



 **LIPOGEMS** HONORABLE CHOICE™

**LIPOGEMS  
THE BEST IN CLASS  
FDA CLEARED  
OPTION**

**FOR PATIENTS  
BETWEEN CONSERVATIVE  
OPTIONS AND MAJOR  
INVASIVE SURGERY**

**An Award Winning Technology  
for Orthopaedics**



Lipogems Honorable Choice are our most trusted physicians – and we want you to experience the difference of a high value, ethical option for your patients. The Honorable Choice identifies physicians that responsibly offer, communicate, and educate patients.

## HONORABLE CHOICE WORTHY OF HONOR

- ✓ Ethical
- ✓ Honest
- ✓ Moral
- ✓ Full of Integrity
- ✓ Respectable
- ✓ Upstanding
- ✓ High Principled
- ✓ Trustworthy
- ✓ Reliable
- ✓ Reputable

Reference: [www.dictionary.com](http://www.dictionary.com)

# BEST PRACTICE PROGRAM

The Honorable Choice Program is a best practice program that offers its members the following below. As a responsible company, we strive to integrate this FDA cleared option into your clinical practice for those patients in the orthopaedic treatment gap. The program works with each practice to identify their needs and objectives and identify which offerings best meet those objectives. Lipogems can provide a tailored plug and play solution for the practice to ethically educate patients and other HCP's and attract patients.



### Recognized Leaders in Orthopaedic Medicine

- > Musculoskeletal Experts
  - Orthopaedic Surgeons
  - Physical Medicine and Rehabilitation
  - Sports Medicine Physicians
- > Partnership with Leading Institutions and Physicians



### Ethical and Compliant Option For Your Patients

- > Keep Your Patients In Your Continuum of Care
- > Ethically Educate HCP's to Identify Patients In the Treatment Gap
- > Responsibly Attract and Communicate to Patients
- > Positioned as Best in Class FDA Cleared Option For Patients in the Treatment Gap
- > Use FDA Compliant Resources
- > Easy and Responsible Implementation into Your Practice



### Differentiate from Others

- > Trustworthy Care from a Reputable Musculoskeletal Providers that are Offering a Reliable FDA Cleared Option for their Patients in the Treatment Gap
- > FDA Cleared Option as a Minimally Invasive Procedure or with Orthopaedic and Arthroscopic Surgery
- > Lipogems is FDA Cleared for Use in Orthopaedics and Arthroscopic Surgery\*!#
- > Strong Scientific and Clinical Evidence
- > Differentiate from Stem Cell Clinics and providers that are not experts in the musculoskeletal system using unproven / not FDA cleared technologies for these patients

### DISTINGUISH Education and Research

- > Become a Scholar Member of the Distinguish Education and Research
- > Access to Leading Educational and Research Resources
- > Leading HCP Educational Programs
- > Procedural Education and Quality Assurance
- > Trusted Partner in Scientific Research and Clinical Outcomes
- > World Scholar Society for Residents, Fellows, and Scientists

!Microfragmented Fat™ (MFA) processed from the Lipogems System meets the FDA guidelines for minimal manipulation of the tissue and is intended for homologous use

\*Lipogems in not a stem cell procedure or therapy

#The Lipogems System is a sterile medical device intended for the closed-loop processing of lipoaspirate tissue in medical procedures involving the harvesting, concentrating and transferring of autologous adipose tissue harvested with a legally marketed lipoplasty system.



# JOIN THE MOVEMENT

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## ARE YOUR PATIENTS IN THE TREATMENT GAP?

Lipogems Is The  
Best-In-Class FDA Cleared  
Option For Patients Between  
Conservative Therapy  
and Major,  
Invasive Surgery

Experience the Difference  
of An Award Winning Technology  
for Orthopaedics

# NATURAL, MINIMALLY INVASIVE PROCEDURE THAT HELPS PATIENTS IN THE “TREATMENT GAP”

Lipogems is leading the way in orthopaedic medicine by assisting patients who fall in the “treatment gap”- those between conservative therapies and major, surgical intervention. The innovative system provides patients a natural, minimally invasive FDA cleared option that is offered by experts in musculoskeletal care and is supported by strong scientific and clinical evidence.



