VENUS BLISS MAX

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MK-VBM-US-EN-PRB22-01(02)

Three Technologies in One Device

Complete Body Treatment Offerings

Effective & Comfortable Laser Lipolysis

1064 nm Diode Laser
Laser Lipolysis

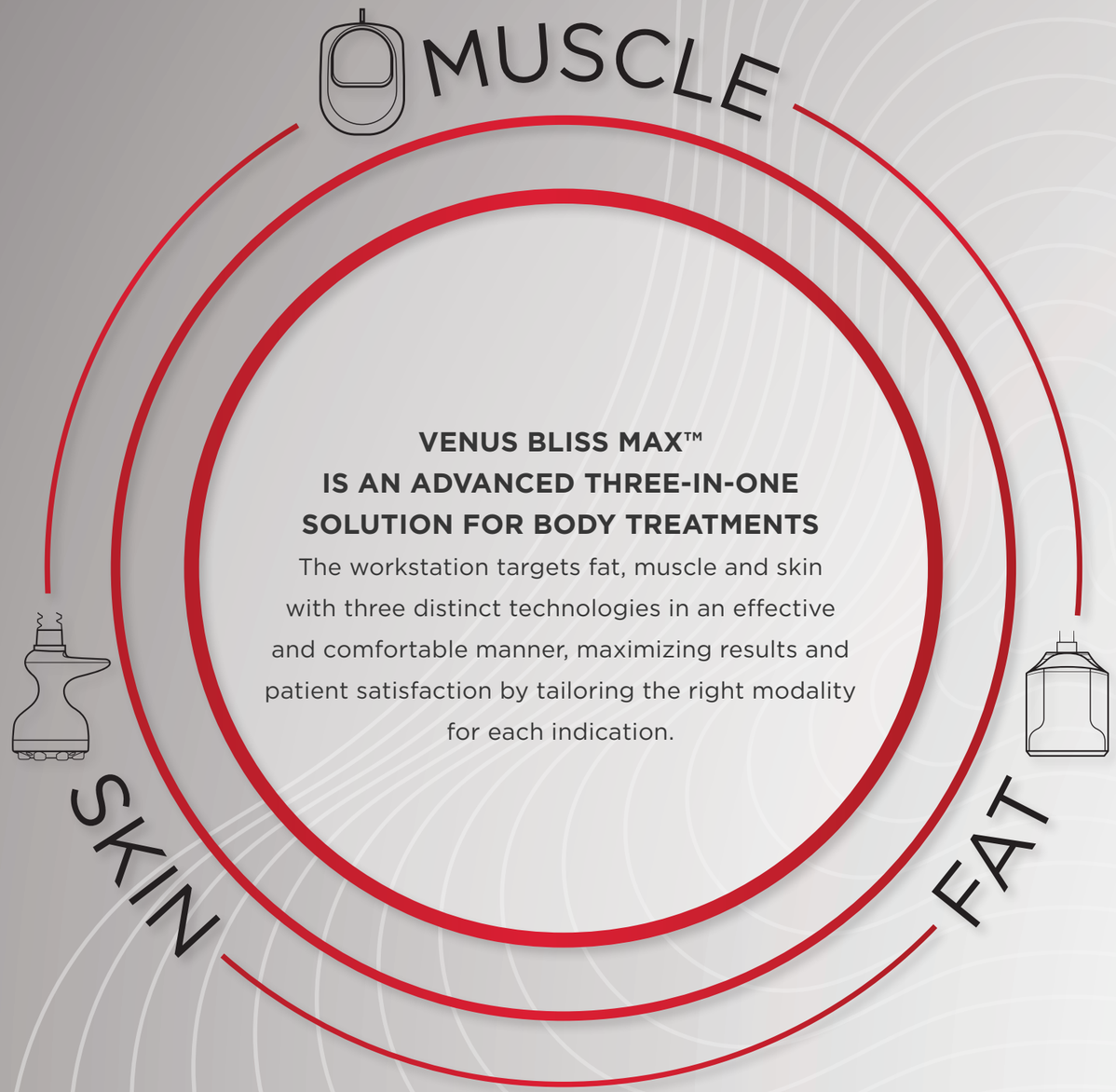
Adaptive FlexMAX Applicators
Electrical Muscle Stimulation

(MP)^2 RF + PEMF Technology
Skin Tightening & Cellulite Reduction

VENUS BLISS MAX

360° COMPLETE BODY SHAPING SOLUTION

VENUS BLISS MAX



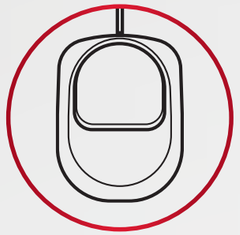
VENUS BLISS MAX™
IS AN ADVANCED THREE-IN-ONE SOLUTION FOR BODY TREATMENTS

The workstation targets fat, muscle and skin with three distinct technologies in an effective and comfortable manner, maximizing results and patient satisfaction by tailoring the right modality for each indication.

