

THE NEWEST 360° COMPLETE BODY SHAPING SOLUTION

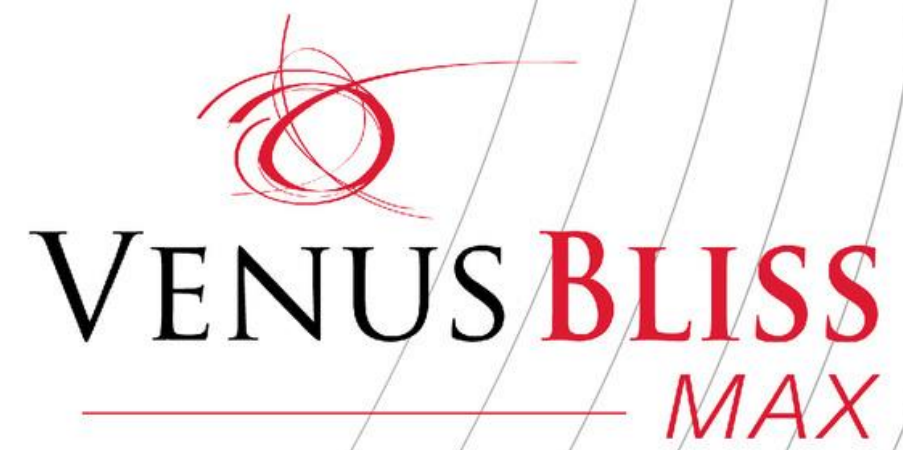


Three Technologies In
One Device

Complete Body
Treatment Offerings

Effective & Comfortable
Laser Lipolysis

Best-In-Class
Revenue Generator



EMS MUSCLE
TONING

**Ultimate Body
Shaping Solution:
3 Best-In-Class
Technologies In
1 Platform**

LASER LIPOLYSIS



PROPRIETARY(MP)²
RF + PEMF

5X **Body Sculpting**
has grown 5 times in the past 8 years

641% **Laser Lipolysis**
treatments increased by 641% in 2019

\$9.3B **Body Contouring**
market size is expected to be \$9.3B by 2025

**Market
Data**

360° Complete Body Shaping Solution



THREE TECHNOLOGIES IN ONE DEVICE

- Three in-demand, non-invasive technologies fits in one small footprint, immaculately designed system
- Provide best-in-class technologies for treating your patients' top body concerns



COMPLETE BODY TREATMENT OFFERINGS

- Each technology used to mean a separate system
- More treatment options to increase the potential patient selection
- Offer a 360°, all-around approach

360° Complete Body Shaping Solution



EFFECTIVE AND COMFORTABLE LASER LIPOLYSIS

- 1064 nm wavelength is specifically chosen to penetrate deep into the hypodermis
- Clinically proven lipolysis and apoptosis
- Skin-contact cooling and optimized energy distribution avoids hot spots for patient comfort



BEST-IN-CLASS REVENUE GENERATOR

- Attract a broader base of patients looking for options that are non-invasive and with no downtime
- Based on real-time IoT usage data of the processor Venus Bliss™ device, average weekly revenue of laser & RF is \$4975

Indications For Use



1064 nm
diode laser

Non-Invasive Lipolysis of the
Abdomen & Flanks

FlexMAX
EMS

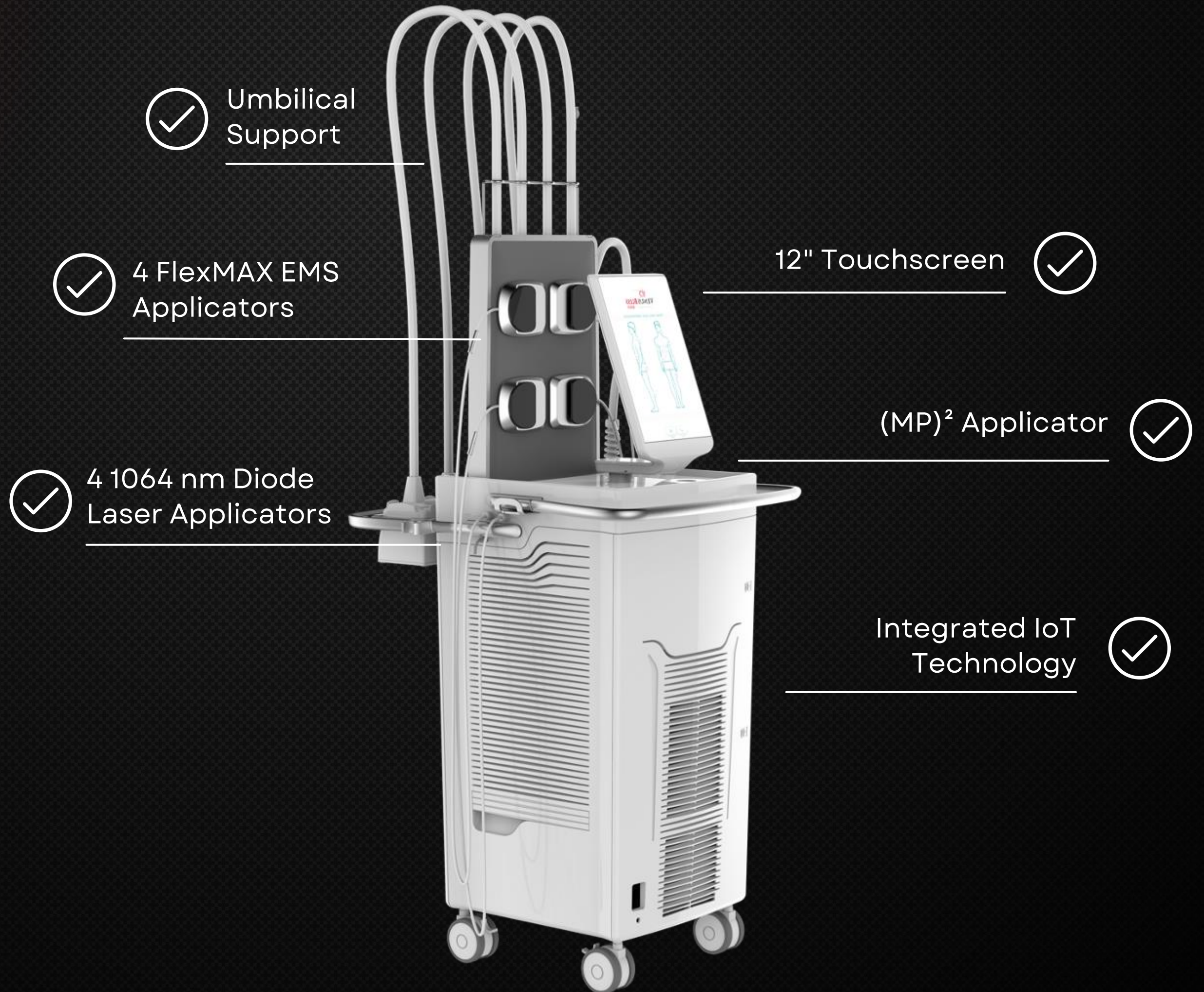
Muscle Toning

(MP)²
applicator

Cellulite Reduction

The Venus Bliss Max™ diode laser is approved by the FDA for non-invasive lipolysis of the abdomen and flanks in individuals with a Body Mass Index (BMI) of 30 or less. The (MP)² applicator is for improvement of local blood circulation and temporary reduction of cellulite. The FlexMAX applicators are intended for muscle conditioning to stimulate healthy muscles.

Device Overview



3 Technologies, 1 Device



Fat

- Four 1064 nm hands-free diode laser applicators
- 6 cm x 6 cm spot size
- Non-invasive lipolysis
- Up to 41% reduction in adipose layer thickness per clinical results



Muscle

- Four hands-free FlexMAX Electrical Muscle Stimulation (EMS) applicators
- Adaptive Mode: AdapTarget, AdapTrain & AdapTensity



Skin & Cellulite

- Proprietary (MP)² technology
- Powered by Multi-Polar Radio Frequency (RF) and Pulsed Electro Magnetic Fields (PEMF)
- VariPulse™ adjustable vacuum

