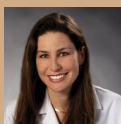


Reshaping the Business of Body with PHYSIQ's Multi-Modality Technology



FEATURING:



Susan Fox, D.O., RPVI, FSVM
Doctor of Osteopathic Medicine



Emily Frost, RN, LE, CLT
Medical Spa Owner



Ryan Lombardo, DAOM, ABAHP, BCIM, L.Ac.
Medical Spa Wellness Director



Carey Nease, MD
Plastic Surgeon



Eunice Park, MD
Facial Plastic Surgeon



Kenneth Rothaus, MD
Plastic Surgeon



Sejal Shah, MD, FAAD
Dermatologist

The non-invasive body treatment category has erupted in the last decade growing at a 15% CAGR globally. It is estimated that the US market will hit \$1.6 billion by 2025 fueled by those looking to trim, smooth and sculpt their body. According to the 2019 ASDS Consumer Survey, a staggering 84% of consumers are bothered by excess weight on parts of their body. Over 55% of those surveyed claim they are having body sculpting procedures performed, making it the most popular aesthetic treatment. New technologies boasting RF, laser energy, and electromagnetic therapy have entered the market but none are without limitations – high consumable costs, uncomfortable treatments, and/or lack-luster results.

The newest entrant into the body treatment space, PHYSIQ, was designed to overcome these shortcomings. **PHYSIQ offers a unique, multi-modality approach called STEP - Sequential Thermal & Electrical Pulse - Technology** to target both muscle and deeper tissue in a single session. Leading practitioners discussed their experience with PHYSIQ – from clinical results to financial motivations. Below are excerpts taken from this roundtable discussion.

Q: What role do body treatments play in your practice?

Carey Nease, MD: I perform cosmetic surgery as well as minimally or non-invasive body contouring in my practice. For patients who are not good candidates for surgery, I can offer PHYSIQ as an effective option, or I can offer it as a complement to surgery down the road to target muscle tone and other problem areas.

Emily Frost, RN, LE, CLT: Adding a body treatment like PHYSIQ to my practice brings in new clientele, like male athletes, who then become aware of our other services. For existing patients, PHYSIQ is yet another reason to visit my practice.

Kenneth Rothaus, MD: I have a wellness center in downtown Manhattan with a very different patient population from my plastic surgery practice on the Upper East Side. PHYSIQ has allowed us to capture the downtown clientele who are less eager to undergo surgery, even minimally invasive ones. Many are close to their ideal body weight but have isolated areas they want to sculpt or desire improvements in muscle tone and definition.

Ryan Lombardo, DAOM: Our practice offers aesthetics and integrative functional medicine. Within our weight loss program, some people need help stimulating areas they can't activate, and PHYSIQ has been able to get those muscles moving. Plus, the two modalities help us create new protocols and new packages.

Q: Why did you choose PHYSIQ for your practice?

Carey Nease, MD: I chose PHYSIQ for the combination of EMS [for stimulating muscle] and SDM [for heating tissue], versus previous devices which only had one modality. This combination is a big step in the right direction for non-invasive body contouring. In addition, the low cost of disposables and short treatment time were (and still are) very appealing compared to the competition.

Sejal Shah, MD, FAAD: Compared to other devices on the market, PHYSIQ is more flexible in terms of utility – where you can use it and who you can use it on. Plus, the combination of muscle stimulation and deep heat offers much better results than just either modality on its own.

"We saw patients getting bored with what's been on the market for a while. These devices also had very high disposable costs, which doesn't make sense for some practices. PHYSIQ is exciting, gives us the opportunity to create different protocols, and I appreciate that DEKA is proud to put their name behind it."