THREE TECHNOLOGIES, ONE DEVICE

FAT

- Four 1064 nm diode laser applicators
- 6X6 cm spot size
- Non-invasive lipolysis with up to 41% reduction in adipose layer
- Hands-free



MUSCLE

- Four FlexMAX EMS applicators
- Adaptive Mode featuring AdapTarget, AdapTrain & AdapTensity
- Muscle definition & toning
- Hands-free

SKIN & CELLULITE

- Proprietary $(MP)^2$ RF + PEMF technology
- VariPulse™ vacuum massage
- Neocollagenesis, skin tightening & cellulite reduction
- Built-in temperature sensor

Complete Body Treatment Offerings

Venus Bliss MAX™ providers can now offer more treatment options to increase the potential patient selection and address the top body aesthetic concerns demanded by patients. There is no need to waste space and time on setting up multiple devices, unlike traditional, single-purpose platforms on the market.

Effective & Comfortable Laser Lipolysis

+641% increase in demand for laser lipolysis treatments can be contributed to the effectiveness and comfort levels of this catagory[1&2]. The 1064 nm wavelength is specifically chosen to penetrate deep into the hypodermis, where energy is absorbed by targeted fat tissue reaching desired temperatures to induce lipolysis and adipocyte apoptosis. Additional comfort measures keep the skin cooled and optimized energy distribution avoids hot spots.

DIODE LASER TECHNOLOGY

Venus Bliss MAX™ diode laser technology delivers effective, comfortable, and efficient 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 into the adipose tissue layer, with homogeneous energy distribution capabilities. Extended heating cycles elevate the targeted fat layer temperature to 42-46°C, effectively damaging and destroying fat cells in just 25 minutes per treatment. The apoptotic fat cells are then eliminated through the body's lymphatic system over time.

Gold Standard for Fat Reduction

1064 nm Diode Laser Applicators

Energy is powerfully delivered to the subcutaneous tissue with a maximum energy output of 1.4 W/cm² while cooling mechanisms continuously chill the skin. Four 1064 nm diode laser applicators with 36 cm² spot size cover 50% more treatment area than other laser lipolysis systems. Each applicator can be activated individually and placed in various configurations on a belt for hands-free operation.

UNIFORM ENERGY DISTRIBUTION

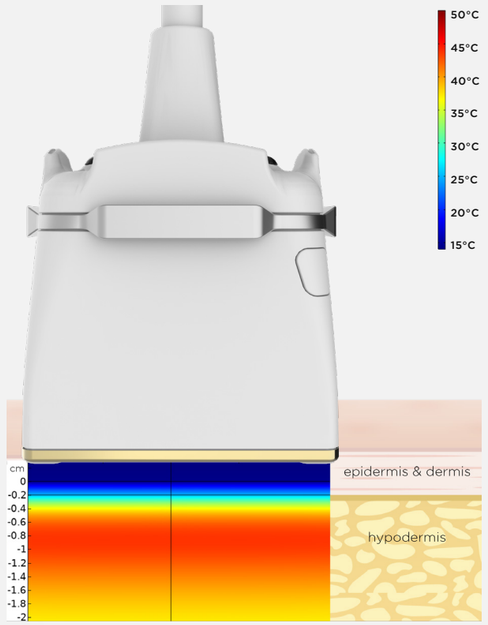
To prevent hot spots and ensure patient comfort, these lasers are designed to uniformly distribute power density across the sapphire crystal for an even heating of the target tissue, leading to therapeutic heating of the entire treatment area.

TOUCH SENSORS

To ensure safety and the desired therapeutic effect, each individual laser applicator is equipped with four tissue-contact sensors to indicate proper contact with the patient's skin during the full course of the treatment.

ADVANCED COOLING SYSTEM

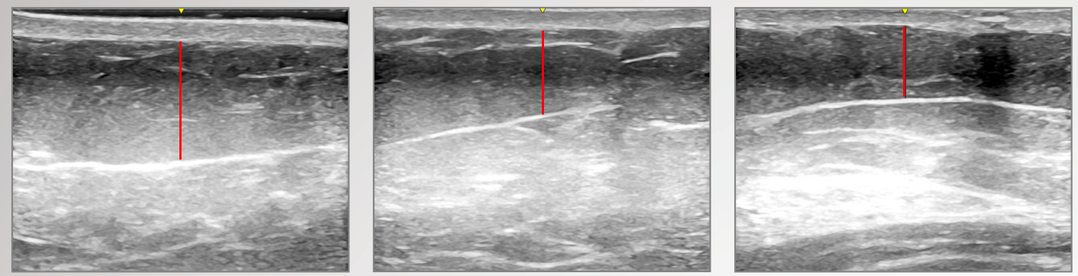
To further enhance the patient experience and the safety of the procedure, a water-based skin contact cooling system is incorporated into the laser applicators to ensure the epidermis and dermis are thoroughly chilled throughout the entire treatment.