Diode Laser Technology



Diode Laser Applicators

1064nm
Wavelength

4 LED Contact
Indicators

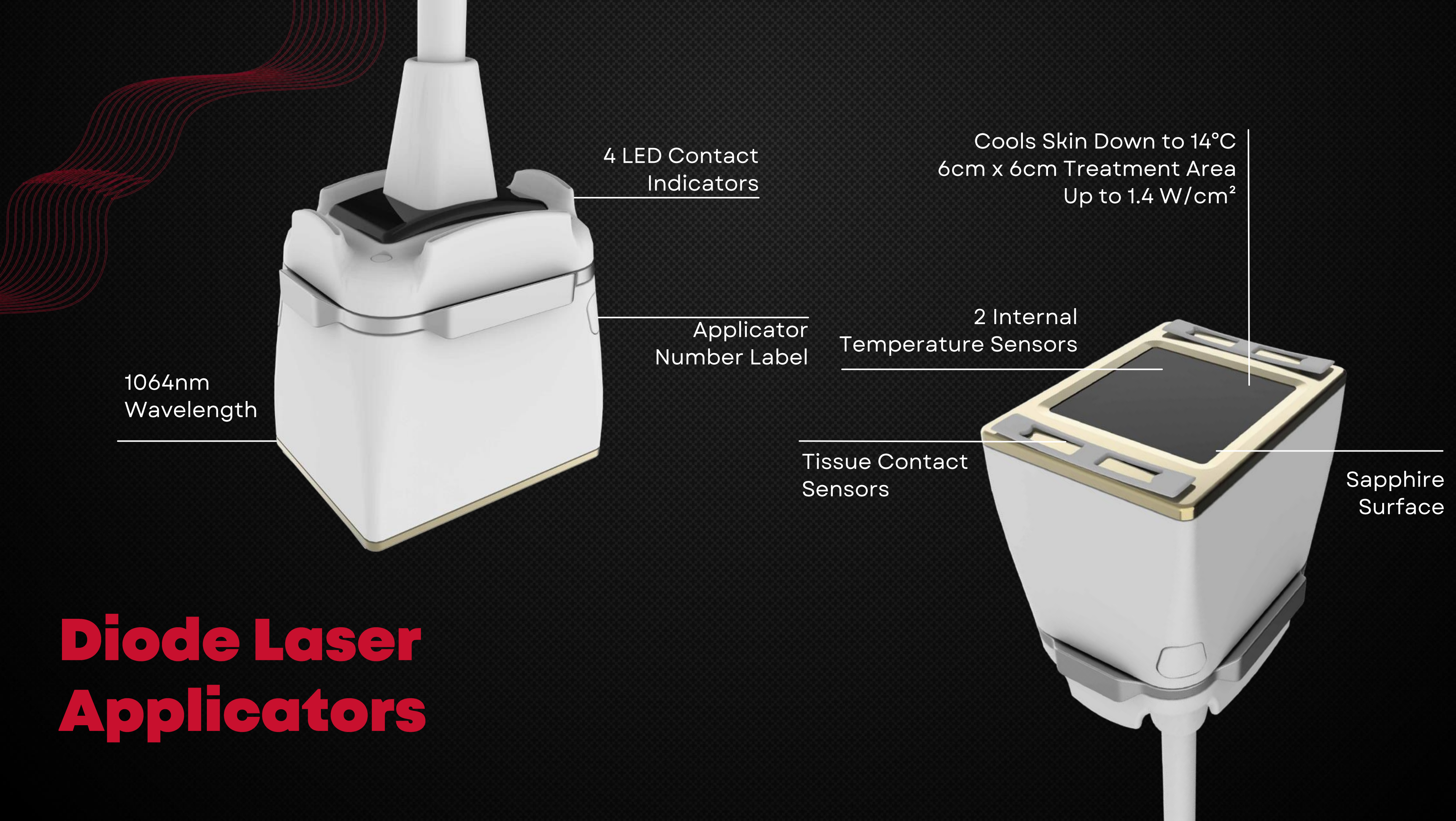
Applicator
Number Label

2 Internal
Temperature Sensors

Tissue Contact
Sensors

Cools Skin Down to 14°C
6cm x 6cm Treatment Area
Up to 1.4 W/cm²

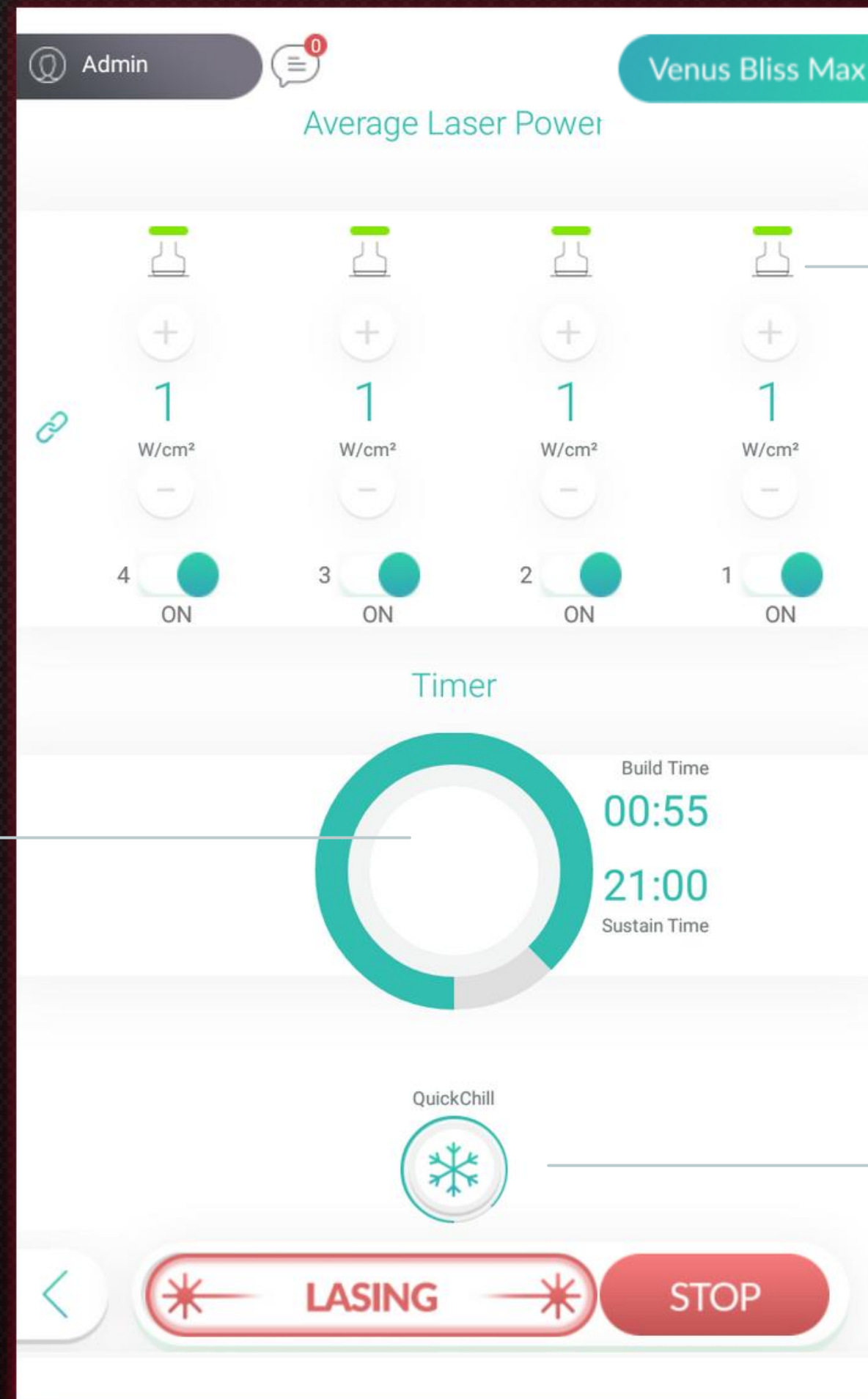
Sapphire
Surface



Intuitive Diode Laser Screen



Build and Sustain Timer



Diode Status
Indicators

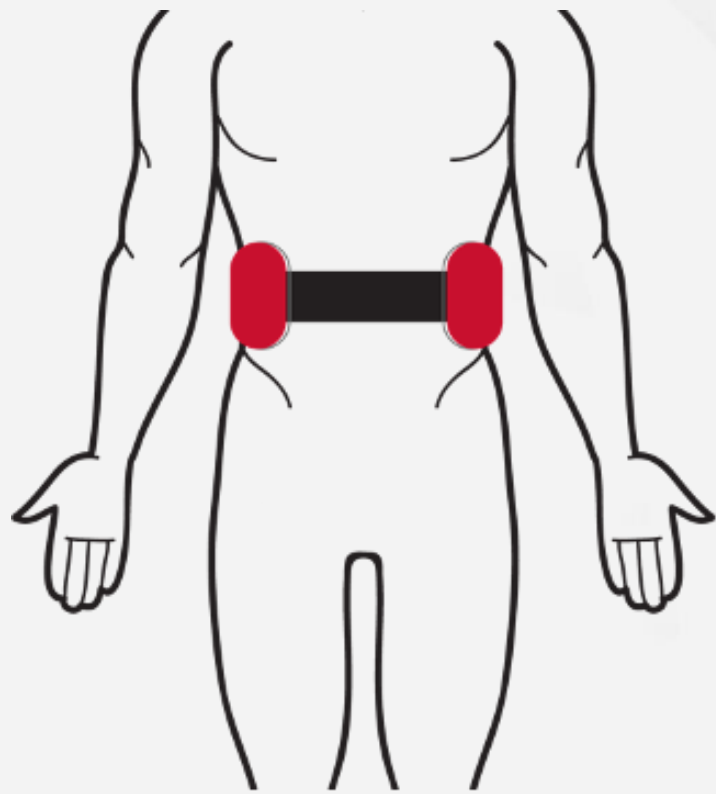


QuickChill
Button

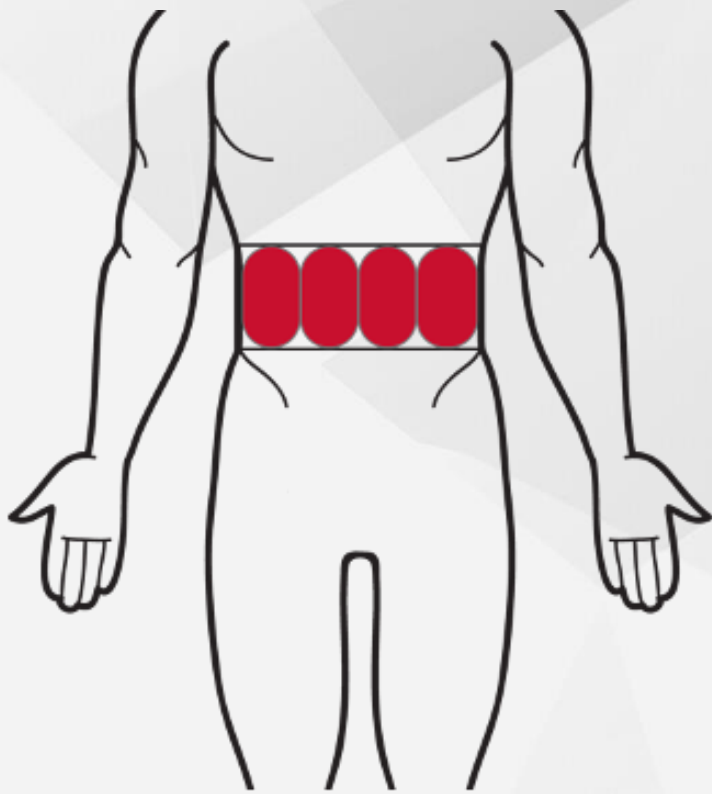


Versatile Belt Configurations

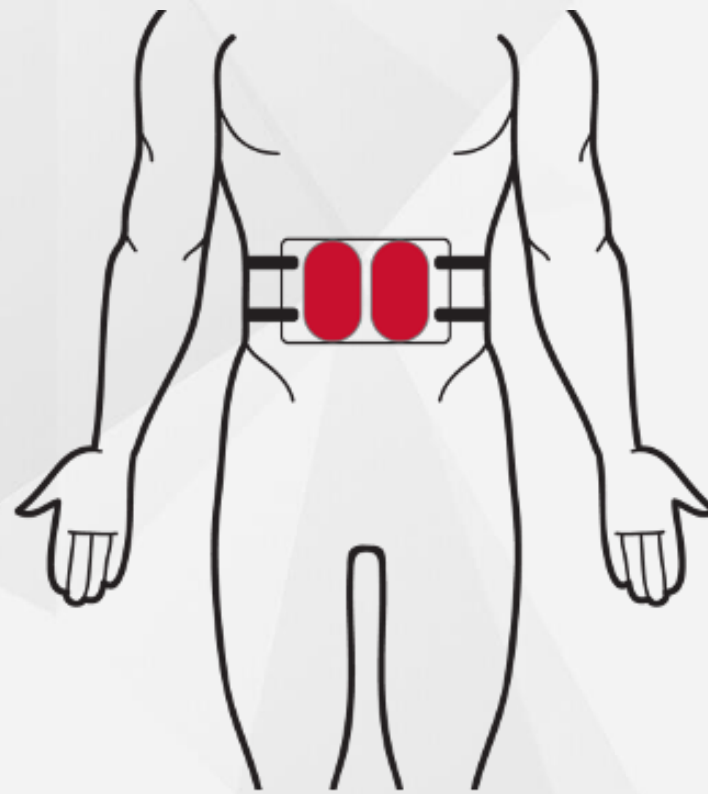
1. Flanks



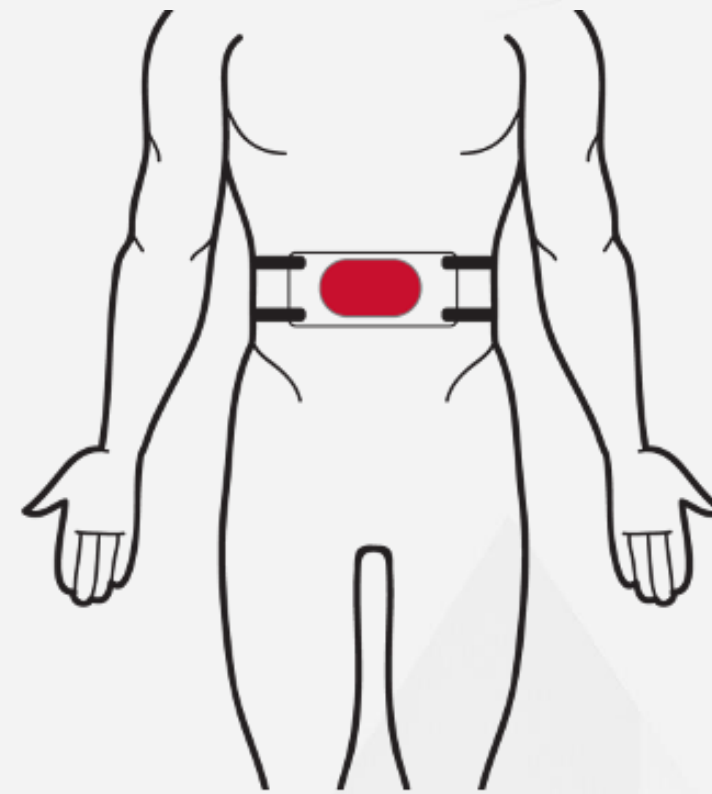
2. Four Vertical



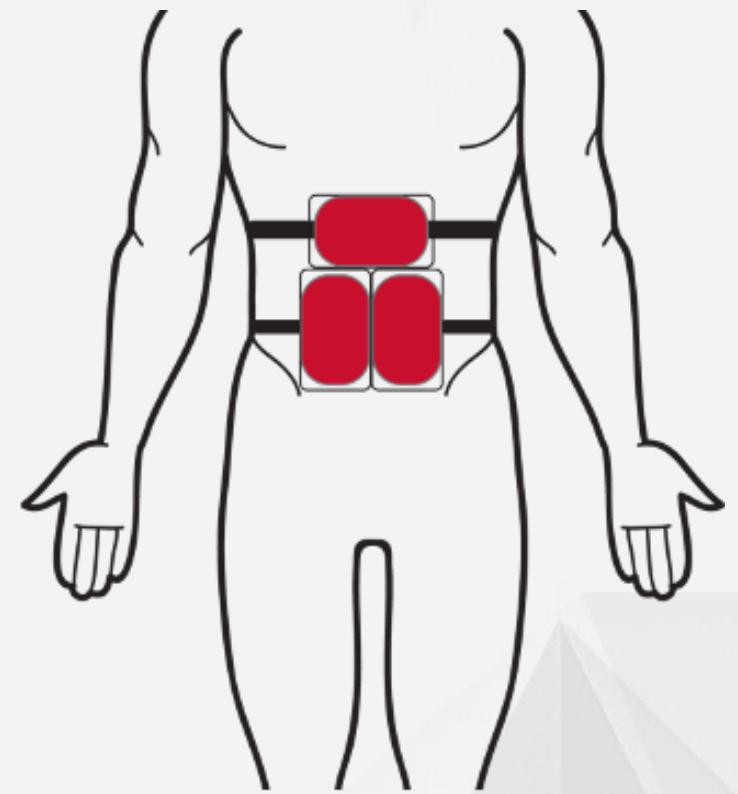
3. Two Vertical



4. One Horizontal



5. One Horizontal Above Two Vertical

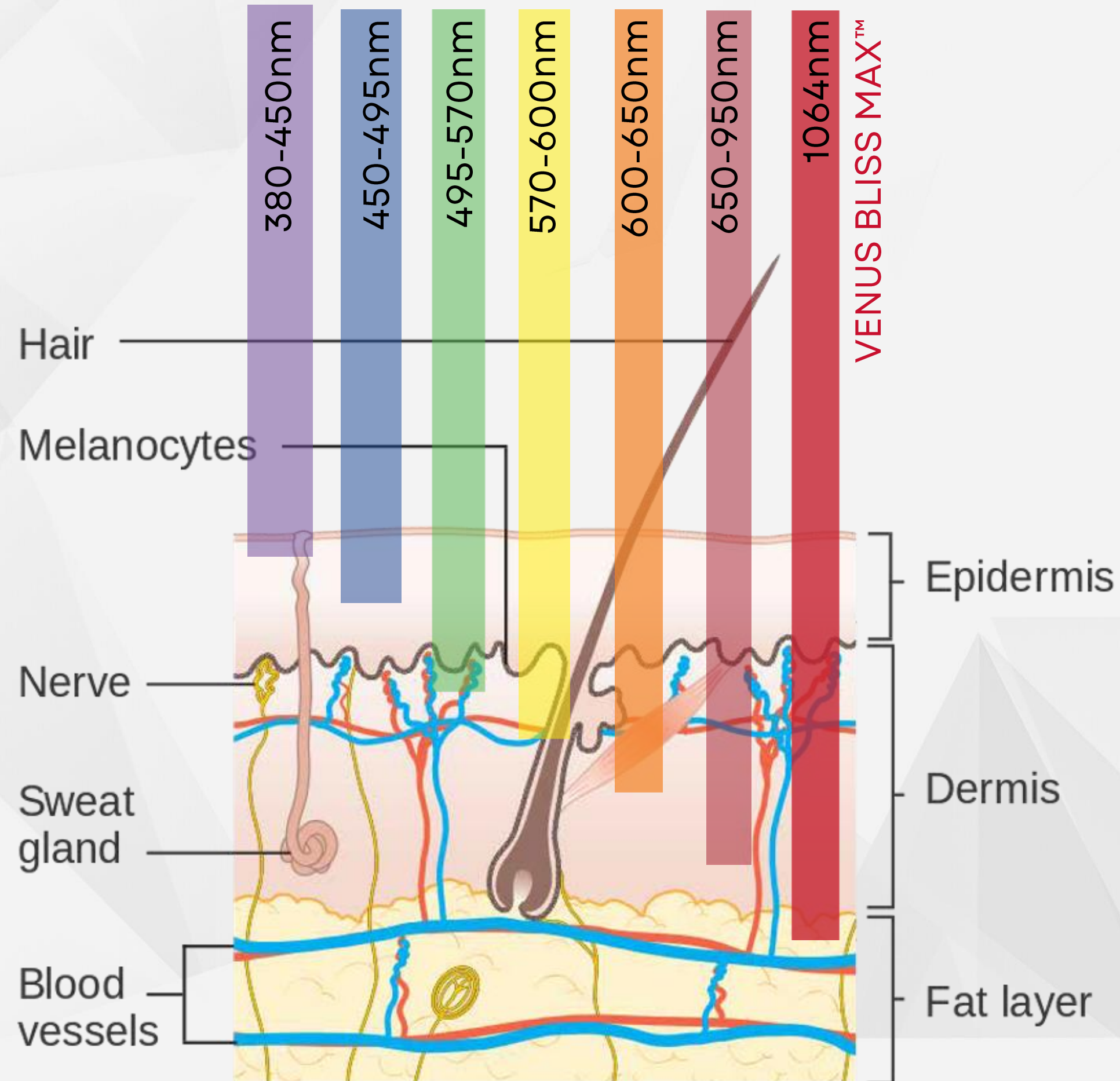


The belt allows for several combinations of the applicators on the abdomen and flanks, allowing for:

- Ease of setup
- Continuous contact
- Treatment safety and efficacy
- Customization

Importance of Wavelength

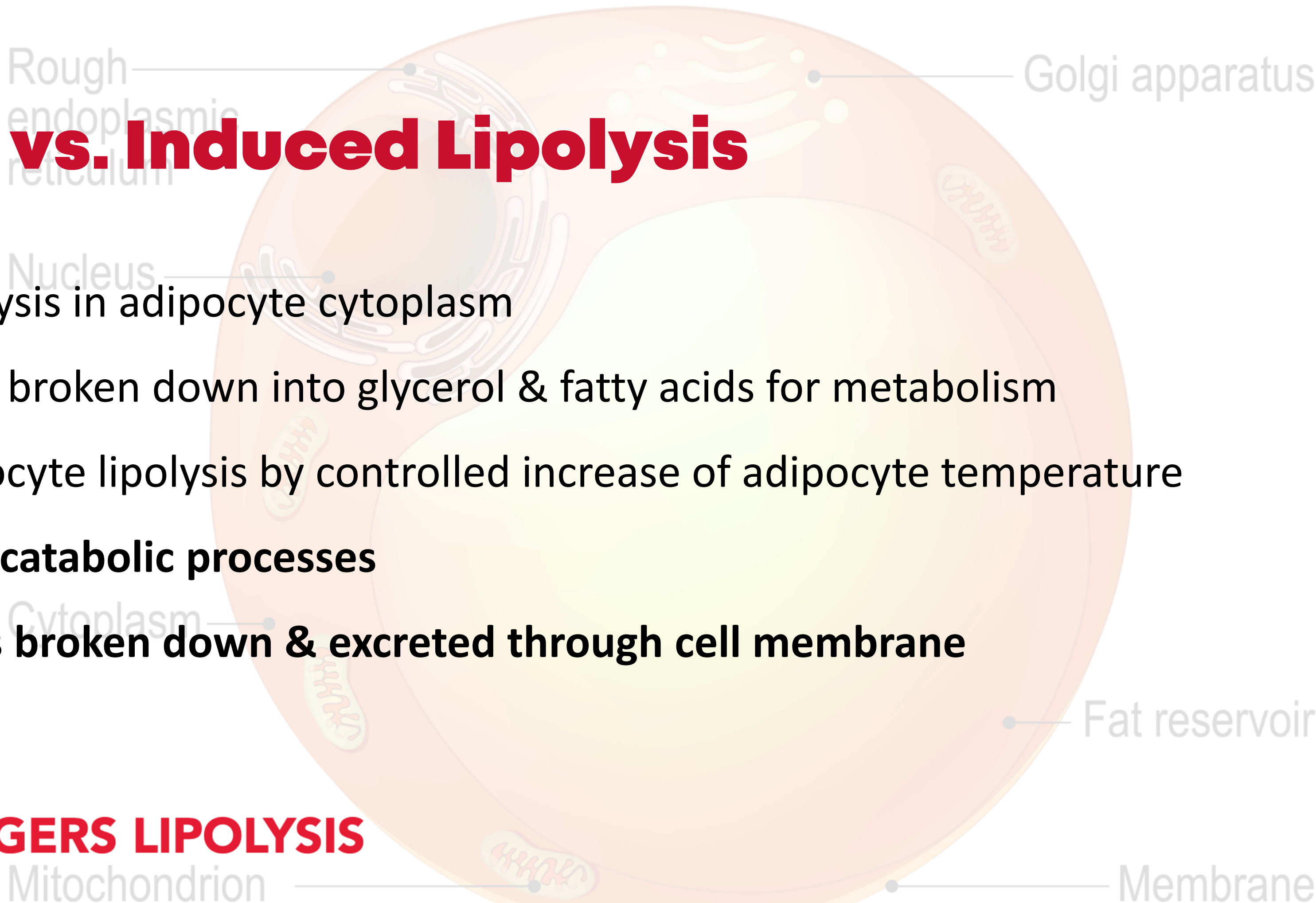
- Specific wavelengths are absorbed by targets in the tissue
- Different targets (i.e. melanin, oxyhemoglobin, and water) absorb different wavelengths
- The wavelength also determines the depth of light penetration in the tissue
- Selecting the appropriate wavelength delivers consistent and predictable clinical outcomes



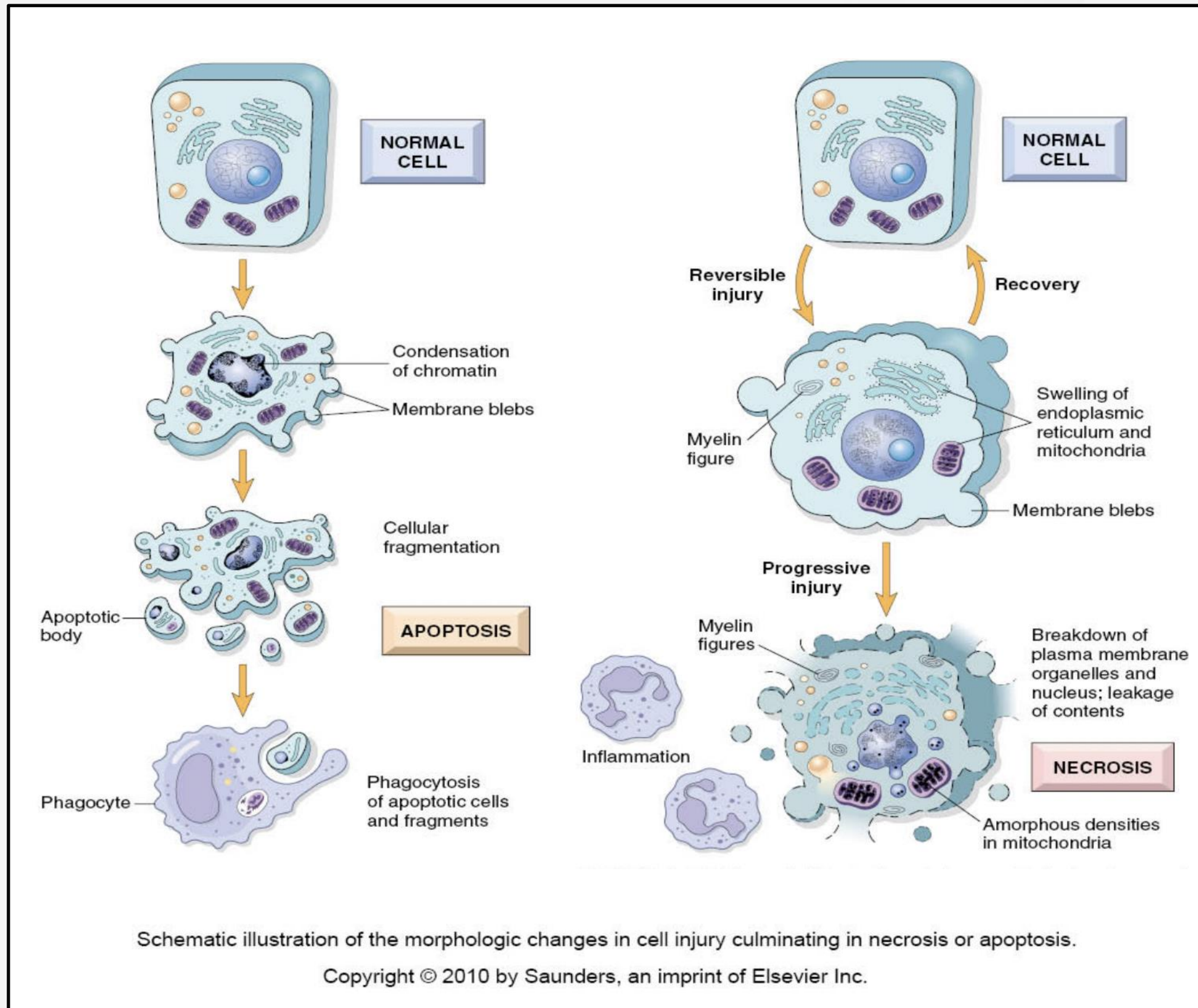
Natural vs. Induced Lipolysis

- Natural lipolysis in adipocyte cytoplasm
- Triglycerides broken down into glycerol & fatty acids for metabolism
- Induce adipocyte lipolysis by controlled increase of adipocyte temperature
- **Accelerated catabolic processes**
- **Triglycerides broken down & excreted through cell membrane**