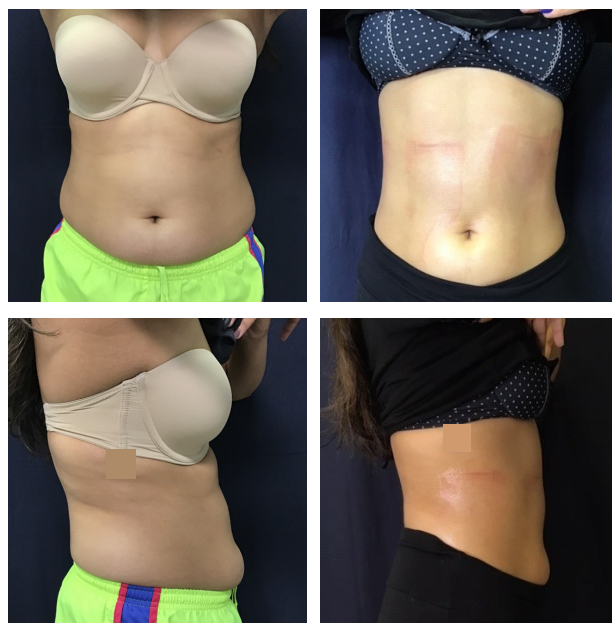
- Ryan Lombardo, DAOM

Emily Frost, RN, LE, CLT: From an ROI perspective, one of the key selling points is that it is so easy to delegate. I can do higher-value services while my medical assistant creates income at the same time.

Susan Fox, D.O.: Other companies have knocked on my door, but I was always worried about overhead and disposables. PHYSIQ's low disposable costs work best for my business and I like that I am amongst the first to offer it.

Q: What has been the feedback on PHYSIQ from your patients and staff?

Eunice Park, MD: We have a lot of interested patients, especially as the world has started to re-open. I do firmly believe that the dual modality system is the best in body contouring right now and we are seeing the results to prove it.



Courtesy of Aesthetic Body Sculpture Clinic - 5 sessions

Kenneth Rothaus, MD: My staff is excited about PHYSIQ. It's an easy device to run, so for them, it's a no-brainer. The patients can utilize the patient comfort button during the session without affecting the efficacy which is important to them and to us. The patients are extremely happy because they're seeing results.

Carey Nease, MD: The staff love it. It's easy to set up and low maintenance. They go in and out of the room during the session but rarely have to adjust anything. The patients like it because it's fun and they see results. It's also much more comfortable than other devices we've had, whether that's heating or cooling devices.

Q: How is PHYSIQ meeting the needs of your patients?

Ryan Lombardo, DAOM: We have two different groups of patients and PHYSIQ caters to both. We have patients who take care of their bodies but have stubborn areas that need extra help. We also have weight loss, wellness patients who are fatigued and have cardiovascular metabolic issues. As we help them lose weight and improve their overall wellness, they're interested in body treatments like PHYSIQ that can further help them in their journey.

Emily Frost, RN, LE, CLT: In my area, there is a large population of women that go to the gym and stay healthy but have stubborn areas, especially my patients who are moms. PHYSIQ has been amazing for that 30, 40-year-old woman.

Susan Fox, D.O.: PHYSIQ appeals to everybody. I treat a lot of moms as well as men. PHYSIQ is for anyone feeling like they want to get out of the house and get back to their pre-COVID body.

Q: Which patients are most interested in or responding best to PHYSIQ?

Eunice Park, MD: The ideal patient for us is someone who's fit and already working out but may have some trouble spots they need help with.

Ryan Lombardo, DAOM: We've had a lot of success treating higher BMI patients. I've treated patients on the obese scale who have tried other treatments but wanted something new. We've seen multi-inch circumferential reductions in the abdomen of these patients. And these are the types of patients that keep adding treatment areas because other methods weren't working for them.

"It's the men! I More men than women have come in [for PHYSIQ] despite not specifically advertising to a male audience. Our practice is almost 95% female so the men PHYSIQ has attracted are incremental patients. Many of these patients have converted to other treatments like Botox or laser hair removal."

- Carey Nease, MD

Susan Fox, D.O.: We see the most visible results in people that are thin, work out, do yoga, but have a stubborn area that exercise and diet aren't addressing effectively. PHYSIQ pushes them over that hump and they look amazing. We've also had heavier clients lose multiple inches over three to five sessions and we've been blown away.

Q: When are your patients beginning to see results?

