

StimSure™

DEFINING MOMENTS
OF CONFIDENCE



HOLOGIC
The Science of Sure

CYNOSURE A Hologic Company

Introducing the latest advancement in body management solutions

1

Expand your
portfolio with the
latest on trend
modality

2

Complementary
treatments offer
new practice
revenue streams



Global Growth of Body Contouring

\$1.4 bn

Market value in 2018

9M procedures

Performed in 2018

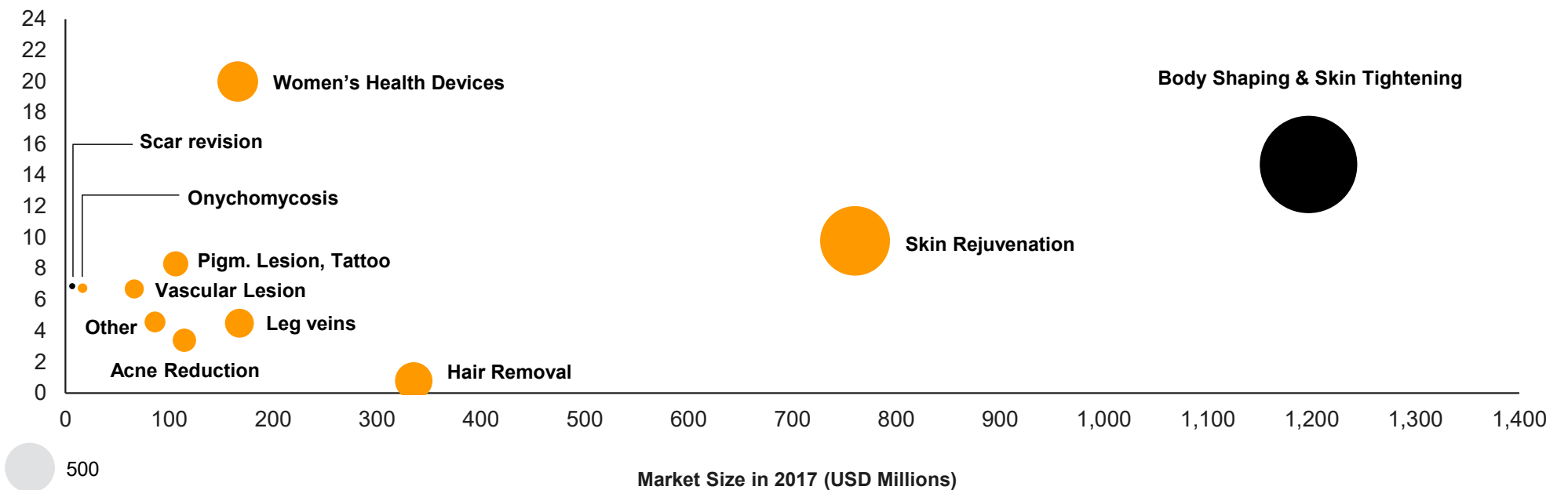
50,000+

Body shaping systems installed worldwide in 2018

\$4.9 bn+

Fees generated by body shaping procedures in 2018

CAGR in % ('17-22)



Bubble size indicates forecasted market size in 2022

Source: Medical Insights (2018): Body Shaping & Skin Tightening, Energy-Based Aesthetic Devices, Women's Health

Increasingly popular market

- Increasing social dialogue around anti-aging, skin and body treatments – traditional stigmas declining
- High appeal of non-invasive technology. Body Contouring #4 after dentistry, beauty & hair removal
- 50% of people say “body confidence” a key personal goal*
- 9/10 Say feeling great about body means feeling great overall*

SculpSure & Attitudes to Body Contouring Consumer Research Oct-Dec 2018, UK & Spain 4080 patients, UK 2026 + Spain 2054



A woman with long brown hair, wearing a white long-sleeved top and white underwear, is covering her face with both hands. She is standing against a bright yellow background. The image is partially obscured by a black text box on the right.

