

# Modern Aesthetics®

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## IN BRIEF(S)

### HOW EMSCULPT IS TRANSFORMING PATIENTS AND PRACTICES

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Emsculpt uses the proprietary HIFEM® procedure, a high frequency electromagnetic energy that stimulates muscles to supramaximal contraction, resulting in muscle hypertrophy and body sculpting. The results are transformative for patients who see not just body sculpting but an increase in muscle and tone. Practices are also benefiting from the technology, as explored in the pages ahead.

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The Emsculpt procedure is US FDA cleared for strengthening, firming and toning abdomen, buttocks, thighs, arms and calves.

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# CASE 1. A HIGH DEFINITION OF SUCCESS

FEATURING JD MCCOY, NMD



Dr. JD McCoy has built a practice on body contouring. In fact, it's in his practice name. Contour Medical in Gilbert, AZ utilizes a variety of tactics and devices, including dietary planning, to help patients achieve

the best results for slimming and toning. For Dr. McCoy, the key to success is being willing to combine treatments to achieve optimal outcomes. His HI-DEF plan focuses on fat, skin, and muscle. By identifying and targeting these three key patient concerns, he is able to solidify consults and convert interested individuals to treated patients. And Emsculpt is key to closing the loop, by ensuring the ability to target muscle with HIFEM procedures.

Emsculpt has become a workhorse device in Dr. McCoy's practice, where he has found it useful as both a stand-alone treatment and as a secondary treatment to complete the work that other devices cannot. After all, only Emsculpt is shown to build muscle.

Emsculpt may not have the popular name recognition that some other devices have—yet!—but that's not a problem for Dr. McCoy and his patients. In fact, many of his patients receive initial treatments with cryolipolysis before receiving Emsculpt. (Figures 1,2) He and his patients find that Emsculpt can address residual pockets and improve

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In today's contouring marketplace, the selection of devices isn't always "either/or." By doing what no other device can—building muscle—Emsculpt is being used for a majority of patients at Contour Medical. Three-D imaging has helped to document outcomes and solidify patient satisfaction.

outcomes by building muscle and improving tone.

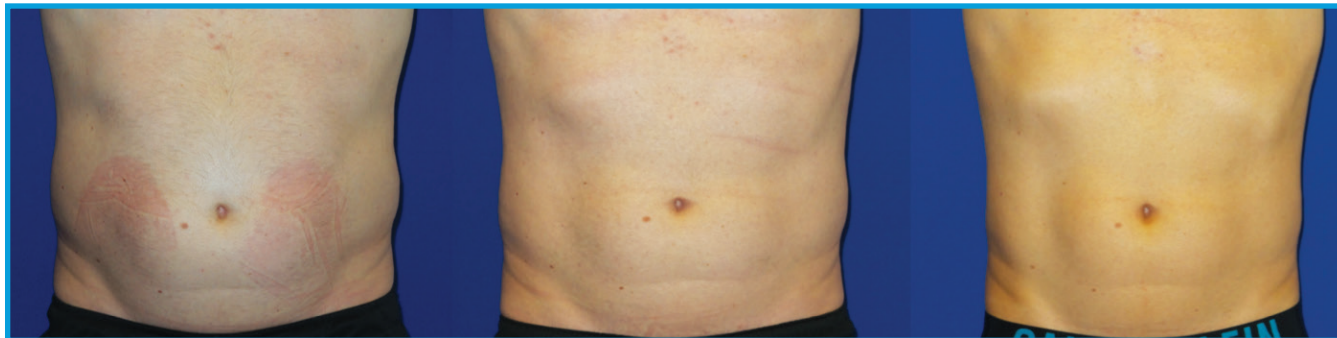
At Contour Medical, if the treatments are advanced, then so must be the assessment tools. While scales and tape measures can be useful to show improvements after Emsculpt treatments, they may not capture the extent of transformation that HIFEM procedures can produce.

Three-D scanning technologies are a worthwhile investment to track progress, demonstrate the power of treatment, and enhance patient satisfaction, Dr. McCoy says.

