

CUTERA CONNECTION



European Newsletter Q4 2020

TRUSCULPT FLEX LAUNCH

IMCAS 2020 saw the launch of our revolutionary new muscle stimulation device, truSculpt flex

EU FIELD SERVICE UPDATE

Cutera is investing in local service support and representation in our European regions.

NEW SKIN TAG PROTOCOL

The European Clinical team have developed a new protocol for skin tag removal, available for most Cutera laser systems

CUTERA®
truSculpt® flex
REDEFINING MUSCLE SCULPTING

cutera_uk

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YOUR P
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2,034,523 likes

We now provide safe & effective aesthetic treatments using world-leading technology by Cutera 🤗

#whycutera #cuterauk #lasergensis#limelight #feelgood #bodyconfidence #aesthetics

CUTERA

areas
simultaneously

A MESSAGE FROM OUR EUROPEAN LEADERSHIP

An introduction and 2020 update from our new VP of EMEA Operations, Frederic Joris, together with European Sales Director, Lars Hansems.

We are delighted to be writing to you in our new European newsletter, a quarterly update designed to help improve our ongoing customer communications with the latest corporate and regional news and developments.

As with everything in 2020, COVID-19 is by far the biggest talking point, having had such a huge impact on our industry in previous months. This for Cutera, like our customers, was a challenging period of uncertainty but was a challenge we believe our team at Cutera met head-on. From the moment lock-downs were imposed

across Europe, our team stood up to the challenge and ensured our customers received unrivalled levels of customer support throughout.

Within just two weeks, we launched our Cutera University e-learning platform, which was a comprehensive resource featuring a wide range of live & on-demand webinars, podcasts, practice re-opening help guides, clinical learning materials and much more.

Our Clinical, Training & Practice Development Teams also rose to the occasion and ran virtual training and educational workshops for all of our customers. The main objective of all these departments was to ensure that when clinics could reopen, Cutera customers were adequately



“

I believe our team at Cutera Europe met the crises head-on. From the moment lock-downs were imposed across Europe, our team stood up to the challenge”.

- Frederic Joris

prepared and best placed to hit the ground running.

As a business, we also evaluated areas of improvement for our European operation, where we identified the need for additional resources, including service engineers, and we are pleased to share that we have since added

representation in both the Benelux and Switzerland regions. With almost all of Europe in lock-down for 3-4 months, demand for post-lockdown aesthetic and body contouring treatments has seen exponential growth (Realself, 2020). Having only recently launched our new muscle stimulation device in January 2020, post-lockdown demand for

this type of treatment is naturally at an all-time high. We have seen great success since clinics started to re-open in June, with over 50+ new installs in Europe alone.

Read more on this fantastic new device in our Product Spotlight feature on page 6-7.

Frederic Joris, VP & Managing Director, EMEA Operation

Frederic Joris joined Cutera in November 2019 as VP and Managing Director, EMEA Business Operations. With Commercial Operations and Financial experience, he is carrying over 20+ years in medical devices, with the objective of setting up distribution centres outside of the US and develop a more robust business structure.



Lars Hansems, Sales Director, Europe

Lars Hansems joined Cutera in 2019 as Sales Director Europe, carrying over 20 years in both pharmaceuticals and medical devices. Passionate salesman, adventurer, motorbiker and father of 2 kids. Committed to having the Cutera-team leading the charts in Europe for being the best business partner in the aesthetic industry.



CUTERA PARTNERS WITH DR HUSSEIN FOR UK'S FIRST VASCULAR LEVEL 5

We are delighted to announce we will be collaborating with renowned Cosmetic Dermatologist and Laser Surgeon, Dr Asif Hussein, and the Wynyard Aesthetics Academy to launch the UK's first Level 5 Vascular Laser Qualification on the 29th November 2020.

