

## Frequently Asked Questions

*The New, FDA-Cleared Ultherapy® Décolletage Treatment*

### **What is the Ultherapy® Décolletage Treatment?**

On June 20, 2014, the Ulthera® System received FDA-clearance to non-invasively treat the chest to improve lines and wrinkles on the décolleté. This new indication for the System allows it to be used as a stand-alone Ultherapy® treatment or as an add-on to the Ultherapy® lifting treatment administered on the face and neck.

### **What is unique about the Ultherapy® Décolletage Treatment?**

While there are many energy-based devices on the market that are used to treat wrinkles and lines on various surfaces of the skin, the Ultherapy® Décolletage Treatment is now the ONLY non-invasive procedure specifically indicated by the FDA to improve lines and wrinkles on the chest. This means that both Ulthera and our customers can advertise this specific treatment area when communicating with prospective patients.

### **What is beneficial about this new décolletage indication for my practice?**

A key benefit to providers is that Ultherapy now addresses four total treatment areas, from the brow to the chest. This will allow you to tailor Ultherapy treatments according to your patients' needs and offer a new treatment "add-on" of a 30-minute décolletage treatment to your full-face and neck treatments.

### **When can my practice offer the Ultherapy® Décolletage Treatment?**

Ulthera has created treatment guidelines for the décolletage to be installed in your Ulthera® System by way of a free software upgrade. Software upgrades will take place across the U.S. in August and September 2014. Stay tuned for more information regarding your upgrade.

### **Will there be training on the Ultherapy® Décolletage Treatment protocols?**

Yes. Please stay tuned for webinar dates to get your practice up-to-speed on the treatment guidelines. In-person training is available upon request. Please note that this hands-on training may incur a training fee.

### **What clinical tools will be made available?**

In August, please refer to the [Online Customer Portal](#) for the following clinical tools:

- Treatment Marking Video
- Patient Treatment Record
- Training Documents
- Treatment Reference Guide
- Ultherapy® Décolletage Treatment Whitepaper
- Training Webinar

## **What marketing materials tools will be made available?**

We will be mailing out a marketing tool kit to your practice in August to help you promote the new Ultherapy® Décolletage Treatment. Your kit will include new:

- Brochures
- Mirror Clings
- Postcard Shells
- Counter Card
- “Ask Me” Pins
- Updated Clinical Materials

We are also making available several new marketing tools in the [Online Customer Portal and Online Store](#), including:

- Before & After Photos
- Email Template
- Flyer Template
- Postcard Template
- Social Media and Web Images
- Pricing Menu

## **Does the new treatment require new transducers or a different hand piece?**

No. The Ultherapy® Décolletage Treatment utilizes the same hand piece and transducers that you are accustomed to using for the face and neck treatment. Specific information on the treatment guidelines, including the transducers to use and recommended number of lines, will be included in the clinical tools and training.

## **How much should I charge for an Ultherapy® Décolletage Treatment?**

Pricing for the Ultherapy® Décolletage Treatment should be based upon the pricing structure your practice already has in place for full-face and neck treatments. For a stand-alone décolletage treatment, we recommend pricing it around \$1,500-\$2,000 (average of \$6.25/line). When offering the décolletage treatment as an “add on” to a standard full-face and neck treatment, however, we recommend pricing it as a slight discount at around \$1,000-\$1,500 (average of \$4.46/line). Your Ulthera Practice Manager will be available to review pricing guidelines and recommendations.

## **Where can I find supporting data for the Ultherapy® Décolletage Treatment?**

For data resulting from the Ulthera-sponsored pilot and pivotal studies, please download the “Décolletage White Paper” from the [Online Customer Portal](#).

## **I have more questions! Where can I get help from Ulthera?**

Contact your Ulthera Practice Manager or feel free to reach out to Customer Service: [CustomerService@ulthera.com](mailto:CustomerService@ulthera.com) or 1.877.ULTHERA.