

MERZ AESTHETICS

SEE.  
SOUND.  
LIFT.



Experience the benefits of the  
authentic ultrasound lift in your practice.

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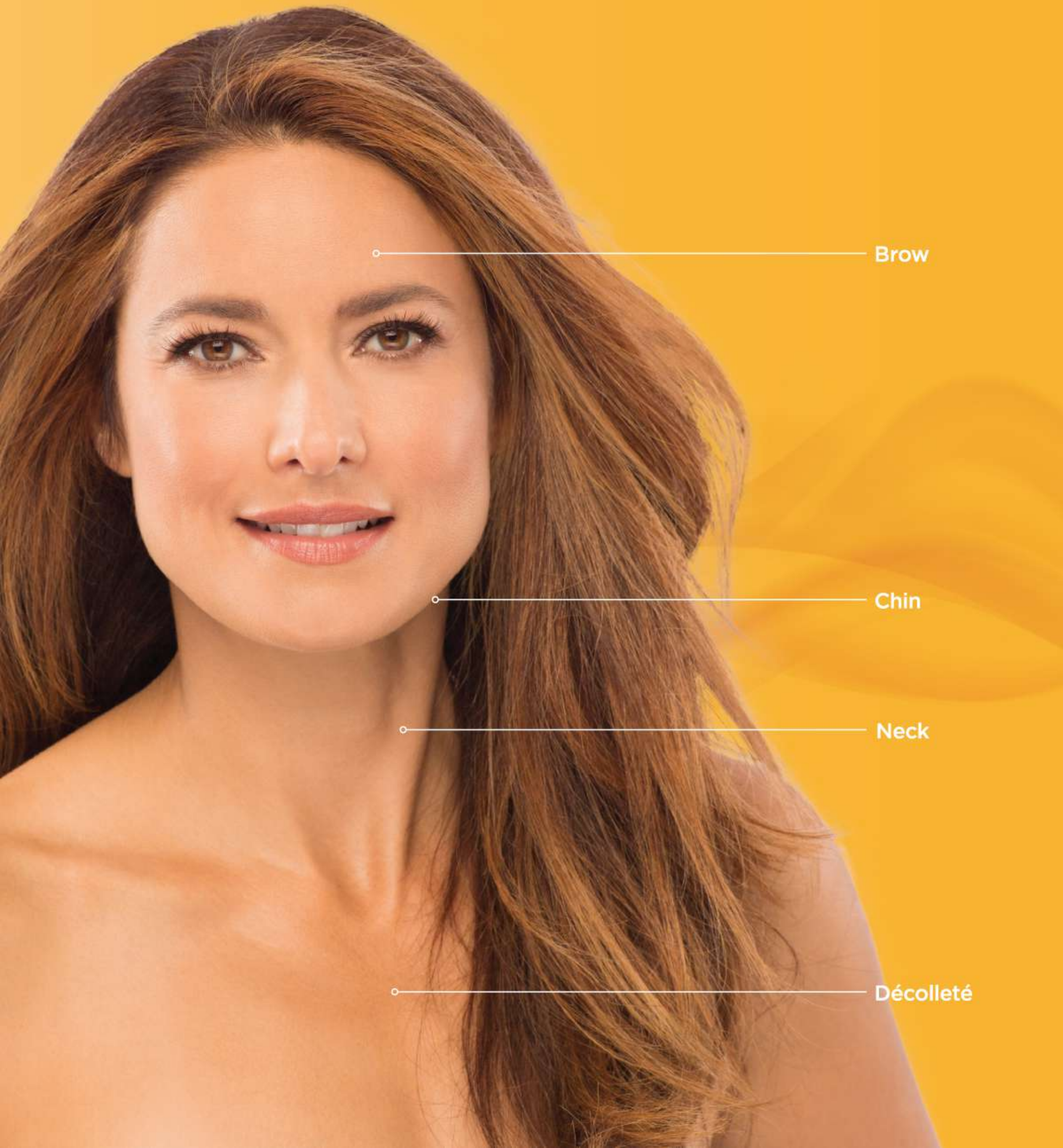
Ultherapy®

SEE THE BEAUTY OF SOUND™



# WHAT IS ULTHERAPY®?

Ultherapy® is the only nonsurgical procedure U.S. FDA-cleared to lift skin on the neck, under the chin and on the brow and specifically to improve the appearance of lines and wrinkles on the décolleté.<sup>1</sup> Ultherapy can help patients achieve a fresher, more youthful look from the brow to the chest.



Brow

Chin

Neck

Décolleté



## THE NUMBERS TELL THE STORY

Since 2008, the Ulthera® System has grown into a global leader among nonsurgical aesthetic and medical applications.

**1,000,000+**  
PATIENTS TREATED GLOBALLY

**4,200+**  
SYSTEMS SOLD GLOBALLY

**100+**  
PATENTS

**50**  
CLINICAL STUDIES

**60+**  
PEER-REVIEWED PAPERS

**THE ONE & ONLY**  
U.S. FDA-CLEARED NON-INVASIVE LIFT

## OUR GROWTH IS BASED ON FOUR UNIQUE AREAS OF EXCELLENCE

- 1 Science
- 2 Technology
- 3 Efficacy
- 4 Practice Benefits





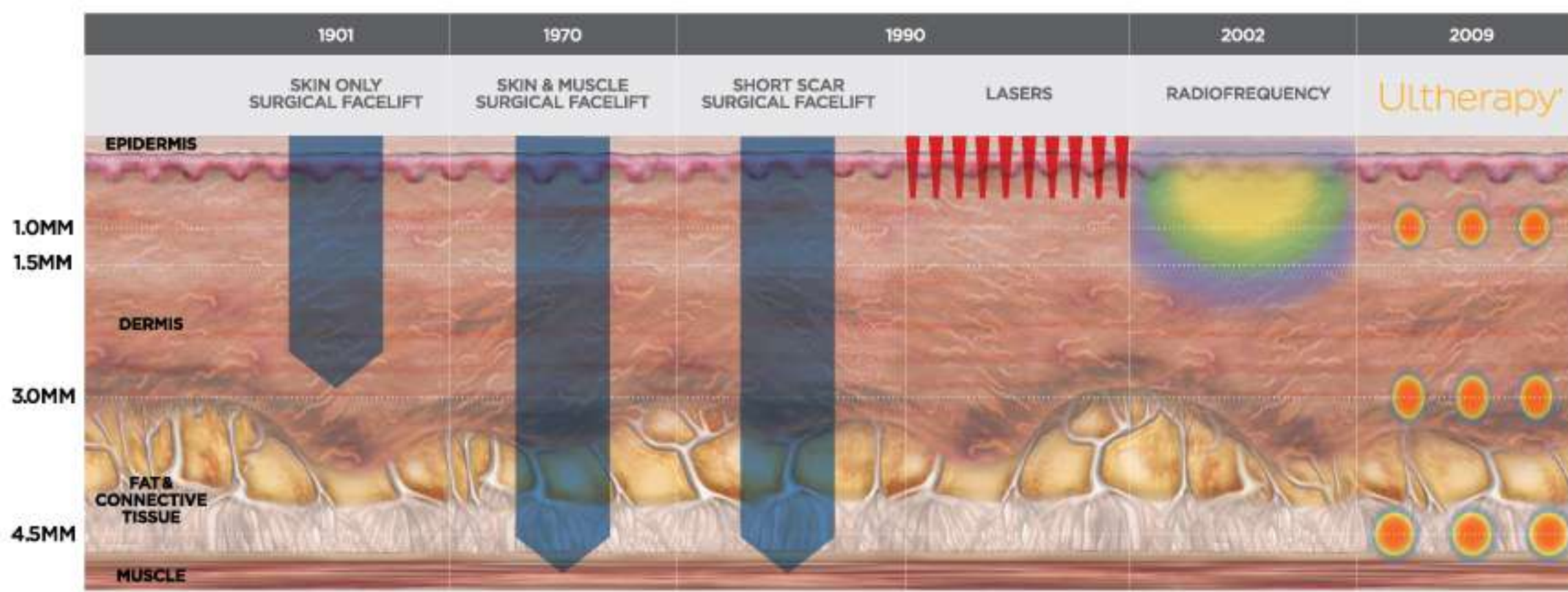
# 1 SCIENCE

## THE SCIENCE OF AESTHETICS HAS EVOLVED TO ULTRASOUND

Surgical facelifts have evolved to target deeper tissue planes with less patient downtime.<sup>2</sup>

