

# THE RENUVION® DIFFERENCE



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# THE RENUVION DIFFERENCE

## WHAT MAKES RENUVION SO UNIQUE?

Join us as we dive into the science behind Renuvion, a technology that is not only changing the way physicians practice, but also redefining the standards of patient care.

In an era where the standard of care relies on precision and durable results, Renuvion stands at the forefront of innovation, offering physicians an unparalleled tool to address one of the most persistent challenges in cosmetic and plastic surgery: loose skin.

We've developed this guide to share the key components of revolutionary technology that is Reshaping What's Possible® for physicians and the lives of their patients. This book will explore the ins and outs of Renuvion, including clinical applications, safety and efficacy, transformative results, and the science behind it all.

Renuvion's groundbreaking technology allows physicians to go beneath the surface to address the problem of loose skin directly at the source. By combining the power of helium plasma and proprietary radiofrequency energy, Renuvion delivers controlled, precise heating to the subdermal layers, promoting soft subcutaneous tissue contraction and collagen production, ultimately improving the appearance of loose skin.

Through detailed case studies, expert insights, and the science behind our technology, we aim to illustrate how Renuvion is reshaping the possibilities in medical aesthetics and beyond.



# INDICATIONS: NOT 1 BUT 8<sup>1</sup>

Renuvion is approved for use in over 60+ countries worldwide and holds 10 unique FDA 510(k) clearances. Within the span of just 13 months, Renuvion has received 6 new FDA clearances, highlighting its rapid advancements and growing recognition in the medical space. As a company that believes in going the extra mile when it comes to safety and efficacy, Renuvion's indication portfolio emphasizes our commitment to setting new standards in medical aesthetics.

## TAKE A LOOK!

The **Renuvion** Micro Handpiece is cleared with an indication "for the delivery of radiofrequency energy and/or helium plasma where coagulation/contraction of soft tissue is needed. Soft tissue includes subcutaneous tissue."

The **Renuvion/J-Plasma**® Precise Handpiece is intended to be used with compatible electro-surgical generators for the delivery of helium plasma for cutting, coagulation and ablation of soft tissue during open and laparoscopic surgical procedures.

The **Renuvion** Dermal Handpiece is indicated for dermatological procedures for the treatment of moderate to severe wrinkles and rhytides, limited to patients with Fitzpatrick Skin Types I, II or III.

