

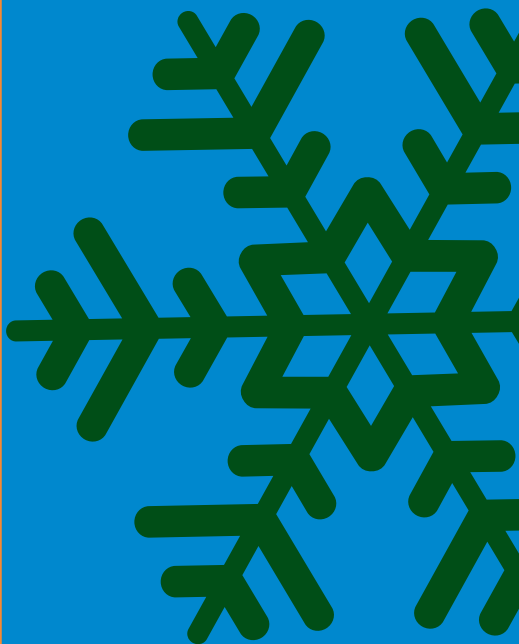
Love/Hate Relationship

3 out of 5 women
are unhappy with their bodies.¹



Men Feel It Too

53% of men regularly worry
about their appearance.
Only finance ranks higher
among weekly worries for men.²



Always on Your Mind

Nearly 100% of women
think about their body image
all-year-round.¹

*Hey
truSculpt®
HELP!*





Four

Seasons of truSculpt®

Body image is the way you perceive your body, and we usually assume that others view us the same way. 3 out of 5 women agree that they are unhappy with their bodies, and nearly 100% of women think about their body image all-year-round.¹ This year when you think of opting for those looser pants, or that over-sized shirt, or see yourself gravitating towards knits that stretch, consider truSculpt®—a new alternative to help you achieve a

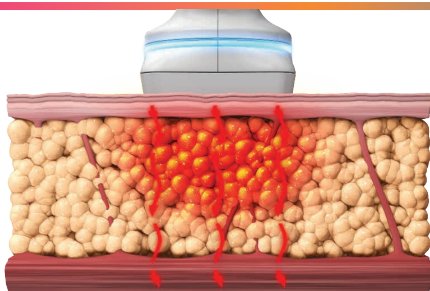
Firmer, Smoother, More Confident You!

Control

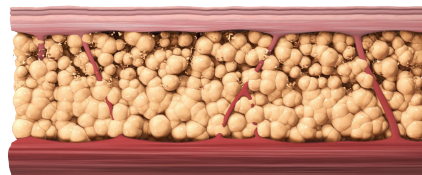
Around Every Curve

While a strict diet and a regular fitness routine can help dramatically reshape your body, there always seems to be some areas on the body that neither a *NO*-carb, *NO*-sugar diet nor any amount of crunches or 5K runs can resolve. truSculpt is the latest nonsurgical procedure developed for those that live a healthy lifestyle but just can't rid themselves of those stubborn areas, including cellulite.

Take control of every curve, big or small—talk to your truSculpt provider to see if truSculpt is right for you.



Controlled heat is delivered to the deep subcutaneous tissue layer.



While results vary by patient, results have been seen as early as 4 weeks, with optimal results typically achieved at 12 weeks.



69%
women



52%
men

Mid-section (stomach) ranks high for both women and men as the body part that concerns them most.⁴



The Pressure is On

82% of women feel pressure to shape up for bikini season and 1 out of 2 are most concerned about their abs.⁴

