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BTL Devices Excel Across the Global Aesthetic Market

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“In my experience BTL’s platforms are appropriately priced, and the company is very good about updating the devices to continuously make them even better.”

With a suite of devices tackling today’s most common and emerging aesthetic and wellness indications, BTL Aesthetics (Boston, Mass.) is poised to advance deeper into the global marketplace. Over the last five years BTL has introduced and marketed four groundbreaking technologies within the aesthetic space: selective focused-field radiofrequency (RF), combination RF and ultrasound, 360° vaginal RF and High-Intensity Focused Electromagnetic (HIFEM™) therapy for feminine incontinence. This outstanding portfolio of powerful and effective, yet comfortable and economical, non-invasive devices offers physicians and patients exactly what they seek in tightening, body shaping and feminine wellness therapies.

The platforms themselves are robust and reliable, requiring less maintenance than laser-based devices, and the company supports them consistently and thoroughly. According to Marc Salzman, M.D. a plastic surgeon in Louisville, Ky., “The devices are very sturdy and less touchy than lasers. In my experience, BTL’s platforms are appropriately priced, and the company is very good about updating the devices to continuously make them even better. There is little to no consumables cost, which is important because that raises the overall operational expense of a device, which affects its utility in your practice.”

This low cost of consumables has always been a key factor drawing physicians to BTL devices. Practitioners can control costs and more easily add BTL device-based treatments as adjuncts to established therapies for exceptional outcomes.

Body Shaping and Skin Tightening

As Deepak Dugar, M.D., a plastic surgeon in Beverly Hills, Calif., pointed out, the body shaping market has shifted dramatically in recent years. “Liposuction is still the gold standard, but fewer patients want to undergo surgery, so the results available through non-invasive means are appealing,” he said. “This trend has been evident for years in all areas of aesthetic medicine. Plus, you cannot perform liposuction over and over due to the buildup of scar tissue, but you can do endless sessions of BTL’s non-invasive modalities to stave off the need for surgical intervention.”

Arguably, the company’s flagship platform is Exilis Ultra 360™ as well as its predecessor BTL Exilis Elite™, which many physicians still rely on for its incomparable RF tightening and body contouring capabilities. The device is FDA cleared for wrinkles, rhytides and reduction in the appearance of cellulite, as well as to provide heating for the purpose of elevating tissue temperature for selected medical conditions such as increase in local circulation. In addition, ULTRA Femme 360, a premier feminine wellness treatment, is based on the Exilis platform, further enhancing its versatility.

Exilis Ultra 360’s monopolar RF is scientifically proven to stimulate neocollagenesis and neoelastinogenesis to reduce skin laxity, smooth wrinkling and improve global skin quality, as proven in trials of its predecessor, BTL Exilis Elite, with reported 35% reduction in skin laxity¹. In a recent study of Exilis Ultra 360 for the face, arms, thighs and abdomen, about 92% of blinded reviewers properly recognized and ordered before and after photographs, which demonstrates the ability of tissue to respond visibly to the therapy.²

The platform’s proprietary Energy Flow Control (EFC™) technology and Impedance Intelligence features provide real-time monitoring of local impedance and automatically

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regulate energy delivery in response, which maximizes safety and comfort while ensuring therapeutic benefit. Incorporated ultrasound improves comfortable energy penetration, driving RF energy as deep as 2.5 cm, according to dermatologist and cosmetic surgeon Suneel Chilukuri, M.D., medical director of Refresh Dermatology in Houston, Texas. “This combines RF heating of fatty or dermal tissue via impedance, with the enhancement of cellular processes in the treatment zone to promote vascular perfusion and stimulate microcirculation and drainage. Peltier cooling also manages treatment depth and improves patient comfort dramatically, giving us a painless, non-invasive procedure with no downtime.”

Due in part to a carefully designed variety of applicators, Exilis Ultra 360 may be used all over the face and body to tighten skin and contour the silhouette. The larger standard applicator can treat legs and arms, along with the flanks, abdomen and back. For the décolleté, face and neck, the smaller standard applicator is perfect. Even the hands can be treated in younger patients, Dr. Chilukuri expressed. Treatment of the neck is a big plus. “With Exilis Ultra 360 you can address the lower face and neck, which helps prevent that demarcated look one gets if the facial result isn’t balanced and blended with improvement of the neck in both skin tightening and body contouring,” he said.

