



# Experts Agree: This is Why PHYSIQ Will Expand Your Business

The non-invasive body treatment market has exploded in recent years – growing 15% CAGR globally – and **the COVID-19 pandemic has only fueled the demand for body treatments**. With many in lockdown at home, unable to go to the gym, and leading a more sedentary lifestyle, 61% of U.S. adults reported undesired weight changes since the pandemic began\*. Couple this with focusing on self-care & holistic wellness as the top resolutions for 2022\*\*, the demand for technologies that compliment a healthy lifestyle is trending UP.

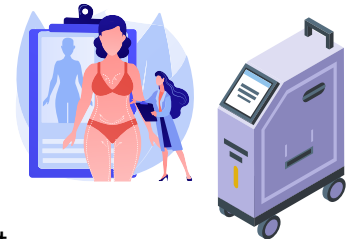
Although new devices have entered the market boasting technology such as radiofrequency, laser energy, and electromagnetic therapy, none are without their limitations – high consumables costs, uncomfortable or even painful patient experiences, and/or lackluster results. In fact, body sculpting treatments have a lower satisfaction rating than many other cosmetic procedures\*\*\*.

Cartessa Aesthetics and DEKA, Europe's leading laser manufacturer, worked hand-in-hand for years to develop a body device to overcome these shortcomings, introducing PHYSIQ in 2021.

Recently leading physicians shared their views on the body treatment market, the appeal of PHYSIQ, and the top reasons the new technology has expanded their aesthetic practices.

## 61%

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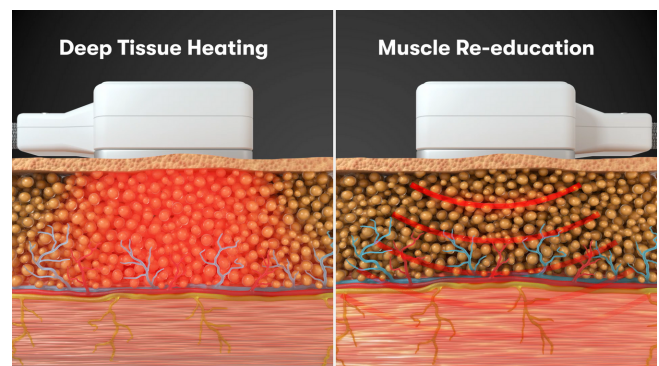


1.

### DIFFERENTIATED TECHNOLOGY

**STEP TECHNOLOGY:**  
**SEQUENTIAL**  
**THERMAL &**  
**ELECTICAL**  
**PULSE**

**PHYSIQ is the ONLY device to combine multiple modalities in one.** PHYSIQ offers electrical muscle stimulation (EMS), deep heat through a super luminescent diode matrix (SDM), and STEP, which alternates between the two.



The ability to target both tissue and muscle and do so in a highly customizable fashion is why results with PHYSIQ are not only impressive but reproducible.

***"The combination of muscle stimulation and deep heat offers much better results than either modality on its own"***

- Manhattan dermatologist Sejal Shah, MD, FAAD

Although the recommend treatment series is five sessions, providers say their patients can start **seeing results as early as the second or third session**. According to Manhattan plastic surgeon Kenneth Rothaus, MD, *"By the third session, we're seeing results you can document on photos."*

**And results continue to improve after the final session.**

Ryan Lombardo, DAOM and wellness director of a Chicago medical spa says, *"We saw our first patient two weeks after the last visit and six weeks after that and her results improved, which was unbelievable."*



Courtesy of Elan Aesthetics



Courtesy of Aesthetic Body Sculpture Clinic & Center for Anti-Aging

## 2.

### ATTRACTIVE FINANCIAL MODEL

Several factors contribute to PHYSIQ's favorable financial model: **low consumable costs, the ability to treat multiple areas in one session, short treatment times, and hands-free design.**

With four applicators that can be individually adjusted, PHYSIQ gives providers the ability to treat smaller, hard-to-reach areas AND multiple areas in one session for a fully customizable experience. This offers efficiency for the patient and maximum ROI for the practice. Common combinations include abs and flanks, abs and thighs, or even "bellies and booties." Several providers point to their happy patients that start with one area and add on others.

PHYSIQ's associated disposable/consumable costs are less than 50% of the leading competitor, further increasing ROI.

**Treat  
Multiple  
Areas**

**>50%**

**Lower  
Consumable  
Costs**

***"Compared to competitors, PHYSIQ's consumables costs are way, way lower.***

***Some other companies, you're paying every single time you turn the machine on. This makes PHYSIQ much better from an ROI standpoint."***

- Emily Frost, RN, LE, CLT, owner of Frost Aesthetics in Arizona.



# 36

Minute  
Treatments

Treatments are short - you can treat the popular abdomen area with STEP in 36 minutes - driving efficiencies for practices.

PHYSIQ's patient control button combined with body bands that keep the applicators in place allow providers the flexibility to leave the room freeing them up to perform other revenue producing activities. Procedures are also highly delegatable, maximizing the provider's time.

# 0

Staff  
Monitoring

Dr. Kenneth Rothaus noted this important differential; *"With other laser contouring devices that I've had in the past, treatments took a long time, positioning [the handpiece] was difficult, and somebody had to sit next to the patient the entire time because even little movements caused the device to stop working. PHYSIQ is very, very simple thanks to the design of the handpieces and the inclusion of the body band."*

### 3. PATIENT APPEAL

Today's patients are busy and unwilling to tolerate a sub-par experience. PHYSIQ's experience continues to attract new and reoccurring patients who appreciate the comfort, versatility, and customization it offers.

Treatments are comfortable with no downtime. **PHYSIQ can also be used on all skin types, and there's no BMI restriction.**

#### TREAT:

MEN

WOMEN

ALL AGES

BMI RANGES

ALL SKIN TYPES

MULTIPLE AREAS

PHYSIQ treatments can be adjusted to the patient's goals. Providers have the ability to customize the protocol, (utilizing EMS, SDM, STEP, or a combination), the energy levels, and the number of areas targeted.

*"With our higher BMI patients, we've started with SDM to help address volume. We've seen stellar results and then follow up with STEP. The ability to customize is invaluable."*

- Ryan Lombardo, DAOM, Wellness Director Freshskin Medispa Chicago



Courtesy of Kenneth Rothaus, MD

*"More men than women have come in for PHYSIQ. Our practice is almost 95% female so the men PHYSIQ has attracted are incremental patients."*

- Carey Nease, MD. Facial Plastic Surgeon, Tennessee

To learn more about PHYSIQ, visit  
[CartessaAesthetics.com/PHYSIQ](https://CartessaAesthetics.com/PHYSIQ)