# NEWBEAUTY × EMSCULPT® THE STRENGTH OF BODY EMPOWERMENT

LATEST SURVEY FINDINGS AMONG 500+ WOMEN NATIONWIDE FROM NEWBEAUTY

### **MOTIVATION**

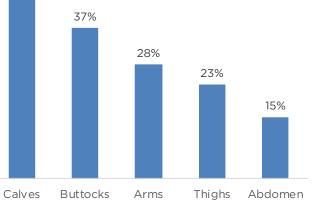
- 92% report they want to **improve their** flaws and would explore opportunities to change them
- 73% say they wish they had a more muscular abdomen
- 74% share they hide certain areas of their bodies due to fear of being exposed

## CONFIDENCE

Which area of your body are you most confident about?

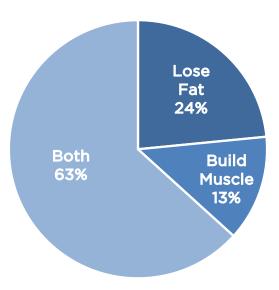
68%

I feel most empowered when I'm fit and trim." -NewBeauty Reader



### GOALS

When thinking about your body, what is your primary goal?



## **INSPIRATION**

• 78% have either had or would be open to getting an in-office noninvasive treatment or procedure

• **53%** think body contouring treatments would have a **positive impact** on the way they feel about their bodies

Source: Proprietary Research conducted for BTL on behalf of NewBeauty, April 2020; Based on 504 female respondents.