

Total Body Transformation

A TriBody Solution

Introducing Venus Bliss MAX™

The Advanced 3-in-1 Solution Targeting Fat,
Muscle, and Skin Body Treatments



1064nm Diode Laser
Lipolysis



Adaptive FlexMAX EMS



Patented (MP)² RF + PEMF

Venus Bliss MAX™ is a new, 3-in-1 solution featuring the most sought-after body treatments today.

A state-of-the-art, 360° body shaping device, Venus Bliss MAX™ targets fat, muscle, and skin with three distinct technologies through effective and comfortable sessions for outstanding results and patient satisfaction. In the past, providers have had to use three separate systems to do what Venus Bliss MAX™ provides in one:

- **Non-Invasive Lipolysis**
- **Electrical Muscle Stimulation (EMS)**
- **Cellulite Reduction & Skin Tightening**

Now, treatment providers can offer three advanced technologies in one platform for a comprehensive body treatment solution. Venus Bliss MAX™'s 360° approach to body shaping helps patients achieve their ideal body shape in less time with superior, customized treatments using the most advanced technologies. Read on to learn how Venus Bliss MAX™ can help your practice secure a share of the \$1.4 billion non-invasive fat reduction & \$620 million electrical muscle stimulation market.



Non-Invasive Lipolysis

Cutting-edge diode laser technology for superior results in circumferential reduction and fat reduction.

MARKET & DEMAND

Non-invasive body contouring is one of the fastest-growing areas of medical aesthetics. According to the American Society of Aesthetic Plastic Surgeons, the number of non-invasive fat reduction procedures performed tripled between 2012 to 2017, and this growth shows no sign of slowing.¹ The global non-invasive fat reduction market, which is currently valued at \$1.4 billion globally, is expected to grow to \$2.5 billion by 2025.²

Venus Concept Non-Invasive Lipolysis Devices & Technologies

Deliver the best results for patients with Venus Concept's advanced non-invasive lipolysis technology in our Venus Bliss™ and the new Venus Bliss MAX™ devices.

Venus Bliss MAX™ and Venus Bliss™ both feature four diode laser applicators, which deliver laser energy that effectively penetrates the hypodermis to target adipose tissue without harming the skin's surface. To prevent hot spots and ensure patient comfort, the applicators are designed to uniformly distribute power density for even, therapeutic heating of the entire treatment area. Touch sensors and an advanced cooling system constantly measure temperature to ensure patient safety and optimal results. Each diode laser applicator is equipped to achieve lipolysis as effectively, safely, and comfortably as possible for the patient. Non-invasive lipolysis treatments require no downtime and are safe for all skin types.

In both devices, diode laser technology delivers effective, comfortable, and efficient non-invasive laser lipolysis treatments by heating the entire targeted subcutaneous layer to the treatment temperature, unlike other thermal fat reduction technologies. The 1064 nm wavelength is optimal for penetrating the adipose tissue layer, with homogeneous energy distribution capabilities. Extended heating cycles elevate the targeted fat layer temperature to 42-46°C, effectively destroying fat cells in just 25 minutes per treatment. The apoptotic fat cells are then eliminated through the body's lymphatic system over time.

¹ Non-invasive fat reduction market size report, 2030. Non-invasive Fat Reduction Market Size Report, 2030. (n.d.). Retrieved September 30, 2022, from <https://www.grandviewresearch.com/industry-analysis/non-invasive-fat-reduction-market>

² Body fat reduction market statistic, trends and forecast - 2030. Allied Market Research. (n.d.). Retrieved September 30, 2022, from <https://www.alliedmarketresearch.com/body-fat-reduction-market-A10916>





Treatment Efficacy & Results

Our non-invasive lipolysis treatments lead the industry in delivering safe, visible results and high patient satisfaction. In one 30-patient study where all patients received a diode laser treatment to either their flanks or abdomen, the majority of patients were found to have a statistically significant reduction in adipose layer thickness when measured by ultrasound.

WHEN SURVEYED

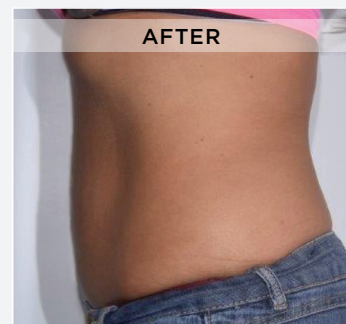
75%

of patients were satisfied with their results and said they would recommend the treatment to a friend

90%

of the patients also reported that the treatment was comfortable

3 LASER & (MP)² TREATMENTS



Courtesy of Dr. Sonia Batra

Conclusion

The non-invasive laser lipolysis technology of Venus Bliss™ and Venus Bliss MAX™ provides a high patient comfort level while resulting in significant fat reduction. Results look natural and are seen in as little as one treatment, with continued improvement for up to six months.

