AFTER **EMSCULPT**^{NEO}



6 MONTHS AFTER THE LAST TREATMENT, COURTESY OF: CAROLYN JACOB, MD

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, buttocks,

BEFORE



AFTER **EMSCULPT**^{NEO}



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

BEFORE



AFTER EMSCULPT NEO



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

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, MD



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

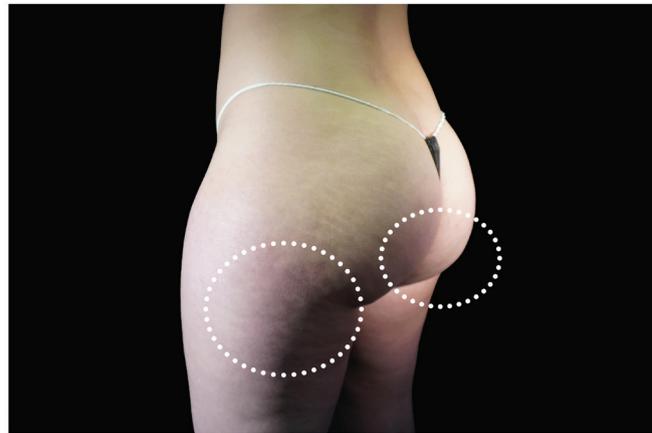
EMSculpt Neo, says Kathleen Behr, MD, a dermatologist in Fresno, CA. "We are seeing great results with four to eight treatments. It helps contour and strengthen patients by building muscle and killing fat."

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

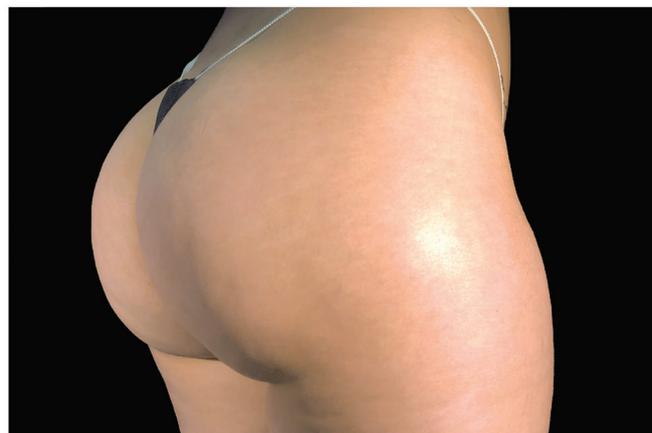


IMMEDIATELY AFTER THE LAST TREATMENT, COURTESY OF: MARIANO BUSSO, MD

BEFORE



AFTER EMSculpt^{neo} & EMTONE



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



“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

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-dollar



BEFORE



AFTER EMFACE



AFTER 4TH TREATMENT, COURTESY OF: JOEL L. COHEN, MD

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 muscle, parotid fascia, and fibromuscular layer

BEFORE



AFTER EMFACE



AFTER 4TH TREATMENT, COURTESY OF: JOEL L. COHEN, MD

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

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 neolastogenesis 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 prejuvenation,” 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 mechanical energy, EMTONE hits cellulite from multiple angles.



“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^{neo}** & **EMTONE**



3 MONTHS AFTER THE LAST TREATMENT, COURTESY OF: MARIANO BUSSO, MD

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

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: Emsella 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 Emsella treatments twice a week and EMFEMME 360 treatment once a week on the same day before Emsella treatment

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 Emsella 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 Emsella, 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 Emsella 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 structures of the intimate tissues to increase blood flow and production of collagen and elastin.



"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, MD

"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

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.

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. ■



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