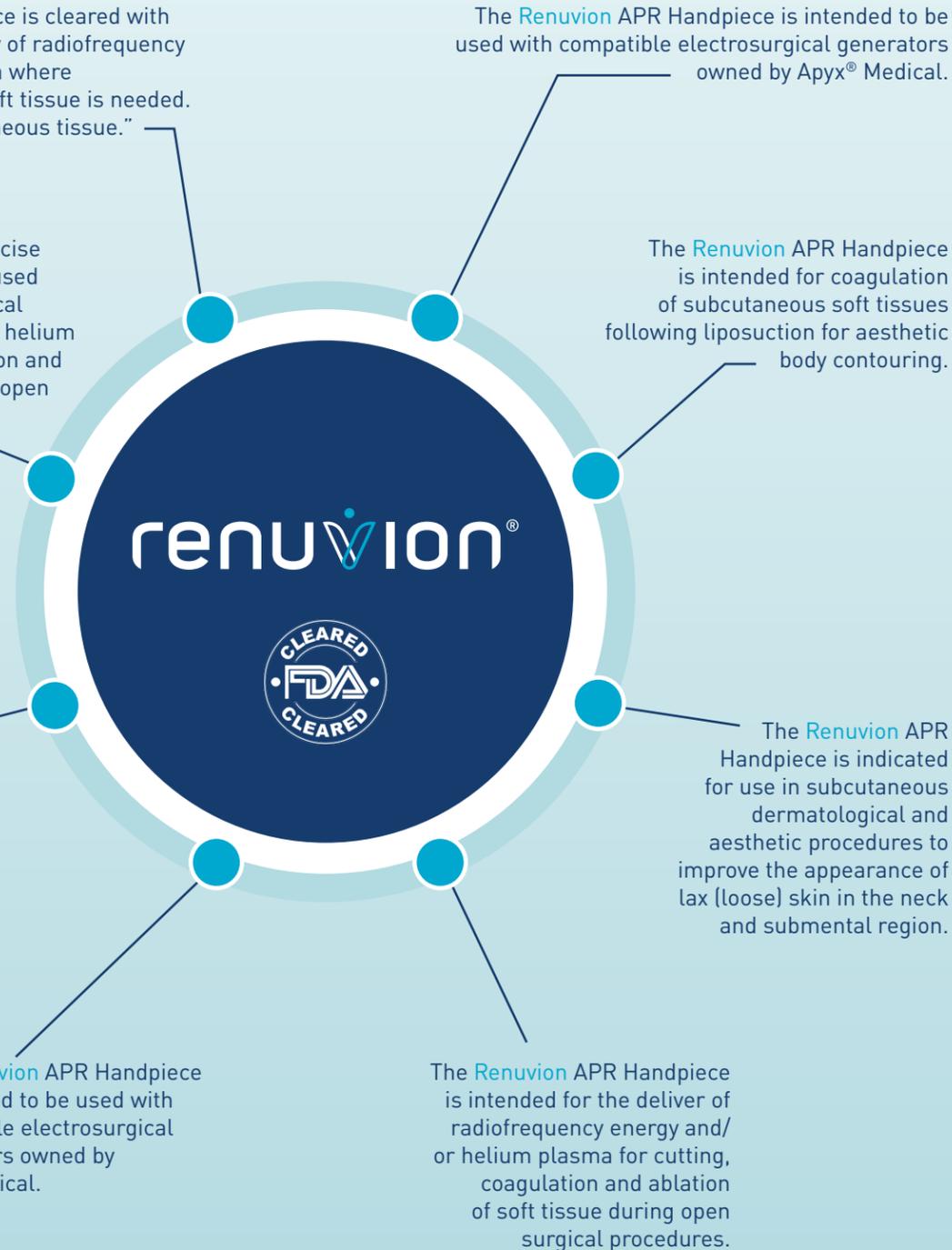
The **Renuvion** APR Handpiece is intended to be used with compatible electro-surgical generators owned by Apyx Medical.

The **Renuvion** APR Handpiece is intended to be used with compatible electro-surgical generators owned by Apyx® Medical.

The **Renuvion** APR Handpiece is intended for coagulation of subcutaneous soft tissues following liposuction for aesthetic body contouring.

The **Renuvion** APR Handpiece is indicated for use in subcutaneous dermatological and aesthetic procedures to improve the appearance of lax (loose) skin in the neck and submental region.

The **Renuvion** APR Handpiece is intended for the deliver of radiofrequency energy and/or helium plasma for cutting, coagulation and ablation of soft tissue during open surgical procedures.



# BRINGING THE HEAT: HELIUM PLASMA TECHNOLOGY EXPLAINED

*Renuvion's advanced technology leverages higher temperatures for superior tissue contraction.<sup>2-7</sup>*

## HERE'S HOW!

Collagen predictably contracts when exposed to heat, with higher temperatures resulting in greater and faster tissue contraction. Effective subdermal tissue contraction requires heating to at least 65°C, a benchmark standard radiofrequency devices struggle to consistently achieve.

## THIS IS WHERE RENUVION FITS IN.

Optimal tissue contraction occurs at around 85°C, but most standard radiofrequency devices can't reach this temperature quickly without risking an unsafe rise in skin temperature. Renuvion overcomes this limitation by safely heating tissue to 85°C, ensuring optimal contraction and shorter procedure times. The device heats the tissue just long enough to maximize collagen contraction, then cools back to baseline in under a second. This rapid heating and cooling cycle allows for efficient and effective treatment with reduced application time.

## LET'S BREAK IT DOWN.

INSTANT TISSUE HEATING			vs	BULK TISSUE HEATING		
85°C	50% MORE CONTRACTION	1,000x FASTER		85°C	50% MORE CONTRACTION	3,500x FASTER
vs.				vs.		
70°C				65°C		



IN OTHER WORDS,  
WHEN TREATING  
TISSUE AT 85°C  
YOU ACHIEVE  
**50% MORE  
COLLAGEN  
CONTRACTION**

**~3,500 TIMES FASTER**

WHEN COMPARED TO A  
TREATMENT TEMP OF 65 °C

**~1,000 TIMES FASTER**

WHEN COMPARED TO A  
TREATMENT TEMP OF 70 °C

 **NO NEED TO SURPASS 85 °C** — OUR PROVEN MOA SHOW US THAT 85°C IS THE HIGHEST TEMPERATURE NEEDED TO REACH MAXIMUM TISSUE CONTRACTION.



