



NuEra for Skin Tightening and Cellulite Reduction

Renee Lapino
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Agenda

- 1 About NuEra
- 2 NuEra Product Information
- 3 Product Comparison
- 4 Q&A

About me



- Aesthetic Practitioner, Clinical Owner
- From New Orleans. She moved to London, England 5 years ago
- Quickly established herself as one of the foremost experts in skin amongst the medical and beauty set, earning herself the moniker 'London Skin Guru'.
- Passionate about all types of skin, but especially scarring, anti-aging and revitalization work.
- Appeared in many publications, such as Cosmopolitan, Tatler and Vogue
- Her treatments vary from holistic facials with a medical twist, to more invasive treatments such as laser resurfacing and micro-needling.
- Recently opened her own exclusive clinic in the heart of Notting Hill London
- Support medical protocols for new results driven machines, such as Radio Frequency therapy with the **Lumenis NuEra Tight**. Patients can expect an enjoyable experience and

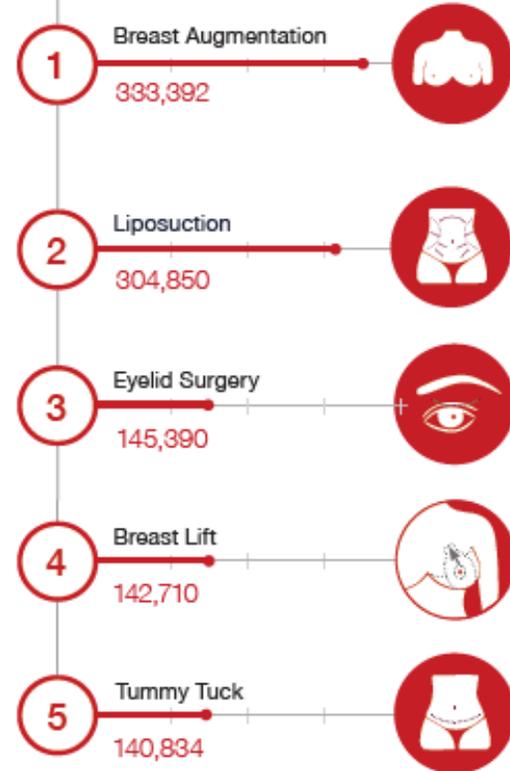
Body market

Body market is rapidly growing and consumer's demand is *boiling*

Body market

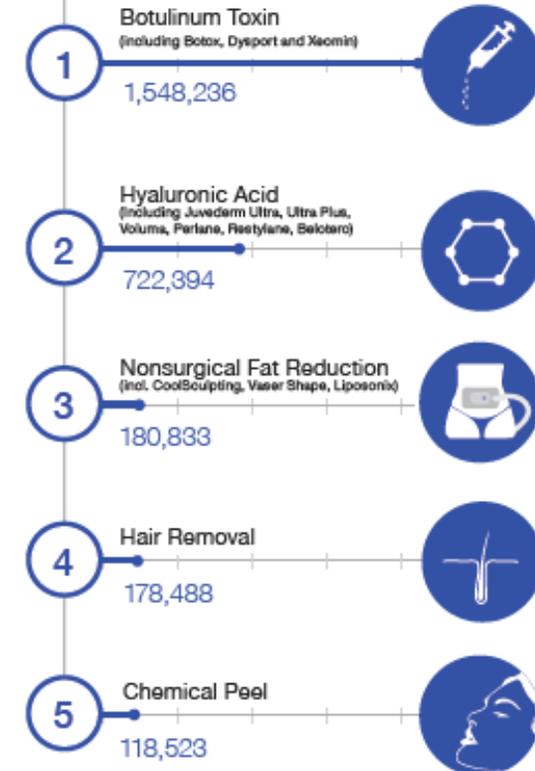
TOP

5 Surgical Procedures in 2017



TOP

5 Nonsurgical Procedures in 2017



Body market



Fat Reduction Interest Hits All-Time High

- Fat reduction was the most researched minimally invasive category on RealSelf in 2017,² surpassing popular treatments like injectable fillers and toxins. In this report, we look at two distinct methods of fat reduction. The first is nonsurgical fat reduction devices (such as CoolSculpting and SculpSure) which work by damaging the structure of fat cells, allowing the body to process and remove them with minimal to no downtime. The second group is laser and ultrasound assisted liposuction treatments such as Smart Lipo. These treatments use laser or ultrasound technology to liquefy fat before it's removed through a thin tube called a cannula, and are less aggressive than traditional liposuction.
- Fat reduction devices account for nearly one-third of the top 10 most researched branded laser and energy treatments - more than any other treatment category. This includes CoolSculpting (#1), Smart Lipo (#2) and SculpSure (#7).³
- RELATED FACT: According to the AmSpa 2017 State of the Medical Spa Industry Online Survey,⁴ more than half (54%) of medical spas offer body contouring, using machines like CoolSculpting, CoolMini, and SculpSure.

realslf.