“We use BTL Exilis Elite for skin tightening on the face and body, these days more on the torso and extremities,” said Sanjay Grover, M.D., a plastic surgeon in Newport Beach, Calif., “and we’re in the process of converting over to Exilis Ultra 360. We also rely on it for neck tightening. We see real improvement in thin, crêpey skin on the neck and face, it provides a ‘shrink-wrap’ effect, and is well tolerated with no consumables. It is excellent as a stand-alone therapy or in conjunction with the many other devices we use.”

The third applicator, F-Tip, allows accurate and safe treatment of more delicate areas such as the periocular and perioral regions. “F-Tip not only harnesses the impressive capabilities of the device for those tight areas, its slim design enables the user to see what they’re doing, allowing us to treat to the eyelash margin, and for the patient, uncomfortable eye shields are unnecessary,” Dr. Chilukuri advised. After initial periocular treatment Dr. Chilukuri brings patients back about two weeks later for a second session. “The tissue is even more disposed to respond to the energy, leading to greater improvement.”

Termed Ultra Plump, treatment of the lips is another winner, according to dermatologist Grace Liu, M.D. (Newport Beach, Calif.). “We use swirling passes around the lip with additional attention given to the space between the upper vermilion border and nose,” she said. “The effect is a smoothing of skin, reduction of lines and wrinkles, as well as a lifting that makes lips look full and plump. It also seems to restore lip definition that diminishes with age.”

BTL Vanquish ME™ selective focused-field RF fat reduction is a one-of-a-kind fat treatment system scientifically demonstrated to reduce circumference dramatically. Its body and thigh applicators never touch the body, and the spot size is massive. The focused field RF heats fat non-invasively, and the body removes disrupted cellular debris and liberated fatty acids naturally. A course of treatment typically consists of four to six sessions of about 45 minutes each. Clinical trials showed that the device reduces the fatty layer of the abdomen by up to 29%,³ with noted 487% increase in apoptotic index,⁴ and average circumference reductions of 1.9 inches in the torso⁵ and 0.75 inches in the thigh.⁴



Before Tx

Four months after two BTL Exilis ULTRA treatments
Photos courtesy of Suneel Chilukuri, M.D.

Before Tx

After four BTL Exilis ULTRA treatments
Photos courtesy of BTL Aesthetics

“With BTL Vanquish ME you can treat even higher BMI patients you wouldn’t dare treat with something like cryolipolysis. It’s been a huge success in my practice because so many patients want larger areas treated, with no downtime.”



Before Tx



After four Vanquish ME treatments
Photos courtesy of Marc Salzman, M.D.



Before Tx



After two BTL Exilis ULTRA and BTL Cellutone treatments for cellulite given two weeks apart
Photos courtesy of Suneel Chilukuri, M.D.

In a study comparing hands-free non-invasive body shaping devices, BTL Vanquish ME was shown to provide greater reductions than the leading cryolipolysis and diode laser fat reduction devices.⁶ Additionally, a 2017 investigation showed that 75% of waist circumference reduction was maintained by patients after four years.⁷

Mechanical massage with a device such as BTL Cellutone™ is a key component to enhancing results. “We do see a better result, but what BTL Cellutone really adds is a faster onset of outcomes when used with BTL Vanquish ME or Exilis Ultra 360,” said Dr. Chilukuri.

Dr. Salzman added, “Mechanical agitation not only improves circulation and drainage, but it further stresses cells that may be on the edge of disruption, thus improving expression of fatty acid contents of damaged adipocytes. That may play an additional role. You certainly do see a better result that manifests more rapidly.”

Cellulite is no match for Exilis Ultra 360 and BTL Cellutone, Dr. Chilukuri stated. “About 90% of women have cellulite. While it is up to the patient to hone their lifestyle, we can non-invasively and comfortably reduce subcutaneous fat, improve skin tone and blood flow, break down the fibrous septae, and tighten skin with BTL devices, all with a minimal consumables burden. One can also use BTL Vanquish ME’s Flex (leg) applicator if the individual case calls for it.”

Together, the three devices (Exilis Ultra 360, BTL Cellutone and BTL Vanquish ME) are known as Body By BTL™. With all three modalities every patient receives a customized body shaping treatment, Dr. Salzman explained. “You can use any combination of BTL Vanquish ME, Exilis Ultra 360 and BTL Cellutone therapy,” he said. “A patient might need a lot of Vanquish with Cellutone and a little Exilis, or just need Exilis for mild shaping and skin tightening, whatever is needed, you can do it non-invasively and comfortably.”