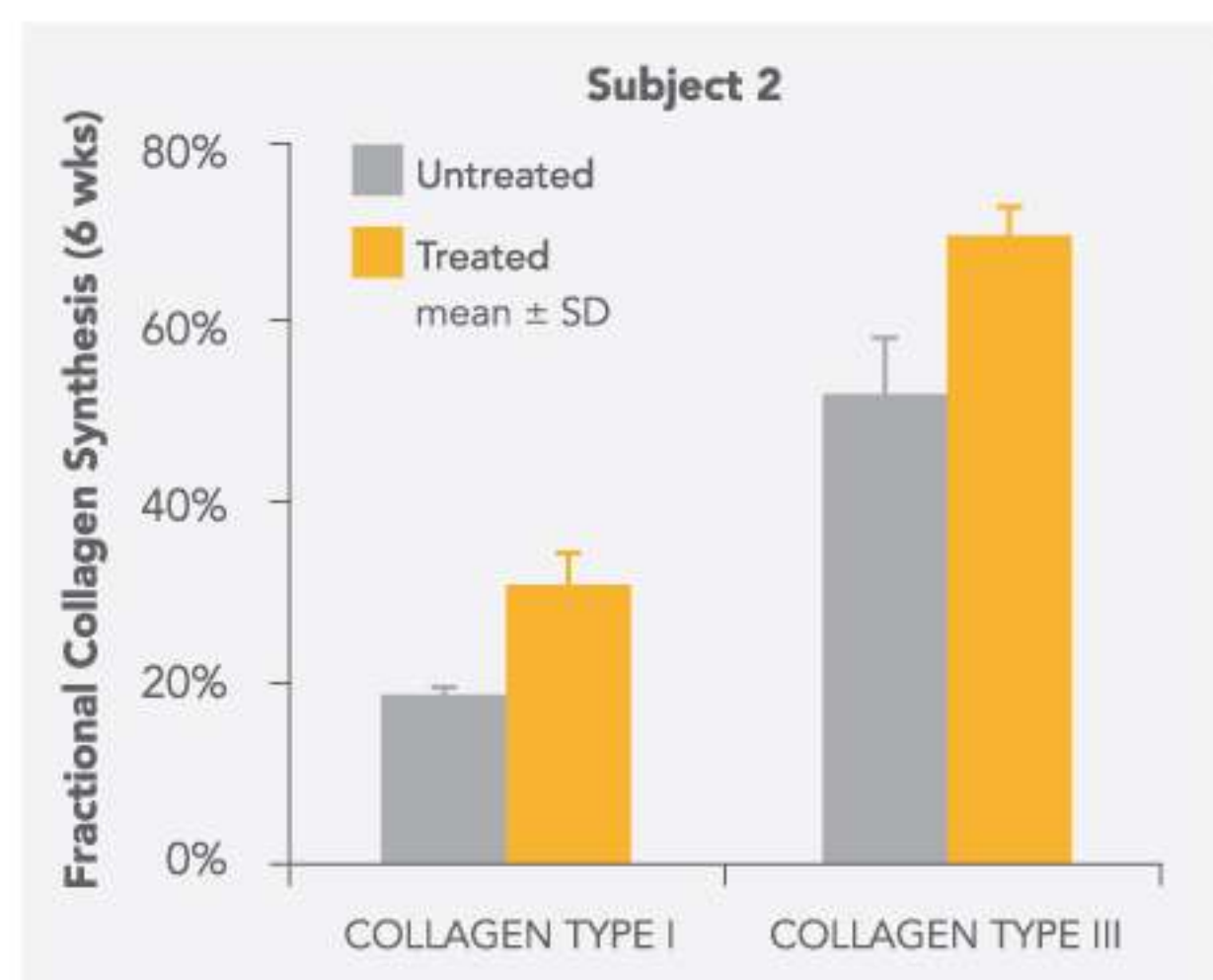
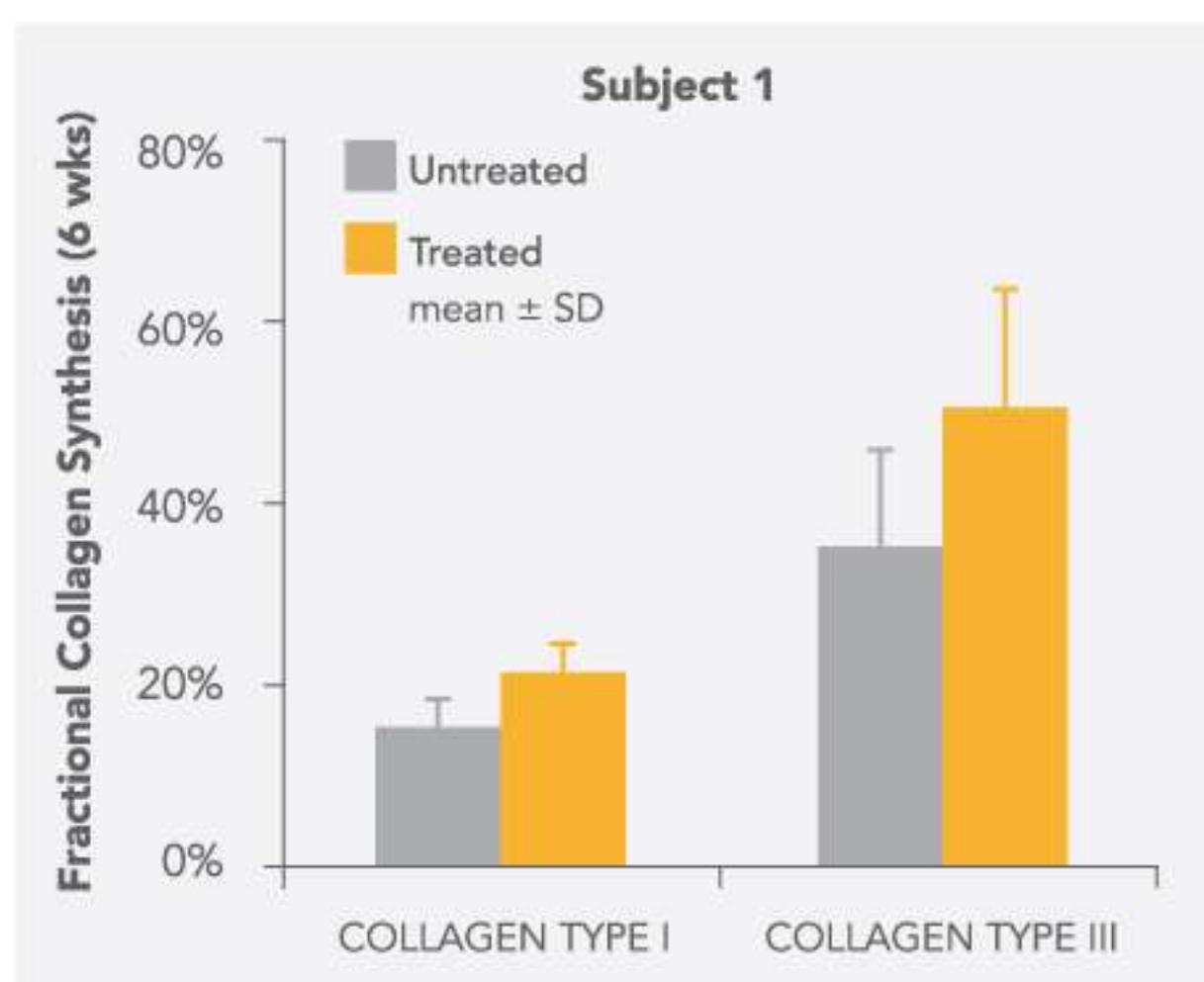
### ULTHERAPY® IS THE NEXT EVOLUTION IN AESTHETIC SCIENCE.

It uses microfocused ultrasound to nonsurgically treat the same deep tissue planes as a modern facelift — with no patient downtime.<sup>3-5</sup>



### ULTHERAPY INCREASES COLLAGEN SYNTHESIS BY 42%.<sup>6</sup>

Data from a unique Ultherapy® study,\* in which live patients had an Ultherapy treatment on one side of the face and not the other, has shown a quantitative increase in the rate of collagen production resulting from the Ultherapy treatment.<sup>1</sup> Analysis of the skin tissue scientifically proved the Ultherapy treatment increased the rate of collagen production an average of 1.4-fold.<sup>1</sup> Specifically for collagen Types I and III — the types most often associated with aging — on average, the rate of collagen production on the Ultherapy-treated side was 42% higher compared to the untreated side.<sup>1</sup>



- Synthesis of Type I Collagen increased to 26%, on average
- Synthesis of Type III Collagen increased to 60%, on average