Summer's Top Concerns



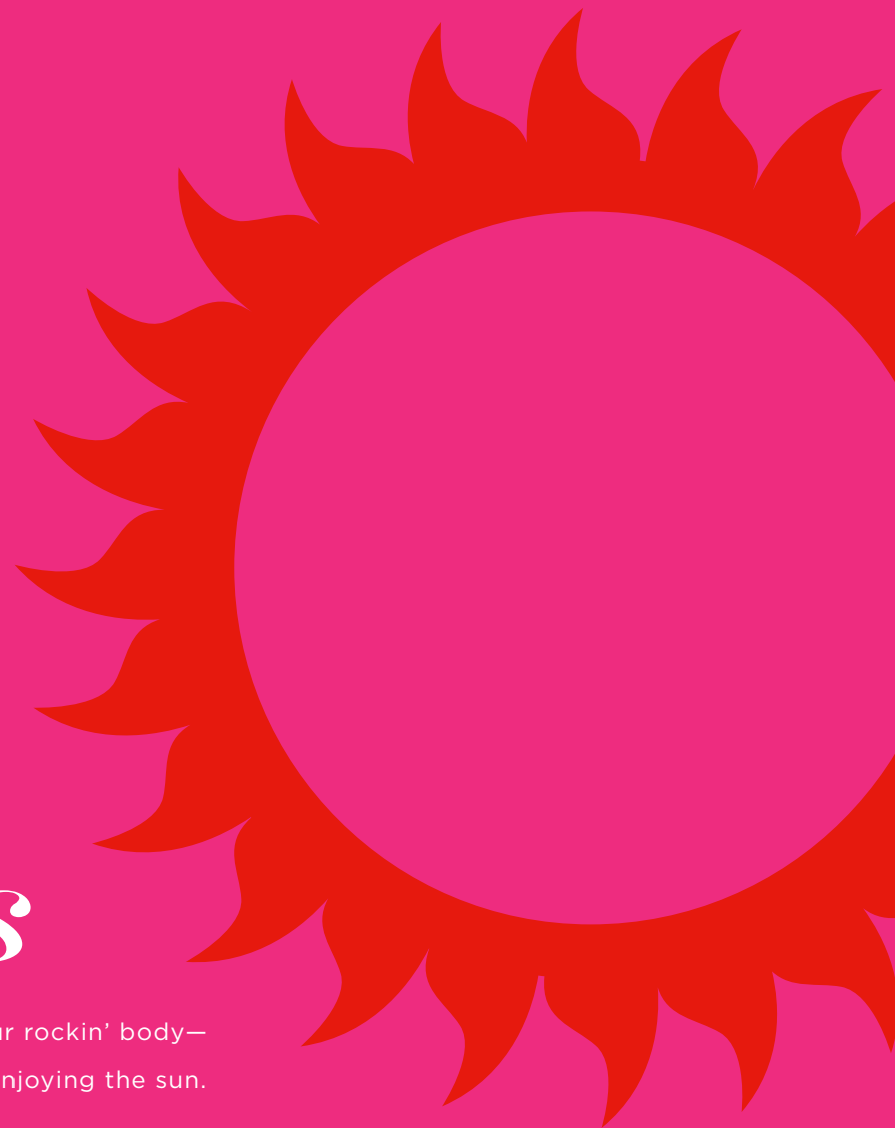
- ✓Muffin-tops
- ✓Love handles
- ✓Saddlebags
- ✓Cellulite
- ✓Bra-line Bulge



Hey Bikini, 'Sup Trunks

Summer is all about showing off your rockin' body—looking hot and staying cool while enjoying the sun.

But most women, and a growing number of men, would rather have a root canal than try on swimwear under the glare of fluorescent lights in a dressing room—spotlighting all the dimples and lumpy, bumpy areas on their body—making a convincing case to opt for that one piece, or better yet, just throw on that over-sized shirt.





Try ME on for Size!

Ladies, challenge that Teeny Tiny Bikini. Gentlemen, leave those over-sized Trunks at home this season with a *Firmer, Smoother, More Confident You!*





32%



13%



13%

Feeling Your Best

Majority of women feel their best when wearing a fabulous outfit over receiving a compliment or killing it at the gym.³

Fall's Top Concerns



- ✓Muffin-tops
- ✓Love handles
- ✓Saddlebags

Hey Skinny Jeans

From coast-to-coast, Fall is all about the bottom half of your body because your upper half calls for something warmer.

