

PRESS RELEASE

Innovative cellulite treatment: Acoustic Wave Therapy (AWT[®]) successful since launch three years ago

Tägerwilen (CH), January 2011. – Since its introduction into the German market, 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. More and more doctors and patients trust the Swiss method because of the good and scientifically proven results. The innovative procedure treats cellulite where it develops: underneath the surface of the skin. That is why the results are much better than those of many other treatments. Today, Acoustic Wave Therapy (AWT[®]) is the anti-cellulite and body shaping success formula in over 500 therapy centres worldwide. Following substantial success in the US and in Southern Europe, Acoustic Wave Therapy (AWT[®]) is increasingly being used in Germany and Scandinavia as well.

The method: effective and without side effects

AWT[®] attacks the root cause of cellulite and activates the body's self-healing power. A treatment machine specially developed for cosmetic applications generates shock waves, which are then directed into the affected body regions with an application handpiece. This happens pain-free and does not damage the skin. The shock waves mobilize the metabolism activity in the subcutaneous fatty tissue. They break down fat cells, causing leakage that can be carried away by the blood stream. The connective tissue is tightened and the retention of fat cells in the subcutis is improved. As a result, the upper layer of skin becomes smoother in appearance and the circumference of the treated body regions is reduced.

Visible results after six to ten sessions

The length of treatment sessions is approximately 30 minutes. Depending on the degree of cellulite, six to ten sessions (two per week) may be necessary

to achieve long-lasting results. The costs are 60 to 90 Euros per session, depending on the number of treated body regions.

Doctors confirm 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.

The history behind Acoustic Wave Therapy (AWT[®])

Acoustic waves have been used in medicine with great success since 1980. Originally the so-called “extracorporeal shock wave therapy” was developed for the disintegration of kidney stones. Since 1990 it has been used for pain therapy, where shock waves are introduced into the painful areas of the body. During these treatments patients noticed an improvement in their skin smoothness. “The assumption that the shock waves used in pain therapy could be effectively used for treating cellulite was confirmed in extensive clinical studies”, says Dr. Pavel Novak of STORZ MEDICAL, a long-time expert in the field of extracorporeal shock wave therapy. On the basis of these studies, Acoustic Wave Therapy (AWT[®]) was specially developed for cosmetic applications. Today 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.

If you are interested in viewing additional information on AWT[®] and STORZ MEDICAL, please visit www.awt-cellulite.com. There you can also find high resolution press photos and videos.

Established in 1987, STORZ MEDICAL is a member company of the KARL STORZ Group. Located in Tägerwilten, on the Swiss side of Lake Constance right in the heart of Europe, STORZ MEDICAL develops innovative shock

wave systems that meet the highest standards of precision. It is the company's goal to continuously improve shock wave technology, to develop new system concepts and to identify new therapy indications in close co-operation with leading medical institutes.

Contact Person at STORZ MEDICAL

STORZ MEDICAL AG

Angela Menzer

Lohstampfstr. 8

CH-8274 Tägerwilen

Switzerland

Tel.: +41 (0) 71 677 45 32

Fax: +41 (0) 71 677 45 05

E-Mail: angela.menzer@storzmedical.com

www.storzmedical.com