Proven Clinical Results

In a study in which all patients received one diode laser treatment to either their flanks or abdomen[3], Dr. Suzanne Kilmer and Jeffrey Kenkel, found a reduction in the adipose layer thickness of up to 41%. When surveyed, more than 90% of the patients treated found the experience comfortable.

UP TO A 41% REDUCTION IN ADIPOSE LAYER THICKNESS



Baseline (1.30 cm)

6 weeks after treatment (0.95 cm)

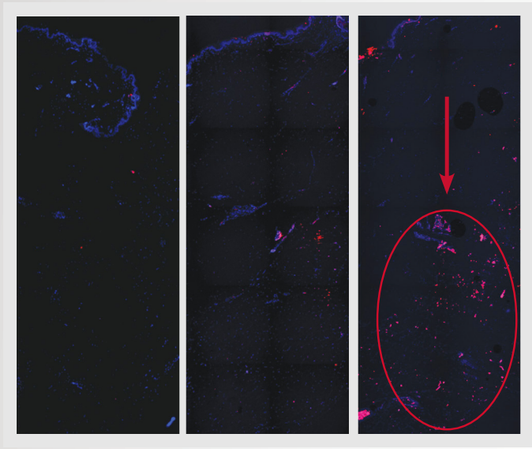
27% Decrease

12 weeks after treatment (0.80 cm)

41% Decrease

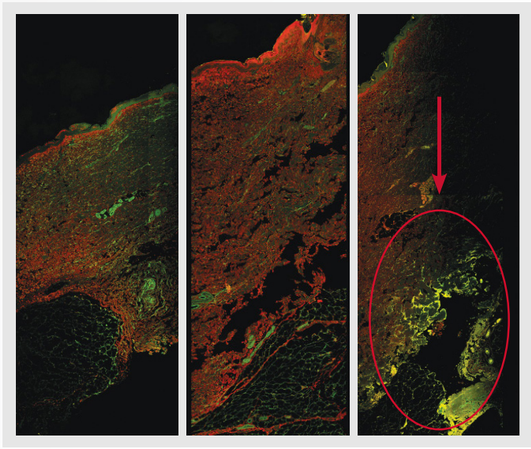
In a separate study, Dr. Kenkel's team took biopsies from subjects who had one laser and RF/PEMF treatment to show apoptosis (death) of adipocytes (fat cells). Apoptosis was visible within 7 days of treatment but was much greater at 14 days post-treatment. Specific collagen staining also indicated the formation of new collagen. Collagen Type I and especially Type III were greatly increased. This was most visible 14 days following treatment with Laser & RF.

HISTOLOGY SLIDES INDICATING APOPTOSIS AND NEOCOLLAGENESS



Control | Laser + RF D7 | Laser + RF D14

Adipocytes undergo apoptosis following laser & RF treatment. TUNEL staining was used to stain apoptotic cells (red). Untreated control tissue (left panel), 7 days (middle panel), and 14 days (right panel) following a single laser & RF treatment.



Control | Laser + RF D7 | Laser + RF D14

Collagen Type I (red) and Collagen Type III (green) in tissues taken from an untreated control (left panel), and Day 7 (center panel) and Day 14 (right panel) following Laser/RF/PEMF treatment. Yellowish color indicates that both Collagen Type I and III are increased.

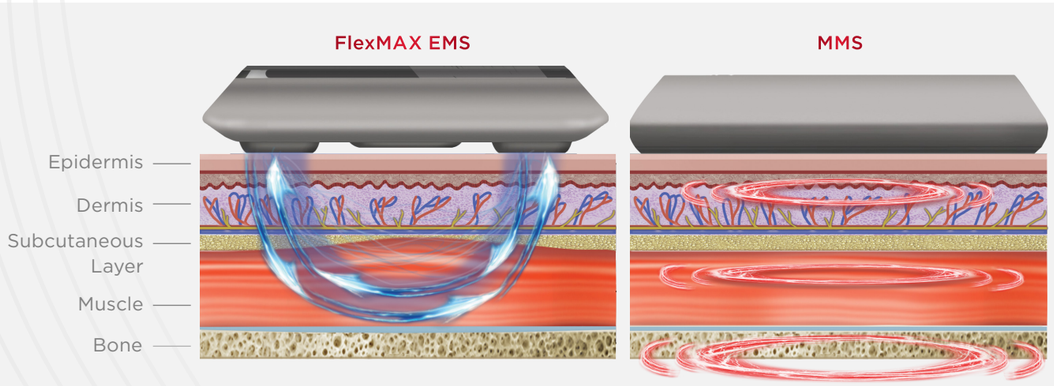
FLEXMAX ELECTRICAL MUSCLE STIMULATION TECHNOLOGY

The 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 by 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 intensity over time. FlexMAX EMS enables effective and comfortable treatment programs regardless of the patients' fitness level, resulting in stronger and more defined muscle appearance.

