

BATTLE THE BULGE WITH BTL AESTHETICS

STRUGGLING WITH THE BULGE

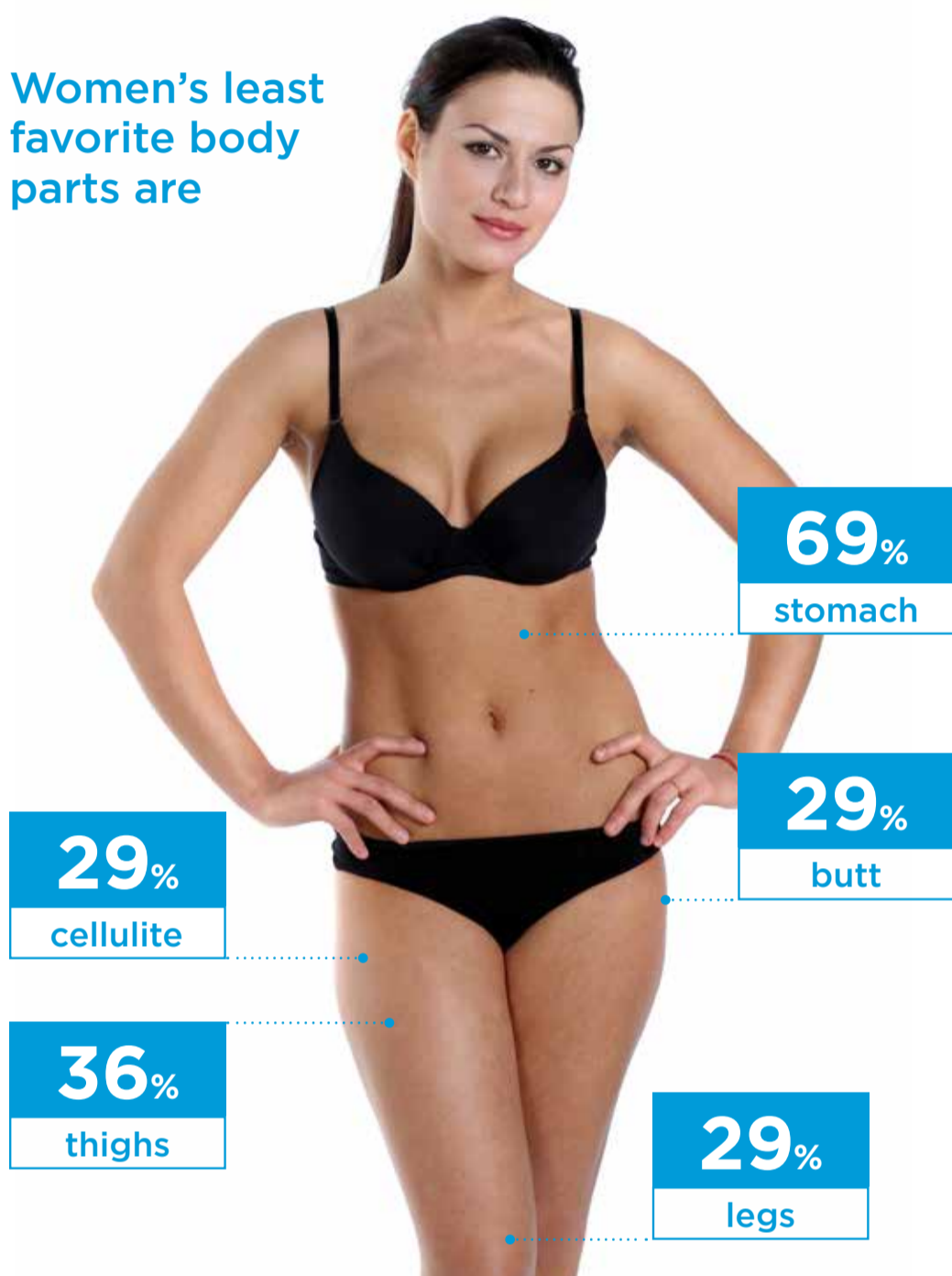
49% of women have a **negative body image**

of women worry about their appearance at least once a week. **67%**

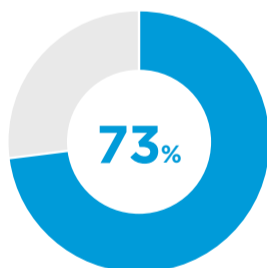
6.09

On a scale of 1 to 10 **American women rate their body a 6.09**

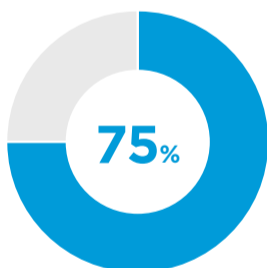
Women's least favorite body parts are



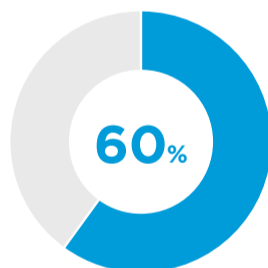
1 in 5 individuals is obese in every state



of moms worry about their appearance



of moms concerned their partner doesn't like their body



of women crop, filter or retouch their photos



of women indicate **social media** makes them **more self conscious**

THOUGHTS ON COSMETIC SURGERY

RealSelf There were **42 million** doctor uploaded photos viewed on RealSelf in 2014

and **240 million** views of consumer uploaded photos

84.4% of all cosmetic procedures for 35 to 50 year olds were **non-invasive** due to downtime and demands for women's time

23.9% Non-invasive body shaping grew **23.9%** year over year from 2014 to 2013



Yet there were less than 100k procedures as **costs are a concern**. Median income is \$1,020 per week



Anxiety and fear of **pain limit procedures**



50% of cosmetic patients are **repeat patients**

* Tightening through wrinkle reduction