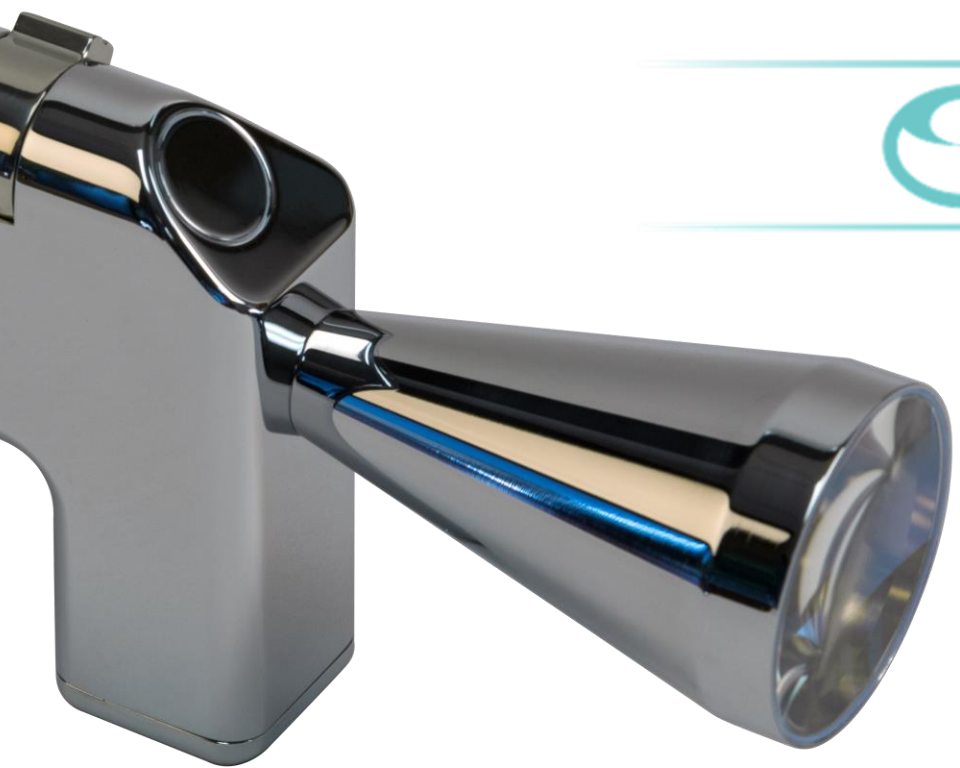


# Resurfacing Perfected





Only Resurfacing Perfected by Sciton  
offers you complete, independent  
control of ablation and coagulation!



# Professional Associations Agree...

Skin Texture Improvement and Wrinkle Removal are In Demand!

## Consumers MOST bothered by...

Excess weight on any part of the body **84%**

Excess fat under the chin or neck **73%**

Skin texture and/or discoloration **71%**

Lines and wrinkles around and under the eyes **70%**



Consistent concerns for 5 years!



## Top 5 Procedures consumers are considering...

**58%** Body sculpting

**56%** Ultrasound, laser, light and radiofrequency treatments for skin tightening and wrinkles

**51%** Laser hair removal

**51%** Microdermabrasion

**47%** Injectable wrinkle-relaxers



## Cosmetic Procedure Trends

## PLASTIC SURGERY STATISTICS REPORT

2019

### COSMETIC MINIMALLY-INVASIVE PROCEDURES

	2019	2018	2000	% CHANGE 2019 vs. 2018	% CHANGE 2019 vs. 2000
Botulinum Toxin Type A (Botox®, Dysport®, Xeomin®)***	7,697,798	7,437,378	786,911	4%	878%
Cellulite treatment (Velosmooth®, Endermology)	35,554	37,220	23,952	-4%	48%
Chemical peel	1,387,607	1,384,327	1,149,457	0%	21%
Injection lipolysis (e.g., Kybella®)	65,825	63,993	*	3%	*
Intense Pulsed Light (IPL) treatment	685,755	675,552	*	2%	*
Laser hair removal	1,055,456	1,077,490	735,996	-2%	43%
Laser skin resurfacing	596,755	594,266	170,951	0%	249%

Sources: ASDS Consumer Survey 2019,  
Plastic Surgery Statistics Report 2019



*No other system offers me the versatility that JOULE™ provides.*

Antonio Voegeli-Campo, MD, PhD



“

*The JOULE's unprecedented breadth of capabilities allows me to adjust to all situations. The fact that I have all the tools in one system and can treat the patient in the same treatment room is practical for the physician, as well. I know most energy systems and technologies on the market, but my recent work with JOULE™ provided me with flexibility and results I have not experienced before.*

Roy Geronemus, MD

”



*No single module treatment is perfect for every patient. The Sciton JOULE™ allows us to customize each treatment specifically to the patient's desired results, allowed downtime, and budget.*

**Sharon McQuillan, MD**

# joule<sup>™</sup>X

- Platform grows with your business
- Reliable
- Built for ease of use
- Focus on Quality
- Focus on your patients
- Made in the USA



# Resurfacing Perfected



New Laser Patient



Downtime  
Limited



Savvy  
Shopper



Ready for a  
Transformation

## Sciton Tunability ...A Tailored Treatment for Every Patient



# Rest Assured, with the Right Tools for the Job...



Single Spot handpiece  
(1mm, 2mm, or 4mm spot  
sizes available)



Zoom scanning handpiece  
(4mm and 6mm spot)



ProFractional-III scanning handpiece  
(grid of 430 micron spots)



## One Laser... Thousands of Possibilities

# Not Just a Complete Solution for Wrinkles...

- Acne Scars
- Surgical Scars
- Traumatic Scars
- Burn Scars
- Hypertrophic Scars
- Atrophic Scars
- Benign Lesions
- Pigmented Lesions
- Keratoses
- Warts

		DELIVERY MODES														
		ARM								FIBER			BBL			
JOULE™ Module		HALO™	dVx®	ProFractional™	Contour TRL™	ClearScan ALX™	ClearV™	ClearHair™	ClearSilk™	ThermaScan™	ALLURA™	CelluSmooth™	Pro V™	BBL™ BroadBand Light	SkinTyte™	Forever Bane BBL™
Wavelength (nm)		1470 Diode & 2940 Er:YAG	1470 Diode & 2940 Er:YAG	2940 Er:YAG	2940 Er:YAG	755 ALX	1064 Nd:YAG	1064 Nd:YAG	1064 Nd:YAG	1319 Nd:YAG	1064 / 1319 Nd:YAG	1319 Nd:YAG	1319 Nd:YAG	420 to 1400 Smart Filters	580 to 1400 Smart Filters	580 to 695 Smart Filters
Applications	Acne									•				•		•
	Acne Scars	•		•	•					•						
	Pigmented Lesions	•		•	•	•			•					•		•
	Scar Revision	•		•	•				•					•		
	Skin Resurfacing	•		•	•											
	Skin Maintenance	•		•	•				•	•				•	•	•
	Wrinkles	•		•	•				•	•						

# An Investment that Lasts...

# For Your Practice...



Dear Sciton Team,  
I am writing to let you know how valuable your products and support have been to me these last 5 years.

I purchased my first Sciton Profile system in 2003 because I was very impressed by its flexibility, expandability, ease of use, low maintenance requirements, and excellent customer support. My decision to purchase the Sciton proved to be a wise one. Although I had several other lasers, hair reduction and MicroLaser Peels with the Profile quickly became my most popular procedures. My patients are consistently thrilled with the results.

In 2007, I purchased my second Sciton Profile with the BBL and ProFractional modalities. I use the BBL every day with great results. The ProFractional resurfacing has been a source of hope for my patients with scarring, stretch marks, wrinkles, and pigmentation. Also, it has been a great addition for my practice's bottom line. So much so, that I bought my third Profile this year.

Thank you for making and for supporting a great product. I look forward to more great things from Sciton in the coming years.

Sincerely Yours,

G. Todd Bessinger, MD, PhD

**GOLD SKIN CARE CENTER**  
Michael H. Gold, M.D.  
Dermatology and Dermatologic Surgery

March 12, 2008

Sciton is one of the premier manufacturers of lasers and light sources in our industry. They spend the necessary time studying the needs of the physicians utilizing their devices and then in testing to assure proper quality, safety, and efficacy. I have been utilizing the Sciton family of devices over the past many years and continue to be impressed by their commitment to the field of aesthetic laser surgery. Their newer devices, including the micro-laser peel, their ProFractional device, the SkinTyte, and their IPL systems are state of the art and can rival most every company in the business.

I am happy with my Sciton devices and would not hesitate to recommend them to practitioners looking to utilize great devices for their patients.

*Michael H. Gold*

Michael H. Gold, M.D.  
Medical Director  
Gold Skin Care Center  
Tennessee Clinical Research Center  
The Laser and Rejuvenation Center  
Clinical Assistant Professor  
Department of Medicine, Department of Medicine  
Vanderbilt University School of Medicine  
Vanderbilt University School of Nursing  
Nashville, Tennessee  
Visiting Professor Dermatology  
Huashan Hospital, Fudan University,  
Shanghai, China



**ROBERT G. AYCOCK, M.D., FACS**  
A Professional Corporation  
Certified by the American Board of Plastic Surgery  
AESTHETIC SURGERY, LASER AND SKIN CARE CENTER

Date: Feb. 22, 2010

RE: Sciton Lasers and Mike Mitchell

Dear Colleagues,

It is my pleasure to write this referral letter on behalf of Sciton and Mike Mitchell. I am a plastic and reconstructive surgeon here in the bay area with offices in Greenbrae and Walnut Creek. We have a surgery center as well as a medical spa. We utilize the Sciton in both.

The TRL (Resurfacing) laser from Sciton is one of the most important tools in my practice. I often use it to enhance my surgery. There is no doubt in my mind I get better outcomes and results when I add the TRL to my Facial Surgeries. Quite often, patients are not ready physically or mentally for surgery and I feel these patients are usually very good candidates for laser procedures in my med spa. The results keep them in my practice forever.

This laser system is truly a plastic surgeons tool and not just hype like many other systems. We have two Sciton systems. We use them on a daily basis from light to aggressive procedures, depending on the pathology and desired downtime of my patients. I have trained many surgeons and nurses in the use of this laser and have heard nothing but praise from around the country. Unlike my earlier days with lasers (CO2), the TRL let's me choose what I want to do to the tissue and it's not based on one specific wavelength like other lasers.

My Sciton has the BroadBand Light, TRL, +ProFractional XC (resurfacing), and Laser Lipolysis. I have added many of these applications to my Sciton as my practice and the technology grew. The Sciton has fit the mold that I needed to capture more surgery and offer more to my patients. There are no consumables and the service is the best that I have encountered in the past 25 years of practice.

Mike Mitchell is truly the best representative that I have had the pleasure of working with. He is amicable, available and able in his work as a resource. He has diligently helped in the development and implementation of our laser programs. Mike has also helped me utilize my Sciton to capture more surgery, which is what I like to do most. Mike/Sciton, have helped me grow my practice during this challenging time.

If you have any questions regarding Mike or Sciton, I am always reachable.  
Yours truly,  
*Robert Aycock*  
Robert Aycock, M.D.

1855 San Miguel Drive, Suite 4  
Walnut Creek, CA 94596  
Telephone (925) 937-8377  
575 Sir Francis Drake Blvd., Suite 2  
Greenbrae, CA 94904  
Telephone (415) 925-1700  
www.aycockmd.com



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Resurfacing  
Perfected

MicroLaserPeel™

ProFractional™



An Investment that Lasts...

... and for your Patients!

## COSMETIC

### Long-Term Assessment of Perioral Rhytide Correction with Erbium:YAG Laser Resurfacing

Kyle Sanniec, M.D., M.H.A.  
Paul N. Afrooz, M.D.  
A. Jay Burns, M.D.  
Dallas, Texas; and Miami, Fla.



**Background:** Use of nonsurgical skin rejuvenation has grown over the past two decades. This has led to an increase in ablative and nonablative resurfacing devices. Moderate to heavy perioral rhytides require an ablative laser to maximize results. Traditionally, this was performed with carbon dioxide lasers; however, more recently, erbium lasers have been used to target heavy rhytides. The purpose of this study was to assess long-term correction of perioral rhytides with the use of the senior author's (A.J.B.) erbium laser resurfacing technique.

**Methods:** A retrospective review of all patients who underwent perioral erbium laser resurfacing performed by the senior author from 2009 to 2016 with a minimum of 6-month follow-up was performed. Ten blinded nonphysicians and 10 blinded plastic surgeons evaluated the imaging based on a previously established standardized grading sheet, with gradation improvement from 1 to 8. The absolute and percentage improvement were evaluated, along with complications.

**Results:** Forty-five patients met inclusion criteria, with an average follow-up of 13 months. A statistically significant score improvement of 2.2 gradations was seen, in addition to a significant improvement (from 56 percent to 66 percent). Both the surgeon and nonphysician groups showed improvement, with no differences between the two groups. There were no cases of hypopigmentation at the 6-month postoperative visit.

**Conclusions:** Erbium laser resurfacing is a powerful and safe tool for correcting perioral rhytides. It is effective in isolation or with other facial rejuvenation procedures. Erbium laser resurfacing is a useful adjunct in facial rejuvenation that can deliver exceptional results with few complications when performed within the proper guidelines. (*Plast. Reconstr. Surg.* 143: 64, 2019.)

**CLINICAL QUESTION/LEVEL OF EVIDENCE:** Therapeutic, IV.

“The erbium laser is an extremely safe tool for novices and experts alike.”

[Comparing to CO2 lasers]

“The erbium provides a more controlled and uniform depth of ablation. Modifying erbium is extremely precise, with tissue removal control to just a few microns.<sup>20</sup> This allows for superficial peels of 5 to 20  $\mu\text{m}$ , and aggressive resurfacing treating some wrinkles to a depth of 800  $\mu\text{m}$ . This allows the erbium laser surgeon complete mastery over a variety of both superficial and deeper skin pathologic conditions. In addition, erbium has been shown to be associated with significantly lower rates of hypopigmentation, less residual tissue damage, and shorter duration of erythema.”

-Sanniec et al. *Plast Reconstr. Surg.* 143:64, 2019.



[In a telephone survey of all patients who underwent fractional resurfacing of burn scars with the Erbium-Yag 2940 wavelength laser at Parkland Hospital from 01/01/2016 to 05/01/2017.]  
Subjects were asked to rate their satisfaction...

When questioned how much they would pay for a laser treatment if they had been gifted \$1,000,000, patients offered a mean value of \$692,000+345,000. Twenty-three of 49 patients (46.9%) stated **they would give the entire \$1 million.**

- Madni et al. Burns 44 (2018) pg. 1100-1105.



# Because Results Matter

## Overwhelmingly “Worth It”

## Laser Peel

By [Kali Swenson](#) • Updated on August 19th, 2020

### Overview

[Cost](#)[Photos](#)[Reviews](#)[Doctors](#)[Q&A](#)

100% say it's "Worth It"



129 before and after photos



4,518 doctors & clinics

### Laser Peel Reviews

RealSelf features **95** Laser Peel reviews you can trust, from real people like you.

[MORE ABOUT LASER PEEL →](#)

100%

WORTH IT

Based on **7** recent ratings

Last updated: November 7, 2020

7

WORTH IT

0

NOT SURE

0

NOT WORTH IT

All 7 Recent Results  
are for Sciton Products!

## ProFractional Laser

[Reviews](#)[Cost](#)[Photos](#)[Providers](#)[Q&A](#)

### Recommended Reviews ⓘ



Reviews you can trust, from real people like you.

[How it works ▼](#)

95%

SAY IT'S WORTH IT

ⓘ

Based on 19 recent ratings

Worth It



18

Not Sure



7

Not Worth It



1

START YOUR REVIEW

Narrow 151 reviews by:

All - Photos and

All - Ratings

All - Popular

All - Age

Sort by: **Best match** | Recent | Nearby | Comments

Sciton contracts with RealSelf but has no interaction with doctor's patients who post on this website. Sciton does not incentivize doctors' patients to post reviews or control content of same. All reviews are unedited by Sciton and reflect the opinions and outcome descriptions of the author(s).



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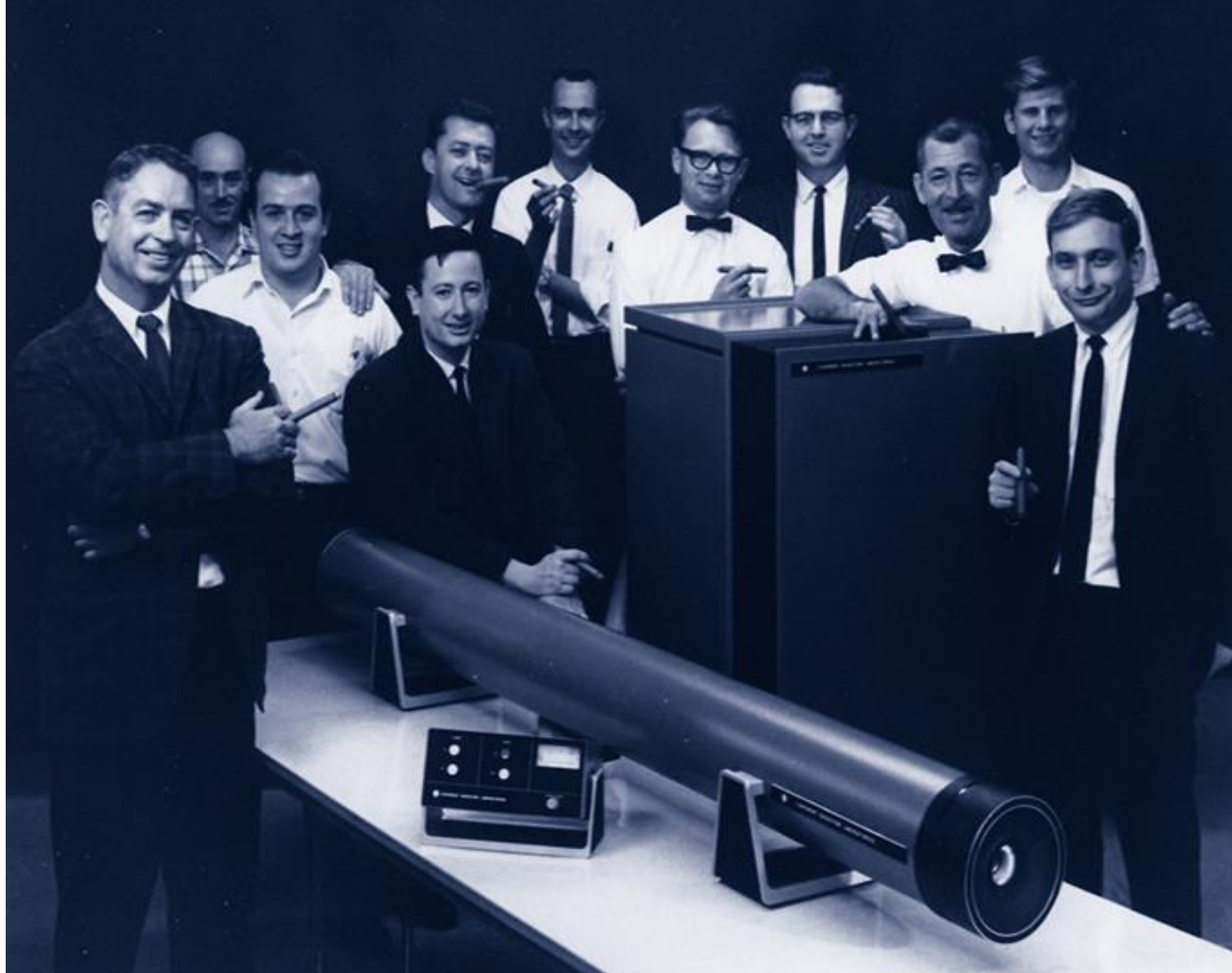
MicroLaserPeel™

