

MEDICAL INSIGHT[®]



Energy-Based Women's Health

March 2018

M.I.I

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M.I.I Professional Biography

Michael Moretti
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Michael Moretti has served as a medical industry analyst and strategic advisor for more than 20 years. As an industry consultant, Mr. Moretti specializes in strategic business development projects and high-growth, emerging market segments. He provides custom reports and confidential market studies for a variety of clients, including global medical and pharmaceutical companies.

In 1993, Mr. Moretti founded Medical Insight, Inc., the leader in focused aesthetic market research offering comprehensive data on procedure volume and growth, revenue forecasts and new product introductions. Under Mr. Moretti's leadership, Medical Insight publishes global market studies and forecasts for major industry sectors such as facial injectables, cosmeceuticals, body shaping procedures, skin rejuvenation technologies and home-use aesthetic products. Medical Insight also sponsors executive business forums to address scientific developments and market trends for the investment community.

Mr. Moretti is the founder of *Aesthetic TV*, the first and only one-stop online resource for current, reliable information about cosmetic and anti-aging treatments. *Aesthetic TV* offers expert advice for consumers via interviews with the top physicians in the field, and unprecedented access to the latest beauty-enhancing procedures and products created specifically to help people look and feel their absolute best.

Mr. Moretti is also the founding publisher of *THE Aesthetic Guide*[®] – a digital and print publication featuring in-depth reports on new products, procedures and trends, reaching over 75,000 physicians, industry executives and investment analyst subscribers globally. Special editions of *THE Aesthetic Guide* address the European and Asian markets.

In 2007, Mr. Moretti debuted *THE Aesthetic Show*[™], the first multidisciplinary annual business to business trade show that brings thousands of the highest profile physicians and medical professionals together in Las Vegas to learn about the newest aesthetic procedures, products and technologies in a dynamic, interactive, educational format.

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M.I.I		Table of Contents	
Disclaimer			2
Professional Biography			3
Table of Contents			4
Table of Exhibits			6
1.0	Executive Summary		8
2.0	Background		9
	2.1	Vaginal Atrophy	17
	2.2	Vaginal Laxity	18
	2.3	Labial Remodeling	20
	2.4	Stress Urinary Incontinence	20
3.0	Energy-Based Women's Health Devices and Treatments		23
	3.1	Overview of Energy Types and Treatments	23
		3.1.1 <i>CO₂ Lasers</i>	23
		3.1.2 <i>Er:YAG Lasers</i>	24
		3.1.3 <i>Radiofrequency</i>	24
		3.1.4 <i>High Intensity Focused Ultrasound</i>	25
4.0	Market Forecasts		26
	4.1	Equipment Sales and Estimates	26
	4.2	System Sales Estimates	29
	4.3	Disposables Sales Estimates	31
	4.4	Treatment Volume Estimates	33
	4.5	Competitive Analysis and Market Share	35
5.0	Manufacturer Profiles		37
	5.1	<i>Alma Lasers</i>	37
	5.2	<i>BTL Industries</i>	38
	5.3	<i>Cutera</i>	39
	5.4	<i>Cynosure</i>	39
	5.5	<i>El.En. Group (Asclepion, DEKA, Quanta System)</i>	41
	5.6	<i>Fotona</i>	43
	5.7	<i>Hironic</i>	44
	5.8	<i>Illooda</i>	45

5.9	<i>Lasering</i>	46
5.10	<i>Lumenis</i>	46
5.11	<i>Lutronic</i>	47
5.12	<i>NovaClinical</i>	47
5.13	<i>Perigee Medical</i>	48
5.14	<i>Sciton</i>	48
5.15	<i>Syneron Candela</i>	50
5.16	<i>Thermi, an Almirall Company</i>	51
5.17	<i>Venus Concept</i>	52
5.18	<i>Viora</i>	52
5.19	<i>Viveve</i>	52

M.I.I.	Table Of Exhibits	
Table 1	Global Surgical Procedures for Labiaplasty and Vaginal Rejuvenation (Selected Countries)	13
Table 2	Top Energy-Based Women's Health Devices	15
Table 3	Total Worldwide Projected Dollar Sales for Top Manufacturers of Energy-Based Women's Health Devices (includes both platforms and consumables)	26
Table 4	Worldwide Projected Dollar Sales of Energy-Based Women's Health by Region	27
Figure 1	Dollar Sales of Energy-Based Women's Health by Region	28
Table 5	Worldwide Projected Dollar Sales of Energy-Based Women's Health Platforms from Top Manufacturers	29
Figure 2	Worldwide Dollar Growth for Top Manufacturers of Energy-Based Women's Health Device Platforms	30
Table 6	Worldwide Projected Dollar Sales of Consumables for Top Manufacturers of Energy-Based Women's Health	31
Figure 3	Worldwide Dollar Sales of Energy-Based Women's Health Consumables	32
Table 7	Worldwide Procedure Volume for Energy-Based Women's Health Treatments	33
Figure 4	Worldwide Procedure Fees for Women's Health Treatments	34
Table 8	Market Shares of Top Manufacturers of Energy-Based Women's Health Platforms and Disposables	35
Figure 5	Market Shares of Top Manufacturers of Energy-Based Women's Health Devices	36

i. Methodology

This report was compiled from a wide variety of public and proprietary sources. Information was cross-checked against other data, using Medical Insight's proprietary forecasting models, and synthesized into both qualitative and quantitative analyses and projections, specifically covering medical aesthetic products and equipment.

Public sources that were utilized for this report include:

- articles in trade publications and medical journals;
- articles in consumer magazines and newspapers;
- company news releases, website information, marketing materials and financial filings;
- information from trade associations

Proprietary sources that were utilized include:

- Medical Insight's extensive database of industry and product information;
- recent Medical Insight survey data;
- industry analyst reports;
- exclusive interviews with company executives, researchers, sales representatives, physicians, patients, consultants and other industry experts

Additionally, feedback from Medical Insight product information is continually built back into research products so that reports are updated with the most recent industry and market information on an ongoing basis.

Section**1****Executive Summary**

Non-surgical women's health is an expanding segment of the energy-based device market and addresses a number of medical and cosmetic needs across a wide-range of age groups. Many of these patients are new to physician offices and women's health has the potential to become another channel for introducing neophyte aesthetic patients to additional treatments, such as seen with both neurotoxins for facial aesthetics and non-invasive energy-based body shaping solutions such as CoolSculpting, which also bring in new patients. It also has the potential to expand the provider base with OB/GYN and urogynecologists being a key provider of these treatments.

In 2017, total global sales reached \$166 million and through 2022, sales are estimated to rise by 20% per year. On a regional basis, North America will be the largest market for energy based non-surgical feminine rejuvenation and is expected to expand by 21% per year through 2022. In North America women's health is a relatively new treatment option and could become larger given the unmet demand. Asia is the second largest market and will also expand by 21% per year, with growth supported by key markets. European and Latin American markets will exhibit growth of 18% and 14% per year, respectively, as market penetration in these regions rises.

In 2017, there were close to 8,700 installed units globally and this number is expected to rise to about 31,500 by the end of the forecast period with an estimated compound annual growth rate of 29% and corresponding physician fees of nearly \$3.5 billion by 2022.

Figure 5
Market Shares for Leading Manufacturers of Energy-Based Women's Health Equipment, 2017 – 2022