Best-In-Class Electrical Muscle Stimulation

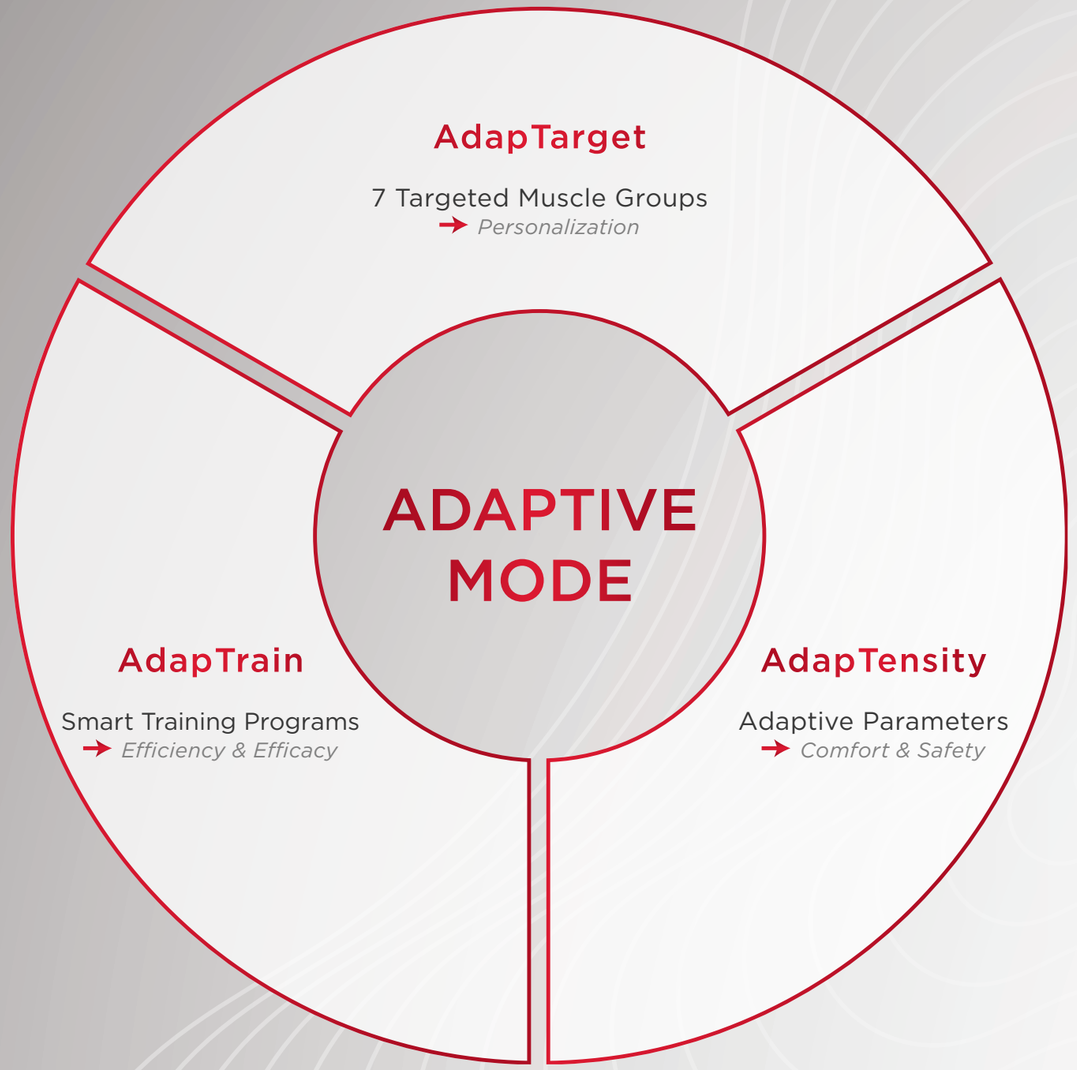
Adaptive FlexMAX Applicators

Engineered to deliver electrical pulses in a controlled and accurate manner, the FlexMAX applicators feature a duo electrode design that contains the flow of energy. Differing from magnetic technologies, EMS enables a targeted delivery to the muscle nerves from one electrode to the other, causing involuntary contractions. For different configurations and coverage over the targeted muscle area, each of the 4 applicators can be individually activated or used together.



HASSLE-FREE, HANDS-FREE OPERATION

No more messy wirings or wraps, it's a hassle-free treatment from start to finish. Choose from 6 FlexMAX Velcro belts of varying sizes for different body areas and body types. Simply clip the applicators onto the belts after applying the conductive agent, set the desired parameters to begin the treatment, and adjust intensity levels per the patients' request as needed.



