

chromolite

chromolite



***Multi-function Intense Pulsed Light System
with Smartlite™ Technology***

Genesis
Biosystems

chromolite

Multifunction Intense Pulsed Light System



Indications:

- **Hair Removal**
- **Photo Rejuvenation**
- **Active Acne**

Traditional Light Methods

⇐ First Generation

Laser

⇐ Second Generation

Intense Pulsed Light IPL

⇐ Third Generation

Smartlite™ Technology

What is a laser system ?

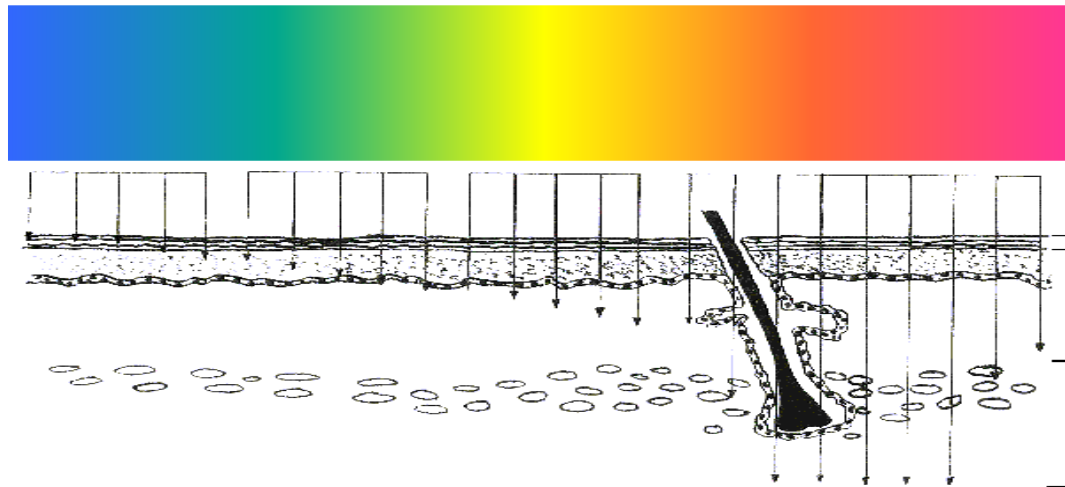
- Coherent beam of light
- Excellent absorption of light, very little scattering
- Produces vaporization of hair
- Limited success due to depth of penetration, different lasers required for different skin types

What is an IPL system ?

- Filtered White light source
- Multiple wavelengths allow better penetration of light.
- Selection of filters for different skin types

Penetration of Light in Skin

Blue	Green	Yellow	Red/IR
400-500nm	500-550nm	550-600nm	600-750nm/750-1000nm
0.1-0.2 mm	0.2-0.6 mm	0.6-2 mm	2-6 mm



Hair Removal

How does it work?

Hair Removal

- Many options for hair removal
- Shaving, Waxing, Electrolysis, Laser & IPL.
- All have drawbacks
- Chromolite, the only system utilizing Smartlite™ technology.

