

THE NEW ERA OF AESTHETIC MEDICINE

Facial Toning & Your Practice

THE MISSING TOOL:

Aesthetic providers use a variety of tools to help patients look their best. Depending on the patient's concern, the provider may utilize an injectable, a radiofrequency device, light-based therapy or a specific laser wavelength. Expert providers often combine their instruments to achieve the best outcome for the patient. However, even the most skilled and experienced provider is limited by the capabilities of their tools and one tool has been missing.

Providers and patients alike know that there's more to aging than what is seen on the surface. One crucial area of aging occurs within our muscular system. As early as our thirtieth birthday, we begin to lose muscle mass and muscle density, diminishing the toned and healthy look of youth. The deterioration accelerates dramatically as we age.



Muscles in our body require workouts to stay in shape and maintain tone

The devastating loss leaves the body looking flabby and weak, but is **very noticeable in the face.**



3-5%

Our skeletal muscles lose as much as 3-5% mass each decade after age 30*

* Source: Tufts University, Jean Mayer USDA Human Nutrition Research Center on Aging: "Nutrition, Exercise, Physiology & Sarcopenia (NEPS)."

When we lose muscle tone in our face, we see our jawline become saggy and distorted. Our once striking jawline turns into unsightly jowls. Our cheeks begin to sag and take on a hollow, tired appearance. None of it makes us feel great about ourselves.

Until recently, nothing in the provider's tool kit could truly address this hidden area of aging. Injectables could cloak the issue. Light-based and laser therapies could certainly improve the surface of the skin. But the underlying structure of the face – the muscles – remain unchanged.

Fortunately, an exciting new technology from Lumenis is enabling providers to treat the cause of facial aging at this level. **It's triLift, the new facial stimulation treatment and the first to combine Dynamic Muscle Stimulation (DMSt) with RF and RF microneedling to achieve a face lift-like effect.** It's by Lumenis, the facial aesthetics experts who introduced IPL and fractional CO2 to the industry.

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THE triLift ERA BEGINS

Julie Davis, the visionary founder of Pura Vida Body & Mind Spa in Fleming Island, FL recently surveyed her large patient base. She learned that “most over the age of 40 were very interested in a face lift but most said they wouldn’t undergo surgery.”

Additionally, industry experts and seasoned providers agree that patients are ready to achieve face lift-like results via a non-surgical, in-office aesthetic treatment.

Quite simply:

- ▶ Patients want to address their distorted jawlines and sagging cheeks.
- ▶ Patients want to get rid of the unsightly jowls they see in the mirror.
- ▶ Patients want the toned and taut face of their younger years.

triLift from Lumenis makes it possible to address these issues quickly, comfortably, and with long-term efficacy. The technology truly signals a new era in aesthetic medicine.



**“THE TECHNOLOGY TRULY SIGNALS
A NEW ERA IN AESTHETIC MEDICINE.”**

HOW IT WORKS

triLift enables providers to treat three facial elements:

- ▶ STRUCTURE
- ▶ CONTOUR
- ▶ TEXTURE

triLift Dynamic Muscle Stimulation™ (DMSt) is used for muscle conditioning to stimulate healthy muscles. True to its name, DMSt™ stimulates important muscle groups, causing the muscles to expand and contract much like they do to generate facial expressions.



Baseline



3 weeks after 3 treatments



Baseline



After 5 treatments



Baseline



5 months after 4 treatments



Baseline



5 Sessions - 3 months after last treatment

THREE TECHNOLOGIES AT WORK

triLift gives providers the ability to work with three distinct technologies to achieve noticeable results:

1 DMSt
activates the muscles to achieve a well-defined, toned, and lifted look.

2 triPollar RF
thickens and strengthens the dermal layer of the skin to treat facial wrinkles by regenerating collagen and elastin.

3 triFX
RF micro-needling increases the natural volume and smoothens the skin texture.



HEALTHY MUSCLE TONING WITH DMSt

We workout the muscle in our body on a regular basis. Our workouts, whether extreme or mainstream, keep our muscles toned and in shape. Our facial muscles are also being gently worked out as we smile, frown, laugh, and move in other ways.

DMSt works by stimulating muscles with electrical pulses that cause the muscles to expand and contract. This enables providers to target specific muscle groups and create the toned, lifted look of a patient's youth.