Deep rooted emotion surrounds our bodies

- 1 in 2 unhappy with general appearance overall
- 3 in 4 say they have areas of their body they are unhappy about. 6 in 10 around the abdomen
- 3 in 5 often hide in clothes.
- 1 in 4 avoid intimate occasions with their partners

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Cynosure technology has innovated in body solutions since 2006 and evolved with patient trends

Fat & Cellulite



SmartLipo
World's first
FDA-cleared
Laser for lipolysis



SculpSure
World's first FDA-
cleared hyperthermic
laser for non-invasive
lipolysis

Skin Tightening



TempSure





Introducing StimSure

- Latest generation muscle stimulation technology
- Developed in conjunction with leading experts in international sports science and neuromuscular electromagnetic stimulation
- StimSure tones and builds muscle through 24,000 (twitch) contractions within a 20-30 minute treatment repeated 6-8 times over a four week period.
- Medically indicated for Muscular Atrophy to strengthen and tighten muscle groups in the body

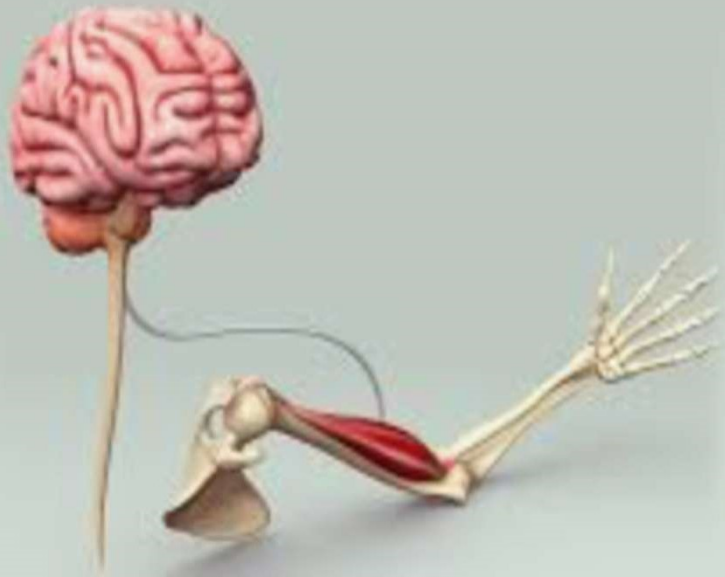
The Practice Opportunity



- Be an undisputed leader in body management solutions for your patients
- Most complete body portfolio: offering treatments across:
 - Fat removal and body contouring
 - Muscle building and toning
 - Skin Tightening
- Opportunity for “complete body makeover” packages – charge for package treatment, not just individual device treatments

**Be Body-Sure.
Sculp-Stim-Temp Sure**

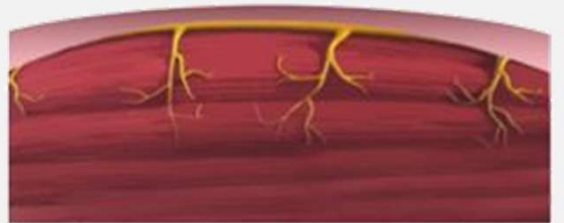
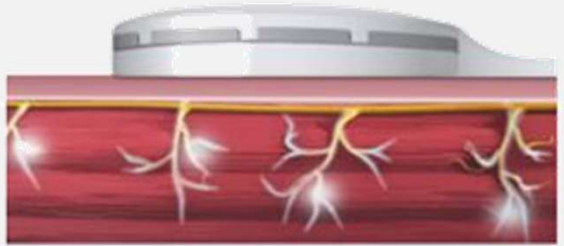
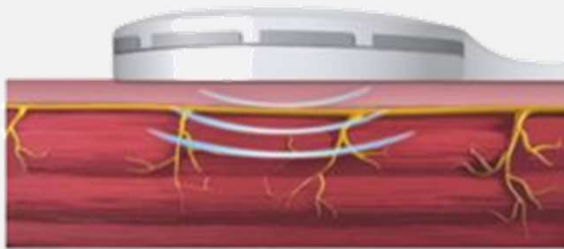
How does StimSure work



First you need to understand how a muscle contracts

- Body is controlled through our central nervous system – which takes messages **to** and **from** the brain
- Nervous system comprises 2 main nerve "highways"
 - Motor Nerve – takes instruction from the brain to the body – (the muscle)
 - Sensory Nerve – gives feedback and stimuli to the brain (often associated with pain)
- ElectroMagnetic technology **replicates** the brain with motor nerve stimulus – causing an "action potential" on the muscle
- EM technology **only** acts on the motor nerve
 - Sensory nerves cannot detect an EM pulse