Method of Removal

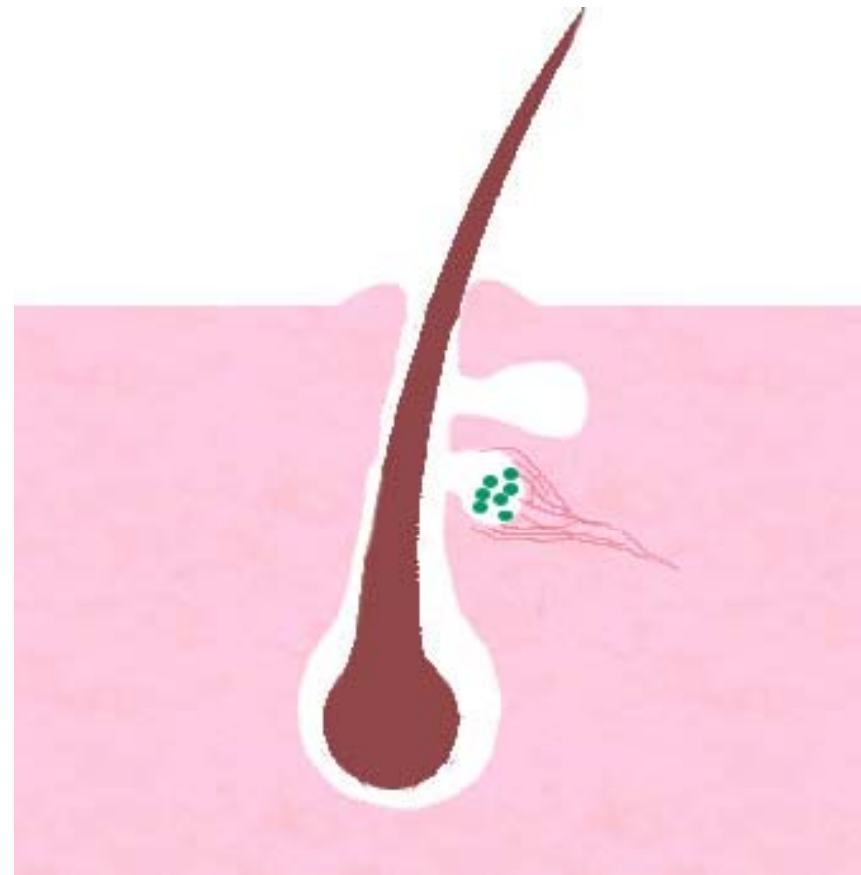
All three generations of light systems use the same basic method of removal:

- Heat up the hair follicle to 65 deg C to destroy the germ cells and permanently destroy the growing hair.

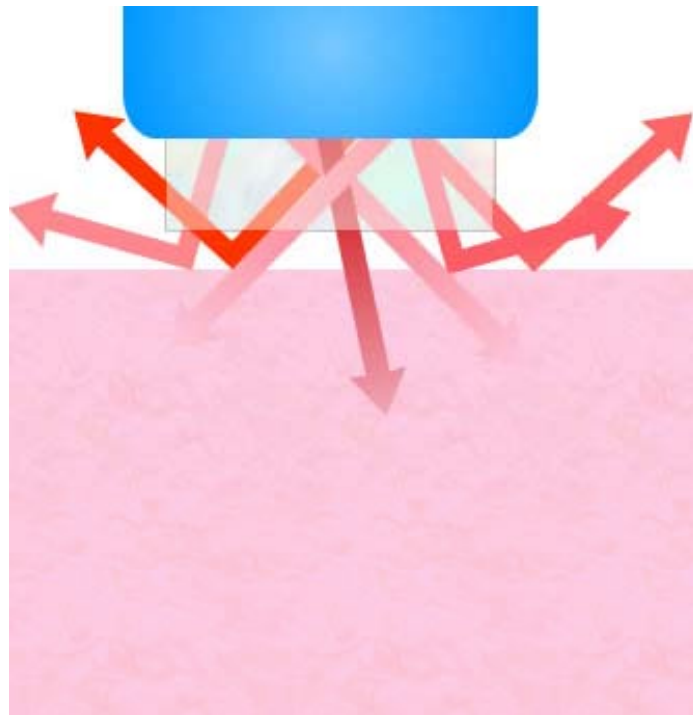
Laser, IPL or LHE

All work on same principle.

