

# COOLSCULPTING®

## THE #1 MOST REQUESTED NON-SURGICAL BODY- SCULPTING PROCEDURE, EXPANDS ITS BODY CONTOURING OPTIONS

**Designed to treat smaller areas, the CoolAdvantage Petite™  
Applicator takes non-invasive fat reduction to the next level**



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**I**N APRIL 2017, GLOBAL BIOPHARMACEUTICAL giant Allergan plc completed the acquisition of ZELTIQ® Aesthetics, Inc., the company behind the CoolSculpting® brand, the market-leading controlled-cooling fat reduction technology. Currently, more than 3,000 practices worldwide help patients eliminate unwanted fat with the game-changing CoolSculpting® technology, that is marketed in over 80 countries with more anticipated for 2018.

Widely considered best-in-class within the fast-growing non-invasive body contouring segment, the CoolSculpting® System has been cleared by the U.S. Food and Drug Administration, with global IP rights, to affect appearance through lipolysis or reduction of unwanted fat using this patented cooling technology.

Body contouring is estimated to be a €3.4 billion market opportunity worldwide, and it is growing rapidly. We hear over and over from practitioners that CoolSculpting® brings more patients into their practices than any other technology. Our extensive market research demonstrates that CoolSculpting® even attracts new patients who have

never considered an aesthetic procedure before. In fact, 50% of CoolSculpting patients are new to a practice,' according to Benoit Chardon, Head of Body Contouring and Regenerative Medicine, Allergan. 'One of the keys to our success with driving patients into practices is having a dedicated team of Practice Development Managers who are committed to offering comprehensive training and customized marketing strategies to help CoolSculpting® practices capitalize on every lead and grow their business.'

### Optimized to fit every body shape

The CoolSculpting® system includes a wide range of applicators that are optimized to fit different body shapes

and sizes. These applicators were designed for specific purposes – including sculpting and debulking fat deposits.

To eliminate fat with their patented Cryolipolysis® technology, the selection of CoolSculpting® applicator cups use vacuum pressure to draw the tissue between the cooling panels. The only exception is the CoolSmoothPRO™, a flat

applicator that operates without using vacuum pressure. During the procedure, all applicators deliver precisely controlled cooling conditions that have been proven to target and eliminate fat cells in specific areas of the body.

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### New and novel treatment protocols

Although the CoolSculpting® technology started out by targeting fat deposits on the tummy, hips, and waist, due to popular demand from practitioners as well as patients, the indications have steadily increased. Practitioners have been able to take advantage of a continuous stream of new applicator introductions that help to refine their results and attract more patients.

In the United States, the CoolSculpting® procedure is FDA-cleared for the treatment of visible fat bulges in several areas of the body, including abdomen, flanks, thighs, submental area, underneath the buttock (aka banana rolls), upper arms, bra fat and back fat.

With each new indication and applicator introduced, combined with a strong commitment from Allergan to driving brand recognition and consumer awareness, CoolSculpting® practitioners are empowered to attract more patients who are seeking targeted solutions to their most common body shape concerns.

According to Benoit Chardon, 'Among our customers, there is a steadily growing demand from their patients for non-invasive treatments that address stubborn pockets of fat on key areas of the body. Our research shows that almost half of those who would consider non-surgical fat reduction would receive treatment in the next two years, with over 10% within 6 months!'



Benoit Chardon, Head of Body Contouring and Regenerative Medicine, Allergan



Brad Hauser, Vice President R&D & General Manager, CoolSculpting





▷ CoolSculpting® offers a safe and effective solution to these consumer concerns. The newest collection of applicators has been clinically proven to product an average of 20% fat reduction, consistent with other CoolSculpting® applicators.'

### A cool solution for upper arms

Often referred to as 'batwings,' 'bingo wings,' 'lunch lady arms,' and other similar terms, upper arms have always been an area of the body that has made all too many women self-conscious about baring their biceps. The combination of excess fat and skin laxity, as well as contour irregularities, has created a challenge for plastic surgeons, dermatologists, and aesthetic practitioners. Brachioplasty and liposuction have been the main treatment options, but both these procedures are invasive, requiring anesthesia, incisions, in some cases a hospital stay and often a long recovery period which consumers do not readily accept.