This new accredited vascular laser-training program will provide an 'in-clinic', hands-on experience alongside Dr Hussein, combined with in-depth theoretical training content from the Wynyard Aesthetics Academy. The new course will run from sk:n Clinics, London Victoria, where Medical Director, Dr Hussein will utilise his wide range of laser and light-based technologies to educate delegates on the key fundamentals of treating vascular concerns, identifying the safest and most clinically effective treatment protocols available.

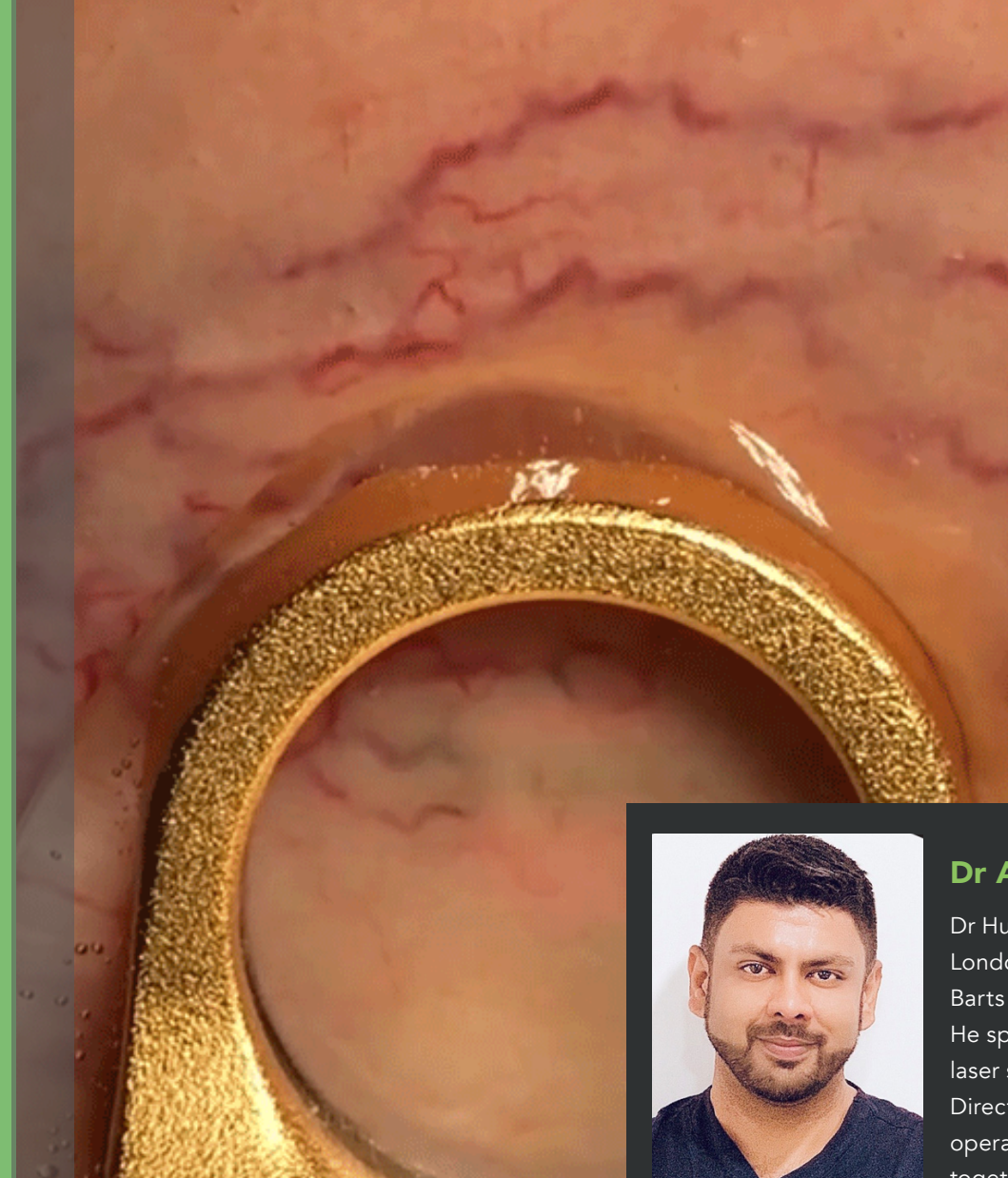
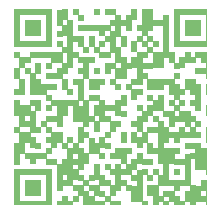
Dr Hussein, Honoree Senior Lecturer at Barts & The Royal London School of Medicine: "I am delighted to work with the team at Cutera UK and Wynyard Aesthetic Academy to deliver this accredited training in vascular laser treatments. Anyone attending this course will walk away with the knowledge, confidence, and hands-on experience required to offer optimal vascular treatment outcomes for their patients. We will spend the day evaluating the different technologies available to treat vascular concerns, allowing delegates to make more informed decisions on the correct technology to use for each patient".