- They use melanin in hair shaft as a Chromophore to absorb the light and heat the bulb



Standard IPL light delivery

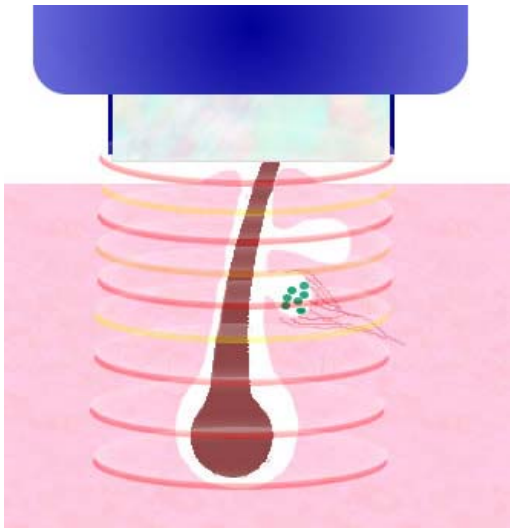


Scattering of light with Normal IPL

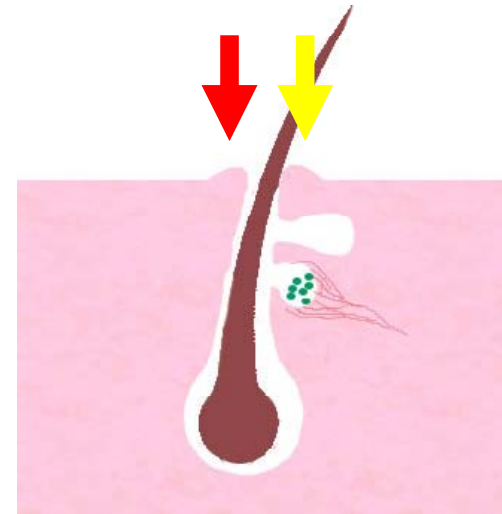
- Standard IPL systems are inefficient and require increased energies due to the scattering.
- Increased energies are required to overcome their inefficiency which increases risk of epidermal side effects

Smartlite™

NEW PROVEN TREATMENT PROCESS



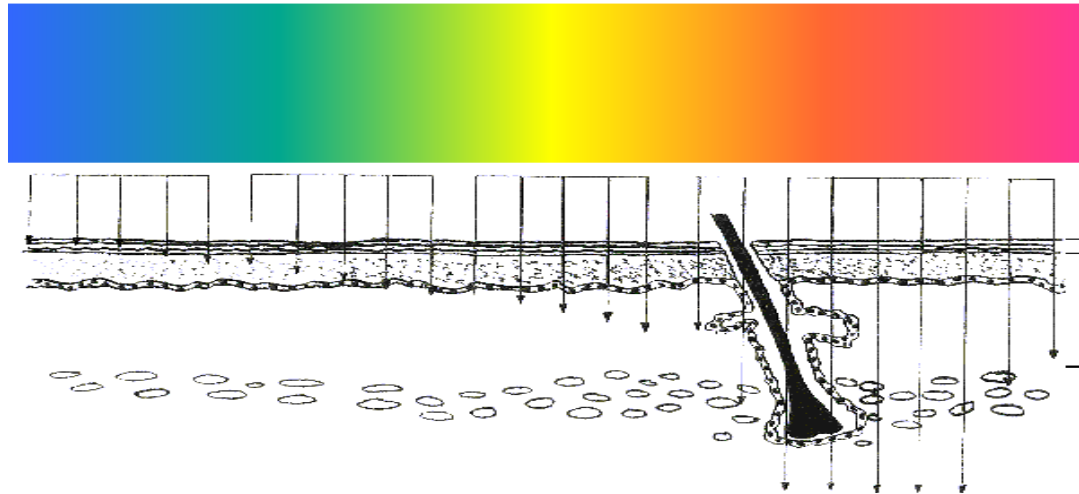
Red & yellow light emitted by Smartlite™



Red light destroys bulb & Yellow light destroys bulge

Penetration of Light in Skin

Blue	Green	Yellow	Red/IR
400-500nm	500-550nm	550-600nm	600-750nm/750-1000nm
0.1-0.2 mm	0.2-0.6 mm	0.6-2 mm	2-6 mm



What is Smartlite™ technology ?