ProFractional™

Contour TRL™

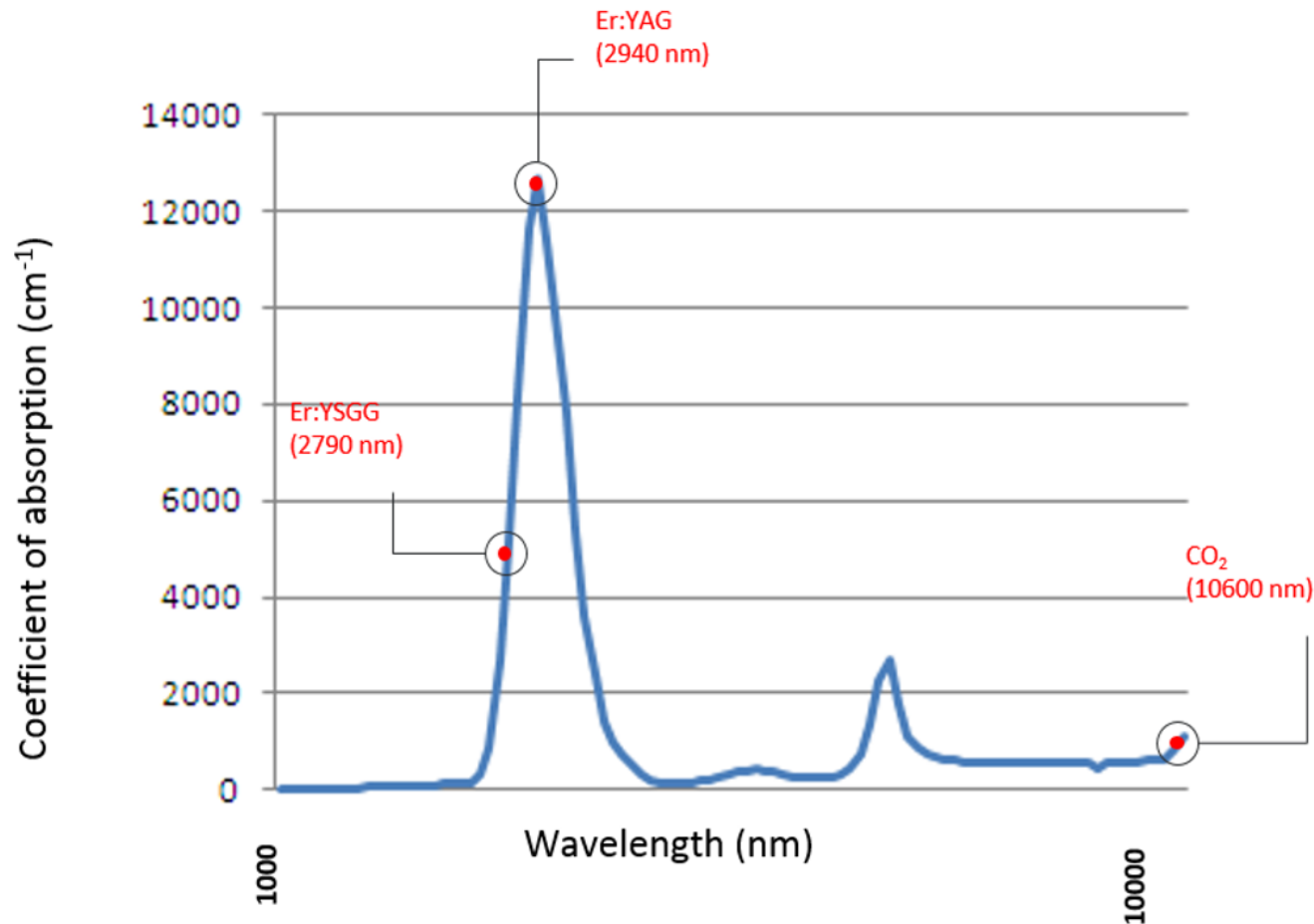


# Sciton: A History of Innovation

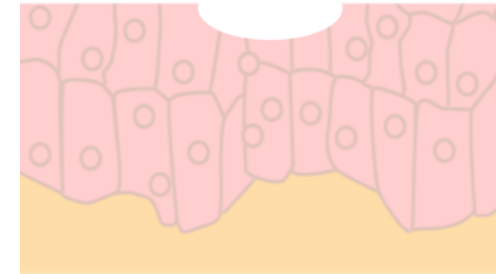


# Tissue Effect of the Er:YAG Wavelength

*Er:YAG laser energy is absorbed by water **14.6** times more effectively than  $CO_2$  laser energy.*



Er:YAG



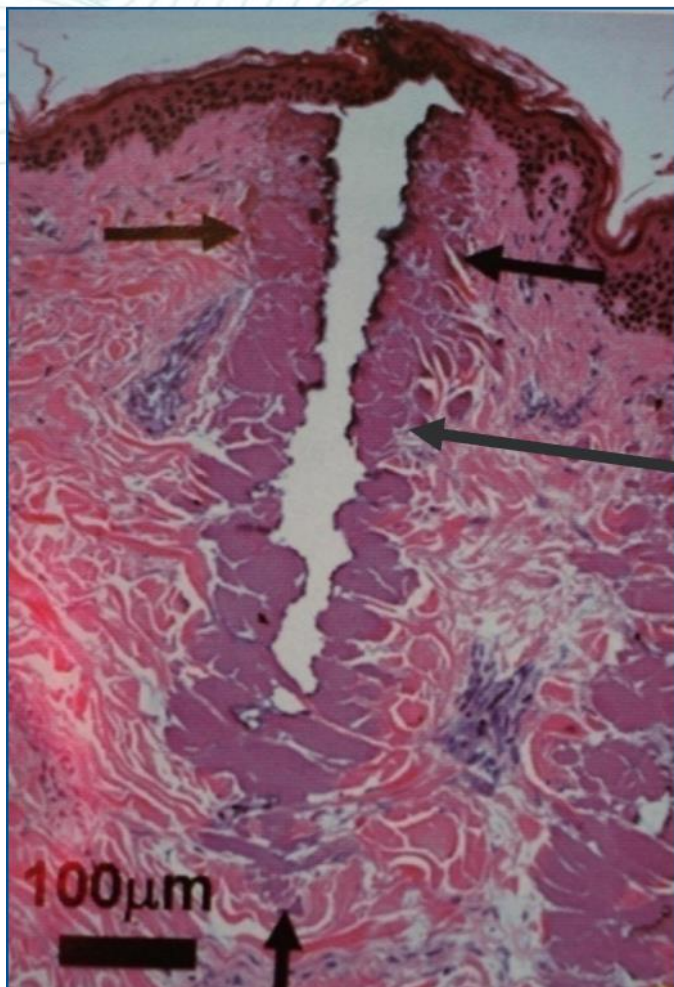
High absorption causes efficient tissue vaporization

CO<sub>2</sub>

Lower absorption results in heating and coagulation of adjacent tissue

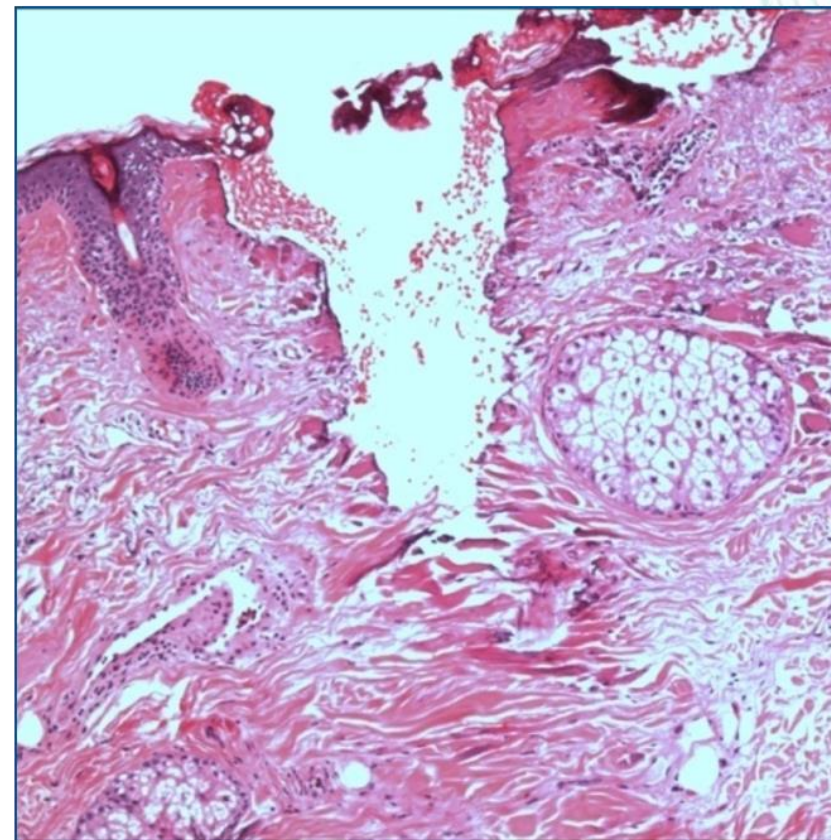


# CO2 vs. Erbium



Zone of tissue coagulation can be seen adjacent to CO2 laser defect

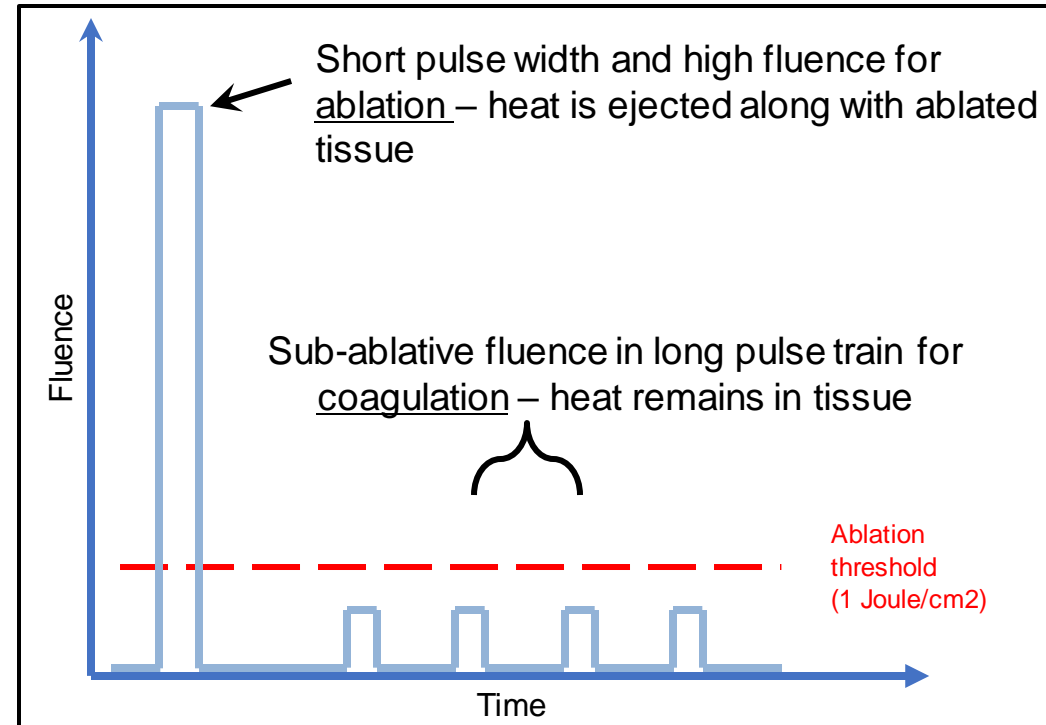
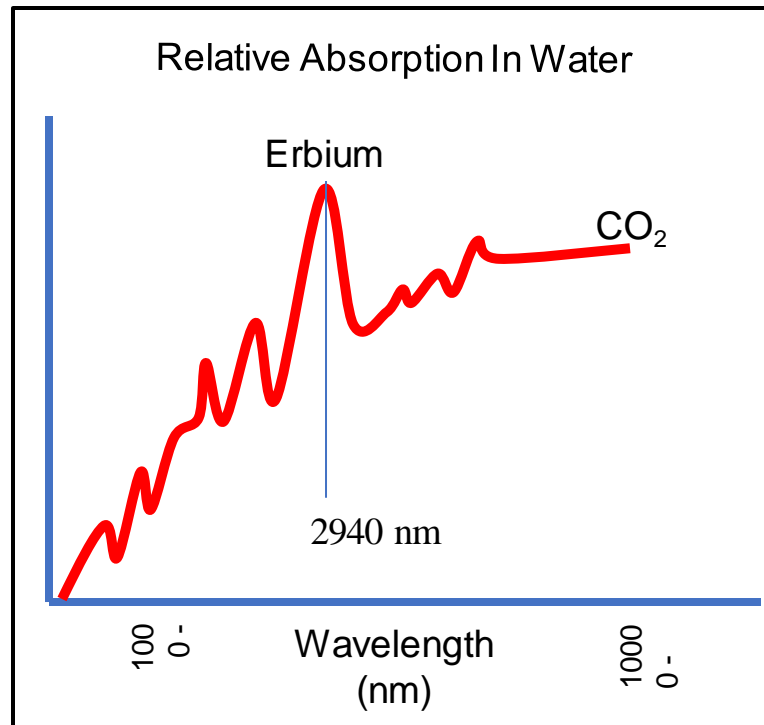
Erbium ablation leaves no detectable coagulation zone adjacent to laser defect





# The Only Tunable Resurfacing Laser (TRL)

The Combination of Er:YAG (2940  $\mu\text{m}$ ) Ablation efficiency and Dual pulse technology yields Independent control of ablation and coagulation!



# Range of Depth Comparison

		Range of depth (µm)																			
		10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200
Er: YSGG	Ablation																				
	Coagulation																				

Ablation depth: 10 - 30 µm  
Coagulation depth: 20 - 50 µm

Lasing Medium: Erbium Yttrium Scandium Gallium Garnet (Er:YSGG)  
Wavelength: 2790 nm

		Range of depth (µm)																			
		10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200
CO <sub>2</sub>	Ablation																				
	Coagulation																				

Ablation depth: 40 - 150 µm  
Coagulation depth: 70 - 130 µm

Lasing Medium: CO<sub>2</sub>  
Wavelength: 10,600 nm

		Range of depth (µm)																			
		10	20	30	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200
Contour TRL™	Ablation																				
	Coagulation																				

Ablation depth: 0 - 200 µm  
Coagulation depth: 0 - 130 µm

Lasing Medium: Tunable Er:YAG  
Wavelength: 2940 nm

# Contour TRL™

NANO  
LASERPEEL™

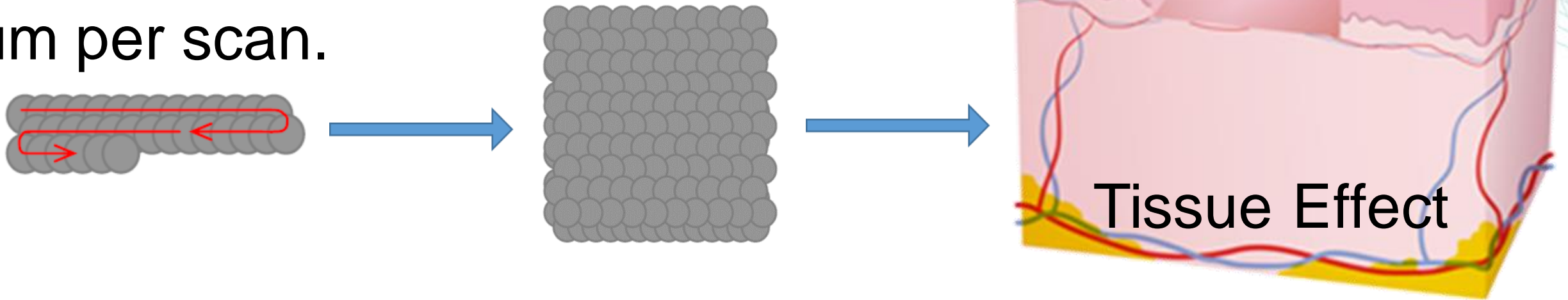
## MicroLaserPeel™



# Contour TRL - Full Field Ablation

The laser scans an overlapping serpentine pattern covering 100% of a targeted area.

Depth of ablation is variable up to 200  $\mu\text{m}$  per scan.



Can replicate the outcomes of other resurfacing technologies – from traditional Erbium to YSGG to  $\text{CO}_2$  with preprogrammed coagulation



# Deep Resurfacing 4mm Scanner

## Treatment Parameters

Ablate ( $\mu\text{m}$ )

▲  
**100**  
▼



Coag ( $\mu\text{m}$ )

▲  
**50**  
▼

25.0 J/cm<sup>2</sup>

## Treatment Area (Pattern)

Shape

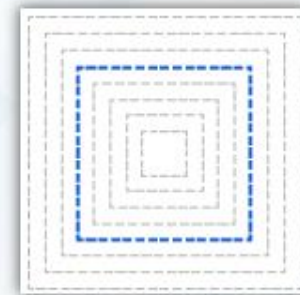


Size

◀ **5** ▶

Repeat (s)

