

# MAX

Merz Aesthetics  
Exchange

MERZ AESTHETICS®

Learn, engage  
and exchange  
*knowledge.*

Master our *products*.



Complement your *skillset*.



Grow your *practice*.





MAX Merz Aesthetics  
Exchange

# MAX

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## **Your Unified Gateway to Aesthetic Excellence**

MAX Merz Aesthetics Exchange, is more than just a service platform – it's the umbrella that brings together every Merz Aesthetics offering for healthcare professionals under one cohesive, empowering framework. Designed to support your professional journey, MAX unifies several service categories into a seamless experience tailored to your needs. Whether you're engaging with us online, through personalized learning formats or at a congress, MAX ensures that every interaction is consistent, high quality, and focused on your growth. From product specific-services, knowledge growth, and practice success support, MAX is your trusted partner in staying ahead in the ever-evolving field of aesthetics. With MAX, you don't just access services – you become part of a connected, forward-thinking community dedicated to excellence in aesthetic medicine.

Master our  
*products.*

Deepen your clinical expertise with targeted learning focused on the Merz Aesthetics product portfolio. This offering is designed to equip you with in-depth product knowledge, confidence in application, and the insights needed to deliver exceptional patient outcomes – *every time*.

Complement your  
*skillset.*

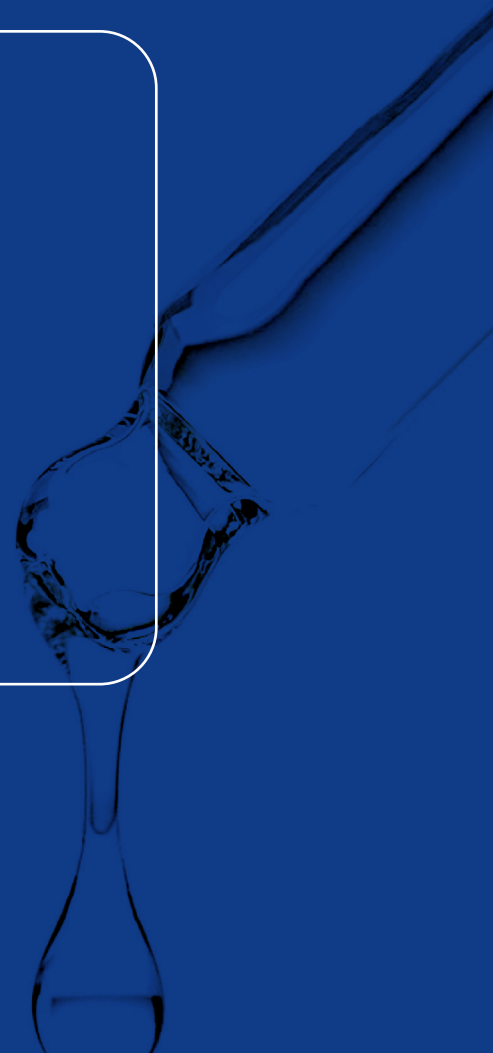
Complement your skillset and enhance your capabilities with expert-led education tailored to deepen your specific knowledge in the scientific field. This offering empowers you to build confidence, refine techniques, and stay at the forefront of aesthetic medicine – through the innovation and educational excellence of MAX Merz Aesthetics Exchange.

Grow your  
*practice.*

Grow your practice by first mapping a clear MAX Patient Journey – the blueprint for every move. From that foundation, MAX Merz Aesthetics Exchange delivers strategic insights and hands-on support that turn each touchpoint into deeper engagement and smoother workflows promoting sustainable growth.

Master our  
*products.*

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## BELOTERO®

Detailed training on the Belotero portfolio, covering product differentiation, clinical studies, and practical use across indications.



## RADIESSE®

Comprehensive knowledge about Radiesse, including its scientific foundation, usage guidelines, clinical evidence, and application techniques.



## Ultherapy PRIME®

Focused content on Ultherapy PRIME®, including its mechanism of action, PRIME platform, and treatment delivery, ultrasound proficiency training and key clinical data.

