

# Elemé and Osyris Forge U.S. Marketing Alliance

By Bob Kronemyer, Associate Editor

Two privately owned industry leaders in the burgeoning field of body contouring – Elemé Medical, Inc. (Merrimack, N.H.) and Osyris Medical USA (Dallas, Texas) – have established an American marketing partnership to more efficiently and effectively market their products. Aligning the minimally invasive, laser-assisted lipolysis of Lipotherme from French-based Osyris, with the non-invasive platform of SmoothShapes from Elemé, also makes it easier for physicians to incorporate these two complementary treatments for enhanced patient outcomes.

"This alliance fits nicely in our strategic vision of the aesthetic market," said Nancy Briefs, president and CEO of Elemé. "We think the market is going to rebound; it is just a matter of time. Additionally, body contouring is both the least penetrated and fastest growing segment in aesthetics."

Both Lipotherme and SmoothShapes launched in 2008. "Combining the direct, surgical sales team approach of Osyris with Elemé's extensive, experienced, independent sales group provides both companies with excellent geographic coverage in the U.S. market: approximately 32 sales representatives promoting both technologies in the field," Ms. Briefs noted. "This is the first time we'll be on a level playing field with some of our large, public competitors."

Jaouad Zemmouri, Ph.D., CEO of Osyris S.A. (parent company of Osyris Medical USA), added, "We will be able to provide our customers with a complete solution for cellulite treatment."

Lipotherme features 25 Watts of continuous power at 980 nm and "delivers fast and efficacious results." Furthermore, the company's LipoControl is an onscreen, electronic mapping system that "shows real time distribution of heat and energy. This unique



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Villeneuve d'Ascq, France

mapping system also offers automatic adjustment of laser power to compensate for movement of the cannula, so as to avoid hot spots and ensure optimized and even treatments," Dr. Zemmouri explained.

This partnership became effective early March 2010 and includes more competitive pricing for advanced

technologies, along with the tagline Body Contouring Transformed. "I suspect many aesthetic practices will use both the Lipotherme and SmoothShapes," Ms. Briefs noted. "One of the reasons we pursued the alliance is that a number of plastic surgeons who were using the Lipotherme for fat reduction, were also using SmoothShapes adjunctively, because it helps to smooth out the skin pre- and post-procedure, as well as reduce inflammation and bruising afterwards."

In April 2010, SmoothShapes XV will debut in Phoenix, Arizona at the annual meeting of the *American Society for Laser Medicine and Surgery* (ASLMS). Based on the company's proprietary photomology technology, which treats cellulite and fat by combining dynamic laser and light energy with mechanical manipulation of vacuum and massage, this second generation device is portable and increases power by 50% for a quicker, more reproducible procedure. Elemé and Osyris are introducing the new products under a rental program called SmoothShare to extend market penetration.

"By pooling our resources, we are increasing our capacities and are able to devote more time to the science," Dr. Zemmouri stated. The two companies are also in the process of extending their agreement globally. "We remain very confident in the body contouring sector," Ms. Briefs said. A recent survey of cosmetic physicians found that laser lipolysis systems and non-invasive cellulite treatment were their two most likely purchases for 2010.