OFF



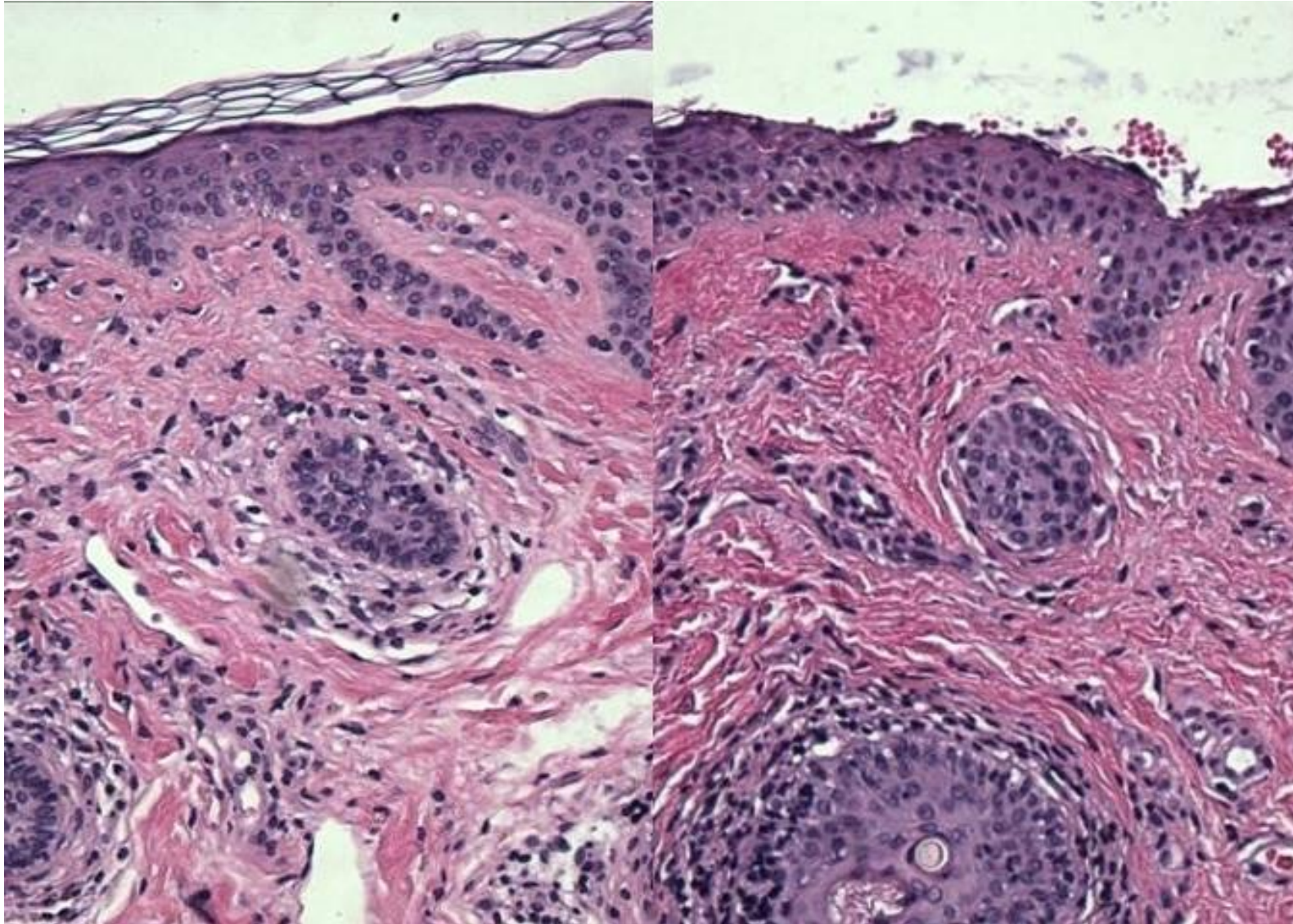
Emulate



**Standby**

# Nano Laser Peel - Histology

Control



10 um  
ablation



BEFORE / AFTER | 2 tx | courtesy of Bruce Freedman, MD

# MicroLaserPeel®





BEFORE / AFTER | Five months post 1 tx | courtesy of Jason Pozner, MD, FACS

# MicroLaserPeel®



BEFORE / AFTER | Nine months post 2 tx | courtesy of Jason Pozner, MD, FACS

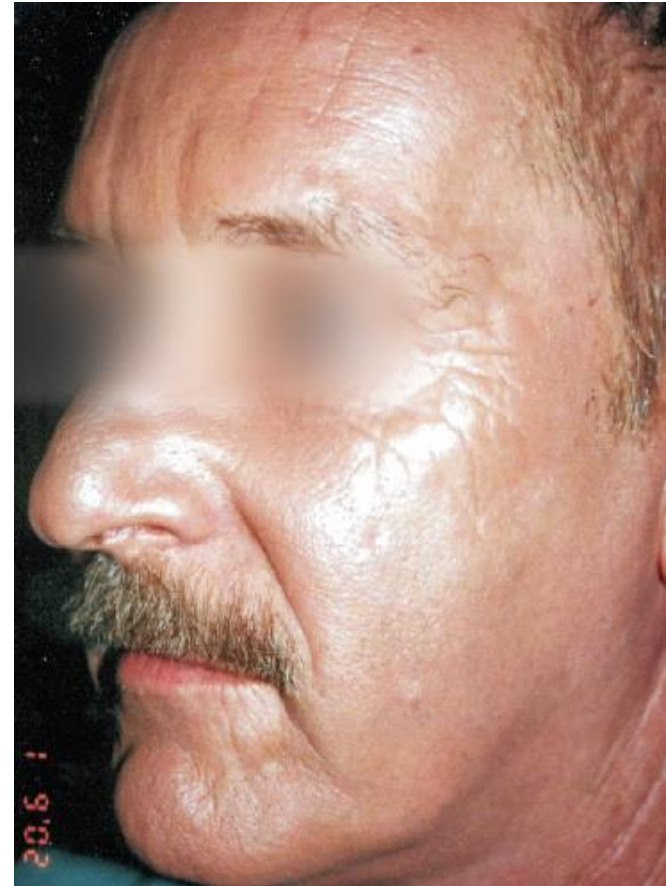
# MicroLaserPeel®





BEFORE / AFTER | Seven days post 2 tx | courtesy of Roy S. Winston, MD

# MicroLaserPeel®





BEFORE / AFTER | Two weeks post 2 tx | courtesy of Jason Pozner, MD, FACS

# MicroLaserPeel®

Evaluation of UV spots indicating photodamage with the Visia™ Complexion Analysis system.  
92 UV spots before and 36 UV spots after.



# Healing Diary: MicroLaserpeel™ (20 microns)



Before

Day 1

Day 2

Day 7

Courtesy of Jason Pozner, MD, FACS



# Healing Diary: MicroLaserpeel™ (60 microns)



Before

Day 2

Day 4

3 Months

Courtesy of Jason Pozner, MD, FACS

2600-033-72RevA





# Deep Resurfacing with **Contour TRL™**

BEFORE / AFTER | Six years, post 1 tx | courtesy of Jason Pozner, MD FACS

# Contour TRL™

Parameters: 50% overlap, 100 m ablation, 8 passes



BEFORE / AFTER | Six months post 1 tx | courtesy of J. David Holcomb, MD

# Contour TRL™





BEFORE / AFTER | Four weeks post 1 tx | courtesy of Louis W. Apostolakis, MD

# Contour TRL™

Parameters: Face 240 µm ablation, 50 µm coag, 50% overlap

Neck 70 µm ablation, 0 µm coag, 50% overlap

Deeper Cheek Creases 360 µm ablation, 50 µm coag, 50% overlap



BEFORE / AFTER | One year post 1 tx | courtesy of A. Jay Burns, MD

# Contour TRL™

Parameters: 50% overlap, 100 m ablation, 0 coag, 2 passes on forehead & eyelids, 3 passes on perioral and nose





BEFORE / AFTER | Two months post 1 tx | courtesy of Rebecca Gelber, MD

# Contour TRL™

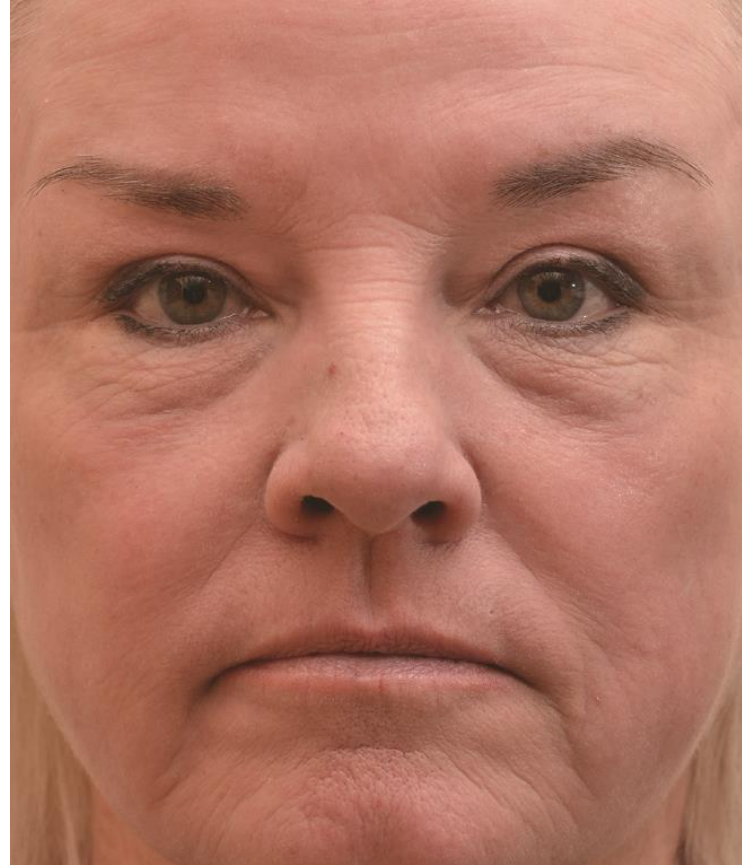
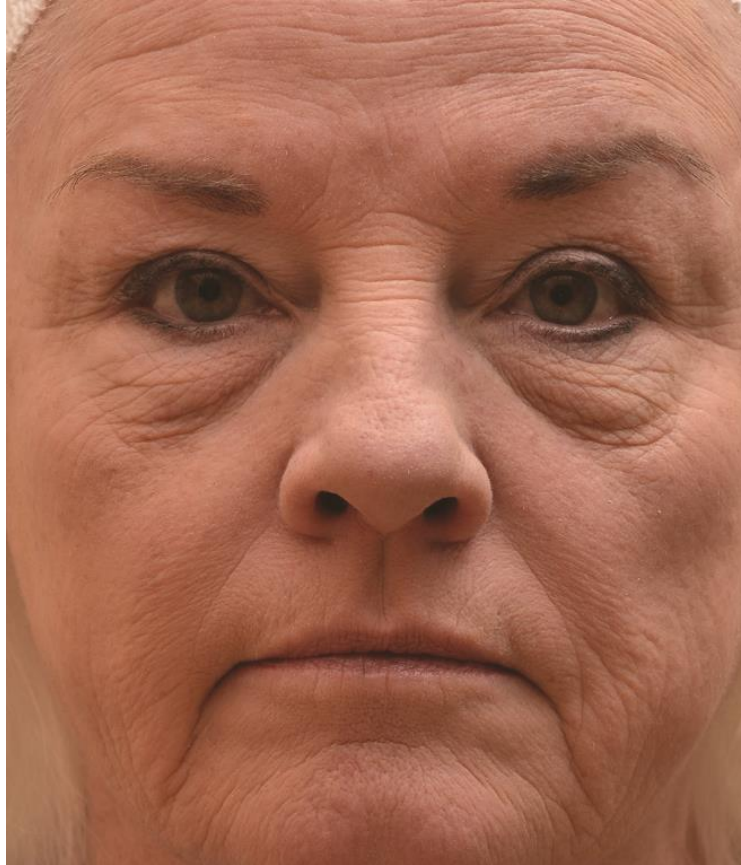
Forehead: 70 m ablation

Nose, upper lip and chin: 100 m ablation

Cheeks: 50 m ablation, 50 m coag

Eyes: 1st pass 50 m ablation; 2nd pass 50 m ablation, 50 m coag

1-4 additional passes of 50 m ablation over lines on forehead, nose, cheeks and upper lip





# Healing Diary: Full face Resurfacing w/Lower Lid Blepharoplasty



Before



Seven weeks Post -Op

Photos courtesy of  
Harley Freiburger, M.D.,  
Charleston Laser and  
Cosmetic Surgery Center-  
Charleston, SC



**Pre-Op**



**1 Day Post-Op**



**4 Days Post-Op**



**6 Days Post-op**



**2 Weeks Post-op**



**4 Weeks Post-op**



**5 Weeks Post-op**

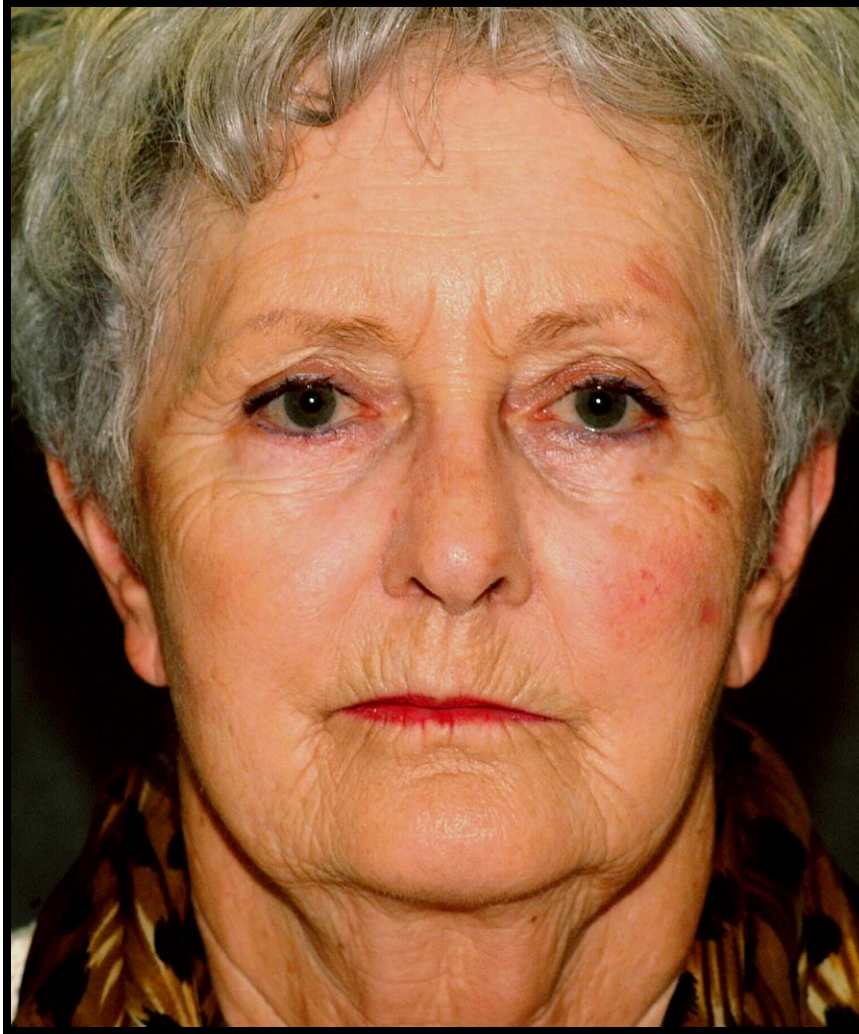


**7 Weeks Post-op**

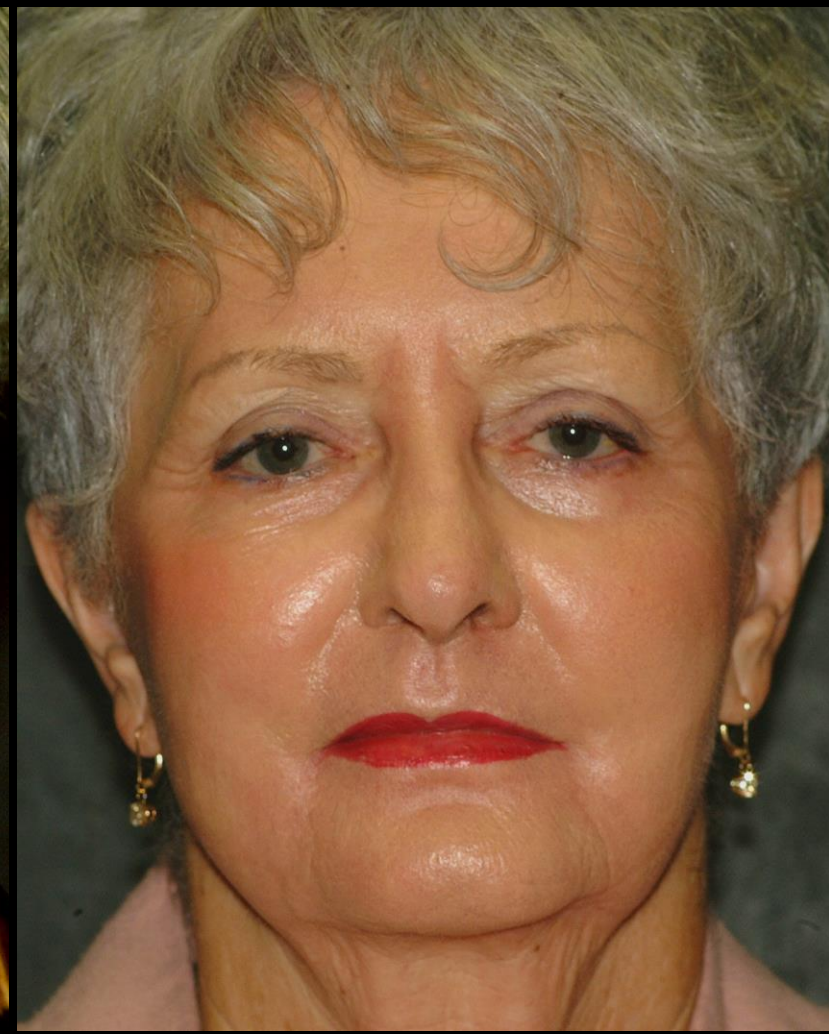
**Sciton laser resurfacing with lower lid blepharoplasty – Harley F. Freiburger, M.D.**



# Healing Diary: Deep Resurfacing



**Before**



**Day 23**

Photos courtesy of  
Harley Freiburger, M.D.,  
Charleston Laser &  
Cosmetic Surgery  
Center, Charleston SC  
29407





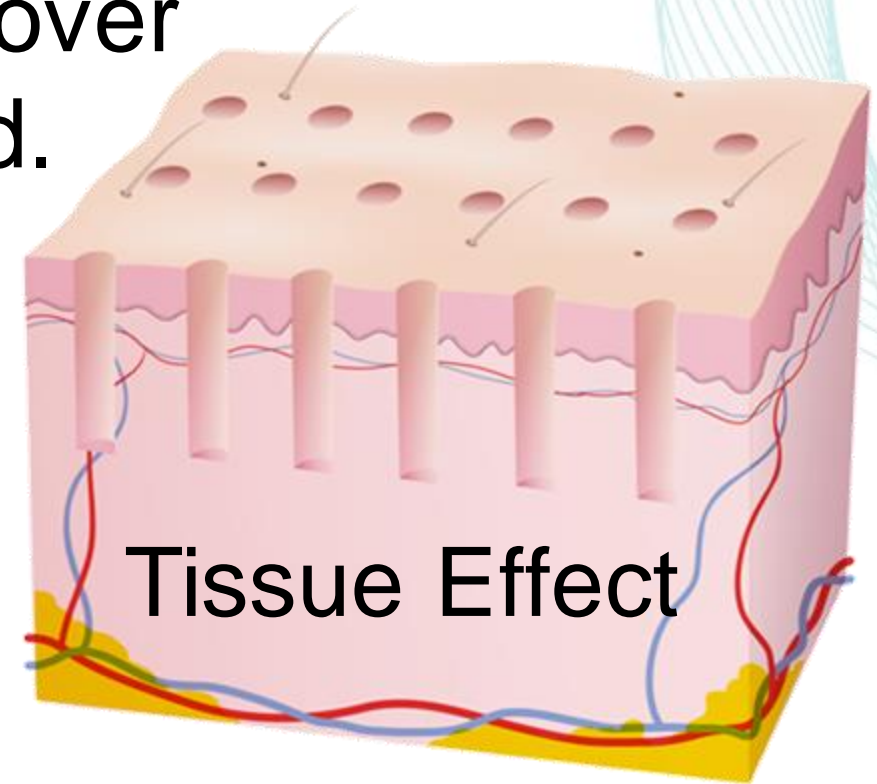
Photos courtesy of Harley Freiburger, MD, Charleston Laser and Cosmetic Surgery Center, Charleston SC 29407

# ProFractional™



# ProFractional - Fractional Ablation

The laser scans a pattern drilling individual holes. Hole patterns can be set to cover 5%-22% of the surface area targeted.