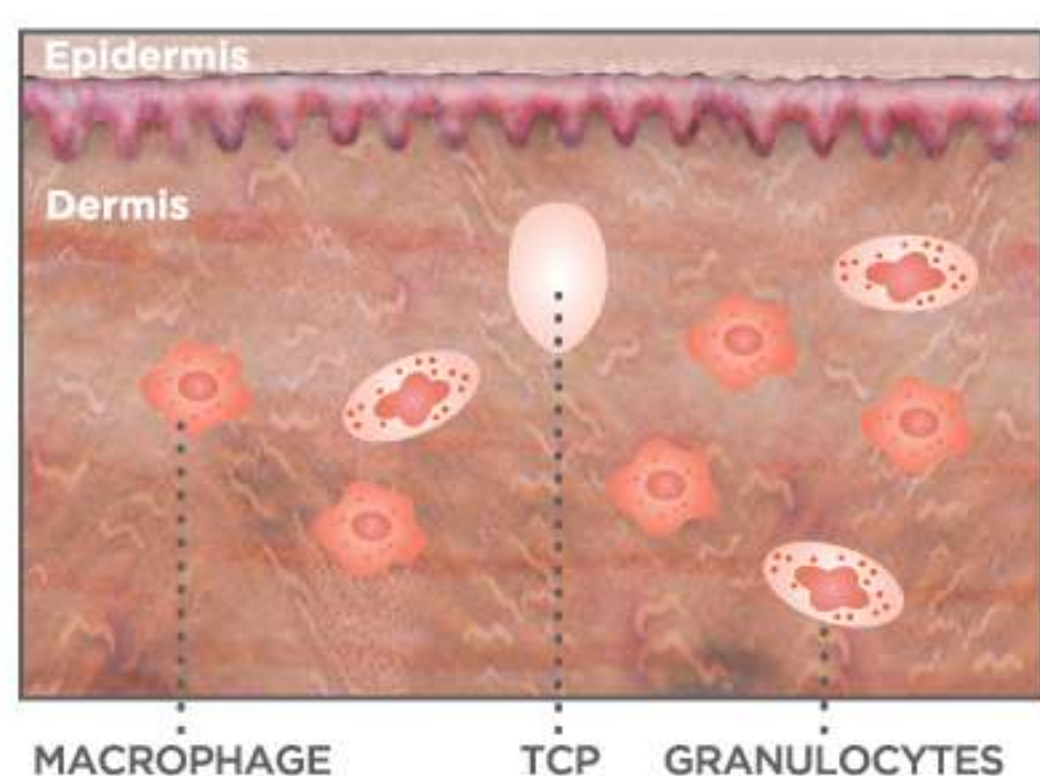
# MECHANISM OF ACTION

## NEOCOLLAGENESIS

Thermal coagulation points (TCPs) are created in the dermis and epidermis, eliciting a wound-healing response, which results in new collagen production and skin tissue contraction.<sup>5,7</sup>

### 3 PHASES OF WOUND HEALING

#### INFLAMMATION



#### Ultherapy® involvement

TCPs created by Ultherapy denature collagen and initiate an inflammatory response.<sup>7</sup>

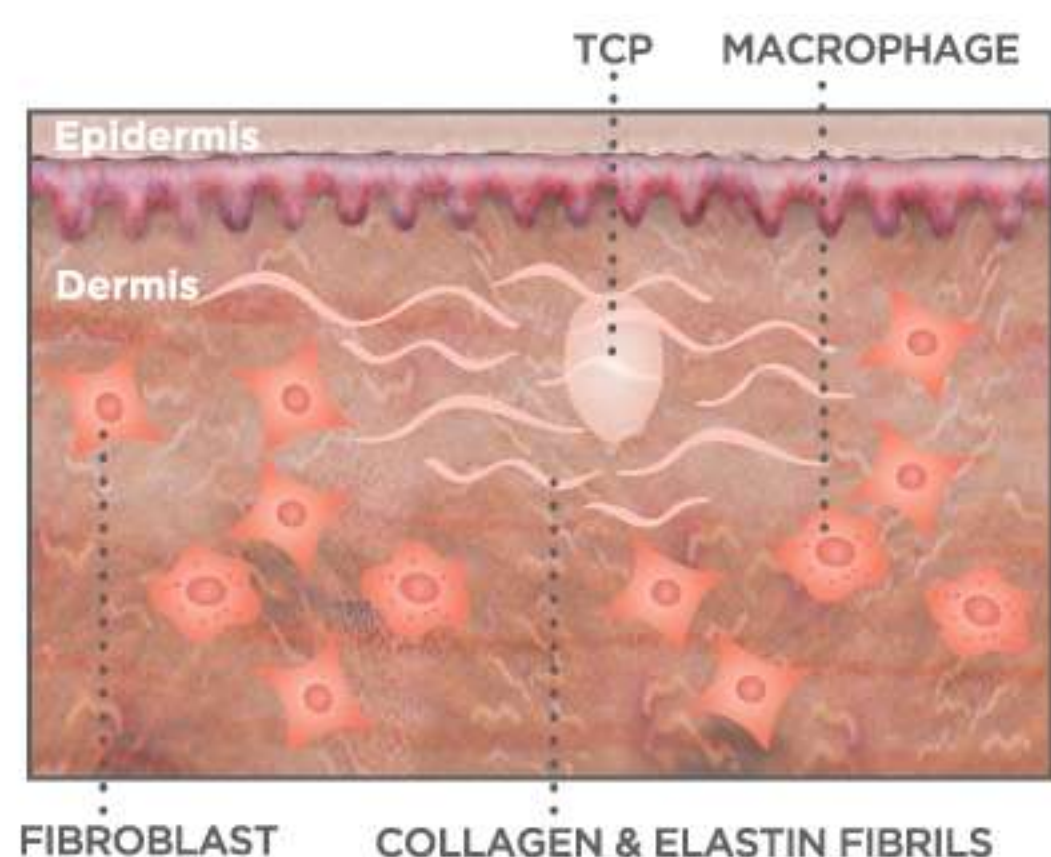
#### Time frame

Activated upon injury.

#### Description

Macrophages digest and engulf injured tissue and release cytokines, which attract fibroblasts.<sup>7,8</sup>

#### PROLIFERATION



#### Ultherapy involvement

Histological analysis of facial skin treated with Ultherapy has shown a significant increase in collagen and elastin.<sup>7,9</sup>

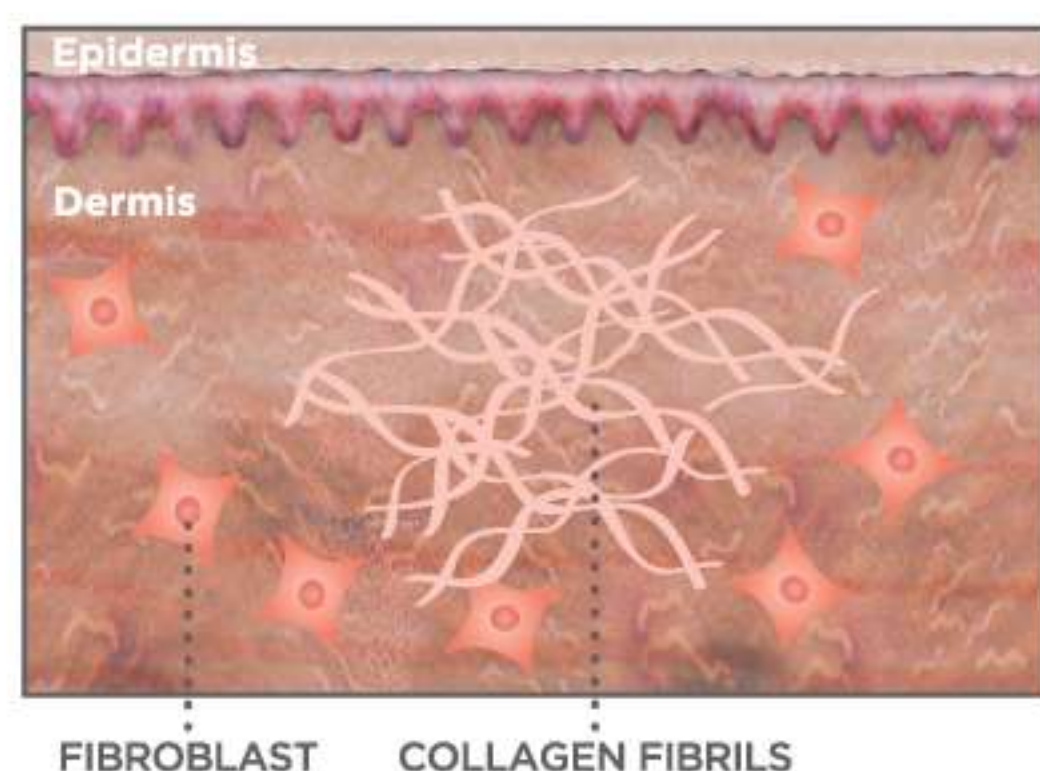
#### Time frame

Usually starts within hours of the injury and can last for several weeks.

#### Description

Fibroblasts synthesize new collagen, mainly Type III Collagen, and other mediators important to rebuilding the collagen matrix.<sup>8</sup>

#### MATURATION & REMODELING



#### Ultherapy involvement

The collagen remodeling process is a crucial step in skin tightening and lifting by Ultherapy.<sup>7</sup>

#### Time frame

Usually starts at 3 weeks post-injury and may last up to a year.

