

Supplement to

July/August 2015

# Modern Aesthetics®

## **BTL VANQUISH ME™** CLINICAL CASE BOOK

SELECTIVE RADIOFREQUENCY™ FAT REDUCTION IN PRACTICE



# BTL VANQUISH ME™ CLINICAL CASE BOOK

## PRIMARY THERAPY



A Good Fit for Any Aesthetic Practice: BTL Vanquish ME  
**By Melanie Palm, MD**



BTL Vanquish ME for the Treatment of Fat in Men  
**By Grace Liu, MD**



BTL Vanquish ME: Utility Across a Range of Patient Populations  
**By Karen S. Harkaway, MD**



Vanquish ME: Safe, Effective Fat Reduction for Diverse Patient Populations  
**By Jerry L. Cooper, MD and Michele Salazar**

## ADJUNCTIVE THERAPY



BTL Vanquish ME as a Versatile Intervention for Fat Reduction  
**By Grace Liu, MD**



Sequential Application of BTL Vanquish ME and BTL Exilis for Fat Reduction and Tissue Tightening  
**By Andrew C. Campbell, MD**



Use of BTL Vanquish ME Following Failed Cryolipolysis  
**By Dieter Schmidt, MD**

## REPLACEMENT THERAPY

3

5

7

9

11

13

15





## A Good Fit for Any Aesthetic Practice: BTL Vanquish ME

By Melanie Palm, MD | Director and Founder, Art of Skin, MD | San Diego, CA

The market for fat reduction energy devices is large and expanding. For aesthetic practices, selection of a specific device or devices depends on patient demand, anticipated outcomes, and the practice's existing menu of fat reduction services. In my cosmetic dermatology practice, which offers invasive liposuction, minimally invasive options, and non-invasive fat reduction, the BTL Vanquish ME has emerged as a reliable and effective first-line option for those patients who are candidates for non-invasive fat reduction.

Benefits of the BTL Vanquish ME are that it is painless and touch-free, and the large applicator allows for efficient treatment of large areas, providing for a debulking effect over wide body regions. The device is FDA-cleared for circumferential fat reduction of the abdomen, although in clinical practice, its applications are more numerous. We have had success using Vanquish ME to treat fat along the posterior hips—popularly known as “muffin tops” because the fat tends to spill over the waistband of tight-fitting pants.

As with any device, it is important to understand the capabilities of Vanquish ME and its role relative to other interventions. Invasive liposuction remains a highly effective and somewhat popular treatment for fat reduction. However, some patients are not willing to either undergo an invasive surgical procedure or tolerate downtime, making them candidates for a non-invasive treatment.

While liposuction can be used for both large areas and for more discreet fat pockets, some patients with less excess fat or with smaller target areas may prefer a non-invasive treat-

### FAT REDUCTION BY THE NUMBERS: 2014

The data show fat reduction is popular. While liposuction is still in demand (note differing stats based on specialty), non-surgical interventions are gaining ground.

**ASDS:** 208,000 Total body sculpting procedures  
33,000 Liposuction procedures

**ASAPS:** 323,494 Liposuction procedures  
135,448 Non-surgical fat reduction treatments

ment over a surgical procedure. When there are contraindications to liposuction surgery, such as medical conditions that may preclude a surgical intervention, Vanquish ME may provide a reasonable treatment alternative.

Some patients previously treated with liposuction present for a non-invasive treatment to address any irregularities or persistent fat pockets. They may also want fat reduction in an area close to the previously liposuctioned area.

# BTL VANQUISH ME™



42-year-old woman with localized adiposity in abdominal and lateral flanks regions underwent standard extended length protocol Vanquish; four weekly treatments x 45 minutes. Measurements: Baseline circumference 100.8cm, % body fat 33.1; Follow-up: 90.2cm, 24.4, respectively.

Vanquish ME has proven quite effective for this use, as well.

Effective internal marketing efforts support the success of non-invasive fat reduction. Our practice has flatscreen TVs in each room that roll through practice offerings, limited time specials, new devices to the practice, and special events.

We also offer bundles. We provide a price discount if patients do liposuction in conjunction with radio frequency treatment (with BTL Exilis) after surgery.

I also take the time to explain to patients during the cosmetic consultation that they should look at their face and body as a whole, not in pieces. This creates ultimately a more pleasing outcome, and this often involves using multiple modalities to treat them. Let patients know you are entering a partnership for the long-term and will help usher them through that. Most patients truly appreciate short-term and long-term treatment goals/plans.