The new Level 5 will see an introductory price of £950.00 Inc. VAT.

Bookings can be made at:

www.cuterauk.com/lasertraining

Email: info.uk@cutera.com



Dr Asif Hussein

Dr Hussein is the Medical Director at Sk:n London Westminster and Honorary Lecturer at Barts & The Royal London School of Medicine. He specialises in cosmetic dermatology and laser surgery of the skin. He is a Medical Director at the UK's largest clinic chain and operates from their London Westminster clinic, together with his private clinic in Belgravia.

CUTERA SPONSOR #5CCVIRTUAL

With almost all congress and exhibitions cancelled in 2020, Cutera 'moved with the times' and took part in the worlds first major 'Virtual' aesthetic conference

Although we hoped to be able to see all our industry and physician partners, face to face in Barcelona, 2020 resulted in a slightly different take on the popular 5CC conference. The 5CC conference adapted to the 'new normal' with a virtual conference that saw a heavy presence with Cutera KOLs. Dr Tapan Patel, PHI Clinic, London, spoke on his experiences of different muscle stimulation devices, where Dr Asif Hussein of Sk:n Clinic, London, spoke about the key considerations to make when purchasing a dual-wavelength vascular laser. Cutera was also represented by Dr Klaus Hoffmann, Berlin, and Dr Ting Song Lim, Malaysia, who delivered talks on the truBody treatment concept, combining truSculpt iD and truSculpt flex treatments for the ultimate body sculpting treatment offering



HEROES AMONG US

In June, we launched our new 'Heroes Among Us' initiative, which celebrates all aesthetic professionals that have made a positive impact during the COVID-19 global crisis, with one honouree receiving a \$5,000 donation to the charity of their choice. The initiative recognises extraordinary cases of "compassion, humanitarianism

and kindness" and looks to raise awareness of those professionals who have gone "above and beyond" during the pandemic. To nominate an aesthetic professional you believe deserves the 'Heroes Among Us' honour, send a one-page submission to info.uk@cutera.com by October 31st 2020.

truSculpt® flex

REDEFINING MUSCLE SCULPTING

THE POSSIBILITIES ARE STIMULATING

IMCAS 2020 featured the European launch of our new and highly successful muscle-sculpting device, truSculpt flex.

As the next addition in the truSculpt non-surgical body sculpting family, truSculpt flex offers personalised muscle stimulation treatments based on patient fitness level, shape, and goals. Using a unique Multi-Directional Stimulation (MDS) technology, truSculpt flex deploys a unique method of electrical muscle stimulation to target

specific muscle groups using three treatment mode options, covering the largest treatment area in the body sculpting industry. Low levels of energy achieve deep muscle contractions at high intensity via a proprietary handpiece design with truGel to optimise results and increase practice revenue.

The three treatment modes are designed to simulate the effects of different workouts by replicating intensified twist, squat, and crunch actions, which further differentiates truSculpt flex from other muscle toning devices on the market.