“In the scheme of things there are body sculpting devices that spot reduce and others that treat a general area, but often, certain patients are selected out,” said Dr. Salzman. This is not so with Body By BTL. “With cryolipolysis, you can only treat areas for which they have an applicator, and you must spot reduce, which limits how much circumferential reduction a patient can expect to obtain, so larger patients won’t see much of a result. Conversely, virtually any patient is a candidate for BTL therapies, and the body responds very naturally to treatment, so reductions on the face, extremities or body are commensurate with the patient’s natural shape and you won’t get that shark-bite look.”

Dr. Liu chose BTL devices for the results, tolerability and lack of consumables, and the ability to increase her patient base helped drive her decision. “With BTL Vanquish ME you can treat even higher BMI patients you wouldn’t dare treat with something like cryolipolysis,” she said. “It’s been a huge success in my practice because so many patients want larger areas treated, with no downtime.”

Combination Treatments

The mechanisms of action and low consumables cost associated with BTL devices make them ideal for combining with other treatments, either within or outside the realm of BTL’s portfolio. “Everybody has a big facial machine and/or a popular body shaping device like cryolipolysis; we certainly do, and we use BTL devices with virtually every treatment to give us a much better result,” explained Rita Rakus, M.D., an aesthetic

“This concept allows us to reduce the number of treatments from those devices with stronger market penetration, but high consumables cost, yet actually obtain a better overall outcome. The BTL devices are so benign in combination with other modalities, and provide a synergistic result.”

physician in Knightsbridge, London, U.K. “All it costs us is some time and whatever we have to pay the staff because there is virtually no consumables cost.”

“Exilis Ultra 360 is great for loose skin under the eyes as well as laxity of the lower face and jawline,” said Dr. Dugar. “We do two to four sessions at weekly intervals, stimulating the area almost constantly for a firmer, tightened look, then have patients return for annual maintenance. We look at it as less of a treatment series than a wellness maintenance program because it is non-invasive and so comfortable to undergo.” Nevertheless, Dr. Dugar also uses injectables for facial volumization, with neurotoxin, as part of a global facial treatment protocol. “We don’t want the RF treatment to affect the filler material so we first use neurotoxin, then later add a course of Exilis Ultra 360. This gives us an idea of where we really need volume, so we can more appropriately implant fillers to maximize the natural look of the result and prevent overuse of filler.”

“Exilis Ultra 360 is a fantastic adjunct to Ultherapy from Merz Aesthetics (Raleigh, N.C.),” Dr. Liu shared. “Results with Ultherapy take a few months to manifest, but tightening results with Exilis Ultra 360 can be seen much sooner, so we’ll often offer Exilis treatment to jump start outcomes.”

Another winning combination is HydraFacial plus Exilis Ultra 360. “We’ve been successfully promoting this unique combination, which we call HydroTight, because it works so well,” Dr. Rakus emphasized. “We rely on Exilis Ultra 360 to sculpt and tighten the face, using the HydraFacial to enhance skin quality. The outcomes are absolutely brilliant.”

While no other device has the debulking capability of BTL Vanquish ME, physicians often use it in conjunction with other modalities. “You can easily use Exilis Ultra 360 to further sculpt arms, legs, around the knees, and elsewhere on the body,” Dr. Chilukuri said. “We can also use it with popular modalities such as CoolSculpting (Allergan) or SculpSure (Cynosure). First we debulk with BTL Vanquish ME, then use the other modalities as they were designed, for spot reduction, so our devices are complementing rather than competing with each other.”

Dr. Rakus takes this idea one step further saying physicians can create their own proprietary combination treatments, further cementing their unique branding and enabling them to promote their own expertise rather than the presence of a publicly popular device within their practice. “This concept allows us to reduce the number of treatments from those devices with stronger market penetration, but high consumables cost (like cryolipolysis), yet actually obtain a better overall outcome. The BTL devices are so benign in combination with other modalities, and provide a synergistic result. For example, we offer cryolipolysis and it is very appealing, but we’ll first add a course of BTL Vanquish ME to debulk in some cases. We always use the BTL Cellutone because the massage component is scientifically proven to improve results, and almost always add BTL Exilis because we can sculpt more to the individual’s needs and give truly brilliant results, inexpensively, since there is virtually no consumables cost.”