HEAT TRIGGERS LIPOLYSIS



Apoptosis vs. Necrosis



Apoptosis

- A form of programmed cell death or “cellular suicide”
- An orderly process: the cell’s contents are packaged into small packets of membrane, then taken up and recycled by immune cells
- Removes cells during development, eliminates potentially cancerous and virus-infected cells, and maintains balance in the body

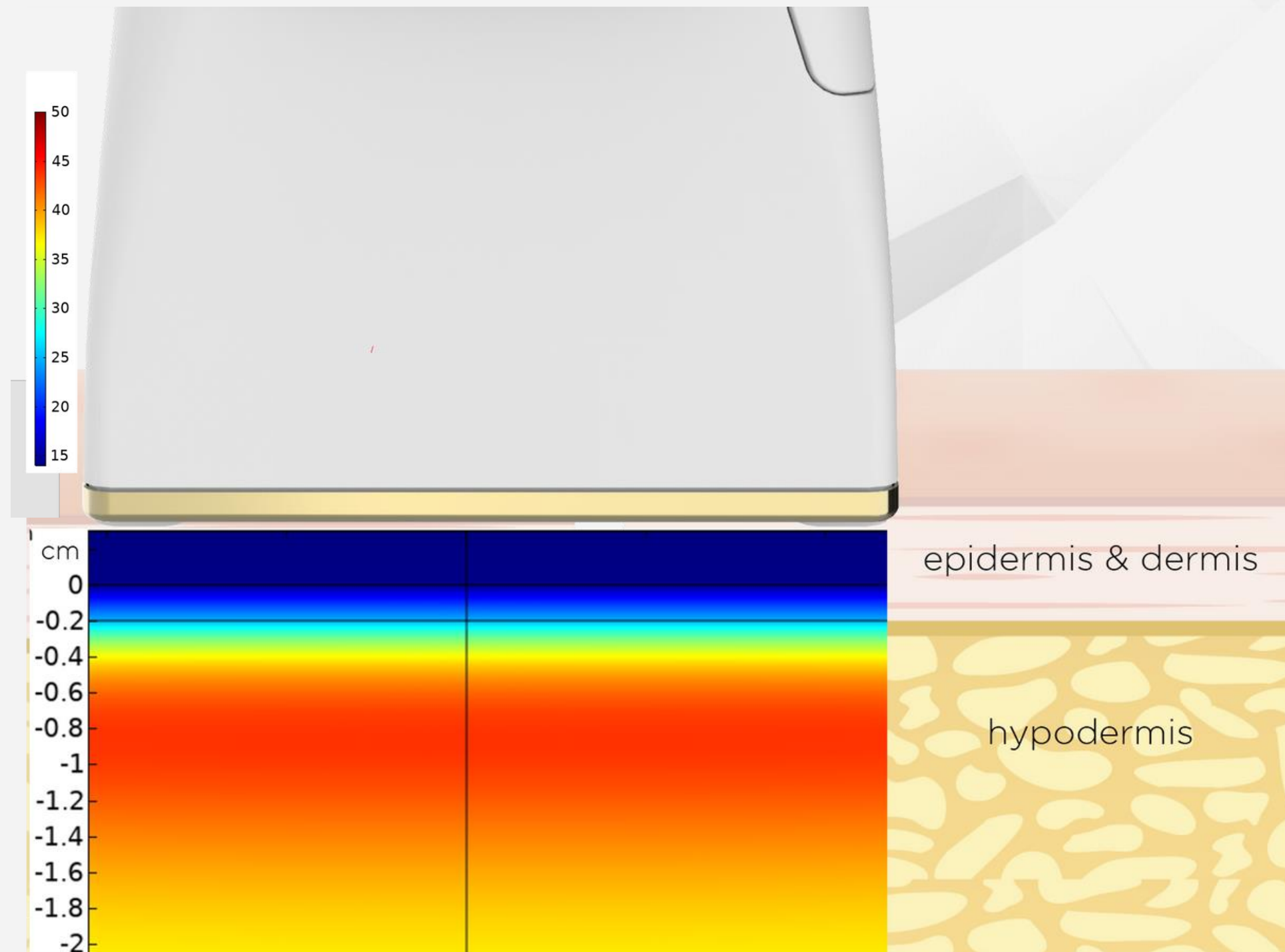
Necrosis

- Cells die due to injury, killed by things that harm them such as toxic chemicals or physical injury
- A messy process: the damaged cell’s plasma membrane can no longer control the passage of ions and water. The cell swells up, and its contents leak out through holes in the plasma membrane
- Causes an immune response of inflammation in the tissue surrounding the dead cell

Comfort & Efficacy

To prevent hot spots and ensure patient comfort, these lasers are designed with:

- Uniform power density distribution across the sapphire crystal
- Built-in skin contact water cooling
- Two internal temperature sensors that constantly measures the water temperature in the applicator
- Continuous firing of laser and therapeutic heating of the entire treatment area



- Skin is cooled with contact cooling
- Uniform heating in the hypodermis
- All of treatment area reached therapeutic temperature

Findings From Clinical Papers

Patient Comfort & Satisfaction



Suzanne Kilmer, MD

> 90% of subjects found the treatment comfortable

Clinical Evaluation of the Safety and Efficacy of a 1060-nm Diode Laser for Non-Invasive Fat Reduction of the Abdomen, Aesthetic Surgery Journal, 41(10), 1155–1165. (2021)



Jefferey M Kenkel, MD



Karol A Gutowski, MD

95% of subjects noticed improvement in their treatment areas

Safety and Efficacy of a 1064nm Diode Laser, Pulsed Electromagnetic Fields and Vacuum Assisted Multipolar Radiofrequency for Non-Invasive Fat Reduction of the Abdomen and Flanks (2021)

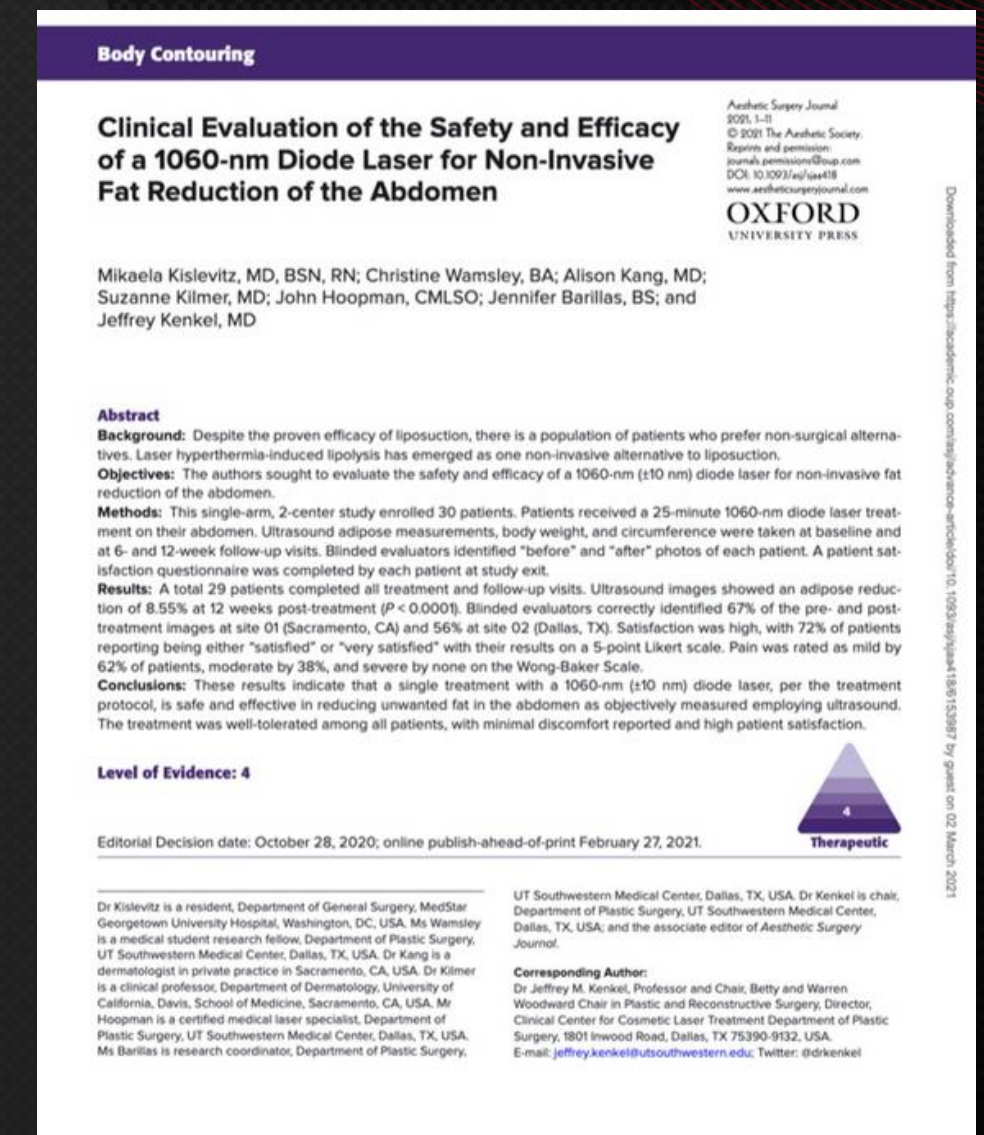


Sonia Batra, MD

Published Paper

Clinical Evaluation of the Safety and Efficacy of a 1060-nm Diode Laser for Non-Invasive Fat Reduction of the Abdomen

- Authors: Mikaela Kislevitz, MD, BSN, RN, Christine Wamsley, BA, Alison Kang, MD, Suzanne Kilmer, MD, John Hoopman, CMLSO, Jennifer Barillas, BS, Jeffrey M Kenkel, MD
- Published in Aesthetic Surgery Journal
- Key Findings:
 - Patients showed a statistically significant reduction in adipose thickness in the treated area
 - Up to 20% reduction in thickness was recorded in some patients
 - 72% of the patients listed their final satisfaction as either 3 “satisfied” or 4 “very satisfied”
 - Average 2.6/10 on pain scale



White Paper

Safety And Efficacy Of A 1064nm Diode Laser, For Non-invasive Fat Reduction Of The Abdomen And Flanks

- Authors: Karol Gutowski, Alison Kang, Suzanne Kilmer, and Sonia Batra
- Key Findings:
 - 70% reported being 'satisfied' or 'very satisfied' at 24-weeks post-treatment
 - Pain scale was an average of 2.7-2.9
 - 95% of subjects noticed improvement in their treatment areas at the final follow-up visit

SAFETY AND EFFICACY OF A 1064NM DIODE LASER, PULSED ELECTROMAGNETIC FIELDS AND VACUUM ASSISTED MULTIPOLAR RADIOFREQUENCY FOR NON-INVASIVE FAT REDUCTION OF THE ABDOMEN AND FLANKS

KAROL A GUTOWSKI¹, ALISON KANG², SUZANNE L KILMER^{2,3} AND SONIA BATRA^{4,5}

¹PRIVATE PRACTICE, DIVISION OF PLASTIC SURGERY, UNIVERSITY OF CHICAGO, AND DIVISION OF PLASTIC SURGERY, UNIVERSITY OF ILLINOIS, CHICAGO, ILLINOIS
²LASER AND SKIN SURGERY CENTER OF NORTHERN CALIFORNIA, SACRAMENTO CALIFORNIA
³CLINICAL PROFESSOR, UNIVERSITY OF CALIFORNIA, DAVIS
⁴BATRA DERMATOLOGY, SANTA MONICA, CALIFORNIA
⁵DEPARTMENT OF DERMATOLOGY, USC KECK SCHOOL OF MEDICINE, LOS ANGELES, CALIFORNIA

SUMMARY

Device Description

The Venus Bliss™ is a medical device that is approved for non-invasive lipolysis in the abdomen and flanks in individuals with a Body Mass Index of 30 or less. The device includes four 1064nm diode laser applicators and has another applicator that combines multi-polar radiofrequency, pulsed electromagnetic field, and vacuum massage. During treatment, the four diode laser applicators are secured to the patient using a belt, specially designed for hands-free operation. Temperatures in targeted tissues are elevated and kept in the range of 42-47°C for around 21 minutes. The device is controlled through a user-friendly, pre-programmed console.

Clinical Evaluation

This white paper focuses on an open-label trial that was conducted with 28 participants (20 females, 8 males) seeking treatment for unwanted fat on their abdomen and flanks. Subjects underwent three treatments consisting of both the diode laser and body contouring applicator sessions at 8 weeks intervals (week 0, week 8 and week 16), and had one follow-up visit (24 weeks post last treatment). Patient satisfaction, average pain during the treatment, evaluator scoring of the before and after treatment images by three evaluators blinded to the treatment, and incidence of adverse events were recorded.

Safety Results

No unexpected adverse events were reported from use of the Venus Bliss™ device in this study. Reported immediate treatment effects were mild to moderate pain, 3 mild instances of nodules and 1 mild bruise were reported during entire duration of the study.

Efficacy Results


Photographic evaluation by three independent, blinded reviewers graded the subjects' baseline photos versus week 24 photos, with an average score of 1.1 (slight change) out of 3.0 (significant change). Additionally, treatment pain was low and tolerable, and subjects had high levels of satisfaction, with 70% reported being 'satisfied' or 'very satisfied' at 24-weeks post-treatment.



White Paper

My Experience Using The New Venus Bliss™ Laser And Radiofrequency/PEMF System For Fat Reduction And Body Smoothing

- Author: Dr. Suzanne Kilmer
- Key Findings:
 - The average fat thickness reduction measured at the 12-week follow up was 9% on the abdomen and 7% on the flanks
 - 76% rated their satisfaction following a single treatment as “satisfied” or “very satisfied”
 - Average score of 2.3 on a Wong-Baker FACES Pain Rating Scale of 0-10



MY EXPERIENCE USING THE NEW VENUS BLISS™ LASER AND RADIOFREQUENCY/PEMF SYSTEM FOR FAT REDUCTION AND BODY SMOOTHENING

Suzanne Kilmer, MD
Director, Laser & Skin Surgery Center of Northern California
Clinical Professor, University of California, Davis

OVERVIEW:

Aesthetic treatments using energy-based devices have grown rapidly over the past 20 years. Technological advances have enabled treatment providers to expand from mainstream skin rejuvenation and hair removal treatments to more comprehensive treatments such as non-invasive fat reduction, body contouring, and skin tightening.

While surgical liposuction still remains the most common method to remove fat and contour the body, non-invasive body contouring procedures have seen explosive growth in the past five years, according to ASAPS. More recently, a combination of lasers and other heat-based energy sources have been used to target fat invasively, in conjunction with liposuction. Many potential non-surgical patients, however, are waiting on the sidelines for an alternative that suits their needs. Today's busy patients are looking for less invasive treatments with minimal downtime. In addition, we hear regular inquiries from patients searching for treatments that provide a more "natural-looking" result without undesirable surgical scars. A non-invasive hyperthermic method offers a highly desirable alternative to many patients unwilling or unable to undergo an invasive procedure.

In this overview, I discuss the new Venus Bliss™ system for non-invasive laser lipolysis and my experience using it to treat patients in my practice.

MECHANISMS FOR SUCCESS:

Adipose cells are highly susceptible to temperature increases. It has been shown that a temperature increase of 6°C-7°C can affect the structural integrity of the fat cell and its cellular membrane. In other testing, human adipocyte cells exposed to temperatures in the range of 43°C-45°C demonstrated delayed adipocyte death.