The use of three different applicators, each with several electrodes, allows for a more fine-tuned treatment, from large to medium to very small areas, with the ability to focus on the specific areas you wish to target.



triPollar RF

Give patients a stronger dermal layer by regenerating collagen and elastin with an increase in dermal thickness up to a 50% compared to baseline*

triFX

Increase the skin's natural volume and smooth the skin's texture via RF micro-needling

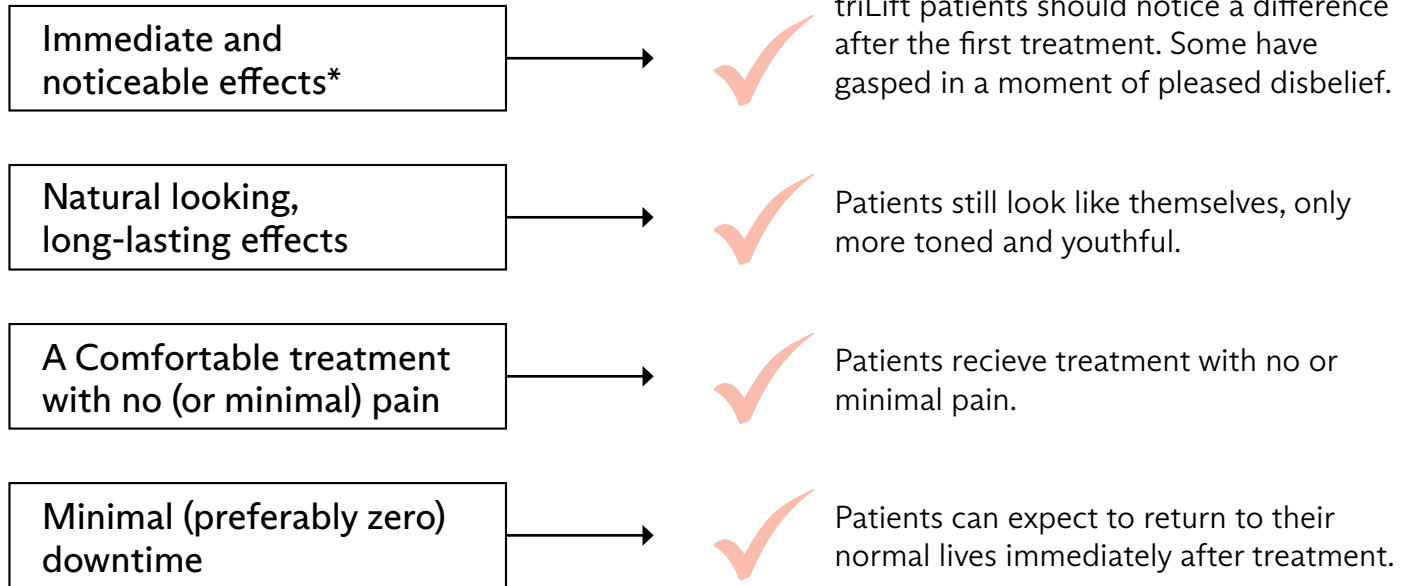
DMSt works for all skin types and can be utilized as a standalone treatment. Integrated with DMSt for enhancing the quality of the skin's appearance, triFX RF micro-needling and TriPollar RF are used to smoothen the skin's texture, reduce facial wrinkles and plump it by regenerating collagen and elastin.

* Haim Kaplan, Andrea Gat, Clinical and histopathological results following TriPollar™ radiofrequency skin treatments Journal of Cosmetic and Laser Therapy 2009; 11: 78-84 DOI: 10.1080/14764170902846227

WHO'S IT FOR?

Based on our experience, patients have four major wishes for any treatment:

triLift enables providers to grant all four wishes:



triLift's additional advantage is that the effects improve over time with every treatment, (a course of four to six treatments spaced a week apart is recommended). Best of all, triLift is a short treatment. It takes about sixteen minutes for the lift mode (DMSt and RF) and only an additional ten minutes when combined with triFX RF micro-needling.

triLift PATIENT PERSONAS:



THIS IS LYNNETTE

She is adamantly against any kind of surgery but still wants to give her face a face lift-like effect and is excited to move away from injectables...



THIS IS BECCA

She had a surgical face lift last year and wants to maintain her results for as long as possible...



THIS IS BEN

He hates needles and won't let one anywhere near his face, but he wants to look as young and ambitious as he feels...

ADDITIONAL PATIENT PERSONAS:



AMANDA

Amanda is a female patient in her early 40s. She loves being a mom to two active teenagers. Just recently, she's become concerned with sagginess in her cheeks and jawline. Amanda thought the sagginess was from being tired, but sleep hasn't fixed the problem. She would like to address the issue before it gets any worse.

OLIVIA

Olivia is a female in her mid-50s. All her life, she's loved outdoor adventure. Despite using sunscreen, the days of climbing rocks, hiking, and mountain biking have aged her face. She's willing to purchase a surgical face lift but would prefer to put it off another five years and more if possible.



EMMA

Emma is a female in her late 50s. she's a bit like her counterpart, Olivia, in that she wants to improve her aged appearance. However, she will never – under any circumstances – undergo a surgical face lift.