Its non-invasive approach and the lack of any pain or downtime makes BTL Vanquish ME a suitable option for patients who don't want others to know they have had a procedure; this is common in women as well as men.

Today's aesthetic patient is typically informed about their treatment options, and some have conducted extensive research. It is important to understand the patient's needs and desires, their lifestyle, and their medical history in formulating an effective treatment plan. Vanquish ME may be used for broad range of patients, but I find it especially helpful for those patients who are in good shape looking to lose a few inches.

As with other aesthetic procedures, fat reduction with Vanquish ME requires patient education and expectation building. Patients need to understand the degree of effect to anticipate and must understand that results become evident over time, with the maximum effects showing several weeks after the last treatment session. Our practice has developed clear patient education handouts to describe the technology, explaining that it works with the body's natural processes to remove fat. Handouts and conversations also address the number and timing of treatments, and short- and long-term outcomes. Patients must present on treatment day well-hydrated and must hydrate in the days following the BTL Vanquish ME treatment session. ■



## BTL Vanquish ME for the Treatment of Fat in Men

By Grace Liu, MD | Newport Beach Dermatology | Newport Beach and Santa Ana, CA

**A**s more men seek aesthetic treatments, our practice is seeing growth in demand for fat reduction in this group. Just as the “taboo” of cosmetic intervention has subsided in general, so has male reluctance to undergo procedures. Men seek all manner of cosmetic treatments today, ranging from fillers and toxins to laser hair removal or rejuvenation treatments to fat

reduction treatments. Our approaches to men must be different than they are for women, beginning with the way we communicate with men to the types of outcomes we achieve.

Although more men are seeking cosmetic treatments, men may not be as public about their experience. Therefore, they may be reluctant to undergo procedures



A 62-year-old male received five x 45 mins. Vanquish ME treatments. Measurements: Lost 7cm upr abdomen, 3cm lwr abdomen.

# BTL VANQUISH ME™



58-year-old male underwent five 45 minute Vanquish treatments. Measurements: Lost 2cm upr abdomen, 3cm mid abdomen, 1cm lwr abdomen.

with downtime or associated pain that they may feel the need to explain away. Vanquish ME is very well suited to patients who want a pain-free, non-invasive, no-touch treatment. Results will appear gradually over time, so there are no questions about a sudden change in appearance. And the results are natural-looking.

Male patients may complain about belly fat, as well as "love handles." Even men who have lost weight and exercise a good deal may have trouble slimming the flanks. As a treatment for circumferential fat reduction, Vanquish ME is well suited to treatment of the "problem areas" for men. ■

**Learn more.** Watch Dr. Liu Discuss BTL Vanquish ME in Practice



"With body contouring, at least half your patients will be male—and these are men that never really thought about doing anything. And you don't really even have to promote that much outside your office."

[www.btlaesthetics.com/liu](http://www.btlaesthetics.com/liu)

**WATCH NOW**



## BTL Vanquish: Utility Across a Range of Patient Populations

By Karen S. Harkaway, MD | The Harkaway Center for Skin Refinement | Delran, NJ

An estimated 34 percent of American adults age 20 or over are overweight (and another 35 percent are obese), according to the CDC. These data help explain the strong and growing demand for fat reduction treatments in dermatology and aesthetic practices today. Of note, a recent analysis confirms that rates of overweight and obesity are high across all racial/ethnic groups (*JAMA Intern Med*, online June 2015).

In my busy suburban practice in New Jersey, comprised of about 30 percent patients with skin of color, interest in fat reduction procedures comes from adults of all ages and racial/ethnic backgrounds. To meet this broad demand, BTL Vanquish ME selective radiofrequency treatment is a safe and effective fat reduction option. Radiofrequency energy delivered by BTL Vanquish ME only targets fat with no effects on surrounding skin. It is, in essence, “color blind.”

Reflecting the range of patients seen in my practice and their various treatment needs and goals, I offer several treatments for fat reduction, ranging from invasive liposuction to minimally invasive controlled radio frequency via probe, to non-invasive, device-based interventions.

