



Industry Leading truSculpt® flex Launches Its Muscle in Canada

September 1, 2020

Toronto's Midtown Med Spa First In Country With Multi-Award Winning Muscle Sculpting Technology

BRISBANE, Calif.--(BUSINESS WIRE)--Sep. 1, 2020--

[CUTERA, INC.](#), (Nasdaq: CUTR) ("Cutera" or the "Company") a leading provider of laser, light and other energy-based aesthetic systems for practitioners worldwide, announced today the launch of [truSculpt® flex](#), the Company's new muscle sculpting platform, in Canada. Disrupting the Canadian aesthetic market, truSculpt flex is Health Canada cleared and approved for the strengthening of abdominal tone, firming of the abdominal muscles and development of a stronger abdomen. It is also cleared for the strengthening, toning, and firming of buttocks, thighs, arms and calves.

"We are proud to be the first providers of truSculpt flex in Canada," says Tracy Sekulovski, Director of Toronto's [Midtown Med Spa](#). "Cutera's truSculpt flex body shaping is remarkable; it treats up to eight areas simultaneously, covering the largest area in the body sculpting industry. It comes with 16 applicators and is capable of working out eight muscles at one time over a 45-minute period."

The truSculpt flex platform is further differentiated from other devices through its proprietary Multi-Directional Stimulation (MDS) technology that delivers three distinct treatment modes, replicating intensified crunch, squat and twisting actions for total body toning.

Research shows the market for fitness, mind and body services was \$595B in 2017¹ with an increase of 14.5% in body shaping procedures year over year.² truSculpt flex is a significant step forward in the future of aesthetics, offering men and women another way to stay in shape, stay strong and keep confidence high despite the closures of fitness centers and impact of COVID-19 quarantine. truSculpt flex offers personalized treatments tailored for each individual's fitness level, shape, size and goals, all within a safe, clean clinical setting.

Shares Tracy, "Beyond aesthetics, truSculpt flex can also be used therapeutically, for example, for someone with back issues, or knee issues, due to injury or chronic pain. With truSculpt flex, I can help patients strengthen their core or muscles supporting the knee so they can rebuild strength; becoming more physically active."

Proprietary MDS technology delivers direct electrical current to stimulate muscle contractions without energy wastage and treats specific muscle groups using three treatment mode options:

- **Prep Mode** - Creates a twisting motion to warm up, stretch the muscles and slowly build a tolerance to muscle contractions
- **Tone Mode** - Contracts the muscles, holds it to the point of exhaustion, and then relaxes it to increase strength and enhance endurance
- **Sculpt Mode** - Fast, deep, sequential contractions of the muscles for building muscle mass

A customizable handpiece allows for precise configuration and placement locations to target multiple, specific small and large muscle groups with no downtime. Low levels of energy achieve deep, full muscle contractions at high intensity with truControl™ for safe and consistent results. Patients can go right back to their normal activities afterward.

"Cutera has over 20 years of developing leading-edge aesthetics technology," said Jason Richey, President, of Cutera, Inc. "truSculpt flex is our latest innovation in muscle sculpting technology and we are excited to launch with Midtown Med Spa, offering innovative new aesthetic treatments throughout Canada."

About Cutera, Inc.

Brisbane, California-based Cutera is a leading provider of laser and other energy-based aesthetic systems for practitioners worldwide. Since 1998, Cutera has been developing innovative, easy-to-use products that enable physicians and other qualified practitioners to offer safe and effective aesthetic treatments to their patients. For more information, call +1 415-657-5500 or 1-888-4CUTERA or visit [cutera.com](#).

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Sources:

1. Global Wellness Institute
2. Medical Insight

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Source: Cutera, Inc.