

# Cutera redefines the muscle sculpting market with truSculpt® flex

TRUSCULPT® FLEX IS THE ONLY MUSCLE SCULPTING SYSTEM TO TREAT UP TO EIGHT AREAS SIMULTANEOUSLY, OFFERING DIFFERENT TREATMENT MODES FOR PERSONALISED TREATMENT. COSMETIC PHYSICIAN DR SEAN ARENDSE SHARES HIS EXPERIENCE USING THIS NEW TECHNOLOGY.



## Q&A with Dr Sean Arendse Cosmetic Physician

**Q: How have you personally seen the body contouring market evolve?**

**A:** Consumers, especially in Australia over the past few years, have become interested and invested in leading a more healthy lifestyle, focusing on diet and exercise and this has naturally translated in to an increasing focus on body image and body toning, so naturally we have seen an exponential demand in body contouring devices.

I was an early adopter of non-surgical body contouring when it was introduced to Australia six years ago because I believed in the technology and the results that can be achieved. Over the past few years, these technologies have come along in leaps and bounds with faster, more effective and shorter treatments. I believe the gold standard in the industry for fat reduction is the truSculpt®ID, reducing treatment times down to 15 minutes with an average of 24% reduction in fat per treatment.

We are now seeing the introduction of devices which can build and define muscle. Everyone wants the muscle definition without the hours in the gym, so the truSculpt® flex is an absolute game changer with the

ability to build and define muscle in your lunchtime.

I see these devices being in high demand, especially since the COVID-19 lockdown has meant we have been unable to get to the gym. Everyone is looking for a kickstart now that things are reopening, and I believe the truSculpt® flex delivers this. For these reasons, I see us being incredibly busy with this device.

**Q: How does a muscle toning device benefit your practice?**

**A:** For optimal health we should be aiming for our bodies to have low body fat and a high lean muscle mass. Previously we have only been able to offer devices that reduce fat, but we now we have many clients who are at their ideal body fat percentage, so the focus shifts to building and defining muscle. There is also great preliminary evidence that patients with chronic lower back issues really benefit by how the TruSculptFlex can strengthen the core and reduce the symptoms of pain in many patients. We have always struggled to entice the male cosmetic patient into the clinic, but I feel that with this device we will see lots of male patients sign up for this treatment.





**Q: What differentiates truSculpt® flex from other muscle toning technologies?**

**A:** I believe truSculpt® flex is the most advanced and customisable muscle toning device on the market. It has three treatment modes, and we can adjust the intensity of each individual set of electrodes, allowing us to construct a truly individual treatment to challenge the beginner, intermediate and advanced body sculpting client.

Other technologies available use electromagnetic stimulation to induce muscle contractions, whereas truSculpt® flex utilises electrical stimulation. During electromagnetic stimulation, a magnetic field is applied over a broad area of treatment resulting in the activation of peripheral nerves that stimulate the muscles. truSculpt® flex, on the other hand, stimulates specific muscles by the placement of individual handpieces, thus requiring far less energy to cause the muscle to contract. The other huge advantage of truSculpt® flex is that you can treat up to eight areas at once as opposed to only two by the electromagnetic devices.

truSculpt flex also overcomes the potential for muscle fatigue and damage by using Multi-Directional Stimulation with three treatment modes, involving different current intensities.

**Q: How does truSculpt® flex work?**

**A:** truSculpt® flex involves direct stimulation of muscles through the electrodes located in the handpiece. This results in muscle contractions similar to the way the muscle contracts during exercise, but the contractions induced by truSculpt flex are more intense and result in increased muscle mass,

strength, and tone. An increased muscle mass is also accompanied by a simultaneous elevation of basal metabolic rate (BMR) for the growth and support of muscle mass.

The three treatment modes simulate different exercises and provide complete muscle stimulation. These modes include:

**Prep Mode:** creates twisting motions similar to those experienced during warm-up exercises. It involves stretching of muscles and slowly builds a tolerance to muscle contraction.

**Tone Mode:** similar to performing squats and involves contracting muscles until the point of exhaustion. This mode mimics strength training programs and results in increased strength and endurance

**Sculpt Mode:** Similar to performing crunches and involves fast, deep, sequential contractions of the muscles. This mode mimics muscle building programs involving the development of new muscle fibres.

**Q: What are the benefits of truControl technology?**

**A:** The truControl technology increases current intensity through the course of a training session, allowing for the recruitment of deeper muscle groups during training and thus avoiding muscle damage. Altering the direction of the current can also avoid stimulation of the same muscles and facilitate activation of the muscles in a comprehensive manner. Thus, truSculpt® flex, with its different treatment modes and flexible electrode placement and stimulation options, facilitates

even stimulation of muscles. The truControl technology provides for consistent results with a high safety profile through targeted, selective, and customisable delivery with less energy.

**Q: Do you use truSculpt® flex in conjunction with fat reduction devices?**

**A:** We offer both truSculpt® flex and truSculpt®ID to our patients at Flawless Rejuvenation, which puts us in a very unique position of being a one stop clinic for body sculpting and toning. Using truSculpt®ID, we can reduce the pockets of body fat, then couple this with the muscle sculpting results delivered by truSculpt® flex.

**Q: How do you find working with Cutera?**

**A:** From the minute I bought my first Cutera device, I was blown away. I believe Cutera devices are the gold standard in the industry and deliver results time after time, consistently and reliably with excellent safety profiles.

Partnering with Cutera allows me to keep my practice ahead of the curve. The company's constant innovation allows me to offer new proven treatments, and results, to my aesthetic clients. The support and ongoing service that my staff and I receive from Cutera is something that I have not experienced with any other device company in the marketplace. AMP

**Q: Is truSculpt® flex easy to operate?**

**A:** Yes, its super easy to use, and the training Cutera has given us will ensure we are able to utilise the device to its full potential and achieve outstanding results for our clients.

**Q: Who is the ideal candidate, and what results can be expected?**

**A:** The ideal candidates for truSculpt flex are those who are at their ideal weight but are looking to sculpt and tone both large and smaller muscle groups on the abs, glutes, arms and/or legs. Patients who exercise frequently but haven't been getting the definition they desire are great candidates. **AMP**

“I BELIEVE THE TRUSCULPT® FLEX IS THE MOST ADVANCED AND CUSTOMISABLE MUSCLE TONING DEVICE ON THE MARKET.”



BEFORE



Immediately AFTER 4 treatments. Photos courtesy of Erasable Inc.



BEFORE



Immediately AFTER 4 treatments. Photos courtesy of S. Ronan, MD.

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