BTL Vanquish ME has emerged as the leading intervention in my practice, because of its non-invasive nature and its versatility across various body types and all skin types. The device is color blind with no risk of hypo- or hyper-pigmentation. Patients who are not candidates for or not willing to undergo liposuction see a significant loss of fat over the abdominal area and flanks following a series of BTL Vanquish ME treatments.

Selection of the right intervention for any given patient

### TO WEIGH OR NOT TO WEIGH?

Outcomes from BTL Vanquish therapy are best quantified with a tape measure, not a scale. The goal of treatment is to reduce bulk in the target areas, and careful and consistent measurement in centimeters. Nonetheless, weighing patients at baseline and subsequent visits may be helpful to support an appropriate attitude toward treatment. It’s possible but not likely that a patient could use the treatments as an “excuse” to adopt unhealthy eating habits, figuring that treatment is going to help them lose weight. When patients anticipate weigh-ins, they may be more inclined to continue their usual routines and not sabotage treatment.

# BTL VANQUISH ME™



The patient is shown before and two weeks after last Vanquish treatment. She received one treatment per week for four weeks. Measurements: Baseline 35 inches, Post-treatment: 33.5 inches

depends on the patient's goals, expectations, and medical suitability for each intervention. Some patients simply do not want an invasive treatment. Some need treatment of focused areas only. For a significant proportion of patients, the global reduction of abdominal and flank fat offered by Vanquish ME represents a safe, effective, and comfortable option.

Patients require education and discussion of appropriate

expectations from any fat reduction procedure, including Vanquish ME. They should be advised that the goal of treatment is circumferential reduction, as measured in centimeters, not weight loss. Although weight loss is possible, it is not anticipated. Each treatment session lasts about 45 minutes, and patients will require four to five weekly treatments for optimal results. Maximum effect is seen up to two months after the last treatment. ■





## Safe, Effective Fat Reduction For Diverse Patient Populations

By Jerry L. Cooper, MD And Michele Salazar  
Atlanta Dermatology and Laser Center | Atlanta, GA

**N**onsurgical fat reduction is among the 10 most popular nonsurgical cosmetic interventions, according to the American Society for Aesthetic Plastic Surgery. The popularity of these procedures increased nearly 43 percent from 2013 to 2014, and the trend is expected to continue.

As this trend has grown nationally, we have witnessed increased demand from our patients, and our approach to treatment has evolved. Having employed other devices in the past, we now use only BTL Vanquish for fat reduction. There are no disposables, no pain associated with treatment, and results are consistent. Treatment is appropriate for any patient with external fat—fat that can be pinched between the thumb and index finger.

With its large application panel, BTL Vanquish



58-year-old African American woman underwent four Vanquish ME sessions, central abdomen. Measurements: Baseline: Upr abdomen 40", Umbilicus 42.5", Lwr abdomen 46"; Post-Treatment: 38", 39.25", 43.25", respectively

Courtesy of Jerry L. Cooper, MD

## TREATMENT TIP

Patients who are well-hydrated rapidly reach 200 watts of energy, while those who are not well-hydrated may not reach this desired energy peak. To encourage rapid and high-energy attainment, instruct patients to drink half their body weight in ounces the day of, the day before, and the day after Vanquish ME treatment.

ME can be used to treat large areas. The device is cleared for circumferential reduction of the abdomen, however we successfully use it to address unwanted fat in various areas, including back, flanks, buttocks, hips, thighs, and even knees. Most importantly for a practice with a diverse patient population, the Vanquish ME treatment is safe and effective for all skin types, providing meaningful fat reduc-

tion with no discomfort or downtime.

The demographics of the US population are continuously changing, with growth across several different racial and ethnic groups. Practices that offer device therapies that are color-blind—safe and effective across all skin types—are equipped to treat the widest groups of patient possible. Vanquish ME fits this need.

It is also worth noting that there are no consumables associated with Vanquish ME, and treatments are offered at a lower cost than other energy-based interventions, such as cryolipolysis. A lower price point is another opportunity to appeal to a broad range of patients.

Selecting a device that offers a broad range of applications for a multitude of patients was important to us. There is widespread interest in fat reduction treatments. Patients are aware of their options and interested in pursuing treatment. Making sure that patients know what is available in your practice can lead to an increase in booked treatments. ■

## STUDY CONFIRMS THAT SELECTIVE RADIO FREQUENCY™ DESTROYS FAT

Selective RF™ treatment selectively kills human fat cells, new research confirms. Following research that showed reduction of porcine abdominal fat using Selective RF technology, researchers undertook a case study of two adult women to ascertain whether Selective RF induces apoptosis in human adipocytes.

