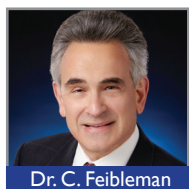


Meet some of the Masters in Aesthetics & Learn about Fractional Technology with Fractora



Dr. Judith Hellman is a board certified dermatologist, and has been practicing medical dermatology as well as laser surgery, cosmetic dermatology and dermatological surgery in New York City since 1993. She is currently an associate professor in the Department of Dermatology at Mt Sinai Medical Center, and has authored numerous articles on a variety of subjects.



Dr. Cary Feibleman is a board certified dermatologist and dermatopathologist who has practiced clinical and cosmetic dermatology in Los Angeles County for 35 years. He was a assistant clinical professor for 17 years participating in the dermatopathology teaching service in the Division of Dermatology at Harbor-UCLA Medical Center.



Dr. Michael H. Gold is a board-certified dermatologist and dermatologic surgeon and oversees the various facets of the center's operations — a combination of medical and surgical dermatology, cosmetic dermatology, aesthetic services and research endeavors which began in 1990. Dr. Gold has earned worldwide recognition for providing patients with leading-edge technological advances in dermatology and aesthetic skin care.



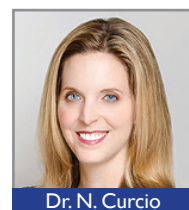
Dr. David J. Goldberg earned his medical degree from Yale University School of Medicine. He completed his dermatology residency and dermatologic surgical fellowship at New York University Medical Center. He has served as President as well as Chairman of both the Ethics and International Committees of the American Society for Laser Medicine and Surgery (ASLMS).



Dr. Eliot Battle is a nationally and internationally renowned dermatologist and the CEO and co-founder of Cultura Dermatology and Laser Center. Dr. Battle's research at Harvard University's Wellman Laboratories of Photomedicine helped pioneer the new generation of "color blind" cosmetic lasers opening up the field to patients of all cultures, regardless of skin color or ethnicity.



Dr. F. Victor Rueckl is board-certified by the American Board of Dermatology and the American Society for Mohs Surgery. He is also a fellow in the American Association of Cosmetic Dermatology. He has been licensed in Nevada since 1981. Dr. Rueckl obtains numerous certifications and attends trainings each year to stay abreast of changes and innovations in the cosmetic dermatology field.



Dr. Natalie Curcio excels at appreciating both east coast and west coast beauty across different ethnicities. She is one of few fellowship-trained Mohs surgeons in middle TN and the only dermatologist who is fellowship-trained in Dermatologic Cosmetic & Laser Surgery.

What is different about Fractora compared to other fractional devices on the market today?

Dr. C. Feibleman: What I like about the Fractora system in contrast to other fractional devices is that it is two dimensional rather than one dimensional. Traditional laser delivers a uni-directional, pinpoint burn in the skin whose depth is related to the joules. Fractora starts out the same with a vertical pinpoint of energy delivery then makes a horizontal turn as it exits through the contact bar on the side. This has been proven to result in more contraction within dermal collagen.

Dr. V. Rueckl: The treatment goes much deeper. It allows a more customized treatment and depth due to the variety of tips and variable energy selections. The recovery is extremely easy and pain free. The results are remarkably better than any other fractional device for wrinkling, skin tightening, and acne scarring.

Dr. M. Gold: Fractora is one of those versatile technologies that allows us to customize the treatments by varying the depth of penetration of the RF current. This has been one of the hallmarks of fractional RF therapy. Fractora uses what they call a designer dermis – using varying tips of RF pins that allow the user to determine how deep and how aggressive one can get with the treatments. Varying the number of pins – which gives us varying amounts of RF energy, and the density of those pins, truly allows customization. Fractora works extremely well in rejuvenating the skin, face and neck and hands, and also can successfully tighten the treated skin. In addition, we use Fractora for acne scars, one of my favorite indications for fractional RF.

How has using Fractora impacted your patient outcomes?