Electrical Muscle Stimulation (EMS)

Give your patients a toned and sculpted physique effortlessly with advanced electrical muscle stimulation treatments.

MARKET & DEMAND

Electrical muscle stimulation (EMS) is the stimulation of muscle contractions through the delivery of electric impulses. Long used to help professional athletes perform their best, EMS treatments support muscle growth, conditioning, and recovery. Now, your patients can experience the benefits of electrical muscle stimulation to achieve their aesthetic body shaping goals quickly and comfortably. The activation of muscles results in more pronounced muscular definition and tone without having to spend hours in the gym, a desirable effect that explains why EMS treatments are now a \$620 million emerging market in aesthetics.³

Venus Bliss MAX™ EMS Technology

Venus Bliss MAX™ offers a TriBody Solution that includes electrical muscle stimulation to deliver a total body transformation. The device's FlexMAX EMS modality offers an unprecedented solution to the muscle category. Controlled and precise energies are delivered uniquely to muscle groups via best-in-class electrical muscle stimulation. The muscles are safely activated without heating the surrounding tissue. Paired with specific pulse durations for each muscle group, performance-informed smart training programs, and advanced adaptive algorithms, each treatment is fully personalized and mimics a real training session that can build in intensity over time. FlexMAX EMS enables effective and comfortable treatment programs regardless of the patient's fitness level, resulting in a stronger and more defined muscle appearance.



³ Global electrical muscle stimulation market analysis, drivers, restraints, opportunities, threats, trends, applications, and growth forecast to 2029. Global Electrical Muscle Stimulation Market 2022: By Product Type (Handheld, Portable, Tabletop, Functional electrical stimulation (FES), Transcutaneous electrical nerve stimulation, Others) By Application (Hospitals, Ambulatory Surgical Centers, Physiotherapy Clinics, Sports Clinics, Home Care). (n.d.). Retrieved September 30, 2022, from <https://www.trustedbusinessinsights.com/details/tbitscir10767-global-united-states-european-union-and-china-electrical-muscle-stimulation-market-sector-research-report-2019-2025A>



Treatment Efficacy & Results

Venus Bliss MAX™ EMS treatments are enhanced with adaptive technology that features three distinct phases designed to warm up, contract, and relax muscles during each treatment cycle. This effect mimics how muscles behave during a real workout session, priming each muscle group for better reception of the treatment, and therefore, enhancing results.

To achieve this, the EMS modality contains breakthrough intelligent algorithms in Adaptive Mode which enhances personalization, efficacy, and overall patient comfort. Treatment settings are automatically adapted for each multi-phase treatment, customized to individual patient's comfort level. By increasing intensity during each progressive treatments, muscles are conditioned with optimal results through this training and conditioning.

Adaptive Mode Capabilities

The Adaptive Mode features AdapTarget, AdapTrain, and AdapTensity. This proprietary combination enables individual muscle groups to be targeted with unique settings, undergoing a smart training program with changing frequency and intensity, while adaptive parameters are tailored to achieve optimal results for each patient.

ADAPTARGET

7 Targeted Muscle Groups

→ Personalization

Target seven different muscle groups (including biceps, triceps, abs, obliques, quadriceps, and hamstrings) at optimal parameters for more tailored muscle activation, combining two areas in one session for increased efficiency, saving time for both the patient and the provider.

ADAPTRAIN

Smart Training Program

→ Efficiency & Efficacy

A smart training program developed from extensive muscle research to provide a complete training program for each muscle group, actively priming the muscles for better reception to the treatment while mimicking a standard workout session

ADAPTENSITY

Adaptive Parameters

→ Comfort & Safety

A breakthrough parameter feature with built-in intelligent algorithms to enhance customization and patient comfort, this feature is designed to replicate muscle memory and automatically make adjustments for optimal settings at every stage of the multi-phase treatment.

Conclusion

With Venus Bliss MAX™, providers can maximize results and patient satisfaction by offering tailored, progressive EMS treatments to each patient. This flexibility enables optimal training and conditioning of the muscles over time for visible improvements in definition and tone.