## WHAT IS THE TREATMENT GAP?

When patients experience injuries or orthopaedic issues that cause them discomfort, the first line of treatment is typically conservative interventions like physical therapy, corticosteroids and viscosupplementation.<sup>1</sup>

Unfortunately, when these options are no longer effective or the patient is not ready for major, invasive surgery, these patients fall into the treatment gap.<sup>1</sup>

### How long do patients stay in the treatment gap?<sup>1</sup>

Typical patient experiencing 9-12 years of symptomatic issues before undergoing arthroplasty<sup>1</sup>

- 20yrs may be more accurate
- Patients under 40 spend ~40yrs in the treatment gap<sup>1</sup>

### During the treatment gap, the patient experiences:<sup>1</sup>

- Debilitating pain
- Reduced quality of life
- Significant financial burden
- Activity limitations
- Over time:
  - Risk of weight gain
  - Depression
  - Chronic diseases
  - Other conditions manifested by lack of physical activity

### Reasons for the Treatment Gap:

- Ineffectiveness of conservative measures in long-term treatment<sup>1</sup>
- Younger patients are worried about the impact on their lives and long term revision surgery<sup>1</sup>

Great reluctance of patients to undergo major and irreversible surgery because they are worried about:<sup>2</sup>

- long term recovery
- asking for help
- complications from surgery (including death)
- discomfort from surgery
- taking time away from work or family obligations

### Did you know?

3.6 million people with knee issues are in the treatment gap at any given time<sup>1</sup>

1. London NJ et al. Clinical and economic consequences of the treatment gap in knee osteoarthritis management. Medical Hypotheses. 2011; 76:887-892.

2. Hamel M et al. Joint Replacement Surgery in Elderly Patients with Severe Osteoarthritis of the Hip and Knee. 2008 American Medical Association. 1430-1440.

# ETHICAL, RESPONSIBLE, AND RELIABLE OPTION FOR MILLIONS OF ORTHOPAEDIC PATIENTS

With FDA clearance, strong scientific evidence and teams of scientists and physicians, the goal of the company is to offer a responsible and reliable option that may help millions of patients that are struggling with orthopaedic issues.



## OFFERED BY LEADING ORTHOPAEDIC PHYSICIANS

Lipogems has partnered with leading orthopaedic physicians in over 250 leading centers in the United States and in over 28 countries worldwide.

Lipogems is on the DAPA contract for all United States Department of Defense sites and Veteran Affairs Medical Centers.

### Military

- Veteran Affairs Medical Centers
- Department of Defense Sites
- Walter Reed
- Fort Belvoir
- Fort Benning
- Fort Bragg
- William Beaumont Army Medical
- Fort Gordon
- Fort Hood
- Wright Patterson Air Force
- Fort Carson

### Academic Institutions

- Hospital for Special Surgery
- New York University
- Columbia University
- University of Colorado
- Cleveland Clinic
- Massachusetts General Hospital
- Harvard University/Spaulding Hospital
- OrthoCarolina
- Atrium Health
- Stanford University
- Keck Medicine of USC
- Duke Health
- The University of New Mexico
- Ohio State University
- University of Iowa
- Yale University
- Baylor University
- Andrews Institute
- Hughston Clinic
- Indiana University
- Cedars-Sinai
- Mayo Clinic
- Rizzoli Institute
- Galaezzi Orthopaedic Institute
- And more.....

