

Endermolift™

Finally! With Endermolift
mechanotransduction, you can
naturally revitalize your skin's
collagen and elastin production.
Painlessly. Effortlessly. Instantly.



LPG

Endermolift™

SKIN FITNESS INVENTED BY LPG®

LPG®, the cellular stimulation specialist

"Twenty-four years ago, LPG created a breakthrough, natural and non-invasive solution to help people live in harmony with their body.

Over the years, LPG's patented connective tissue technologies have been continuously improved and perfected. This effort has resulted in health and beauty benefits that are nothing short of incredible. And since treatment efficacy has been thoroughly proven in more than 85 clinical studies, LPG enjoys unparalleled, international recognition.

Our success may be attributed to the shared passion of dedicated professionals in nearly 100 countries, who are treating an estimated 100,000 people a day with LPG's techniques.

Today, LPG's visionary approach is timelier than ever. It's perfectly aligned with the increasing, widespread demand for fail-proof, natural health and beauty treatments."

Nathalie Guitay
President



LPG® Responsible Beauty

LPG created Endermolift for the more than '94% of women* seeking natural beauty solutions that respect their skin and health.

Over the past 24 years, LPG has become internationally recognized as the world leader in connective tissue cellular stimulation. This renown may be credited to the scientifically-proven efficacy of the Cellu M6®'s industry-leading body and facial treatments: Lipomassage and Endermolift.

Enhancing the figures of thousands of women each day, Lipomassage body treatments are the flagship for the beauty and slimming industry. LPG's new Endermolift technique, which non-invasively "redensifies" face and décolleté tissues, promises to have similar success. As with all of LPG's 100% natural, responsible beauty solutions, this high-tech facial anti-aging treatment is synonymous with results and efficacy.

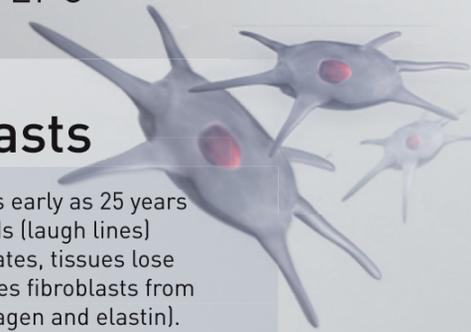
*2008 Opinion Way study for LPG based on 1044 women in France



The Problem? Unhealthy Fibroblasts

It doesn't take a scientist to understand that as we age (sometimes even as early as 25 years old), skin loses tonicity and firmness. Jawlines, eyelids, and nasolabial folds (laugh lines) start to sag. It's gradual, but inevitable. Over time, as skin quality depreciates, tissues lose their density and youthful resilience. This unhealthy environment debilitates fibroblasts from stretching and moving, preventing the formation of essential proteins (collagen and elastin). Thus begins a vicious cycle...

Suffering from a drastic slowdown in collagen and elastin production, tissues become thin and vulnerable. As free radicals and other environmental aggressors attack the already collagen-deprived skin, the skin condition worsens. As the thinning skin repeatedly folds with facial expressions, it's weighed down by gravitational influences. This causes facial features droop, wrinkle, and sag.



The Solution? Mechanically Stimulating Fibroblasts

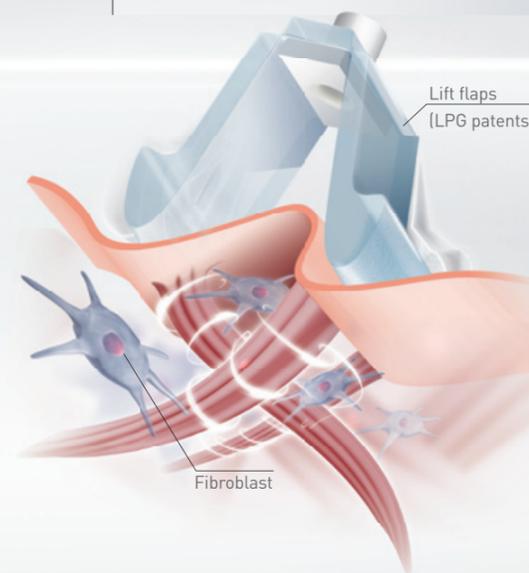
But there's good news: when the fibroblasts receive dynamic, rhythmic, non-aggressive stimulation, they restart collagen and elastin production. Instantly.

The unique micro-pulsation of Endermolift delivers this vital cell stimulation with a level of precision that is impossible to achieve by any other means.