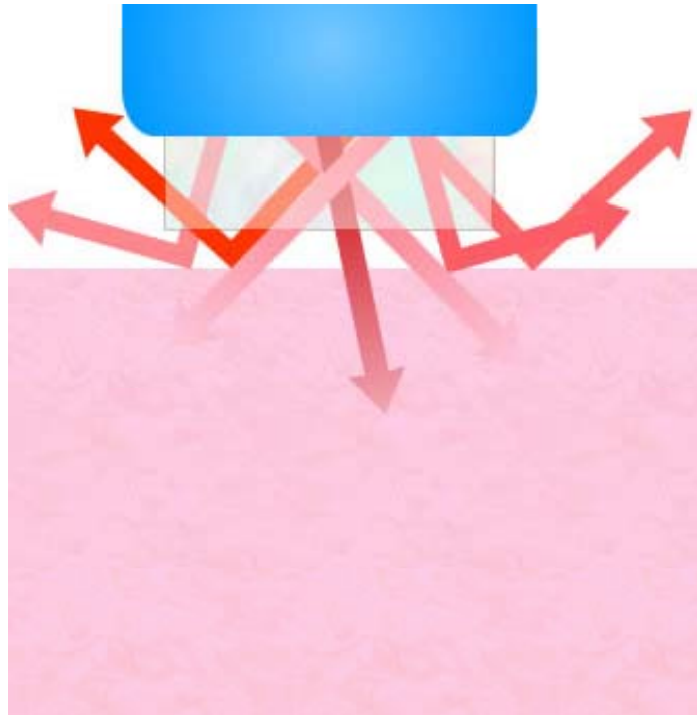


1. A state of the art optical delivery system offering improved transmission of light into the tissue.
2. A sculptured Red & Yellow light for hair removal to improve clinical results for all colours of hair.
3. Flat beam profile eliminates the need for overlapping.
4. A combination of a rear reflector in the cavity and mirroring of the waveguide increases transmission by 300% compared to a standard IPL.

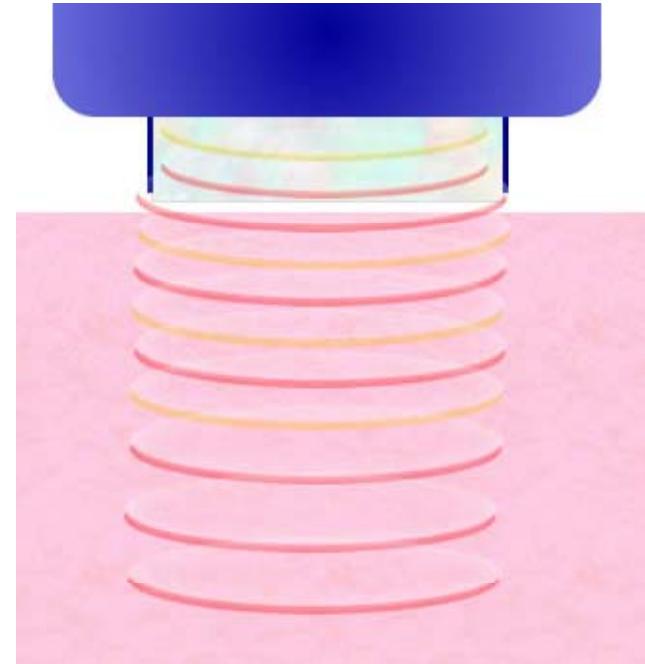


ENHANCED TREATMENT EFFICIENCY

Scattering of light with Normal IPL



- Standard IPL systems are inefficient and require increased energies due to the scattering.
- Increased energies increase risk of epidermal side effects