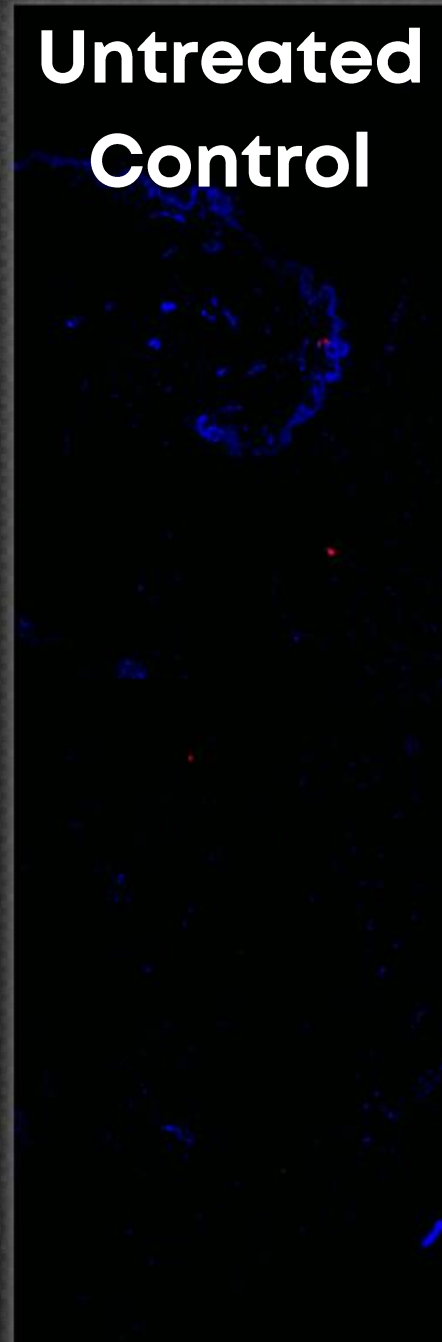
The concept of elevating the temperature of adipocytes to a point where the cells cannot survive has been thoroughly investigated. Heating of the fat layer can be accomplished safely by balancing depth of penetration with high absorption in the targeted adipocytes. The ideal wavelength for this application would be a wavelength that penetrates deep into the fat to accomplish uniform heating. It would also have significant absorption properties in order to generate enough heat in the target tissue to achieve the desired impact. To observe this impact, ultrasound imaging has been used to characterize damaged tissue in the fat layer following laser exposure. These damaged tissues represent hyperechoic regions in which a fat-specific thermal injury has been created. **Figure 1** shows hyperechoic regions that were seen under ultrasound evaluation as early as 48 hours post laser exposure, and remained visible up to two weeks following exposure.

¹ 2018 National Plastic Surgery Statistics, ASAPS
² Goo, B., & Kim, D. S. (2016). Impact of Contactless Apoptosis-Inducing RF on Temperature of Human Skin Surface and Subcutaneous Layer as well as Porcine Histology: A Pilot Study. *Medical Lasers*, 5(1), 29-33. doi: 10.25289/ml.2016.5.1.29
³ Franco, W., Kothare, A., Ronan, S. J., Griskin, R. C., & Mocalmont, T. H. (2010). Hyperthermic injury to adipocyte cells by selective heating of subcutaneous fat with a novel radiofrequency device: Feasibility studies. *Lasers in Surgery and Medicine*, 42(5), 361-370. doi: 10.1002/lsm.20925

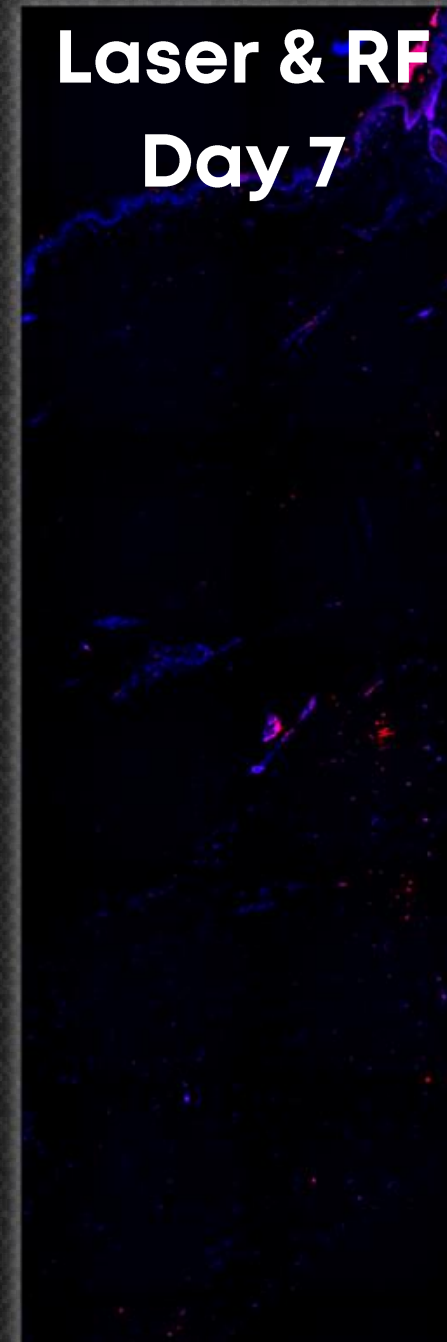
Fat Cell Apoptosis Results

In a separate study, Dr. Kenkel's team took biopsies from subjects who had one laser + RF/PEMF treatment. Apoptosis of adipocytes (fat cells) was visible within 7 days of treatment but was much greater at 14 days post-treatment.

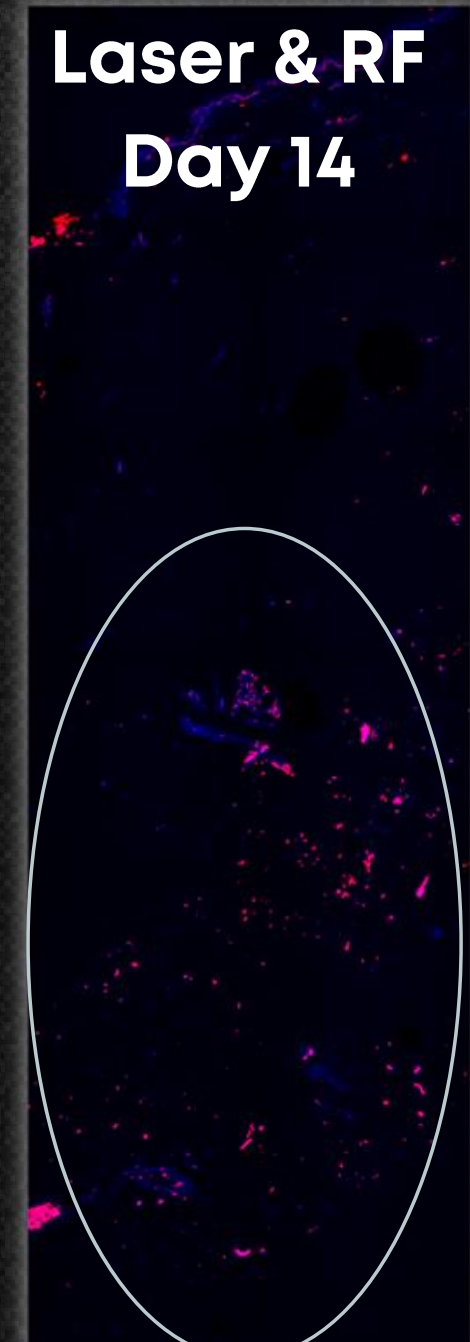
Untreated Control



Laser & RF Day 7



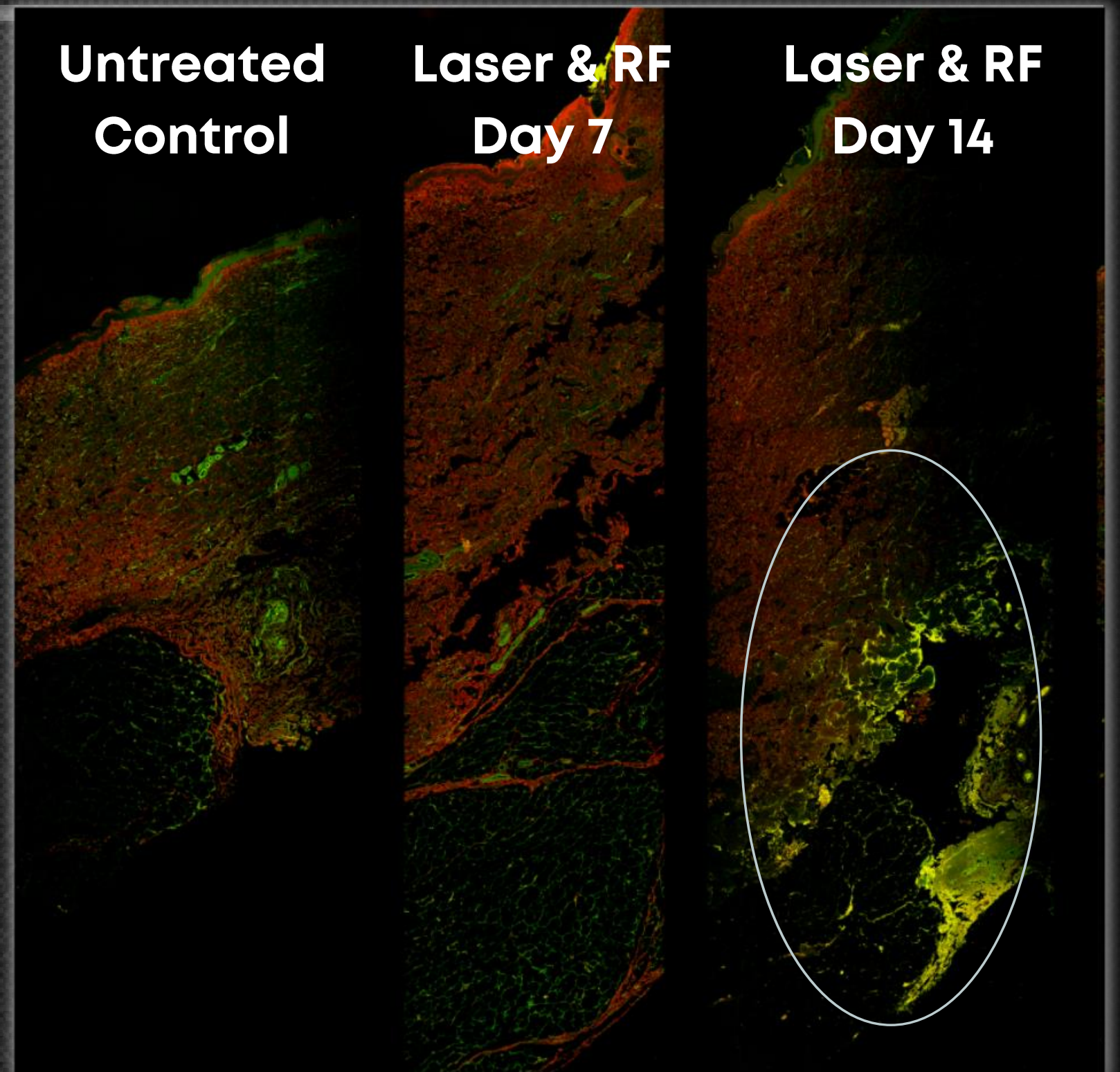
Laser & RF Day 14



TUNEL STAINING WAS USED TO STAIN APOPTOTIC CELLS (RED)
COURTESY OF JEFFEREY M. KENKEL, MD, FACS

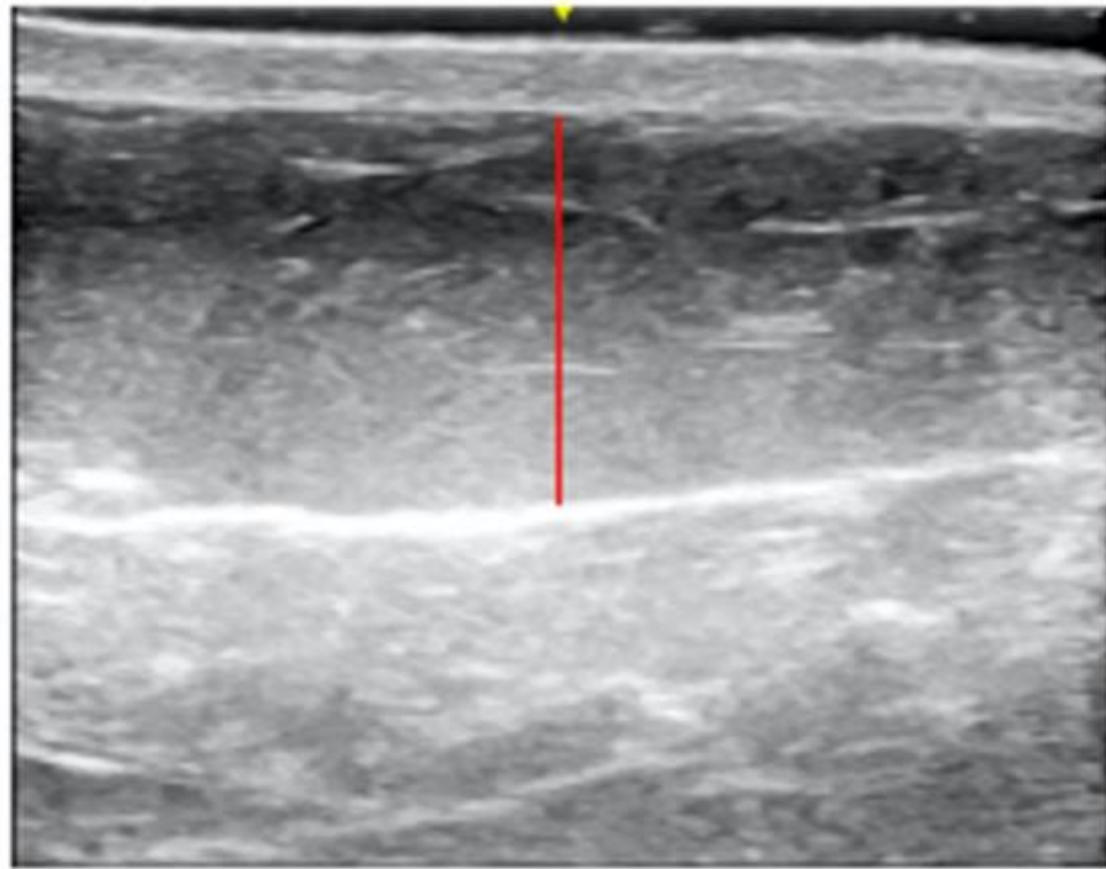
Specific collagen staining also indicated the formation of new Collagen. Type I and especially Collagen Type III were greatly increased. This was most visible 14 days following treatment with Laser & RF.

Neocollagenesis Results

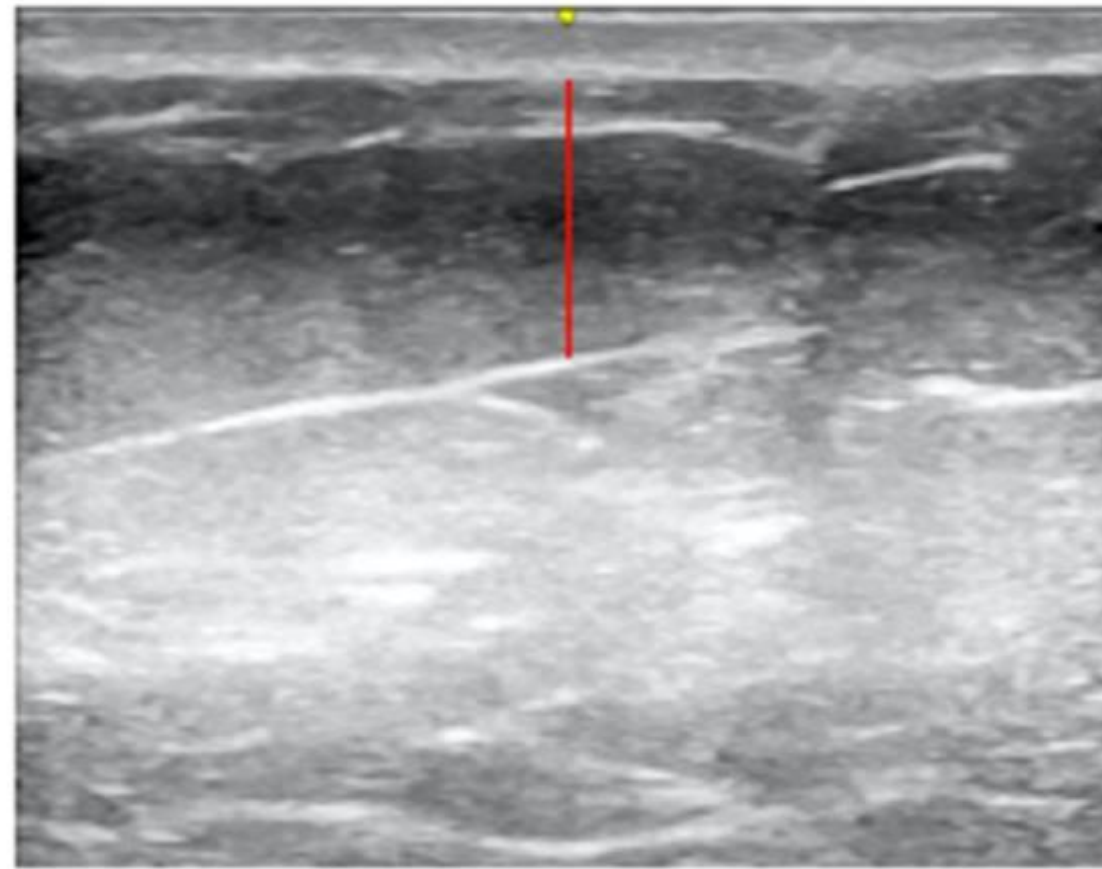


COLLAGEN 1 (RED), COLLAGEN 3 (GREEN)
COURTESY OF JEFFEREY M. KENKEL, MD, FACS

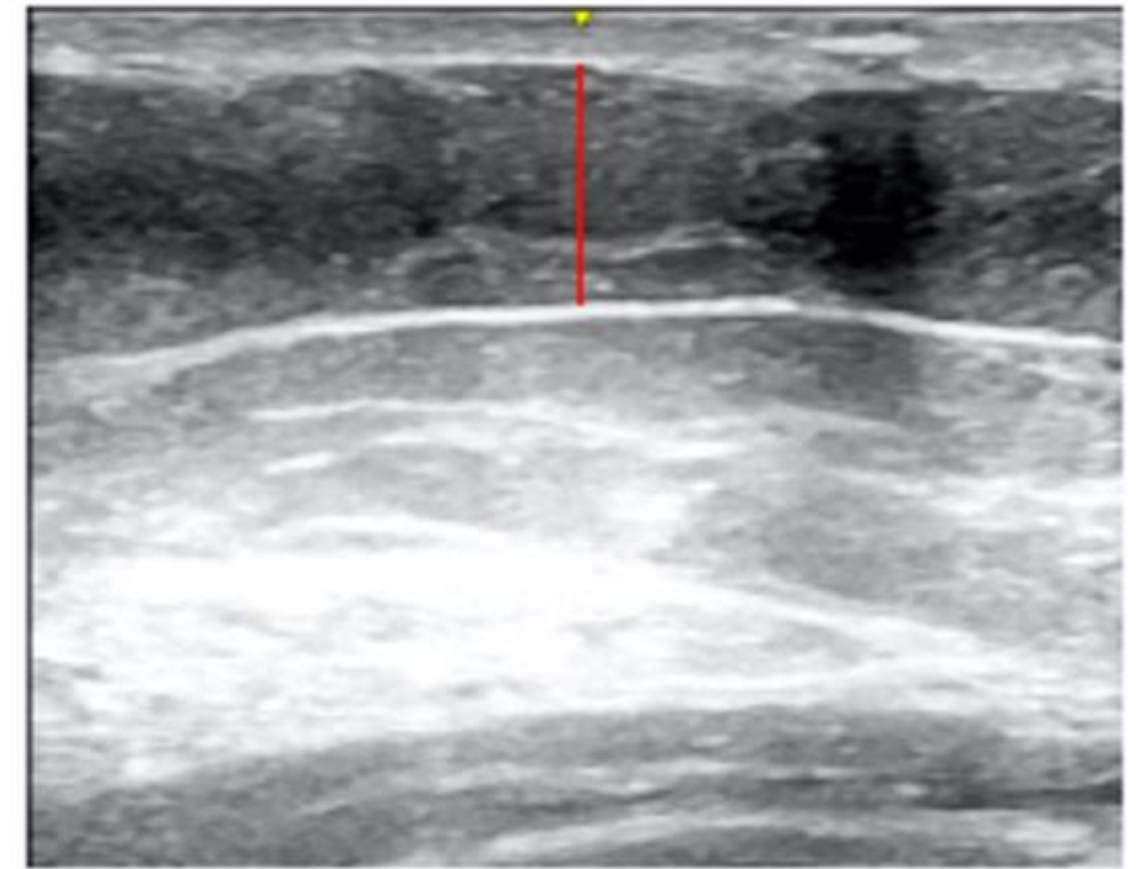
Up to 41% reduction in adipose layer thickness