## SAFETY & EFFICACY: THE PROOF IS IN THE DATA

### SAFETY FIRST:

*When it comes down to it, safety is in our DNA.*

We believe in **safety by design**, not by relying on alarms. Unlike other bulk heaters that require system alarms due to technological limitations, Renuvion ensures minimal surface temperature increase—no more than **4°C**—eliminating the need for cumbersome external monitoring. Our proprietary RF energy efficiently delivers full power, even to tissues with high resistance.<sup>7,8</sup>

According to a Renuvion Physician Survey, **79%** of Renuvion users who had switched from bipolar

RF-based devices reported that Renuvion offered superior safety and reduced risk of complications.<sup>9</sup> In addition, a retrospective study of **450 patients** revealed a statistically significant reduction in adverse events, including burns, hematomas, hypertrophic scars, and seromas, in those treated with Renuvion compared to bipolar RF.<sup>10</sup>

Overall, Renuvion's rapid heating and near-instant cooling enable shorter activation times, reducing heat diffusion to the skin and enhancing safety.



# 79%



Renuvion users reported that Renuvion offered superior safety and reduced risk of complications.



# 450



450 patients revealed a notable reduction in adverse events, including burns, hematomas, hypertrophic scars, and seromas, in those treated with Renuvion compared to bipolar RF.

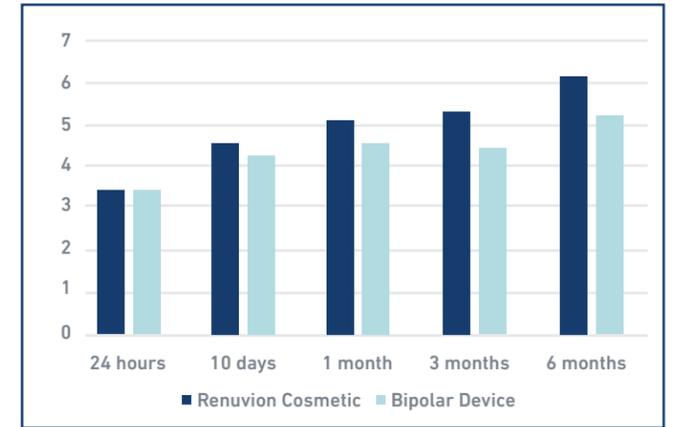
## PROVEN EFFICACY:

Because Renuvion can achieve optimal tissue contraction by reaching temperatures of 85°C with rapid heating and near-instantaneous cooling, this results with minimal heat diffusion to the skin, shorter activation times and effective, visible real-time contraction. One can even see the contraction occur on the table.



79% of users also found Renuvion **OUTPERFORMED** other bipolar devices in delivering results **WITHIN 2 WEEKS**

In addition to the survey results regarding safety, 79% of users also found Renuvion outperformed other bipolar devices in delivering results within two weeks.

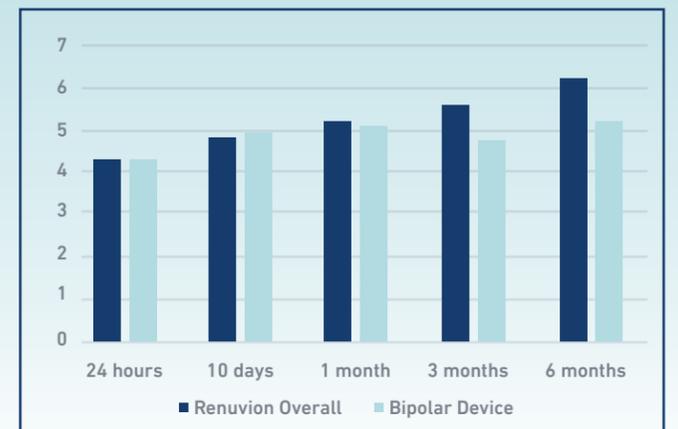


Cosmetic Appearance\*

## “HIGHER OVERALL SATISFACTION”



Renuvion's proven efficacy doesn't stop there. In a head-to-head comparison covered in the white paper, "Helium Plasma Versus Radiofrequency for Energy-Enhanced Liposuction: A Prospective Single-Blind Pilot Study", it showed significantly higher overall satisfaction for areas treated with Renuvion at both 3 and 6 months post-treatment compared to other bipolar devices on the market.<sup>11</sup>