Fat reduction
was the

#1 researched

minimally invasive treatment
category in 2017

ASDS Consumer Survey Cosmetic Dermatologic Procedures

Consumer interest

MOST bothered by

- Excess weight on any part of the body 85%
- Excess fat under the chin / neck 74%
- Lines and wrinkles around and under the eyes 74%
- Skin texture and / or discoloration 71%

LEAST bothered by

- Seborrheic keratoses (SK) 40%
- Acne scars 41%
- Hair loss 48%

Top 5

Procedures consumers are considering

- 58% Body sculpting
- 57% Ultrasound, laser, light and radiofrequency treatments for skin tightening and wrinkles
- 53% Microdermabrasion
- 47% Laser hair removal
- 46% Injectable wrinkle-relaxers

Top satisfaction ratings*

- Injectable wrinkle-relaxers and fillers
- Microdermabrasion
- Vein treatments
- Chemical peels
- Laser / light for skin tone
- Laser / light for skin tightening
- Laser tattoo removal

*90% or higher

Fat reduction is not top rated

“Fat reduction does not work on everyone –
Patient selection is a key” – Dr Bowers

“in fact there is no single solution that works
well –

And I’m searching for the perfect combined
treatment” – Dr McCoy

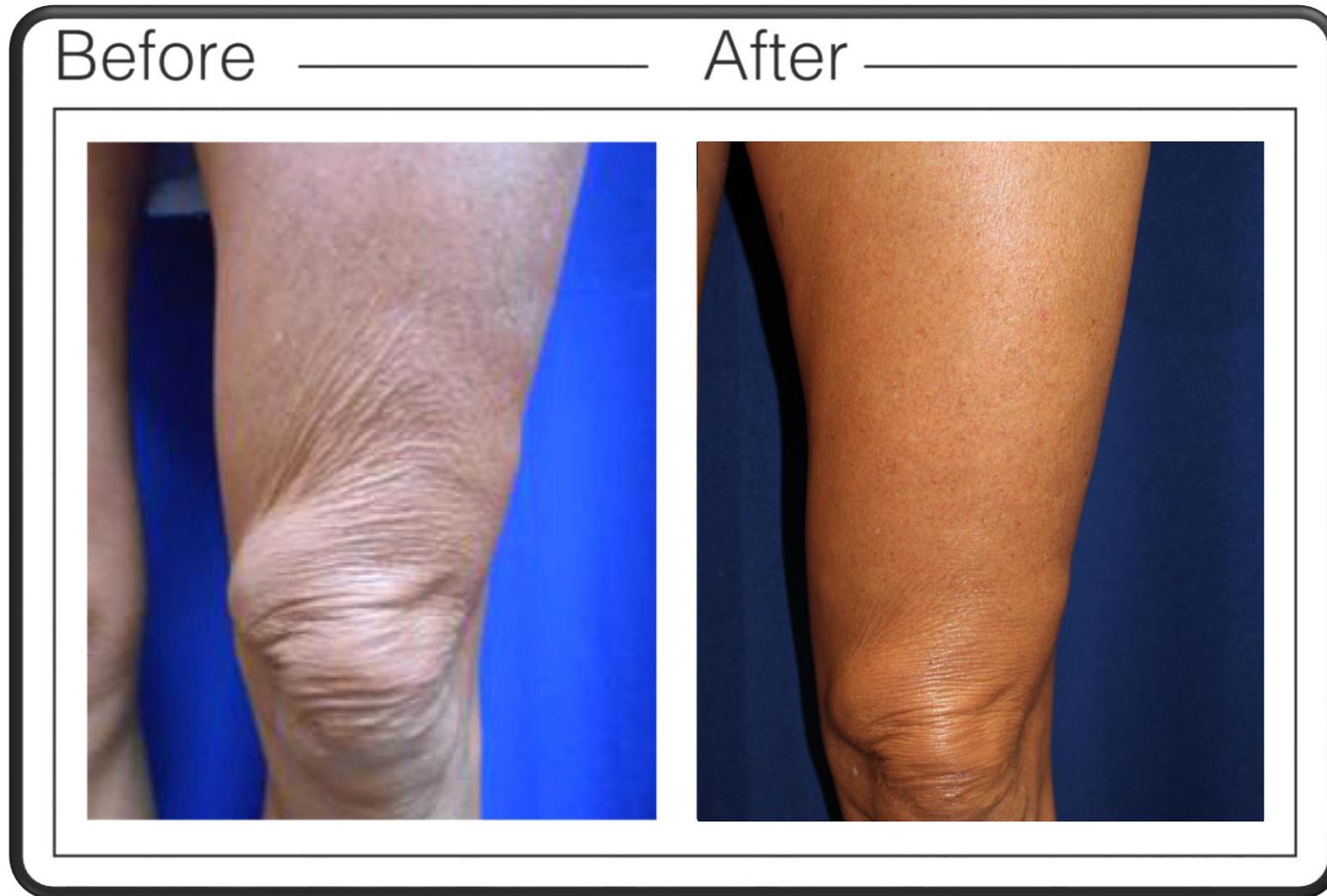
About NuEra

NuEra tight:

- Meet NuEra tight
- USA clinic experience
- Target Segments
- ROI



Before & After



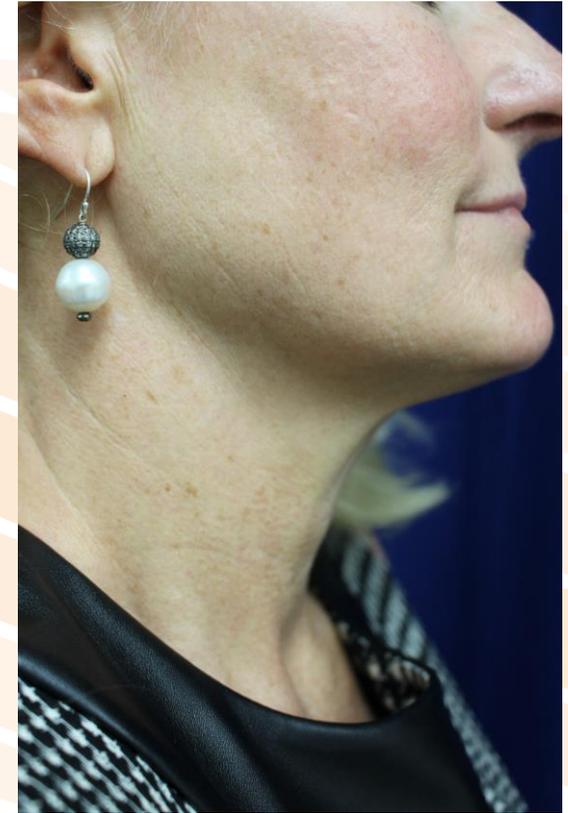
Additional B&A



Immediate Post-Treatment



Before

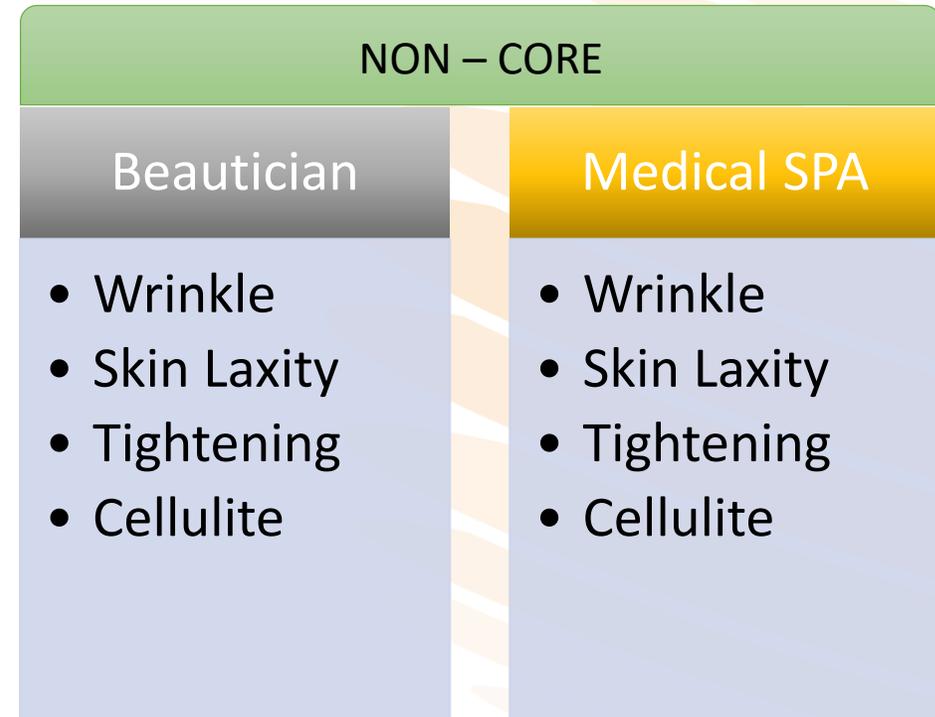
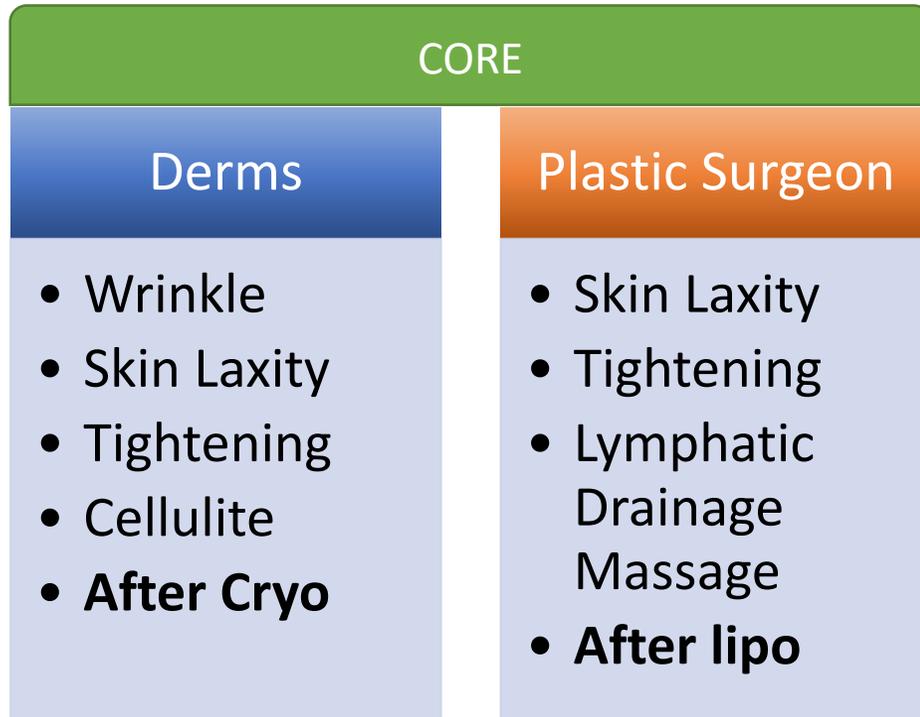