Consider the male patient who underwent four Emsculpt treatments over two weeks plus two Vanquish treatments in the second week. Photos capture a stark improvement (Figures 3,4,5) in terms of body sculpting and toning. However, 3-D analysis demonstrates the extent of the improvement, including a one-inch reduction in circumference that can't be attributed to inconsistent tape positioning and a reduction in the surface area of the torso. (Figures 6,7)



Fig 1, left: Patient post cryolipolysis. Fig 2, right: Patient post addition of Emsculpt



Figs 3-5: Baseline (left); Post Emsculpt (middle); Post Vanquish (right)



## COOL CUSTOMER



At Chicago Cosmetic Surgery and Dermatology, Carolyn I. Jacob, MD is also combining Emsculpt Treatment with cryolipolysis. In one case, a 55-year-old white male who had undergone liposuction 15 years earlier presented seeking treatment for abdominal bulk.

His first treatment cycle included two rounds of cryolipolysis to the lower

abdomen followed two months later by two cycles of cryolipolysis to the anterior waist. The following month, he underwent a cycle (four treatments over two weeks) of Emsculpt. Results are evident one month after the Emsculpt treatment.

Patient is shown after two cycles of cryolipolysis (**above, left**) and one month following Emsculpt (**above, right**).



# CASE 2. UNDER THE INFLUENCE OF POPULAR DEMAND

FEATURING Yael HALAAS, MD



There's no doubt about it. Body contouring is hot and getting hotter. For Yael Halaas, MD of New York City, Emsculpt isn't just transforming bodies. It's transforming her practice. Offering HIFEM treatments has

strengthened engagement with existing patients and offered opportunities to attract new ones.

The popularity of contouring, and of BTL's Emsculpt specifically, presents an opportunity for patient education

## IN BRIEF

Body contouring isn't just for the fit. In a busy Manhattan practice, Emsculpt treatment is providing new options for existing patients and bringing new patients through the doors. Treatment is hot and getting hotter—which is good news for practices.

and marketing. In Dr. Halaas' experience, the lure of HIFEM treatment to build muscle mass brought an Instagram Beauty Influencer through her doors.

The patient, a 28-year-old woman, had not had any previous treatment completed on her abdomen. She was six-months post-partum and expressed a desire for circumferential reduction as well the development of more tone in her abdomen.

The patient underwent a total of four treatments—two per week over two weeks—with substantial reduction in circumference and notable improvement in tone. (Figures 1,2) The patient was pleased with her treatment experience and shared details of every single treatment online, which drew additional patients to the practice.

The beauty of BTL's suite of devices, according to Dr. Halaas, is that they provide a range of treatment options that can be tailored to a wide range of patients.

Consider the 43-year-old man who had already undergone four treatments with Vanquish when Emsculpt came on the market. He underwent a series of four Emsculpt



Fig 1, above left: Baseline; Fig 2, right: Post Emsculpt. Figs 3-5, below.



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treatments and an additional four Vanquish treatments, with notable improvement. (Figures 3-5)

Emsculpt treatment is desirable across a range of age groups and body types, not just those patients who are

already “fit.” A 59-year-old female patient sought tightening and lift of her buttocks for a more toned appearance. She completed four treatments in two weeks with notable improvement in lifting and toning. (Figures 6,7)



Fig 6, left: Baseline; Fig 7, right: Post Emsculpt

## ABS OF STEEL

A challenge with certain contouring systems that only target fat is that some patients are simply too large for treatment, or they don't have enough adipose tissue. As a treatment that targets muscles with HIFEM, Emsculpt has a broad range of appeal.

At Art of Skin MD in Solana Beach, CA, Melanie Palm, MD uses Emsculpt to help tighten and tone even those who are already “in shape.” A 50-year-old Hispanic female with a BMI of 22 presented for enhanced abdominal muscle definition. At 5'1” and 120 lbs., she was a personal trainer and regularly ran half-marathons.

Photos document significant improvement one month after a cycle of Emsculpt treatments, with continued improvement evident at three months.



Baseline (left); Immediately post Emsculpt (middle); Three months post Emsculpt (right).

Melanie Palm MD, MBA



# CASE 3. A PLATINUM TOUCH FOR THE GOLD STANDARD

FEATURING RICHARD GOLDFARB, MD



A primary differentiating feature of Emsculpt is that it offers unparalleled results with four non-invasive, no-downtime procedures. As such, many patients will undergo treatment as an alternative to surgery.

But a number of surgical practices are finding a niche for Emsculpt as an adjunct to the gold standard surgical intervention.