Summarising the MOA

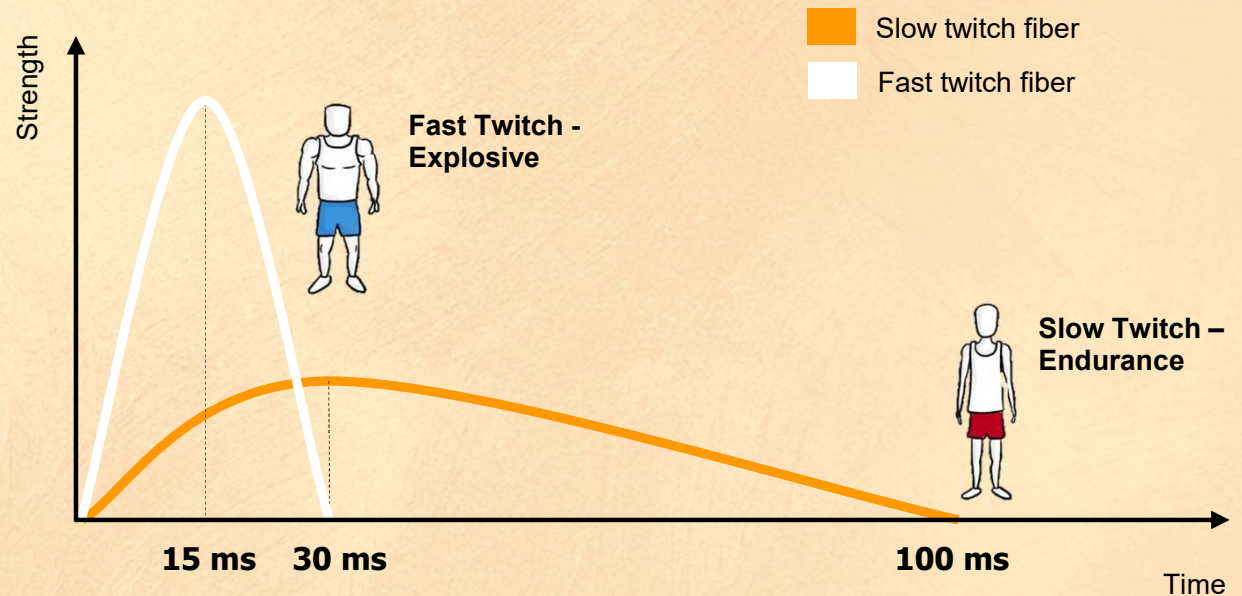


- This signal from the brain is called an **‘action potential’** which travels down the motor nerve to the muscle – giving instruction to contract.
 - Additionally, StimSure can manage the **frequency** of these signals which in turn controls the intensity and duration of the muscle contraction
- For Example
- 33Hz Frequency sends 33 “action potentials” down the motor nerve causing the muscle to combine the effect of all these “twitch contractions” into a full tetanic contraction

Now understand the different muscle fibres

Two types of muscle fibres – slow and fast twitch

- Slow twitch – everyday body movement - more endurance, including muscle groups used less
- Fast twitch – Explosive/power type exercise



Varying the frequency of “action potential” will cause an action on different muscle fibres – the higher the frequency (60-70hz), the more “fast twitch” fibres are activated and the more “explosive muscle” is developed

Slowing the frequency (30-40Hz) causes a greater effect on those slower twitch fibres – much more likely a desirable outcome for the Aesthetic Patient

Understanding what a contraction is: **24,000 contractions in a treatment?**

40 Hz x 5 seconds ON (5 seconds OFF)
= 200 twitch contractions in 10 seconds

200 twitch contractions x 6
= 1200 twitch contractions in 1 minute

1200 twitch contractions x 20 minutes
= 24,000 twitch contractions

24k “twitch” contractions = 800 crunches



Versatility to tailor treatments to each patient

- StimSure has pre-programmed treatments to facilitate easy start-up:
 - Beginner, Standard, Professional and High Intensity
 - Abdomen, Buttocks, Legs and Arms
- Programs structured with Warm Up, Activate, Cool Down – just like at the gym
- Also available x 10 custom build programmes



The StimSure Difference



- Pre-set programmes with variable frequencies depending on body region and patient outcome – including “design your own programmes”
- Oil cooled mechanism – more reliable & resistant to heat than air or water cooling
- The Cynosure Promise
- Long life applicators – 10k treatments