FlexMAX EMS MODALITY FEATURES AN INDUSTRY-FIRST ADAPTIVE MODE with AdapTarget, AdapTrain and AdapTensity. This proprietary combination enables individual muscle group 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.

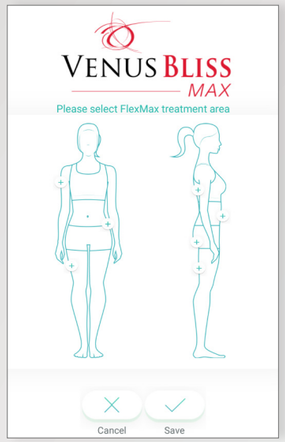
AdapTarget 7 Targeted Muscle Groups

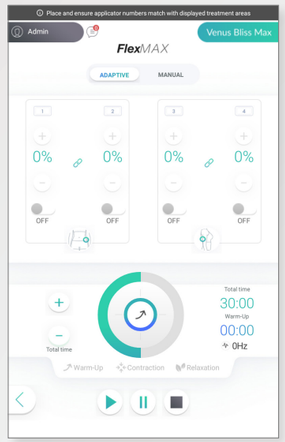
FlexMAX EMS applicators are designed to target 7 different muscle groups for the ultimate treatment personalization. Each muscle group is trained at optimal parameters for more tailored muscle activation. Two areas can be treated simultaneously in one session for increased efficiency in various combinations, saving time for both the patient and the provider.

- Biceps
- Triceps

- Abs
- Obliques

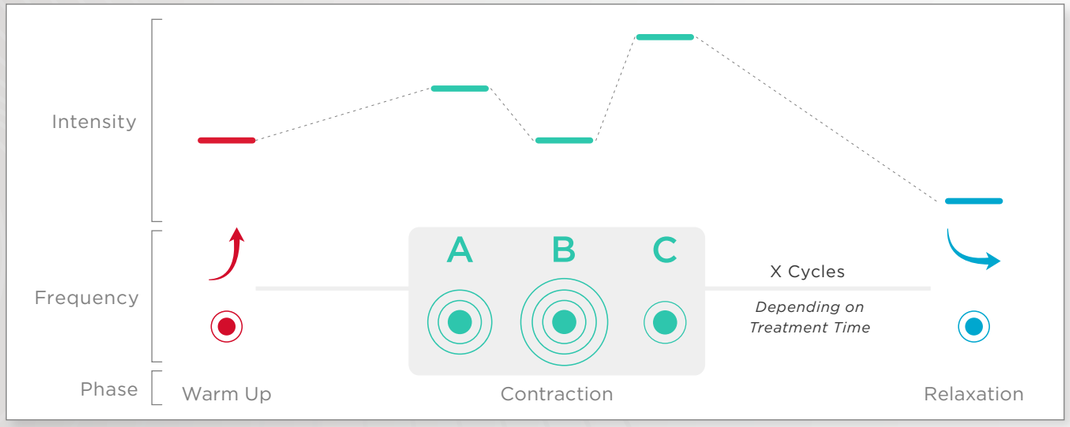
- Glutes
- Hamstrings
- Quadriceps





AdapTrain Smart Training Programs

This intelligent training program was developed based on extensive muscle research. It involves an automated, continuous fluctuation of frequency and intensity settings in order to maximize muscle activation. This process provides a complete training program for each muscle group, actively priming the muscles for better reception to the treatment while mimicking a standard workout session.



2.5 Minutes
MUSCLE PREP

Set intensity & auto-set frequencies

Customized Treatment Duration
TRAINING CYCLES

- Intuitive, diverse, pre-programmed
- Optimize muscle confusion
- High intensity with maximum range of adaptive frequencies