Dr. J. Hellman: I can use Fractora for deep scars and wrinkles, or just superficial lesions, pores, or combine the two treatments into one, saving both downtime and expense to the patient. Since it's an RF device, not light based, there is no problem with post inflammatory pigmentation, regardless of the skin type. I now have a significant number of patients with dark skin (types V and VI) who come in for various treatments with no risk of complications. As a doctor, it also gives me peace of mind by lowering the risk profile of the treatments.

Dr. E. Battle: One of the holy grails in non-invasive laser treatments has been trying to improve acne scarring. With the Fractora unique technology we are observing consistent efficacious results and by using the silicone coated, epidermal sparing tips we are also able to safely and effectively treat all Fitzpatrick Skin Types safely.

Dr. G. Munavalli: These options have allowed me to treat a wider range of various skin types safely. Due to the minimal potential damage of the epidermis, when treating patients with the sheathed tips the risk of PIH is lower.

What treatments do you provide off the face with Fractora?

Dr. J. Hellman: I have been treating both acne on the chest and longitudinal lines that mark the decollete area in women. In addition, I frequently use Fractora for skin tightening on the neck. In my experience, this is the best existing treatment to get the loose skin back to shape outside of surgical necklift!

Dr. J. Hellman: I use Fractora off the face for acne scarring (back and chest), photoaging (skin texture and laxity) on the neck, chest, and forearms/hands, and striae on the abdomen. It is so different because it is SAFE off the face. I have treated so many patients with CO2 scarring on the neck. I have never had a patient scar from Fractora. It tightens beautifully off the face, especially for stretch marks. It is the best technology that I have seen for acne scarring anywhere on the body.

Dr. E. Battle: We are treating any form of texture changes including large pores, acne scars, stretchmarks, traumatic and surgical scars. It is also proven to be a very effective treatment for acne, including cystic acne. Therefore for patients with both acne and acne scarring we are treating both conditions at once.

What indications have you treated and seen vast improvements on skin type V-VI?

Dr. C. Feibelman: In dark skinned people we like the ability of the Fractora system to treat acne scars and stimulate new collagen. These tips insulate the epidermis from energy delivery allowing to radio frequency energy to be delivered to the dermis undiminished where it is most needed. Post-inflammatory hyper-pigmentation is avoided.

Dr. E. Battle: By using the silicone coated pin with the Fractora we are able to safely treat all Fitzpatrick Skin Types, including IV-VI, regardless of ethnicity for all the same indications that we do for Skin Types I-III. We are treating any form of texture changes including large pores, acne scars, and traumatic and surgical scars. It is also proven to be a safe and efficacious treatment for acne, particularly cystic acne and since patients of color have a higher incidence of post-inflammatory hyperpigmentation from acne lesions the Fractora is a great option for patients of color with acne and PIH.



Many patients have been treated with techniques and treatments that have not worked for them, how has Fractora changed you and your patient's expectations?

Dr. E. Battle: We finally have a device that produces consistent results for textural problems including acne, traumatic and surgical scars. Even though multiple treatments are often required, they see a significant difference after their initial treatment that patients are actually excited about coming in for subsequent treatments. We are also receiving substantial referrals from these treatments. Most of these referrals are from friends, colleagues and acquaintances of the patients who have noticed the change.

Dr. C. Feibelman: We feel we can guarantee improvement in dark skin patients that we treat with Fractora. Many other systems are harmful to their skin or have to be so attenuated that patients and doctor are disappointed.



Ethnic populations often live in tight knit communities, how has this impacted the success with Fractora in your practice?

Dr. J. Hellman: When a treatment is successful, one patient refers the next. We have a big word of mouth population of patients. This correlates to satisfied outcomes of treatments. Referrals are the highest form of a compliment.

Dr. V. Rueckl: I think many people with darker skin tones are afraid of treatments because they've been told they can't do them due to their darker tones. With Fractora this isn't the case. And so many patients come from referrals of other happy patients. This is true for patients of any skin type.