Patient opportunity. Revenue transformation

Example 6-8 week Body Management Programme

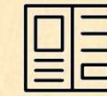
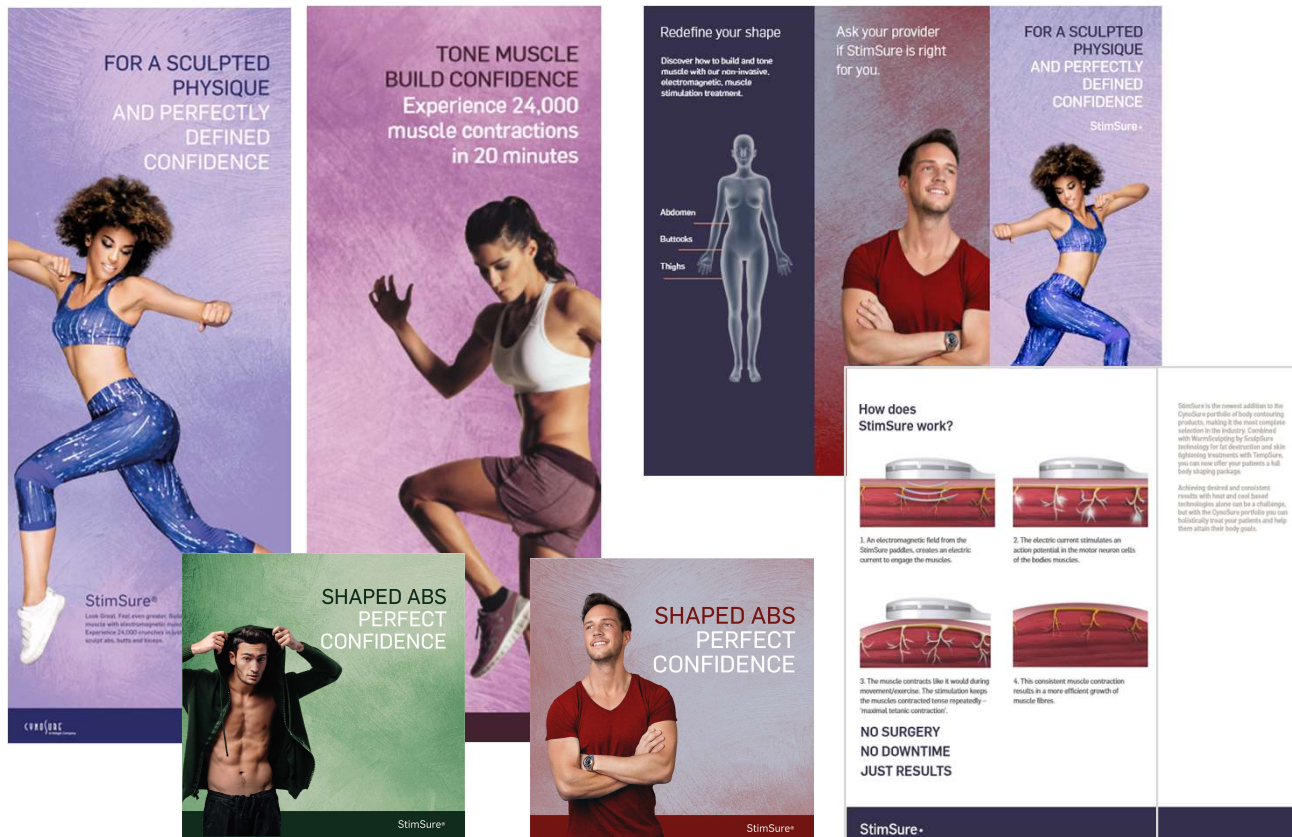
SculpSure x2:	\$1000 (\$500)
StimSure x 6-8:	\$3000 (\$375-\$500)
TempSure x 3-4:	\$500 (\$125)

Example Standalone Treatment – x6

1 patient a week, 6 treatments @ \$500 a treatment	\$156k
50 patients a year 6 treatment package \$2000	\$100k
1600 patients 6 treatment package \$2000	\$3.2m

Total body package: \$4500
1 patient per week = \$243,000 Practice Revenue

StimSure Marketing shaped for your clinic



Patient leaflet (with holder)