The primary objective was measurement of apoptotic index before and after treatment with the RF device (Vanquish ME). Researchers also measured superficial skin temperature and temperature 1 and 2 cm into the subcutaneous tissue to confirm selective heating and safety associated with the device.

Two healthy female subjects underwent abdominal skin and fat biopsies at baseline and after one treatment for 45 minutes. Biopsies were performed 1 hour post-treatment and were analyzed using the TUNEL method. Infrared imaging of the skin surface temperature was measured in both subjects. Thermocouple measurements at 1 and 2 cm were performed during the treatment cycle on a single subject.

Histologic apoptotic index increase an average of 487% (6.5 to 31.7) after treatment. Average surface temperature was 31.6°C pre-treatment and 39.2°C post-treatment. The 1cm depth initial temperature of 40°C reached a maximum of 45°C 15 minutes into treatment. It remained stable at 45°C for the remaining treatment time. No adverse events were noted. No adverse events were reported.

—*J Drugs Dermatol.* 2015 Jun 1;14(6):622-3.



## BTL Vanquish ME as a Versatile Intervention for Fat Reduction

By Grace Liu, MD | Newport Beach Dermatology | Newport Beach and Santa Ana, CA

**A**s a treatment for circumferential fat reduction, BTL Vanquish ME is well-suited to treatment of a range of patients and in many instances preferable to other systems designed for fat treatment, most of which are approved for bulge reduction.

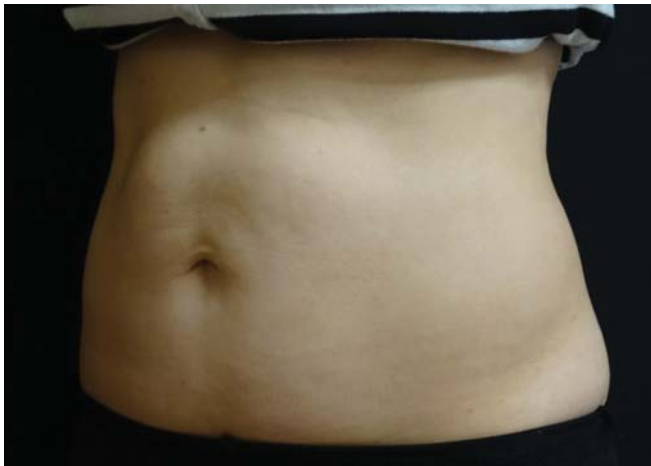
Cleared to reduce circumference and proved to disrupt adipose tissue, the BTL Vanquish ME utilizes large, contact-free panels for even delivery of radiofrequency energy to the target area. In fact, it offers the largest treatment area of any available device. The MaxEnergy platform ensures consistent energy delivery.

The large panels can be positioned to target the abdomen and flanks providing a global “thinning” of fat in the abdomen. This makes treatment suitable for patients desiring both limited and substantial fat reduction. In fact, BTL

Vanquish ME is especially suited to treatment of those requiring more significant fat reduction than is possible with bulge-targeting devices, or tolerate the application of a cold suction device, which I also use in my practice.

BTL Vanquish ME may be used as an adjunct to cryolipolysis, including as follow-up. Some patients already treated with cryolipolysis will not tolerate additional cold suction treatments due to associated discomfort. Others may seek a lower-cost intervention. The benefit of having multiple devices in the practice is that the physician can match the treatment to the patient’s needs. There are some contraindications to cryolipolysis, and Vanquish ME is a good alternative option for many of these individuals.

# BTL VANQUISH ME™



Patient shown before Coolsculpting (top), after Coolsculpting but before Vanquish (middle), and two months after Vanquish five times for 45 mins. each (bottom). Measurements, post-Vanquish: Lost 6cm upr abdomen, 7cm mid abdomen, 5cm lwr abdomen.

Vanquish ME is also an option for patients who are not candidates for other treatments; There are some general contraindications to use of BTL Vanquish ME in my practice (see Table), which may direct the patient towards a different device.

