

TEXT MODULES FOR MOVIVA®

“Turn down the food noise”

About GMA and MOVIVA®

Introduction

For many people living with obesity, persistent hunger signals and cravings make long-term weight management difficult. GMA is an incisionless, minimally invasive endoscopic procedure, that targets the gastric fundus, the main site of ghrelin production – the so-called hunger hormone. By reducing ghrelin levels, patients experience less hunger. At the same time, the ablated tissue shrinks the fundus. Together, these effects can support controlled weight reduction.

GMA with MOVIVA®: Targeting hunger at its source

MOVIVA® is an advanced hybrid instrument designed for GMA. It combines two key functions in one product. Injection of a protective submucosal fluid cushion that protects deeper tissue layers from thermal injury and superficial thermal ablation of the mucosa using argon plasma coagulation (APC). MOVIVA®’s dedicated moveAPD mode ensures broad and consistent argon plasma coagulation. Another strength of MOVIVA® lies in its enhanced injection capabilities, particularly in tangential positions, which are often challenging in endoscopic settings.

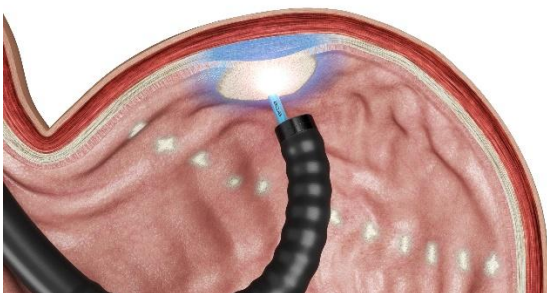


Figure 1 How GMA with MOVIVA® works

Early clinical experience with GMA

Clinical evidence indicates that fundal GMA using MOVIVA induces weight loss. GMA alone achieves 7.7% total body weight loss (TBWL) after 6 months in early studies.¹

GMA may be used either on its own or in combination with endoscopic sleeve gastroplasty (ESG). When combined, early data indicate further improvements, with up to 24% TBWL

reported after 12 months – approaching outcomes seen with surgical sleeve gastrectomy, while remaining far less invasive.^{2,3}

Visit the website for more information on MOVIVA® [[MOVIVA® Turn down the food noise](#)].

MOVIVA® is currently available in CE and CE-related markets.

Sources:

¹ Maselli, Daniel B et al. “Endoscopic Gastric Fundal Mucosal Ablation Induces Weight Loss in Adults With Obesity.” *Gastroenterology* vol. 167,7 (2024): 1457-1459.e3.

doi:10.1053/j.gastro.2024.08.008

² McGowan, C. E., et al. (2025). “Combination gastric fundus mucosal ablation and endoscopic sleeve gastropasty: Results from two first-in-human studies.” *Gastrointestinal Endoscopy*, Volume 101, Issue 5, S58.

³ Gadi SR, et al. (2026) “Gastric fundal mucosal ablation followed by endoscopic sleeve gastropasty in adults with obesity: a first-in-human two-phase pilot clinical trial.” *Endoscopy*, 2026. DOI: 10.1055/a-2823-8603

About Erbe Elektromedizin

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