Baseline
1.30



6 week
0.95



12 week
0.80

After one diode laser treatment on the abdomen.
Ultrasound Courtesy of Jeffrey M. Kenkel, MD, FACS

FlexMAX EMS Technology



FlexMAX EMS Applicators



Magnetic Body

Clip On For Belt

Status Indicator
Lights

Metallic Design for
Easy Cleaning

Magnetic Cord
Attachment



Duo Strip Electrodes



Hassle-Free, Hands-Free Operation

Easy Set-Up

No more messy wirings or wraps. It's a hassle-free treatment from start to finish.



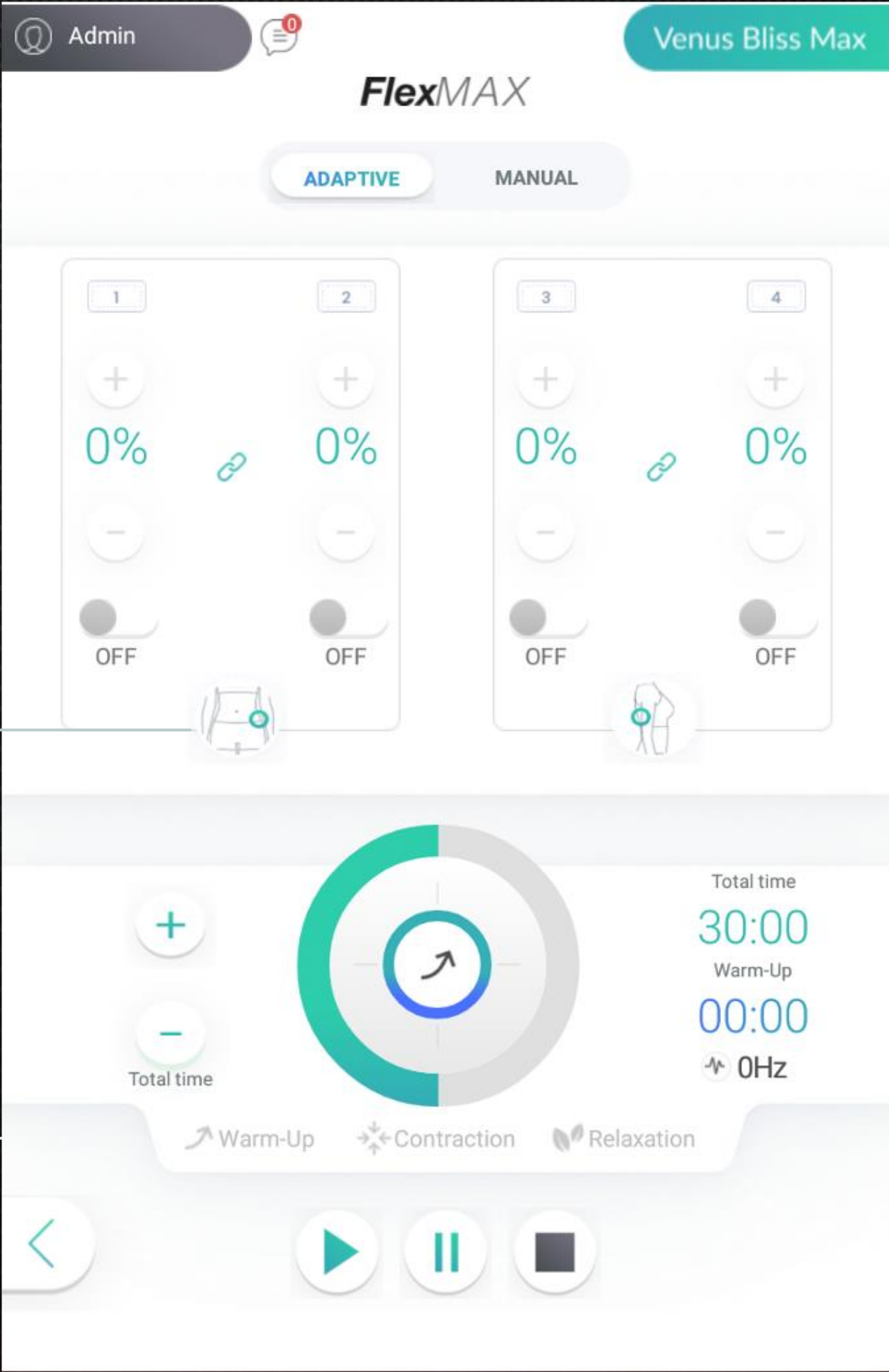
Velcro Belts

Choose from 6 FlexMAX Velcro belts of varying sizes for different body areas and body types.

Intuitive FlexMAX Screen

✓ Targeted Muscle Group

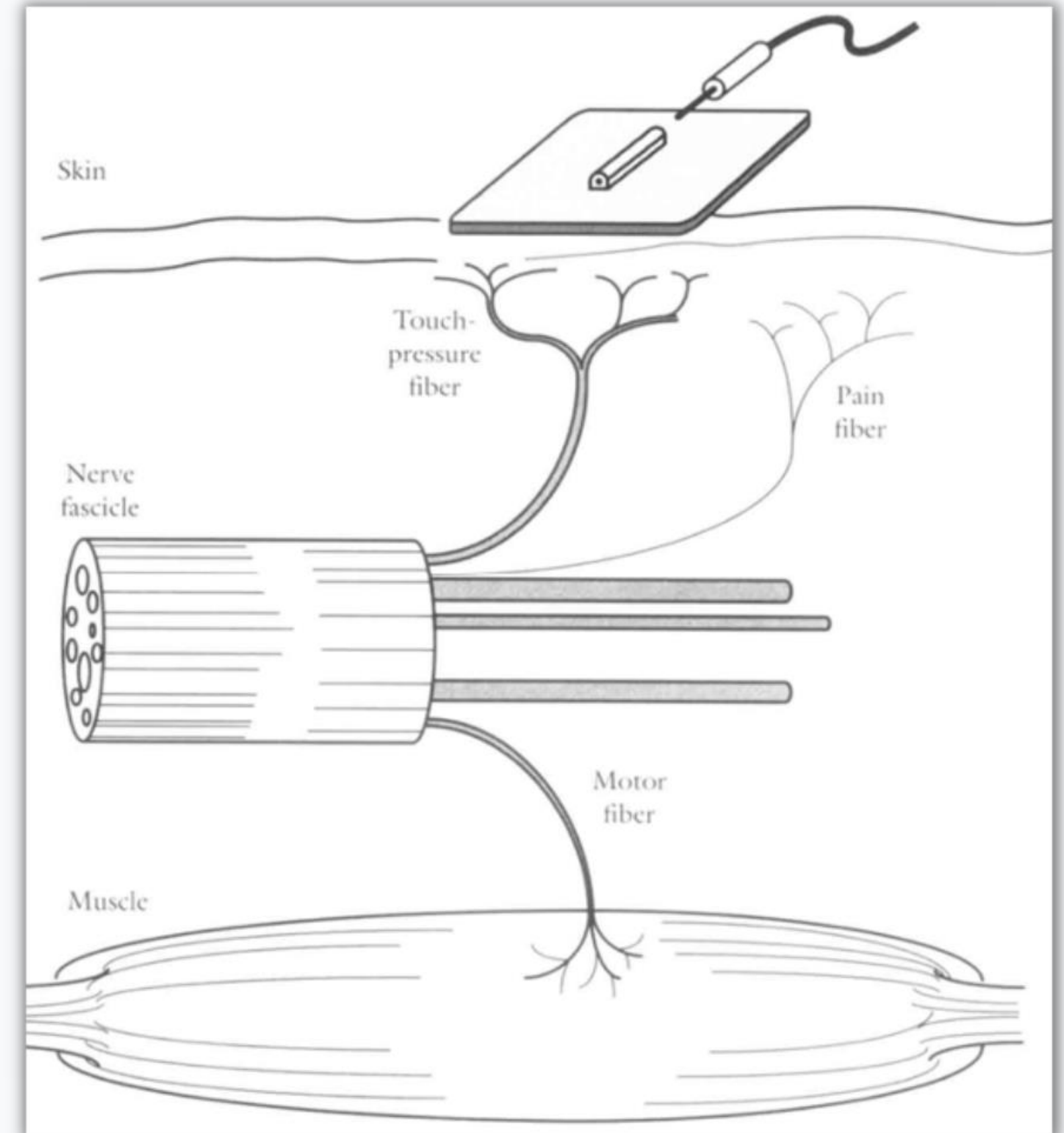
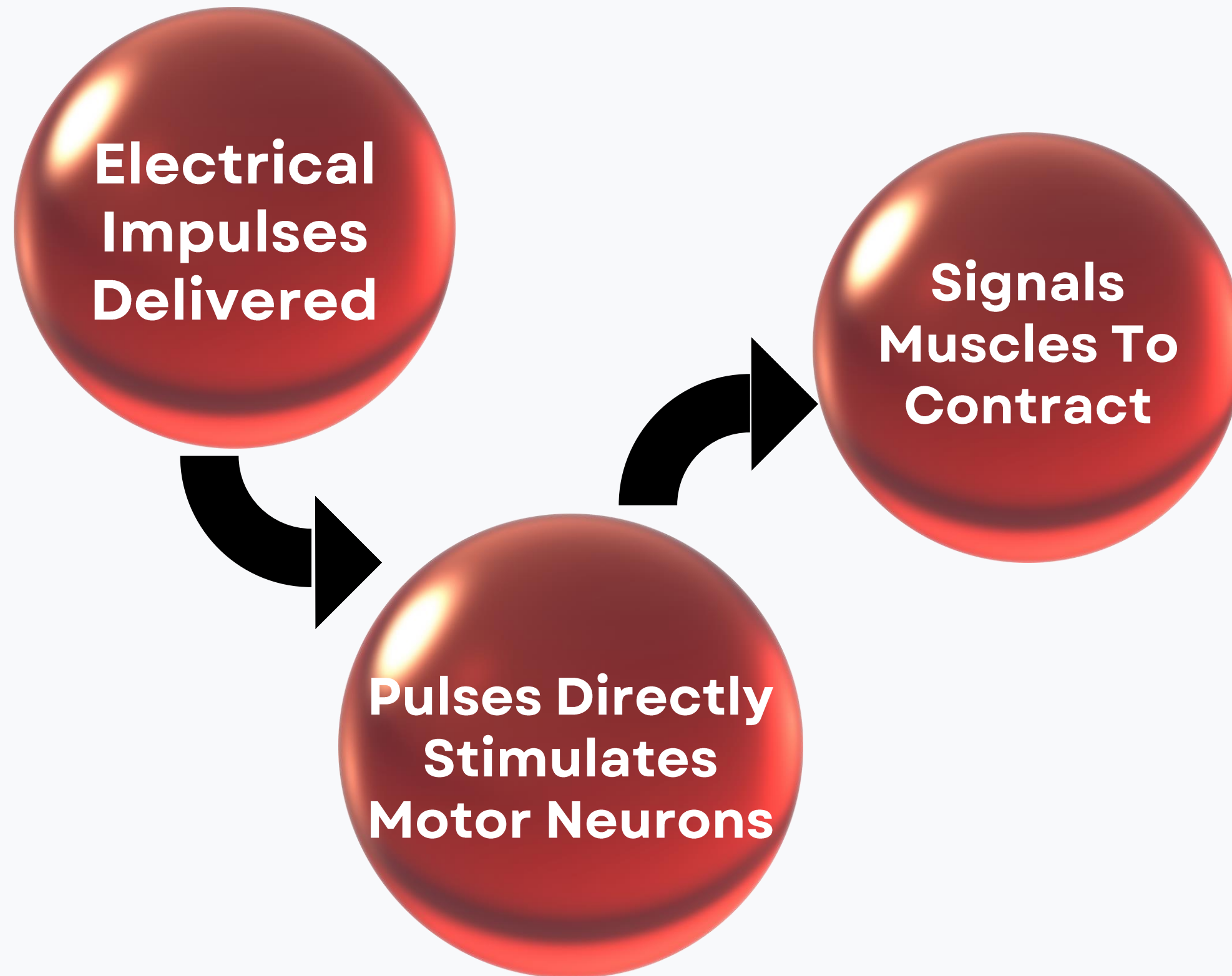
✓ Indication of Phase



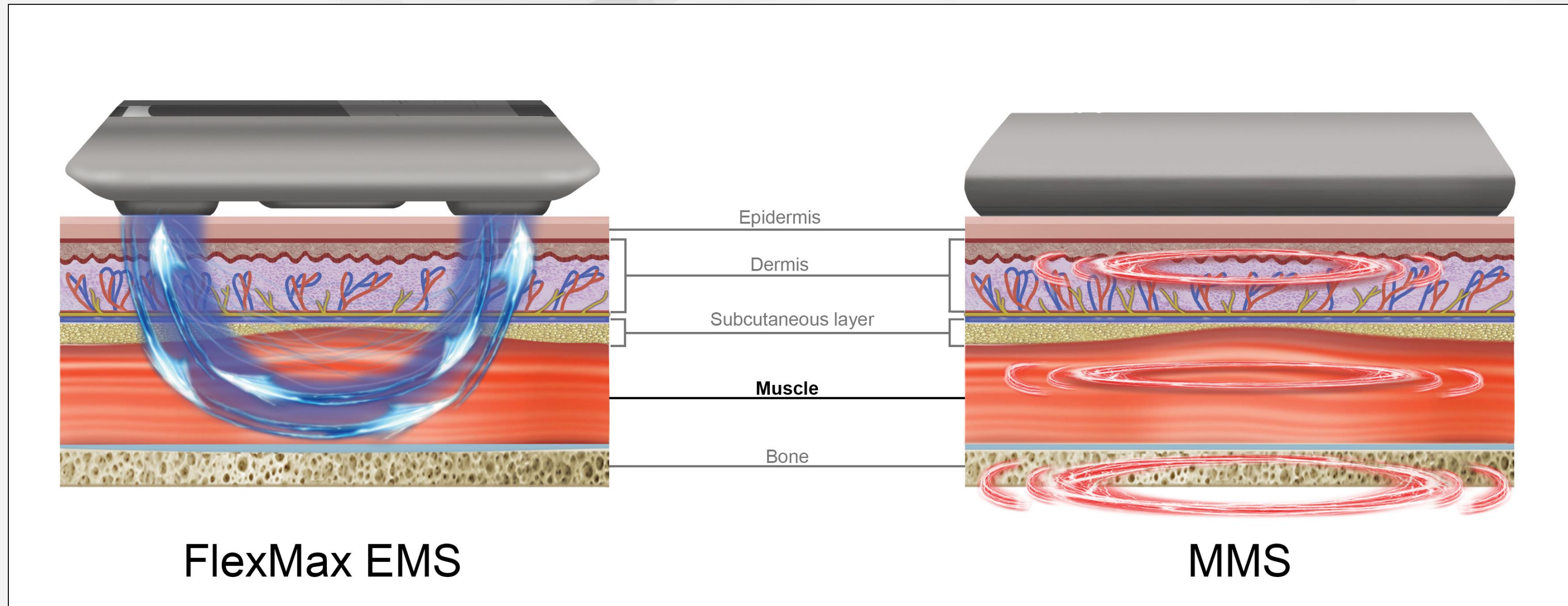
Intensity Toggles ✓

Treatment
Timer ✓

How Does Electrical Muscle Stimulation Work?