I have found in my practice that BTL Vanquish ME provides for a gross reduction in abdominal circumference. It may be used alone or may be used in conjunction with other devices. For example, once they have achieved a significant thinning of their belly fat with Vanquish ME, some patients will identify remaining bulge areas that are amenable to targeted treatment with a cold suction device. Vanquish ME is ideal for bulk fat reduction, whereas a cold suction device can be applied to specific target areas; Sometimes our initial treatment plan involves two devices.

Patients see best outcomes when they are well-hydrated at the time of treatment. Optimal treatment outcome is evident around two months after the last treatment. ■

## Learn more. Watch Physicians, Patients Discuss Vanquish ME



[www.btlaesthetics.com/lupo](http://www.btlaesthetics.com/lupo)

"Vanquish ME is the only thing I am aware of that at each treatment circumferentially reduces all areas of fat at the same time."

—Mary Lupo, MD



[www.btlaesthetics.com/patient1](http://www.btlaesthetics.com/patient1)

"After I had the Vanquish ME, it sort of jump-started my fitness."

—Heather,  
Vanquish Patient

## WATCH NOW



## Use of BTL Vanquish ME Following Failed Cryolipolysis

By Dieter Schmidt, MD, FAAD, FACMS | North Sound Dermatology Aesthetics | Mill Creek, WA

As any class of cosmetic intervention grows in popularity—as non-invasive fat reduction has—some patients are bound to have suboptimal results. These suboptimal results may be related to the operator, the device, or perhaps a mismatch between the patient’s goals and the device used. Not uncommonly, in my practice, clients will present to us after having had cryolipolysis with complaints of increased skin laxity and obvious lines of demarcation where the Coolsculpting applicators were applied, resulting in obvious contour irregularities.

One client who had had her abdomen treated presented to us with a significant fat bulge on one side of the abdomen, but none on the other side, as well as a great deal of skin laxity in the area treated. She had also had her inner thighs treated and the applicators had left noticeable indentations with obvious surrounding contour irregularities.

The clients we have seen had their Coolsculpting done at least six months before we offered BTL Vanquish ME. Obvious demarcation lines from the Coolsculpting applicators and skin laxity are great opportunity for doing Vanquish ME, with or without BTL Exilis.

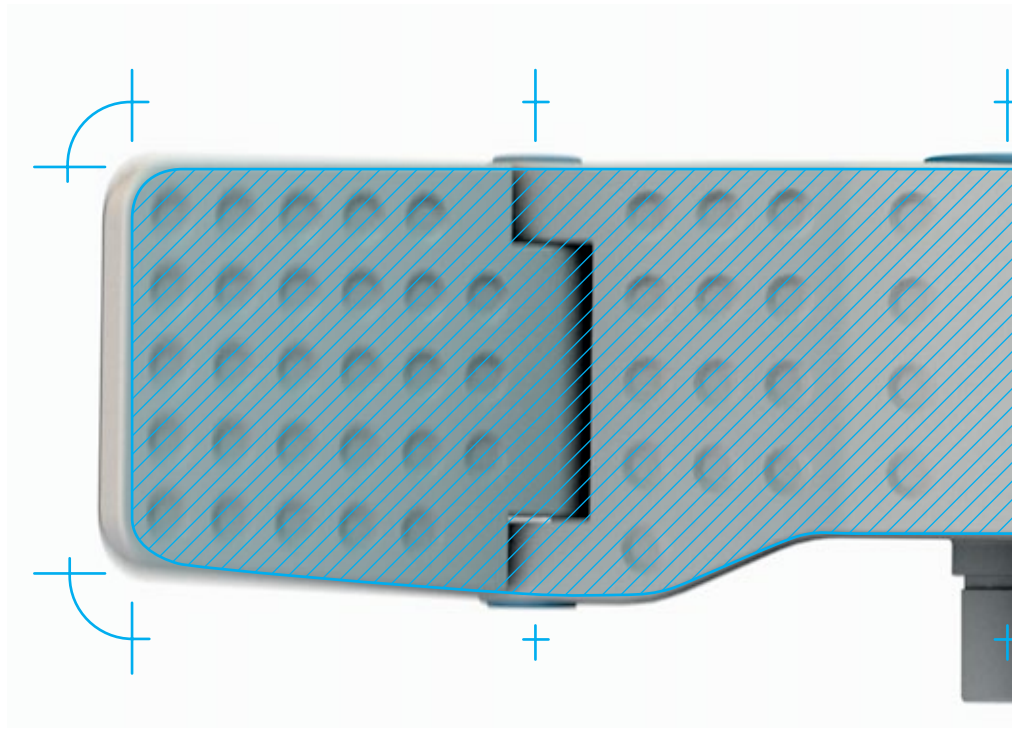
When using Vanquish ME in patients previously treated with cryolipolysis, we use the standard protocols. However,

we have also come up with new ways of positioning patients in order to most effectively target the areas being treated.

