

## COMPANY PROFILE

# Zimmer MedizinSystems to Launch New Body Treatment Combo



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Zimmer MedizinSystems (Irvine, Calif.) is preparing for the North American launch of two new devices, *Z Stim* and *Z Shape* for muscle toning and body contouring, respectively. Together with the Company's popular *Z Wave* device for cellulite, they become the *Transformation Trio*, a combination designed to optimize results by treating related aesthetic concerns.

"We are pleased to introduce these new products as part of our global strategy to increase the Company's market share in aesthetics," stated Bob Wilber, the president of Zimmer MedizinSystems. "Here in North America, most aesthetic practices have at least one of our Company's Cryo skin-cooling devices, and many benefit from combining treatments with our *Z Wave* device."

North America holds the largest global share of the medical/aesthetic market for body contouring and toning devices, with a market value of \$1.5 billion in 2024. Estimates project that this share will more than double, reaching \$3.3 billion by 2032.<sup>1</sup> This includes devices for electrostimulation, cellulite reduction and nonsurgical fat reduction, such as those offered in the Zimmer MedizinSystems new *Transformation Trio* package.

"All our products are well known for their gold standard design and manufacturing quality, which are backed by outstanding clinical training and service support," continued Mr. Wilber. "We believe these new products will deliver cost effective aesthetic solutions in an expanding market."

Michael Busic, director of aesthetics and wellness at Zimmer MedizinSystems, explains that the device trio offers consistent, patient-satisfying outcomes for multiple aesthetic concerns, without breaking the aesthetic practice

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bank. He notes that the cost of all three devices will be less than some other single devices on the market, and disposable costs will be minimal.

### About the Device Trio

This *Transformation Trio* works synergistically and treats the body in layers, explained Mr. Busic.

*Z Wave*, used in the U.S. by aesthetic practices for over a decade, uses radial shockwave technology to reduce fat cell size, improve circulation and stimulate collagen production. The non-invasive therapy targets the medium fat layer to treat cellulite and enhance body contouring results.

*Z Stim*, a sophisticated muscle stimulation device designed to tone multiple body parts simultaneously, targets the deep muscle layer. The device is designed to strengthen muscle, tone, firm and increase blood flow to treated areas, including the torso, legs, buttocks and arms.

*Z Shape* touts versatility, using a combination of radiofrequency and vacuum technologies to achieve optimal body contouring results and patient comfort. The device targets the superficial fat and skin layer.

"The combination of these three devices is a great adjunct to tummy tucks, brachioplasty, dramatic weight loss, post-liposuction and postpartum patients, toning all layers," according to Mr. Busic.

### A Practice Home Run

Cellulite and skin laxity are among the most common aesthetic concerns and targeted treatments in aesthetic practices. Having a combination of devices to treat all those concerns reliably and effectively could be a game changer. Working with a single manufacturer also has benefits. According to Mr. Busic, "One will not need to negotiate with three companies to buy, maintain and repair the equipment. Working with one quality device manufacturer makes things more efficient, less stressful and less expensive."

### Reference:

1. Market Research Future. Global Medical Aesthetic Market Research Report - Forecast to 2032 (Tables 6,7); 2024.