The newest member of the CoolAdvantage family of applicators, the CoolAdvantage Petite™ comes with two interchangeable contours designed to uniquely treat the upper arm area in just 35 minutes.

'With the recent launch of the CoolAdvantage Petite™ Applicator, CoolSculpting® now addresses the problem that over 27 million people internationally (outside North America) selected as the third most troubling area on their body; arm fat. Arm fat ranks among the top five areas of concern for 5.6 million people in the EMEA (Europe Middle East Africa) and 42 million globally,' says Benoit Chardon.

'The CoolAdvantage Petite™ Applicator was designed to treat upper arms safely and effectively. It is the only non-invasive fat removal technology cleared by the US FDA to treat arms after five years of research and development,' stated Brad Hauser, Vice President R&D & General Manager, CoolSculpting®.

The upper arm has always been cited as one of the most difficult areas of the body to reshape and recontour. The upper arm has delicate structures like the ulnar nerve that can cause tingling and numbness in the hand during and post procedure. Upper arm fat pads taper at different points along the length of the arm, requiring a different length of treatment for each patient.

'The upper arm, with its delicate structures, is one of the most challenging areas for fat reduction,' said Jean Carruthers, MD, FRCSC, FRC(OPHTH), of Carruthers & Humphrey Cosmetic Dermatology in Vancouver, Canada. 'As one of the principal investigators for the CoolAdvantage™ Petite applicator, I can attest to the fact that the upper arms responded beautifully and my study patients are delighted by their results.'

Another benefit of the newest applicator is greater versatility. 'The CoolAdvantage Petite™ has added a new dimension to our ability to reduce fat and contour the body. For treatment of arms, we can now utilize this

