

CLASSYS Gains Medical Approval in Brazil for the Alpha and Ulfit to Expand Market

- SCIZER, Ulfit and CLATUU Alpha will follow the success of the Ultraformer III
- Leading B2B medical marketing to doctors and distributors and B2C marketing to consumers.



[picture: left: CLATUU ALPHA by CLASSYS / right: Ulfit by CLASSYS]

CLASSYS, a global medical aesthetic company, have announced that their new device the 'CLATUU ALPHA' and the Ulfit have successfully completed registration with Brazil's ANVISA.

Brazil is a country that has proven to have a large interest in medical aesthetic procedures. Currently Brazil represents the highest portion among the 60 countries that CLASSYS exports to and is rapidly expanding.

According to a CLASSYS representative, "The Ultraformer III has seen rapid growth in sales volume in Brazil since gaining registration with ANVISA in 2017. In fact, the rapid growth experienced in Brazil thus far is faster than the initial growth seen in Korea. Additionally, the SCIZER, which implements the same HIFU technology as the Ultraformer III for fat reduction, has been expanding the body contouring market since its registration with ANVISA in August of this year. CLASSYS aims to be more aggressive in targeting the market emphasizing the top quality and customer satisfaction of the CLATUU Alpha and Ulfit."

CLASSYS has been expanding its B2B marketing by providing academic and educational content to doctors and distributors and also actively promoting B2C marketing through brand and procedure awareness via social media and advertising, among other avenues.

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