Prep Mode creates a twisting motion to warm up the muscles and slowly build a tolerance to contractions.

Tone Mode contracts the muscles, holds it to the point of exhaustion, and then relaxes it to increase strength and enhance endurance.

Sculpt Mode creates fast, deep, sequential contractions of the muscles. This action develops new muscle fibres and increases basal metabolic rate (BMR).



Personalized and Selective

- Customize the number and location of handpieces
- Tailor treatment to patient's fitness level, shape, and goals
- Comfortably targets small and large muscle groups



Treats 8 Areas Simultaneously

- Providing a complete muscle toning solution with no downtime
- Precisely target multiple independent muscle groups



Offers 3 Treatment Modes

- Delivers 3 workouts by replicating intensified twisting, squat, and crunch actions
- Builds muscle endurance, increases core strength, develops new muscle fibers, boosts basal metabolic rate



Delivers High Throughput and ROI

- Efficiently treat more areas per session
- Increase revenue with high patient satisfaction



Courtesy of M. Somenek



Immediately after 4x treatments - 12 Weeks



Courtesy of Erasable Inc.



Immediately after 4x treatments



Courtesy of S. Ronan M.D.



Immediately after 4x treatments



Courtesy of N. Dasai



Immediately after 4x treatments



Find out more at, cutera.com/trusculptflex



FURTHER EUROPEAN SERVICE INVESTMENT

When many companies have cut back their investment in customer support, Cutera Service has recruited more local, European support to better serve our customers.

Despite 2020 being a year that has proved difficult for many aesthetic businesses due to the ongoing COVID-19 restrictions, Cutera Europe has continued to invest in our Technical and Field Service Engineer Team, announcing the recruitment of more regional based engineers. We are delighted to announce that Dutch Optical BV has been contracted to assist our efforts in the BENELUX region, alongside

“The addition of these two new partner service teams will allow us to increase our service presence across Europe”.

- Simon Ball

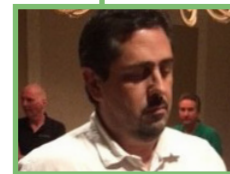
a new partnership with Medical Laser Academy GmbH, who repairs and supports the Switzerland region.

“The addition of these two new partner service teams

will allow us to increase our service presence across Europe, helping us deliver an unrivalled response time that allows our customers to maintain their patient schedules” Simon Ball, EMEA Service Manager:



The Management Team



Carlos Gaspar, Senior Service Manager, Europe

Carlos has over 25 years of service experience in medical devices with more than 11 years at Cutera. This experience helps Carlos deliver the best and fastest service support possible, with minimum downtime. “I am happy to be part of one of the best companies with the best service teams in this Aesthetic industry”.