#### Description

Type III Collagen is replaced by Type I Collagen, forming tight crosslinks with itself and other proteins.<sup>7</sup>

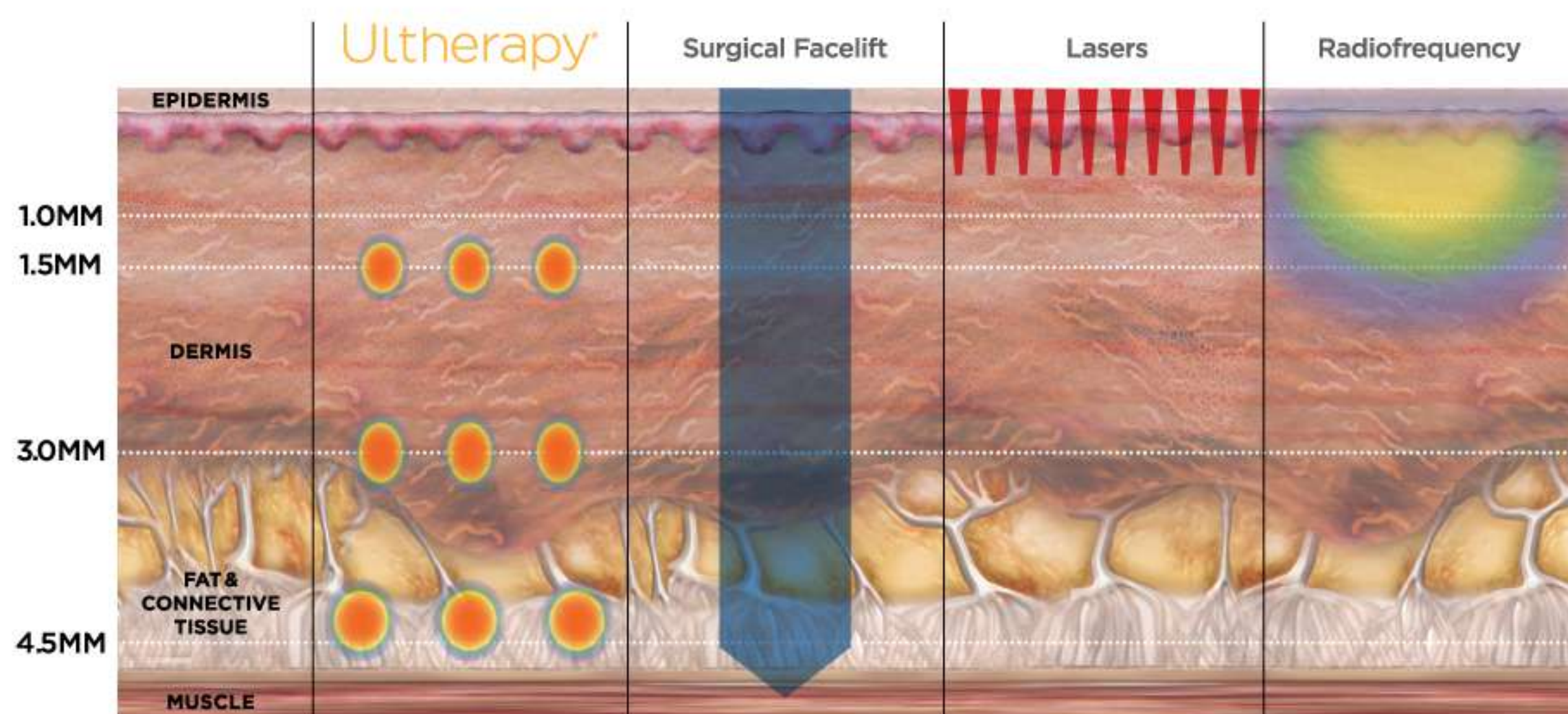


# 2 TECHNOLOGY

## ONLY ULTHERAPY® HAS THESE THREE UNIQUE ADVANTAGES

### 1. DEPTH

- Localized heating at precise depths<sup>5,10,11</sup>
- Treats much deeper than lasers and radiofrequency<sup>3,5,11</sup>
- No effect on the skin's surface<sup>5,11</sup>

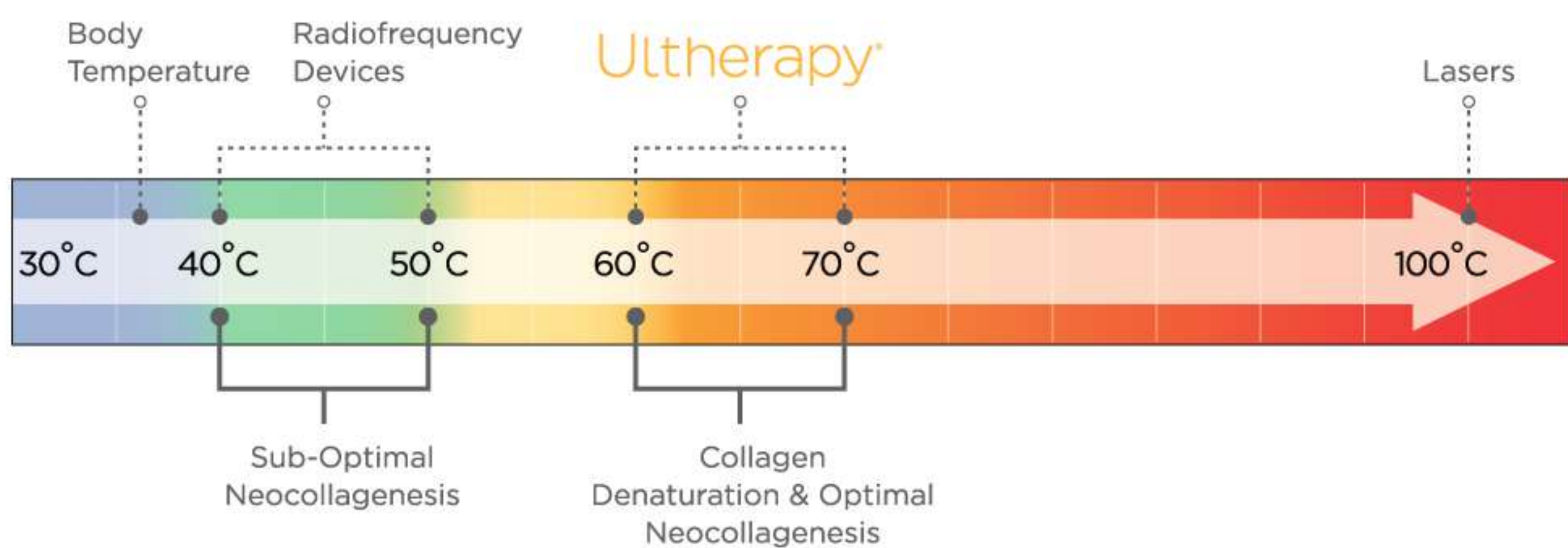


**REPRESENTATIVE IMAGE OF SKIN TISSUE LAYERS**

*Different areas of the face and body will have varying depths and thicknesses of tissue layers.*

### 2. TEMPERATURE

- Consistently reaches coagulative temperatures (60°– 70°C)<sup>4,12</sup>
- Denatures collagen & initiates neocollagenesis<sup>3,7</sup>