After

Additional Before And After



Target Segments



Other potential non core

Dentist

GYN

New Treatment Protocol

NuEra tight offers a new 2 Step approach to smoothing



Step 1 - GetSmooth

Jump –start smoothing with an initial treatment package designed to meet your patients goals

of treatments: **4 – 6**
Skin smoothing: **Once every 2 wks**
Cellulite: **Once every wk**

Step 2 - StaySmooth

Maintain smoothing results with a regular treatment touch-up program

of treatments: **1**
Interval **Every 2 to 3 mo**

Keep patients coming back throughout the year

NuEra Technical Features



Deep heating **Temperature** Controlled RF



NuEra
tight

- **High powered** (250W) - Allows for large electrode
- **APIC** – Automatic Power (temperature) and Impedance Control
- **Deep heating** – Radiofrequency system emitting at **470kHz**
- **Simple interface** – Preset protocol suggestions
- **Exceptional ROI** – No disposable, no consumable



NuEra Specs, Features

Specs

Energy	Monopolar for deeper penetration Bipolar for more superficial penetration
Power	250W Output Power – Allows a larger electrode for precise comfortable treatment
Frequency	470 KHz Frequency
Temperature	Up to 45°
Hand Pieces	2 for body and 1 for face
Electrode (8 pcs)	20, 30, 40, 60, 70, 80, 100 mm and lymphatic massage head
GUI	Touch screen display and assisted mode



Topical, MonoPolar & BiPolar Radio Frequency

Doesn't really care about
Skin Color....

It's all about the HEAT...



NuEra tight

Top to toe treatment

NuEra as per **CE** mark exploits the development of localized heat mainly for:

- Cellulite treatment
- Collagen regeneration
- Skin tightening

NuEra heats tissue and is **FDA** cleared for:

- Providing a temporary reduction of cellulite
- Temporary relief of pain, muscle spasms
- Increase in local circulation

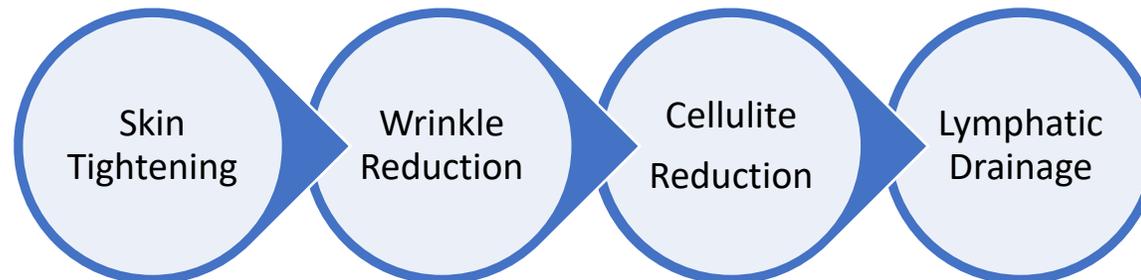


Treatment Effects

Selective heating the dermis induced by radiofrequency produces several effects:

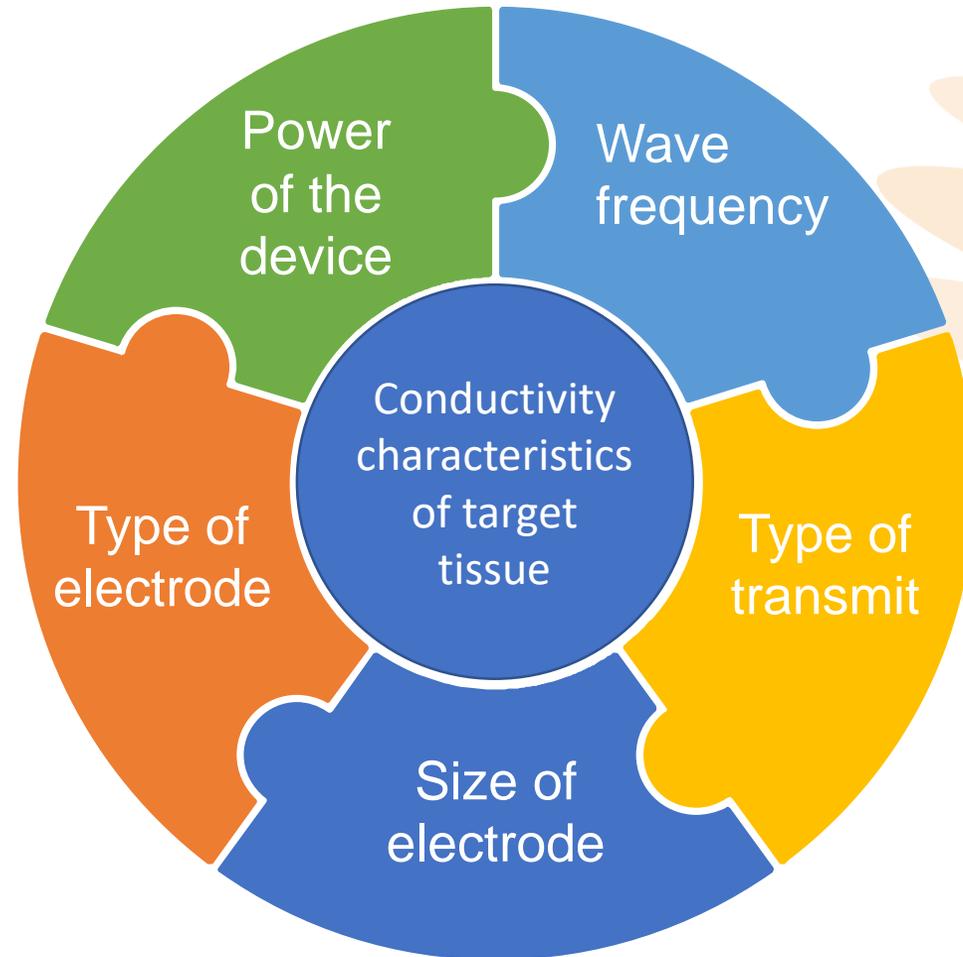
- Immediate contraction of collagen
- Immediate collagen remodeling & elasticity
- Long term stimulation in producing new collagen
- Cellulite treatment

- Increase in blood flow and **lymphatic drainage**



Deep Heating

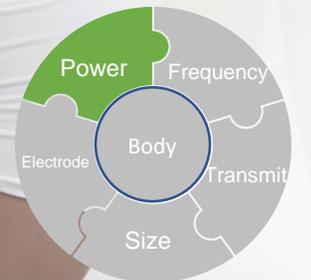
Depth and degree of thermal effect caused by RF energy is dependent on:



Deep Heating

System Power

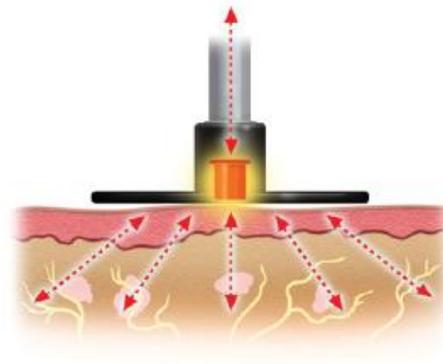
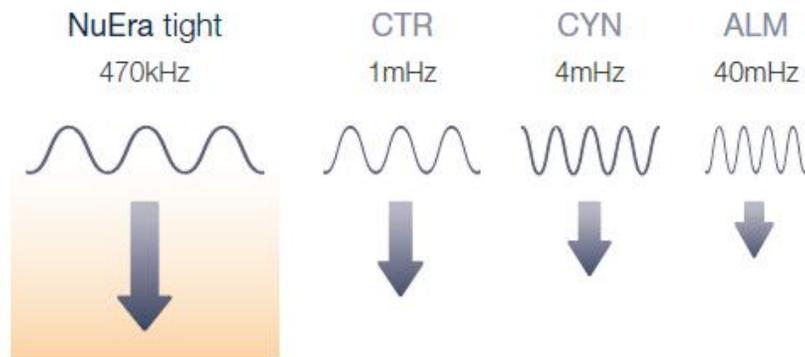
- System power: 250W
- High power – to power large electrodes
- Longer system life
- High temperature
- One of the highest in the industry



Deep Heating

Wave frequency

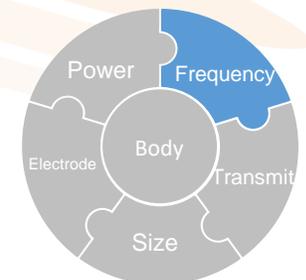
- System frequency: 470kHz
- The larger the wave
 - The deeper the penetration
 - The larger heat coverage
- 470kHz is the most researched frequency in phototherapy
- Most other systems on the market are above 1mHz



$$\delta \approx \frac{1}{\sqrt{\pi f \mu \sigma}}$$

Where: δ = Standard Depth of Penetration (mm)
 π = 3.14
 f = Test Frequency (Hz)
 μ = Magnetic Permeability (H/mm)
 σ = Electrical Conductivity (% IACS)