# SUPPORTED BY STRONG SCIENTIFIC EVIDENCE

**100+** Peer Reviewed Publications with up to 3 Years Follow Up

**95%** Independent Studies Performed at Well-Respected Institutions

**38** Ongoing Independent Clinical Studies

**13** Ongoing Basic Science Studies

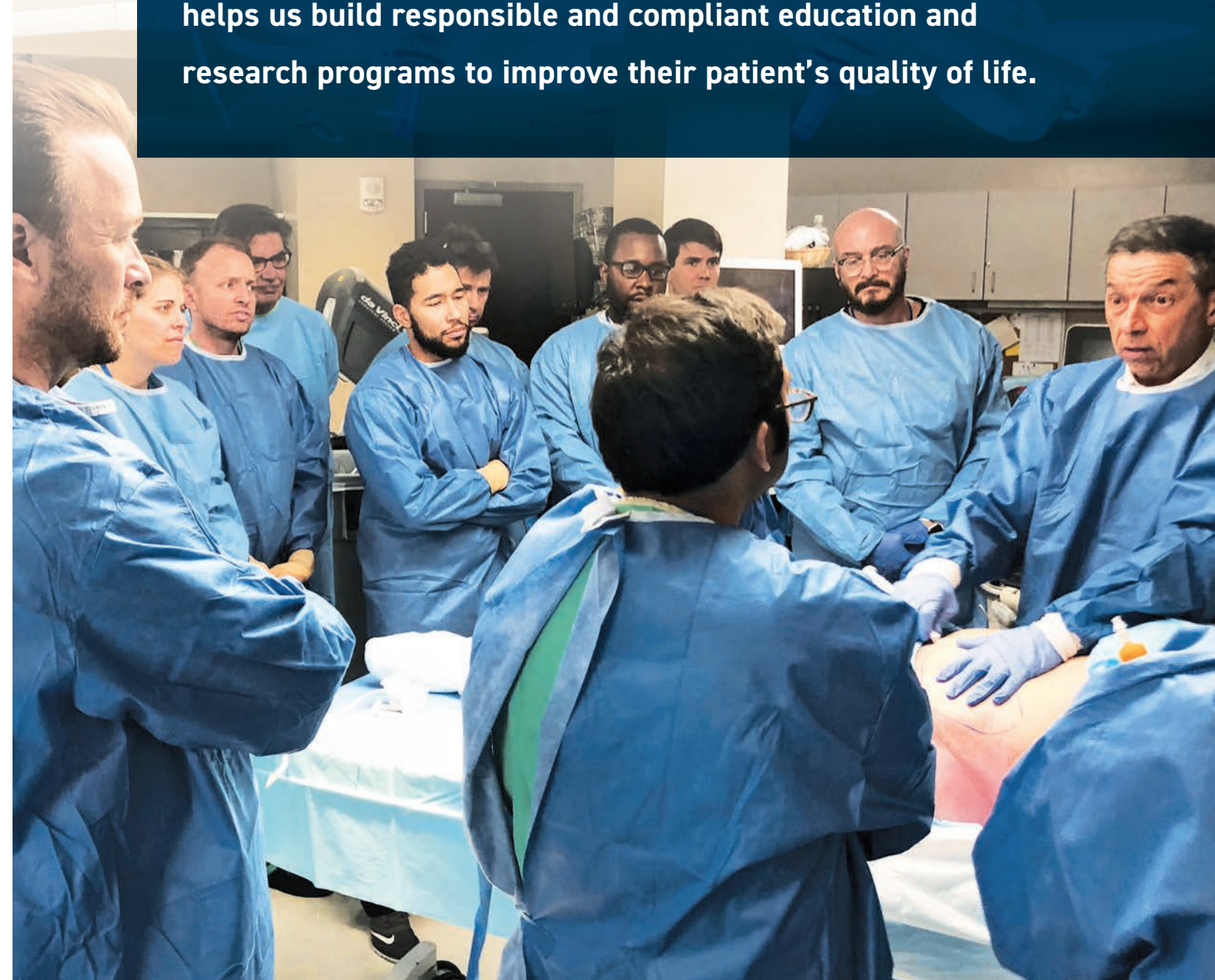
## 2020 PUBLICATIONS WERE FROM THE FOLLOWING INSTITUTIONS

- University of Pittsburgh
  - New York University
  - Harvard Spaulding/Mass General
  - Rutgers University
  - Kessler Foundation
  - University of Bologna (Italy)
  - Galeazzi Orthopaedic Institute (Italy)
  - St. Catherine Specialty Hospital (Croatia)
  - Negrar Hospital (Italy)
  - Zealand University Hospital (Denmark)
  - University of Manchester (UK)
- and more....

# DISTINGUISH



Education and Research

Our mission is to provide relief from human and animal suffering by offering responsible, safe, and simple options. Partnering with quality physicians and leading institutions, helps us build responsible and compliant education and research programs to improve their patient's quality of life.