Master our *products*.



Complement  
*your skillset.*

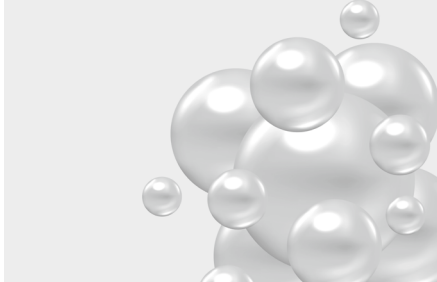
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Complement your skillset and enhance your capabilities with expert-led education tailored to deepen your specific knowledge in the scientific field. This offering empowers you to build confidence, refine techniques, and stay at the forefront of aesthetic medicine – through the innovation and educational excellence of Merz Aesthetics Exchange.



## Foundational *science*

At the heart of every effective aesthetic treatment lies a deep understanding of the human body. MAX empowers you with essential scientific knowledge – from the physiology of skin, aging, and tissue healing, to the core principles of anatomy and how treatments interact with the body. We also equip you with skills to critically read and interpret scientific literature, enabling evidence-based decision-making and elevating your clinical expertise.



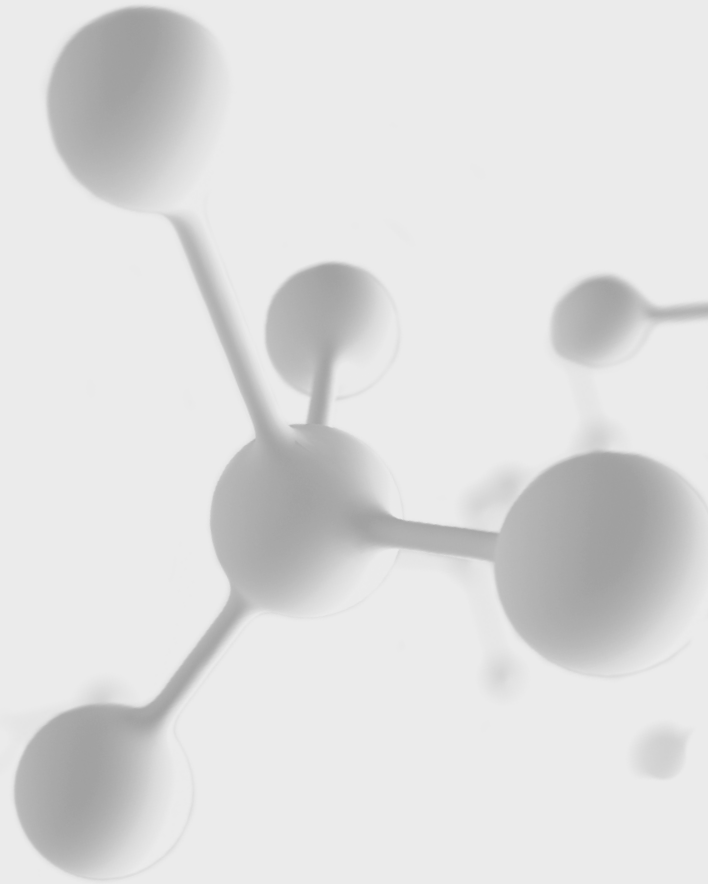
## New Trends & Innovation

Staying ahead in aesthetic medicine means staying informed. MAX supports continuous learning by sharing curated insights into scientific developments, emerging technologies, and forward-looking innovations shaping the field. From novel treatment approaches to transformative tools, MAX ensures you're always one step ahead in delivering modern, evidence-based care.



## Evidence-Based Medicine & Research Skills

MAX equips you with tools to think critically and contribute meaningfully to the scientific foundation of aesthetic medicine. From understanding levels of evidence and study design to mastering the basics of medical writing, MAX helps you navigate scientific literature with confidence. Whether you're assessing data, exploring research opportunities, or starting your own project, MAX supports your journey into evidence-based practice and empowers you to shape the future of aesthetics through research.