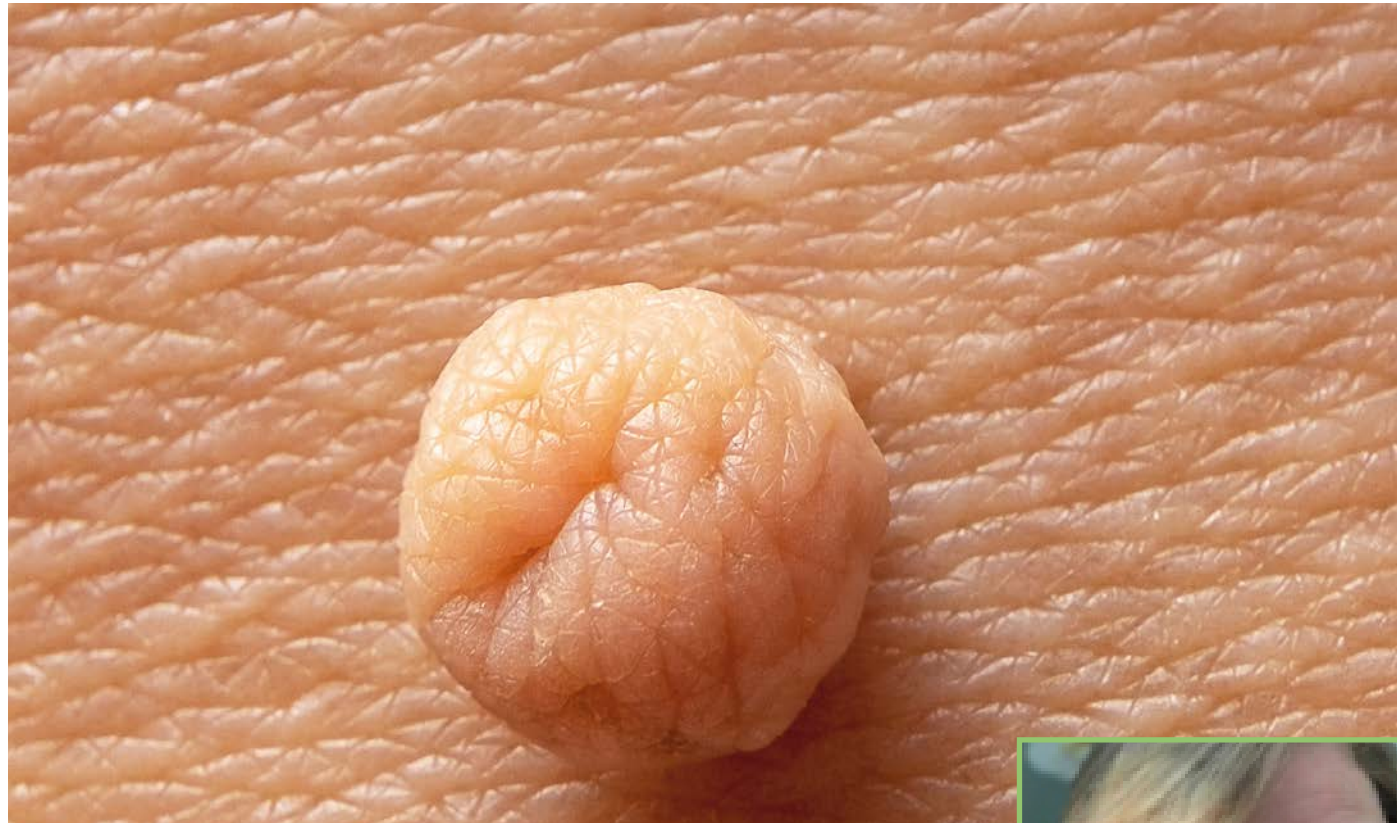
Simon Ball, Service Director, Europe

Simon has over 20 years of service experience in the aesthetic and ophthalmic laser industries with the last 7 in EMEA management roles. “Joining Cuter has given me the opportunity to put my previous experience to good use, building a strong department with a talented team to move forward in providing 1st class Service support to all our customers”.



Fernando Bertomeu, Service Manager, Europe

Fernando has over 20 years of experience in technical service and electrical engineering, with the past 15 years working specifically in the aesthetic laser industry. Fernando has previously worked with multiple aesthetic technologies brands. “Joining Cutera has allowed me to be part of a great team with which we have helped support our growing sales efforts across Europe”.



NEW: SKIN TAG REMOVAL



**Gwendolyne Wilmink,
EMEA Clinical Manager**

Gwen has 13 years experience in aesthetic lasers, using and training on Cutera devices since 2016. As Clinical Training Manager at Cutera Europe, Gwen manages the clinical support team across the region with her range of clinical trainers and Practice Development Managers.

The Cutera Clinical Team have recently announced new protocols for the safe and effective removal of benign skin tags, using Cutera laser technology.

At Cutera, we want to enable you to diversify your treatment offering and address commonly occurring skin concerns. Diagnosis of skin tags needs to be made by a qualified Dermatologist or medical professional prior to treatment.

