



MASS APPEAL: VANQUISH ME TAPS DEMAND FOR CIRCUMFERENTIAL REDUCTION

When fitness clubs emerged as a craze in the 1980s, they were seen as something of a luxury. Today, those who do not belong to a club are often viewed as outliers. The current trend in wellness emphasizes trim physiques and a healthy body shape. As such, Houston-based dermatologist Suneel Chilukuri, MD says, body contouring treatments are in demand and growing. And, like those health club memberships, he says, “the price points have come to a point where the general consumer is able to utilize these services.”

Leading the way in accessible, affordable, and effective body contouring treatments has been BTL Aesthetics, which markets a range of devices intended to treat a broad range of patient needs. Among these is the Vanquish ME, a multi-polar radiofrequency device that will specifically target superficial fat, heating it to a temperature between 41 and 44 degrees (perhaps as high as 47 degrees, Dr. Chilukuri says) to cause cell apoptosis. The destroyed fat cells are then flushed from the body through lymphatic drainage.

WORTH NOTING

Dr. Chilukuri uses and recommends the Fit App from BTL, an app that’s available on both the Android as well as the iOS platform. “What we’re finding is we’re able to track those patients in terms of how much water they’re drinking, are they actually exercising, and what’s their routine at home. Also, we ensure they have a weekly weigh in as well as a set of photos.”

“The other thing that I do just for internal enhancement of the procedure itself is utilizing a FLIR Camera. You can purchase this attachment for your Android or iPhone. We’re able to visually show patients where the heat is and how hot the fat is getting. The patients know that there’s actually something active that’s going on during the Vanquish ME treatment.”



INTRODUCING BODY BY BTL

An innovator in the aesthetic device space, BTL Aesthetics is pleased to launch the first devices based on high-intensity focused electromagnetic (HIFEM) energy that is shown to activate muscles while decreasing fat. As you’ll read ahead, it’s just one more way that BTL is revolutionizing aesthetic practice—to the benefit of patients and practitioners.

BTL Aesthetics is, in fact, leading the industry in its focus on patients and its commitment to their success. The popular new “Body by BTL” campaign showcases the transformative experiences of real patients who have changed their bodies, and their lives, with treatment using BTL Devices. As you read, you’ll see quotes from these real-life patients and physicians. You can see more from any one of them by going online to btlaesthetics.com. Or visit YouTube and search “Body By BTL.”



VANQUISH ME IN PRACTICE

Fat reduction technologies garner a lot of media attention, which is driving patient interest. Personalized, in-person assessment of each potential patient is key. When patients call his office asking about body contouring, and sometimes mentioning devices by name, Dr. Chilukuri's staff capitalizes on that interest to bring patients in for a consult. Staff are careful to convey to patients that Dr. Chilukuri does indeed offer treatment, but he uses multiple devices, and it's important they come in for him to assess their needs. "There's a big difference between visceral fat and superficial fat," Dr. Chilukuri notes. "Sometimes there's also skin laxity. In the past, we were able to address the excess superficial fat in certain areas, but we weren't able to address the other components of

Vanquish ME stands apart because of its ability to quickly and efficiently target larger areas and provide a circumferential reduction in fat.

"I think of Vanquish as fat debulking, if somebody has circumferential fat around the abdomen, the posterior hip, or waist area," says Melanie Palm, MD, a dermatologist in Solano Beach, CA. "We often will do kind of circumferential treatment where we have patients sit under the Vanquish device 30 minutes supine, then we can use the flex applicator to target back fat for virtually a 360-degree treatment."

The non-contact Flex applicator sets Vanquish ME apart, says New York City facial plastic surgeon Yael Halaas, MD. "Unlike with other fat reduction technologies, in which the applicator comes in direct contact with the skin, with Vanquish the patient lies under the device while the sensors read their body fat to determine the energy level needed. The broad wing span allows for a wide treatment area in every session," she says. "Vanquish ME is a scientifically proven induction of apoptosis."

body contouring including skin laxity, post-surgical rippling, or hereditary dimpling that's seen especially in the thighs. Moreover, we have never been able to address the fitness component other than encouraging patients to exercise."

