

THE

Medical Device, Aesthetic, Practice & Education

AESTHETIC

GUIDE

U.S. Firm Promises Premium Technology at Affordable Price

Bringing medical devices to the American market is a challenge, especially if a device was originally developed overseas. One company is scouring the globe for top quality technologies that will impact the U.S. aesthetic market by safely and effectively giving practitioners and patients the results they've long desired. Having a name inspired by 'the point in the orbit of a planetary body where it is closest to the Earth,' makes this company's philosophy of being well grounded while aiming for the stars, perfectly fitting.

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BTL Aesthetics Unveils New Innovations



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With three new technologies that stand alone or work synergistically, BTL Aesthetics (Boston, Mass.) is taking the body shaping and skin rejuvenation markets to the next level. BTL Exilis Ultra raises the bar in combination therapy by simultaneously delivering radiofrequency (RF) and ultrasound energy. BTL Cellutone enhances the patient experience while achieving consistent and fast results when combined with BTL Vanquish ME; and BTL Exilite is a customizable intense pulsed light (IPL) device that further expands the company's treatment and technology portfolio.

Featuring a combination of ultrasound and RF, BTL Exilis Ultra optimizes the patient experience by reaching therapeutic temperatures faster than either modality can on its own. Additionally, the applicator design is unique in offering a cooling tip, which allows physicians to adjust the level of penetration for enhanced results and makes the treatment extremely versatile.

"I've been very impressed by BTL Exilis Ultra as it allows me to utilize these dual modalities in new ways," said Suneel Chilukuri, M.D., a dermatologist and cosmetic surgeon in Houston, Texas. "This system is indicated to treat wrinkles and rhytides, as well as provide a temporary reduction in the appearance of cellulite. In addition to these applications and to seeing great results on the arms and neck – which are challenging areas to treat – I'm also utilizing it to rejuvenate lips. In fact, patients have seen such positive results, that they're coming back to have additional areas treated."

Compared with other energy-based devices, in Dr. Chilukuri's opinion, the lack of consumables is a significant advantage for physicians. "This makes it easier for us to add a complementary session to bundle into the package and enhance the result for a better global effect. It's exciting for us and patients as well, because it makes them feel like they're receiving more value. Add to that the comfort during treatment, and we've had to switch patients from other devices to Exilis Ultra."

Working to provide practitioners with their devices in an affordable way, BTL has introduced the ULTRA subscription plan, which enables practices to obtain an Exilis Ultra without a credit check or third party involvement. With this subscription plan the customer simply makes a down payment and pays less than the cost of one treatment package per month for 36 months, with upgrades provided at no cost. Physicians can opt out of the program within the first 12 months if they so choose. "This will be especially helpful for new-to-practice physicians or those with cash flow concerns," Dr. Chilukuri emphasized. "Basically the device pays for itself because even a small volume of procedures can be profitable immediately."

According to Klaus Fritz, M.D., a dermatologist in Landau, Germany and president of the *European Society for Laser Dermatology*, "Exilis Ultra includes many of the features physicians have come to love with Exilis Elite, including a no-pain/no-down-time procedure with no costly consumables, Impedance Intelligence feedback-driven energy delivery control, controlled cooling for layering, realtime temperature monitoring, and two distinct applicators. Safety and impressive – objective, repeatable and predictable – results are the main Exilis Ultra advantages. Comfort and



Before Tx



After four Exilis Ultra treatments
Photos courtesy of BTL Aesthetics

affordable treatment time make it a very successful platform for body shaping, skin tightening and wrinkle reduction.”

By combining ultrasound with RF, this non-invasive device helps users reach therapeutic temperature targets more rapidly and uniformly, for a better overall result, Dr. Chilukuri advised. “Exilis Ultra is the only device of its kind that allows us to contour the shape and tighten skin. We have temperature targets between 41° C and 45° C, depending on the area being treated, depth of treatment and patient tolerance, which we’re reaching at three to six minutes into the session, so we’re getting better results in a faster treatment. With other devices treatment was quite painful to undergo, but even at 90 W of power Exilis Ultra is so tolerable and effective that patients do two things that are virtually unheard of; ask how soon they can return for another session and what other body parts can be treated.”

“Outcomes on the face and neck tend to manifest in a shorter time interval compared with other parts of the body, which is as would be expected,” Dr. Chilukuri added.