What are Skin Tags?

Skin tags are small brown or flesh-coloured growths (usually a few millimetres to 5cm in size) that hang from the surface of your skin. They are made of loose collagen fibres and blood vessels surrounded by skin and can look like warts or raised bumps. Although skin tags are common they are completely harmless, and they do not usually cause any pain or discomfort.

SKIN TAG PROTOCOL



Please always ensure correct diagnosis of the skin lesion before treatment.

Wavelength: 1064 nm	Wavelength: 1064 nm	Wavelength: 1064 nm
excel[®]V+	xeo[®]	excel[®]HR
Large or Pigmented	Large or Pigmented	Large or Pigmented
<i>Skin Types I-IV Cooling: 5-10 C Spot Size: 5 mm Fluence: 155 - 170 J/cm² Pulse Duration: 10 - 15 ms</i>	<i>Skin Types I-IV Spot Size: 5 mm Fluence: 155 - 170 J/cm² Pulse Duration: 15 - 10 ms</i>	<i>Skin Types I-IV Cooling: 4-8 C Spot Size: 5 mm Fluence: 155 - 170 J/cm² Pulse Duration: 10 - 15 ms</i>
Small or Non-Pigmented	Small or Non-Pigmented	Small or Non-Pigmented
<i>Spot Size: 3 mm Fluence: 180 - 190 J/cm² Pulse Duration: 10 - 8 ms</i>	<i>Spot Size: 3 mm Fluence: 180 - 190 J/cm² Pulse Duration: 10 - 8 ms</i>	<i>Spot Size: 3 mm Fluence: 180 - 190 J/cm² Pulse Duration: 10 - 8 ms</i>

Wavelength: 532nm	
excel[®]V+	
Dermastat Handpiece	CoolView™
<i>Skin Types I-III Cooling: External cooling can be used post-treatment for patient comfort. Spot Size: 1-2 mm (select based on size of lesion) Fluence: 16 - 20 J/cm² Pulse Duration: 5 - 4 ms</i>	<i>Skin Types I-III Cooling: 15 - 20 C Spot Size: 2-3 mm (select based on size of lesion) Fluence (2 mm): 16 - 20 J/cm² Fluence (3 mm): 16 - 20 J/cm² Pulse Duration (2 mm & 3 mm): 10 - 4 ms</i>



DR. VÍCTOR HERNÁNDEZ MACHADO



Welcome to our new 'Cutera Customer Profile' feature wherein each newsletter, we will introduce you to one of the many successful customers we have across Europe.

To get us on our way, we caught up with Barcelona-based, Dr Machado of Cannons Clinic, who gave us some insight into his own experiences using multiple Cutera devices in his practice.

Dr Machado, please tell us about your journey into aesthetic medicine and why you

decided to open Canons Clinics?

Since I started 20 years ago, as a plastic surgeon, I could see those non-surgical aesthetic treatments could perfectly complement the much more invasive surgical procedures I was performing, and in some cases, an alternative treatment option for patients.

I could see the benefits energy-based devices offer patients, so I decided to invest in the best quality platforms possible for our practice.

Non-invasive facial treatments have always been highly in-demand, but in recent years, non-surgical body contouring treatments have also seen a surge. Through advances in technology, we can treat patients

that 30 years ago could not be treated in a non-invasive manner.

In 2005 we started our very own project, Cànons Clinics. By the end of 2020, if the pandemic situation allows us, we will accomplish our most important project so far, our very own operating room

What Cutera devices do you use?

I use the excel HR and truSculpt flex platforms. I have always loved Alexandrite 755nm Laser for hair removal treatments, but excel HR



The quality and efficiency of the Alexandrite and Nd:YAG 1064nm from Cutera, we are now able to treat patients for more than just hair removal, for example, treating benign pigmentation and a range of vascular lesions.

