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**Thrive revolutionizes abdominal, buttock contouring with unprecedented, non-invasive Emsculpt® technology**

Portland, OR, January 21, 2019 – Thrive welcomes the first and only FDA-cleared technology that both strengthens muscles and eliminates fat around the waistline and backside: Emsculpt® by BTL Aesthetics.

Conventional aesthetic treatments only address fat. They don't account for the muscles that make up 35% of the human body. Emsculpt® provides both next-level muscle-toning and fat cell reduction in a single type of procedure, and without the need to going under the knife. It's an ideal "dual treatment" for patients who are seeking improved tone and contours in hard-to-target, fatty areas such as the abdomen and "love handles." Emsculpt® is also a predictable, non-invasive alternative to popular yet controversial surgical and injectable buttock augmentation procedures.

**The "magic" of Emsculpt® technology**

Emsculpt's power resides with its application of High-Intensity Focused Electromagnetic (HIFEM) technology. This unique magnetic field penetrates through the skin and into fat and muscle tissue. Once penetrated, the energy that is produced induces 20,000 supramaximal muscle contractions, as well as a rapid metabolic reaction in fat cells. These powerful muscle contractions are not achievable by the human brain, and are critical to building muscles and burning fat.

Emsculpt® is also:

- Extremely precise – Only treated tissues are penetrated and altered; surrounding tissues are left alone.
- Injections are not necessary – A truly non-invasive procedure.
- Risks and downtime are minimized – Surgical procedures are generally associated with longer healing times, greater risk of complications.

While every patient is different, the Thrive team generally recommends 4 to 6, 30-minute treatments scheduled over two weeks. Results are revealed gradually, with continued noticeable improvement three to six months following treatment.

In seven clinical studies, BTL Aesthetics reports patients whose abdominal region was treated with Emsculpt® technology had a:

- 19% reduction in subcutaneous fat
- 16% boost in muscle mass
- Average waistline reduction of 4.4 cm (around 1.73 inches)

Ninety-six percent of respondents reported being “satisfied” with their stunning results.

Emsculpt® is also:

- High satisfaction rate, irrespective of weight loss
- 85% of patients noted “significant improvement” in both the muscle tone and lift of the buttocks

“Emsculpt now offers a treatment for our fitness-focused patients who are not candidates for existing technologies, because they don’t have excess bulk or fat to lose,” said Thrive Medical Director and Board Certified Physician Dr. Adam Maddox. “By finally addressing muscle tone, this treatment supports individuals’ dedication to active and healthy lifestyles, addressing and further defining particularly stubborn areas.”

**Thrive has been helping individuals age beautifully for more than 15 years. Dr. Maddox and his team have performed more than 15,000 cosmetic and anti-aging procedures, and have treated more than 10,000 patients. Discover Emsculpt® and all our aesthetic and anti-aging center has to offer. Call us to schedule an appointment in Portland, OR.**