Grow your  
*practice.*

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Grow your practice by first mapping a clear MAX Patient Journey – the blueprint for every move. From that foundation, MAX Merz Aesthetics Exchange delivers strategic insights and hands-on support that turn each touchpoint into deeper engagement, smoother workflows, and aims at sustainable growth.



## Knowing *you*

### **Lead generation and advertising**

Services designed to boost your visibility, drive traffic, and enhance your presence during the awareness stage of the patient journey.



## Knowing *them*

### **Patient consultation**

Services that support accurate diagnosis, guide patient consideration, and elevate the consultation experience – helping you truly understand and connect with your patients.



## Building *trust*

### **Patient conversation**

Services designed to strengthen the patient's treatment decision, foster trust, and support the conversion from interest to commitment – turning consideration into lasting relationships.



## Succeeding

### **Commercial support**

Services designed to optimize clinic efficiency, streamline payment processes, and provide robust commercial support – empowering you to run a more profitable and professionally managed practice.



## Indulging

### **Patient comfort**

Services designed to elevate the in-practice treatment experience – enhancing patient comfort, creating a premium atmosphere, and delivering a consistently high standard of care throughout the experience.



## Maintaining

### **Patient retention**

Services focused on fostering patient loyalty and long-term engagement – ensuring sustained success for both you and your patient.

Along the six stages of the MAX Patient Journey, we offer a comprehensive range of services designed to help you 'Grow Your Practice'. From increasing awareness among potential new patients, to supporting accurate diagnosis and effective consultation, MAX is with you every step of the way. We help you build trust so patients see you as a reliable partner in their aesthetic journey.

Beyond clinical excellence, we also support the commercial side of your practice – offering guidance on financial planning, staff and stock management, and operational efficiency. And, because patient loyalty is key, we provide tools and methodologies to support successful treatments and lasting relationships that keep patients coming back.

The  
patient  
*journey.*

# MAX

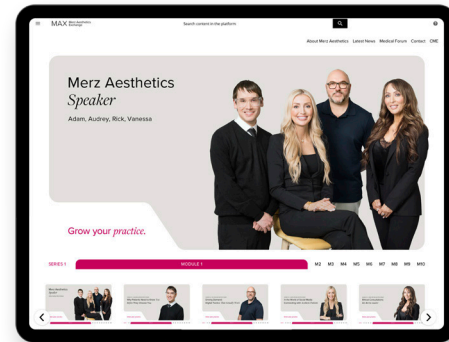
## Merz Aesthetics Exchange

At MAX, we go beyond the ordinary with a truly 360-degree approach to service delivery. Not only do we offer a comprehensive range of service categories, but we also prioritize how these services reach you –seamlessly and effectively.

We understand that your time is valuable. That's why we've designed three flexible formats to connect with you wherever you are:

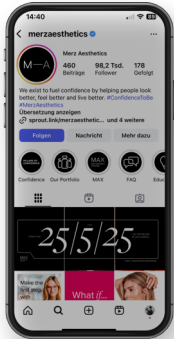
With MAX, it's not just about what we offer –it's about how we deliver it to *empower your journey*.

on *demand*



Online Platforms – Access our services  
*anytime, anywhere.*

## on *your side*



Tailored Individual Offers –  
Personalized solutions that fit your  
unique needs at your clinic, in our  
MAX Studio or hybrid sessions.

## on *location*



Community Learning Experiences –  
Engage, grow, and connect with others  
in dynamic group settings at congresses,  
events or in our MAX Studios.