This exclusive cellular mechanical stimulation, or mechanotransduction, was invented and patented by LPG. At 16 pulses per second, the maneuvers generate the perfect amount of movement to revitalize the healthy cellular activity of fibroblasts.

This "skin fitness" routine revitalizes the activity of sluggish fibroblasts, forcing them to produce collagen and elastin. In just few sessions, the face's youthful appearance is restored: the dermis is redensified, the complexion is brightened, lines and wrinkles are replenished, and facial contours are redefined. As for facial expressiveness, it remains intact.

Endermolift is the only technique that simultaneously treats all the factors responsible for skin aging – and it's non-invasive. That's why today, around the world, Endermolift is essential to the beauty routines of men and women alike.



LPG® Mechanotransduction

What's the secret to Endermolift's amazing results?

It acts on the core of fibroblast to naturally revitalize the production of collagen and elastin.

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Who should use Endermolift™



YOU NEED ENDERMOLIFT IF :

- Your skin is losing density and firmness.
- You are searching for the middle ground between mild, ineffective solutions and risky, invasive ones.
- You believe 'an ounce of prevention is worth a pound of cure, and want to try to prevent skin aging before it's visibly apparent.
- You know that just like muscles, skin needs exercise, a nourishing diet, and high-performance skincare.
- You detest needles and artificial materials or you're afraid of unwanted side-effects.
- You want to look like yourself, only younger, and you certainly don't want to freeze your facial expressions or look like someone else.
- You feel it's either too early or too late to consider more aggressive procedures.
- You accept that you're getting older, but you still want healthy, firm skin and a refreshed, glowing face.
- You are numbered among the 94% of women that don't equate beauty with (invasive) medical procedures.
- You want to improve or sustain your skin's youthfulness.
- You believe 'taking care of yourself' implies both well-being and relaxation.

How does Endermolift™ work



The Lift heads (LPG patents) micropulsation creates a delicate tissue wave that gently stimulates skin. Depending on the frequency of the Lift flaps pulsation (4, 8, or 16 pulses/second), and the suction strength (adjustable intensity), the Lift heads generate unique stimuli for each different aesthetic objective.

→ 16 pulses per second: The Ultimate in Anti-Aging Skin Redensification

3 SEQUENTIALITIES: 4, 8, AND 16 PULSES PER SECOND



- Brightens Complexions**
4 pulses per second
- Revascularizes for a healthy glow
 - Drains toxins
 - Reduces puffiness and dark circles



- Smooths Fine Lines and Wrinkles**
8 pulses per second
- Restructures collagen and elastin fibers
 - Smooths fine lines and wrinkles
 - Replumps thinning skin



- Firms and Reshapes Contours**
16 pulses per second
- Strengthens skin structure
 - Reshapes facial contours

What areas can you treat



The stimulation of Lift heads' variant sizes, combined with the high-precision settings, are designed to adapt to all skin areas (forehead, cheekbones, cheeks, neck, décolleté...) and facial contours (jawline, eyes, lips...). In so doing, they're able to address all beauty and anti-aging objectives (tissue redensification, recontouring, firmness, lines, wrinkles...).

→ Neck and décolleté

→ Sagging jawline

→ Jowls

→ Marionette lines
(lip corners)

→ Lip lines
(smoker's lines)

→ Crow's feet

→ Cheekbones

→ Puffy Eyes, dark circles

→ Nasolabial folds
(laugh lines)

→ Worry lines
(horizontal forehead wrinkles)

→ Frown lines
(vertical forehead wrinkles)



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What happens during your Endermolift™ session ?

Step 1: Evaluation

Developed in collaboration with Professor Humbert (Director of the Skin Aging Center, CHU Besançon, France), LPG's new method of diagnosing skin can determine our facial morphotype (sagging, withered, paunchy, or a combination), to create an Endermolift treatment plan tailored just for you.

- Lift flaps designed for your specific skin type (normal to thick, thin, sensitive, etc.) are prescribed.
- Endermolift protocols are selected based on your desired objectives (redensify, smooth, firm, clarify, refine contours, etc.).

Step 2: Treatment

First, lie down on the treatment table and enjoy a special moment of well-being.

Be assured that from the 15 min 'Express Care' to the →1 hour 'Total Care,' all Endermolift treatments are tailored to your unique beauty and anti-aging objectives.

Where certain techniques intensively redensify loose skin, other specialized maneuvers will work to brighten your complexion, smooth fine lines and wrinkles, and firm facial contours. Of course, it is all 100% natural and totally pain free!