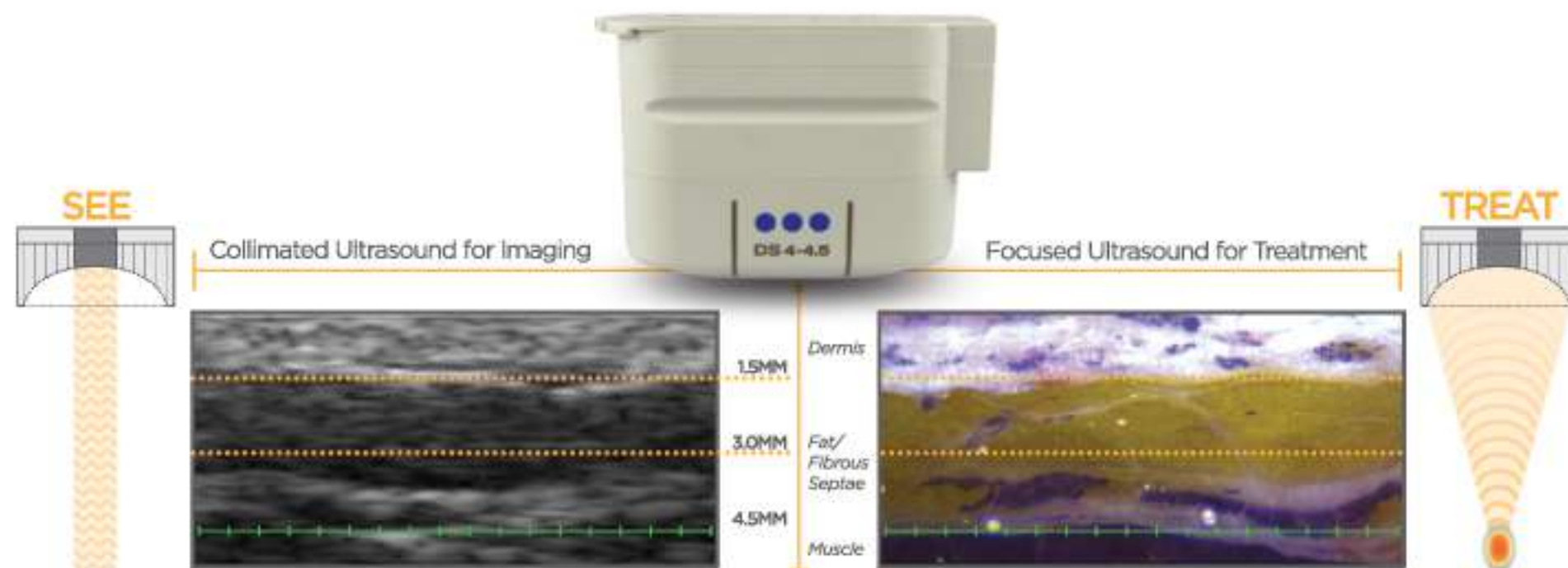




### 3. VISUALIZATION

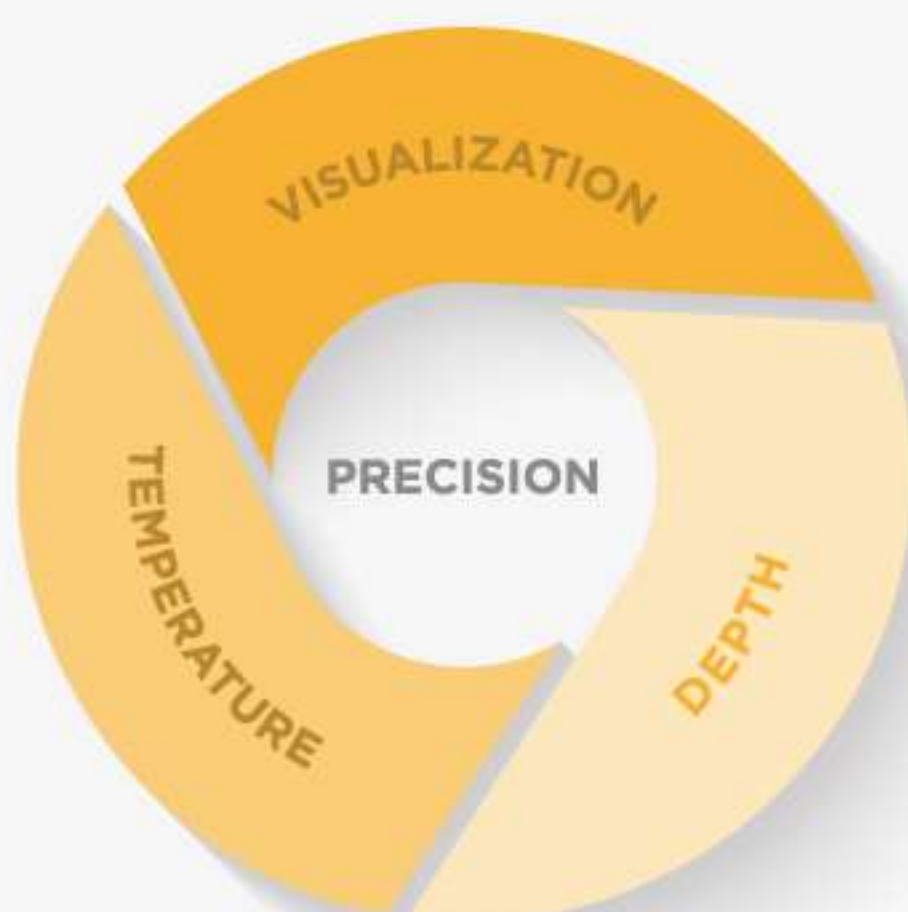
See where you are treating to optimize treatment precision<sup>1</sup>

- DeepSEE® visualization helps proper Transducer selection based on the patient's individual skin thickness and target tissue depth.<sup>1</sup>
  - Ensures proper coupling of the Transducer before delivering energy<sup>1</sup>
  - Avoids delivering energy to inappropriate tissues (e.g. fat, bone, blood vessels)<sup>1</sup>
- DeepSEE® visualization allows the provider to confirm the target tissue is being treated throughout the procedure.<sup>1</sup>



ULTHERA® SYSTEM DEEPSEE® IMAGE OF THE LATERAL NECK AND HISTOLOGY OF THE SAME TISSUE

## VALUE OF PRECISION



Physicians, clinicians and patients are discovering Ultherapy®, the nonsurgical ultrasound treatment that:

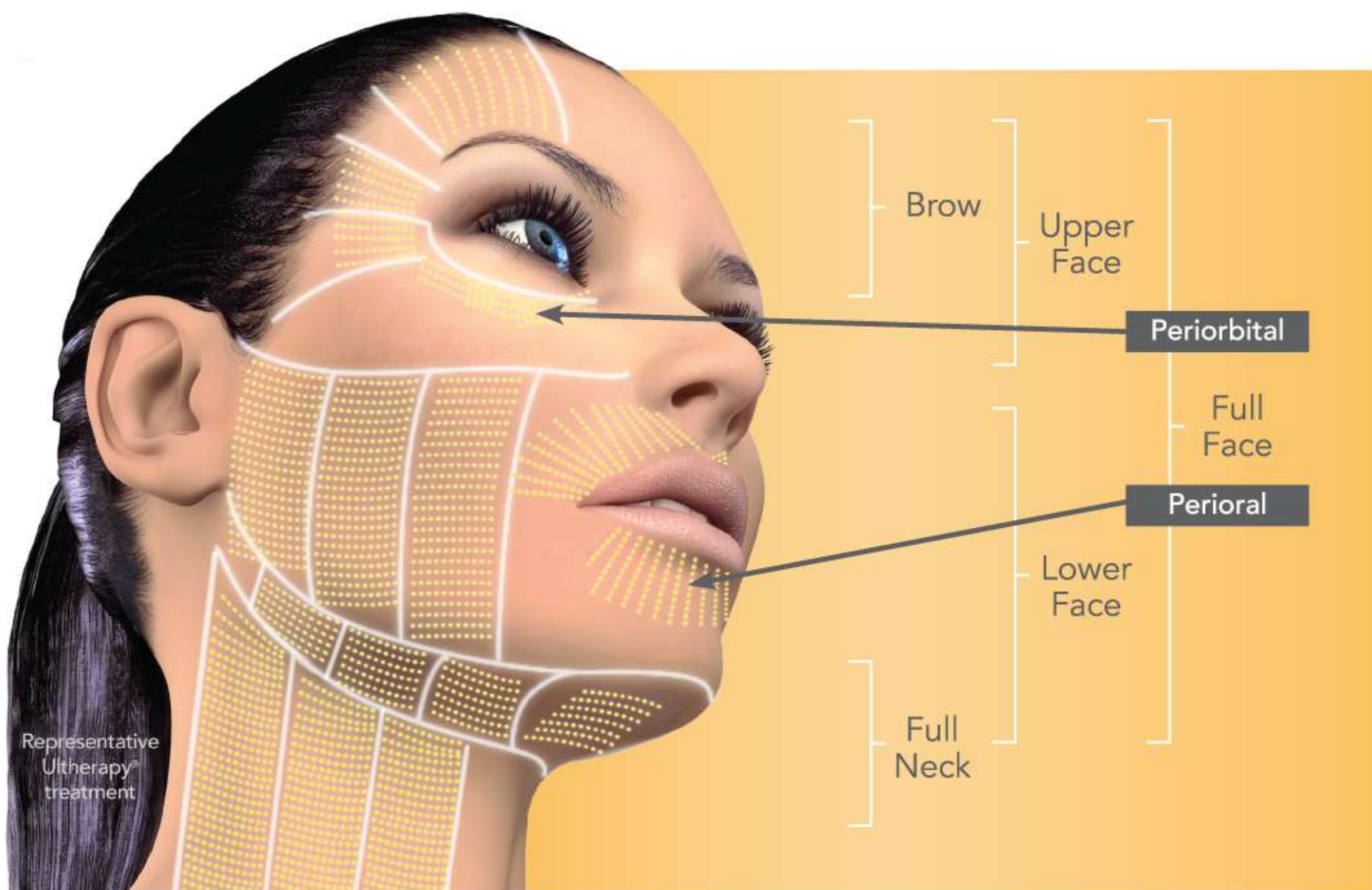
- Noticeably lifts skin on the face, under the chin and neck<sup>1</sup>
- Smooths lines and wrinkles on the décolleté<sup>1</sup>
- Activates neocollagenesis<sup>9,10</sup>
- Stimulates elastin formation<sup>9</sup>
- Offers clinicians unparalleled treatment precision



# 3 EFFICACY

ULTHERAPY®

## AREAS OF TREATMENT



*"Ultherapy has been a gateway treatment for my practice. It quadrupled new patient traffic, giving patients an opportunity to see the spectrum of my expertise."*

— Matthew White, MD, Facial Plastic Surgeon

*"Results have always been great with Ultherapy, but now, using the ultrasound image as a treatment guide, we are seeing better patient comfort."*

— Marina Peredo, MD, Dermatologist

*"Ultherapy has become my signature procedure. It bridges the gap between dermal fillers and facelifts."*

— Kelly O'Malley-Mattone, MD, Cosmetic Physician

*"I have patients who aren't ready for a facelift, but want a non-invasive way to get rid of facial laxity. If I didn't own this device, I wouldn't have anything to offer them."*

— William Vasileff, MD, Plastic Surgeon

*"In my opinion, Ultherapy® is the best technology to hit dermatology or plastic surgery since the CO<sub>2</sub> laser. I love how natural the results are, and the fact that there's no downtime is critical for my practice."*