AURA

Aura represents the steadily increasing number of patients shying away from fillers and neuromodulators, but who simultaneously desire to improve their appearance. When fighting the hands of time, Aura values natural solutions above all else.



SOPHIA

Sophia is in her early 60s and looks fantastic. A few years ago, she invested in a surgical face lift. She's ecstatic with her results and wants to make them last for as long as possible.

MADISON

Madison is in her late 20s. She diligently takes care of her skin and is a huge fan of all things aesthetic-related. So, when television's Nurse Jamie says, "It's easier to maintain than to reclaim," Madison believes her and books her triLift appointment.



Obviously, patient personas constantly overlap. The same Emma-patient who will never undergo a surgical face lift may want only natural solutions, like an Aura-patient.

Likewise, patient age can vary throughout each persona. Regardless, the personas show how the first-of-its-kind triLift fits the needs of multiple patient segments.

It's important to acknowledge that some patients will, in fact, require a surgeon's skilled hands. The face lift is and will always be a staple of the aesthetic industry.

Regardless, triLift enters the industry as it continues to flourish. According to a survey conducted by the American Society of Plastic Surgeons, consumers invest more than 16 billion in cosmetic procedures.*

Whether the goal is changing their appearance, fighting the hands of time, or preventing the visible signs of gaining from taking hold, it's clear that consumers are committed to utilizing their aesthetic providers.



* <https://www.plasticsurgery.org/documents/News/Statistics/2020/plastic->

PARTNERING WITH LUMENIS

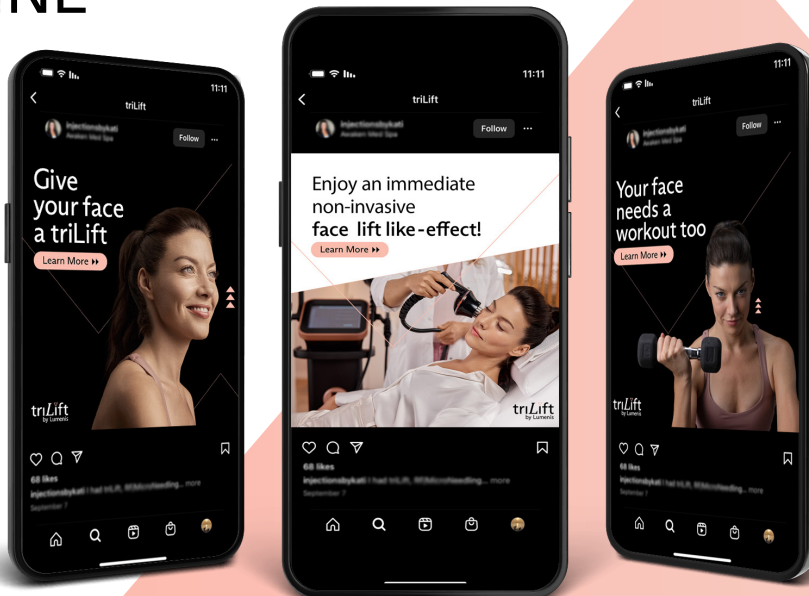
triLift gives providers a delegable* treatment on a device that provides numerous solutions to the most popular patient personas across the industry. At the same time, triLift equips your practice with the ability to stand out and seize market share. Best of all, you'll partner with Lumenis, the trusted innovator and facial experts known for inventing Intense Pulsed Light, (IPL) and fractional CO2.

Lumenis supports triLift providers via a massive, coast to coast campaign designed to raise awareness and drive patients to the nearest triLift provider.

triLift BILLBOARDS



triLift ONLINE



* Except where prohibited by law. triLift is intended to be operated by a trained professional.



triLift IN
TIMES SQUARE,
NEW YORK, NY

CELEBRITY ENDORSEMENTS

Lumenis partners with popular television personalities and social media influencers to further spread the word about triLift:



MAKSIM CHMERKOVSKIY

Dancer, Television Personality,
triLift patient



COLTON UNDERWOOD

Television Personality,
triLift patient



PETA MURGATROYD

Dancer, Television Personality,
triLift patient



KERRI LEE WALSH JENNINGS

American professional beach
volleyball player, three-time
Olympic gold medalist and
Olympic bronze medalist,
triLift patient



TERESA GIUDICE

Television Personality,
triLift patient

Lumenis provides traditional marketing tools such as patient brochures, print campaign support, and much more. Ask your Lumenis representative for details.

ARE YOU READY?

triLift signals a new era for aesthetic medicine, one in which providers are able to treat aging where it really begins – the muscles. Right now, early adopters enjoy a tremendous competitive advantage by serving an enormous market with new solutions. **Ask your Lumenis representative how to get started today.**