After preparing your skin (cleansing and makeup removal), the specialist will glide the treatment head upward and toward the sides of your face. Although the maneuvers are slow and deliberate, the flap pulsation is very stimulating and dynamic.

The Result? An all-natural lifting effect! Almost immediately, this pleasurable treatment will make your skin feel replenished, firmer, and smoother.

Step 3: Monitoring results

During your Endermolift treatment program, regular evaluations will track your results and improvements and compare them with your defined objectives.

After completing the program, optimization sessions (once monthly) improve and maintain your results over time.



Endermolift Kits are now available for personal use. To ensure the finest possible care for your skin type, two versions are available:

- **Regular** for normal to thick skin
- **Sensitive** for thin and/or sensitive skin

An LPG Endermolift Kit contains:

- A set of 3 different-sized Lift flaps (for different treatment areas)
- A headband
- Sample LPG cosmetics



A NEW TREATMENT MENU THAT GUARANTEES EXCELLENT RESULTS

1 INSTANT GLOWING COMPLEXION LIFT TREATMENT

Reoxygenates and revives tired, dull skin that's been worn down by fatigue, smoking, or stress.



4 REDENSIFYING ANTI-WRINKLE TREATMENT

Targets each wrinkle and fills it in, naturally.



2 EYE LIFT TREATMENT

Smooths wrinkles, reduces puffiness, and banishes dark circles.



5 FACE SLIMMING LIFT TREATMENT

Eliminates double chins, jowls and neck paunches.



3 COLLAGEN/ELASTIN ACTIVATOR FIRMING TREATMENT

Firms and redensifies skin structure.



6 CELLULAR REGENERATION LIFT TREATMENT

Complete anti-aging solution for the face, jawline, neck, and décolleté.



Treatments for Men

1 ENERGIZING DETOX LIFT TREATMENT

Reoxygenates and revives tired, dull skin that's been worn down by fatigue, smoking, or stress.



3 EXPERT FACE SLIMMING TREATMENT

Eliminates double chins, jowls and neck paunches.



2 EYE-SOOTHING LIFT TREATMENT

Reduces wrinkles around the eyes, clear bags, and eliminate circles under the eyes.



4 CELLULAR REGENERATION LIFT TREATMENT

Complete anti-aging solution for the face, jawline and neck.



*Results visible after 8 weeks of Endermolift

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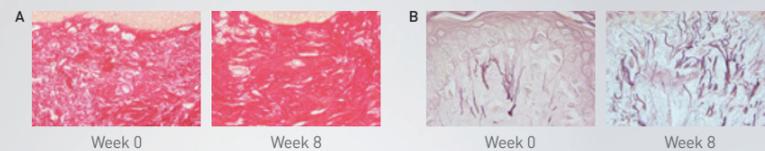
Is it scientifically proven



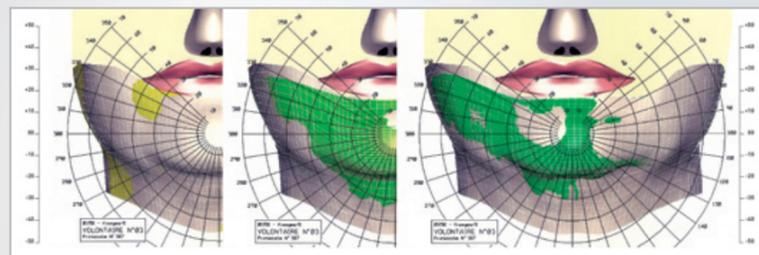
STUDY BY PROF. REVUZ, DERMATOLOGY DEPARTMENT, MONDOR HOSPITAL (CRÉTEIL, FRANCE)

To date, various studies exploring the efficacy of the LPG facial technique have shown several types of tissue transformations, principally in regards to firmness and facial shape.

→ After 8 weeks of treatment, the collagen (A) and elastic fiber (B) networks are denser and better structured (histology):



→ After 8 weeks of treatment, the face shape has been visibly recontoured (stereophotogrammetry):



What's new with Endermolift™



New integrated protocols

New power regulator = more dynamic stimulation

Lighter heads = greater precision

Material innovation = better tissue grip

Gender-specific treatment menus

Endermolift Kits tailored to skin types

Do other techniques generate collagen and elastin



"Thermal and chemical techniques can also stimulate the production of collagen. However, if the temperature of fibroblasts is increased, or aggressive substances are injected into skin, then traumatic collagen will be produced (in response to the wound created). The quality of this collagen is poor and the tissue quality is impaired. Over time, such invasive measures may cause fibrosis, which interferes with the elasticity and flexibility of tissues and adversely affects skin texture.