Overall Satisfaction\*

\*study limitations include a small sample size of 10

# RESULTS THAT SPEAK FOR THEMSELVES:

Renuvion's proven mechanism of action provides physicians with an advanced tool to elevate body contouring results. By leveraging its unique technology, Renuvion enables more precise and

effective treatments, allowing doctors to achieve superior outcomes for their patients. This innovative approach not only enhances the quality of results but also sets a new standard in the field of body contouring.

See for yourself.



Before

1 Week Post-Op

**Patient:** 40-year-old female  
**Procedure Type:** Liposuction & Renuvion  
**Amount of Fat Removed:** 40cc  
*Photos courtesy of Richard Zeff, MD*



Before

4 WEEKS POST-OP

**Patient:** 51-year-old male  
**Procedure Type:** Liposuction & Renuvion  
**Amount of Fat Removed:** 100ml  
*Photos courtesy of Grant Hamlet, MD*



Before

2 1/2 Months Post-Op

**Patient:** 33-year-old female  
**Procedure Type:** Liposuction & Renuvion  
**Amount of Fat Removed:** 1750cc  
*Photos courtesy of J. Kevin Duplechain, MD*



Before

2 Years Post-Op\*

**Patient:** 40-year-old, mother of two  
**Procedure Type:** Liposuction & Renuvion  
**Amount of Fat Removed:** 150cc  
*Photos courtesy of Vaishali Doolabh, MD*

\*No change in weight, diet or exercise.

# SPEED: LIGHTENING FAST TECHNOLOGY

*Time is valuable and we believe in efficiency.*

In Dr. Neinstein's book chapter, "Advances in Skin Tightening with Liposculpture," Renuvion is highlighted for its impressive speed per treatment area, requiring only 12 minutes for the abdomen, 7 minutes for the thighs or arms, and just 5 minutes for the neck. These quick treatment times enhance efficiency and patient outcomes in clinical settings.<sup>12</sup>



Dr. Ryan Neinstein



# 50%

Treatment times for areas treated with Renuvion are 50% shorter compared to other methods.

There's more – In Dr. Kluska's white paper, "Helium Plasma Versus Radiofrequency for Energy-Enhanced Liposuction: A Prospective Single-Blind Pilot Study", we found that treatment times for areas treated

with Renuvion are 50% shorter compared to other methods. This significant reduction in procedure duration yet again demonstrates Renuvion's efficiency.



Dr. Michael Kluska

# 87%

of respondents agreed that Renuvion allows for faster application times compared with other energy devices.



Taking it back to 2019, we conducted a Renuvion Physician Survey, discovering 87% of respondents agreed that Renuvion allows for faster application times compared with other energy devices. In fact, 89% of respondents rated Renuvion higher in the "Speed of application" category compared to other bipolar RF-based devices available.<sup>11</sup>

# VERSATILITY: IT DOESN'T GET BETTER THAN THIS

Let's talk handpieces.

We offer a variety of handpieces with different lengths and diameters to treat patients from head to toe.

## ✓ APYX-DERM FOR FACIAL RENEWAL



## ✓ RENUVION APR HANDPIECES (3MM DIAMETER):

- 27 cm twin port



## ✓ MICRO HANDPIECE (1.5MM DIAMETER):

- 10cm (malleable shaft)



## ✓ RENUVION APR HANDPIECES (3MM DIAMETER):

- 15 cm twin port



These handpieces are designed to treat multiple tissue planes, providing versatility in the operating room. Using our proprietary RF energy, distinct from standard RF energy, we have built a legacy of creating unique waveforms for enhanced results.

### ADDITIONAL HANDPIECES INCLUDE:

#### Pistol Grip Handpieces (5mm diameter):

- 27cm
- 33cm

#### Precise Open Handpieces (5mm diameter):

- 44mm
- 15cm

# PROVEN ROI: THE VALUE OF RENUVION

Time to talk numbers.