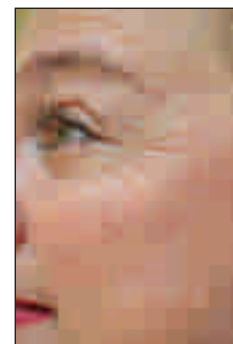
“The combination of controlled cooling and the temperature feedback mechanisms make it possible for us to treat painlessly without sacrificing energy deposition,” Dr. Chilukuri explained. “The level of comfort elicits great reactions from patients so our staff loves treating people with this device, and will recommend Exilis Ultra before others we have.”

“Being able to vary the treatment temperature and cooling enables us to deal with even traditionally difficult, resistant, or painful areas like the top of the knees,” Dr. Chilukuri indicated. “Exilis Ultra is truly remarkable. As with all treatments the final result takes time to fully manifest, but we take before and after pictures on the same day, and the effect is immediately visible.”

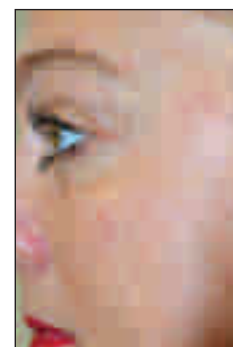
Further expanding the company’s contouring and toning business, BTL Cellutone utilizes targeted therapeutic vibrations and can be used as a stand-alone device or in combination with other aesthetic therapies such as non-invasive fat reduction and body shaping treatments. Using selective RF energy, BTL Vanquish ME heats and ultimately destroys fat cells, which are then removed from the body naturally. When paired with BTL Cellutone, the patient experience is significantly improved due to the vibrating massage, which helps increase blood supply, thus resulting in superior lymphatic drainage and better elimination of waste materials.

Annie Chiu, M.D., a board certified cosmetic and general dermatologist, and medical director of The Derm Institute in Redondo Beach, Calif. is a big believer in the combination therapy. “It has helped deliver fast circumferential reduction, so much so that I am seeing results as early as three sessions,” she reported. “Patients are enthusiastic about their outcomes, which drives their motivation to continue lifestyle changes that maintain results. The treatment is also well tolerated with patients.”

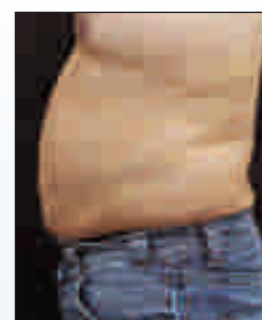
In Dr. Chilukuri’s experience, BTL Cellutone is very easy to use because the device has preset parameters based on the body part being treated. Users can dial the



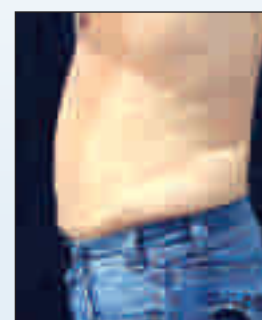
Before Tx



After two Exilis Ultra treatments
Photos courtesy of BTL Aesthetics



Before Tx



After Vanquish and Cellutone
combination Tx
Photos courtesy of Suneel Chilukuri, M.D.



Before Tx

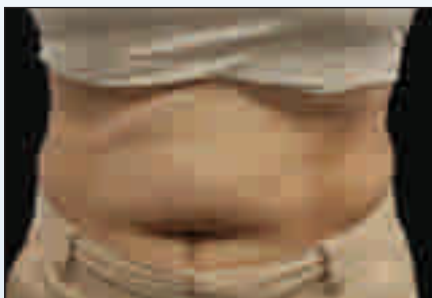


After Vanquish and Cellutone combination Tx

Photos courtesy of Annie Chiu, M.D.



Before Tx



After Silhouette Procedure (combination of BTL Vanquish ME, BTL Cellutone, BTL Exilis Ultra, then Cellutone again)

Photos courtesy of Suneel Chilukuri, M.D.

intensity up or down depending on patient feedback. The device itself is tabletop portable. "We move ours between exam rooms depending on where it's needed," he noted. "The handpiece is also extremely ergonomic in design, very lightweight and its spot size drives more energy deeper, more rapidly. Moreover, the cracking sound one associates with other similar devices is much more tolerable with BTL Cellutone, lower pitched and quieter."

Dermatologist Jeanine Downie, M.D., medical director of Image Dermatology (Montclair, N.J.), agreed. "We use it in conjunction with both BTL Exilis and BTL Vanquish ME treatments to enhance outcomes and speed their onset. After a session of either, patients love the way BTL Cellutone feels during application and the way it improves the appearance of skin texture," she said. Dr. Downie recommends patients undergo four or six sessions about a week apart with the combination treatments. "If doing Cellutone alone, and they can come in more often, we'll treat twice a week. Since there's no recovery or downtime we can do that. It's completely tolerable."