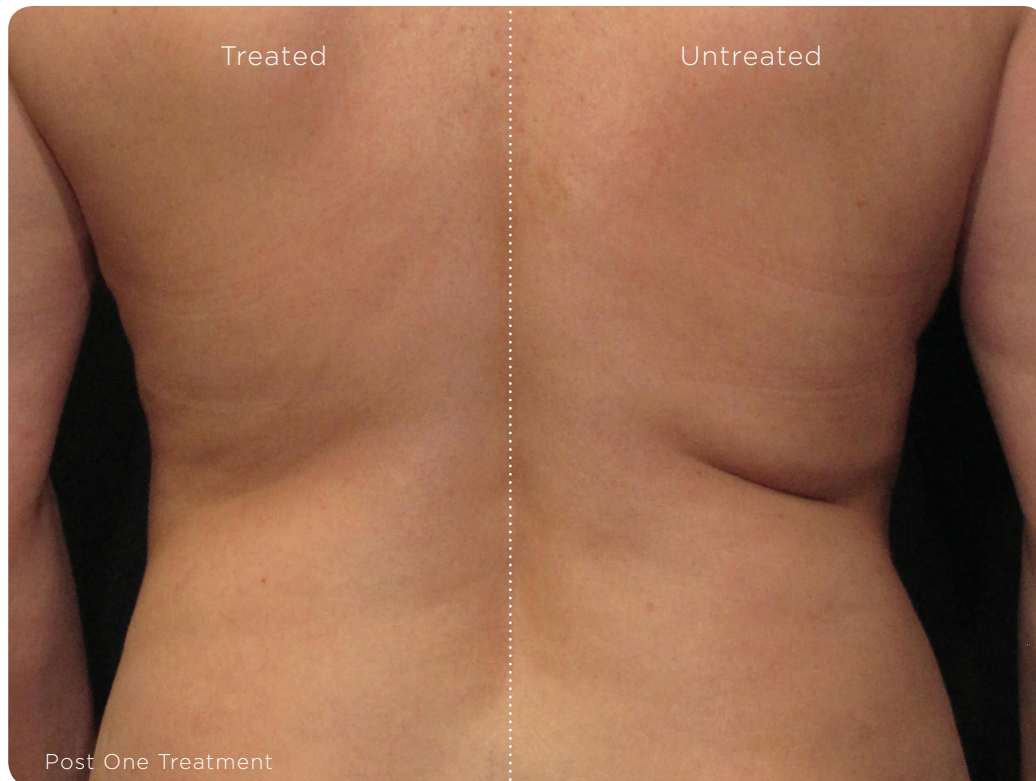
Short skirts over patterned tights, leggings with leather patches, boots with heels and who can forget about this season's signature piece—your favorite skinny jeans. But, even shopping for great-fitting jeans can be disheartening. Squeezing into a pair of skinny jeans may mean stuffing everything in and attempting to avoid the dreaded muffin top/love handle effect as you try to zip them up.





Try ME on for Size!

Challenge your Skinny Jeans this Season with a
Firmer, Smoother, More Confident You!





Body vs Face

Women are more concerned about their stomach (69%) and thighs (40%) than they are with wrinkles (28%).²

Winter's Top Concerns



- ✓Muffin-tops
- ✓Saddlebags
- ✓Cellulite
- ✓Bra-line Bulge

Hey Little Black Dress

Staying warm and stylish even when the temperature dips below freezing takes some strategic planning. Winter also means dressing for the holidays and parties.

It's time to whip out your best LBD (Little Black Dress) that fits like a glove and makes you feel like a million bucks...except when you slip it on only to notice that not-so-adorable belly pouch or that bulge above and below your bra-line that you never knew you had.



Try ME on for Size!

Challenge the season's hottest LBD (Little Black Dress) with
a *Firmer, Smoother, More Confident You!*





Unhappy Parts

Thighs and cellulite rank #2 and #3 of top concerns women have about their body.^{1,2}

Spring's Top Concerns



- ✓Muffin-tops
- ✓Saddlebags
- ✓Cellulite

Hey Short Shorts

After what felt like an eternity of showers, blizzards, freezing temps, and snowstorms, spring has finally arrived.

You've waited all winter to finally slip into something cute and bare those 'stems.' But a flirty dress may not feel so flirty, or sexy short shorts may not feel so sexy when your cellulite is exposed—a source of embarrassment for many women no matter what shape or size.



Try ME on for Size!