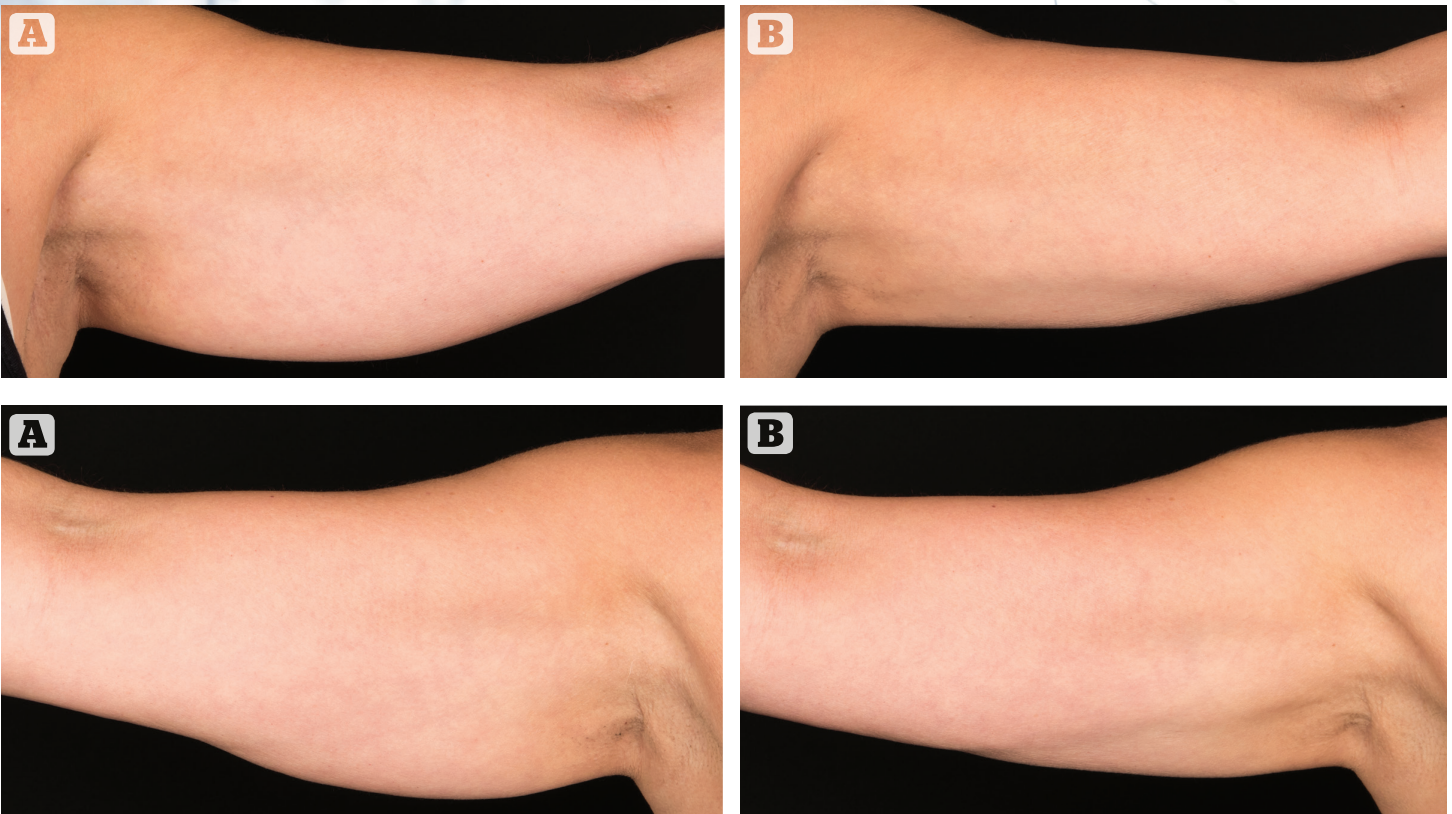


Jean Carruthers, MD, FRCSC, FRC(OPHTH), of Carruthers & Humphrey Cosmetic Dermatology, Vancouver, Canada



Jason K. Rivers MD, FRCPC, FAAD, Medical Director of Pacific Derm, Vancouver, Canada

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CoolSculpting sessions (A) before (B) 12 weeks after. Photos courtesy of Dr Jason Rivers

applicator alone or in combination with the CoolAdvantage CoolFit [contour] to customize therapy. The Petite can also be applied to the abdomen, flanks or thighs for areas that would otherwise be too small for the other CoolAdvantage applicators,' says Jason K. Rivers MD, FRCPC, FAAD, Medical Director of Pacific Derm in Vancouver.

### Selecting the right applicator enhances results

Since every patient's body shape is unique; therefore, each CoolSculpting® applicator is designed to address a specific type of treatment area. With every new advancement, their world-class CoolSculpting® University offers the comprehensive training and support needed to achieve successful outcomes for patients.

For sculpting, the CoolAdvantage™ Applicator with interchangeable contours is ideally suited for treating the abdomen, flanks and inner thighs in nearly half the treatment time. CoolAdvantage offers three interchangeable contours so the practitioner can simply plug the appropriate CoolAdvantage contour into the CoolAdvantage Applicator to treat different areas; CoolCore Advantage™ for the abdomen, CoolCurve+ Advantage™ for the flanks and banana roll (under buttock), and CoolFit Advantage™ for the inner thighs. The myriad of benefits of this multi-purpose applicator include shorter treatment time, greater comfort, and more tissue treated due to a design that provides a larger cooling area.

### EMEA PATIENT CONCERNS

RANKED IN % ORDER

- ABDOMEN**  
80%
- FLANKS**  
65%
- INNER THIGHS**  
40%
- SUBMENTAL**  
32%
- CHEST**  
29%
- ARMS**  
28%
- BUTTOCKS**  
28%
- OUTER THIGHS**  
28%
- BACK**  
21%

“As one of the principal investigators for the CoolAdvantage™ Petite applicator, I can attest to the fact that the upper arms responded beautifully and my study patients are delighted by their results.”