Feminine Wellness

In the emerging field of feminine wellness, BTL is a luminary. ULTRA Femme 360 uses the versatile Exilis Ultra 360 platform to provide full circumference internal treatment in



Before Tx



After BTL Exilis Ultra Tx
Photos courtesy of Jason Lupton, M.D.



Before Tx



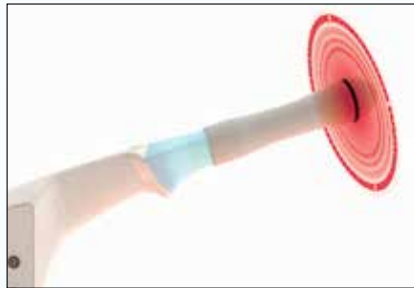
After HydraFacial and BTL Exilis Ultra 360 Tx
Photos courtesy of Rita Rakus, M.D.



Before Tx



After BTL Vanquish ME and Cryolipolysis treatments
Photos courtesy of Grace Liu, M.D.



The BTL ULTRA Femme 360 provides full circumference internal treatment in just eight minutes.

Photo courtesy of BTL Aesthetics

“One patient, for example, was getting up three to four times a night to urinate, and this improved dramatically even before completing the full treatment regimen. This is a huge quality of life issue for millions of women, so we really have something here.”



Before Tx



After four ULTRA Femme 360 treatments

Photos courtesy of Shelena Lalji, M.D.



Before Tx



After four ULTRA Femme 360 treatments

Photos courtesy of Shelena Lalji, M.D.

just eight minutes, with a vulvar applicator for external treatment also, according to Kimberly Evans, M.D., an OB/GYN in Houston, Texas. “Internal RF-based procedures are easy to perform, comfortable to undergo, and provide patients with incredible results in two to three treatments,” she said. “I’ve successfully treated women in their 20s to as late as 60s, and we see significant enhancement in quality of life through improvement of intimate wellness and an increase of self-confidence.” Recent published research⁸ demonstrated ULTRA Femme 360 to be a safe and effective treatment, with an associated 93% increase in sexual gratification and 95% of patients agreeing that vulvar appearance improved visibly.

Single-use applicators, designed specifically to reduce technique dependence and enhance both patient and provider comfort during treatment, are a low-cost consumable that promote patient confidence.

BTL Emsella™, the company’s latest offering, provides unparalleled treatment for feminine incontinence, according to Shelena Lalji, M.D., an OB/GYN and medical director of Dr. Shel Wellness & Medical Spa in Houston, Texas. “It looks like a big chair; women sit fully clothed on the device for just under 30 minutes, watching TV or reading a book while undergoing a comfortable, FDA cleared electromagnetic stimulation of pelvic floor muscles,” she said. It is a walk in, walk out procedure with no downtime or side effects. “BTL Emsella strategically stimulates the entirety of the pelvic floor in different ways, and treats all forms of feminine urinary incontinence. Nobody could do this much work, or as thoroughly, on their own with Kegel exercises.”

A patented HIFEM field is the driving force behind BTL Emsella. “Patients can feel the stimulation of the pelvic floor, but it is very tolerable, a sensation women are familiar with. In fact we adjust the device using the patient’s feedback so we know we’re treating correctly,” Dr. Lalji elaborated. “The different cycles of the device stimulate muscle groups of the pelvic floor at various frequencies to achieve the most efficient exercise possible without any discomfort. BTL Emsella works up to 100% intensity, which is our goal, and we can adjust it downward to tolerance, but in my own personal treatment experience, even the highest setting is quite tolerable.”

The recommended course of action is six sessions, twice per week. “Patients who need to use incontinence pads 24/7 often see this need eliminated completely,” Dr. Lalji reported. “One patient, for example, was getting up three to four times a night to urinate, and this improved dramatically even before completing the full treatment regimen. Many report noticing a difference even after one session. This is a huge quality of life issue for millions of women, so we really have something here.” As with other BTL devices, BTL Emsella works well with ULTRA Femme 360 for a true global feminine wellness therapy.

BTL Emsella requires no consumables as well, and after initiating treatment the therapy is operator independent. “This generates so much revenue, without operator intervention,” Dr. Lalji shared. “There really is nothing like it out there.”