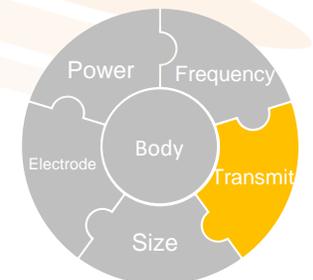
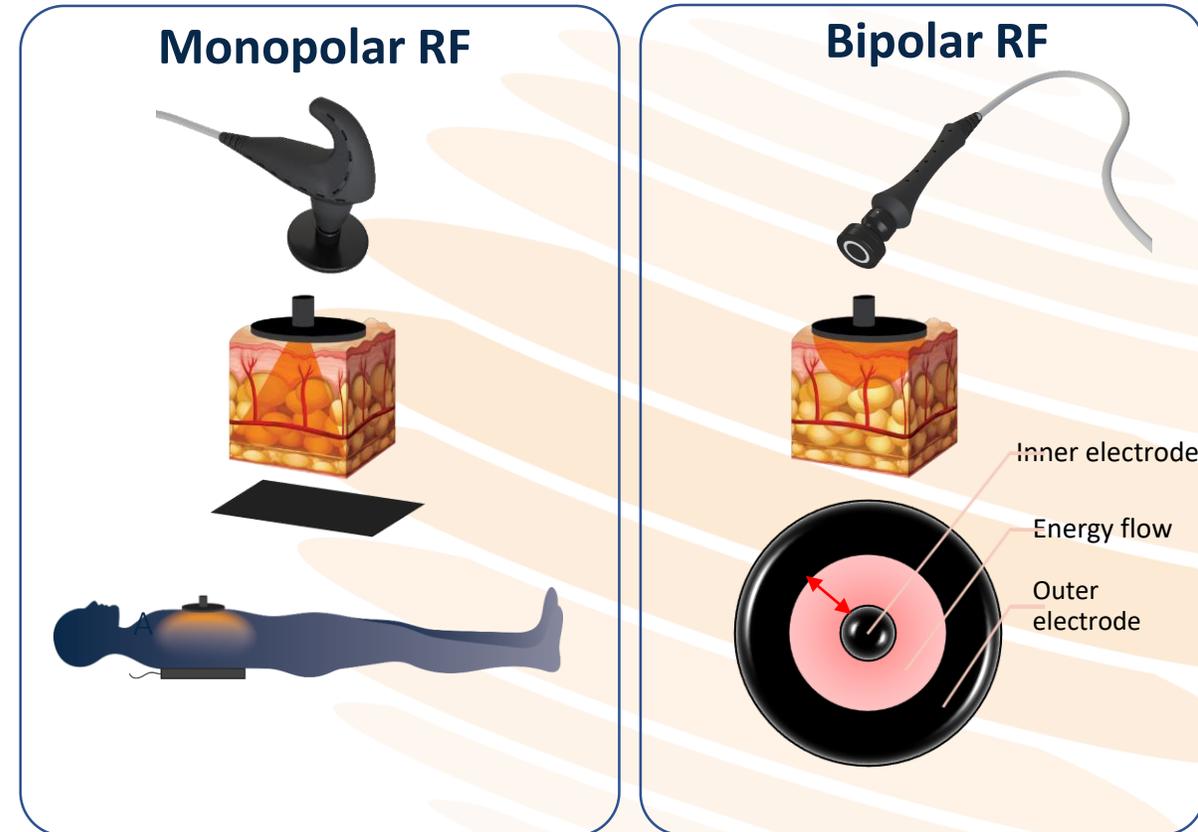
Fig.1: Penetration depth equation



Deep Heating

Type of transmit

- System transmit: Monopolar and Bipolar
- Mono Polar –
 - Deep penetration
 - Targeted energy flow between electrode and return pad
 - Reaches all the way to the fat tissue
 - For top to toe
- Bi Polar
 - Superficial penetration
 - Heating the dermis
 - For face and neck
- Other methods on the market
 - Unipolar – untargeted deep penetration without return pad
 - Multipolar / 4D – array of bipolar for large surface coverage



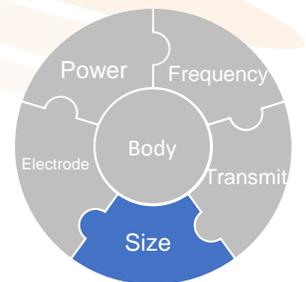
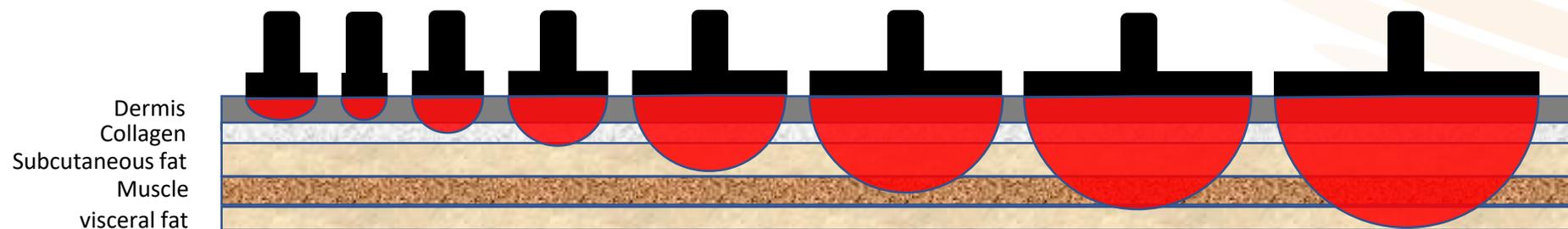
Deep Heating

Size of electrode

- System electrodes: 8 electrodes (largest selection on the market)
- **Body** – 60, 70, 80, 100mm – largest size in the industry
- **Face** – 20, 30, 40mm and 30mm bipolar
- **Massage** – 40mm for Cellulite and Lymphatic drainage
- The larger the electrode
 - The deeper the heats penetrates
 - Better heat coverage
 - Slower treatment massage – easier for operator