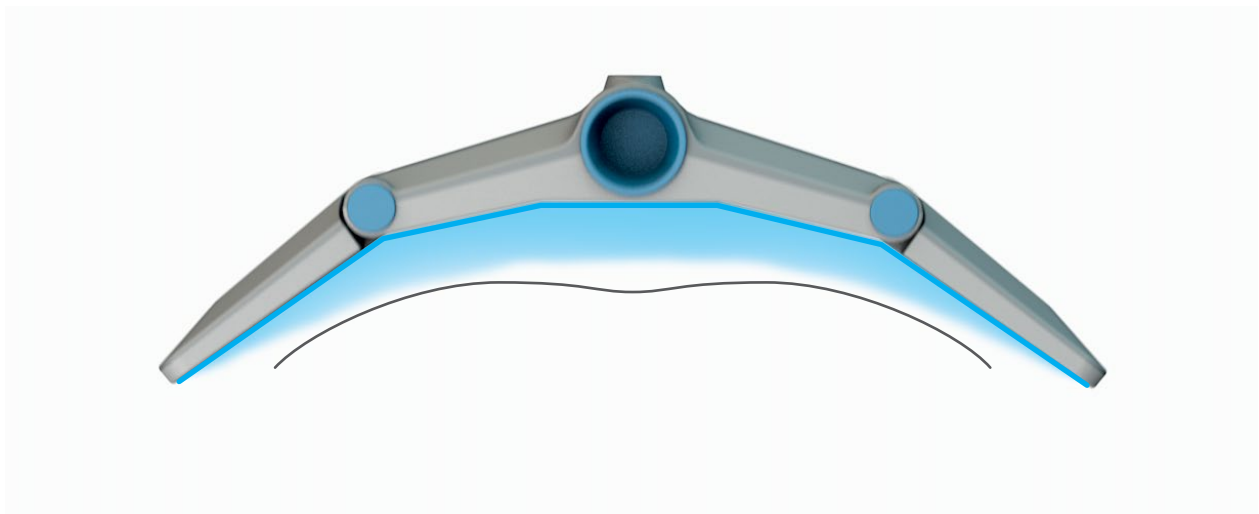
BTL Vanquish ME treatment is painless and no-contact, which are benefits for patients. A majority of clients we see who have previously undergone cryolipolysis tell us that that procedure was very painful, and many of them have significant pain persisting for months. BTL Vanquish ME is proven to disrupt adipocyte cells and is cleared by the FDA for circumferential reduction of the abdomen.

In our practice, we have found that a number of patients come to us, specifically seeking a treatment to correct the results of previous fat reduction treatments. We see a significant number of clients who have come to us asking for help with contour irregularities and skin laxity after having had liposuction, or non-surgical fat reduction procedures with devices like Coolsculpting. They don’t really know what is available to correct these defects, but our job is to educate them and, typically, we end up recommending BTL Vanquish ME, with or without BTL Exilis, and we have been very successful with this approach. This gives us another great marketing opportunity in a very competitive market. ■