Urogynecologist Red Alinsod, M.D., founder and director of the Alinsod Institute for Aesthetic Vulvovaginal Surgery and South Coast Urogynecology, Inc. (Laguna Beach, Calif.), is a strong proponent of BTL Emsella. “We place all our stress incontinence and overactive bladder patients on this chair. They are loving the 28-minute

“BTL offers excellent support, service, marketing and exposure. Costs are manageable, and the results are appealing to patients. There’s not much else you could ask for.”

treatments because it is so easy to sit fully clothed on the chair, read a magazine, and get a full pelvic workout as if you had a private pelvic floor trainer beside you, but without the sweat!”

“BTL Emsella is a great opportunity in terms of speed of efficacy and modesty because patients don’t have to undress,” said Tracy Sims, M.D., director of Greenfields Medical Chambers (Liverpool, U.K.). “The BTL Emsella can offer significant and tangible improvement in patients’ quality of life.”

Partner in Patient and Practice Care

Anita Sturnham, M.D., director of Nuriss Skincare and Wellness Clinics based in London, U.K., has been working closely with BTL since launching her clinics in 2014 after carefully selecting the company’s technologies based on safety, efficacy, tolerability, profitability and review of scientific literature. “BTL has provided excellent training and support every step of the way and continues to present suitable new technologies they believe will benefit my practice moving forward,” she said. “The level of care and support is unsurpassed in this industry.”

“The company is very reliable and easy to deal with,” Dr. Rakus added, “and because of the strong science behind the treatments and the many international awards they’ve won, this good PR makes them very easy to sell. Patients like the results, the safety and comfort, and the lower cost due to lack of disposables.”

Dr. Rakus summarized her BTL experience in this way: “Great machines, great treatments, great results. BTL offers excellent support, service, marketing and exposure. Costs are manageable, and the results are appealing to patients. There’s not much else you could ask for.” ■

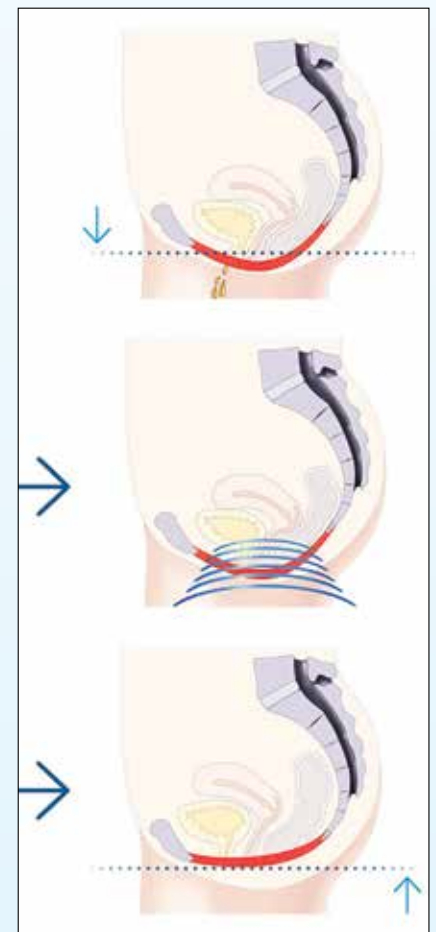
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BTL Emsella

Photo courtesy of BTL Aesthetics



BTL Emsella uses electromagnetic stimulation to comfortably treat feminine incontinence.

Photo courtesy of BTL Aesthetics

ULTRA FEMME 360™

COME FULL CIRCLE FOR
**CONFIDENCE.
RENEWED.**



Intimate
Procedure

BTL AESTHETICS

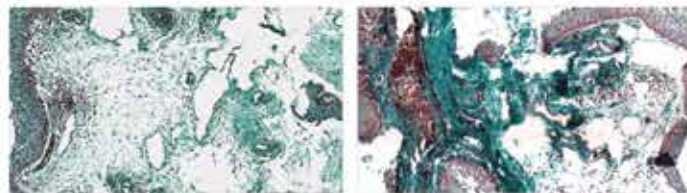
The **ULTRA FEMME 360™** procedure offers the **shortest radio frequency treatment available** for women's intimate health and wellness.



EFFICACY

Histology

BEFORE: **10%** elastin fibers AFTER **3 TX**: **41%** elastin fibers



Courtesy of: BTL Aesthetics

SAFETY

360° Volumetric Heating



COMFORT

Uniform Distribution of Energy

