

PRESS RELEASE

## **Acoustic Wave Therapy (AWT®): More and more German patients and practices trust new approach to cellulite treatment**

Tägerwilen (CH), January 2011. - Since its introduction into the German market three years ago, Acoustic Wave Therapy (AWT®) has gained popularity and is now well established as an effective method for treating cellulite and for muscle and connective tissue tightening. “At first the new method was successful in the US and in Southern Europe but now more and more dermatologists and aesthetic medical practices in Germany are convinced of the method as well”, reports Alexander Krotz of STORZ MEDICAL, the Swiss company that developed AWT®. The reasons are simple: patients are very satisfied with AWT®’s results and it is an affordable method of treatment for clinics. The benefits far outweigh the costs, especially as treatment machines like STORZ MEDICAL’s CELLACTOR® SC1 have a wide range of applications. It is not only used for treating cellulite but also for scar and wrinkle smoothing, circumference reduction and for the treatment of pregnancy stretch marks. This way many different patients can be treated with just one machine.

### **Studies prove AWT®’s effectiveness**

Dr. Sattler of the renowned Rosenpark clinic in Darmstadt, Germany, achieved “astounding results” in his pilot study from 2007 and wrote: “The method has great potential” (Pilotstudie Akustische Wellentherapie, in: Ästhetische Dermatologie 02/2008). Since then the technology has been further improved and numerous clinical studies have confirmed the effectiveness of AWT. Recently Dr. Adatto of the Skinpulse Clinic in Geneva, Switzerland, presented his study results at the Congress of the European Academy of Dermatology and Venereology (EADV) in Gothenburg, Sweden. In his study Dr. Adatto concludes that the treatment with AWT® is safe and effective. He observed no side effects.

Over the last two years, German consumer press and TV stations have also covered the innovative method, which added to the popularity and demand.

**The AWT<sup>®</sup> method: gentle and well-proven**

An ultrasonic gel is applied to the skin before treatment to prevent energy loss during the acoustic wave transmission. Then extracorporeally generated shock waves are directed into the affected body regions with an application handpiece. The pain-free procedure does not damage the skin. The AWT<sup>®</sup> treatment mobilizes the metabolism activity in the subcutaneous fatty tissue. Fibroblasts and fat protrusions in the lower dermis are dissolved by the acoustic waves and dislodged from the upper layer of skin. As a result, the tissue structure is strengthened and the texture and elasticity of the skin is significantly improved. In addition, blood circulation as well as lymph flow is boosted by the AWT<sup>®</sup> treatment, which tightens skin and achieves a comprehensive reduction of the treated body region. The length of treatment sessions is approximately 30 minutes. Depending on the degree of cellulite, six to ten sessions at three to four days intervals may be necessary to achieve long-lasting success.

**The history behind Acoustic Wave Therapy (AWT<sup>®</sup>)**

Acoustic Wave Therapy (AWT<sup>®</sup>) has been developed by the Swiss company STORZ MEDICAL. The company was established in 1987 and quickly became technology leaders in Shock Wave Treatment. Shock waves have been used in medicine with great success since 1980 for the breaking down of kidney stones and since 1990 for the treatment of tendon and muscle disorders. A positive side effect of shock wave treatment is an improvement in skin smoothness at the treatment area. On the basis of previous observations and experiences STORZ MEDICAL developed Acoustic Wave Therapy (AWT<sup>®</sup>) for cosmetic applications in collaboration with leading aesthetic centres in the US, Germany and Switzerland.

**If you are interested in viewing additional information on AWT<sup>®</sup> and STORZ MEDICAL, please visit [www.awt-cellulite.com](http://www.awt-cellulite.com).**

Established in 1987, STORZ MEDICAL AG is a member company of the KARL STORZ Group. Located in Tägerwilen, on the Swiss side of Lake Constance right in the heart of Europe, STORZ MEDICAL develops inno-

vative shock wave systems that meet the highest standards of precision. As a reliable partner of doctors, STORZ MEDICAL is committed to making a vital contribution to medical progress in the service of new therapy methods. The company offers workshops and seminars on a regular basis in order to guarantee that shock wave systems can be efficiently used from the beginning.

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