

BTL Brings History of Leading Manufacturing to the Aesthetic Market with Exilis

“The Exilis system brings a completely new dimension to the non-invasive treatment portfolio.”



Before Tx



After Tx

Photos courtesy of Peter Hajduk, M.D.

By Bob Kronemyer, Associate Editor

The recently launched Exilis radiofrequency device from BTL Industries (Prague, Czech Republic) represents the latest progression in the company's technological innovation for non-invasive body shaping. Founded in 1993, BTL is one of the world's major manufacturers of medical and aesthetic devices. They have been effectively selling their proven physical therapy devices in the U.S. over the last two years through approximately 20 distributors. Based on this success they have now entered the U.S. aesthetic market through their sales and service center in Clark, N.J.

With almost 18 years of experience and over 200 employees, BTL is based on a solid foundation of research and development and committed to quality in manufacturing. BTL Industries is one of the world's five largest manufacturers of physical therapy and cardiology products, leading the field in Europe. With a tradition of innovation, the company has earned worldwide recognition for its therapy solutions.

According to Marcel Besse, the new general manager of the aesthetic division for BTL, the Exilis device represents an appreciable advancement in the delivery of RF energy in aesthetics and offers many advantages in control, safety and comfort. "It is refreshing to work with a proven and well-established company who understands how to bring quality manufacturing and also real value to physicians and patients," conveyed Mr. Besse, who has been involved in the growing body shaping market for the last two years.

"Well respected aesthetic physicians and industry executives from Europe

directed me toward BTL after seeing their growth and success with the launch of the Exilis system," noted Mr. Besse. "The quality manufacturing and ergonomic design of the Exilis system will convince the most experienced aesthetic physician of BTL's excellence in manufacturing, research and development, and intelligent design. BTL is not a start-up company and I believe the Exilis device has the potential to be the fastest and most powerful RF treatment system currently on the market."

The Exilis device, which is cleared in Europe and other international markets for wrinkles, body contouring and skin tightening, recently received its first FDA clearance in the U.S. for the treatment of wrinkles and rhytides. BTL is very excited about their North American launch and is establishing a nationwide distribution channel, along with their sales and marketing plans.

Physician and patient feedback in Europe reveals several positive aspects of the Exilis system, establishing this new device in the market. Both physicians and patients were pleased with the short duration of treatments – typically a standard zone takes just four to five minutes via an integrated control system that allows application of gentle, uniform and safe energy along with constant dermal temperature monitoring. According to Peter Hajduk, M.D., of the Aura Medical Clinic in Prague, Czech Republic, "The Exilis



Peter Hajduk, M.D.
Aura Medical Clinic
Prague, Czech Republic



BTL headquarters in Prague, Czech Republic

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system brings a completely new dimension to the non-invasive treatment portfolio.” In a 41 patient trial with Exilis, Dr. Hajduk did not observe any serious adverse events. “Erythema and slight edema may be seen at treatment sites following each application; however, these responses quickly resolve.”

“Significant advantages of the Exilis device include high efficiency, as well as remarkable, visible results achieved after only a few sessions,” Dr. Hajduk continued. The direct energy fluency and dermal temperature control can be easily modified on the handpiece and patients report a high level of comfort during and after the treatment sessions. “In my opinion, there is no other device available today that can offer such a quick, effective and problem free body shaping treatment,” he stated. “The procedure is easy to perform and patients are highly satisfied with both the comfort and speed of the treatment, as well as the visible results.”



Anire Okpaku, M.D.
Plastic Surgeon
Ocean Plastic Surgery
Miami, FL

Anire Okpaku, M.D., a plastic surgeon at Ocean View Plastic Surgery in Miami, Fla. added, “Our experience with Exilis confirms that this is a safe, effective and progressive, non-invasive body sculpting treatment option.” Dr. Okpaku also strongly believes that reducing the number of treatment sessions required to achieve a successful result is critical to patient satisfaction.

“Unhappy patients impact the potential for referrals – a critical element in the revenue growth of a practice.”



Robert Weiss, M.D.
Associate Professor of Dermatology
Johns Hopkins University School of
Medicine
Hunt Valley, MD

Robert A. Weiss, M.D., associate professor of dermatology at Johns Hopkins University School of Medicine (Hunt Valley, Md.), feels that most experienced physicians will agree that RF energy is an excellent way to thermally induce beneficial change in the skin and body. “Unlike optical energy, RF energy is not dependent on the concentration of chromophores but on the electrical properties throughout tissue being treated. BTL may have designed a valuable new way to deliver and control RF energy while protecting the skin and minimizing discomfort. I have worked on many new and exciting technologies and look forward to evaluating BTL’s new Exilis device.”

BTL Industries used its years of manufacturing experience and strong research and development team to rapidly establish itself as a solid force in the European aesthetic market. With the new Exilis radiofrequency device as their launch tool and platform, the company believes they will have similar success and long-term growth in the U.S. market.