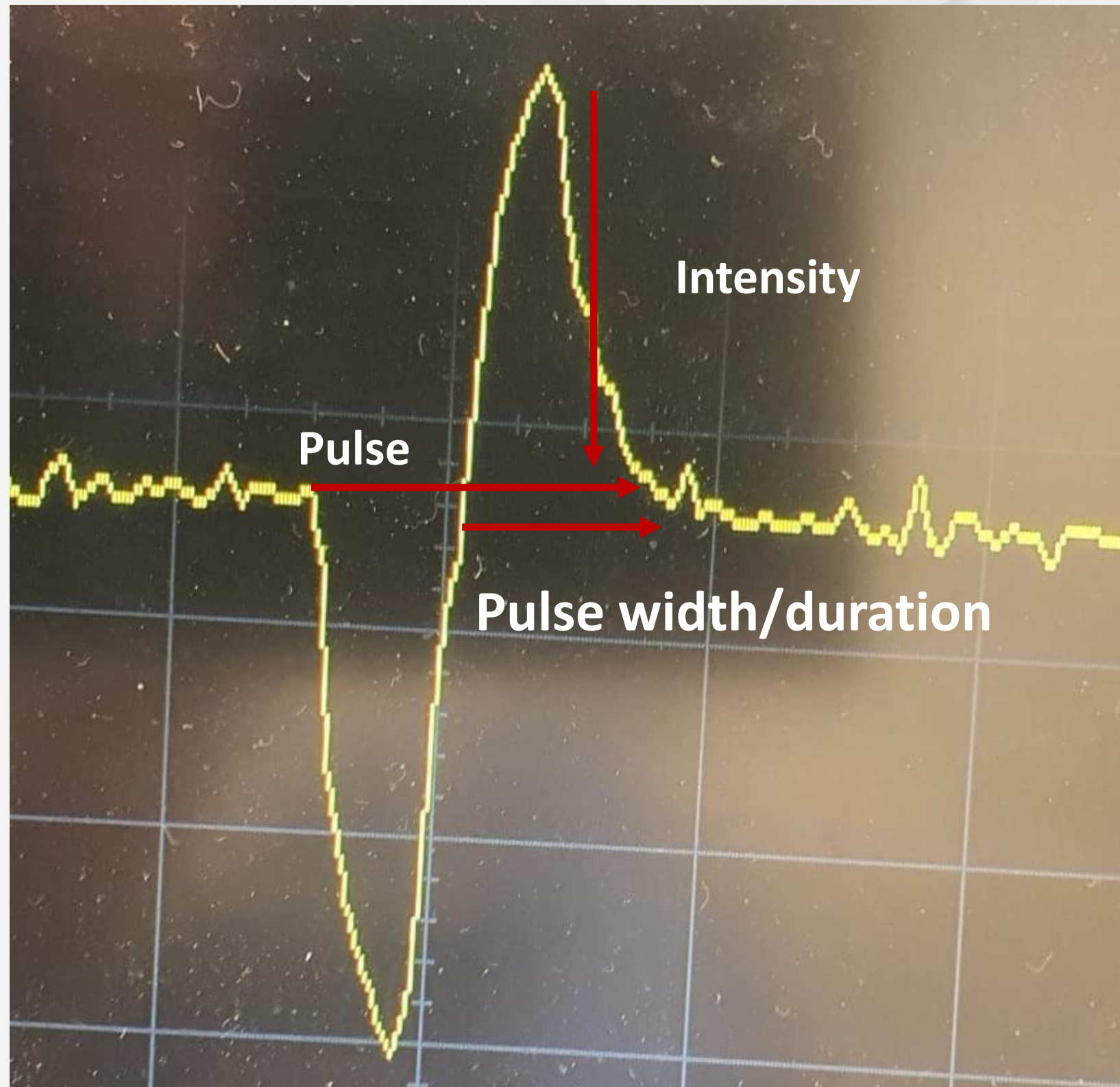


Electrical Muscle Stimulation (EMS) vs. Magnetic Muscle Stimulation (MMS)

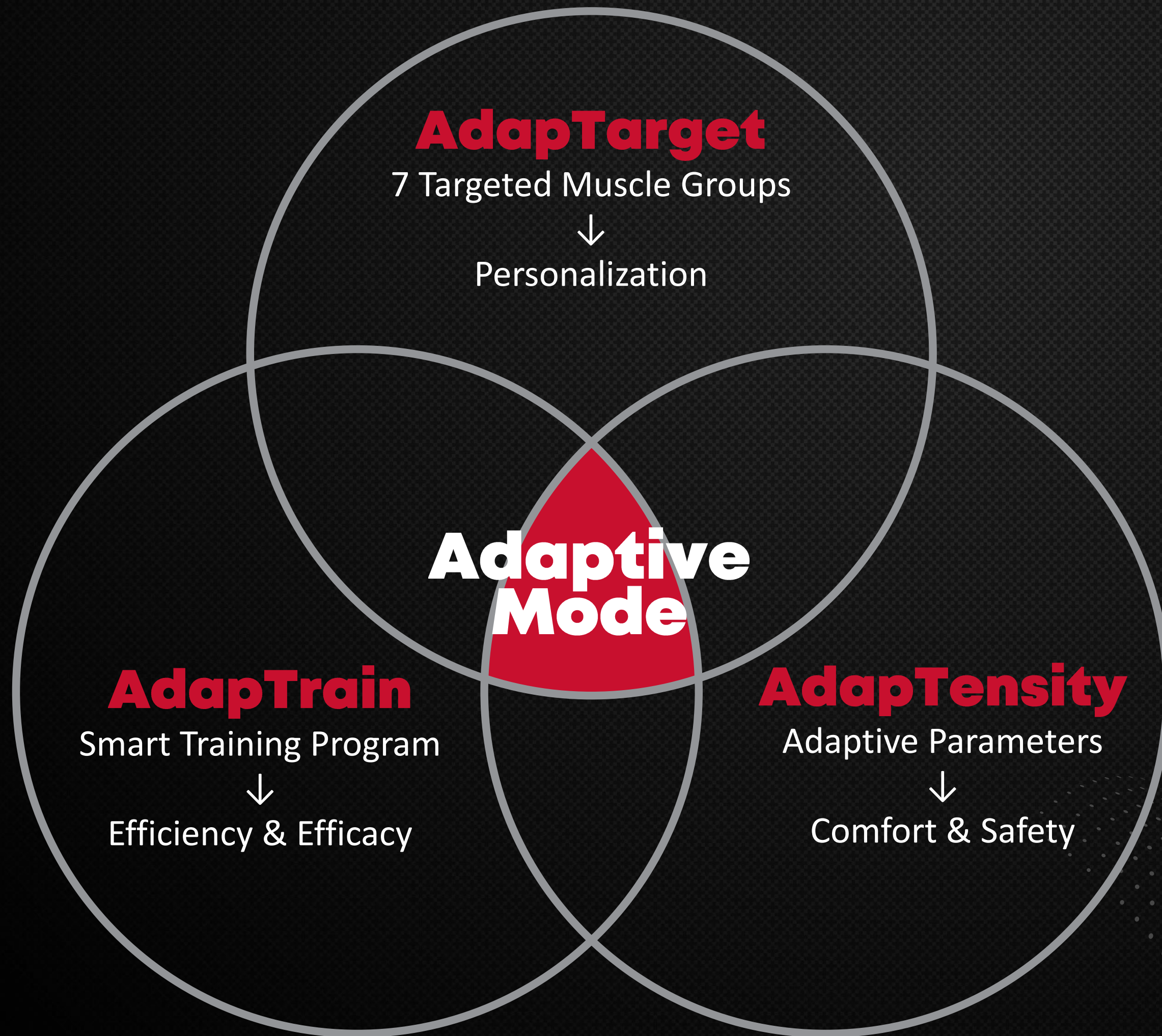


- The energy delivery is controlled and contained, specifically targeting the muscle via a duo electrode design
- Whereas MMS uses magnetic fields to create electrical currents and can dissipate in an untargeted way

EMS Parameters



- **Pulse duration:** width of the pulse
- **Hz:** number/frequency of pulses per second
- **Intensity:** amplitude of the pulse



FlexMAX Adaptive Mode

AdapTarget

7 Targeted Muscle Groups

- Choose from 7 different muscle groups to treat with the FlexMAX applicators
- Each muscle group is trained at specific pulse durations for more tailored muscle activation.



- Biceps
- Triceps



- Abs
- Obliques

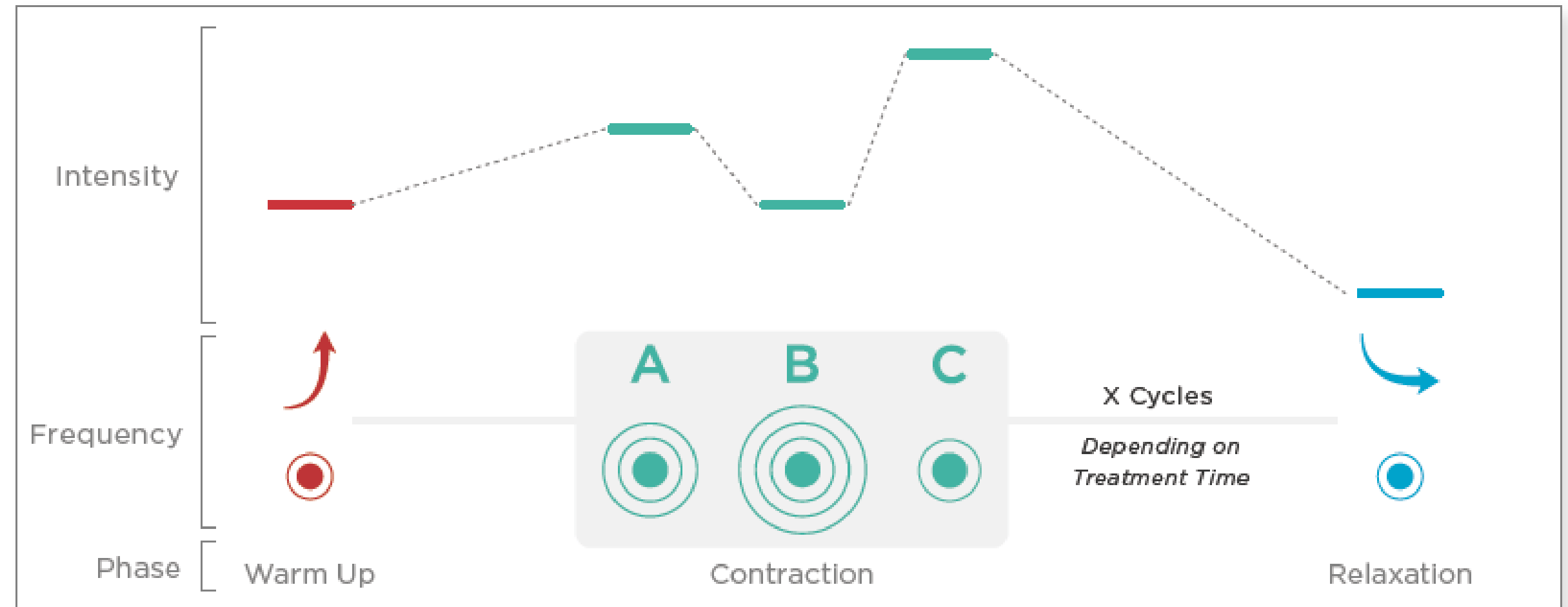


- Glutes
- Hamstrings
- Quadriceps

AdapTrain

Smart Training Program

- Research-informed smart training program consists of 3 stages
- Designed to train the muscles with the optimal parameters at each stage
- Evolving frequency, intensity, and pulse duration

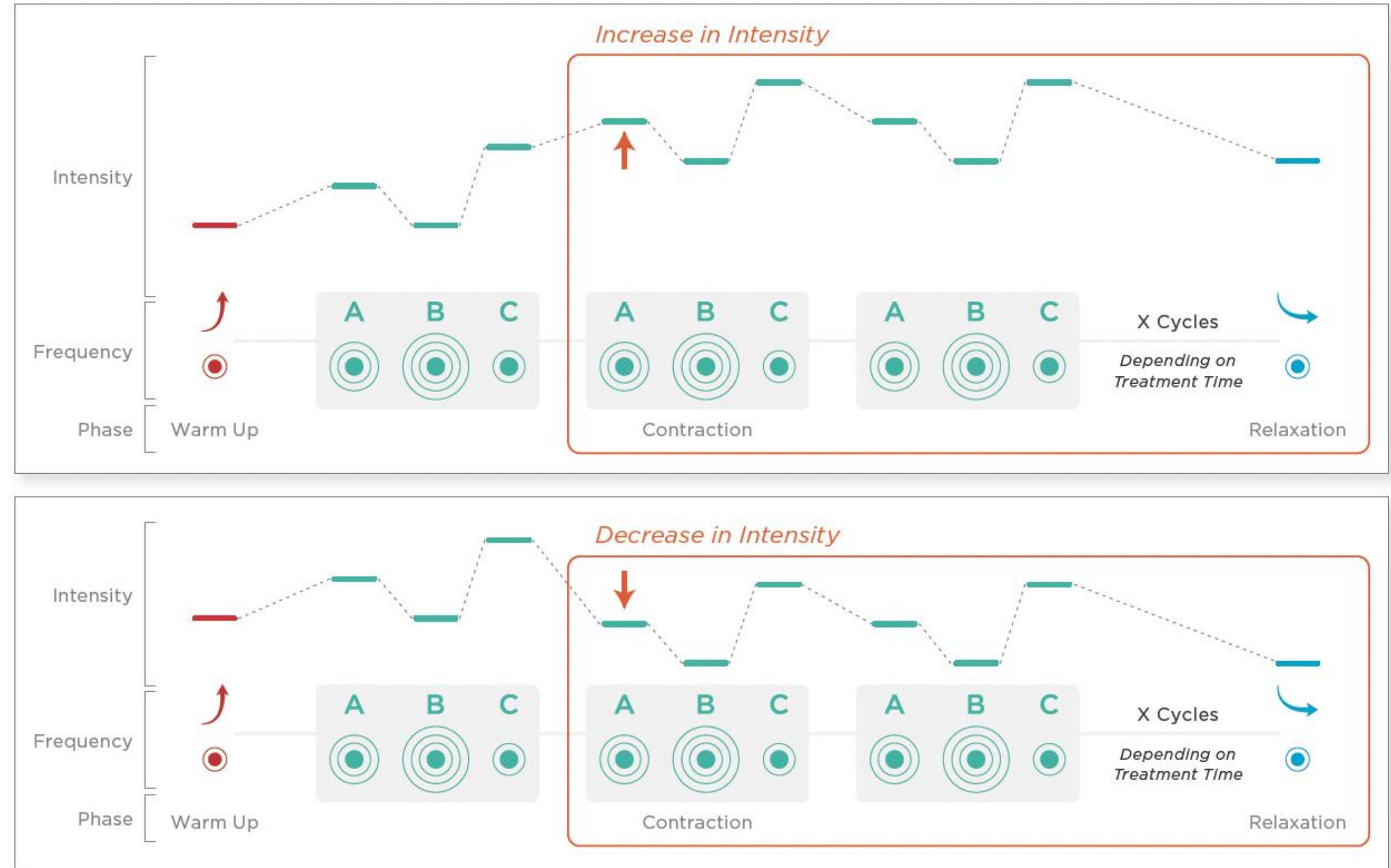


AdapTensity

Adaptive Parameters

- The intensity can be adjusted anytime during the treatment
- The rest of the training program will then shift and adapt to the newly set intensity
- Ensuring a comfortable training session for patients of varying fitness and tolerability

MID-TRAINING: LEVEL-UP (OR DOWN) IN INTENSITY



Intuitive, intelligent algorithms to capture & reflect muscle memory

Elevate training experience with ease & comfort

AdapTensity

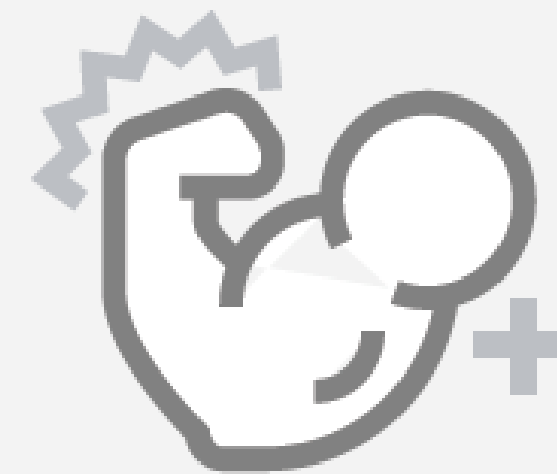
Adaptive Parameters

- The intensity can be raised with subsequent sessions
- Flexibility enables for optimal training and conditioning of the muscles overtime
- Maximize results, comfort and safety