Depth of ablation is customizable from 25micron to 1.5 mm



# ProFractional

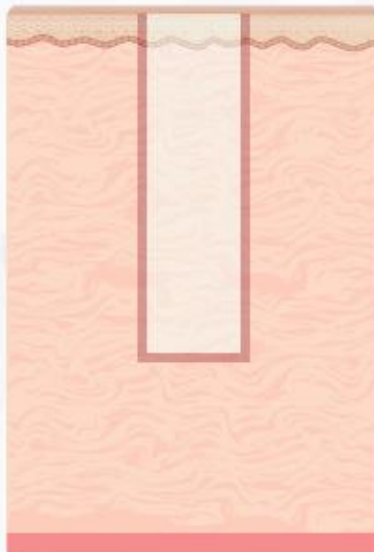
## ProFractional III Scanner

### Treatment Parameters

Ablate (mm)



1.0



250 J/cm<sup>2</sup>

Coag

OFF

C1

C2

C3

### Treatment Area (Pattern)

Coverage (%)



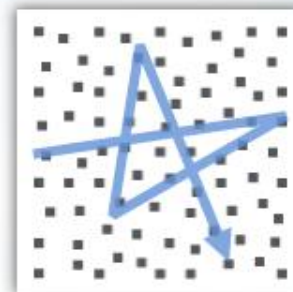
26



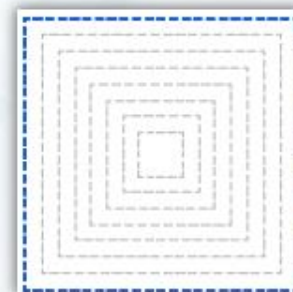
Size



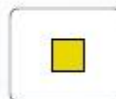
8



140 spots/cm<sup>2</sup>



Position



Scan



Array



Repeat (s)

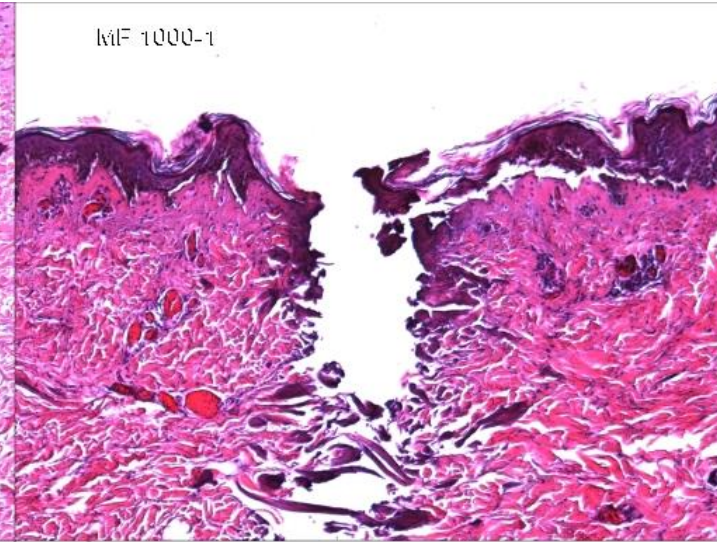
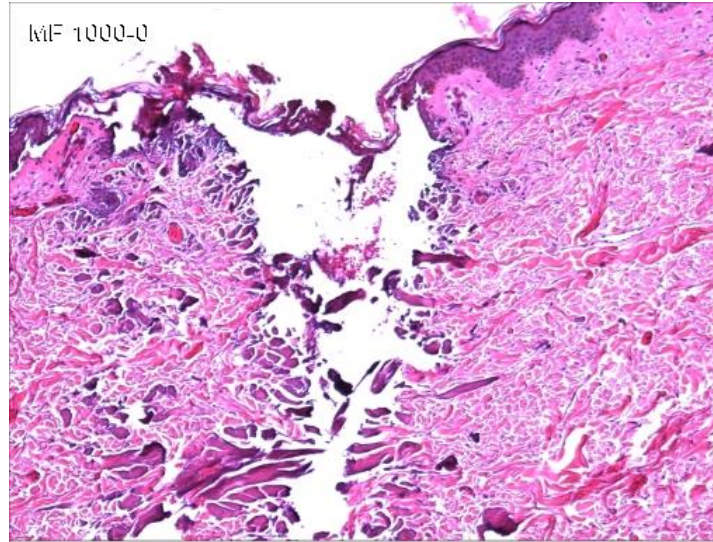
OFF

Standby



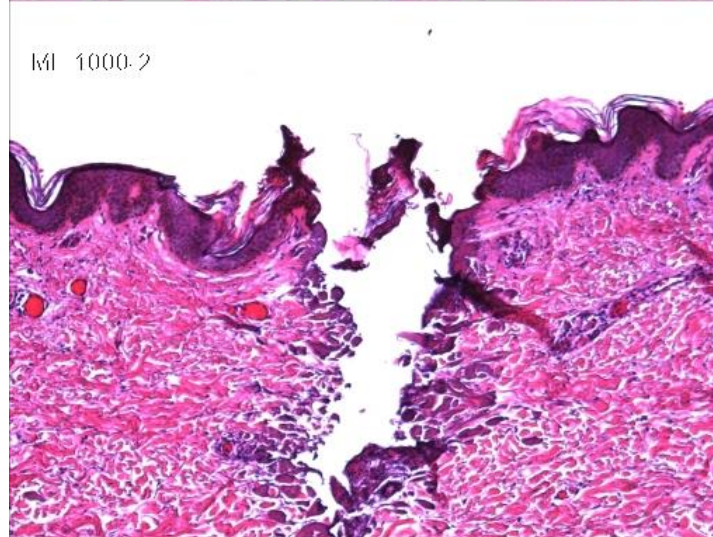
# ProFractional XC 1000um depth

1000um  
Level 0



1000um  
Level 1

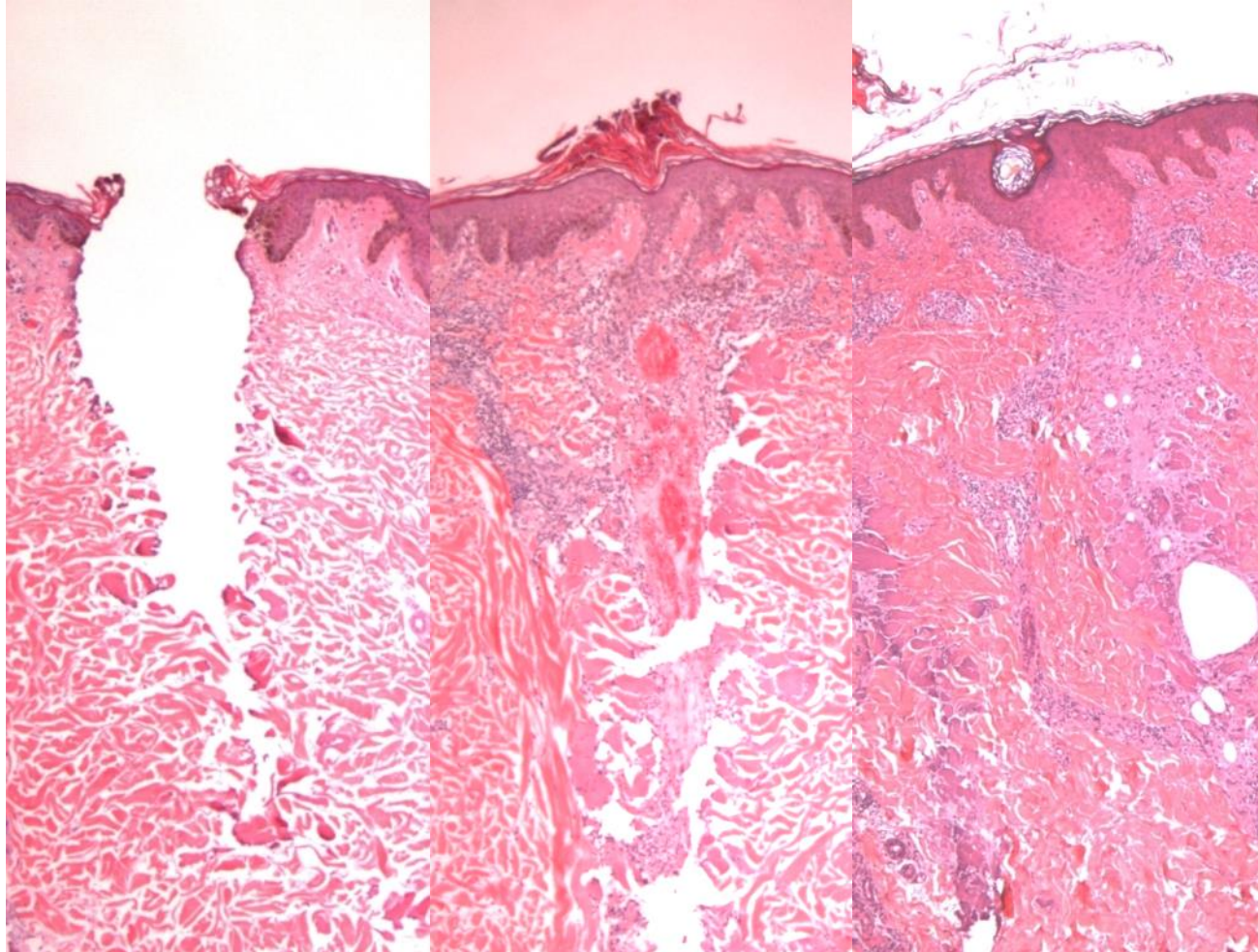
1000um  
Level 2



1000um  
Level 3



# ProFractional 1000um Level 2 Coag



Immediate

Day 4

Day 14



BEFORE / AFTER | 4 tx | courtesy of Jeff Walding, MD

# ProFractional™

Parameters: 250 µm ablation, 5.5% density



BEFORE / AFTER | 3 tx | courtesy of Todd Bessinger, MD, PhD

# ProFractional™

1st Treatment: 200 µm ablation, 6.5% density

2nd Treatment: 300 µm ablation, 6.5% density

3rd Treatment: 450 µm ablation, 6.5% density





BEFORE / AFTER | Three months post 3 tx | courtesy of Joel L. Cohen, MD

# ProFractional™

Parameters: 200-250 µm ablation, 33% density, coag 2



**May 2010**



**July 2010**



**October 2010**



BEFORE / AFTER | 17 months post 1 tx | courtesy of Robert Bowen, MD

# ProFractional™

Parameters: 200-1000  $\mu$ m ablation, 5.5% density



Preoperative appearance of left hand  
at maximum flexion



Postoperative appearance of left hand  
at maximum flexion

# Single Spot Treatments





BEFORE / AFTER | 2 months, post 1 tx | courtesy of Mark Hagberg, MD

# Contour TRL™

Parameters: 2 mm singlespot, 10 m passes to desired endpoint



BEFORE / AFTER | Six weeks after 1 tx | courtesy of Jay Burns, MD

# Contour TRL™

Parameters: 150 m ablation, 2 passes. 30 m ablation with single spot until wrinkles were eliminated.

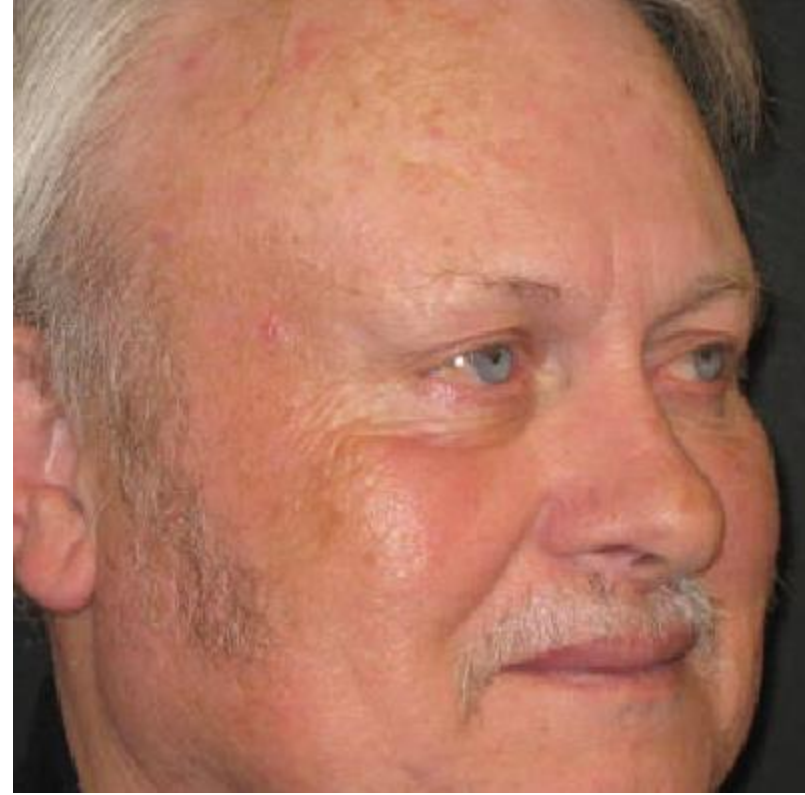
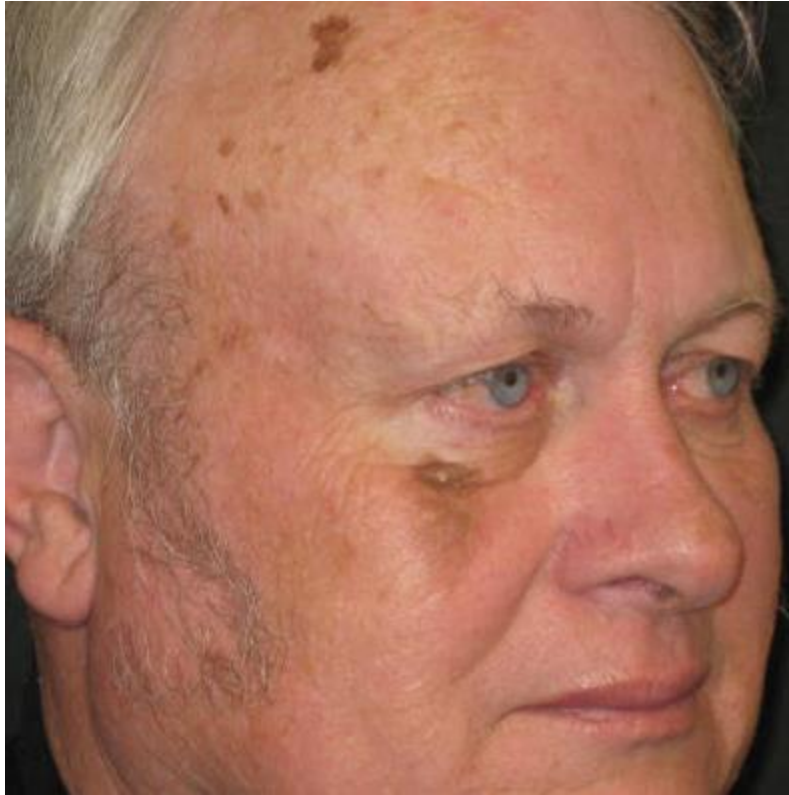




BEFORE / AFTER | One month post 1 tx | courtesy of Laura Jane Brougher, RN

# Contour TRL™

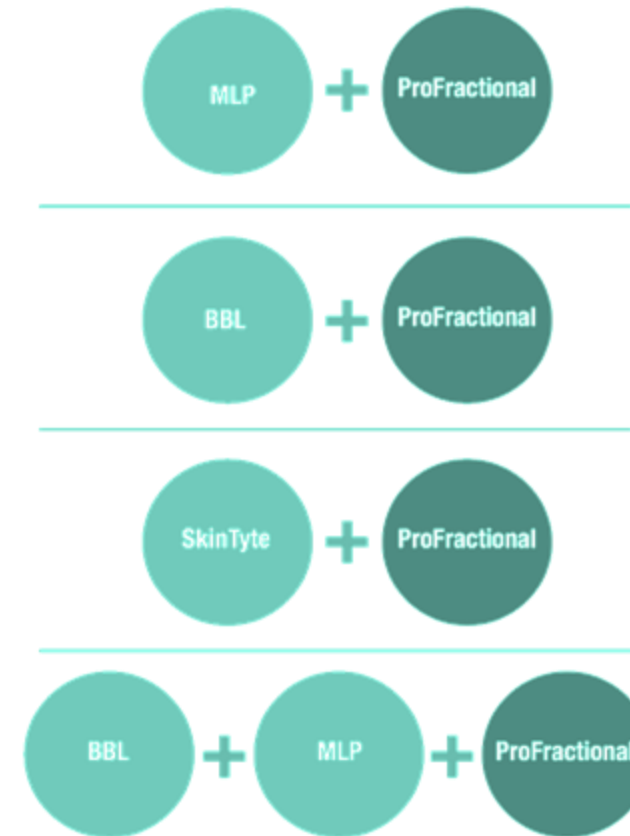
Parameters: Single Spot : 20-40 µm ablation, 7 Hz



# Joule X and Combination Treatments

- Resurfacing Perfected is an amazing toolkit for all your skin texture needs...
- And Joule X offers so much more...
  - ClearSuite 1064nm for hair and vascular
  - BBL for pigmentation, rosacea, skin rejuvenation
  - HALO for hybrid rejuvenation, ablative (2940nm) and non-ablative (1470nm)

## Popular Combinations





# ThermaScan™ + Contour TRL™ + MicroLaserPeel®

ThermaScan: 19 J/cm<sup>2</sup>, 50 ms

Contour TRL: 4 mm single spot, 50 µm ablation at 4 Hz. Ablated as necessary to reduce high edges of acne scar.

MLP: 40 µm ablation, 30% overlap per pass. Scanned with several passes until the surface was flat.



BEFORE / AFTER | 1 tx | courtesy of Catherine Fisher, MD

# ProFractional™ + MicroLaserPeel®

Parameters: ProFractional 150 µm ablation  
MLP 20 µm ablation

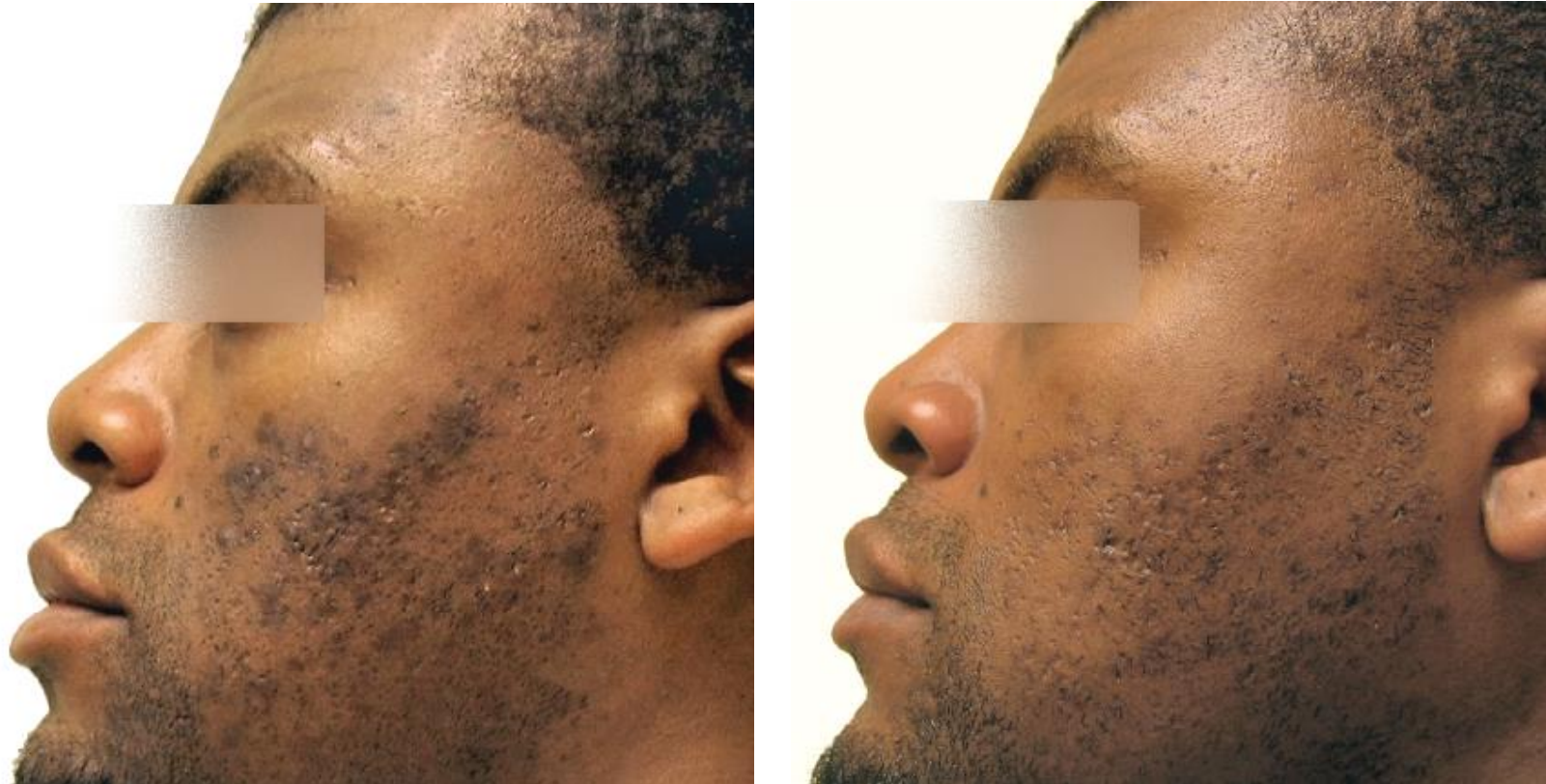




# ProFractional™ + MicroLaserPeel®

1<sup>st</sup> Treatment: ProFractional 200 µm ablation, 8% density

2<sup>nd</sup> Treatment: MicroLaserPeel 20 µm ablation; ProFractional 200 µm ablation, 8% density



# MLP+ Profractional Healing



**Before**



**Immediate**



**Day 1**



**Day 2**



**Day 7**

Courtesy of Jason Pozner, MD, FACS

**MLP : 20um**

**ProFractional:150um; 11% density; Level 1 coag**



# MLP + ProFractional Healing



**Before**

**Immediate**

**Day 1**

**Day 2**

**Day 3**

**Day 7**

**MLP: 20um**

**ProFractional: 250um; 11% density; Level 1 coag**

Courtesy of Jason Pozner, MD, FACS

# BBL+ MLP + Profractional XC Healing



**Before**

**Immediate**

**Day 1**

**Day 2**

**Day 4**

Courtesy of Jason Pozner, MD, FACS

**BBL: 560nm-10J 15 msec 15 deg**  
**515nm-10J 15 msec 15 deg**

**MLP: 20um**

**ProFractional: 150um; 11% density; Level 1 coag**



# The Ultimate in Resurfacing

Resurfacing Perfected™ By Sciton : the only line of Er:YAG resurfacing tools that keeps you in complete control of the art and the science.