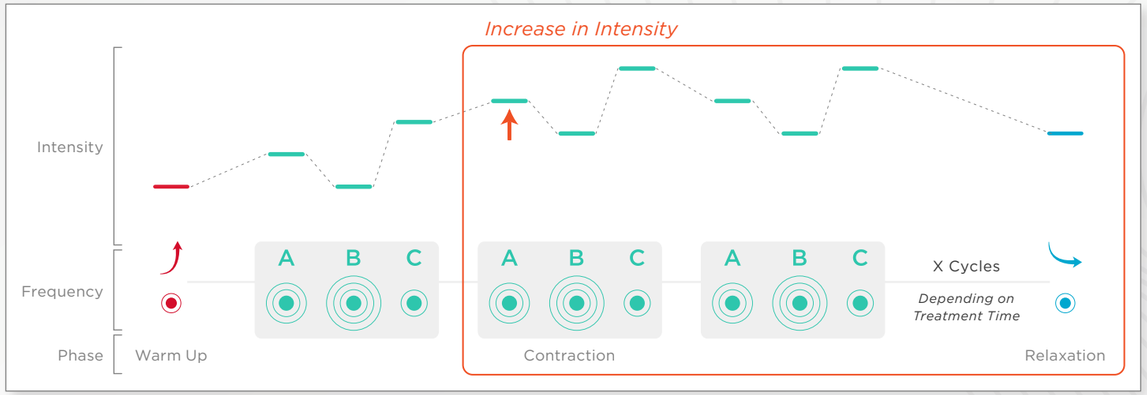
2.5 Minutes
ACTIVE RECOVERY

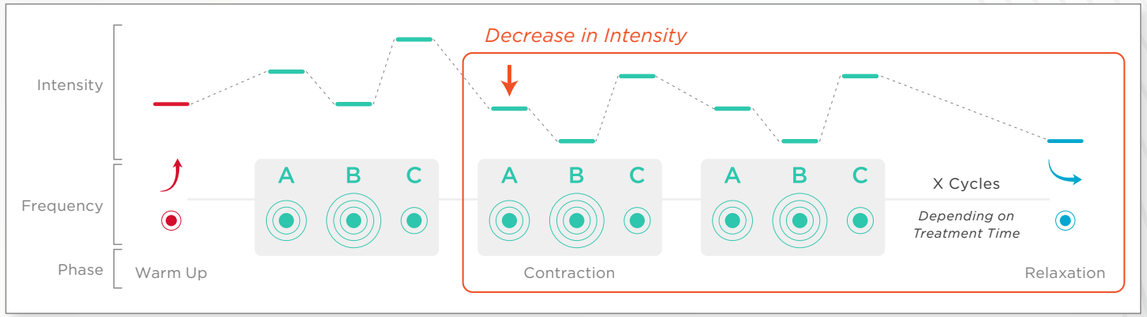
Gradual decline of treatment intensity

AdapTensity Adaptive Parameters

AdapTensity boasts breakthrough adaptive parameters with built-in intelligent algorithms to enhance customization and patient comfort. It is designed to replicate muscle memory, where the operator can adjust the intensity of treatment at anytime, then the algorithms will automatically adapt settings for the multi-phase treatment.

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





✓ **Intuitive, intelligent algorithms to capture & reflect muscle memory**
✓ **Elevate training experience with ease & comfort**

Additionally, providers can tap into the learning behaviors of the treated muscle area by raising intensity with each progressive treatment during the patient's subsequent visits. This flexibility enables optimal training and conditioning of the muscles over time.

SUBSEQUENT SESSIONS: LEVEL-UP IN INTENSITY

✓ **Progress over time with patient's tolerance & endurance**

✓ **Optimize muscle conditioning while protecting against injuries**

PROPRIETARY (MP)² TECHNOLOGY

(MP)² technology represents an innovative combination of Multi-Polar Radio Frequency (RF) and Pulsed Electro Magnetic Fields (PEMF) to yield synergistic effects during treatments. 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 (92% clinical reliability rating)[5] and more than 12,000 units installed globally.

Patented (MP)² Technology with Proven Results

SYNERGISTIC EFFECTS OF (MP)²

(MP)²

MULTI-POLAR RADIO FREQUENCY (RF)

- Thermal mechanism
- Uniform thermal energy distribution
- 8 external and 4 internal electrodes
- Heat is delivered to the dermis and epidermis
- Triggers new collagen and elastin synthesis[6]

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[6]