Once per week Dr. Chiu will perform a cycle of treatments with Vanquish ME, which varies in length of time based on the body part, and add BTL Cellutone for seven to ten minutes. "Patients seem to like both the enhanced result and the sense of getting a massage after."

"Advantages for the physician include high patient compliance and high patient satisfaction, which has a measurable effect on your bottom line," said Dr. Downie. "Because treatment, alone or with BTL's other devices, is so comfortable and easy, with great results, patients come back for more and bring their friends. BTL Cellutone generates its own publicity."

With summer fast approaching, Dr. Downie sees an upswing in demand for Cellutone on the horizon. "We don't do as many Cellutone-only treatments during winter because people are covered up, and they want the overall body shaping result so they go for the combination treatment," she said. "As the sun comes out people begin to want just Cellutone to improve the look of those visible areas, so we're revving up for summer."

While BTL is firmly positioned as a leader in the body shaping market, they have also recently put together a winning combination of features in their new BTL Exilite, an FDA approved IPL device that treats vascular and pigmented lesions, freckles, acne and hair reduction. It offers fast and easy performance with little to no downtime, as well as clinically tested and scientifically proven outcomes. When combined with RF in the BTL Exilis treatment, it allows for targeted rejuvenation plus resurfacing, which is an ideal complement to the popular "liquid face-lifts" being performed in office.

"I have found the new BTL Exilite to be an easy transition from our other pulsed light systems," said Jeffrey Hunt, D.O., R.V.S., R.V.P.I., in Tampa Bay, Fla. "It offers plenty of power, custom parameter settings and speed. Treatments are fast, well tolerated and effective."

The BTL Exilite system delivers up to 40 J/cm² in a completely homogeneous manner. According to César Arroyo Romo, M.D., a Professor at Universidad Rey Juan Carlos in Madrid, Spain, who has extensive experience in the field of light therapy, "This device's sufficient energy and simple parameter settings lead to effective and safe therapy even for darker skin types."

Treating darker skin types has always been an issue for light-based devices as pigment in skin absorbs a substantial part of the energy. Breakthrough adjustable cooling, along with assorted pulsation modes are important features of the BTL Exilite that can make treatment of darker skin types much easier, more comfortable and safer, while maximizing optimal energy settings for the highest efficacy. As Marie-Brigitte Chouquet, M.D., a dermatologist at Médecine Esthétique in Paris, France, said: "With the BTL Exilite, addressing darker skin types is no longer a challenge."

Unlike other IPL systems, the BTL Exilite offers thermoelectric epidermal cooling through a Sapphire crystal that can be easily adjusted to the needs of each patient and condition. Furthermore, the embedded advanced pulse setting enables the operator to adjust each sub-pulse. Both features allow the system to safely and effectively treat the most popular clinical indications on a range of skin types. "I appreciate the ability to split pulses into subpulses," Dr. Arroyo noted. "Add the BTL Exilite's strong and stable cooling system, and you get an IPL device that provides better pain tolerance than any other system I have used."

Dr. Chouquet agreed; "Detailed pulse settings enable me to adjust treatment parameters according to the needs of every patient."

BTL Exilite is intended for a wide variety of treatments. Dr. Arroyo has used the device with great success for photorejuvenation, hair removal and dyschromic problems. "The most important thing I expect from a good IPL is versatility. The BTL Exilite allows me to address a range of treatments from a single device thanks to the available filters and wavelengths. Treating numerous indications plays an important role in generating a significant revenue stream."

As Dr. Chouquet expressed, "Treating vascular and pigmented lesions, acne, photorejuvenation and hair removal with a single unit represents a great solution for every clinic."

According to Laura Frost, D.D.S., from Sans Souci Faces Clinic in Windsor, U.K., the most important indicator of the device's efficacy is patient satisfaction. "I am very pleased with the performance of the BTL Exilite system. I am happy to provide treatments with a great product that offers ease of use for me and satisfaction for my patients."

The "all-in-one" handpiece utilizes five easily exchangeable specialized filters with different wavelengths to cover the most desired treatment options. In Dr. Chouquet's experience, "BTL Exilite is capable of treating various skin conditions with even, reproducible results."



Pigmentation before Tx



After three BTL Exilite treatments
Photos courtesy of César Arroyo Romo, M.D.



Before Tx



After four BTL Exilite treatments
Photos courtesy of BTL Aesthetics