Dr. Paul Ruff

In a case study with Dr. Paul G. Ruff, we identified an additional \$1 million in revenue within the first 16 months of adopting Renuvion technology. This growth was directly attributed to Renuvion, as its innovative features and effective promotion attracted new patients to the practice. Notably, there was a 40% increase in new patient leads and a 25% increase in interactions with existing patients, highlighting the technology's impact on the practice's growth.<sup>13</sup>

**ADDITIONAL**  
**\$1 MIL**  
**REVENUE**  
WITHIN THE FIRST 16 MONTHS OF ADOPTING RENUVION



Dr. Kyle Song



**40%** INCREASE IN NEW PATIENT LEADS



**25%** INCREASE IN INTERACTIONS WITH EXISTING PATIENTS <sup>13</sup>

# 19.3% ROI



Similarly, in a case study with Dr. Kyle Song, the initial investment in Renuvion was quickly **recouped after just 27 procedures**. With an average collection of **\$3,074.63** per case, ranging from **\$500 to \$7,460**, the average net profit per case was **\$2,632.41**. This resulted in a remarkable **19.3% return on investment** within six months, demonstrating the financial viability and rapid payback of integrating Renuvion into the practice.<sup>14</sup>

### AVERAGE COLLECTION PER CASE



# CONCLUSION

Renuvion offers a unique combination of safety, efficacy, versatility, speed, and value. With a low complication rate and unparalleled thermal characteristics, it ensures patient safety while delivering transformative results. Its versatility allows it to replace multiple devices, ensuring it is always in use rather than collecting dust in your closet. We can't forget about speed. Renuvion operates faster than alternative technologies, enhancing efficiency. Lastly, the proven return on investment and its ability to attract new patients make it a valuable addition to any practice.



## SAFETY

Low complication rate, thermal characteristics unlike any other technology



## EFFICACY

Allows me to give my patients better results



## VERSATILITY

Replaces multiple other devices with one box/doesn't spend time in the closet



## SPEED

It's faster than alternative technologies



## VALUE

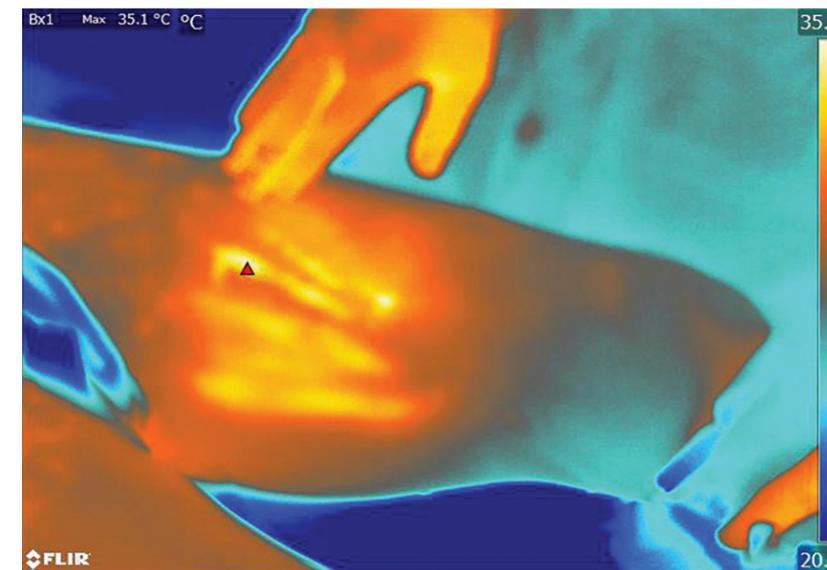
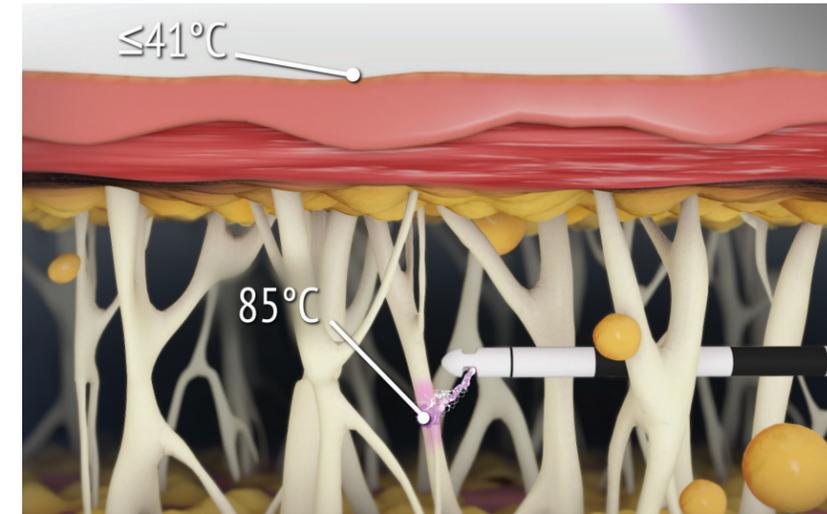
Proven ROI, brings patients in the door