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

8 Outer & 4 Inner Electrodes

Dual-Crown Design

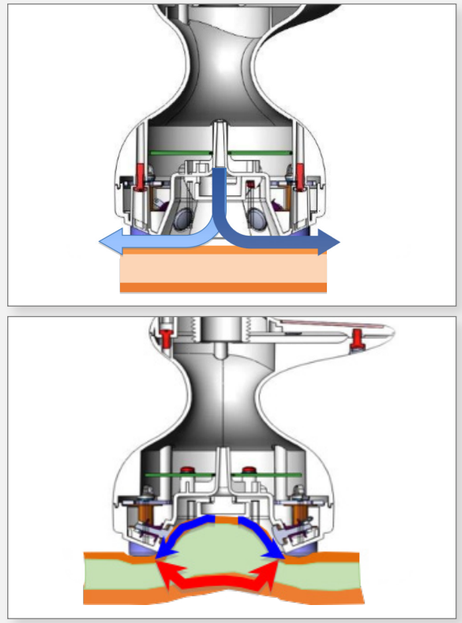
Real-Time Temperature Feedback

VariPulse™ Pulsed Suction

(MP)² Applicator

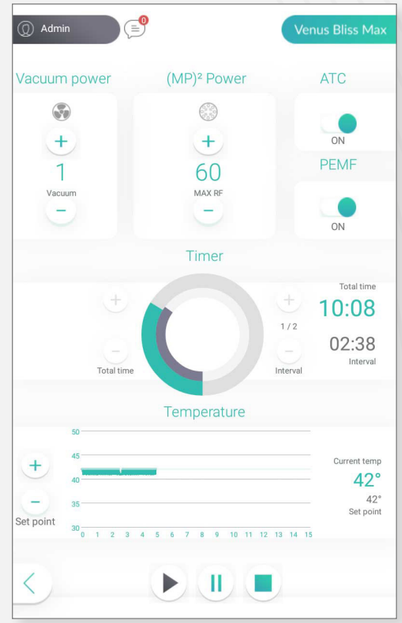
Setting itself apart from monopolar and bipolar modalities, Multi-Polar Radio Frequency is regarded as the more versatile option for improved efficacy and patient comfort. This modality is designed to distribute heat more homogenously, reaching therapeutic temperatures quickly, and enabling a very comfortable treatment and consistent results. For a greater effect on cellulite and efficient treatment of large body areas, the eight electrodes are spaced 7.5 cm apart, allowing the heat to reach all layers of the dermis.

VARIPULSE™ TECHNOLOGY



Positive and negative pressure of the cutting-edge VariPulse™ component is used to enhance the penetration and effects of RF energy. Also, it mechanically increases blood flow and lymphatic drainage in the treated tissues. Paired with Glide gel, VariPulse™ improves the provider experience by incorporating the massage motion efficiently, increasing the ease of use.

REAL-TIME TEMPURATURE FEEDBACK & CONTROL



To further enhance consistency and predictability of results, the (MP)² applicator is equipped with an integrated sensor that provides real-time thermal feedback, allowing for easy, immediate, and continuous monitoring of the skin's temperature profile. The operator can also utilize the Automatic Temperature Control (ATC) feature to ensure the system does not go above the selected target temperature suitable for the specific patient and treatment area.

COMPLEMENTARY ADVANCED FEATURES

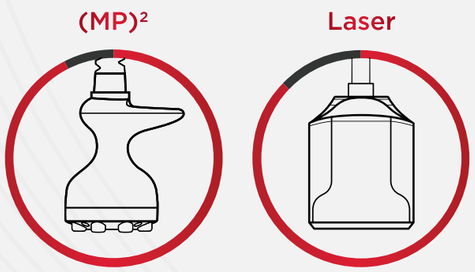
In addition to the three best-in-class technologies, Venus Bliss MAX™ is also equipped with additional features, such as IoT (Internet of Things) capabilities and an intuitive User Interface (UI), that can improve ease of use for the operator.

Integrated IOT Technology

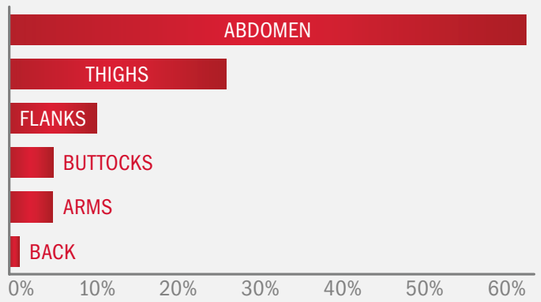
Venus Bliss MAX™ is equipped with an advanced connectivity module, enabling "Internet of Things" (IoT) capability - the latest data collection technology to enhance business operations. IoT collects treatment and demographic information that will help providers with optimizing their business practices and provide clinical insights.

Real-Time IoT Data Capturing Patient Demand

PERCENTAGE OF TREATMENTS BY GENDER



PERCENTAGE OF TREATMENTS BY BODY AREA (RF)



REAL-TIME USAGE DATA

4.23
Average Weekly Laser Treatments in 2021

8.72
Average Weekly (MP)² Treatments in 2021

$4,692*
Average Weekly Revenue per System
**Avg. revenue calculated based on market data. Laser treatment price of $800 and RF treatment price of $150.*

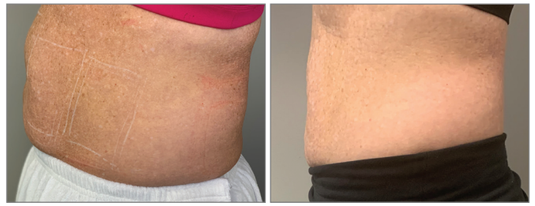
Intuitive UI

Venus Bliss MAX™ features an intuitive User Interface (UI) that clearly displays every parameter the operator needs to deliver safe and effective treatments for each of the three modalities. Applicator contact and status signals are included on the diode laser screen, specific programs are built for each body muscle and its associated combinations under the FlexMAX mode, while ATC and a real-time temperature graph are on the (MP)² screen. All in all, its simplistic design and easy-to-follow navigation allow for effortless customization and operator control during the treatment.

