

A CLOSER LOOK INSIDE ALLURION'S MISSION TO END OBESITY

Wendy Lewis delves into how the company plans to use the Allurion Program, Virtual Care Suite, and artificial intelligence to succeed

“2023 trend: weight loss is the fastest growing category in medical aesthetics.”

THE UNITED STATES AND OTHER REGIONS OF THE WORLD ARE IN the throes of an obesity epidemic. Close to two billion adults are currently overweight, and 650 million of them are considered obese, according to the World Health Organization¹.

Losing weight and keeping it off are not easy feats. Bariatric or metabolic surgery, including gastric sleeve surgery and Roux-en-Y gastric bypass, can help people shed significant amounts of excess weight, but just 1% of the eligible population opts to undergo surgical treatment for obesity largely due to associated risks and downtime. Injectable weight loss medications, including glucagon-like peptide-1 receptor agonists (GLP-1s) such as semaglutide and tirzepatide, are also highly effective options, but not everyone is on board with their potential side effects. Minimally invasive fat-melting or freezing devices also have limited efficacy for people who are significantly overweight or obese.

This is why there is so much excitement and enthusiasm about the Allurion Program, a weight-loss platform that combines the Allurion Gastric Balloon, the world's first and only swallowable, procedure-less gastric balloon for weight loss, with the Allurion Virtual Care Suite. The Suite includes the Allurion Mobile App for consumers, Allurion Insights for healthcare providers featuring the Iris artificial intelligence (AI) coaching Platform, and the Allurion Connected Scale and Health Tracker devices.

The balloon, which suppresses appetite for around four months, plus the additional support Allurion provides, sets users up for weight loss success.

The Allurion Gastric Balloon is an investigational device in the United States, but it is approved in Europe, Brazil, Mexico, Canada, Australia, and India



WENDY LEWIS is Founder/President of Wendy Lewis & Co Ltd, Global Aesthetics Consultancy since 1997, author of 13 books, and frequent presenter on the international stage. Her first textbook, *Aesthetic Clinic Marketing in the Digital Age* (CRC Press) will debut a second edition in 2023.

email: wl@wendylewis.com

Figure 1 Allurion Virtual Care Suite. The Suite includes the Allurion Mobile App for consumers, Allurion Insights for healthcare providers featuring the Iris artificial intelligence (AI) coaching Platform, and the Allurion Connected Scale and Health Tracker devices



to date. The Allurion team takes great pride in bringing the brand to join the New York Stock Exchange in the Summer of 2023. So far, more than 130,000 people in 80-plus countries have lost over 2.8 million lbs.

The company's unparalleled growth has been further fueled by a paradigm shift in where these procedures are safely performed, the increased awareness of medical weight loss due to GLP-1s, and the addition of an AI component to further drive evidence-based patient results.

Allurion vs other weight loss balloons

Weight loss balloons are big business. The intragastric or weight loss balloon market size was valued at \$18.36 Billion in 2022 and is projected to reach \$42.58 Billion by 2030, growing at a Compound Annual Growth Rate of 11.16% from 2023 to 2030, according to a report from Verified Market Research².

However, not all weight loss balloons are created equal. Some other weight loss balloons don't always provide consistent results, says Chardon. With Allurion, patients lose 10-20% of their body weight in just 16 weeks—consistently. Unlike other balloons, the Allurion gastric balloon is folded into a small capsule that is connected to a thin catheter and once swallowed, it is then inflated with 550 mL of liquid through the catheter to create a feeling of fullness and help control hunger.

The balloon is indicated for people with a body mass index greater than 27. It takes 15 minutes to place the gastric balloon, and there is no surgery, no endoscopy and no anesthesia required for placement or removal.

Allurion patients swallow a capsule containing the deflated balloon with a catheter. Once the balloon is confirmed to be in the stomach via x-ray, it is filled with a sterile saline solution through the catheter. A second x-ray takes place to ensure the Allurion Balloon is filled correctly. Potential side effects include a couple of days of nausea, but that's it. Thus, this model offers some significant advantages over other balloon systems because the procedure is easier to incorporate into aesthetic practices.

Patients are reported to lose an average of 15% of their weight after four months, which is comparable to what may be achieved after one year on semaglutide. After approximately 16 weeks, the balloon deflates and passes naturally, and the company's studies show that 96% of weight loss from the Allurion Balloon can be sustained at 12 months.

The overarching goal is to establish long-term behavioral changes and keep weight off or continue to lose weight if necessary. If patients still want to lose more weight, a second balloon can be placed after completing the first program.