Size	Max Depth
Bipolar 30 mm	3-5mm
20mm	5-8mm
30mm	15mm
40mm	20mm
60mm	25mm
70 mm	30mm
80 mm	35mm
100 mm	40mm

Electrode size is relative to the application surface and desired results



Deep Heating

Type of electrode

System Electrode:

- Monopolar – Capacitor with Coated Capacitive Energy Transfer (CCET)
- Bi Polar - Resistive

Advantages of Capacitor

- No shocks - Better patient comfort
- More uniform energy distribution
- More gradual temperature increase – No burn sense

Many systems on the market uses resistive, as it's easier to manufacturer

To target the tissue's water, capacitive is better

For hard tissue (muscle / bone) resistive is better – mainly used in physiotherapy



To summarize about Deep Heating

NuEra

- Powerful system
- Low frequency to penetrate deep
- Large selection of electrodes to control the level of depth
- Large assortment of accessories
- We use monopolar to drive the energy deep
- Capacitive codings for comfortable treatment and better uniform heat distribution

All of this together is what makes NuEra unique on the market!



Lymphatic Drainage



Lymphatic Drainage Benefits

Accelerates the circulation of the lymph—fluids
Accelerate the body healing process

Lymph drainage massages can help after:

- Surgery
- Liposuction
- Cryo fat reduction treatment

**NuEra Lymph combines massage with heating
accelerating blood circulation**

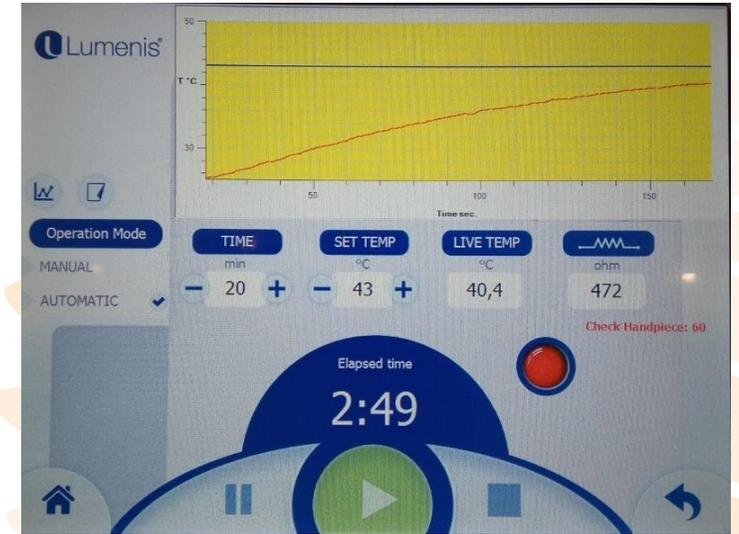


Automatic Power and Impedance Control (APIC)

- Reads live skin temperature
- Reads live Impedance
- Automatically regulates system's power
- Maintains target temp. on entire treatment area

APIC Advantages

- Provides better efficacy – Better heat coverage
 - Better patient's comfort – temp increase based on impedance
 - Easier to operate – most systems do not auto regulate temp
-
- Comparison to the market
 - No temp reading – based on patient feedback
 - Temp reading – like car speedometer – operator needs to manually adjust (most systems)
 - Temp cont – like Cruise control – very few systems
 - **APIC – Like Autonomous car – automatic adjust based on body impedance and temp feedback**



Simple To Operate – 3 Clicks

1. Select body area
 2. Select treatment
 3. Press play – start treatment
- System automatically configure treatment protocol
 - Treatment time
 - Electrode type
 - Temperature

Additional features

- Save your own treatment protocols
- No need to remember all protocols
- Increase result consistency
- System warns if wrong electrode is used



Product Comparison

	Lumenis Nuera	Alma Accent RF	Cutera Trusculpt 3D	BTL Exilis	Cynosure TempSure Envi	Venus Legacy	Syneron VelaShape III	Viora Reaction	InMode Body FX
Polarity	Monopolar and Bipolar	Unipolar and Bipolar	Monopolar	Monopolar	Monopolar	Multipolar dynamic	Bipolar	Bipolar	Bipolar
Output RF Power	250 W	300 W	300 W	120 W	300 W	150W	150 W	Up to 50W	Up to 50W
RF Frequency	470 KHz	40.68 MHz	1.0 MHz 2.0 MHz	3.25 MHz	4.0 MHz	1.0 MHz	1.0 MHz	0.8 MHz, 1.7 MHz, 2.45 MHz	1 MHz
Handpieces	Body Face Face Bipolar Cellulite Massage	UniLarge RF Tune Periorbital RF UniFace UniBody	Body only: 16 cm2 - 1 MHz 40 cm2 - 2 MHz	Direct Cooled	GlideSafe (Face only)	Lift 4 poles + vacuum DiamondPolar 4 poles Sculpt 8 poles + vacuum Octipolar 4 poles	Body only: Vcontour VSmooth	Skin tightening B-Contour F-Contour	BodyFX
Electrodes size	Diameters: 20, 30, 40, 60, 70, 80, 100 mm	Diameter up to 30 mm	16 cm2 40 cm2	Diameter 18mm	Diameters: 10, 15, 20, 25, 30mm	Handpiece size: up to 7.5 cm2	Covers: 10X13mm 25X30mm 25X50mm	Up to 30 x 35 mm	Unknown, ~40x30 mm
Temperature measurement	YES	YES	YES	YES	YES	YES	YES	NO	YES
Automatic power control	YES	No	YES	YES	timer activation once at temperature	NO	YES	NO	NO
Impedance measurement	YES	YES (probably not deployed)	NO	YES	NO	NO	YES	NO	NO
Pre-set protocols	YES	NO	NO	YES	NO	NO	YES	NO	NO