‘The CoolAdvantage applicators have had a dramatic impact on our CoolSculpting® practice. Not only do new patients find the treatments comfortable and effective, but experienced patients really notice the difference. My clinical nursing team was initially skeptical that the new applicators would be different. Now they feel very confident and enthusiastic about recommending CoolSculpting® with the ease of use and patient comfort. I have observed that patient recovery is even easier and more predictable than before,’ says Vancouver Dermatologist Shannon Humphrey MD FRCPC FAAD.

‘Overall, we are very happy with the performance of the CoolAdvantage Petite and other CoolAdvantage applicators because patient discomfort has been reduced, treatment times have been shortened, and results have been consistent and reproducible. Owing to these features, our CoolSculpting® practice has grown steadily and organically through our network of satisfied patients,’ says Dr. Rivers.

The enhanced comfort of the CoolSculpting® procedure is a big plus, especially for first-time aesthetic patients ▷





Dr. Luciana Lourenço, dermatologist, Sao Paulo, Brazil



Shannon Humphrey MD FRCP C FAAD, of Carruthers & Humphrey Cosmetic Dermatology in Vancouver, Canada



Farid Kazem, MD, Owner, Kazem Aesthetica, Leimuiden, Netherlands



CoolSculpting sessions (A) before (B) 12 weeks after. Photos courtesy of Dr. Jason Rivers

► who may not be accustomed to needles and heat based technologies. According to Farid Kazem, MD, Owner, Kazem Aesthetica, Leimuiden, Netherlands, 'My staff and I appreciate that our patients tolerate CoolSculpting® without needing any pain medication during treatment or supervision post-treatment.'

'Before CoolMini™, we needed to treat submental fat with liposuction, which is invasive and many patients did not want to undergo a surgical procedure. Now it is possible to treat the total facial contour with only minimally invasive treatments and no downtime,' shares Dr. Luciana Lourenço, a dermatologist based in Sao Paulo, Brazil.

### Thigh anxiety ranks high among women

In the EMEA, a high percentage of the population is concerned about the key areas CoolSculpting® effectively treats; 7.2 million patients are seeking CoolSculpting® for treating fat on the inner and outer thighs!

The CoolAdvantage CoolFit contour features a flatter design that makes it ideal for longer, vertical areas of fat, such as the inner thighs.

In addition, the CoolSmooth PRO™ Applicator features a conformable flat applicator design that can target non-pinchable fat, such as on the outer thighs.

For the banana roll area (under the buttock) which can be a challenge to manage for many women the CoolCurve+ Advantage contour, used with the CoolAdvantage applicator offers a solution to reduce this specific area.

### Mini bulges need a mini solution

The CoolMini™ applicator is optimized to effectively treat smaller areas, designed initially to target submental fat.

**“ We continue to see strong demand for the procedures among new patients and patients who are coming back for additional treatments due to the consistently reliable results that can be achieved ”**

However, the applicator offers further flexibility for treating alternative smaller fat bulges, such as the distal thigh and axillary folds. This offers huge potential to reach a new segment of patients, both male and female.

'We continue to see strong demand for the procedures among new patients and patients who are coming back for additional treatments due to the consistently reliable results that can be achieved,' says Mr. Chardon.

► **For more information, visit [www.coolsculpting.com](http://www.coolsculpting.com)**

### Reference

1. Zeltiq, Consumer Market Research 2016. Data on File

# Aesthetic Clinic Marketing in the Digital Age

Wendy Lewis

**NEW**  
COMING  
SOON!

Aesthetic Clinic  
Marketing in the  
Digital Age

WENDY LEWIS

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Social media provides a new way for aesthetic practitioners to connect with consumers and to differentiate their clinics. However, to most clinic managers and practitioners, digital media represents a sea of confusion that they cannot even begin to know how to navigate.

With over 20 years of experience in medical aesthetics, Lewis offers a unique understanding of the challenges clinics face every day to market their products and services ethically, manage patients and stay profitable.

This text serves as an expert user's guide written specifically for healthcare professionals in need of an in-depth introduction and comprehensive actionable program for digital marketing, social media, and aesthetic clinic management. It is a must-read for practitioners.

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