Jen Pain is an Allurion patient and senior director of upstream Marketing at Allurion. She had her balloon placed in February 2023. 'Throughout the four months



SHANTANU GAUR, Chief Executive Officer, Allurion



BENOIT CHARDON, Chief Commercial Officer, Allurion



residency of the balloon, I lost 18% of my body weight and since then have not only maintained that weight loss but using the principles from the Allurion Program have lost an additional 2% of body weight,' she says.

The non-invasive nature of Allurion, in comparison to other balloons, was definitely an important factor for me. I would never have considered anything that required anesthesia, so either another balloon that requires endoscopy and anesthesia or an even more invasive bariatric surgery seemed too severe for me,' she says. 'I also was very clear on the potential side effects for Allurion, and from the science, knew that this was significantly less compared with other balloons.'

“ So far, more than 130,000 patients in 80-plus countries have lost over 2.8 million lbs. ”

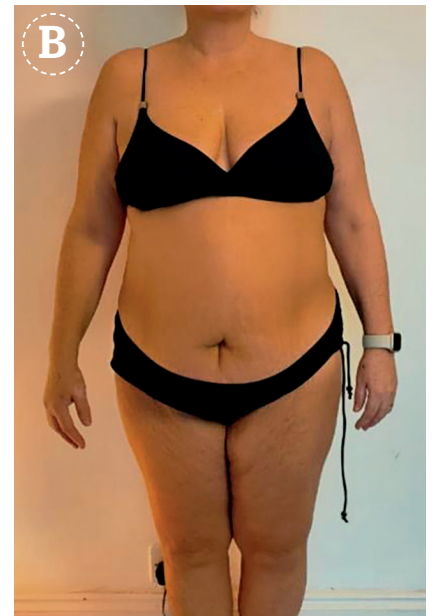


Figure 2 Female patient (A) before (102 kg) and (B) 16 weeks after balloon placement (83 kg)



“Leading medical aesthetic networks have adopted the Allurion Program for more than 3 years now with a solid track record of success.”

▷ **The Botox® of weight loss**

In the beginning, Allurion balloons were largely placed by bariatric surgeons, but now, aesthetic centers are increasingly embracing the technology and offering it to their patients.

‘Allurion is poised to become the ‘Botox’ of weight loss,’ says Benoit Chardon, Allurion’s Chief Commercial Officer. After transforming the cosmetics company FILORGA into a global skincare success story, developing Restylane’s global footprint, and getting Coolsculpting to a \$2.5 Billion acquisition by Allergan, Benoit decided to join Allurion to make it its next success story. ‘Aesthetic clinics want to get away from the typical clinic model and get into wellness

and less superficial treatments, and Allurion offers a new safe solution,’ he says.

Many aesthetic clinics are seeing the value of adding Allurion as they see weight loss drugs as outside of their comfort zone. According to Chardon, 90% of Allurion patients are first-time aesthetic patients, and 78% of patients have tried everything to lose weight.

‘The quest for a healthy weight is a priority, and weight loss is the entry point to a new holistic approach to the body, which those involved in aesthetic medicine must now offer. This holistic approach includes weight loss, body contouring, toning, and firming,’ Chardon says.

Allurion is set to power the fastest-growing category in aesthetics: body contouring, he says.

‘The Allurion Program has the potential to revolutionize the way we treat weight loss,’ says Nantapat Supapannachart, MD, from Apex Medical Center in Bangkok, Thailand. ‘Its minimally invasive nature, effectiveness, and patient-friendly approach have the potential to reach a broader audience and make a significant impact on the global obesity epidemic.’

Tracy Cohen Sayag is the President of Groupe Clinique des Champs-Élysées, aesthetic medicine and medical wellness in France. ‘Patients are increasingly demanding the solutions we offer in this field, and the Allurion Program is one of our most emblematic treatments.’

Shawn Seit, MD, the Founder and Medical Director of Rejuuv Medi Spa, a medical spa with three locations in Toronto, Ontario, Canada Toronto, is also on board with this program. ‘I chose to introduce The Allurion Program to my clinics because of its potential to deliver truly remarkable results to my patients.’

Calling the Allurion Program ‘a ground-breaking weight



loss and weight management treatment,' Dr. Seit says that it provides a less invasive alternative to traditional surgical procedures. 'It can be highly effective in achieving weight loss and improving overall health.'