— Kenneth Mark, MD, Dermatologist



# CLINICAL RESULTS

## PATIENT RESULTS — BROW



Pre-Treatment

Day 180, Single Treatment



Pre-Treatment

Day 180, Single Treatment

### BROW LIFT EFFICACY CLINICAL STUDY<sup>13</sup>

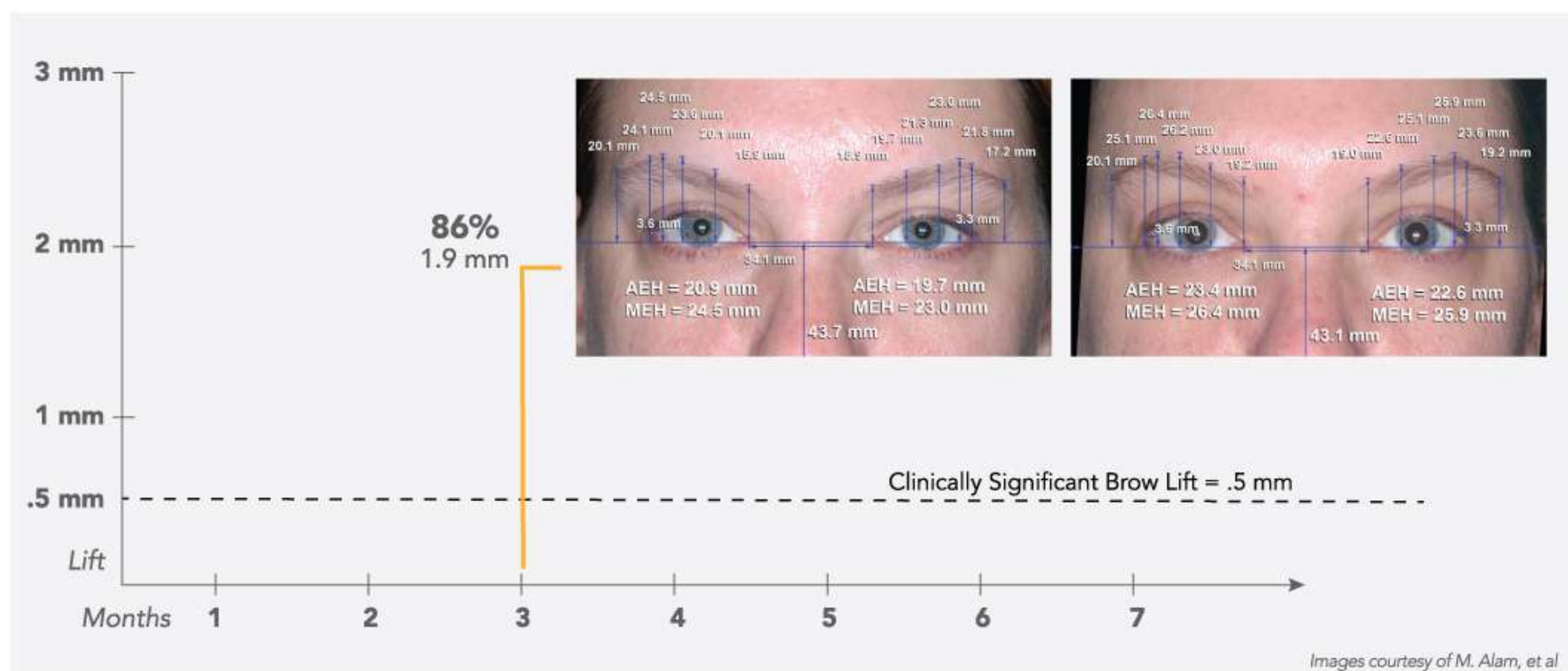
#### Study Protocol

- 35 patients, single, full face & neck treatment
- 2 plastic surgeons, 1 dermatologist
  - 100% agreement between masked/unmasked clinicians

STUDY RESULTED IN  
BROW LIFT INDICATION

#### Clinical Results

Clinically significant brow lift in 86% of subjects<sup>13</sup>



Northwestern University Safety and Efficacy Study (2006 - 2007)



# 3 EFFICACY

## PATIENT RESULTS CHIN & NECK



Pre-Treatment

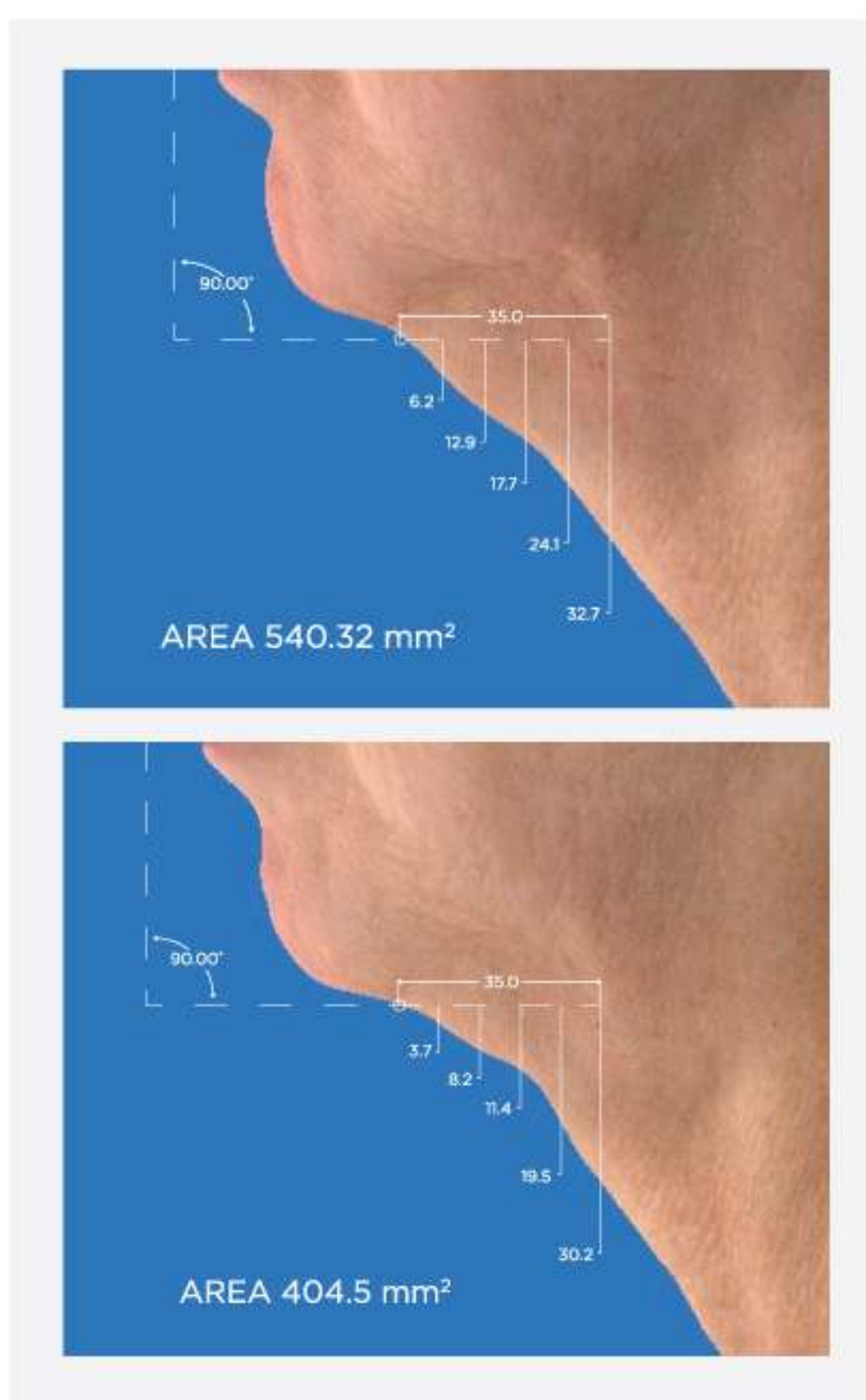
Day 120, Single Treatment



Pre-Treatment

Day 180, Single Treatment

### NECK LIFT EFFICACY CLINICAL STUDY



Study conducted by Jeffrey Kenkel, MD at UTSW Medical Center

#### Study Protocol

- 70 patients treated
- 5.0 treatment guideline
  - 290 lines / dual depth / lower face & submentum
- Fixed anatomical landmarks used to standardize quantitative measure of tissue lift

STUDY RESULTED IN  
NECK & SUBMENTAL  
LIFT INDICATION

#### Clinical Results

- 72.9% of patients had  $>20 \text{ mm}^2$  improvement and were considered responders<sup>14</sup>
  - Average lift was  $72 \text{ mm}^2$
- Of responders, 84.3% had noticeable improvement based on qualitative masked assessment<sup>14</sup>
- Of responders, 74.5% noticed improvement based on a patient satisfaction survey<sup>14</sup>



