



Until *SmoothShapes™* and its pioneering *Photomology™* platform, the therapeutic options to treat cellulite and its underlying causes have had significant deficiencies...

SmoothShapes™ is a new, FDA-cleared technology designed to improve the appearance of cellulite. Unlike other cellulite devices, the SmoothShapes system uses a proprietary technology called **Photomology™** to treat the causes of cellulite by restoring the adipose cells and improving the fibrotic fibrous septae. Thermal and non-destructive, Photomology's unique mechanism of action combines dynamic laser and light energy with manual manipulation (i.e., mechanical massage) and vacuum to specifically affect the tissue responsible for the appearance of cellulite—engorged fat cells and fibrotic fibrous septae. The result is tighter and smoother-looking skin.

SmoothShapes' unique difference: "At Elemé Medical we decided to take a disciplined, scientific approach to commercialization of our first cellulite device," said Nancy M. Briefs, President and CEO of Elemé Medical. Although the original SmoothShapes device gained FDA clearance to market in July 2006, the company pursued market preference studies at 16 test centers around the world. "These additional preference studies allowed us to optimize treatment protocols and enhance system performance. The SmoothShapes system now requires only 6-8 treatments at 10 minutes per area," says Briefs. The SmoothShapes device, launching in February 2008 at the American Academy of Dermatology (AAD) annual meeting, has been optimized for the clinician and client experience to reshape the way both view cellulite treatment.

About cellulite: Dimpled, orange-peel-like skin that is bumpy and lax is actually the outward symptom of cellulite. Cellulite is a skin condition that results from engorged fat cells trapped in a brittle network of collagen located in the hypodermis. Women have cellulite because their subcutaneous fat layer is separated by thin vertical columns in contrast to a crisscross network in men. Cellulite can't be controlled or improved by diet or exercise and more than 85% of women will develop it at some point in their life. Ultra slender supermodels, women devoted to a healthy lifestyle and diet, and even toned athletes can all have cellulite. The SmoothShapes system's Photomology technology works to stimulate restoration of healthy cell activity by addressing both the physical manifestations of cellulite and its underlying causes.

What they're saying about the *SmoothShapes™* system...



Klaus Fritz, MD
Dermatologist

"We are seeing consistent, lasting results from the SmoothShapes treatments."



Miles Graivier, MD
Plastic Surgeon

"The SmoothShapes system makes more sense than other devices out there for cellulite."



Elliot Lach, MD
Plastic Surgeon

"SmoothShapes treatments make a patient's skin and underlying adipose tissue appear more youthful."

Bringing Science to Cellulite

Highlights:

- I) SmoothShapes' 915nm laser penetrates into tissue and is preferentially absorbed by lipids¹ causing fat liquefaction. The device's vacuum component positions the skin for optimal laser and light penetration.
- II) 650nm light has been demonstrated to affect permeability of adipocyte (fat) cell membrane², allowing liquefied fat to move into the interstitial space where the contoured rollers of the SmoothShapes device assist in evacuating the liquefied fat into the lymphatic system.
- III) 81% of clinical study participants experienced "significant volumetric reduction in subcutaneous fat."
- IV) A SmoothShapes treatment typically requires eight sessions twice per week for four weeks.
- V) Annual maintenance session is recommended.

¹ R.R. Anderson, et al. *Lasers in Surgery and Medicine*, 38:913-919, 2006.

² Neira R., et al. *Plast Reconstr Surg Sep 1; 110(3):912-922.*



The patented contoured rollers of the SmoothShapes device assist in evacuating liquefied fat into the lymphatic system.