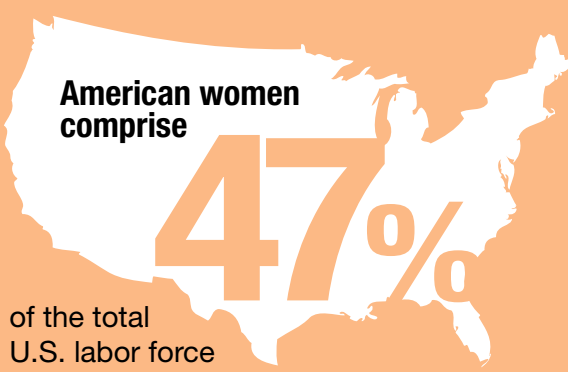


# REDEFINING SKIN REJUVENATION

## DEMANDS OF THE AVERAGE AMERICAN WOMAN



Women work 35.6 hours a week on average, as 73.5% of the working women work full time and the remaining 26.5% work part time

**73.5%**  
Full Time

**26.5%**  
Part Time



Women accounted for 51.5% of all workers in the high-paying management, professional, and related occupations.



While not working, these women spend 9.7 hours a week performing housework, on average.

This is not the only work women conduct in a week. **85.4 Million** US women have children which has a set of demands of its own.



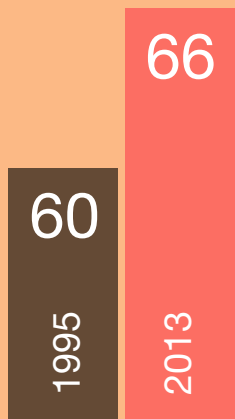
Just as impressive, women provide for 40% of all American households with children under 18 years of age - mothers who are either the sole or primary source of income for the family.



Unfortunately sometimes the strains of time break marriages, as evidenced by a nearly 50% US divorce rate.



## THOUGHTS ON COSMETIC SURGERY



Whether due to the recession, changes in social security policy or the changing norms in involving women in the workplace the average non-retired American now plans to retire at 66, up from 60 in 1995, according to the Gallup survey.

A 2013 ASDS survey indicates

Areas of concern are:

**30%**

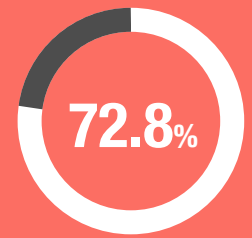
of consumers are considering a cosmetic procedure.

**62%**

skin texture and/or discoloration

**60%**

lines, wrinkles and/or folds in the mid-face around the cheeks and mouth



Women control **72.8%** of household spending

(Boston Consulting Group).

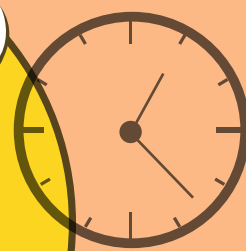
In 2012, there were 2.1M skin rejuvenation procedures in the United States.

**432,496** procedures.

Laser skin resurfacing realized a 25.1% increase in year over year procedures to 432,496 procedures.

Of which **70%** of the procedures were non-ablative.

Many cited women trying to remain competitive in the workplace, re-entering the dating scene, and or simply wanting to look their best as reasons for these procedures.



Why?

Many women can't afford up to two weeks downtime for an ablative laser procedure. There are simply too many demands for their time.

## WHAT CAN YOU DO

The ResurFX is a module on the M22, a light based multi-application system, with 6 IPL cutoff filters, long pulsed Nd:YAG (1064nm) and the 1565nm ResurFX fiber laser.

M22 enabling physicians to improve tone and texture while treating pigment and vascular conditions.

### Treat with ResurFX

Realize no consumable expense, and begin saving today.

**20%** coverage in a single pass

ResurFx's CoolScan™ enables you to obtain 20% coverage in a single pass, saving you time and increasing your productivity.

Savings don't stop there

The ResurFx has no consumable cost, which can save you considerable money.

Assume you perform 4 Fraxels a week (48 weeks in year) with a \$180 disposable cost.

You would expect to pay \$34,560/ year or \$172,800 over a 5 year period for the disposables alone.