Patient reception desk A4+ stand up card/poster



Poster



Patient focussed video (explaining treatment, process to run on in-clinic tv, web and social)



Pull up banner



Launch invitation



Eblast template X5 (clinic launch, two versions tummy and buttocks focus and bring a friend for shared treatment and invitation to an open day/evening)



Social media posts

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Competitive Overview



StimSure



CoolTone



EmSculpt



TruSculpt Flex

Consumable	No	Yes \$50 per treatment (\$300 per patient @6)	YES	Yes adhesive film, gel
Power	1.0T	0.35T	0.9T	-
Applicator lifespan* (replaced, recalibrated, serviced)	10,000 x 30 min treatments (1600 patients @6)	TBC	600 x 30 min treatments (100 patients @6)	-
Cooling	Oil	Oil	Air	-

StimSure MOA

Works on 2 types of fundamental muscle fibre:

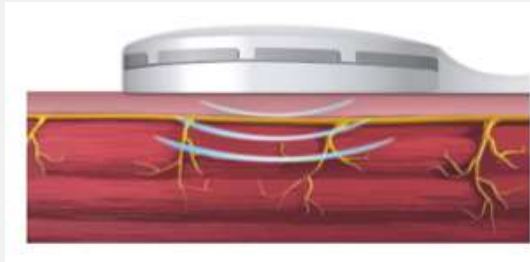
- Fast twitch
- Slow twitch

Fast twitch for explosive activity (like a sprinter).

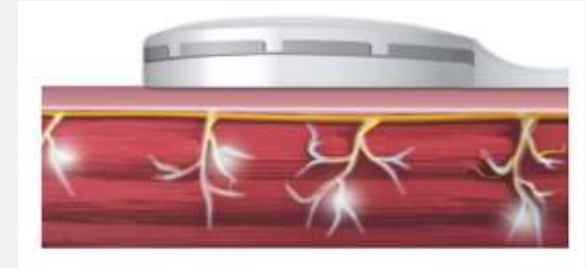
Slow twitch for everyday body movement (more endurance)

Can adjust device frequency* dependent on desired patient outcome (most likely slow twitch for aesthetic patient)

* Remember frequency is # “action potentials” pulsed in the contraction time – the higher the frequency, the more fast twitch fibre worked



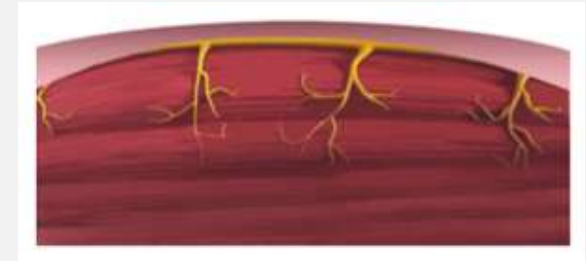
An electromagnetic field from the StimSure paddles creates an electric current that engages the muscles



This current stimulates an action potential in the motor nerve, which in turn activates the muscle group



The muscle contracts like it would during normal movement / exercise. The stimulation keeps the muscles contracted repeatedly – maximal tetanic contraction



This consistent muscle contraction results in a more efficient growth of muscle fibres

APPENDIX

Patient opportunity. Revenue transformation

Week 1	SculpSure & StimSure	Cost \$60	Revenue	\$1000
Week 2	StimSure x2 & Tempsure x1	Cost \$50	Revenue	\$750
Week 3	StimSure x2	Cost \$0	Revenue	\$600
Week 4	SculpSure & StimSure	Cost \$60	Revenue	\$1000
Week 5	StimSure x2 & Tempsure x1	Cost \$50	Revenue	\$750
Week 6	StimSure x2 & Tempsure x1	Cost \$50	Revenue	\$750
		Total \$270	Total	\$4850

\$700 p.h : 40 patient payback

Illustrative Guide Treatment Pricing & Machine Payback

**Typical Treatment price course of 6
@ \$400-\$500 each \$2400-3000\$**

1 patient a week,
6 treatments @ \$500 a treatment

**\$156k
practice revenue**

30 patients a year
6 treatment package \$3000

**\$90k
practice revenue**

50 patients a year
6 treatment package \$2000

**\$100k
practice revenue**

1600 patients
6 treatment package \$2000

**\$3.2M
practice revenue**

Note: consideration to be given to building bundled treatment packages that include SculpSure & TempSure either side.

StimSure™

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