That's why the natural, mechanical methods are most preferred. It's been clinically proven that the mechanical stretching of a fibroblast stimulates the production of new, healthy collagen and elastin. This method is called 'mechanotransduction.' This recognize, physiopathological phenomenon occurs naturally in the body – and it's the foundation of LPG's cellular stimulation science."

Dr. Philippe Blanchemaison, vascular medicine, a specialist in beauty-related medical techniques



Can you combine Endermolift™ with injections



"I regularly administer Botox (botulinum toxin) injections in the upper face (glabella and periorbital areas) to neutralize wrinkles. But I generally combine these injections with Endermolift, because it's the only treatment that can uplift sagging skin along the jawline.

In my practice, Endermolift functions both as a safe, middle-of-the-road alternative to surgery – and as a complement to surgeries. The Lift heads on the LPG device (Cellu M6®) are perfect for treating tissues before and after facelift surgeries."

Dr. Frédéric Rivoalan, Cosmetic Surgeon in Lyon

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What equipment does Endermolift™



The latest generation of the Cellu M6 and the Lift M6 device (which is exclusively dedicated to facial treatments)..



Cellu M6® Endermolab



Cellu M6® Integral



Lift M6®

Endermolift™: A new, all-inclusive solution



FOR THE PROFESSIONAL

→ New treatment protocols combine Endermolift with LPG Soins Techniques



LPG Soins Techniques:
Professional Line



AT HOME

Wellbox and LPG Soins Techniques optimize the effectiveness of professional Endermolift treatments.



LPG Soins Techniques:
Retail Line



→ Wellbox®, the new essential for your daily beauty regimen – a true lifestyle product!



Endermolift™ in brief

OVER 100 000 DAILY TREATMENTS WORLDWIDE

- **In centers for cosmetic medicine;** although Endermolift is sometimes combined with invasive techniques, it's uniquely able to restart the natural production of collagen and elastin.
 - **In chiropractic practices;** health professionals are well-equipped with the latest generation of Cellu M6 devices featuring the Endermolift treatment heads.
 - **In aesthetic centers and spas,** Endermolift's gentle, natural and results-driven approach is in high demand amongst spa-goers.
- **Average price per session :** 60€/ 35 min. (100 USD / 35 min.) + cost of LPG Soins Techniques products.
 - **Program length :** 8+ sessions.
 - **Application/Use:** Men and women, at the first signs of skin aging.
 - **Latest devices:** Cellu M6 Endermolab, Cellu M6 Integral, Lift M6.

Center locator: www.lpgsystems.com

Glossary for young, naturally beautiful skin.

COLLAGEN

■ A connective tissue protein that's produced by fibroblasts; it gives skin tissue its firmness. The synthesis of collagen is increased with the natural, non-aggressive stimulation of fibroblast cells.

DERMIS

- The connective tissue located between the epidermis and hypodermis.
- Composed of fibers of protein (collagen and elastin), gel (hydration reservoir), and cells (fibroblasts and immune system cells).
- Endermolift sessions target the dermis.

ELASTIN

- A connective tissue protein that's produced by fibroblasts; it gives skin tissue its elasticity and resilience.
- The synthesis of elastin is increased with LPG's cellular stimulation.

EPIDERMIS

- Uppermost layer of skin covering the dermis.
- As the epidermis ages, the visible signs of aging (lines, wrinkles, etc.) appear.

FIBROBLAST

- The 'mother cell' of connective tissue, fibroblasts are responsible for producing skin's collagen and elastin.
- Fibroblasts' production is reactivated with Endermolift's cellular stimulation.

MECHANOTRANSDUCTION

■ A mechanical stimulation on skin's surface that sends a signal to cells. As a response to this signal, fibroblasts reactive their production of collagen and elastin. Such fibroblast stimulations can only be performed using LPG's patented technique: Endermolift.

WRINKLES

■ Very simply, wrinkles are a rupture in the dermis. LPG's mechanotransduction works to smooth away fine lines and wrinkles by replumping the underlying skin tissue.

CONNECTIVE TISSUE

■ A strong, fibrous, vascular and structural tissue that protects the organs it surrounds. Connective tissue is composed of collagen fibers, elastin fibers and reticular fibers (very thin collagen fibers that are connected to thicker collagen fibers).



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