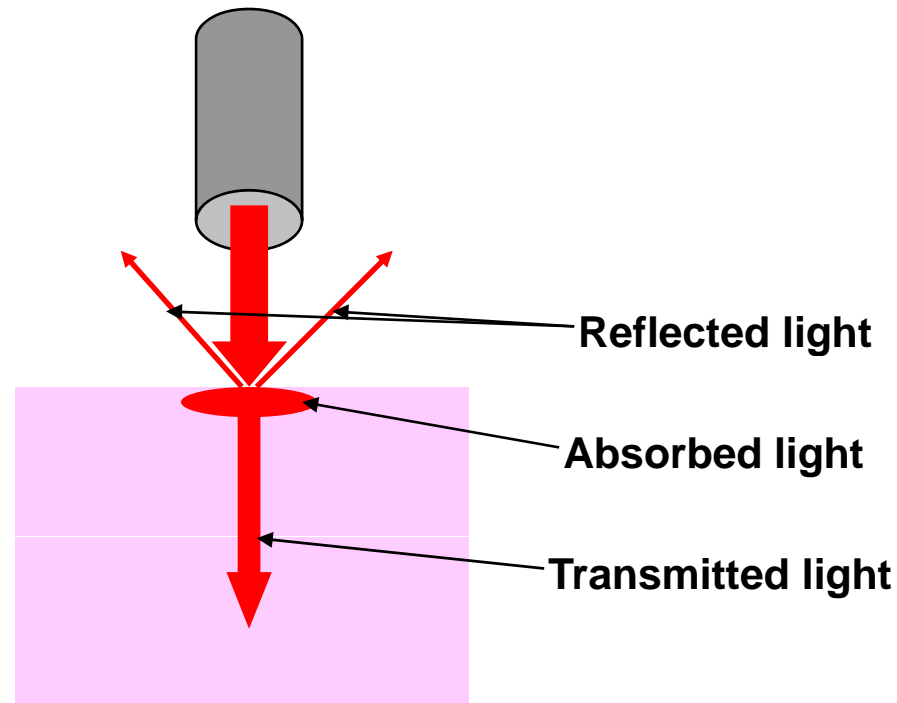
Efficient delivery of light with Smartlite™

Efficiency of Light Transmission

Alexandrite Laser has been considered “The Gold Standard” for Laser Hair Removal

Typical Energy at the source:

