

# EMSCULPT®

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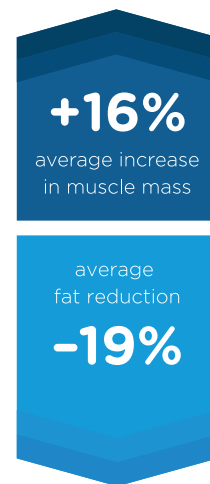
The only non-invasive procedure  
to build muscle and burn fat.



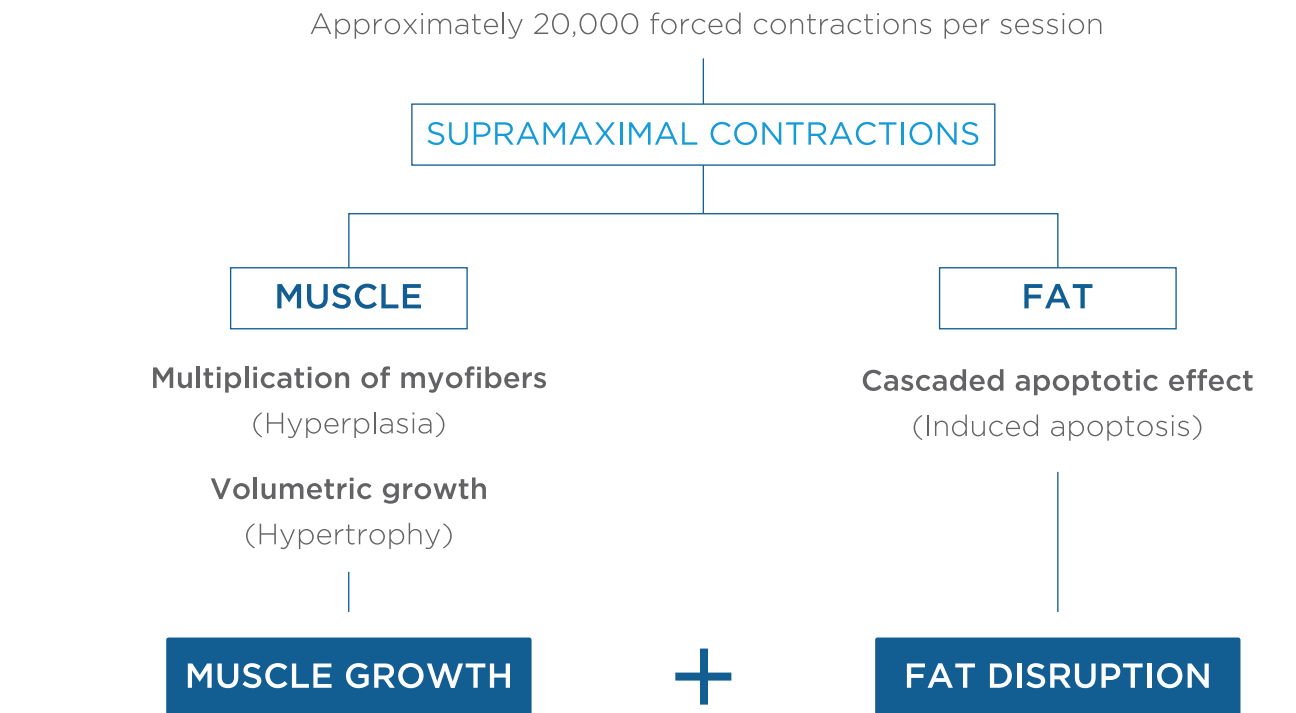
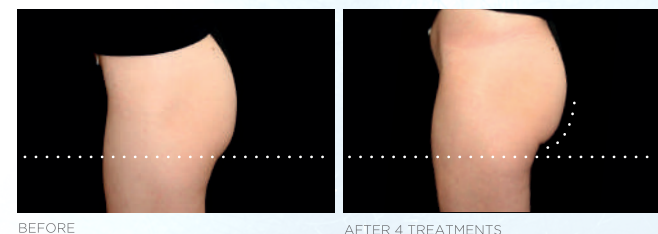
The next step towards the future of non-invasive body shaping.

EMSCULPT with HIFEM technology induces supramaximal muscle contractions not achievable by voluntary action. When exposed to supramaximal contractions, the muscle tissue is forced to adapt to such extreme condition. The muscle responds with a deep remodeling of its inner structure, i.e., the growth of myofibrils (muscle hypertrophy) and creation of new protein stands and muscle fibers (muscle hypertrophy).

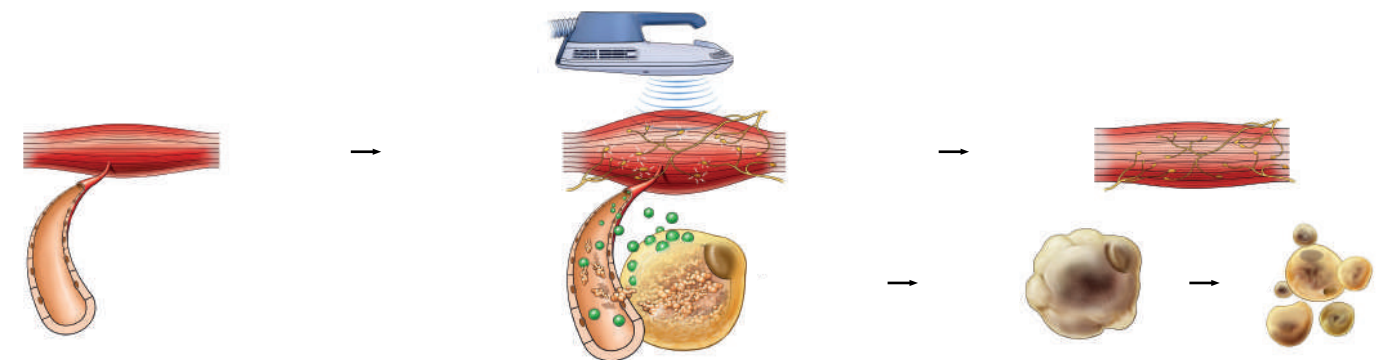
The process results in increased muscle density and volume.



- The world's only procedure that simultaneously addresses both muscle & fat
- Revolutionary solution for a non-invasive butt lift
- Expanding your addressable patient population by:
  - | Patients seeking improvement in MUSCLE & FAT
  - | Patients who are not candidates for current body-shaping procedures
  - | Patients looking for non-invasive BUTT lift alternative



Because it is not only about fat...



Voluntary contractions may increase the demand for energy from fat cells. Released epinephrine signals the fat cells to initiate lipolysis. The fat stored in form of triglycerides is decomposed into free fatty acids (FFAs) and glycerol which are used as energy sources.

Intensive supramaximal contractions enhance release of epinephrine which triggers a cascade effect leading to supramaximal lipolysis in fat cells. Because the stimulation is so rapid and intensive, the lipolytic response is excessive and over-accumulating in adipocytes.

The FFA overflow causes cell dysfunction and induction of apoptosis - programmed cell death. Dead cells collapse and are naturally flushed away.