SUBSEQUENT SESSIONS: LEVEL-UP IN INTENSITY



Progress overtime with patient's
tolerance & endurance

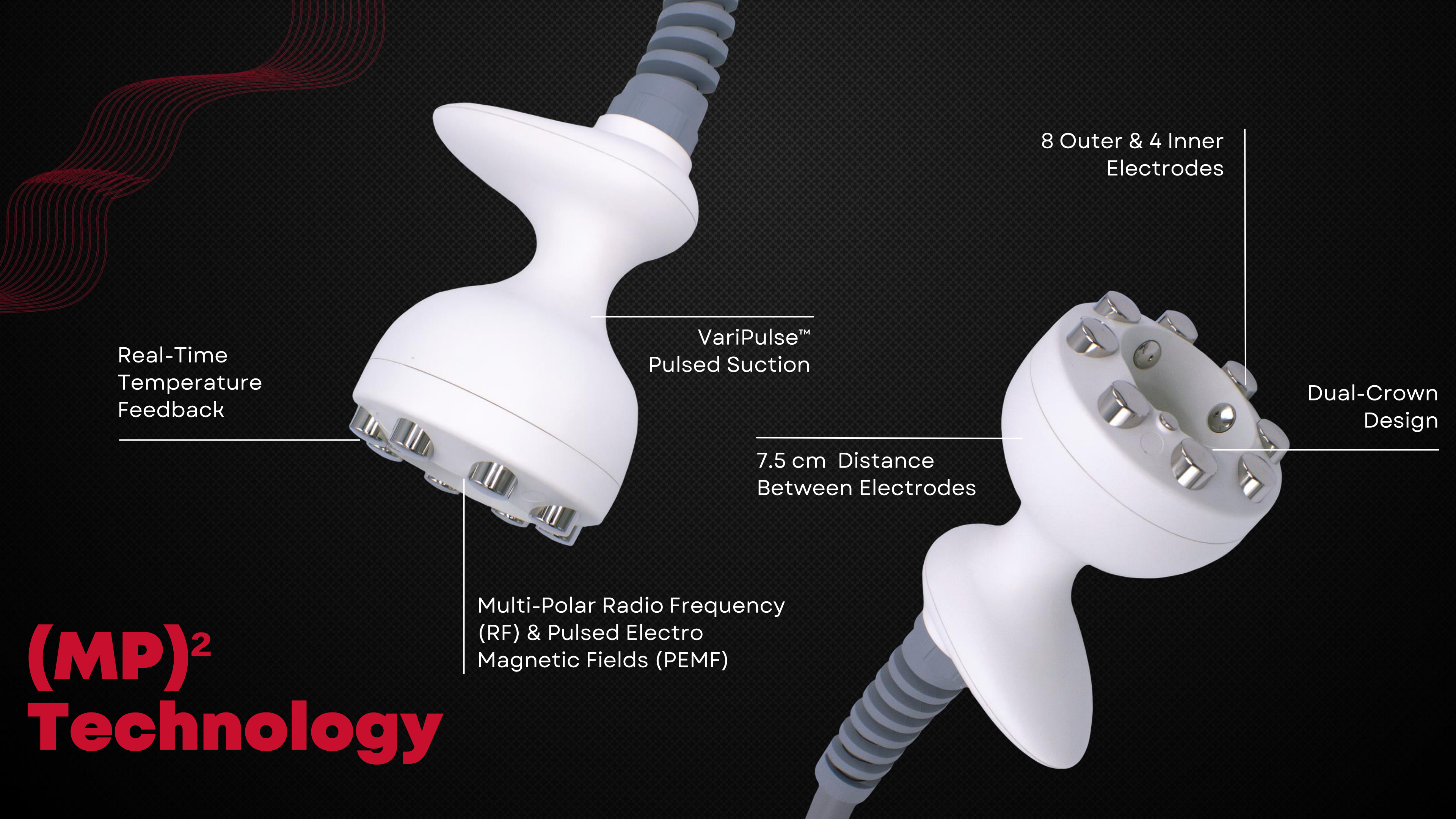


Optimize muscle conditioning while
protecting against injuries



(MP)²
Technology





8 Outer & 4 Inner
Electrodes

VariPulse™
Pulsed Suction

Real-Time
Temperature
Feedback

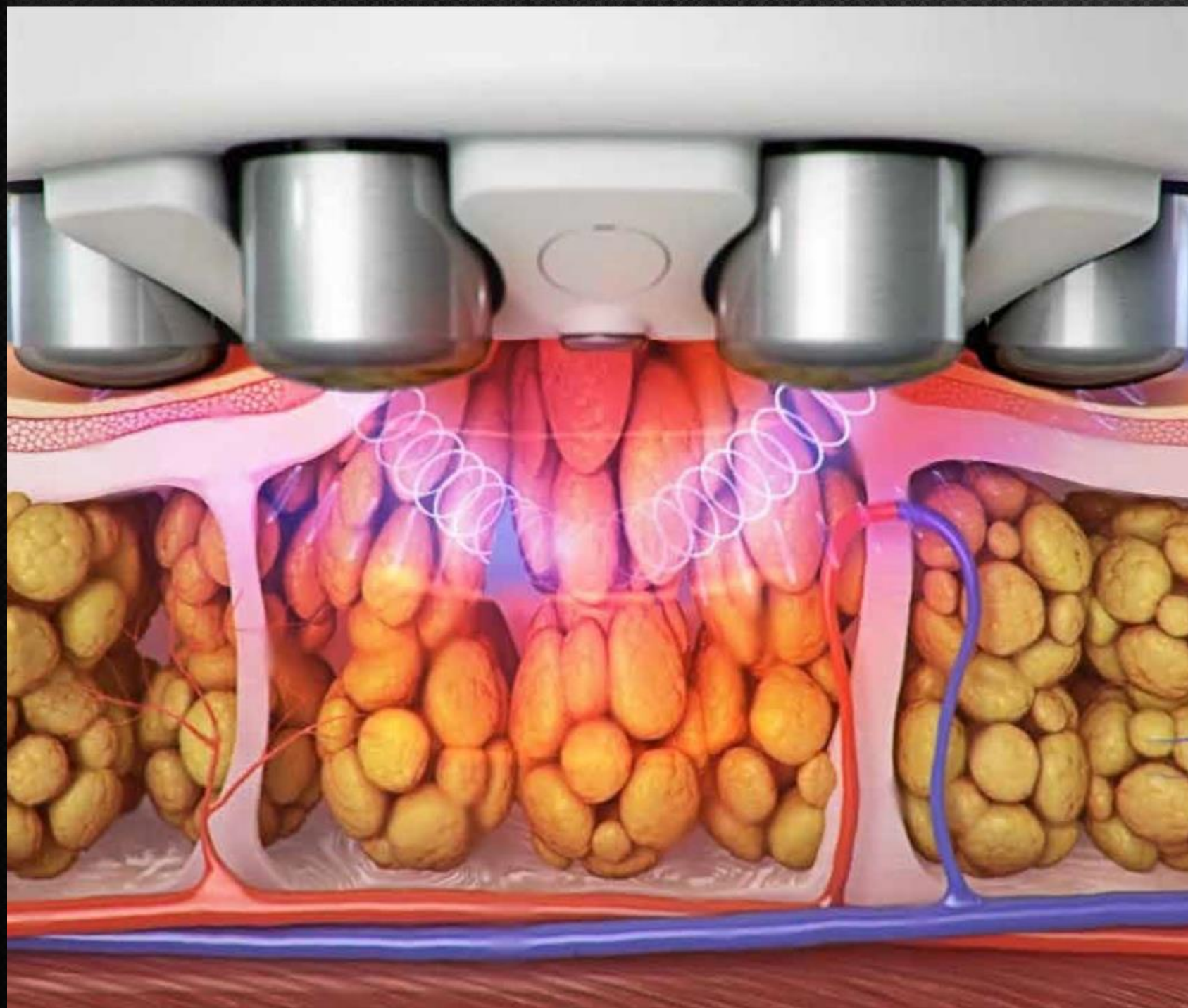
Dual-Crown
Design

7.5 cm Distance
Between Electrodes

Multi-Polar Radio Frequency
(RF) & Pulsed Electro
Magnetic Fields (PEMF)

**(MP)²
Technology**

(MP)² Technology



Through the innovative combination of Multi-Polar Radio Frequency and Pulsed Electro Magnetic Fields (PEMF), the two components work together to reduce cellulite for smoother, firmer looking areas while also resulting in tighter skin appearance.

- Clinically proven¹
- Comfortable²
- High satisfaction³

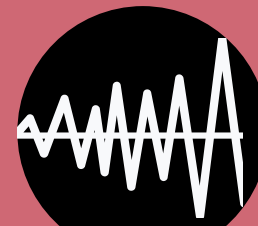
¹Efficacy of multipolar radiofrequency with pulsed magnetic field therapy for the treatment of abdominal cellulite Rungsima Wanitphakdeedecha, Angkana Sathaworawong, Woraphong Manuskiatti & Neil S. Sadick.

² Safety and Efficacy of a New Device Combining Radiofrequency and Low-Frequency Pulsed Electromagnetic Fields for the Treatment of Facial Rhytides Nils Krueger PhD,^a Hanna Levy PhD,^b and Neil Sadick, MD

³ Radiofrequency: An Update on Latest Innovations Sarah A. Malerich BS,^{a,b} Amer H. Nassar MD,^b Andrew S. Dorizas MD,^{b,d} Neil S. Sadick MD^b,

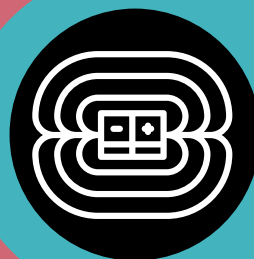
Innovative Combination

MULTI-POLAR RADIO FREQUENCY



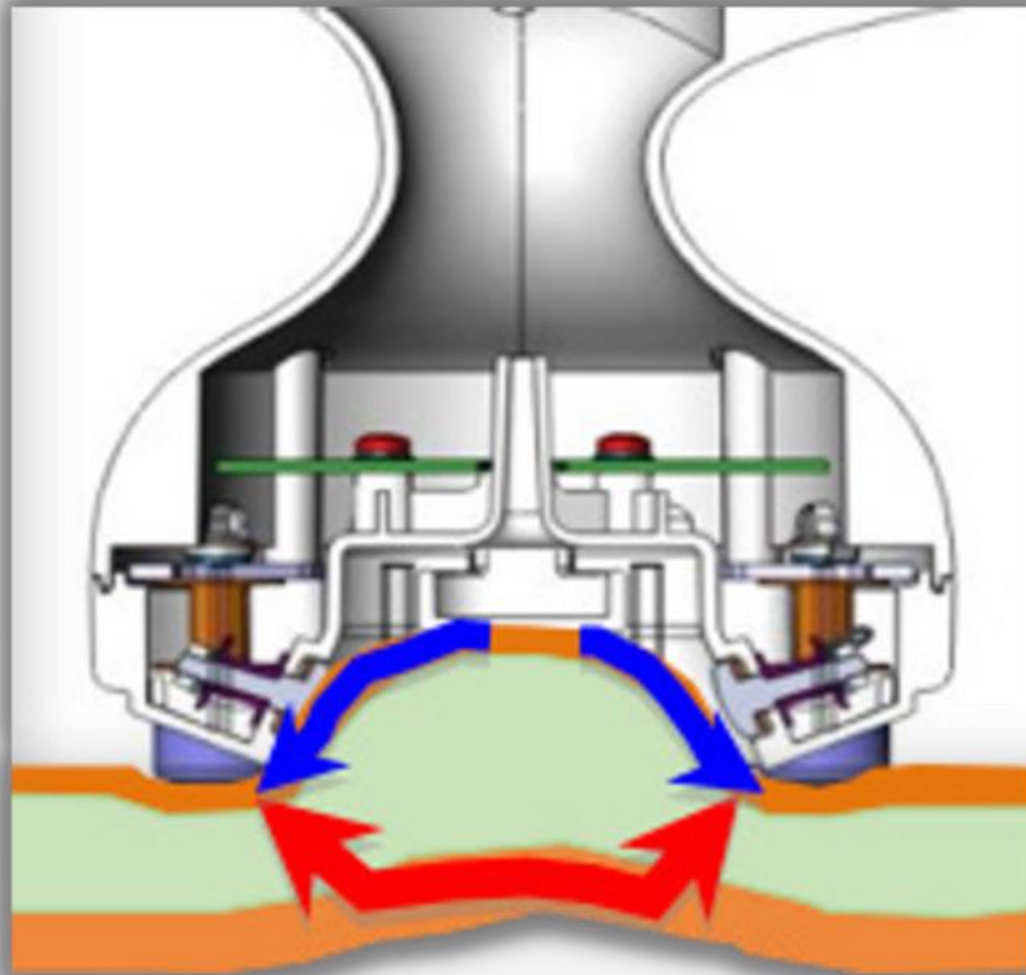
- Thermal mechanism
- Uniform thermal energy distribution
- Heat is delivered to the dermis and epidermis
- Triggers new collagen and elastin synthesis

(MP)²



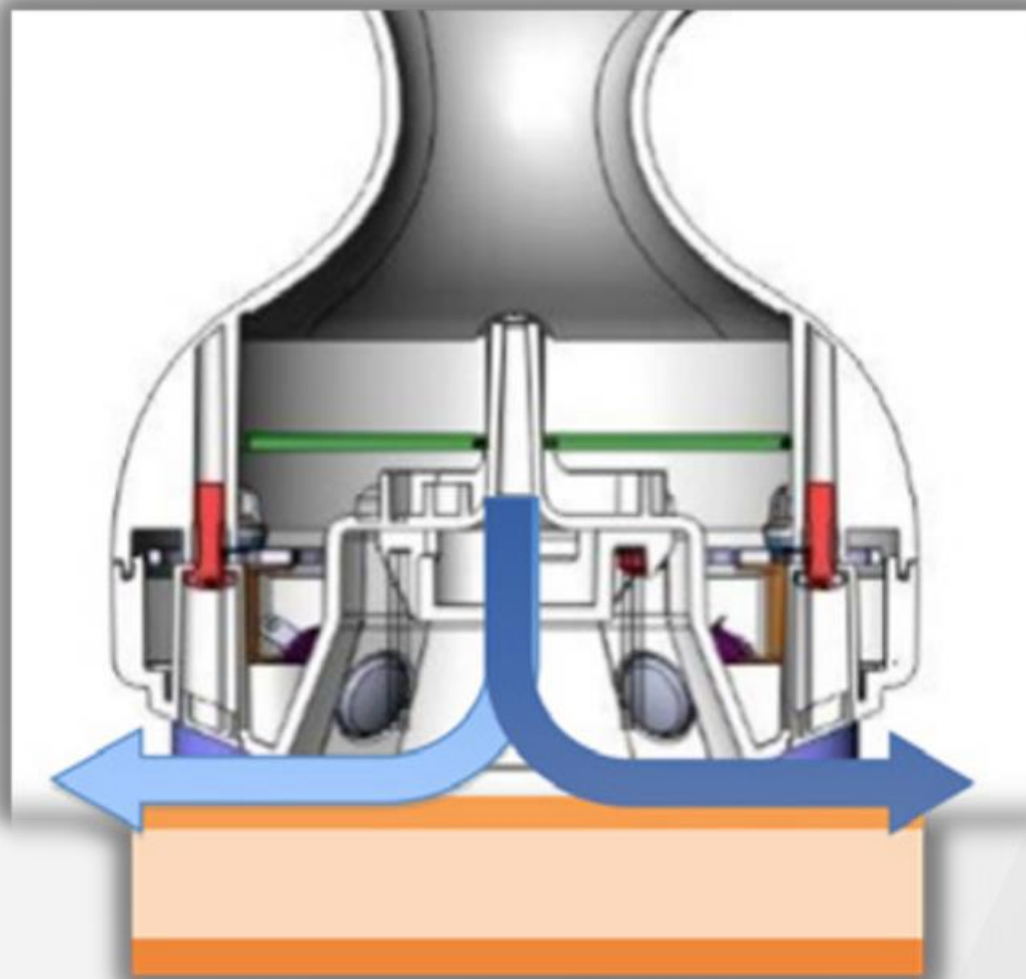
PULSED ELECTRO MAGNETIC FIELDS (PEMF)

- Non-thermal mechanism
- Stimulates release of skin growth factors (FGF-2)
 - New fibroblasts
 - New blood vessels
- Triggers new collagen and elastin synthesis



Advanced VariPulse™ Technology

- A unique feature in the industry
- Allows adjustable pulsed suction that facilitates deep energy penetration
- Enhances the effects of RF energy, increases blood circulation, and stimulates lymphatic drainage
- Paired with Glide gel, VariPulse™ improves the provider experience by incorporating the massage motion efficiently increasing the ease of use

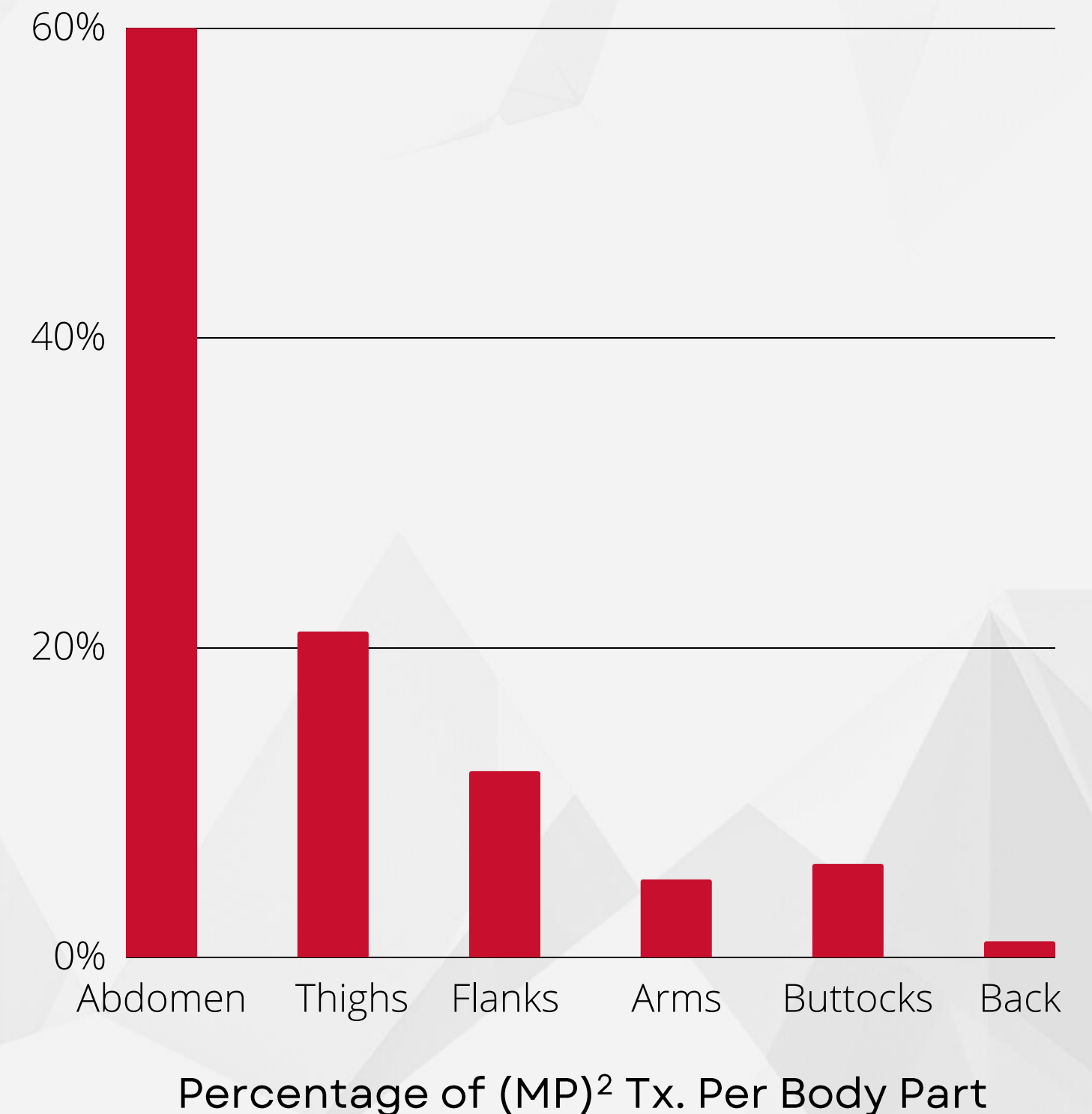


Internet of Things (IoT) Capabilities

IoT collects information that will help providers with optimizing their business practices and improving treatment efficacy, such as:

- Treatment parameters
- Age
- Treatment area
- Gender
- Treatment duration
- Treatment provider
- Total energy
- Date of treatments

No patient-identifying or private data is collected



Real-Time Usage Data

Data collected in the entirety of 2021 with the precedent Venus Bliss™ device

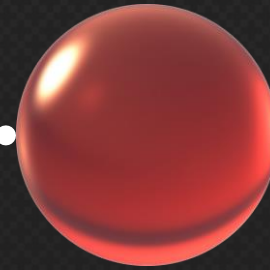
4.23 Laser

Average Weekly
Treatments in 2021



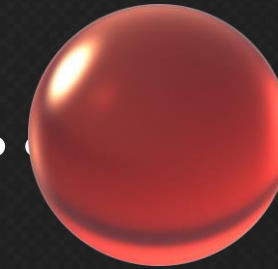
\$4,962*

Average weekly
Revenue per system



8.72 (MP)²

Average Weekly
Treatments in 2021



*Avg. revenue calculated based on market data. Laser treatment price of \$800 and RF treatment price of \$150.