# MAX

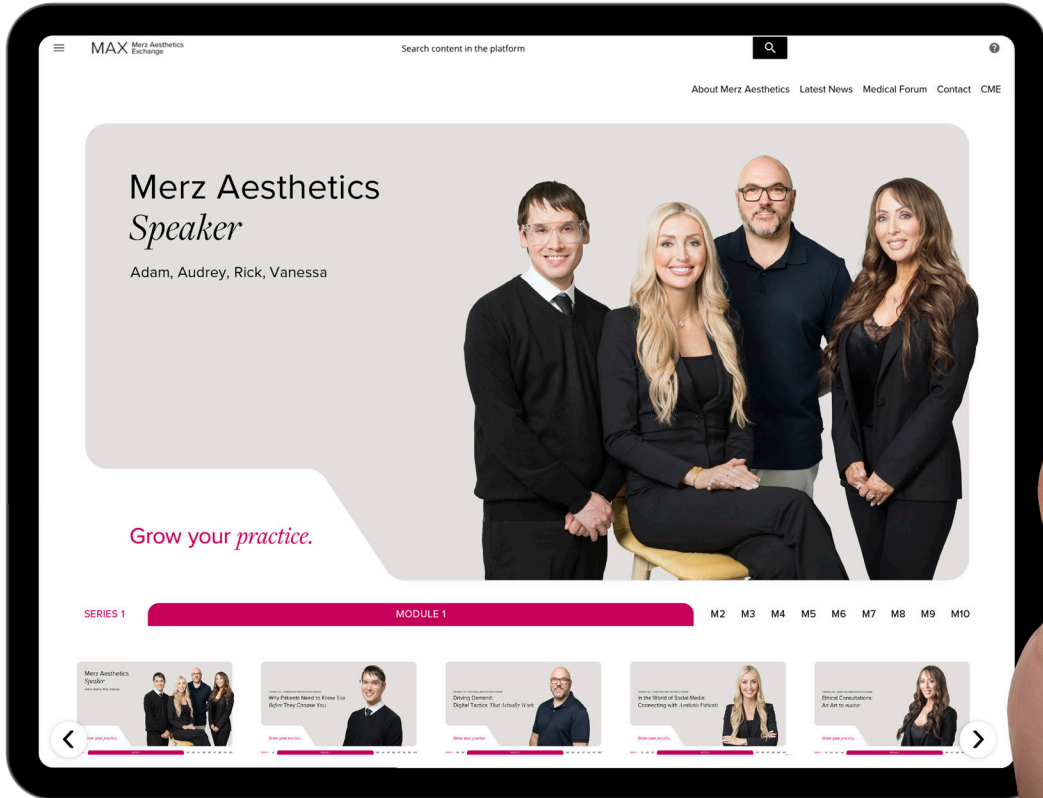
Merz Aesthetics  
Exchange

*on demand*

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*anytime, anywhere*

Designed with flexibility in mind, this format adapts to your lifestyle. Whether you are learning on the go, picking up where you left off, or diving in at your own pace, each layout reflects the MAX frame structure, offering a fluid experience that fits seamlessly into your schedule.