That's all changed, Dr. Chilukuri says enthusiastically. "Now we really have that winning combination."

BTL Vanquish ME is a workhorse for fat destruction, Dr. Chilukuri says, with a large applicator suitable for any body size and for targeting large anatomic areas. "We've seen four-year studies that are coming up showing that there's at least semi-permanent—likely permanent—destruction of this fat. We don't see it coming back after this long period of time, where we're re-evaluating the patients and making sure that they are still satisfied with those results."

Better still? Treatment is patient- and operator-friendly. "I explain to patients that the Vanquish ME feels like you're sitting under a warm, heated blanket...I explain to patients that I know this sounds too cool, but it actually works," Dr. Palm notes.

Dr. Chilukuri also highlights the comfort of the procedure. "Our typical male consumer is not quite as tough as most women who come to the practice and I have not had a single gentleman complain about any kind of pain in the treatment area. Rather they're asking if they can do it more often than once a week, which is kind of refreshing."

Body contouring seems to appeal to men. "In terms of the body contouring market in general, what we're finding is that there's more male interest in this than any other cosmetic procedure that we've offered, other than hair restoration," Dr. Chilukuri remarks.

A key distinguishing feature of Vanquish ME is the auto-tuning feature, Dr. Palm says. "I explain to patients that it's appropriate to the tissue in that state. It delivers more energy at areas where there is more fat and less energy in areas where there is less fat."

The Cellutone acoustic wave device can be used post-Vanquish ME to enhance lymphatic drainage and improve vascularity in that area and to support neocollagenesis.

"We find that any time we're adding the Cellutone to any of our body contouring devices, there's a significant improvement in the overall reduction of fat. It enhances the results that we're getting and it speeds up the process," Dr. Chilukuri says.

Dr. Palm also frequently follows Vanquish ME treatment with Cellutone. The acoustic wave treatment has been shown to increase the reduction in inches post Vanquish ME application. "I think it helps it heal a little bit faster and to enhance skin tightening," she says.

One potential side effect of fat reduction treatment, especially when treating larger patients, is panniculitis, secondary to inflammation and decreased blood flow. Theoretically, because Vanquish ME is so effective at destroying relatively large volumes of fat, the risk may be increased. Adding Cellutone as a follow-on to Vanquish ME, Dr. Chilukuri notes, "our incidence of panniculitis has been one case over the last 300 some odd cases that we've done. Just a single case." And that case was in a patient who didn't return for additional Cellutone treatments.

GROWTH OPPORTUNITY

The notion of circumferential treatment is still relatively new, and Vanquish ME paved the way Dr. Palm explains. "When you're evaluating a patient initially don't just look at their tummy, make sure you're looking at their posterior, too."

"Vanquish ME is an excellent adjuvant therapy to add to a practice. It is complementary to other aesthetic procedures," Dr. Halaas maintains. "Vanquish has been financially successful. Unlike other devices, Vanquish has no consumables." ■

BODY BY BTL PATIENT PERSPECTIVES



"It does give me this boost of now, with this, I can go to the gym and hit it harder...For me, it wasn't something serious where I had a ton of fat—I need to rip this off. It was something that I really felt could benefit me where it was, 'OK, these stubborn areas, I can get them wiped clean without having to get anything cut open.'"

—Marcus, Athlete, Dancer, Actor,
BTL Vanquish ME Patient, btl.aesthetics.com

BODY BY BTL PROVIDER INSIGHTS



"A number one cosmetic concern with men is fat. Particularly abdominal adipose tissue. Men tend... to accumulate their fat in their lower abdomen

and that fat tends to be fibrotic. That fibrotic, not easily distensible abdominal adipose tissue makes some other body contouring devices less useful and potentially problematic. And that's why I went with Vanquish ME, because it provides multipolar RF technology that can cover that whole lower abdomen of a larger male patient with minimal discomfort and ease of use with my office and staff."

—Terrence Keaney, MD, btl.aesthetics.com