TRIM

FAT

TONE

MUSCLE

TIGHTEN


SKIN

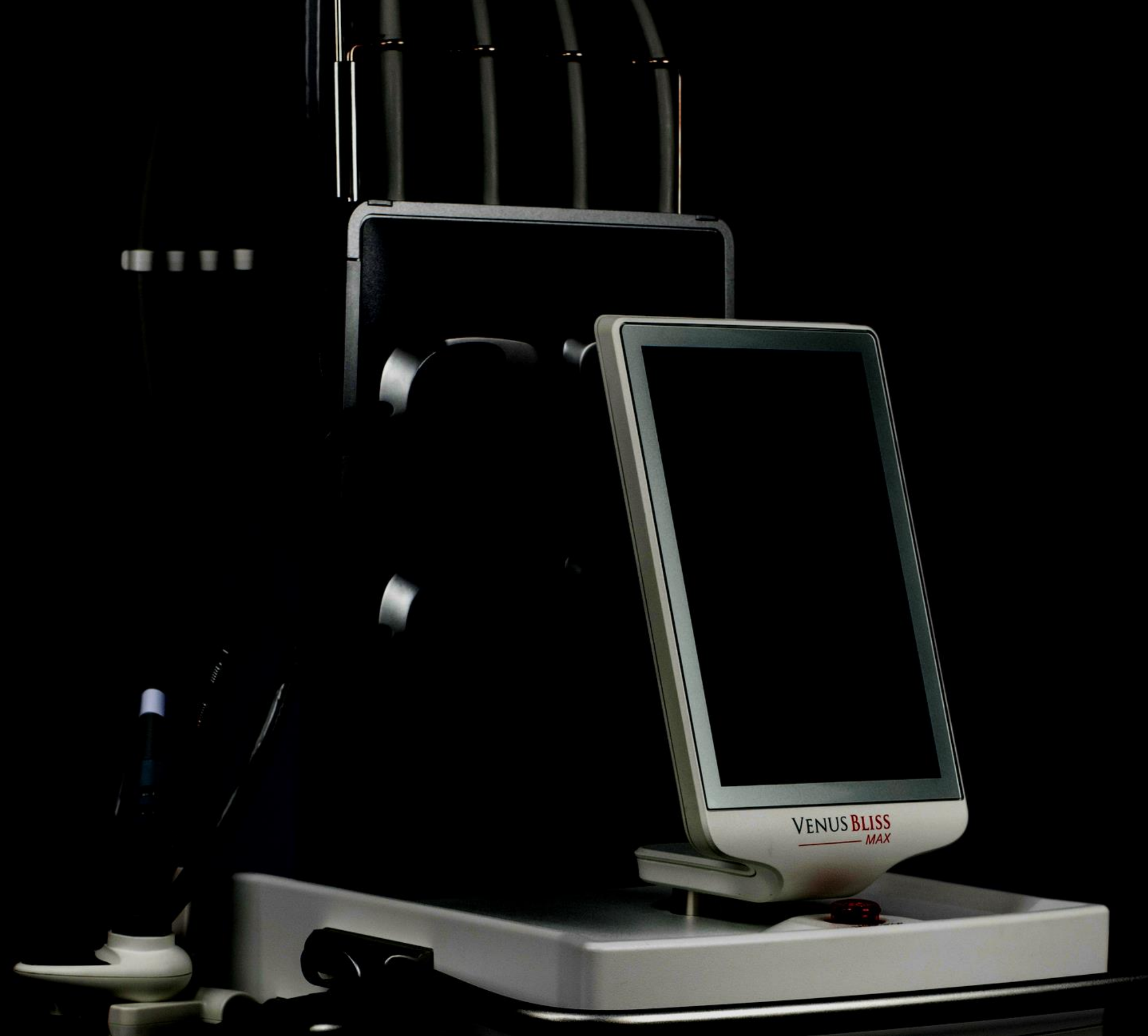
IN ONE WORKSTATION

Treatment Protocol

	1064 nm Diode	EMS	(MP) ²
Treatment Duration	25 minutes	30 minutes	15-20 minutes
Treatment Frequency	Every 4 - 6 weeks 1 – 3 treatments	Twice a week (48 – 72 hours apart) 6 treatments	Weekly 8 treatments

*Diode laser and (MP)² treatment should not be done sequentially


VENUS BLISS
MAX



PATIENT B & A s

Diode Laser Treatment Results



Before

After 1 Treatment

Courtesy of Suzanne Kilmer, MD

Diode Laser Treatment Results



Before

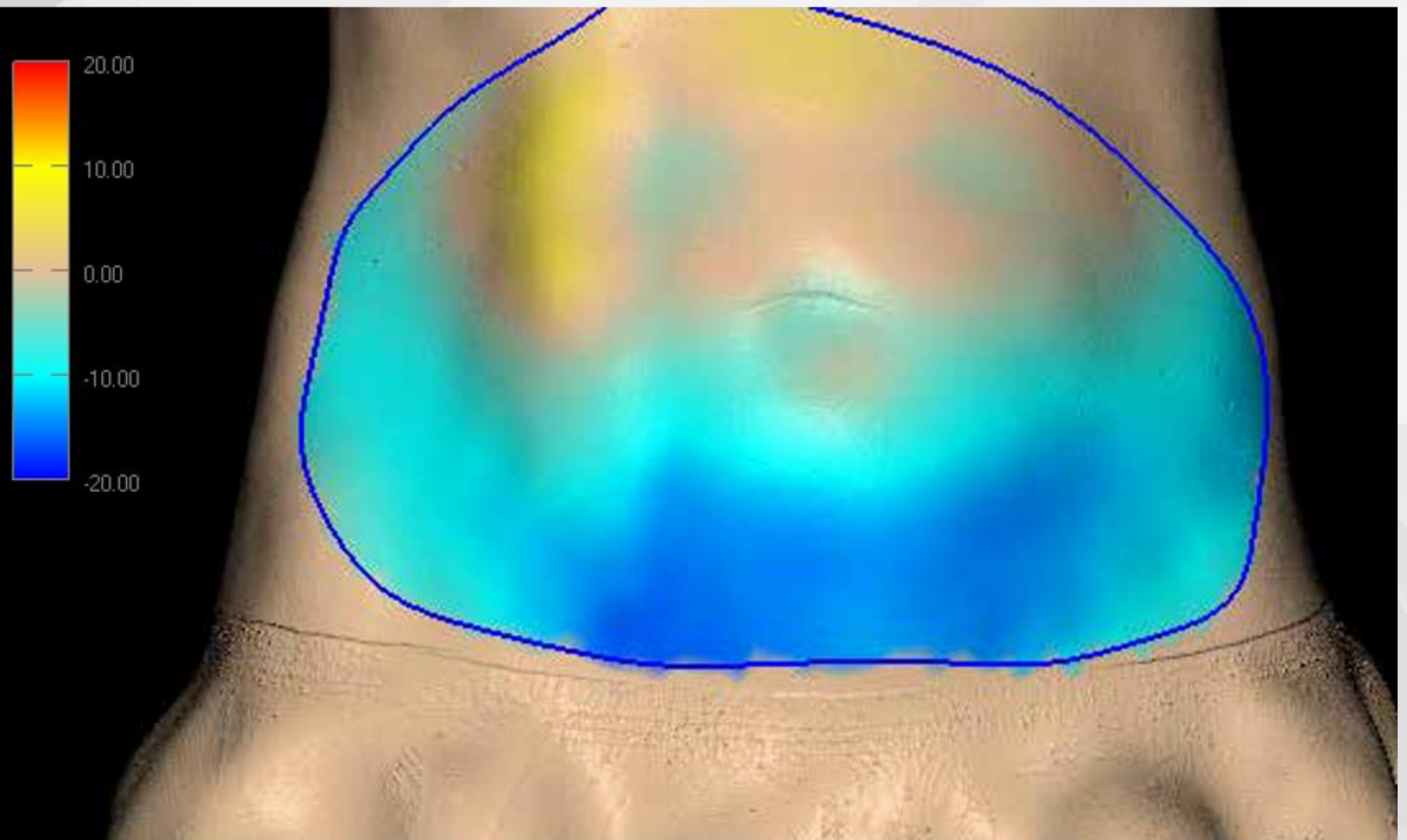
After 1 Treatment

Courtesy of Suzanne Kilmer, MD

Diode Laser Treatment Results

Before

Blue indicates a reduction in volume:



After 1 Treatment

Courtesy of Suzanne Kilmer, MD

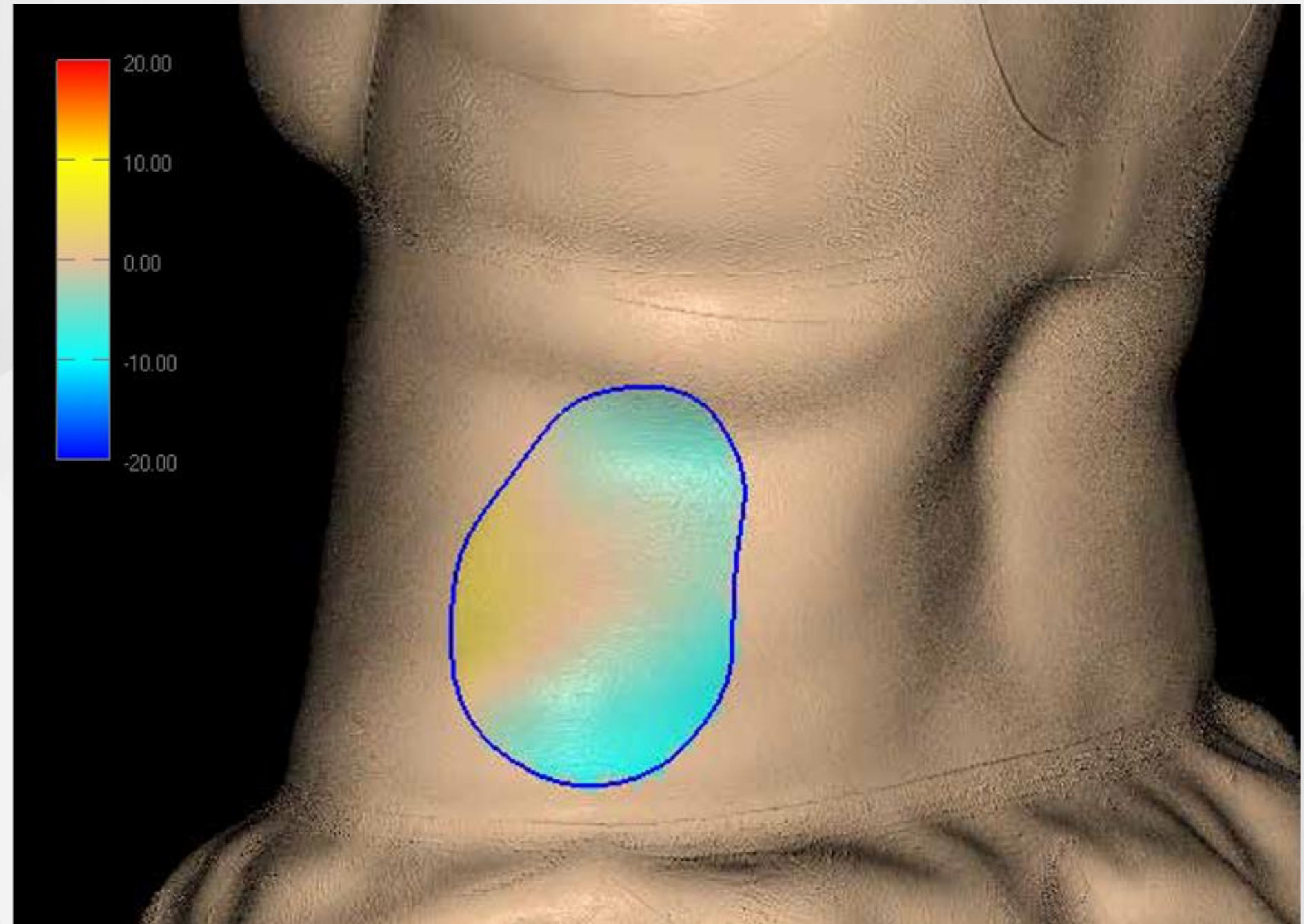
Diode Laser Treatment Results

Before



After 1 Treatment

Blue indicates a reduction in volume:



Courtesy of Suzanne Kilmer, MD

Diode Laser Treatment Results



Before



After 2 Treatments

Courtesy of H2T Skin & Laser

Diode Laser Treatment Results



Before



After 2 Treatments

Courtesy of H2T Skin & Laser

Diode Laser Treatment Results



Before



After 5 Treatments

Courtesy of MOC Health & Beauty

Diode Laser Treatment Results



Before



After 5 Treatments

Courtesy of MOC Health & Beauty

Laser & (MP)² Treatment Results



Before



After 1 Laser & (MP)² Treatment

Courtesy of Ultra Body Sculpt

Laser & (MP)² Treatment Results



Before

After 3 Laser & (MP)² Treatment

Courtesy of Dr. Sonia Batra

Laser & (MP)² Treatment Results



Before

After 3 Laser & (MP)² Treatment

Courtesy of Dr. Sonia Batra

Treatment Results – 4 Weeks Post-Completion



Before

Courtesy of Michael Gold, MD



After 5 EMS & (MP)²
Treatments

Treatment Results - 4 Weeks Post-Completion

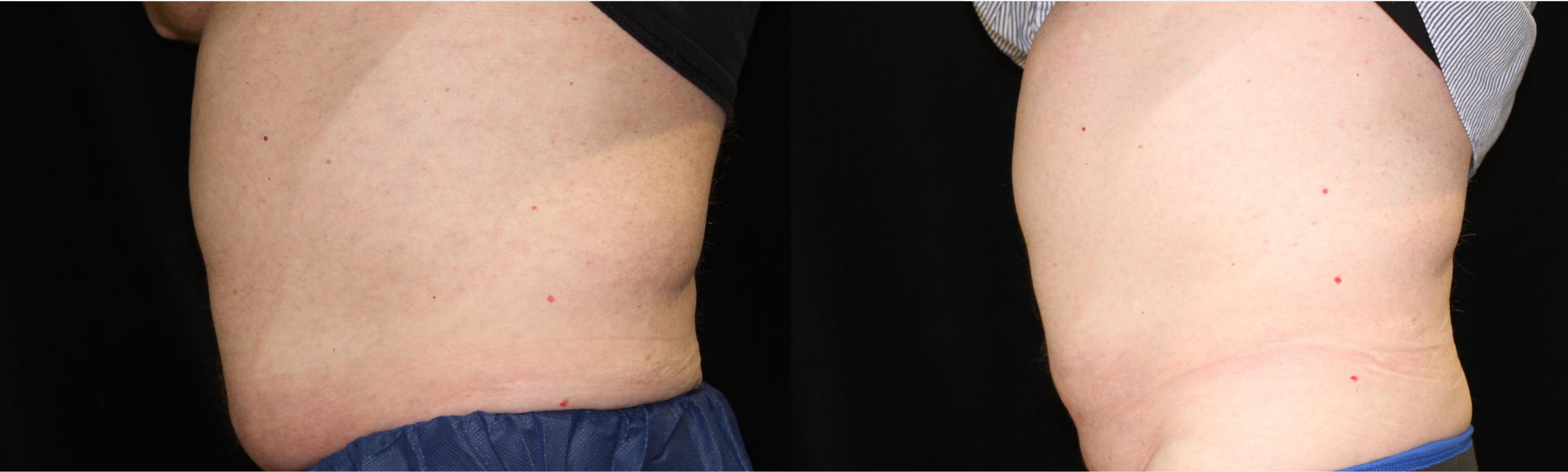


Before

Courtesy of Michael Gold, MD

After 3 Laser and 5
EMS & (MP)²
Treatments

Treatment Results - 4 Weeks Post-Completion



Before

After 5 EMS & (MP)²
Treatments

Courtesy of Michael Gold, MD



JOIN THE MOVEMENT

(877)-226-0510

WWW.VENUSCONCEPT.COM

@VENUSCONCEPT