

# BIKINI OR BUST!

## A COMMON EMOTION?



Four in ten women are constantly worried about their body<sup>1</sup>



A Fitness Magazine and Yahoo! Shine poll found only 14% of women are confident revealing their legs



36% of women are obsessed about their thighs and 22% of women name their thighs as most disliked body part<sup>5,7</sup>



More than a quarter of women surveyed said their bodies bothered them most when shopping for new clothes<sup>1</sup>



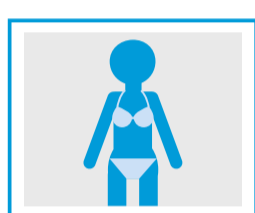
Mini shorts and high waist shorts are projected to be in fashion in 2015<sup>2</sup>



High-waist, retro bathing suit bottoms remain fashionable, with accented with zippers, metallics, and transparent materials<sup>3</sup>



34% of women said any social situation made them feel body shy, while 23 percent felt intimidated when sunbathing on the beach<sup>4</sup>

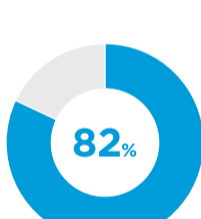


In fact only 50% of women are most at ease in a swimsuit around their friends or significant others, and 10 percent most comfortable around complete strangers!<sup>5</sup>



Social media validates this as 90% of women “just say no” to a Facebook tag of themselves in bikinis<sup>5</sup>

## IN SEARCH OF SOLUTIONS



It turns out 82 percent of women feel pressured to shape up and slim down for bikini season<sup>5</sup>



Fitness instructors recommend 30-45 minutes of high intensity workouts 4 times a week to maintain shape and tone thighs.



More than 10M women purchased Thighmasters



Demands of work, families and life make it difficult to consistently workout

A Harris poll survey found Americans are willing to spend an average of \$15,300 to achieve their New Year's resolutions in 2015<sup>6</sup>



## HELP PATIENTS “SPRING” FORWARD TO SELF CONFIDENCE

### INTEGRATE BTL AESTHETIC SOLUTIONS



**Procedure Time**  
30 minutes per leg is 50% less many competitive devices saving you time and increasing your productivity



**Outcomes**  
A targeted treatment for thighs that restores patient confidence



**No Pain, No Downtime**  
Yields higher patient retention and conversion rates



**Consumable Expense**  
Realize savings of \$500+ per patient

VISIT [WWW.BTLAESTHETICS.COM](http://WWW.BTLAESTHETICS.COM) TO LEARN HOW BTL AESTHETIC SOLUTIONS JUST BECAME MORE FLEXIBLE

#### Footnotes

1. <http://www.dailymail.co.uk/health/article-200269/Most-women-hate-bodies.html>
2. <http://afmu.net/spring-summer-2015-fashionable-shorts/>
3. <http://business.transworld.net/152894/features/2015-swimwear-market-trend-report/>
4. <http://www.dailymail.co.uk/health/article-200269/Most-women-hate-bodies.html>
5. <http://www.shape.com/lifestyle/mind-and-body/bikini-body-survey-results-are/slide/2>
6. <http://www.prnewswire.com/news-releases/americans-would-spend-an-average-of-15300-to-achieve-their-new-years-resolutions-300011717.html>
7. <http://www.today.com/health/stop-obsessing-women-waste-2-weeks-year-their-appearance-today-2D12104866>