Dr Cristian Gomez Pareja of Clínica Novum in Colombia successfully implemented the Allurion Program's swallowable gastric balloon treatment. This treatment, which is minimally invasive and highly effective, has transformed lives by offering real results in the fight against overweight and obesity,' Pareja says. 'Our approach is based on solid scientific support and protocols guided directly by the manufacturer, thus ensuring the quality and effectiveness of the treatment we provide.'

And so far, so good. 'The effective results obtained through this treatment have not only benefited our patients but have also catapulted Clínica Novum as a leader in the American continent and, in some parts of the world, as a reference in the treatment of overweight and obese people.'

Patients are also offered treatment for any unwanted cosmetic effects that can arise with rapid and massive weight loss, says Dr Gomez Pareja. 'This is our exclusive non-surgical body rehabilitation therapy.'

A key ingredient to Allurion's success is how much they invest in the training of doctors and their staff. Chardon explains. 'With its 300 employees around the world, Allurion invests 5% (versus a market standard of 2%) of its income for the professional training of doctors and their teams to achieve a quality and homogeneous experience between our clinics, placing the satisfaction of our patients at the heart of our strategy,' he says.

AI in action to enhance patient care

Artificial intelligence is changing how we do just about everything today – and losing weight and keeping it off is no exception. 'Artificial intelligence will shape the next decades of healthcare, and Allurion is doing pioneering work in this field,' says Chardon. In 2022, the company invested in a software for partner clinics that correlates weight loss data and patient profiles: Success Predictor. The proprietary machine-learning algorithm predicts outcomes as early as 20 days from the start of the Allurion Program, enabling doctors to focus on the right patient at the right time through early identification of patients needing additional support.

This year, AI was extended to the patient app with 'Coach Iris'. Allurion's Coach Iris is a new generative AI-powered weight-loss coach designed to enhance outcomes within the Program and maximize a clinic's efficiency. Coach Iris offers always-on support, education, and motivation on a broad range of health and weight-loss topics, including tailored meal plans, recipes, exercise routines, stress management

“The Allurion weight loss program is to the body what Botox is to the face.”

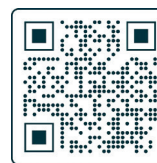
– Benoit Chardon, Chief Commercial Officer and Shantanu Gaur, Chief Executive Officer



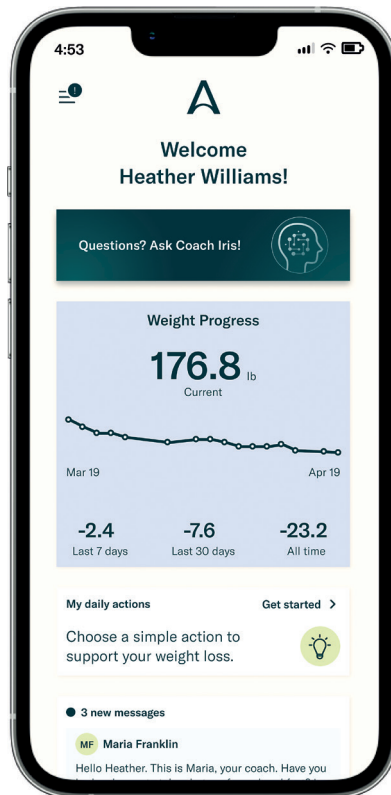
techniques, and motivational insights. Coach Iris also reaches out to patients to keep them actively engaged in their weight loss program.

'As a premium first, results-orientated business that has the patient at the center of everything we do, we are excited about the opportunity to add Coach Iris to our suite of post-procedure programs and support,' says Tommy Veverka, CEO of Transform Healthcare Holdings in the UK. 'Making the weight loss journey less complex, easier, with an ever-increasing likelihood of a desired result is at the heart of what we do.'

He says Coach Iris will gel perfectly with this philosophy. 'It will be a perfect "always on" solution for advice and support for our customers and patients,' he says.



► To learn more about adding Allurion to your practice, visit: <https://www.allurion.com/>



References

1. World Health Organization. Obesity and overweight. WHO, 9 June 2021. Available at: <https://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight> (last accessed 5 November 2023)
2. Verified Market Research. Global Intra-gastric Balloon Market Size By Product (Single Balloon, Dual Balloon), By Filling Material (Saline-Filled, Gas-Filled), By End-Use (Hospitals, Ambulatory Surgical Centers), By Geographic Scope And Forecast. Sep 2023. Available at:
3. <https://www.verifiedmarketresearch.com/product/intra-gastric-balloon-market/#:~:text=Intra-gastric%20Balloon%20Market%20Size%20was,non%2Dincisions%20and%20without%20stitches> (last accessed 5 November 2023)

Allurion