PATIENT RESULTS & PHYSICIAN TESTIMONIALS

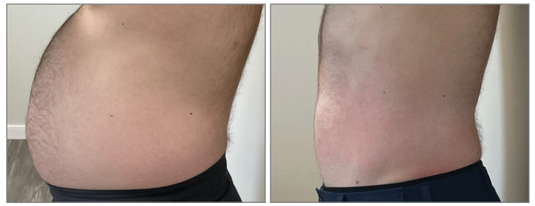
DIODE LASER TREATMENTS

BEFORE AFTER



2 Laser Treatments
Courtesy of H2T Laser & Skin

BEFORE AFTER



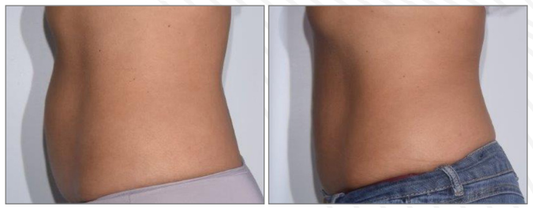
5 Laser Treatments
Courtesy of MOC Health & Beauty

BEFORE AFTER

1 Laser Treatment
Courtesy of Susan Kilmer

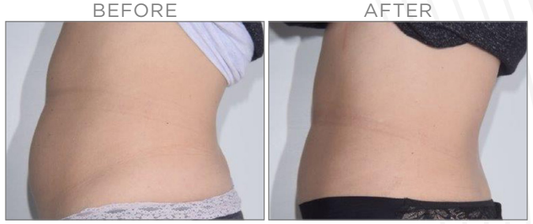
LASER AND (MP)² TREATMENTS

BEFORE AFTER



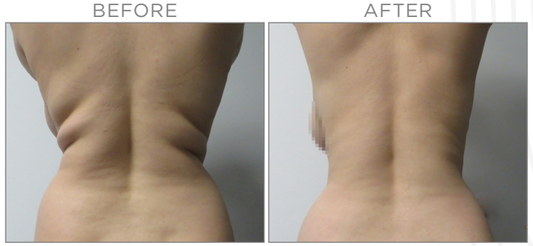
3 Laser & (MP)² Treatments
Courtesy of Dr. Sonia Batra

BEFORE AFTER



3 Laser & (MP)² Treatments
Courtesy of Dr. Sonia Batra

BEFORE AFTER



1 Laser & (MP)² Treatment
Courtesy of Ultra Body Sculpt

PHYSICIAN TESTIMONIALS

Venus Bliss™ is the first technology device that has proven non-invasive fat reduction and skin tightening results. Unlike some competing devices, Bliss is well tolerated by patients, can be delegated to trained staff, and has no consumable costs or fees making it easy to incorporate into any practice.

— DR. KAROL GUTOWSKI

Non-surgical devices that rely on energy are best when used in synergy. What I like about the Venus Bliss™ is that it combines laser lipolysis with radio frequency. So already in one box you've got separate modalities of energy for results.

— DR. MARK EPSTEIN

TECHNICAL SPECIFICATIONS

Input Power		100 - 240 VAC, less than 10 A, 50 - 60 Hz, single phase
Diode Laser Applicators	Light Source	Diode Laser
	Wavelength	1064 ± 10 nm
	Max. Power	50 W per applicator, 200 W in total
	Power Density	Up to 1.4 watts/cm^2
	Spot Size	36 cm^2 (6 cm x 6 cm)
FlexMAX Applicators	Output Waveform	Symmetrical Biphasic
	Pulse Width	500 – 2500 µSec
	Pulse Frequency	1 - 1000 Hz
	Output Voltage	40 Vpeak @ 500 Ohm
	Output Current	80 mApeak @ 500 Ohm
	Maximum Output Voltage	185 Vpeak @ open electrodes
	Output Channel Type	Synchronous
(MP)^2 Applicator	Max. RF Output Power	150 Watts
	Output RF Frequency	1 MHz
	Constant Magnetic Field	15 Gauss
	Magnetic Pulse Frequency	15 Hz
	Suction Levels	4
Screen Size		12 in.
System Console Dimensions (W x D x H)		55 cm x 65 cm x 135 cm/ 21.7 in x 25.6 in x 53.2 in
Weight		Approximately 62 kg (137 lbs)

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Indication for Use:

The Venus Bliss MAX™ system with diode laser applicators is cleared 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.

INNOVATION. PARTNERSHIP. SUCCESS.

DELIVERING THE PROMISE WITH A UNIQUE BUSINESS MODEL

When you choose Venus Bliss MAX™, you partner with Venus Concept and enjoy the benefits of our industry-unique business model, which includes:

1ST

POST-SALES SUPPORT

CLINICAL EDUCATION

- 24/7 online access to clinical training
- Ongoing educational programs
- Education led by a team of experts

MARKETING SUPPORT

- Complimentary marketing assets for your practice
- Business listing on our Clinic Finder
- Patient education tools

BUSINESS DEVELOPMENT PROGRAM

- Business experts at your service
- Clinic marketing support
- Clinic efficiency strategies

EASY UPGRADES

- Seamless access to newest technology
- Immediate upgrade anytime, including mid-contract
- Prevents technology obsolescence