- Dr. Machado

is a device that offers so much more. Due to the quality and efficiency of the Alexandrite and Nd:YAG 1064nm from Cutera, we are now able to treat patients for more than just hair removal, for example, treating benign pigmentation and a range of vascular lesions. These additional 'problem solving' revenue streams combined with the addition of Cutera's signature 'Laser Genesis' facial treatment, means we have the ultimate multi-treatment platform available.

Why did you choose Cutera over other aesthetic technology brands?

We chose Cutera due to their high-grade medical devices, technological innovation and clinical support.

What type of clinical results are you seeing?

We are seeing consistently excellent results with both devices.

What is your favourite Cutera device?

All of the Cutera device are fantastic for their own purposes.

Would you recommend Cutera to a clinic not already using our technology?

With no doubt. An excellent company with excellent devices.



Dr. Víctor Hernández Machado, Canons Clinic

Dr. Machado is a member of the College of Physicians, Barcelona n ° 30493. He specialises in Plastic, Reconstructive and Aesthetic Surgery and has worked in a number of Spains leading hospitals, health centres and aesthetic clinics.



@victorhernandezmachado



Courtesy of V. Machado, Cannon Clinics, Barcelona

MyCUTERA®

Your new destination to all things Cutera...

April 2020 saw the launch of our new and improved MyCutera Customer Support Portal & Online Shop.

The new portal has been designed to offer 24-hour support to all our customers, containing everything you need as a busy aesthetic practitioner, all under one roof. MyCutera allows all customers to access a wide range of practice development materials, including bespoke Cutera branded point-of-sale promo items, together with all the latest digital, social and video content available. MyCutera also provides access to

numerous Clinical, Service and Training materials, all easily downloadable or ready to watch directly from the portal.

As well as a vast array of free content to aid your business, MyCutera will soon provide access to our online shop, providing around the clock availability to order consumable cycle refills, all in your local currency. It is easy to use and can be navigated using the simple 'Search' tool available.

If you're not yet registered on MyCutera, please take 2 minutes to do so, following the directions on the right-hand side of the page.



Existing MyCutera Users

Step 1: Login to MyCutera.com

Step 2: Input Email address

Step 3: Create a personal password

Step 4: REGISTERED!

First-Time MyCutera Users

Step 1: Login to MyCutera.com

Step 2: Input First and Last Name and Email address

Step 3: Company Lookup - Enter company name and 5 digit zip code

Step 3: Create a personal password

Step 4: REGISTERED!

Note: If you are not the primary contact on the account, we will send an email to the primary contact with a request for approval. Once approved, you will receive an email request for registration.

UPCOMING EVENTS

Our local teams across Europe can be seen at multiple live and virtual events - take a look at our upcoming schedule for October - March 2021.

Live Webinar

9 November 2020 - 11:30 CET

Not 'Just' a Gold-Standard Hair Removal Platform with Dr Sach Mohan



Collège Français de Pathologie Vasculaire

9-10 Novembre 2020

Maison de la Chimie, Paris

SGL

21 January 2021

Smartaging Swiss Academy, Zurich

IMCAS

28-30 January 2021

Palais des Congrès Paris

ACE

12-13 March 2021

Business Design Centre, London

Dermatologische Praxis

14-16 March 2021

Kongresszentrum Frankenthal, Zurich

Due to Covid-19, our schedule for live events and workshops is provisional and could be subject to changes.

NEW TRUSCULPT FLEX PODCAST SERIES

Dr. Jeffrey Dover leads a conversation with Dr. Arash Moradzadeh and Dr. Jeremy Green. They discuss what TruSculpt flex is and what makes the device unique. The multidirectional stimulation addresses the full thickness of the muscles that you choose to target and treat, they say.

Listen here:

bit.ly/truSculptflex-podcast1



Innovations Designed Around You

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#whycutera



CUTERA®

FACE + BODY AESTHETIC SOLUTIONS

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