# RESPONSIBLE IMPLEMENTATION INTO YOUR ORTHOPAEDIC PRACTICE

## EXPERIENCE THE DIFFERENCE OF LIPOGEMS

 <h3>PATIENT</h3> <p><b>High Standard of Care from a Trusted Orthopaedic Physician using an FDA-Cleared System</b></p> <p><b>Minimally Invasive Procedure in the Office or Surgical Setting:</b> Less than an hour for the procedure</p> <p><b>May be Used in Multiple Treatment Sites In the Same Setting</b></p> <p><b>Minimal Recovery Times</b></p> <p><b>Minimal Risk of Rejection or Infection:</b> Autologous tissue</p> <p><b>Best Quality Tissue:</b> Adipose tissue is known to contain a high concentration of reparative cells<sup>6,7</sup> and the concentration of these<sup>8</sup></p> <p><b>One Time Procedure for Majority of Patients</b></p> <p><b>Cost:</b> Cheaper than or equal to the in-network cost for major orthopaedic surgery</p>	 <h3>PHYSICIAN</h3> <p><b>Partnering with a Responsible Company that Helps Keep Your Patients in the Care Continuum</b></p> <p><b>Comprehensive Kit:</b> Disposable kit containing necessary materials for harvesting and processing of the tissue</p> <p><b>Economical:</b> No centrifuge or capital equipment needed</p> <p><b>Efficient:</b> Processing takes minutes</p> <p><b>Sterile:</b> Closed-loop system reduces risk of contamination</p> <p><b>Best Quality Tissue:</b> Adipose tissue contains a high concentration of reparative cells<sup>4,5</sup> and the processing preserves the cell and tissue microarchitecture</p> <p><b>FDA Compliant:</b> Microfragmented Fat meets guidelines for minimal manipulation and intended for homologous use</p> <p><b>Easy and Responsible Implementation Into Your Orthopaedic Practice</b></p>
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References:

1. Fu W et al. Characteristics and Scope of Training of Clinicians Participating in the US Direct-to-Consumer Marketplace for Unproven Stem Cell Interventions. JAMA. June 25, 2019 Volume 321, Number 24
2. Turner L, Knoepfler P. Selling stem cells in the USA: assessing the direct-to-consumer industry. Cell Stem Cell. 2016;19(2):154-157.
3. Bauer G, Elsallab M, Abou-El-Enein M. Concise review: a comprehensive analysis of reported adverse events in patients receiving unproven stem cell-based interventions. Stem Cells Transl Med. 2018;7(9):676-685. doi:10.1002/sctm.17-0282
4. Federation of State Medical Boards. Position statement on practice drift. <https://www.fsmb.org/siteassets/advocacy/policies/position-statement-onpractice-drift.pdf>. Published April 2016. Accessed March 23, 2019.
5. Knoepfler P. How Much Do Stem Cell Treatments Really Cost? Feb 22, 2015. The Niche. <https://ipsell.com/2015/02/stemcelltreatmentcost/> Accessed on July 19, 2019.
6. Hass, Ralf, Cornelia Kasper, Stefanie Böhm, and Roland Jacobs. "Different Populations and Sources of Human Mesenchymal Stem Cells (MSC): A Comparison of Adult and Neonatal Tissue-derived MSC." Cell Commun Signal Cell. Communication and Signaling 9.1 (2011): 12.
7. Caplan A: 2013: Mesenchymal stem cells environmentally responsive therapeutics for regenerative medicine. Experimental & Molecular medicine. 45(11):e54.
8. Beane, Olivia S., et al. "Impact of aging on the regenerative properties of bone marrow-, muscle-, and adipose-derived mesenchymal stem/stromal cells." PloS one 9.12 (2014): e115963.

# OFFER LIPOGEMS HONORABLE CHOICE™ AND KEEP YOUR PATIENTS IN YOUR CONTINUUM CARE

Lipogems is the best in class FDA cleared option for patients that fall in the treatment gap as a minimally invasive option in the office/procedure room or added to arthroscopic or orthopaedic surgery. Keep your patients in your continuum care and prevent them from seeking high cost, unproven treatments like stem cell therapies and other technologies that are not approved by the FDA.