At the practice of Richard Goldfarb, MD, FACS, in the far western suburbs of Philadelphia, the benefit of Emsculpt is that it provides effects that surgery simply cannot.

## IN BRIEF

Long reigning as the gold standard in fat reduction, invasive liposuction has always had a limitation: it doesn't tone. Now Emsculpt uses HIFEM procedures to raise the bar on the procedure and offers a tool that even high-volume surgical practices will find beneficial.

A pioneer in body contouring, Dr. Goldfarb is a proponent of laser lipolysis, which he now frequently pairs with Emsculpt. In fact, about 80 percent of his patients undergo a combination protocol (see box, p. 7). The result has been an improvement in aesthetic outcomes and enhanced patient satisfaction.



One patient who had success with the combination was a 58-year-old female patient. She had a 22lbs. reduction in weight with notable improvement in tone and no "sagging" following the protocol. (Figures 1-3)

The progressive protocol is standard in his practice today, with most patients receiving both treatments in succession. However, Dr. Goldfarb was able to employ the protocol to benefit an existing patient who had undergone liposuction some time in the past. The 58-year-old male had undergone lipolysis a few years prior. He returned to the practice for Emsculpt, receiving four treatments over two weeks. In all, he had a total weight reduction of 19 lbs. (Figures 4-6)

Figs. 1-3, Top row. Patient at baseline (left), post lipolysis (center), and after Emsculpt (right).

Figs. 4-6, Bottom row. Patient prior to liposuction (left), after lipolysis (center), and after Emsculpt (right).



Fig 7, left: Baseline; Fig 8, right: Post Emsculpt

Note, however, that the lipolysis plus Emsculpt protocol is not limited to those individuals who are in need of substantial debulking.

A 39-year-old patient near normal BMI presented seeking more muscle definition in the abdominals. He underwent the protocol, losing a total of 18 lbs. and gaining notable definition of the abdomen and chest. He was pleased that he was able to achieve a true "six-pack." (Figures 7, 8)

### LASER LIPOLYSIS

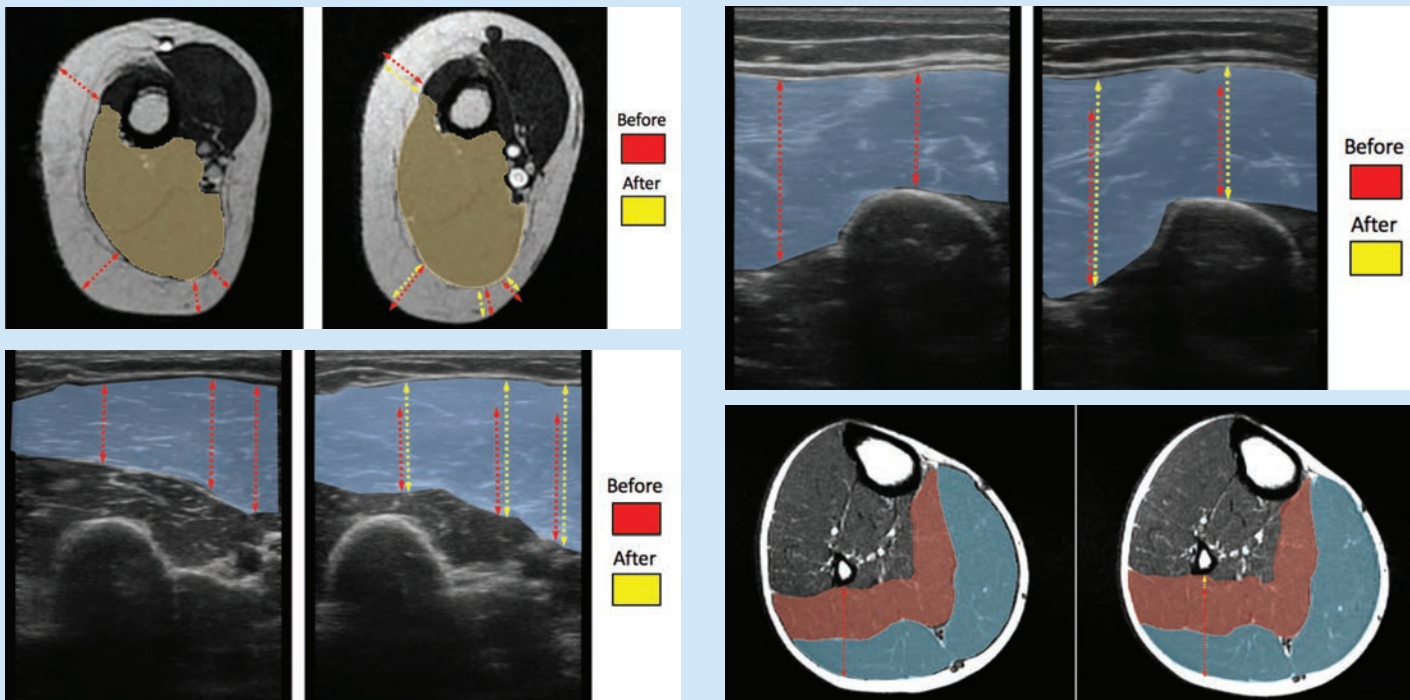
- Mark area to be treated and take photographs
- Sedate patient (optional)
- Clean treatment area (sterile)
- Ease pain - Local anesthesia
- Make mini incisions; Tumescence
- Put on eyewear
- Laser
- Test fat for adequate laser effect
- Aspirate the fat lased
- Sit/stand to evaluate effectiveness
- Clean the area and apply band-aids
- Apply ompression garment
- Use massage ball