- Independent Ablation and Coagulation offer the ultimate in Tunability... with intuitive controls
- Zoom Scan and ProFractional III scanners offer computerized precision for consistency and repeatability of treatment.
- Sciton precision engineering allows complete treatment customization for personalized medicine... Something for every patient...



# SCITON<sup>®</sup> practice support programs

*Three tiers  
of support to  
help you grow  
your practice*

success:  
opportunities don't happen.  
You create them."  
- Chris Grosser



# Achieving Success Through Sciton Support:

## THREE SIMPLE STEPS TO SUCCESS

### 1) The Sciton Smart Start Kit

(Get your practice up and running now)

### 2) Sciton's Success Builder & Customer Portal

(Establish programs and tools for deriving revenue for your practice)

### 3) ScitonPro.com

(One web resource for all your Sciton treatment marketing needs)

### 4) \$\$\$edit this ask Jonelle \$\$ Practice Development Partner (PDP)

(A dedicated Sciton professional assigned to your practice)

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# Smart Start Kit



SCITON JOULE  
SUGGESTIONS

• Prices are for reference only and vary by geography and model.  
• Prices may be slightly higher or slightly lower, if a physician.  
• None grouping into application categories SKIN, VASCULAR  
• AN = As Needed

Product & Applications	Area & Specifics	Average Single
<b>HALO</b>		
Texture, Mild Wrinkles, Pores, Pigmentation, Glow, Lower Downtime	Full Face 10% density Full Face 20% Full Face 30% Add Neck Add Chest Add Neck & Chest Add Arms Add Hands	
<b>BBL - Corrective</b>		
Photo-rejuvenation Pigmentation Browns & Reds	Full Face Cheeks Neck Shoulders Chest Upper Arms Forearms Hands Upper Legs Lower Legs Feet Individual	
<b>BBL - Corrective</b>		
Skin Maintenance Delayed Skin Aging Regaining Skin Quality	Full Face Full Face & Neck Face, Neck & Chest Hands Upper Arms	
<b>BBL - Forever Clear BBL</b>		
Active Acne	Lesion Specific Full Face	
<b>Contour TRL</b>		
Nano Laser Peel (NLP) 4 - 10 µm ablation	Face Neck Chest Hands	
Texture, Tone, Luminescence		







## CONGRATULATIONS! YOU'VE MADE A GREAT DECISION!

It's no secret that patients today are moving away from surgical aesthetic solutions into the world of laser and light technology. The numbers are irrefutable. Less cost, less downtime, no general anesthesia, and beautiful outcomes are just some of the reasons why. Doctors of every specialty, med spas and other aesthetic facilities are moving with the tide, realizing that laser technology provides extraordinary results and are what many patients now prefer to surgical solutions.

## BUT NOT JUST ANY LASER WILL DO.

You need a space-saving, convenient, superior piece of equipment that is flexible enough to solve just about any aesthetic challenge. By choosing The JOULE™ platform you are sending a message to the universe that you are ready to provide the very best aesthetic laser and light services in the industry. Whether you have been offering aesthetic services for years or you are just entering into this lucrative world, this Smart Start 5 Step Workbook and appendix can help you build your business into a more vibrant, lucrative one.

## WE ARE HERE TO SUPPORT YOUR SUCCESS EVERY STEP OF THE WAY.

Sciton is here to help acquaint you with your new JOULE platform, to help you prepare your staff, market your services and grow your practice to exciting new heights.

All it takes is an email or phone call and we'll be there to help.

## LET'S GET STARTED!



www.sciton.com

## STEP 1: GET LAUNCH READY

### WHY IS THIS IMPORTANT?

Regardless of what stage you are in your practice or business, when you add new technologies or procedures you need to evaluate how you are going to maximize your investment and grow your practice. Our Smart Start 5 Step Workbook and appendix is intended to help you launch an action plan for education, marketing and training your staff in order to add new and recurring patients or clients. To launch, put yourself in the right frame of mind to absorb!



### Become familiar with your Sciton resources and how to use them

Sciton has worked with physician luminaries, our own seasoned sales professionals and third party experts to prepare a series of three tiered components to help grow your laser and light business and practice profitability. It's important that you know how they work together and where to turn when you need more information.

#### 1) SMART START:

Basic, ordered advice to integrate your Sciton practice with tips on training, preparing staff, and marketing.

#### 2) CUSTOMER PORTAL:

A robust and frequently updated repository of low-cost clinical, practice management and marketing resources available for immediate download and use.

#### 3) SUCCESS BUILDER:

A points-based contract add-on that can be purchased to gain access to a marketplace of leading third party experts and points to purchase advanced clinical training and business development tools to grow a practice.



#### USE SMART START

Learn about the importance of using Before & After photography in Smart Start and get practical advice on how to set up an area in your space to capture quality patient photos.



#### USE THE CUSTOMER PORTAL

Download Before & After photos for your desired treatment protocols from the Customer Portal. Use these in your consultations and marketing and you can replace with your own.



#### USE SUCCESS BUILDER

Work with providers to build a strong brand for your practice and your website.



# Smart Start 5-Step Workbook



## STEP 5: DEVELOP YOUR MARKETING PLAN

### WHY IS THIS IMPORTANT?

You can't fill your schedule with Sciton laser procedures without spreading the word. Outside of happy, referring patients and a great staff that suggestively upsells, the single biggest interest-generator for your new treatments will come from your marketing efforts. As with anything that is so closely tied to your bottom line, great marketing programs need to be strategic and well planned to be effective.



### Determine your marketing goals

In the Appendix of this Smart Start 5 Step Workbook we have provided a tool that may be very helpful as you determine your short and long range marketing goals. It's titled *The Smart Start Goal Setting Worksheet*. Start here as a way to help you get your goals on paper. For additional goal setting support, you can turn to Sciton's Success Builder. There are many resources that can help you outline realistic strategic marketing goals in the Business Development and Marketing sections. Visit [www.sciton.com/successbuilder](http://www.sciton.com/successbuilder) for more information.



### Determine your marketing budget for internal and external marketing

You are going to need to invest in marketing to let people know you offer aesthetic services. The least expensive and best place to start is **internally with your existing patients**.



### IDEA GENERATOR: Some ideas to include in your marketing budget for existing patients:

- 1) Brochures
- 2) Counter cards, posters and/or pop up banners
- 3) eBlasts, newsletter announcements and educational ebooks
- 4) A well designed, information rich landing page or hub on your website
- 5) Seminars or open houses with formal electronic and print invites (be sure to review our Event Planning Checklist in the Appendix)
- 6) Patient Loyalty Program featuring Sciton lasers
- 7) Great Before & After photography to use in consults and literature
- 8) A Presentation / "look book" to highlight new offerings
- 9) Social Media awareness campaign

Next, develop your **external marketing budget for recruiting new patients** to the practice. Your external budget needs to consider such things as: "how much growth can we support and how much capacity do we have to add additional services and treatments with our existing providers and schedule. External marketing budgets tend to be the larger portion of an overall marketing budget, requiring ongoing planning and adjustment in order to execute controlled and sustainable growth over time.



### IDEA GENERATOR: Some ideas to include in your external marketing budget:

- 1) Internet Marketing (SEO, content updates and blogging)
  - 2) Obtaining more Ratings & Reviews (vital to attracting new patients)
  - 3) Procedure/Testimonial videos populated to social media (YouTube, Vimeo, etc.)
  - 4) Joint larger events in partnership with other non-competing services, such as high-end hair salons or fashion boutiques, who can offer new potential patients
- And, depending on your region:
- 5) Google Adwords (pay-per-click campaigns)
  - 6) Print Ad & Radio campaigns
  - 7) Billboards
  - 8) Local PR



Many of the resources on the Customer Portal and in Sciton's Success Builder can help you reduce your marketing budget by either providing you with pre-made templates or setting you up with resources offering "Sciton preferred customer rates." Visit [www.sciton.com/successbuilder](http://www.sciton.com/successbuilder) for more information.



**Determine your best marketing targets (per application) and learn everything you can about them** Think about the demographics of who you want to target for each application: Their general age, gender, economics, zip code, education, what they read, where they shop, what they listen to and what they watch on television. That will help you create just the right message for your eblasts and other patient communications. If your patient base is older, you may want to emphasize Halo™ packages for eliminating dark spots or reducing wrinkles. If you have a younger patient base, perhaps you might want to offer a special on Forever Bare™ for hair removal, whereas ProLipo™ takes immediate care of stubborn fat accumulations in the median age range.



**EYE OPENER: The more you know about your patients and the target demographics for using laser and aesthetic services the more well-equipped you are to start crafting and targeting messaging to introduce your new services.**



### Develop a pricing and promotion strategy

In the Appendix of this Smart Start 5 Step Workbook we have provided a tool that may be helpful in setting your pricing structure. It's titled *Sciton Regional Pricing Guidelines*. Start here for help in setting your practice price points for some of our most popular procedures. Once you have your general pricing in place, it's time to think about seasonal promotions to drive trial and traffic. Turn to the Customer Portal and Sciton's Success Builder for more support in developing promotional campaigns, including Patient Loyalty Programs, Patient VIP Events and Monthly Internet Marketing Promotions. Visit [www.sciton.com/successbuilder](http://www.sciton.com/successbuilder) for more information.



### TURN TO THE CUSTOMER PORTAL & SCITON'S SUCCESS BUILDER FOR MORE HELP WITH STEP 5...

- The marketing and business development tools offered in Sciton's Success Builder are extremely important for practices. Visit [www.sciton.com/successbuilder](http://www.sciton.com/successbuilder) to view the many options available to extend your reach with both internal and external audiences
- Visit the customer portal at [www.sciton.com/successbuilder](http://www.sciton.com/successbuilder) to download templates for eblasts, flyers, brochures, pre-packaged event promotions, counter cards and more.

1. Get Launch Ready
2. Build Your Expertise
3. Prepare Your Staff & Office
4. Know Your Patient
5. Develop Your Marketing Plan

# Smart Start Appendix

## SCITON JOULE™ PROCEDURES SUGGESTED PRICING

- Prices are for reference only and vary by geography and market situation
- Prices may be slightly higher or slightly lower, if a physician or physician assistant respectively performs treatment where appropriate
- Note grouping into application categories SKIN, VASCULAR, BODY, HAIR & SPECIALTIES
- AN = As Needed

Product & Applications	Area & Specifics	Average Price per Single Session (\$)	Average Number of Sessions	Notes	
SKIN					
HALO					
Texture, Mild Wrinkles, Pores, Pigmentation, Glow, Lower Downtime	Full Face 10% density	1000 - 1200	4	• Package of 2 treatments often discounted by 10%  • BBL-Corrective increasingly added prior to Halo (see Combination Procedures)  • Halo non-ablative only procedures may be 25% lower in price  • Very light procedures (3 - 5%) may be called a different name and offered at \$500 - \$600 (full face)	
	Full Face 20%	1500	3		
	Full Face 30%	1750-2000	2		
	Add Neck	500	2		
	Add Chest	700	2		
	Add Neck & Chest	1000	2		
	Add Arms	700	2		
	Add Hands	500	2		
BBL - Corrective					
Photo-rejuvenation Pigmentation Browns & Reds	Full Face	450	3 - 4	• Sold in series of 3 - 4 treatments and often discounted by 10 - 15%  • Suggested bundles: o Face, neck, chest o Arms, hands o BBL and laser o Often discounted when other areas are added in same session	
	Cheeks	250	3 - 4		
	Neck	300	3 - 4		
	Shoulders	350	3 - 4		
	Chest	400 - 450	3 - 4		
	Upper Arms	700	3 - 4		
	Forearms	550	3 - 4		
	Hands	250	3 - 4		
	Upper Legs / Thighs	1300	3 - 4		
	Lower Legs	800	3 - 4		
	Feet	250	3 - 4		
	Individual Spots	150 - 200	AN		
	BBL - Corrective				
Skin Maintenance Delayed Skin Aging Regaining Skin Quality	Full Face	450	3 - 4		• 3 - 4 maintenance sessions per year recommended  • Often discounted for annual package deal
	Full Face & Neck	650	3 - 4		
	Face, Neck & Chest	850	3 - 4		
	Hands	250	3 - 4		
	Upper Arms	650	3 - 4		
BBL - Forever Clear BBL					
Active Acne	Lesion Specific	200 - 300	3 - 6		
	Full Face	400 - 500	3 - 6		
Contour TRL					
Nano Laser Peel (NLP) 4 - 10 µm ablation	Face	250	3	• Weekend Peel • Series of three. Repeat monthly	
	Neck	200	3		
	Chest	250	3		
	Hands	150	3		
Texture, Tone, Luminosity					

## HOSTING A SUCCESSFUL EVENT

The goal of any event should be to bring patients into the practice. Several different event formats can be used to accomplish this objective: open houses, focused seminars, program launch events or patient appreciation days.

Every event should encourage the following activities and outcomes:

- Allow existing patient advocates to share their positive stories about the practice with all attendees.
- Allow new patients to get to know the doctor and staff in a more casual setting
- Encourage patients to purchase promotional services in order to try something new they may be interested in
- Provide education focused on specific treatments, procedures, services and programs

### SCITON EVENT CHECKLIST

(Start the planning for your event at least two months prior to the actual date)

#### 60 DAYS PRIOR TO EVENT DAY

- ☐ Pick a date and time of year (NOTE: Tuesday, Wednesday and Thursday have the highest attendance)
- ☐ Choose Event Type (open house, focused seminar, program launch or patient appreciation event)
- ☐ Select an on-site or offsite event location (NOTE: Offsite locations may take longer to secure, such as a hotel meeting room space)
- ☐ Decide who you want to invite? (ie: Entire email list, patients with interest in a specific treatment, VIP, post-surgical or skincare patients)
- ☐ Develop your event specials and promotions (NOTE: Be sure to create a clear call to action for any specials to create urgency and keep your promotions simple enough for patients and staff to clearly understand)
- ☐ Inform and schedule enough staff to host the event (NOTE: You will need a trained receptionist for scheduling appointments and for sales transactions. In addition, identify all providers required to attend and block their schedules, plus any ancillary staff for food, beverages, and general clean up)
- ☐ If you are serving liquor, check if you will need a temporary license and handle any requirements
- ☐ Develop your promotional support materials and a schedule for their distribution (Materials list should include: lobby poster, printed flyer, consult room & check out kiosks, social media & web announcement, save the date, registration, and reminder eblasts. If you are sending a save the date blast, it should go out 4-5 weeks prior to the event)
- ☐ Invite any local representatives who might be included in your promotions to better help educate patients (NOTE: Be sure to ask them to provide additional collateral materials to support event as well as specials and perks for patient goodwill bags and grand prize drawings)
- ☐ Identify what kind of food you will want to serve (Are you having it catered? Supplying finger food yourself? What is the budget? Where are you obtaining the food from? What about serving trays, napkins, cutlery, and serving staff, if required, etc.)

#### 30 DAYS PRIOR TO EVENT DAY

- ☐ Contact a local rental facility if you plan on renting glasses, tables, and linens to reserve your needs (NOTE: Plan on adding and subtracting rental equipment right up to the day prior to your event)
- ☐ Set up how you are going to take the RSVP's (ie: Do you have a place to easily register by phone from the front desk computer? Do you have an internal person to respond to e-mails from your eblasts? 70% of your invites will come in within the first three days. If you do not get a good response, you will need to plan to resend the blast)
- ☐ Set your event promotion materials in motion according to your schedule (NOTE: Be sure to work backwards to meet your in-hands dates on any print pieces to allow for ample print time)

## FAQs & ANSWERS

### FROM OUR PRACTICES

**Q: Our system arrives soon and I just don't know how to start planning for it? What shall I do?**

A: First of all, Sciton is here to support you every step of the way. We highly recommend to begin with "Smart Start." It looks small, but is full with rich content. Understand the purpose of Smart Start, Success Builder and ScitonPro. In addition, don't hesitate to reach out to your Sciton representative.

**Q: Until we have our Marketing efforts in place, how can I generate revenue?**

A: Know how to carry out the treatments and promote them to your present, internal patient base. Know how to conduct an effective consultation.

**Q: What is the most effective Marketing tool?**

A: Your well trained and motivated staff.

**Q: Can you get me in contact with other customers who recently received a Sciton laser?**

A: Yes we can and your local Sciton representative would be happy to do so.

**Q: Besides the Sciton laser, what are other important services I should consider offering in my practice?**

A: Offer fillers, neuromodulators and cosmeceuticals. Consider an imaging system, like VISIA for effective consultations and patient closing.

**Q: Patients have already started to ask me specific questions about the various treatments. How can I learn the basics quickly?**

A: We have simple Patient Q & A brochures for all products and the most common questions are covered in there. Distribute them to all staff, everyone should know these. You can download PDFs of these brochures on the Customer Portal at [www.sciton.com](http://www.sciton.com).

### FROM YOUR PATIENTS

**Q: How much does a treatment cost?**

A: Every treatment is customized for you, and your lifestyle. Depending on your needs, we may recommend a single treatment, or a series of treatments. In order to find out which is the best option for you, let's schedule a consultation.

**Q: How many treatments will I need?**

A: The number of treatments needed varies from patient to patient and we will personalize a treatment plan based on the level of improvement you desire. We may also combine your treatment with other popular aesthetic procedures to further enhance your results.

**Q: What aftercare do I need?**

A: It is important to follow the physician's instructions. We'll give you some skin care products and instructions on how to use them. You will be sensitive to ultraviolet light and you must avoid direct sun exposure until completely healed. Fully cover your skin or use a good sunscreen whenever you go outdoors.

We encourage your additional questions and are here to provide answers for you. If you have a question, don't hesitate to call your local Sciton Rep or Sciton's Service or Marketing departments, depending on your need.

LOCAL SCITON REPRESENTATIVE NAME & NUMBER:

SCITON SERVICE:

SCITON MARKETING:

**SCITON®**  
BECAUSE RESULTS MATTER  
[www.sciton.com](http://www.sciton.com)



# Appendix (continued)

A  
GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH



## SMART START GOAL SETTING WORKSHEET



### GOAL SETTING WORKSHEET

The most successful business people have at least one thing in common. They set goals and they write them down. If you're a busy doctor, practitioner, or med spa owner, you may think you have way too much to do to set aside time to go through the process of determining where you're heading. However, it is our experience that it is one of the most important exercises you can go through and will paint a clear picture for you and your staff. The cliché, of course, is that it's much like taking a long car trip without a GPS (formerly known as a map). Set your sites on what you want to achieve, build a plan, and check progress on a regular basis. And, when you reach a goal or a plateau on the way to your ultimate goal, celebrate with the wonderful staff that helped you get there.

You may find, like many Sciton clients do, that setting business goals might inspire you to look at other areas of your life. Although we will not address those elements on this worksheet, we will list the categories here for you and your staff to consider and privately determine what could be fine-tuned, changed or rethought:

- Personal, marriage, family
- Physical health and fitness
- Social, leisure, travel, friends
- Career, revenue, continued education
- Financial savings and planning, investments, retirement
- Spiritual, time commitments, giving back
- Community, volunteering, network, political

This worksheet is specifically intended to help you maximize your Sciton system by helping you see the financial potential. It is important to include your staff in the process so they feel a sense of ownership in the results. Everyone needs to have goals they are working on for building and maintaining practice growth, and these need to be reviewed monthly. The following is a sample of categories you might consider.



www.sciton.com

### YOUR GOALS

The following are examples that many providers have shared with us, but please decide for yourself, and then once these have been thought about and reviewed by you and your staff, disseminate copies.

FILL IN THE BLANKS WHERE NOTED.