## PATIENT RESULTS DÉCOLLETÉ



Pre-Treatment

Day 90, Single Treatment



Pre-Treatment

Day 180, Single Treatment

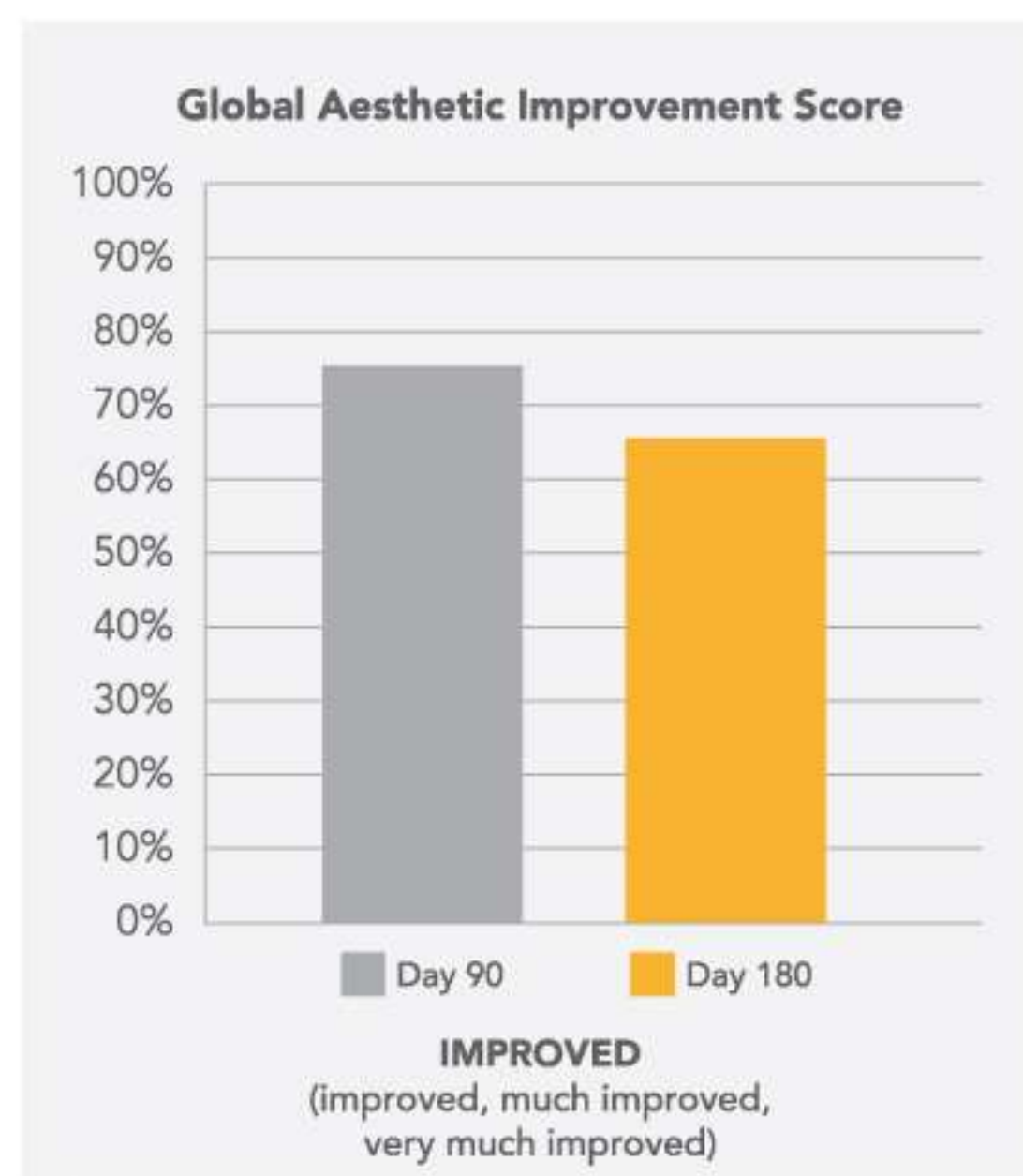
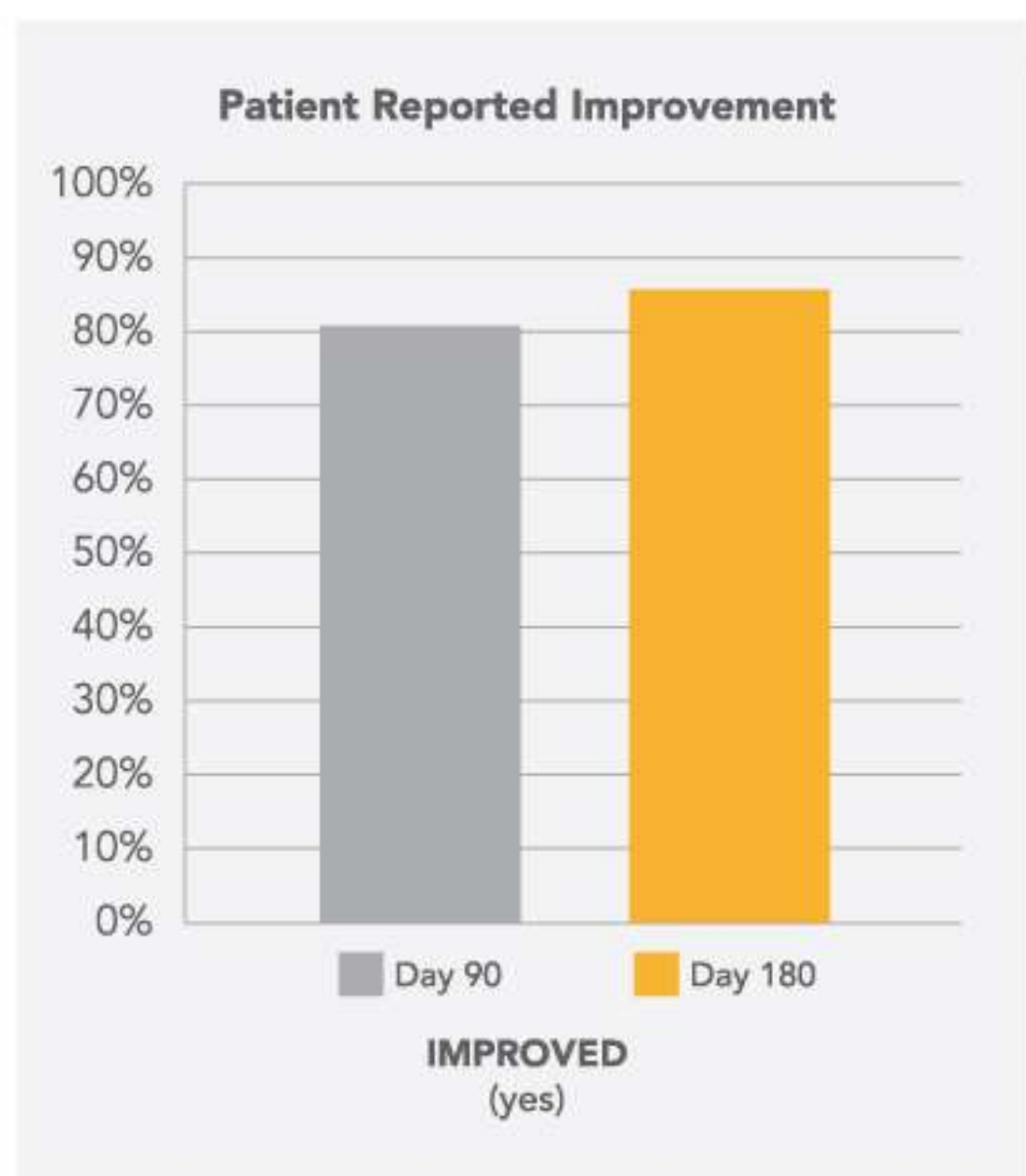
### DÉCOLLETÉ EFFICACY CLINICAL STUDY<sup>15</sup>

#### Study Protocol

- Prospective, multi-center pivotal trial
- 125 subjects with moderate to severe lines and wrinkles on the décolleté
- Subjects received one chest treatment (treatment included three depths)