Dr. D. J. Goldberg: My patients talk to one another. They send in their relatives and friends, many who have had previous laser treatments and now seek Fractora.

What do you see as the business opportunity today with Fractora for treating skin of color?

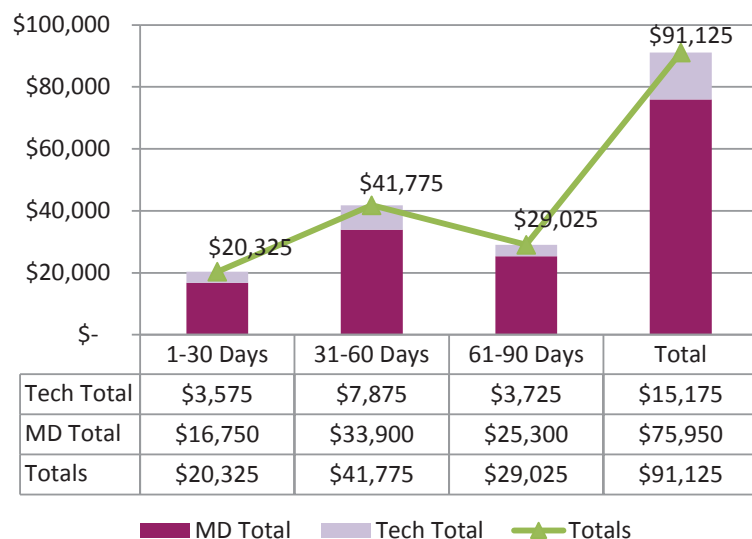
Dr. Michael Gold: Skin of color is really the norm in the world today with over 50% of the population being skin of color. Fractora is a great treatment option for these patients and is our go-to device for these patients. The business opportunity for clinicians is great.

Dr. G. Munavalli: Physicians need to be able to offer safer and more effective options for treating a new population of educated patients. This procedure offers a cost efficient treatment model. For myself, I find ease, speed and low cost of disposables a benefit for incorporating this device into my specialty.

Return on Investment...describe what you have seen in 6 months of using Fractora compared to other fractional lasers in your practice?

Dr. J. Hellman: I can honestly say that Fractora is now the number one treatment in my practice, even more than Botox. The Fractora does a more effective treatment with less risk and no complications.

Dr. V. Rueckl: Fractora is the best ROI on a single modality I've ever had.



Dr. Rueckl and his staff have performed 89 Fractora cases and amassed \$91,125 in revenue in 90 days. Fractora is just one of the applicators available on the Invasix platform. Other applicators include laser and/or RF applicators for skin tightening, body tightening, body contouring, photofacial IPL, and laser hair removal.

They acknowledge that their ROI could have been even greater, but they haven't maximized all marketing efforts or existing patients yet. Additionally, his focus has become more tuned lately to small treatment areas like the neck, crow's feet, and perioral regions. Targeting these areas is great for his patients, his time, and the bottom line.

Dr. E. Battle: We see 60-80 cosmetic patients per day, 6 days per week. When we started offering Fractora treatments 6 months ago we initially were treating 2-3 patients per week with the Fractora. 6-months later, we are now averaging 3-5 Fractora treatments per day.

How do you select a fractional device that is right for your practice and for your patients in today's market?

Dr. V. Rueckl: Truly, I was leary of doing fractional treatments. I hadn't seen great results from any of other machines on the market and I'd had some really bad experiences with skin resurfacing before - pain, infections, poor outcomes. When I started using Fractora, I was amazed with the results. I didn't do any marketing at all. It was all referral based at first. After 90 days the device was paid for.

Dr. N. M. Curcio: I looked for a device that was clinically effective for patients to improve both skin texture and tightening and acne scarring. I wanted a device with minimal downtime because patients are too busy to have long downtimes of weeks or more. A device with strong underlying science and technology based on sound research was important to me. Fractora had all of these qualifications and the results speak for themselves.