Master Our Products

Comple

Grow Your Practice

(BeNeLux) Master Our Products: eL



RADIESSE® in the  
Treatment of Aging

ENROLLED  
EN | 30m 00s

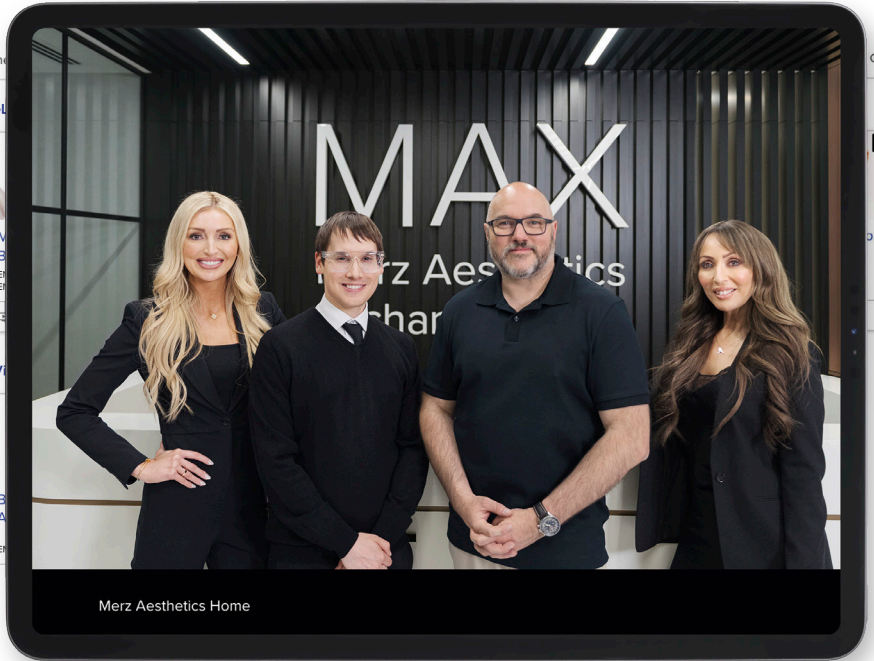
E-learning

(BeNeLux) Master Our Products: V



BELOTERO Revive  
Injection video - Lip Sun

ENROLLED  
EN | 03m 00s



Etiology of

EN | 25m 00s


E-learning

Master our *products*.

Complement your *skillset*.

Master Our Products    Complement Your Skillset    **Grow Your Practice**


1/4



**Skin Aging**

EN | 25m 00s


E-learning



**Anatomy of the hands**

EN | 25m 00s

E-learning




**Aging of the Hands and Rejuvenation**

EN | 25m 00s

E-learning


**(BeNeLux) Grow Your Practice: Videos**

1/5




Merz Aesthetics  
Specialist

Module 1




Why Patients Need to Know You  
Before They Choose You

Module 2




Doing Demand  
Digital Tactics That Actually Work

Module 3



In the World of Social Media:  
Connecting with Patients

Module 4




Ethical Consultations:  
An Art to Master

Module 5


**(BeNeLux) Grow Your Practice: eLearning**

1/3




Trust: When Patients Are Making  
Their Final Decision

Module 6




Success Signals:  
Tracking What Really Matters

Module 7




Maintaining Patient Contact:  
Offering an Intelligent  
Treatment Experience

Module 8



Building Patient Loyalty:  
The Secret to Sustainable  
Practice Growth

Module 9



Grow your practice.

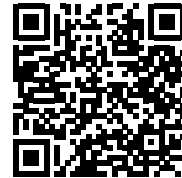
MAX Edge™

Module 10



# MAX

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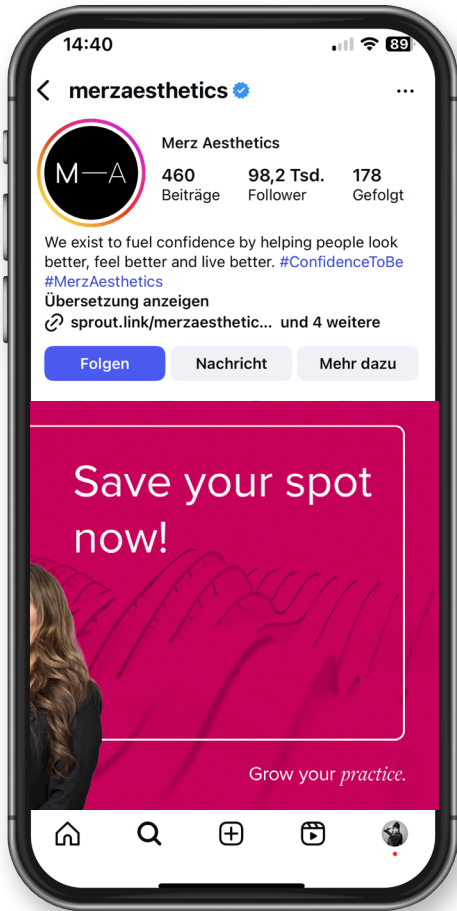
Have us boost  
your patient  
retention...

...and *grow!*

MAX  
Merz Aesthetics  
Exchange



*on your side*



## Tailored to your needs

Wherever you need support, we're here to deliver. Whether it's hands-on product training on the medical side or strategic guidance for your advertising, our diverse network of medical and business experts allows us to match you with the right support. Let's talk and make sure we bring the value that truly moves your practice forward.