Challenge that flirty cute dress or sexy short shorts this season with
a *Firmer, Smoother, More Confident You!*





Season Countdown

Summer begins end of June

Fall begins end of September

Winter begins end of December

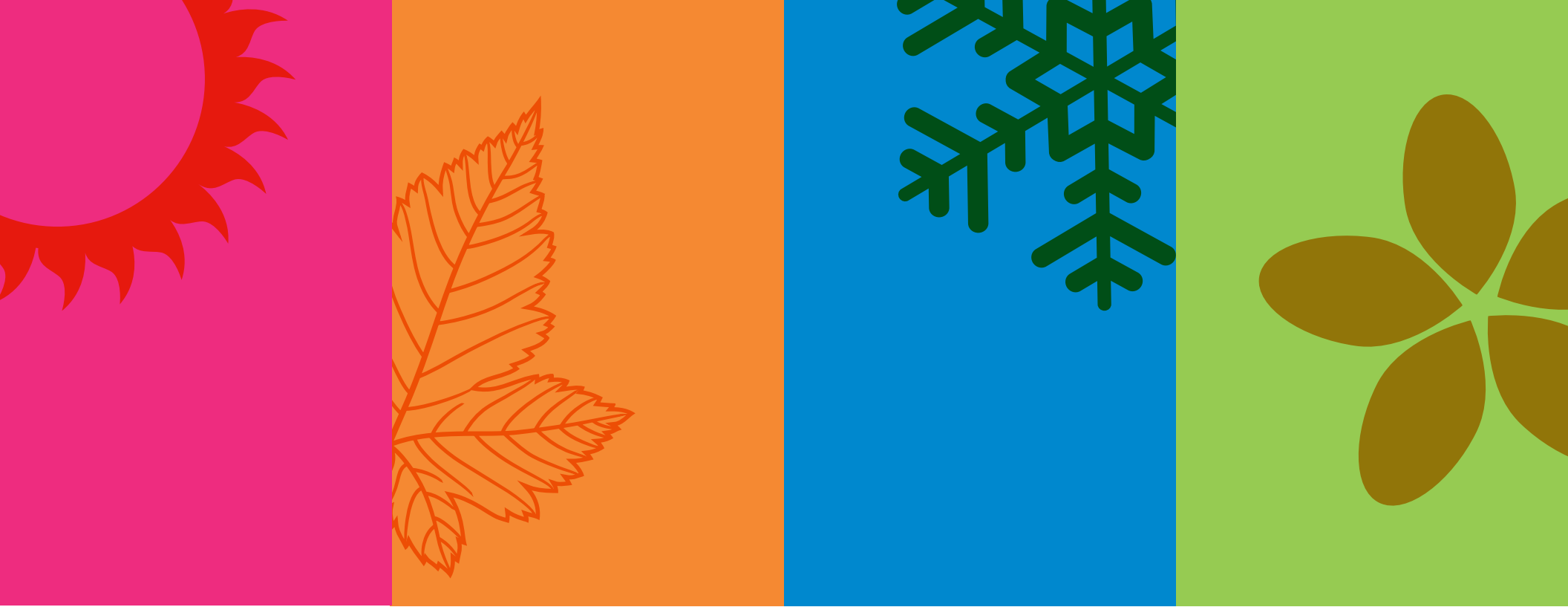
Spring begins end of March

Hey Body Check ME Out in 30 Days!

truSculpt is a nonsurgical, no downtime, procedure performed by a certified truSculpt provider. truSculpt requires a minimum of 2-4 treatments, spaced 4-6 weeks apart. Visible results have been reported at one month following the first treatment, with best results seen a few weeks following the last treatment.

Talk to your truSculpt provider today and plan out your year towards a *Firmer, Smoother, More Confident You!*





Hey! truSculpt® Can HELP!

truSculpt has been globally adopted by leading aesthetic practitioners and recognized by the media worldwide.





¹Body Image Study, ORC International (Commissioned by CUTERA, Inc.) 06/14

²Ideal to Real Study. Today.com and AOL.com. 02/14 <http://www.aol.com/article/2014/02/24/loveyourselfie/20836450>

³How Women Feel Study. Oprah.com <http://www.oprah.com/health/Body-Survey-How-Women-View-Their-Bodies>

⁴Bikini Body Survey. 05/12 Shape.com <http://www.shape.com/lifestyle/mind-and-body/bikini-body-survey-results-are/>