Carey Nease, MD: After two or three treatments, we can already see changes. After five sessions, we discuss options for a maintenance plan.

Ryan Lombardo, DAOM: We saw our first patient two weeks after the last visit and six weeks after that and her results improved, which was unbelievable.

Kenneth Rothaus, MD: We've been seeing results impressively early on. By the third treatment, we're seeing results that you can document on photos. What's interesting is that patients continue to see results after their last session. We've seen results improve even at two months post their last treatment.

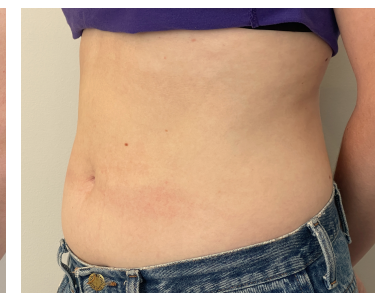
Early findings* from an ongoing PHYSIQ study conducted by Kenneth Rothaus, MD:



2 weeks after 5 sessions:
29% muscle increase



2 months after 5 sessions:
31% SubQ decrease (butt);
25% SubQ decrease (thighs)



2 months after 5 sessions:
41% muscle increase

*Clarius L7 HD was used to measure subcutaneous tissue and muscle before and after treatment

Q: Have you used PHYSIQ to treat multiple areas at the same time?

Susan Fox, D.O.: We do a variety of combinations. We often do the inner and outer parts on the upper thighs or the obliques [closer to the flanks] and the frontal stomach muscles. We also do different parts of the arm. We treated a patient with two applicators on the distal thighs and two on the flanks. Oftentimes patients start with the abdomen, love their results, and then add on other areas.



Courtesy of Eunice Park, MD and AIREM - 4 sessions

Q: Are you using PHYSIQ in combination with other treatments or procedures?

Carey Nease, MD: It's a very complimentary treatment to surgery. It's not a this or that - many patients need something surgical and then we use PHYSIQ as a touch up down the road, which is so valuable.

Emily Frost, RN, LE, CLT: I have been doing the PHYSIQ and VirtueRF in combo, because if people have weight loss concerns they typically have skin laxity or stretch marks that are bothersome. My medical assistant will treat the patient with PHYSIQ, then I'll follow with VirtueRF right after.

Q: Practitioners have the ability to customize the PHYSIQ protocol to each patient. How do you approach using SDM vs. EMS vs. STEP?

Ryan Lombardo, DAOM: With our higher BMI patients, we've started with SDM to help address volume. We've seen stellar results and then follow up with STEP. The ability to customize is invaluable.

Carey Nease, MD: We typically use the STEP protocol for the initial series and EMS for maintenance. We might start with SDM if someone is looking to debulk then switch to STEP. Occasionally, we get men, especially younger males, with very little abdominal fat who only want EMS.

Q: Have you owned a body device in the past, and how does PHYSIQ compare?

Sejal Shah, MD, FAAD: I've had a few other devices. The PHYSIQ is more versatile, more comfortable for the patient, and the cost of consumables is low.

Ryan Lombardo, DAOM: For years, I have not been impressed with body devices in the market. However, with PHYSIQ, in a very short period we've seen proven results and benefits for our patients. A benefit to the practice is that it's much easier to use, and you don't need a specific provider in the room the entire time. You can set up the patient then go in and out or delegate to someone else.

"From an ease-of-use perspective, PHYSIQ is much better."

"With other laser contouring devices that I've had in the past, treatments took a long time, positioning [the handpiece] was difficult, and somebody had to sit next to the patient the entire time because even little movements caused the device to stop working. PHYSIQ is very, very simple thanks to the design of the handpieces and the inclusion of the body band."

- Kenneth Rothaus, MD

Emily Frost, RN, LE, CLT: PHYSIQ's consumables costs are way, way lower. With CoolSculpting, you're paying every single time you turn the machine on. This makes PHYSIQ much better from an ROI standpoint. ■



To learn more about PHYSIQ,
scan here or visit
www.cartessaesthetics.com/physiq.