- 1 Increase number of insurance-based patients by [ ]
- 2 Increase number of aesthetic patients by [ ]  
(This should include new patients as well as introducing current patients to your new aesthetic services.)
- 3 Improve staff performance by making sure all staff
  - ☐ is trained to answer patient questions about Sciton procedures
  - ☐ have ideally experienced the treatment(s) for themselves
  - ☐ is prepared to be great marketers for you
  - ☐ understands your expectations
  - ☐ have the tools and support to help them reach individual goals
  - ☐ will encourage referrals
  - ☐ can talk to current patients about expanded services and can answer basic Sciton treatment questions
- 4 Obtain [ ] reviews from patients per month by using survey monitoring of patient satisfaction
- 5 Remodel office to incorporate a more upscale atmosphere.  
(Beautiful art, a new lamp, perhaps new furniture - anything that will make the office look beautiful - an expectation of the patient.)
- 6 Schedule [ ] Sciton treatments per week.
- 7 Increase revenue by [ ] per month over the next 12 months.
- 8 Determine what can be cut and save money on expenses by the end of the year. Ask your staff for suggestions.
- 9 Determine a marketing budget to attract new aesthetic patients. Much of your marketing does not have a price tag so focus first on eblasts, phone calls, great service and follow-up.
- 10 Capture great Before and After photos with signed patient releases for each Sciton patient.
- 11 Send [ ] eblasts per year promoting Sciton treatment specials.
- 12 Host [ ] aesthetic seminars next year.
- 13 Explore bundling Sciton treatments with other complementary products and services to generate recurring revenue (skin care products, injectables, microneedling, other aesthetic treatments, etc.)



### ROI CALCULATOR

This ROI Calculator lets you get a glimpse of the revenue that is possible with your new Sciton system. It does not factor in any related expenses such as maintenance, staff time, or marketing. It simply shows you how many treatments you will need to do to recoup the cost of your Sciton system. Take a few seconds to enter the number of treatments you anticipate your practice providing each week and month along with the average cost you will charge per treatment. We think you'll be amazed at the revenue potential that awaits your practice with this new technology year after year.

Sciton system purchase price:	\$
Number of treatments you anticipate each week:	#
Average price per treatment:	\$
Weekly revenue:	\$
Monthly revenue:	\$
Number of months to achieve Sciton system pay off:	#


FROM THIS POINT FORWARD,  
EVERY TREATMENT IS ALMOST ALL PROFIT.

### A FINAL WORD

Everyone at Sciton is here to make sure your new system is the best purchase you have made for your business. If you have any questions, please feel free to contact us at 1-888-646-6999.






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[MARKETING TOOLS](#)
[BROWNEYE DEVELOPMENT](#)
[SCITON SPINERS](#)

[CLINICAL DIGITAL](#)

Marketing Tools to Build Your Reputation and Revenue

Sciton's e-Marketing Success Builder gives you choice effective marketing solutions that create healthy ROI, including: targeted patient loyalty programs, brand marketing, website design & development, internal marketing & live webinars, campaigns and video production. Your marketing plan can be specific, increasing your profitability, reducing initial setup fees, and increasing your business and future growth with ongoing content and programmatic solutions.

[VIEWING MARKETING TOOLS SECTION](#)

MARKETING TOOLS	PROVIDER	POINTS
REAL COLONY AND MARKETING TOOLS	ANTHONY LINDEN DESIGN	<a href="#">VIEWPOINTS</a>
MARKETING NEEDS AND VIDEO PRODUCTION	ANTHONY LINDEN INSTITUTE	3
DEVELOPING THE CONNECTION	ANTHONY LINDEN INSTITUTE	3
WEB PRESENCE SOLUTIONS	OPTICALLY LLC	3 & 4
INTERNAL EXPERIENCE MARKETING	REAL REPUTATIONS	3 & 4
TARGETED ONLINE ADVERTISING	REALIFY	3 & 4
CUSTOM-DESIGNED LIFESTYLE PROGRAMS	STRATEGIC ENGINE	30 - 40
RESPONSIVE WEBSITE DESIGN/DEVELOPMENT	STRATEGIC ENGINE	30 - 40
ANNUAL INTERNET MARKETING PLAN/RESEARCH	STRATEGIC ENGINE	<a href="#">VIEWPOINTS</a>
BROWNEYE DESIGN SERVICES (PRINT & ELECTRONIC)	STRATEGIC ENGINE	<a href="#">VIEWPOINTS</a>
MARKETING CONSULTING	STRATEGIC ENGINE	<a href="#">VIEWPOINTS</a>
CUSTOM-DESIGNED MARKETING	STRATEGIC ENGINE	3 - 10
HAIR-BONE CUSTOM-DESIGNS	STRATEGIC ENGINE	3 & 4
VIDEO PRODUCTION	TRANSIMMERS	<a href="#">VIEWPOINTS</a>
HOW-TO-PULL-WEBSITE DESIGN	TURBO-MEDICAL MARKETING	3 - 10







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Forever **CHANGE** how to treat skin  
From head to toe

AVAILABLE ON JOULE AND MJOULE



**BBL™**  
★★★HERO★★★





# HIGH ENERGY RAPID OUTPUT

**4x** SPEED

**3x** PEAK POWER

**2x** COOLING



\*Available on Forever Body & Forever Young +, max speed and peak power varies by selected filter and joules

# THE BROADBAND LIGHT FAMILY

Body



Quickly Treat Large Areas



Anti-Aging Treatment



Acne Treatment



Hair Removal



Skin Tightening





# HOW IS BBL HERO DIFFERENT FROM OTHER IPLS?

**BroadBand Light (BBL)** is the most advanced and versatile Intense Pulsed Light (IPL) system in its class.

## What truly sets BBL apart?

- 4x the speed, 3x the peak power & 2x the cooling
  - Same robust long life DuraLamp Technology
- CoolComfort technology features:
  - Powerful cooling; 1-30 °C in 1 °C increments
- Snap on Finesse Adaptors and Smart Filters for fast adjustments during treatment
- Precise and consistent treatments
- Range of spot sizes, including large
- Advanced Intelligent Treatment Driven Interface





---

Forever **CHANGE** how to treat pigment  
On the body



High Energy Rapid Output



# WHAT ARE BBL HERO BODY TREATMENTS?

Forever change how to treat pigment on the body

- No more labor intensive treatments – treat in just minutes
- Improved ROI – fast patient throughput
- Reduced risk of side effects

Proprietary technology provides

- Lightning fast treatments – High Hz rate
- Improved outcomes – Powerful dual lamps
- Enhanced patient comfort – CoolComfort enhanced cooling technology

RESULTS  
in as little as

1-2<sub>tx</sub>



Faster than ever

Static 1hz



Forever Body 4Hz



Before



2 mo after 1 tx

Courtesy of Jason Pozner, MD





Before



2 mo after 3 tx

Courtesy of Steven Swengel, MD

# 1 SESSION DP



pre

1 month post







Before

1 mo after 1 tx

Courtesy of Jason Pozner, MD





courtesy of Chris G Adigun, MD



Before



Post 3 tx

Courtesy of Jason Pozner, MD





Before



Post 1 tx

Courtesy of Jason Pozner, MD



Multiple settings used

Courtesy of Dr. Jason Pozner

Before



After multiple tx







Before



After



10 weeks post 1 treatment  
courtesy of Jason Pozner





Before



1 mo after 2 tx



Before



1 mo after 2 tx

Courtesy of Steven Swengel, MD





Before



1 mo after 3 tx

Courtesy of Steven Swengel, MD

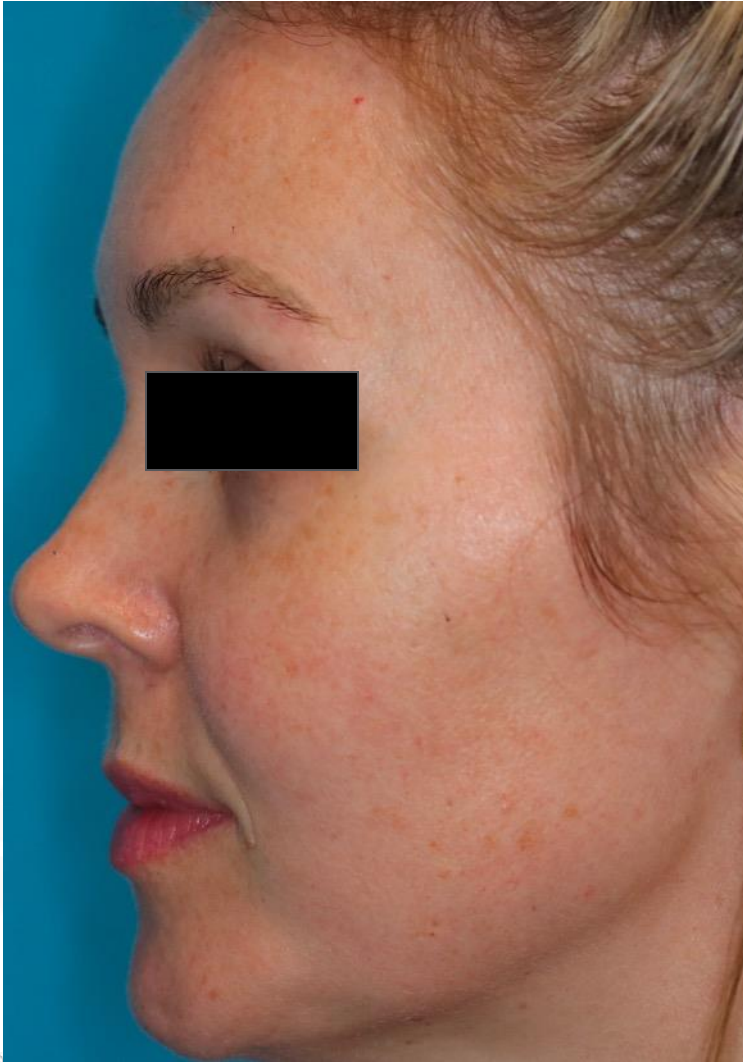


Before



Post 3 tx









BEFORE / AFTER | 3 months post 4 treatments | courtesy of Sharon Grasso, Licensed Esthetician







BEFORE / AFTER | 6 weeks post 3 treatments | courtesy of Dermatology & Laser Center of Chapel Hill





BEFORE / AFTER | 4 weeks post 1 treatment | courtesy of Lauren Saltzburg, D.O



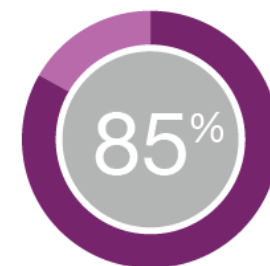
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Proven Popular – Support You Can  
Count On

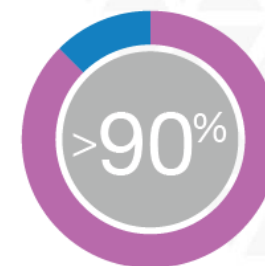
# BBL – MOST POPULAR

- 86% of Joule's are sold with BBL (#1 sold, next Halo)
- 48% of BBL systems upgrade to SkinTyte
- Practices typically perform more BBL treatments
  - 74% national average (from IQ data)

— Patients **LOVE** their results —



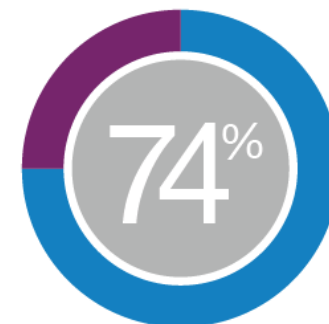
'worth it' rating on  
**realself.com**



patient satisfaction on  
**realpatientratings.com**

**Practices  
use BBL**  
EVERY DAY, ALL DAY

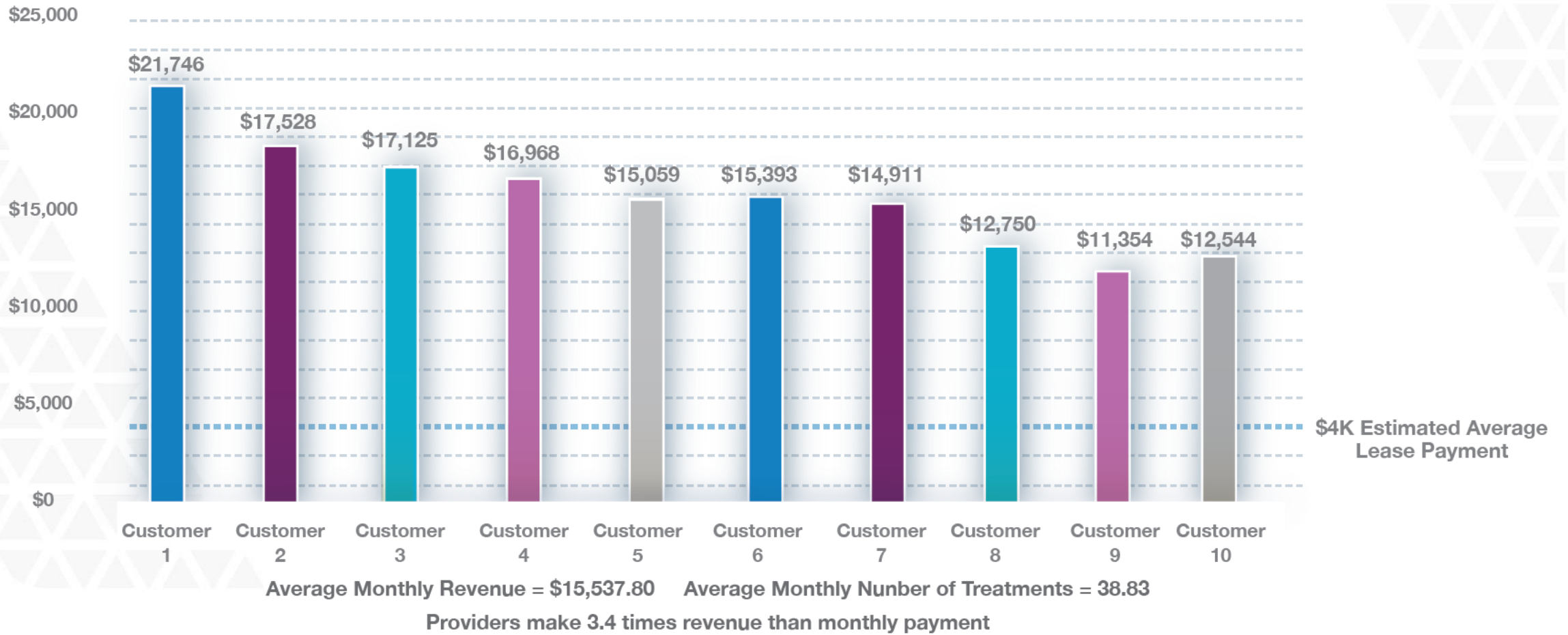
● HALO ● BBL





# BBL GENERATES REVENUE, EVERY DAY

BBL Top Providers to Date



# BBL IS BUZZ-WORTHY

BAZAAR

Reader's Digest

BYRDIE

bravo

myNewOrleans.com

Forbes

TOWN&COUNTRY

totalbeauty

WELL + GOOD

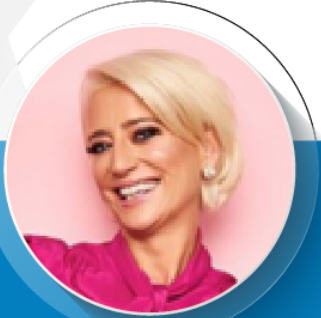
YAHOO!  
LIFESTYLE

zwivel

BEAUTY  
in the bag

TV, Print, Digital, SM  
BBL is **TALKED** about

# SOCIAL INFLUENCERS LOVE BBL



**Dorinda Medley**

@dorindamedley

Bravo Real Housewives of New York

**757k**

FOLLOWERS



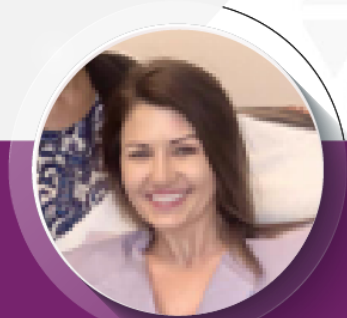
**Cary Deuber**

@carydeuber

Bravo Real Housewives of Dallas

**249.3k**

FOLLOWERS



**Corri McFadden**

@corrimcfadden

**16.9k**

FOLLOWERS



# CLINICS FIND BBL AN INVALUABLE ADDITION

## TOP AREAS TREATED:

CHEST FACE  
HANDS ARMS NECK  
ANYWHERE!

The top 10%  
are using BBL  
treatments more than



PROCEDURES ARE  
DELEGATABLE TO  
PHYSICIAN EXTENDERS

"The results are  
stunning! The skin  
becomes healthy  
and looks youthful."

– Janine P., RN.  
Rosemont, IL

"BBL is the basis for my  
business. It is the single  
most recommended  
treatment in my practice!"

– Kathleen H., Clinical Nurse Spec.  
Minnamurra, Australia



# SHOWPAD BBL RESOURCES

## Valuable resources

- Selling PPT
- Videos
- Before and After decks
- Social media & infographics
- And more...

## On-the-fly, quickly share

- Send, track, confirm
- Know what they looked at and know what resonated



# MARKETING SUPPORT

- Smart Start Kit
- Wide array of patient brochures, SM campaigns & other materials
  - Updated/added to regularly
- Success Builder Program
- BBL specific website: [www.bblbysciton.com](http://www.bblbysciton.com)
- Branded Merchandise







# Clear Suite

THE FAMILY OF BRANDS

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● Clear *V*<sup>TM</sup>

● Clear *Silk*<sup>TM</sup>

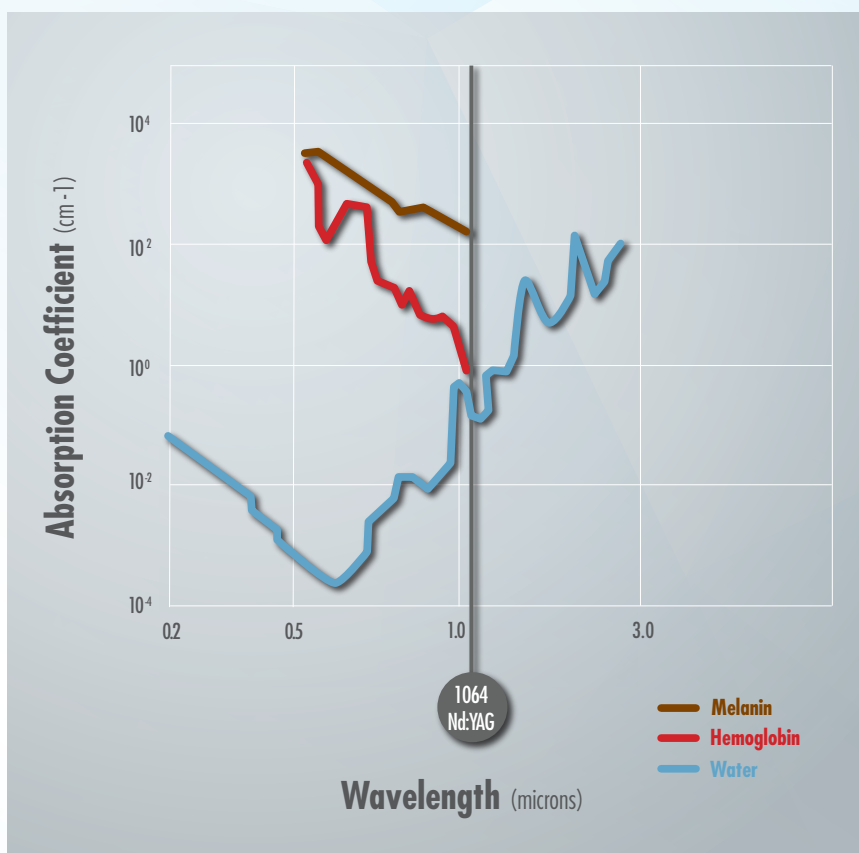
● Clear *Hair*<sup>TM</sup>

AND

● **BBL**<sup>TM</sup>  
BroadBand Light

# joule™ | SCITON JOULE

Sciton brings together the powerful combination of laser and light to treat a myriad of indications which further elevates the JOULE™ platform as the most customizable laser and light platform in the industry. The Clear Suite 1064 Nd:YAG applications – ClearV™, ClearSilk™, and ClearHair™ – combined with BroadBand Light (BBL™) offer you the unique capability to treat veins, skin, and hair from a single platform.