# WHAT'S NEW WITH RENUVION

Introducing the **"Renewing Lives" campaign**, a nationwide initiative dedicated to giving back by providing Renuvion treatments to those who can most benefit from our cutting-edge technology. Renuvion is the first and only body contouring technology that empowers individuals to look and feel their best by going beneath the surface to target loose skin directly at the source.

Because Renuvion targets the problem of loose skin, it is simultaneously enhancing physical, mental, and emotional well-being. Apyx Medical understands that while many could benefit from Renuvion treatments, the cost may be a barrier. To address this, Apyx Medical will donate to the Renewing Lives Campaign for every Renuvion procedure performed in the U.S., funding treatments for those in need.



## THE RENEWING LIVES CAMPAIGN

"We know firsthand just how life-changing Renuvion can be for many," said Charlie Goodwin, Apyx Medical President and Chief Executive Officer. "Body shaping technology can significantly impact mental health and overall quality of life."

**"Through this campaign, we are committed to renewing confidence from the inside out for as many people as possible."**

## LEARN FROM THE EXPERTS

Renuvion users, renowned for their expertise, present a series of insightful webinars that offer practical tips, innovative techniques, and in-depth discussions on the latest advancements. Whether you're looking to refine your skills or stay updated with industry trends, these webinars provide an invaluable opportunity to learn directly from the experts. Don't miss out on the chance to elevate your practice—explore the available Renuvion webinars today!



**Renuvion:  
Streamlining Your  
Practice with Ease**

**Dr. Ali Saalabian**



**Precision in Practice:  
Mastering Micro  
Procedures with  
Expert Surgeons**

**Dr. Paul G. Ruff IV  
Dr. Melinda L. Lacerna  
Dr. Michael Kluska**



**Didactic and Live  
Submental and Neck  
Case Observation**

**Dr. Nathaniel Villanueva**

**Disclaimer:** Subdermal Coagulation Technique Presentation has been updated after this presentation, available on Renuvion University.



**Weight Loss  
Revolution & the  
Renuvion Solution**

**Dr. Johnny Franco**



**Apyx  
MEDICAL**

## DISCLAIMERS

Not all indications are approved in all markets; check with your local sales representative for further information.

The Renuvion APR Handpiece is intended for the delivery of radiofrequency energy and/or helium plasma where coagulation/contraction of soft tissue is needed. Soft tissue includes subcutaneous tissue. The Renuvion APR Handpiece is intended for the coagulation of subcutaneous soft tissues following liposuction for aesthetic body contouring. The Renuvion APR Handpiece is indicated for use in subcutaneous dermatological and aesthetic procedures to improve the appearance of lax (loose) skin in the neck and submental region. The Renuvion APR Handpiece is intended for the delivery of radiofrequency energy and/or helium plasma for cutting, coagulation and ablation of soft tissue during open surgical procedures. The Renuvion APR

Handpiece is intended to be used with compatible electro-surgical generators owned by Apyx Medical.

As with any aesthetic procedure, individual results may vary. As with all energy devices there are inherent risks associated with its use. Risk associated with the use of the Renuvion APR may include: helium embolism into the surgical site due to inadvertent introduction into the venous or arterial blood supply system, unintended burns (deep or superficial), pneumothorax, temporary or permanent nerve injury, ischemia, fibrosis, infection, pain, discomfort, gas buildup resulting in temporary and transient crepitus or pain, bleeding, hematoma, seroma, subcutaneous induration, pigmentation changes, increased healing time, scarring, asymmetry and/ or unacceptable cosmetic result. Please see the instructions for use for more detailed information.

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# Apyx<sup>®</sup>

## MEDICAL

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