

# VIVACE ULTRA™

UNIFORM RF MICRONEEDLING

## PRESS RELEASE

### ***Vivace Ultra™ Sweeps Beauty Awards with Four Prestigious Beauty Wins***

*Vivace Ultra™ solidifies leadership position of its revolutionary radiofrequency microneedling treatment that harnesses industry-first ultrasound visualization.*

**Phoenix, AZ., May 1, 2023** -- Aesthetics Biomedical® Inc. announces Vivace Ultra™ has demonstrated and established categorical leadership, authority and credibility with recognition by four prestigious industry publications. The editorial panels at *ELLE*, *NewBeauty*, *Good Housekeeping* and *Cosmopolitan* have bestowed Vivace Ultra™ [cleared by the United States Food and Drug Administration (FDA) in October 2022] top honors for breakthrough innovation, data-driven personalization and results.

Beginning 2023, Vivace Ultra™ received the coveted *ELLE "Future of Beauty Award"* for the year's most innovative and advanced beauty breakthrough for the use of ultrasound imaging and photo mapping. Quick to follow, *NewBeauty* announced Vivace Ultra's award win for "*Best Innovation*" by their panel of top doctors, experts, and celebrities. From over 10,000 submissions, Vivace Ultra™ was one of 399 products vetted and selected for awards and 1 of 8 in their category. Additionally, Vivace Ultra™ received the prestigious *Good Housekeeping Awards 'Seal of Approval'* for "*Breakthrough Professional Treatment*" in the *All Star Anti-Agers* category after being tested by the *Good Housekeeping Beauty Lab* of experts. Most recently, this week, *Cosmopolitan* announced that Vivace Ultra™ is the recipient of its *Holy Grail Beauty Award* for *Best Microneedling Treatment*.

"We set out to build a device that elevates the clinical and patient experience utilizing the best technology in delivery, safety, efficacy, as well as integrating a personalized data driven platform, not before seen in our industry," said MaryAnn Guerra, Founder & Chief Executive Officer of Aesthetics Biomedical® Inc. "After several years of design, development, testing, clinical work and sweat equity these awards are the beginning of (another) new era for Aesthetics Biomedical® Inc. with a level of validation and recognition that speaks to dedication and success of our team to build best-in-class technology"

"We have been fortunate to create products and experiences that enrich consumers' lives and are incredibly personal. It's critical to receive early support and high level industry recognition from such credible editorial sources", said Sheldon Larson Chief Marketing Officer of Aesthetics Biomedical® Inc. "This is an incredible accomplishment that we share with our network of top plastic surgeons, dermatologists, and medical

aesthetic practitioners who continue to have an indelible imprint on our products and services. Their success is the greatest reflection of our success. Vivace Ultra™ will redefine personalization within the aesthetics industry and we're thrilled to receive the validation of this achievement through these prestigious editorial awards from *ELLE*, *NewBeauty*, *Good Housekeeping* and *Cosmopolitan*."

Confirmed industry data cites the popularity of RF Microneedling treatments; nearly half (48.8%) of *NewBeauty's The State of Aesthetics* survey participants indicated their top choice for a minimally-invasive treatment is radiofrequency microneedling. Built upon the legacy Vivace® Microneedle RF technology, and the most requested microneedling treatment on the RealSelf platform, Vivace Ultra™ combines two unique technologies into one personalized treatment, highlighting the movement towards graceful, healthy aging. By offering industry-first ultrasound visualization with unmatched precision, Vivace Ultra™ is the most recognized radiofrequency microneedling experience emphasizing the importance of colorblind versatility and beyond the surface tailored treatment plans.

**For more updates, please visit [AestheticsBiomedical.com](https://AestheticsBiomedical.com) or [VivaceUltra.com](https://VivaceUltra.com)**

About Aesthetics Biomedical® Inc.: Headquartered in Phoenix, AZ., Aesthetics Biomedical® is committed to the development and distribution of novel aesthetic devices, products, and services in the global market. Aesthetics Biomedical's innovation center is a leader in breakthrough technologies and combination therapies for its clients, physician network, and the aesthetic arena, creating novel patient treatment experiences that benefit from ongoing research, approved clinical indications for use, as well as a personalized approach designed for consumer benefit.

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