Antonio Voegeli-Campo, MD, PhD

“

*I have used 1064 Nd:YAG for years and I find the ClearSilk™ in combination with BBL™ to be a superior choice for treating rosacea. I find the combination boosts the effect on the control of flushing and inflammatory flare-ups. No other system offers me the versatility that my JOULE™ provides.*



# CLEAR SUITE and BROADBAND LIGHT (BBL™) PRODUCT COMPARISON CHART

Applications		ClearV™ 1064 nm	ClearSilk™ 1064 nm	ClearHair™ 1064 nm	BBL™
SKIN QUALITY	Acne				•
	Acne Scars				•
	Pigmented Lesions		•		•
	Scar Revision		•		
	Skin Maintenance		•		•
	Wrinkles		•		
	Fine lines		•		•
VASCULAR	Vascular Lesions	•	•		•
	Telangiectasia	•			•
	Reticular/Spider Veins	•			
	Diffuse Redness		•		
HAIR & SPECIALTIES	Permanent Hair Reduction			•	•
	Onychomycosis (ClearToe)		•		
	Warts	•			
OTHER	Skin Types	All	All	All	I-V
	Anesthetic (numbing) Required	None	None	None	None
	Days of Downtime	None	None	None	None
	All Seasons	•	•	•	•

## VEINS:

ClearV™



### Vanish the Veins You Can't Even See

Vascular lesions, caused by enlarged or broken blood vessels, can take many forms all over the body — from rosacea and port wine stains to spider veins and birthmarks. Sciton's Clear Suite 1064 nm Nd:YAG wavelength and superior pulse duration are an unmatched combination for vascular treatments. ClearV™ with 1064 nm has strong absorption in oxyhemoglobin providing selective heating of veins producing excellent clinical results.

### The Preferred Choice for Vascular Treatments

ClearV™ effectively and safely treats visible vessels, broken capillaries, spider veins, vascular lesions, and skin discoloration. Visible vascular structures will be gently eliminated. Unwanted vessels will be heated by the laser energy and become less noticeable.

### Effective Treatment for All Skin Types

The ClearV treatment is the treatment of choice for all skin types (Fitzpatrick I – VI). Patients have virtually no downtime and may resume daily activities immediately following treatment.

## Indications

- Facial telangiectasias
- Leg veins
- Periorbital veins
- Reticular veins
- Skin tags
- Port wine stains
- Spider veins
- Rosacea
- Warts

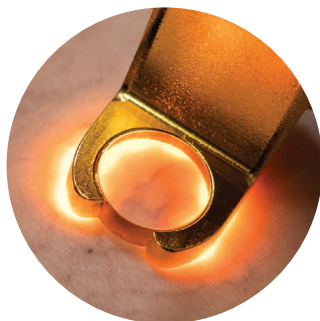


ClearV™ | 3 months post 3 tx | courtesy of Arkansas Laser Solutions

## Technology

### Subsurface Vein Illumination (SVI™)

SVI technology is specially designed to give the provider enhanced visibility to see subsurface and feeder veins to treat more thoroughly and effectively. Push button controls on the handpiece offer the ability to change the lighting color, level of brightness, and aiming beam intensity.



### Subsurface Vein Illumination (SVI™)

Enhanced visibility of feeder veins to treat more completely and effectively

### Adjustable Integrated Cooling

Sapphire is the material of choice when the user requires efficient transmissions of 1064 nm wavelength and optimal cooling pre, during, and post treatment as well as bulk cooling for patient comfort. There is an adjustable cooling range of 5-25 °C to provide the user with the ability to treat a variety of vascular conditions safely, efficaciously, and comfortably.

### VascuZoom

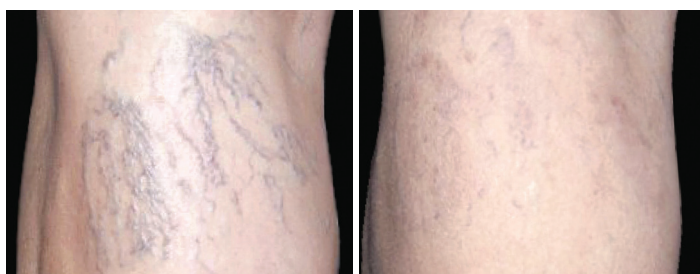
VascuZoom enables quick and easy spot size changes directly on the handpiece. This enables the user to switch effortlessly between 2-6 mm spot sizes.

## ClearV Benefits

- Subsurface Vein Illumination (SVI™)
- Integrated cooling
- All Fitzpatrick skin types
- No disposables
- Combine with ClearSilk™, HALO™, Resurfacing™ and BBL™ treatments to offer best in class treatments
- No patient downtime - treat all year long



ClearV™ | Immediately After 1 tx | courtesy of Dana Miriciouis, MD



ClearV™ | Four months post 1 tx | courtesy of Farzad Tabibzadeh, MD



# SKIN + VASCULAR:



BroadBand Light (BBL™) is the world’s most powerful IPL device. It sets new standards in treating skin conditions associated with aging, active life styles, and sun damage. The innovative BBL module extends the versatility of the JOULE platform with one-of-a-kind dual lamp technology, interchangeable Smart Filters™, Finesse Adapters™, and CoolComfort™ technology.

## Technology

BBL enables treatment of multiple skin conditions with various wavelengths seamlessly using change-on-the-fly Smart Filters.

Wavelength (nm)	INDICATIONS
420	Mild to moderate acne vulgaris
515	Pigmented Lesions, incl. Lentigos (age spots), Solar Lentigos (sun spots)
560	Vascular Lesions, such as Telangiectasias, and Rosacea
590	Port Wine Stains, Hemangioma, Vascular Malformations
590, 640 & 695	Hair Removal
590, 695 & 800	Skin Firming

### Dual-Lamp Technology

BBL’s dual-lamp technology is uniquely designed with each lamp supplying half the energy during a pulse resulting in an extended lifetime of the BBL handpiece.

### Now with CoolComfort™ Technology

A unique precision cooling system featuring the most powerful cooling capacity allowing the user to set and maintain cooling from 1-30 °C in 1 °C increments for fast, comfortable and uniform treatments.

### Treatment Speed

BBL allows for faster treatments than other IPL devices. This is thanks to its large spot size (15x45 mm), the high repetition rate and the easily exchangeable snap-on Finesse Adapters™ as well Smart Filters™.

### Uniform Beam & Square Wave Energy Delivery

Precisely engineered parabolic optics deliver energy to the treatment area uniformly, producing no hot or cold spots, which results in perfectly consistent treatments.

### Application Driven Interface

Our intuitive interface provides step-by-step parameters for our most popular treatments allowing the user to quickly master the art of BBL treatments.

## BBL Benefits

- Treat all demographics
- Combine with ClearV™, ClearSilk™, Resurfacing™, and HALO™ to offer best in class treatments
- Fast, effective, versatile, and cost effective
- Predictable and consistent
- User friendly



BBL™ | 3 years post 5 tx | courtesy of Robyn Siperstein, MD



BBL™ | 4 months post 2 tx | courtesy of Kevin Robertson, MD

SKIN + VASCULAR:

ClearSilk™



### **Address Skin's Minor Imperfections and Boost Skin Revitalization with a Non-Ablative No Downtime Solution**

The ClearSilk™ treatment works by deposition of heat into micro vessels. This heat increases the temperature of the blood that is flowing through the micro vessels, stimulating fibroblast activity and the body's natural repair process resulting in a decrease in fine lines and wrinkles.

### **Effective Treatment for All Skin Types**

The ClearSilk treatment is suitable for all skin types (Fitzpatrick I – VI). Patients have no downtime and may resume daily activities immediately following treatment.

## **Indications**

- Fine lines and wrinkles
- Pigmented lesion
- Diffuse redness
- Rosacea
- Improved luminosity
- Acne scars
- Skin revitalization

## **Technology**

### **Built-in Temperature Sensing**

Easily visualize the skin temperature as you are treating with the built-in sensing gauge that indicates temperature ranges between 32-48 °C.

### **Audible Feedback**

The ClearSilk handpiece and JOULE system deliver audible energy alarms to provide real time feedback on the number of pulses delivered.

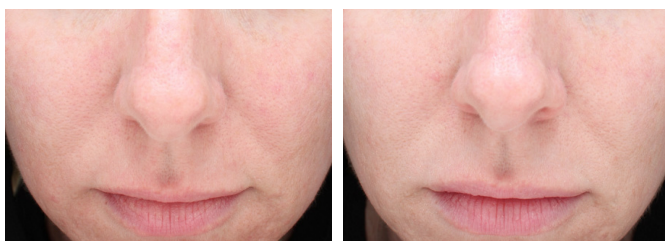


### Visual Distance Guide

Enable user to maintain consistent treatment distance to target for uniform heating to ensure reliable results.

## ClearSilk Benefits

- All Fitzpatrick skin types
- Easily delegatable
- Zero downtime
- 4-6 treatments recommended to achieve optimal results
- No anesthetic required
- Comfortable with minimal patient discomfort
- Combine with ClearV™, HALO™, Resurfacing™, and BBL™ treatments to offer best in class treatments
- Non-ablative, and non-contact
- No disposables



ClearSilk™ | 4 tx | courtesy of Peter Castillo, MD



ClearSilk™ | 4 tx | courtesy of Peter Castillo, MD



ClearSilk™ | 4 tx | courtesy of Peter Castillo, MD

## HAIR:

# ClearHair™



### A Safe and Effective Solution for Permanent Hair Reduction

The ClearHair™ 1064 nm Nd:YAG wavelength and ideal pulse duration are unmatched for permanent hair reduction. The 1064 nm wavelength has strong absorption in melanin, providing selective heating of hair follicles for excellent clinical results.

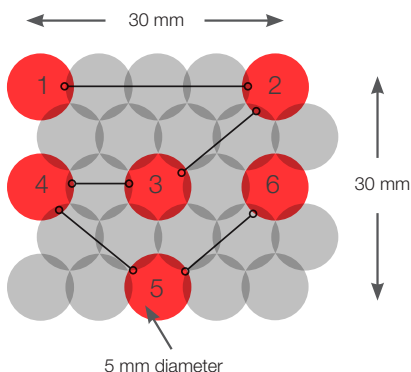
### Efficacious Treatment for All Skin Types

ClearHair is the treatment of choice for all skin types (Fitzpatrick I – VI). ClearHair 1064 nm wavelength and external high capacity cooling allows users to reduce hair permanently with ultimate safety and efficacy.

## Technology

### Large Area Pattern Generator (LAPG™) and Non-Sequential Scanning

ClearHair utilizes a LAPG high speed scanner and non-sequential energy delivery to achieve optimal clinical outcomes. The computer-guided scanner covers large areas rapidly and evenly on treated areas to maximize the time interval between adjacent spots, allowing heat to dissipate. This technology also minimizes subsurface heat build-up, providing additional comfort during treatment.



LAPG™ – Large Area Pattern Generator: Non-sequential scanner technology achieves optimum overlap resulting in a safe, uniform, and efficacious treatment

### High Speed Treatment

ClearHair covers large areas up to 4x faster than other systems, for example requiring only 200 scans to cover a large back.

### Integrated Continuous Cooling

ClearHair uses an external high capacity chiller to remove the high heat load when large areas are treated. Its 250 watt cooling capacity is 10x greater than built-in chiller handpieces and enables the highest level of safety and patient comfort.

## ClearHair Benefits

- Proven to be safe and efficacious for all skin types (Fitzpatrick I – VI) for permanent hair reduction.
- No downtime
- No consumables



ClearHair™ | 12 tx | courtesy of Lory Haney, RN



ClearHair™ | 40 days post 1 tx | courtesy of Terumi Liu, MD  
Area treated: lower lip and chin, demonstrated on left side



# THE SCITON EDGE

## SCITONPRO.COM

Sciton professional website provided free of charge:

- Digital practice marketing assets
- Available 24/7

## SMART START™ GUIDE

5 steps to operating a thriving aesthetic practice:

- STEP 1: Get launch ready
- STEP 2: Become an expert
- STEP 3: Prepare your staff and office
- STEP 4: Know your patient
- STEP 5: Develop your marketing plan



## SUCCESS BUILDER™

Access to experienced third-party professionals and tools to support your practice growth.

- Clinical education
- Marketing tools
- Business development



### SPECIFICATIONS: CLEAR SUITE 1064 nm

Wavelength	1064 nm Nd:YAG
Fluence	Up to 400 J/cm <sup>2</sup>
Pulse Width	Up to 200 ms
Repetition Rate	Up to 20 Hz
Spot Size	ClearSilk: 7 mm ClearV: 2-6 mm ClearHair: 30 mm x 30 mm (scanned area)
Skin Cooling	ClearV: Adjustable, 5 °C to 25 °C
Contact Chiller	250 W thermoelectric chiller, continuous contact sapphire plate

### SPECIFICATIONS: BBL

Wavelength	420 – 1400 nm
Filters	420 nm, 515 nm, 560 nm, 590 nm, 640 nm, 695 nm, 800 nm
Output	Up to 30 J/cm <sup>2</sup>
Pulse Width	Up to 200 ms
Repetition Rate	Up to 1 pulse-per-second
Cooling Method	Continuous thermoelectric sapphire plates
Skin Cooling	Adjustable from 0 - 30 °C in 1 °C increments
Spot Size	15 x 45 mm
Finesse Adapters	15 x 15 mm square, 11 mm & 7 mm round



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[www.Sciton.com](http://www.Sciton.com) •



2600-029-34 Rev. A

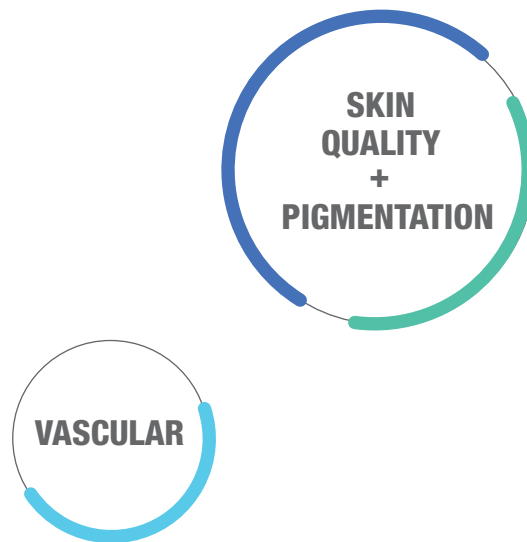
*YOU DESERVE QUALITY...*

# THE **JOULE<sup>®</sup>X** PLATFORM



# CUSTOM-BUILT

To Meet Your Practice Needs



## CUSTOMIZABLE

### CUSTOMIZABLE MODULAR LASER AND LIGHT PLATFORM DESIGN

Each JOULE® X is custom-built with best-in-class application modules empowering your practice to fit your needs now and into the future. This value ecosystem defines upgradeability and expandability at anytime as your business grows, or as new, sensational technology becomes available like BBL® HERO™.

- Broadest range of Laser & Light applications - especially popular power brand combinations
- Earn revenue fast while you ramp up - JOULE X practices' income in 6 months is typically 3X average monthly lease payment
- Sustainable approach to your business model on planned or unplanned growth
- Intelligent system health diagnostics and treatment usage monitoring with Sciton iQ™





# 1997

## THE JOULE® X STORY

Since 1997, Sciton has proudly designed and manufactured in Palo Alto, CA not only the JOULE X platform, but the thousands of premium parts and components which go into it. This is just one reason for its outstanding craftsmanship, quality and longevity. JOULE X is made to order in the U.S.A. powered with proven and innovative technology advancing aesthetic and medical options for clinicians and patients worldwide.

**HAIR REMOVAL  
& SPECIALTIES**

**WOMEN'S  
HEALTH**

## DISCOVER ROI

### **YOUR PRACTICE DISCOVERS IMPRESSIVE VERSATILITY YOUR PATIENTS DISCOVER THEIR BEST SKIN**

JOULE X will expand your reach and attract patient populations of all skin types, ethnicities, gender, and age providing effective and desired treatment outcomes that distinguish your practice from others. Discover the powerful portfolio of applications that improve the appearance of problems or aging skin.

- High satisfaction treatment options for every patient
- Exclusive, award winning, consumer favorites only found on JOULE X
- Limitless possibilities for your practice potential

# THE PERFECT SOLUTION

## For Your Practice

---

The JOULE® X portfolio of brands is the perfect solution to expand your practice and attract new patients. Address their conditions with innovative and advanced applications.

### SKIN QUALITY

HALO®, NANOLASERPEEL™,  
MICROLASERPEEL®,  
CONTOUR TRL™,  
PROFRACTIONAL™,  
CLEARILK®,  
BBL® FAMILY OF BRANDS,  
BBL® HERO™

Textural, Wrinkles,  
Acne, Aging Skin

Scar Revision

### PIGMENTATION

BBL® FAMILY OF BRANDS,  
BBL® HERO™,  
HALO®, CLEARILK®

Discoloration, Dullness,  
Uneven Tone, Age Spots

### VASCULAR

BBL®,  
BBL® HERO™,  
CLEARILK®,  
CLEARV®

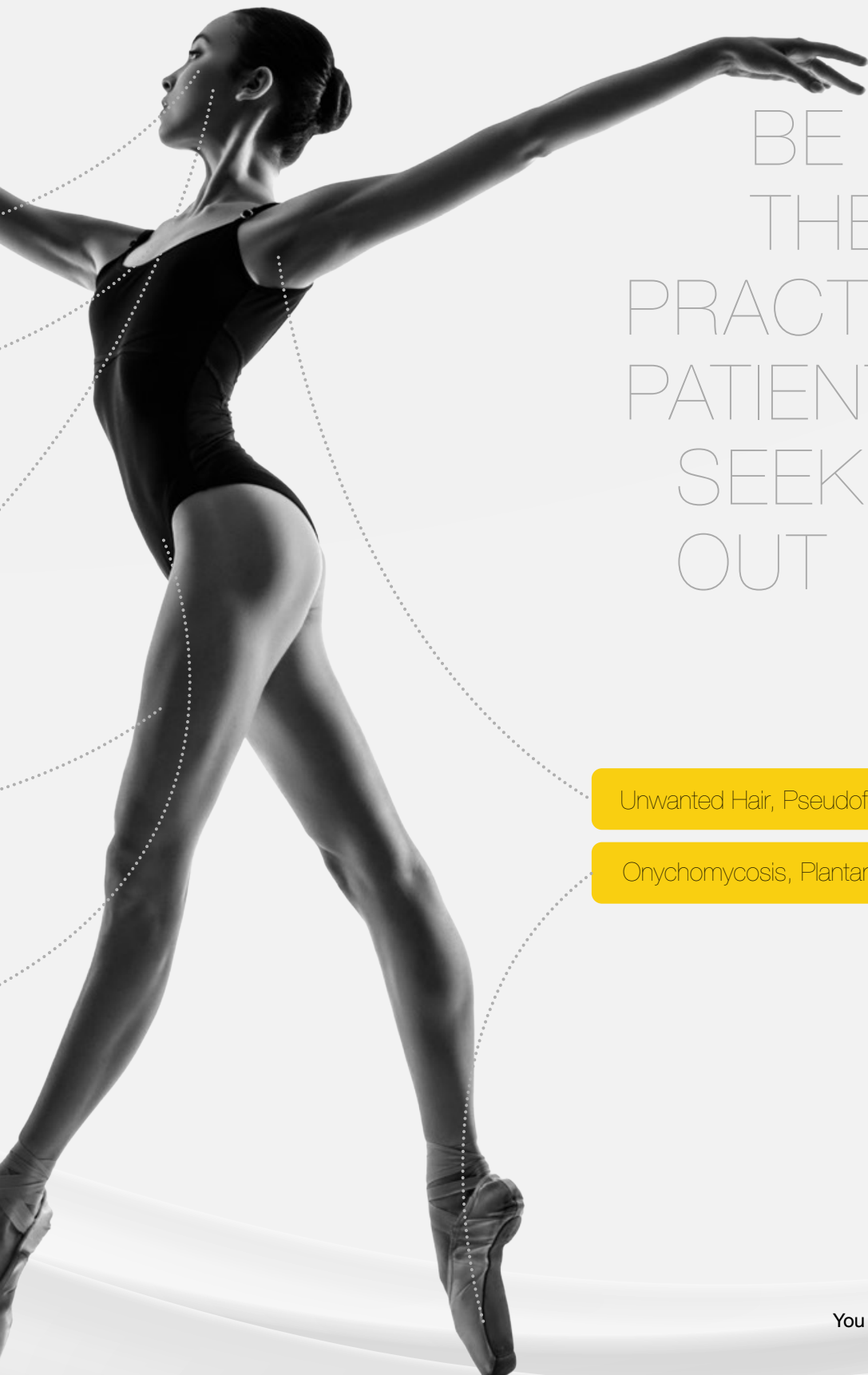
Diffuse Redness,  
Rosacea, Lesions

Vessels and Veins  
You Can and Cannot See

### WOMEN'S HEALTH

PROFRACTIONAL™  
DIVA®

Lesions, Scar Revision  
Vaginal Resurfacing



BE  
THE  
PRACTICE  
PATIENTS  
SEEK  
OUT

Unwanted Hair, Pseudofolliculitis

Onychomycosis, Plantar Warts

**HAIR REMOVAL &  
SPECIALTIES**

BBL®, CLEARTOE™



# CREATE YOUR PLATFORM

Choose best-in-class modules for best patient satisfying results and offerings, greater return-on-investment, and sustainable profitable growth. Add modules at any time.