# MAX

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Exchange

*on location*





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## Events, congresses, studio

MAX brings the community together through vibrant, in-person experience – from global congresses and live events, to our exclusive MAX Studios.

# MERZ AESTHETICS

MERZ AESTHETICS®

AT MERZ AESTHETICS, WE EXIST TO FUEL CONFIDENCE BY  
HELPING PEOPLE LOOK BETTER, FEEL BETTER AND LIVE BETTER.

DISCOVER OUR HOLISTIC PORTFOLIO:

BELOTERO®

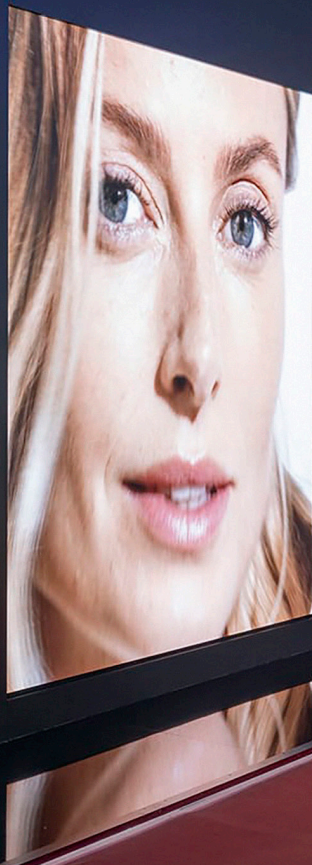
RADIESSE®

BOCOUTURE®

Ultherapy®

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MERZ AESTHETICS



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**STUDIO**

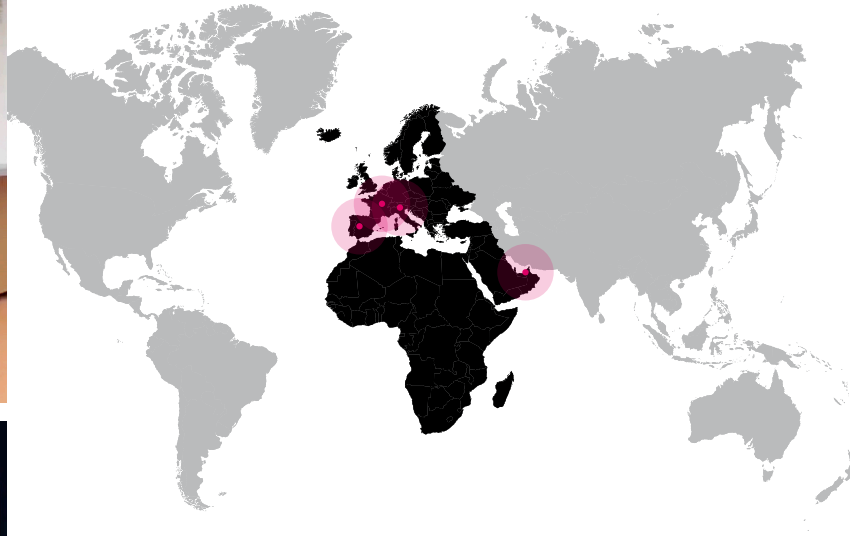
Four exclusive Studio destinations are located within EMEA.

 merzaesthetics



## **MAX Studios: Where Learning Comes to Life**

MAX Studios are our state-of-the-art training centers, designed to deliver an exceptional in-person learning experience. No matter the focus topic, you'll be immersed in a dynamic environment that fosters both engagement and growth. Whether it's knowledge transfer in the auditorium or hands-on training at the treatment chair, MAX Studios provide the ideal setting for you to learn, develop, and enjoy every step of the journey.



Visit our Worldwide MAX Studios in Madrid (Spain), Dubai (UAE), Paris (France), or Milan (Italy).

# MAX Merz Aesthetics Exchange



Safety information  
for BOCOUTURE®

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