



Sientra Launches New miraDry fresh™ Protocol for the miraDry® System at American Academy of Dermatology Annual Meeting

New miraDry fresh Protocol Makes the miraDry Treatment Simpler and Reduces Procedure Time by up to 35%

February 16, 2018 08:30 ET | Source: Sientra, Inc.

SANTA BARBARA, Calif., Feb. 16, 2018 (GLOBE NEWSWIRE) -- miraDry, Inc., a subsidiary of Sientra, Inc. (NASDAQ:SIEN) ("Sientra" or the "Company"), a medical aesthetics company, today announced the launch of a new, improved treatment protocol for the miraDry system. Launching at the American Academy of Dermatology (AAD) Annual Meeting in San Diego, CA, February 16-18, 2018, the new miraDry *fresh* protocol reduces overall procedure time by up to 35%, resulting in a treatment that can be administered with greater ease and is more delegatable.

The miraDry treatment is the first and only FDA-cleared solution to permanently reduce underarm sweat, odor and hair of all colors with as little as one treatment, in one hour with immediate results. The new, optimized miraDry *fresh* treatment protocol and software upgrade offers miraDry providers several significant benefits:

- Overall procedure time reduced by up to 35%, enabling miraDry treatments to be performed in one hour or less
- Revised anesthesia process, that is simpler, faster and enables the treatment to be delegated more easily
- Simplified template designs that better conforms to miraDry clinician needs and usage patterns. The new Template System is now consolidated into only four treatment templates and offers an improved visual design which simplifies the procedure, increases ease of use and provides better tattoo transfer to the treatment area.

The miraDry fresh protocol is the second innovation within three years to bring greater value to existing miraDry providers worldwide.

"Patient and provider satisfaction will continue to drive our product advancements at miraDry," explained Keith J. Sullivan, General Manager at miraDry. "For miraDry patients, this means delivering the expected miraDry results, and fitting it within their lifestyle. For our miraDry providers, this means continuing to advance the original miraDry system by offering an upgraded system and protocol that enables them to deliver the miraDry procedure they trust with even greater ease and confidence, but with less hands-on treatment time."

To learn more about the miraDry procedure and the new miraDry *fresh* protocol, visit the miraDry booth at AAD (Booth #2455) in the San Diego Convention Center during exhibit hours 10 a.m. to 5 p.m. on February 16-17, and 10 a.m. to 3 p.m. on February 18.

About the miraDry Procedure

The miraDry procedure is a non-surgical, clinically-proven procedure that permanently reduces sweat, odor and hair using thermal energy. The miraDry procedure is FDA-cleared. It is available in the United States for the non-invasive treatment of unwanted underarm sweat, odor and hair. In international markets, miraDry is indicated for excessive underarm sweat. The miraDry procedure results in immediate results with as little as one treatment, with little to no downtime, in one hour. As sweat glands in the treated areas are gone for good, miraDry offers a permanent reduction of excess sweat with lasting efficacy. Clinical data demonstrates 100% of patients without bothersome sweat at 1- and 2-year- post treatment.¹

Over 100,000 miraDry treatments have been performed by over 950 providers worldwide. The miraDry treatment garners high patient satisfaction with a 90% all-time "Worth It" rating on RealSelf.com². The miraDry procedure is available through an elite network of miraDry providers worldwide. Dermatologists, plastic surgeons and leading aesthetic specialists that offer miraDry can be found at www.miraDry.com.

Be sure to follow miraDry: [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

1. Lupin et al. Long-term efficacy and quality of life assessment for treatment of axillary hyperhidrosis with a microwave device. Dermatol Surg 40: 805-807 (2014). 2. RealSelf miraDry "Worth It" ratings over all time, sourced January 16, 2018

About Sientra

Headquartered in Santa Barbara, California, Sientra is a medical aesthetics company committed to making a difference in patients' lives by enhancing their body image, growing their self-esteem and restoring their confidence. The Company was founded to provide greater

choice to board-certified plastic surgeons and patients in need of medical aesthetics products. The Company has developed a broad portfolio of products with technologically differentiated characteristics, supported by independent laboratory testing and strong clinical trial outcomes. The Company sells its breast implants and breast tissue expanders exclusively to board-certified and board-admissible plastic surgeons and tailors its customer service offerings to their specific needs. The Company also offers a range of other aesthetic and specialty products including BIOCORNEUM®, the professional choice in scar management, and miraDry, the only FDA cleared device to reduce underarm sweat, odor and permanently reduce hair of all colors.

Forward Looking Statements

This press release contains “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, based on management’s current assumptions and expectations of future events and trends, which affect or may affect the Company’s business, strategy, operations or financial performance, and actual results may differ materially from those expressed or implied in such statements due to numerous risks and uncertainties. Forward-looking statements include, but are not limited to, statements regarding the ability of the miraDry *fresh* protocol to reduce overall procedure time, the ability of the miraDry to conform to clinician needs, the Company’s ability to advance the miraDry system and the Company’s ability to successfully commercialize the system. Such statements are subject to risks and uncertainties, including the dependence on positive reaction from clinicians and their patients. Additional factors that could cause actual results to differ materially from those contemplated in this press release can be found in the Risk Factors section of Sientra’s most recently filed Quarterly Report on Form 10-Q and its Annual Report on Form 10-K for the year ended December 31, 2016. All statements other than statements of historical fact are forward-looking statements. The words “believe,” “may,” “might,” “could,” “will,” “aim,” “estimate,” “continue,” “anticipate,” “intend,” “expect,” “plan,” or the negative of those terms, and similar expressions that convey uncertainty of future events or outcomes are intended to identify estimates, projections and other forward-looking statements. Estimates, projections and other forward-looking statements speak only as of the date they were made, and, except to the extent required by law, the Company undertakes no obligation to update or review any estimate, projection or forward-looking statement.

Investor Contacts:

Patrick F. Williams
Sientra, Chief Financial Officer
(619) 675-1047
patrick.williams@sientra.com

Tram Bui / Brian Johnston

The Ruth Group

(646) 536-7035 / (646) 536-7028

IR@sientra.com

Newswire Distribution Network & Management

- [Home](#)
- [Newsroom](#)
- [RSS Feeds](#)
- [Legal](#)
- [Contact Us](#)

ABOUT US

GlobeNewswire, a Nasdaq company, is one of the world's largest newswire distribution networks, specializing in the delivery of corporate press releases financial disclosures and multimedia content to the media, investment community, individual investors and the general public.

© 2018 GlobeNewswire, Inc. All Rights Reserved.