	Lipogems	Stem Cell Clinics & Therapies
<b>Providers</b>	Leading orthopaedic physicians from top orthopaedic institutions that are experts in the musculoskeletal system <ul style="list-style-type: none"> <li>• Orthopaedic Surgeon</li> <li>• Physical Medicine &amp; Rehabilitation</li> <li>• Sports Medicine Physician</li> </ul>	Injection clinics from providers that do not have a specialty or advanced training in the musculoskeletal system <ul style="list-style-type: none"> <li>• 34% are not physicians<sup>1</sup></li> <li>• Orthopaedics is the #1 area that stem cell clinics market to patients<sup>2</sup></li> <li>• Approx. 50% that advertise stem cell treatments do not have 1 physician with formal training matching the condition claimed to treat<sup>1</sup></li> <li>• Unlicensed stem cell interventions pose risks<sup>3</sup></li> <li>• Clinicians practicing beyond their scope of training could increase risks to patients<sup>4</sup></li> </ul>
<b>FDA Clearance</b>	FDA Cleared for Use In Orthopaedics and Arthroscopic Surgery!#	Stem Cell Therapies are not FDA cleared
<b>Compliant Verbiage</b>	Compliant verbiage from the according to the label and FDA guidance documents	May make unverified claims <ul style="list-style-type: none"> <li>• Pain Relief</li> <li>• Avoid surgery</li> <li>• Tissue "Regeneration"</li> </ul>
<b>Evidence</b>	Supported by 100+ peer reviewed publications from well-respected institutions (95% are independent studies)	Unproven treatments may present serious health, personal and financial considerations
<b>Cost to the Patient*</b>	\$2500-\$5000 Costs vary due to the setting (OR vs Office/Procedure Room), Facility, and Costs, Geographic area <p>*Physician determines the cost of the procedure</p>	Approx. \$7,000-10,000 per treatment (many receiving more than one treatment) <p>International: \$20,000-\$100,000 (targeting Americans)</p>

! Lipogems is not a stem cell therapy or procedure  
 # Microfragmented Fat (TM) (MFA) processed from the Lipogems System meets the FDA guidelines for minimal manipulation of the tissue and is intended for homologous use

# STAY IN THE SAFE ZONE

Stay in the Safe Zone by accurately and compliantly discussing Lipogems and differentiating from uncompliant technologies. We provide guidance on the appropriate medical and branding terminology to use when speaking, writing, or displaying any content about Lipogems.

Correct Terminology	Incorrect Terminology
Lipogems	Stem Cell or Lipogems Stem Cell Therapy
Adipose Tissue Transfer Microfragmented Fat (MFat) <sup>™</sup> Microfragmented Adipose Tissue Transfer	Stem Cell Therapy Stem Cell
FDA Cleared Option for Patients in the Treatment Gap (Tried Conservative Therapy and Not Ready for Major Invasive Surgery)	Reparative Medicine
Cushion to Support the Repair, Replacement, Reconstruction of Damaged or Injured Tissue	Regenerate
Fat Harvesting	Liposuction Mini-liposuction
Harvest, Concentrate, Transfer Adipose Tissue	Regenerate tissue Cell therapy
Cushion to Support the Repair, Replacement, Reconstruction of Damaged or Injured Tissue	Regenerates tissue Regenerates cartilage
Wash, Rinse, Resize the Fat	
Preserves Cell and Tissue Microarchitecture	Stem Cell
Microfragmented Fat or MicroFat <sup>™</sup>	Stem Cell
Natural, Minimally Invasive Procedure Another Option to Major, Invasive Surgery	Alternative to Surgery
Adjunct to Your Surgical Procedure In-conjunction with Your Surgical Procedure	Faster Recovery
Orthopaedic Issues	Specific orthopaedic conditions such as osteoarthritis, rotator cuff repair
Supports the Healing Process	Regenerates Tissue Regenerates Cartilage

# JOIN THE MOVEMENT

## Lipogems Honorable Choice Recognition

Lipogems Honorable Choice is our most trusted physicians — and we want you to be one — so we recognize the commitment every step of the way. With Honorable Choice Program, you have opportunities to help ethically and responsibly educate and communication to patients and other healthcare professionals.

### Recognition Resources


- Certificate
- Website Content
- Social Media
- Table Top Displays for the Practice
- Press Release Template
- HCP Table Top

### Education Resources

- Patient Identification and Communication
- Referring Providers
- Healthcare Professionals
- Workman's Compensation



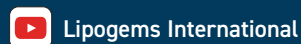




The information presented is intended solely for the use of healthcare professionals. A physician or healthcare provider must always rely on his or her own professional clinical judgement when deciding whether to use a particular product when treating a particular patient. Lipogems does not dispense medical advice and recommends that healthcare providers be trained in the use of any particular product before using it.

The information presented is intended to demonstrate a Lipogems product. A surgeon must always refer to the package insert, product label, and/or instructions for use before using any Lipogems product. Products may not be available in all markets because product availability is subject to the regulatory and/or medical practices in individual markets. Please contact your Lipogems representative if you have any questions about the availability of Lipogems in your area.

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