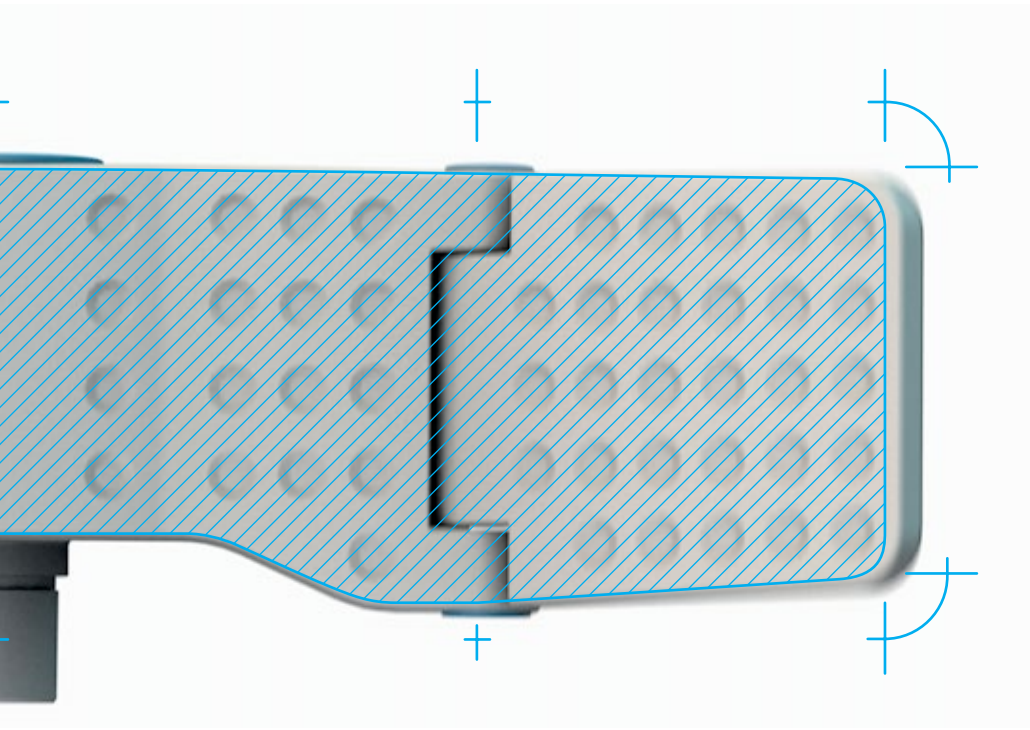
# THE LARGEST SPOT SI



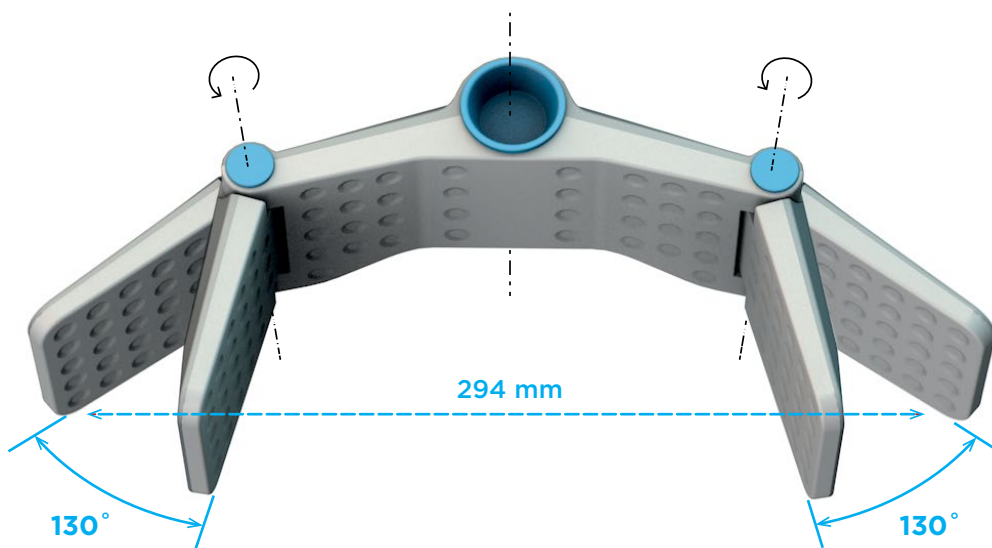
THE ONLY **NON-CONTACT**  
RF TECHNOLOGY



# ZE IN THE INDUSTRY



DESIGNED  
**FOR EVERY BODY**





AESTHETICS

# BTL VANQUISH ME™

## HOT IS THE NEW COOL



The new BTL VANQUISH ME™ is now **FDA cleared for circumferential reduction.** Proven to kill fat, BTL VANQUISH ME™ targets the abdomen, belly, flanks, and love handles in one treatment session, without downtime, discomfort, or consumables.

### VOLUME REDUCTION

*Courtesy of: Andrew Campbell, MD*



Before

After 3 treatments

### BODY SHAPING

*Courtesy of: Amir Moradi, MD*



Before

After 4 treatments

### FAT REMOVAL

*Courtesy of: Grace Liu, MD*



Before

After 4 treatments



AESTHETICS

BTLAESTHETICS.COM | INFO@BTLNET.COM