Product Comparison

	Lumenis Nuera	Alma Accent RF	Cutera Trusculpt 3D	BTL Exilis	Cynosure TempSure Envi	Venus Legacy	Syneron VelaShape	Viora Reaction	InMode Body FX
Electrical field transmission	Capacitive (insulated electrodes)	Dielectric heating	Resistive	Capacitive	Capacitive	Resistive	Resistive	Resistive	Resistive
Operating Technique	Thermal massage	Massage	Glide (slow massage)	Movement	Movement	Massage + vacuum if needed	Massage + rollers + vacuum	Massage + vacuum	Massage + vacuum
Other technologies included	Massage handpiece	Other handpieces: Vacuum-assisted fractional RF, microplasma and impact ultrasound	---	Ultrasound simultaneously combined with RF	Massage heads	Magnetic field Vacuum	Infrared LEDs up to 3.3W - 850nm Vacuum	Vacuum	Vacuum
Hands free option	no	no	Belt with the new iD	no	no	no	no	no	no
Disposable	no	no	25\$-100\$ per treatment USA	no	no	no	Yes, 1 cover 8 hours ~200\$ USA	no (?)	no (?)

Key Advantages

PATIENT BENEFITS

- A single 20-60 minute procedure with **NO downtime and with immediate results following treatment**
- **Natural looking results**
- No pre or post treatment skin care requirements
- Noticeable results easily maintained

CLINIC BENEFITS

- **One of the best ROIs in the aesthetic industry**
- **Great as standalone treatment or as combination to Lipo or Cryo**
- **Bridges the gap between injectables and surgery**
- Multiple indicated areas to meet patients' needs

NuEra BENEFITS

- **Deep Heating**
- **Efficacy**
- **Results last longer**
- **Simple to operate**
- **APIC**
- **Multiple accesories**

NuEra tight Marketing materials are available

NuEra
Future Perfect

The new era
of intelligent controlled heating for skin smoothing and cellulite

- GetSmooth + StaySmooth
- Powerful deep heating
- Impressive ROI
- Natural looking results
- APIC - Automatic Treatment

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

The new era
Non-invasive cellulite reduction system all over perfect with natural and smooth looking results

All over perfect with natural looking results

Ask your practitioner for further details.

LUMENIS.COM/AESTHETIC

GetSmooth + StaySmooth
Continue taking control of looking great and feeling great through NuEra's unique treatment package featuring a 2-step maintenance approach:

Step 1. GetSmooth
Jump-start with an initial course of treatments designed to meet your goals.

Step 2. StaySmooth
Maintain results easily with a regular treatment touch-up program.

Ask your practitioner for further details.
All over perfect with natural looking results



Speak to your physician and book a treatment TODAY!

NuEra
Future Perfect

A new era in skin tightening and cellulite treatment

LUMENIS.COM

NuEra
Future Perfect

A new era in skin tightening and cellulite treatment

LUMENIS.COM/AESTHETIC

Towards Future Perfect

Many are in a hurry to get a new look, but NuEra is a new era in skin tightening and cellulite treatment. It's a new era in skin tightening and cellulite treatment. It's a new era in skin tightening and cellulite treatment.

NuEra tight is Future Perfect

A new future for patients. And for you.

Depth and power perfect: Head-to-toe targeted skin smoothing

NuEra tight

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

The new era
of intelligent controlled heating for skin smoothing and cellulite

- GetSmooth + StaySmooth
- Powerful deep heating
- Exceptional ROI
- Natural looking results
- APIC - Automatic Treatment

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

Non-invasive cellulite reduction system all over perfect with natural and smooth looking results

- Upper arm
- Eyes
- Cheeks
- Jawline
- Neck
- Bra fit
- Back fat
- Abdomen
- Flank
- Inner thigh
- Outer thigh
- Buttock
- Elbow
- Shoulder
- Knee

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

NuEra™ tight
The new era of intelligent controlled heating for skin smoothing and cellulite

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

A new era in skin tightening and cellulite treatment

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How does it work?

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A new temperature controlled top to toe RF skin smoothing solution

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NuEra
Future Perfect

Advanced RF System for Body Contouring, Cellulite Reduction & Skin Tightening

LUMENIS.COM/AESTHETIC

NuEra
Future Perfect

Aesthetics

FREE IMAC SCREEN MOCKUP

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NuEra
Future Perfect

Energy to Information

FREE IMAC SCREEN MOCKUP

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Thank You Q&A

