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AESTHETIC

GUIDE™

Autumn 2009

Circulation: 12,000

www.eurabg.com

Merz Expands Aesthetic Product Offerings

In 2009 and 2010 pharmaceutical company Merz GmbH & Co. KGaA (Frankfurt, Germany) is planning a major push deeper into the worldwide aesthetic market. The company has a history of compassion for patient needs, as well as innovation in healthcare that spans more than 100 years. Among other long range efforts, Merz plans to strengthen the international aesthetic pipeline with the creation of its own brand of neuro-modulators (botulinum toxin), dermal fillers and standardized, validated scales to grade aging skin.

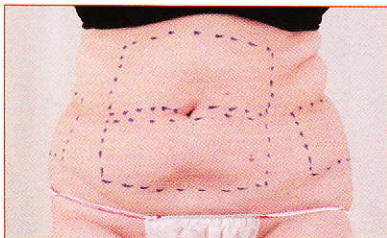
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EMAA Review
IMCAS Preview
EADV Highlights

BTL's EXILIS Device Achieves Clinically Proven Body Shaping Results



Peter Hajduk, M.D.
Aura Medical Clinic
Prague, Czech Republic

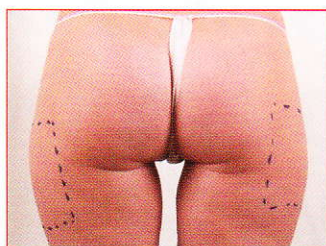


Before Tx

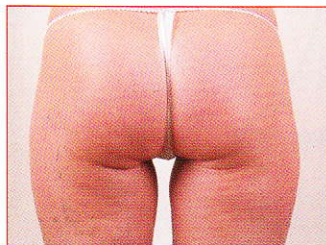


After four treatments

Photos courtesy of Peter Hajduk, M.D.



Before Tx



After four treatments

Photos courtesy of Peter Hajduk, M.D.



Werner Voss, M.D.
Director
Dermatest GmbH
Munster, Germany

By Ilya Petrou, M.D., Contributing Editor

The recently launched EXILIS device from BTL (Prague, Czech Republic) represents a new class of technological innovation in contemporary, non-invasive body shaping. EXILIS is proven to be clinically effective, and it offers a commercially attractive solution for aesthetic practitioners.

The main competitive advantage of the EXILIS device is the simultaneous delivery of radiofrequency (RF) and ultrasound energy with contact cooling via a single applicator. The combination of these two established energy sources allows for the efficient reduction of resistant subdermal fat deposits and a tightening of the treated areas.

After a successful initial clinical trial led by Peter Hajduk, M.D., head of the Aura Medical Clinic in Prague, BTL wanted to test the device in a series of diverse controlled conditions, as well as demanding ones. As part of an international study, BTL enlisted several clinical centers in order to compile independent samples of relevant clinical data to verify the EXILIS pilot study. This study was carried out in several locations around the world, including the Dermatest Clinic in Munster, Germany; the ADLM Clinic in Meilein, Switzerland; the Renova Clinic in Turkey, as well as several aesthetic centers in Hong Kong and the U.S.

According to study investigators, the clinical data from this trial clearly proves that the EXILIS treatment achieves a significant volumetric reduction in the targeted fat layers, resulting in consistent circumferential reduction of all body areas treated with the standard four session protocol. Results did not depend on the patient's skin type or gender. Weight fluctuation was monitored throughout the treatment period and the longevity of results was confirmed two months

post-procedure. None of the clinical centers observed any serious adverse events aside from some quickly subsiding erythema in the targeted areas.

Feedback received from both physicians and patients reveal several positive aspects of the EXILIS system, which establishes this new device as cutting edge technology in today's market. Both were pleased with the short duration of treatments; typically a standard zone takes just four to five minutes via an integrated control system that allows application of gentle, uniform and safe energy. According to Dr. Hajduk, "We were amazed by the high level of comfort perceived by our patients during treatment. At first, they were surprised by the intense feeling of warmth emitted by the device. However, the physician's degree of precision, as well as their control of the device and its settings, soon turned the treatment into a very exciting experience."

Werner Voss, M.D., director of Dermatest Clinic also weighed in, "In our opinion, the treatment is painless, quick and very efficient."

There is also a positive economical advantage of the EXILIS treatment: no additional costs associated with using the handpiece; therefore, it yields a much faster return on investment compared to other systems. This aspect can be particularly important in today's uncertain economic climate.

"With its open treatment platform, the EXILIS system represents a state-of-the-art technological advantage in my practice. We are very enthusiastic about the skin tightening handpiece project and the upcoming clinical testing which we hope to participate in," concluded Dr. Hajduk.



AESTHETICS

EXILIS

(R)EVOLUTION IN BODY SHAPING TECHNOLOGY

- ◇ THE ONLY COMBINATION OF **RF** AND **ULTRASOUND**
- ◇ THE FASTEST TREATMENT AVAILABLE
- ◇ EVIDENT RESULTS
- ◇ NO DISPOSABLES
- ◇ BUILT-IN THERMOMETER

Maximum safety and user control - **DTC** system displaying skin temperature



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