



# SMART EM SHAPE

## DEFINE YOUR BODY

### The next generation in BODY DEFINITION treatments.

The SMART EM shape is the latest in non-invasive body sculpting and fat reducing technology.

The passive treatment can redefine abdominal muscles, build core and lift buttocks without the need for surgery and with no downtime.

#### Hi-Intensity Pulsed Electromagnetic Stimulation

##### Build muscle

Hi-PEMS is the revolutionary technology that creates rapid supra-maximal contractions deep within the muscle. This intensive activity creates a remodelling in muscle structure resulting in increased muscle density and volume, more efficiently than exercise.

##### Burn Fat

The supra-maximal contractions require energy by stimulating epinephrine signals to initiate the supra-maximal lipolysis of the surrounding fat cells. This creates the induction of apoptosis – programmed cell death that allows for the fat cell to collapse and then naturally metabolised away.

## 7 The POWER of SEVEN

Maximum 7 Tesla Power for fast effective results.

#### Adaptive Treatment Parameters.

7 different EM waveforms are provided with adjustable settings (automatic & manual) to deliver clinical results across many treatment options and client indications.

#### Treatments & Indications

- ✓ Upper & lower abdomen
- ✓ Legs and inner thighs
- ✓ Buttock lifting
- ✓ Arms

#### Fast & Passive Treatments

- ✓ 4 x 30 minutes sessions
- ✓ No exercise required

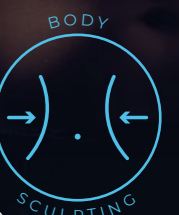
#### Maximising Skincare

- ✓ The dedicated in-treatment skincare optimises the EM shape results.

## SMART FIT - Why should you offer SMART EM Shape?



Abdomen sculpting  
Energy from the SMART EM Shape penetrates to fat and muscle layers to create a sculpted body.



### FEATURES & BENEFITS

**20,000** CRUNCHES, SQUATS, ARM OR LEG CURLS IN 30 MINUTES

**16%** INCREASE IN ABDOMINAL MUSCLE MASS

**100%** SUPRA-MAXIMAL MUSCLE CONTRACTIONS

**11%** INCREASE IN ABDOMINAL MUSCLE FIRMNESS

**19%** REDUCTION IN FAT

**5x** FAT METABOLISM

## Think SMART. Be SMART. Work SMART | SMART EM shape

THE MARKET	FOR	The client who wants to define their body, by burning fat and building muscle. Abdominal, legs, arms & butt lifting and toning. Passive and fast approach to body sculpting and definition.		
	WHY	New Concept Latest Technology 30 min treatment x 4 High revenue & £ hour "Hands off" Treatment		
THE MATHS	AVERAGE TREATMENT REVENUE	£200	AVERAGE TREATMENT TIME	30 MINS
	AVERAGE INCOME PER HOUR	£400	AVERAGE SPEND PER CLIENT	£800
	CONSUMABLE COST PER TREATMENT	£1	TYPICAL COST PER WEEK	£165 + VAT
SMART PARTNER	SMART Sculpt Pro for SMART BODY Concept Clinic			