### EMSCLUPT

- Four treatments, 30 mins. each
- Twice a week for two weeks
- 8-12 weeks post liposuction procedure

## CLINICAL PROOF

A series of studies have been conducted to demonstrate the benefit of HIFEM supramaximal stimulation of the arms and legs with Emsculpt. Ultrasound studies and traditional tape measure evaluations have documented an increase in muscle mass and body sculpting.



# CASE 4. A LEG-UP ON THE COMPETITION

FEATURING RAMINDER SALUJA, MD AND BRUCE E. KATZ, MD



Arm lift procedures were among the top five surgical procedures performed in 2017, The Aesthetics Society (TAS) reports. The total expenditure on 18,157

arm lifts was more than \$79 million in the US that year.

Despite their popularity, these arm lifting procedures pose significant disadvantages. Any surgical procedure presents risks for complications. There can be substantial downtime, pain, and post-operative care requirements. Scarring can be a significant concern. Finally, while it has been possible to remove fat and lax skin, surgical arm lifts cannot address muscle.

Similarly, surgical leg treatments, which have been on the rise, pose disadvantages, including risk of injury to the dermal vascular plexus. Liposuction and/or placement of implants can be used to improve the appearance of the legs but do not truly address the underlying problem of poor muscle tone.

Enter Emsculpt from BTL, which uses HIFEM procedures to induce dual tissue remodeling by activating skeletal muscles to a supramaximal degree. Targeted muscles include:

- Calves: *Triceps surae* (*gastrocnemius m.*, *soleus m.*, *plantaris*)
- Triceps: *Triceps brachii*
- Biceps: *Biceps brachii*

For Raminder Saluja, MD and Bruce E. Katz, MD, the introduction of new Emsculpt Arm and Leg applicators represents an opportunity to meet and expand this patient demand with positive results and few to no limitations. The specially designed applicators and associated treatment



Fig 3, left: Baseline; Fig 4, right: Post Emsculpt

## IN BRIEF

The next phase in body contouring is here. Emsculpt has introduced arm and leg applicators allowing for non-invasive treatment to build muscle and tone. No other energy-based device targets muscle to address this significant patient demand.



Fig 1, left: Baseline; Fig 2, right: Post Emsculpt

protocols target the arms and legs to build muscle in a series of four treatments provided over two weeks.

As with abdominal treatment, the use of Emsculpt HIFEM energy for the arms and legs is not limited to “fit” patients. Rather, any patient can see benefit from the supramaximal stimulation of arm and leg muscles. (Figs. 1-4)

The body contouring market is substantial and continues to grow. With the introduction of its leg and arm applicators, Emsculpt is further expanding the market, Drs. Saluja and Katz say. No doubt many patients have been bothered by “flabby” arms and unshapely calves, but older alternatives to treatment came with significant potential disadvantages and downtime.

HIFEM treatment of the arms and calves is the non-invasive, no-downtime solution that will draw patients in for treatment. ■