STUDY RESULTED IN  
DÉCOLLETÉ WRINKLE  
IMPROVEMENT INDICATION

#### Clinical Results



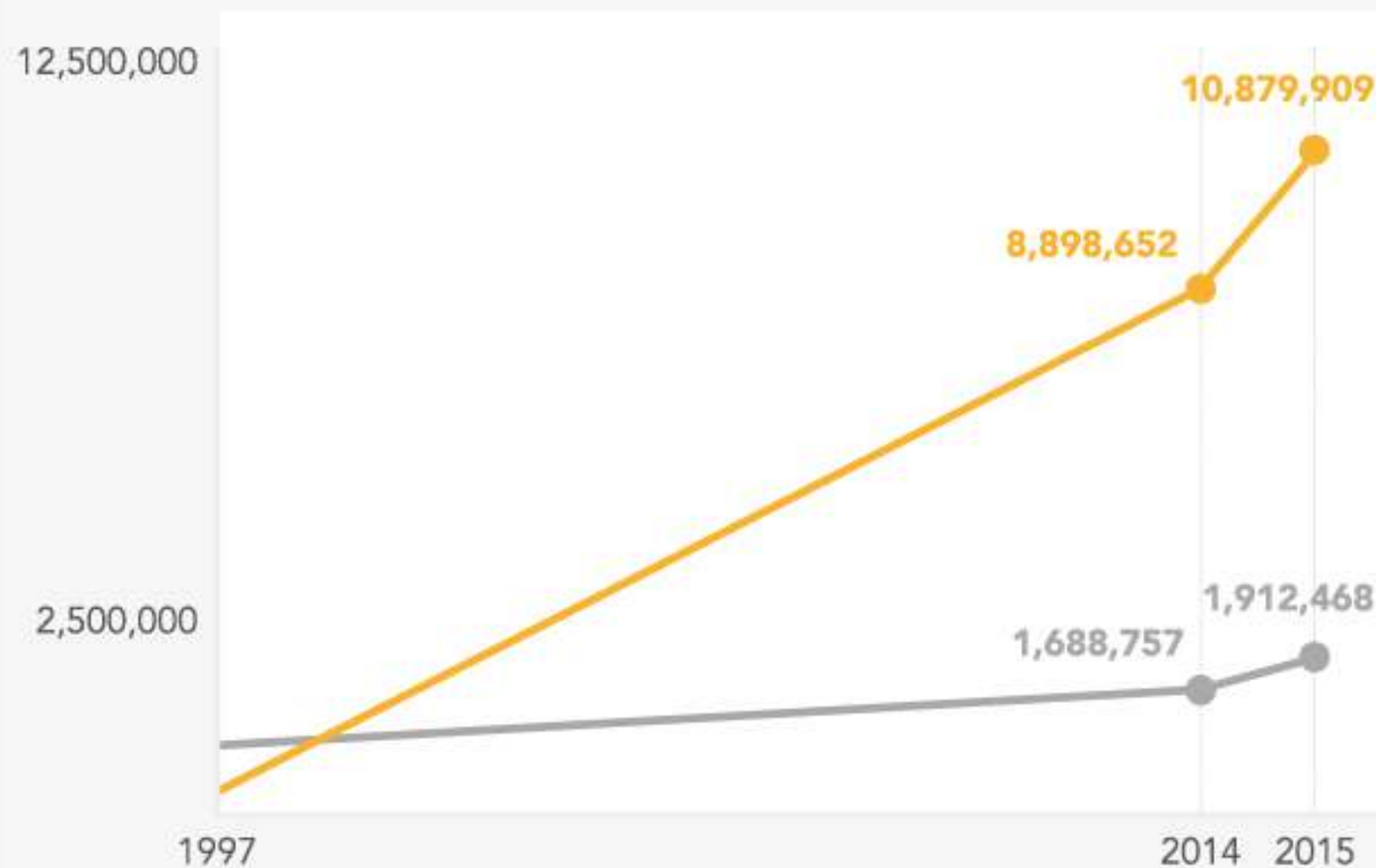
Study conducted by Mitchel Goldman, MD, Sabrina Fabi, MD, Steven Dayan, MD, Michael Gold, MD, Suzanne Kilmer, MD



# 4 PRACTICE BENEFITS

## THE SOUND CHOICE FOR AN AESTHETIC PRACTICE

### COSMETIC PROCEDURE GROWTH<sup>16</sup>



U.S. NONSURGICAL



U.S. SURGICAL

Nonsurgical cosmetic procedures in the U.S. have increased by 44% over the past five years, whereas surgical procedures have only risen by 17%.

Nonsurgical cosmetic procedures in the U.S. have risen by 22% since 2014 – that's a 1,369% increase since 1997.

### NUMBERS SPEAK VOLUMES<sup>16</sup> Between 2014 and 2015

**58%**  
INCREASE

Nonsurgical skin tightening **increased in popularity** in 2015

Nonsurgical skin tightening is the nonsurgical procedure for men

**#5**  
WITH MEN

**7<sup>th</sup>**  
MOST  
POPULAR

Nonsurgical skin tightening jumped from the 9<sup>th</sup> to the nonsurgical procedure in 2015

### PROCEDURES WITH MOST SIGNIFICANT INCREASES<sup>16</sup> Between 2014 and 2015

**UP  
58%**

Nonsurgical Skin Tightening

**UP  
39%**

Tattoo Removal

**UP  
34%**

Microdermabrasion

**UP  
32%**

Buttock Lifts

**UP  
26%**

Male Breast Reduction  
for the treatment of gynecomastia

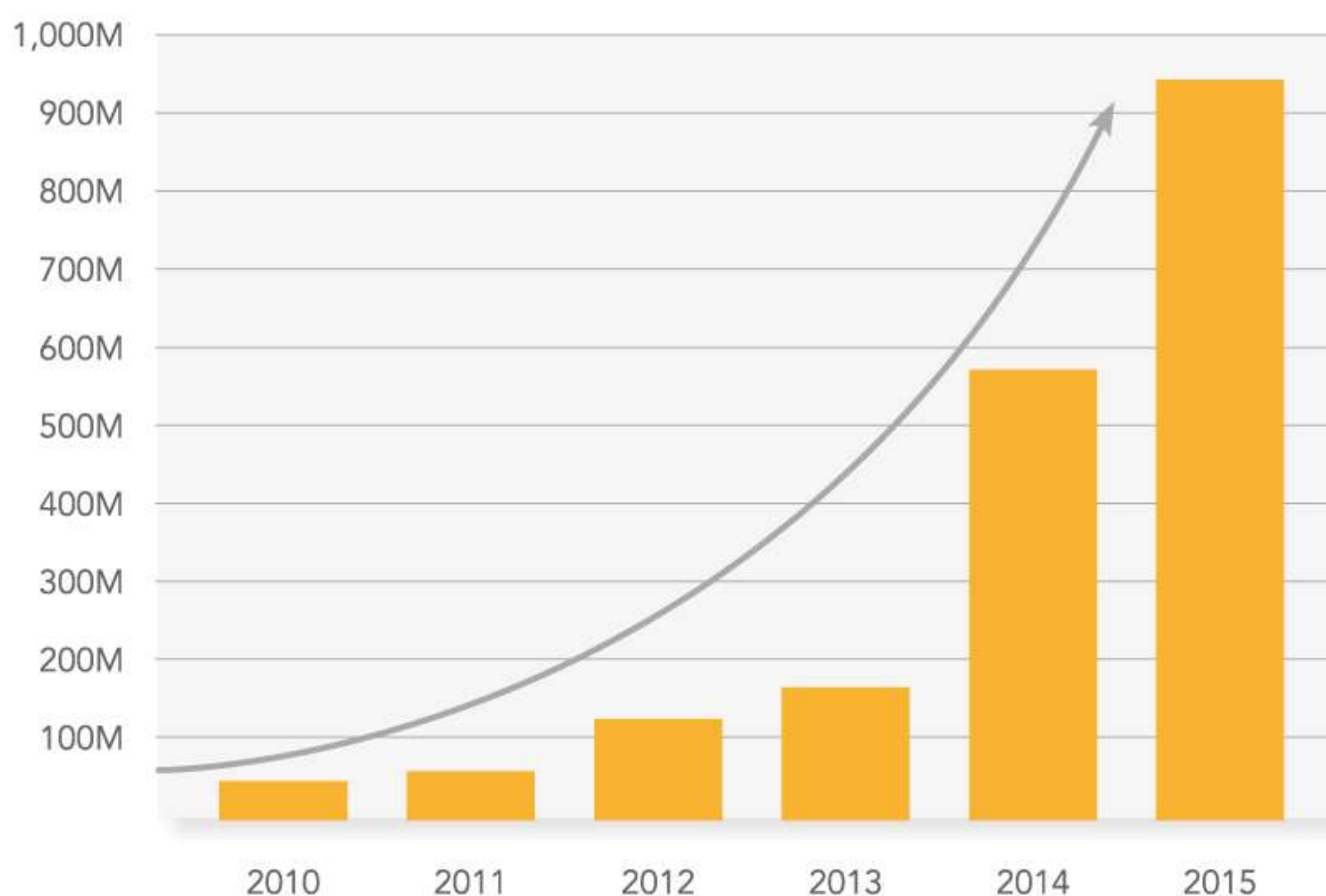


# PATIENT AWARENESS IS GROWING EXPONENTIALLY

Millions of patients around the world are learning about Ultherapy® as media coverage continues to grow every year.



## ULTHERAPY® MEDIA IMPRESSIONS





# 4 PRACTICE BENEFITS

WE PARTNER WITH YOU  
FOR YOUR SUCCESS



Best-in-class clinical and marketing support drives practice growth:

- On-site clinical training with advanced training options
- Ongoing corporate marketing support
- Inclusion on the global website and physician locator

## THERE IS ONLY ONE AUTHENTIC ULTHERAPY® MICROFOCUSED ULTRASOUND LIFT

The authentic Ultherapy treatment delivers nonsurgical microfocused ultrasound energy at the precise depths and the optimal temperature to gradually lift skin on the neck, chin and brow and smooth wrinkles on the décolleté — safely, effectively and consistently.

Both men and women can experience these Ultherapy benefits:

- Nonsurgical<sup>1</sup>
- Natural results<sup>3,5</sup>
- No downtime<sup>5</sup>
- Single treatment<sup>13</sup>
- Builds collagen<sup>3,6</sup>
- Safe ultrasound



# WHY CHOOSE ULTHERAPY®?

## PRACTICE BENEFITS:

- One of the best ROIs in the aesthetic industry
- Bridges the gap between injectables and surgery
- Platform technology that continues to grow in value

## PATIENT BENEFITS:

- Multiple indicated areas to meet patients' needs<sup>1</sup>
- Achieve results in a single treatment with no downtime<sup>5,13</sup>
- No pre- or post-treatment skincare requirements<sup>5</sup>
- Noticeable results that can last a year<sup>17</sup>

**The only U.S. FDA-cleared nonsurgical procedure that lifts the neck, chin and brow and improves wrinkles on the chest<sup>1</sup>**







# Ultherapy®

SEE THE BEAUTY OF SOUND™

CHOOSE THE AUTHENTIC  
MICROFOCUSED  
ULTRASOUND LIFT!

Learn more at [global.ultherapy.com](http://global.ultherapy.com)

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