Advanced technology for treating one of the leading aesthetic concerns among patients.

MARKET & DEMAND

It is believed that cellulite impacts as many as 90% of women⁴ at some point in their lifetime due to hormonal changes, genetics, diet, and other lifestyle factors. Cellulite has long been an aesthetic concern and the market for skin tightening and cellulite reduction treatments is constantly growing. In a 2018 consumer survey, The American Society for Dermatologic Surgery (ASDS) reported that almost 70% of consumers were considering a cosmetic procedure, and 57% of consumers were specifically considering skin tightening.⁵ The global cellulite treatment market size was valued at USD 1.25 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 11.3% from 2022 to 2030.⁶

Venus Concept Cellulite Reduction & Skin Tightening Technologies

Venus Concept offers effective cellulite reduction and skin tightening treatments through our Venus Legacy™, Venus Versa™, Venus Bliss™, and Venus Bliss MAX™ devices. The treatments are powered by our proprietary, industry-unique (MP)² applicator technology combining Multi-Polar Radio Frequency (RF) and Pulsed Electro Magnetic Fields (PEMF). Together, these advanced technologies work synergistically to increase collagen and elastin production, tighten skin, reduce wrinkles, and decrease cellulite, resulting in smoother, firmer-looking buttocks and thighs. Simultaneously, the applicator's VariPulse™ technology pulls the skin upward, allowing heat to reach the skin's deepest layers while temporarily increasing blood circulation and boosting lymphatic drainage. This patented technology can reduce cellulite for smoother, firmer-looking areas while also resulting in tighter skin appearance. This is a proven, comfortable treatment with high customer satisfaction and more than 12,000 units installed globally.



⁴ Crosta, P. (2017, November 30). Cellulite: Causes, treatment, and prevention. Retrieved from <https://www.medicalnewstoday.com/articles/149465.php>

⁵ American Society for Dermatologic Surgery (ASDS) 2018 Consumer Survey on Cosmetic Dermatologic Procedures. Data were collected from 3,525 consumers through a blind online survey in 2018

⁶ Cellulite treatment market size & share report, 2022-2030. Cellulite Treatment Market Size & Share Report, 2022-2030. (n.d.). Retrieved September 30, 2022, from <https://www.grandviewresearch.com/industry-analysis/cellulite-treatment-market#:~:text=The%20global%20cellulite%20treatment%20market%20is%20expected%20to%20grow%20at,share%20of%2036.0%25%20in%202019A>



Treatment Efficacy & Results

Cellulite reduction and skin tightening treatments are non-invasive, take less than 30 minutes and require no downtime. They can also be used safely in most areas of the body to:

- Tighten lax skin around the cheeks, jowls, and neck to give patients a firmer, more youthful appearance.
- Improve the appearance of sagging skin around the upper arm to help provide a slimmer, tighter-looking silhouette.
- Firm up lax skin around the abdomen area to create a smoother, tighter waistline.
- Reduce bumps and dimpling around the buttocks and thighs, resulting in a smoother, slimmer silhouette.

1 LASER & (MP)² TREATMENT



Courtesy of Ultra Body Sculpt

Conclusion

Adding cellulite reduction and skin tightening treatments to your clinic offerings allows you to provide superior body treatments to your patients to assist them in achieving their aesthetic goals.

The demand for non-invasive body shaping treatments continues to grow, with non-invasive fat reduction, muscle toning, cellulite reduction, and skin tightening being the most popular treatments. Equipping your clinic with industry-leading Venus Concept technology gives your practice the edge in this lucrative market.

Revolutionize Your Clinic Offerings with the TriBody Solution from Venus Bliss MAX™



You could offer these three powerful treatments through separate devices and depending on your clinic's needs, that may be what you choose to do. However, here are some additional benefits to the comprehensive functionality of the Venus Bliss MAX™ that you won't get with any other device:

- **An intuitive, all-in-one workstation offering three powerful technologies**
- **Exclusive TriBody Program providing individual or combination treatments for a 360° approach to body contouring**
- **Advanced safety features like contact cooling and real-time thermal feedback for the most effective and comfortable patient experience**
- **Integrated IoT data collection capability for targeted clinical insights to help boost ROI**

Your clients will love being able to achieve their three biggest body goals in mere minutes. You'll love the superior technology and sleek functionality of Venus Bliss MAX™, not to mention being able to offer three sought-after treatments from one workstation. Speak to us today about bringing Venus Bliss MAX™ to your clinic. We're here to help you succeed.