JOULE® X Module		BBL® BroadBand Light 420-1400 - Smart Filters	Forever Bare™ 590 - 695 Smart Filters	Forever Clear™ 420, 560, 590 & 800 ST Smart Filters	Forever Young® 560, 640, 695, 590 ST, 695 ST, 800 ST Smart Filters	SkinType™ 590 ST, 695 ST, & 800 ST Smart Filters	BBL® HERO - Body 515 - 1400 Smart Filters	BBL® HERO™ - Forever Young® 515 - 1400 Smart Filters	HALO® 1470 Diode & 2940 Er:YAG	diVa® 1470 Diode & 2940 Er:YAG	Contour TRL™ 2940 Er:YAG	ProFractional™ 2940 Er:YAG	ClearSilk® 1064 Nd:YAG	ClearV® 1064 Nd:YAG
SKIN QUALITY	Acne	•		•										
	Acne Scars	•							•		•	•	•	
	Scar Revision								•		•	•		
	Skin Resurfacing								•		•	•		
	Skin Maintenance	•		•	•	•	•	•	•		•	•	•	
	Skin Texture Improvement	•			•	•	•	•	•		•	•	•	
	Wrinkles								•		•	•	•	
PIGMENTATION	Age Spots	•			•		•	•	•		•	•	•	
	Discoloration	•			•		•	•	•		•	•	•	
	Dullness	•			•		•	•	•				•	
	Uneven Tone	•			•		•	•	•		•	•	•	
VASCULAR	Diffuse Redness - Flushing	•			•		•	•					•	
	Reticular Veins													•
	Rosacea	•			•			•					•	
	Spider Veins	•					•							•
	Telangiectasias	•			•			•					•	•
	Vascular Malformation Lesions	•			•		•	•						•
HAIR & SPECIALTIES	Permanent Hair Reduction	•	•											
	Pseudofolliculitis	•	•											
	Onychomycosis												•	
	Warts													•
WOMEN'S HEALTH	Vaginal Resurfacing									•				
	Lesions									•		•		
	Scar Revision									•		•		

The Sciton JOULE X Platform has multiple FDA cleared indications for its system and modules. For a complete list, contact your local representative or Sciton at [info@sciton.com](mailto:info@sciton.com).



# SKIN QUALITY | PIGMENTATION

Textural, Wrinkles, Scar Revision, Acne, Aging Skin  
Discoloration, Dullness, Uneven Tone, Age Spots



## HALO® (Hybrid Fractional Laser) — SKIN TYPE I-VI

HALO is the award-winning tunable hybrid fractional laser that delivers a non-ablative and an ablative wavelength to the same microscopic treatment zone. Combining these two wavelengths creates a strong synergistic effect, resulting in an impressive corrective solution for the return of glowing skin.

- Application driven software - treatments for *face, neck, chest, hands, body*
- LED speedometer lights ensures rapid and even treatment
- Dynamic Thermal Optimization (DTO) provides precise temperature control
- High revenue and profit generating procedure

Contour TRL



Single Spot Ablative Handpiece



## CONTOUR TRL™ w/ NanoLaserPeel™, MicroLaserPeel®, and Deep Resurfacing — SKIN TYPE I-VI

Advanced resurfacing that allows you to fine tune your treatments and patient downtime. From superficial peels to deep full field resurfacing, with or without thermal coagulation, this unique precision Erbium laser scanner enables exceptional patient-tuned outcomes. Addressing a broad range of patient skin needs, from subtle to the dramatic, with superior uniformity and customizable thermal effects.

- Easy user interface which allows tunability of depth (4  $\mu\text{m}$  to 200  $\mu\text{m}$ ), density adjustment, and coagulation thermal zone
- Deliver ablative energy in various size linear and square scanning options from a single spot to a large 30 X 30 mm area
- Comes with two single spot handpieces (2 mm and 4 mm) for targeting small areas

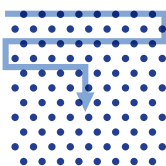
## PROFRACTIONAL™ Therapy — SKIN TYPE I-VI

Achieve dramatic results with minimal downtime for your patients using ProFractional Therapy. It delivers ablative fractional skin resurfacing from light skin maintenance programs to more advanced treatments for exceptional scar revision.

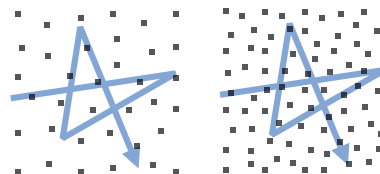


- Easy user interface which allows tunability of depth (25  $\mu\text{m}$  to 1500  $\mu\text{m}$ ), density adjustments, and coagulation thermal zone
- Deliver ablative energy in various size scanning options featuring sequential linear, offset and random non-sequential
- Easy visibility and maneuverability using distance stand-off

### Samples of ProFractional Array Patterns



Sequential offset linear



Random non-sequential placed channels



## SKIN QUALITY | PIGMENTATION

Textural, Wrinkles, Scar Revision, Acne, Aging Skin  
Discoloration, Dullness, Uneven Tone, Age Spots

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### CLEARSIK® — SKIN TYPE I-VI



ClearSilk delivers non-ablative Nd:YAG 1064 nm wavelength to address skin's minor imperfections such as fine lines, wrinkles, acne scars and the appearance of large pores for improved luminosity, skin revitalization and subtle to refined results for all skin types, in all seasons, with zero downtime.

- Non-ablative, non-contact, comfortable
  - Real-time temperature sensor for ensuring even heating of tissue
  - Guided distance alignment beams for easy and fast treatments
  - Audio and visual feedback
- 



### BBL® HERO™ and the BBL Family of Brands — Forever Change the Way You Treat Skin

New technology advancements with the world-renowned BBL (Broadband Light®) allows you to level up your practice; BBL HERO treatments are the fastest way to treat the visible signs of aging anywhere on the body.



- Quickly treat large areas with 4x the speed
  - Now more comfortable with double the cooling
  - Fast and effective treatments made possible with 3x the peak power
  - High patient satisfaction and in-demand treatments keep patients coming back!
- 

### FOREVER YOUNG® powered by BBL HERO



Forever Young BBL HERO treatments offer the same great results for improving visible signs of aging that practitioners know and love... but now is even better with the BBL HERO technology advancements.

Forever Young uses a multi-step and multi-pass protocol to correct and maintain skin's youthful appearance by addressing common signs of aging such as pigmented lesions, vascular conditions, dull, uneven tone, texture, and lax, tired looking skin.

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### FOREVER CLEAR™ BBL Phototherapy — SKIN TYPE I-V



Forever Clear BBL Phototherapy protocol features 3 specially designed target selecting Smart Filters™ to treat acne causing bacteria. They complement the full range of the comprehensive BBL phototherapy system. The CoolComfort™ precision cooling allows for a comfortable patient experience.

### SKINTYTE™ BBL Phototherapy — SKIN TYPE I-VI

SkinTyte technology features 3 specially designed infrared Smart Filters to penetrate deep into tissue. They complement the full range of the comprehensive BBL phototherapy system and are often used together. To improve the appearance of aging skin that has lost firmness, use the SkinTyte modality in a multi-pass, motion technique.





# VASCULAR

Diffuse Redness, Rosacea, Lesions, Vessels & Veins You Can and Cannot See



## BBL® Vascular Phototherapy — SKIN TYPE I-V

Selected Broadband Light Smart Filters effectively and efficiently treats superficial vascularity on the face and body. Application driven software for rosacea, cherry angiomas, facial bruise, facial vessels, body vascular. Superb results in fewer treatments when compared to other IPL devices.



## CLEARSilk® — SKIN TYPE I-VI

Not only does ClearSilk deliver a refined treatment for skin's imperfections, its Nd:YAG 1064 nm wavelength targets vascular chromophores. Practitioners love its ease of use and effectiveness in treating diffuse redness and rosacea.

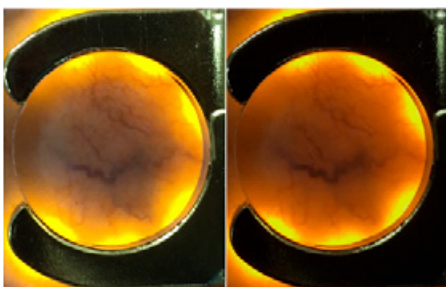
- ClearSilk + BBL Vascular combination provides a boost to clearing microvessels
- Excellent alternative to BBL Vascular in darker skin types



## CLEARV® High Power Nd:YAG — SKIN TYPE I-VI

ClearV Nd:YAG 1064 nm laser is a breakthrough solution to more effectively and comfortably treat tiny spider veins to resistant reticular vessels and vascular malformations. It features advanced engineering solution, Subsurface Vein Illumination™ (SVI™) which optimizes visualization of subsurface and feeder veins to enhance treatment. Combine with BBL for treating varying vascular pathologies.

- Easily trace individual fast-filling dynamic vessels with 3 light color and 3 light intensity options.
- Precision integrated cooling from 5 - 25 °C for safety and comfort
- Choose from 2 - 6 mm spot sizes by adjusting directly on the handpiece
- Easy user experience via intuitive application driven software



Subsurface Vein Illumination



ClearV Indication Driven User Interface



# HAIR REMOVAL & SPECIALTIES

Unwanted Hair, Pseudofolliculitis, Onychomycosis, Plantar Warts

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## **FOREVER BARE™ BBL® — SKIN TYPE I-V**

A revolutionary technology in hair reduction. By sending multiple lower fluence pulses at a high repetition rate, Forever Bare BBL allows for extremely even heating of hair follicles. This minimizes missed areas that occur with traditional hair reduction devices. Use in motion or static options.

- Large volume ideal for body treatments, especially backs and legs
- Large crystal, rapid repetition rate using an in-motion technique, and precision cooling make this fast and comfortable
- Easy to use guided user interface



## **CLEARTOE™ — SKIN TYPE I-VI**

ClearToe (utilizing the ClearSilk handpiece) delivers non-ablative Nd:YAG 1064 nm wavelength to temporarily increase a clear nail in patients with onychomycosis and for the thermal destruction of the blood supply of plantar warts.

- Non-ablative, non-contact, comfortable
- Real-time temperature sensor for ensuring even heating of target
- Guided distance alignment beams for easy and fast treatments
- Audio and visual feedback



## WOMEN'S HEALTH

Vaginal Resurfacing, Lesions, Scar Revision



### diVa® Hybrid Fractional Laser — SKIN TYPE I-VI

diVa vaginal laser features delivery of dual wavelengths: 1470 nm, a non-ablative laser and 2940 nm, an ablative laser. Can be used together as a blend or independently for resurfacing lesions and scars.

- Motorized automation creates homogeneous delivery with precise control
- Customize energy to treatment area, tunable to depth and density
- Easy user interface for selecting parameters and distance traveled guide
- Guided measurement rings on barrel
- Single-use Strengthened Quartz Dilator (SQD)



### PROFRACTIONAL™ — SKIN TYPE I-VI

The ProFractional scanner is ideal for fractionally resurfacing external vaginal tissue for treatment of lesions and scar revision.

- Easy user interface for tunability of depth (25 µm to 1,500 µm), density adjustments, independent coagulation thermal zone adjustment
- Deliver ablative energy in various size scanning options featuring sequential linear, offset and random non-sequential
- Easy visibility and maneuverability using distance stand-off



Laser Facial  
Treatment is

**#6** out of **17**

for the most popular non-surgical  
cosmetic treatments

**in CANADA**



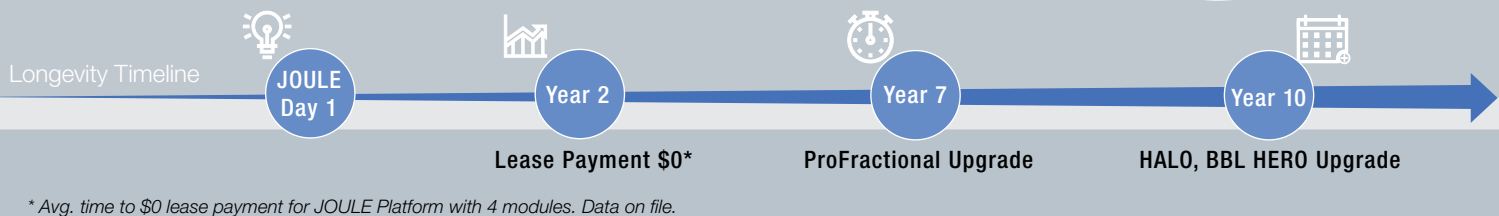
*Slice Beauty Lifestyle Website; Jan. 2021*



# THE SCITON WAY | Expectations and Results

## SCITON CONSISTENTLY EXCEEDS EXPECTATIONS

On average Sciton devices last over a decade, in fact, most of the systems built are still in service today. Inventive, exceptional, and enduring engineering that goes beyond the commonplace. The Sciton platform has become the physician's choice for reliable high quality lasers and light based devices.



## THE PARTNERSHIP You Can Count On

At Sciton we are committed to your success. Our experienced teams have developed programs and tools for every stage of your purchasing and ownership journey.

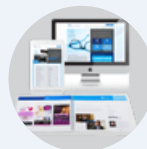
### Smart Start

5 steps to operating a thriving aesthetic practice, from launch ready, preparing your staff and office to developing your marketing plan.



### Success Builder

The comprehensive Marketing, Clinical and Business success strategy offerings made up of Sciton and experienced 3rd party professionals to support your practice growth.



### ScitonPro.com

You as a customer have access to this portal for essentials in building your brand with engaging and educational materials such as ready-to-use or customizable Marketing Brochures, Social Media Posts, Before and After Photos, Clinical Protocols, Treatment Videos, Training Materials, and much more!



Concierge Marketing brings industry experience, competitive knowledge and cutting edge advertising strategy to your practice. Protect your brand, be up to date with advanced insight to aesthetic treatment options. Choose from Basic and Elite Membership offerings.



CONCIERGE MARKETING™

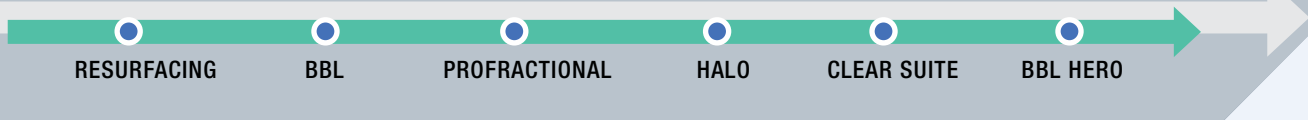
*By Sciton*



## SCITON TECHNOLOGY DELIVERS RESULTS PATIENTS DESIRE

Our reputation was built on innovating technology to live up to our tagline promise of “BECAUSE RESULTS MATTER”. And like Sciton, your patients’ results matter, along with the long-lasting partnership you have with your patients matter. We want to build that same partnership with you.

Innovation Timeline



### Our People

Our Sciton Family is made up of YOU, our partners, our area managers, and all our employees. Our area managers are one of your most valuable resources dedicated to support your practice growth.



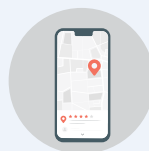
### Service Network

Practices are busy - each time a customer calls Service or an on-site visit is scheduled our professional technicians quickly familiarize themselves with resource planning to protect your investment. Our goal is to find solutions fast to keep your platform at peak performance.



### Clinical Education

Ongoing educational training is paramount in our practice support programs. We cover topics from advanced tips and techniques for impressive outcomes, to unique strategies that maximize profitability and innovative applications to expand your practice and attract new patients.



### Sciton Practice Locator

Patients seek out practices who have the Sciton power brands every day. We focus on marketing campaigns with social media and key influencers to optimize the registered practice directory and reach consumers.

## BECAUSE RESULTS MATTER TO YOUR PATIENTS



**HALO®** | 2 months post 2 tx | courtesy of Sherrif Ibrahim, MD, PhD



**CLEARV®** | 3 months post 2 tx | courtesy of Peter Castillo, MD



**CONTOUR TRL™** | post 1 tx | courtesy of J. David Holcomb, MD



Visit Our Complete Gallery



**BBL® HERO™** | 2 months post 1tx | courtesy of Jason Pozner, MD



**BBL® HERO™** | post 1 tx | courtesy of Patrick Bitter, Jr., MD, FAAD



**PROFRACTIONAL™** | post 4 tx | courtesy of Jeff Walding, MD

## BECAUSE RESULTS MATTER TO YOUR PATIENTS



**CLEARSilk®** | 1 month post 4 tx | courtesy of Rebecca Gelber, MD



**CLEARSilk® + FOREVER YOUNG BBL®** | 6 years of yearly routine tx total of 8 tx | courtesy of Antonio Campo Voegeli, MD



**CLEARV® + BBL®** | 2 tx | courtesy of Antonio Campo Voegeli, MD



Visit Our Complete Gallery



**HALO® + BBL®** | 4 weeks post 1 tx | courtesy of Dermatology Associates Plymouth Meeting



**CONTOUR TRL™ + PROFRACTIONAL™ + SKINTYTE™** | post 1 tx | courtesy of Michael Lin, MD



**BBL® + MICROLASERPEEL®** | 2 weeks post 1 tx | courtesy of Jacque P. LeBeau, MD



# SCITON OWNS SKIN...

## OWN THE SCITON EXPERIENCE WITH JOULE® X AND mJOULE™

Designing and building results-oriented technology for treating skin is our passion. Now Sciton offers two expandable platforms that have exceptional applications. Both platforms feature award winning BBL® HERO™.

HALO®  
CONTOUR TRL™  
PROFRACTIONAL™  
NANOLASERPEEL™  
MICROLASERPEEL®  
CLEARSIK®  
CLEARV®  
DIVA®  
BBL® FAMILY OF BRANDS  
BBL® HERO™

Legacy  
**JOULE X** is the high performance,  
multi-module platform that continues  
to be the preferred choice for the most  
selection of laser and BBL applications.  
The workstation that quickly becomes the  
workhorse of practices. It is your perfect  
path for expansion of services.



BBL® FAMILY OF BRANDS  
BBL® HERO™  
SKINTYTE™  
MOXI™

**mJOULE**, an affordable luxury platform, offers the same great innovative technology as JOULE X. Debuting on the mJOULE is MOXI™, a non-ablative fractional laser together with next generation BBL, BBL HERO. These two impressive technologies offer solutions that appeal to the younger prejuvenation patients, those new to lasers or who are looking to improve their skin care regimen.



# YOU DESERVE BETTER YOU DESERVE SCITON



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United Kingdom, Australia, Canada, Japan

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