16 j/cm²

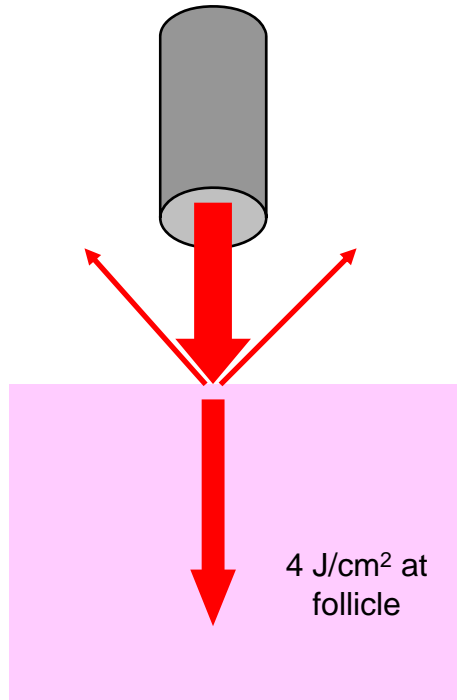


4 J/cm² required to heat up follicle to 65 °C

Approximately 25% of light energy transmitted to follicles

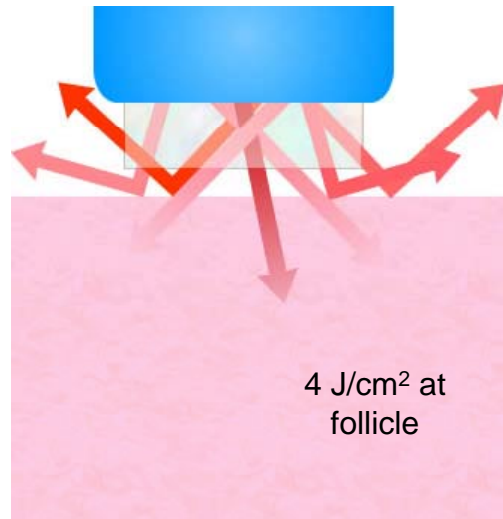
Efficiency of Light Transmission

Alexandrite Laser typical energy 16 J/cm^2



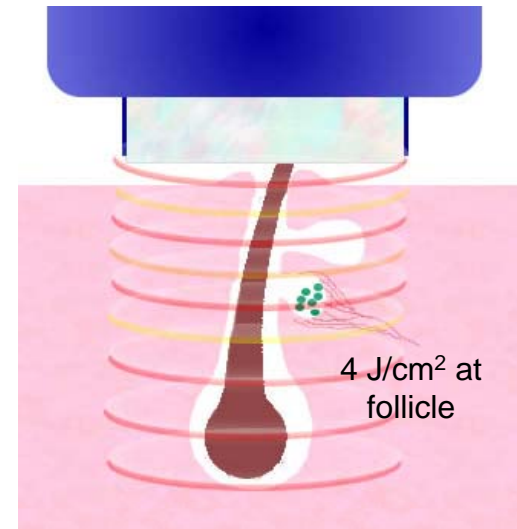
Approximately 25% of light energy transmitted to follicles

Standard IPL typical energy 32 J/cm^2



Approximately 12.5% of light energy transmitted to follicles

Smartlite™ typical energy 10 J/cm^2



Approximately 40% of light energy transmitted to follicles

Hair Removal

- 3 Stages of Growth
- Destruction of Hair best achieved in Anagen stage
- Germ cells (bulge) & bulb have to be heated to 65 °C



Unique Technology - Smartlite™

What is Smartlite™ ?



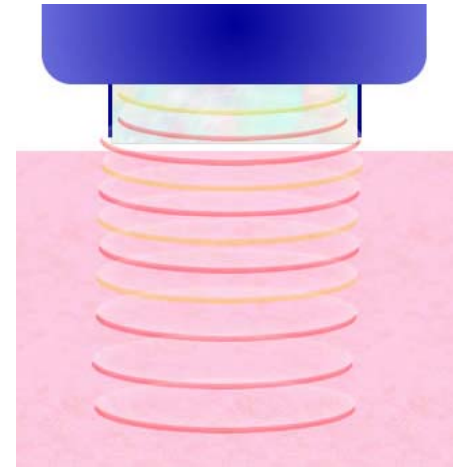
Smartlite™ is a unique feature, developed for the Chromolite™ and sets new standards in Intense Pulsed Light technology.

Smartlite™ is a combination of a state of the art design and optical delivery system, when combined, offers the following benefits:

- Superior results with a combination of tuned YELLOW and RED light on skin types 1, 2 &3.
- Safer treatment parameters due to more efficient tissue absorption.
- Even treatment due to a flat beam profile.

MODE MIXING

The Smartlite™ process also provides an additional benefit of “mode mixing” which results in an even distribution of energy across the treatment area.



Treatment Protocol

1. Complete consent form
2. Cleanse Skin
3. Select Correct Filter
4. Set energy
5. Shave Hair
6. Apply Chromoroller
7. Fire Chromolite, carry out test patch procedure
8. Apply aftercare Gel
9. Review test patch area after 5 days. If no signs of side effects, treat at highest energy performed in test patch that did not cause side effects

Test Patch Procedure - Skin Types 1, 2 & 3

1. Select Standard filter
 2. Prep area as per protocol
 3. Apply cooling as per guidelines
 4. Set energy to 10%
 5. Fire pulse, observe area for 5 mins, if no immediate visible effect, increase energy by 10% and repeat
 6. Repeat if necessary
 7. Apply Chromolite aftercare gel to treatment area and advise after care as per guidelines
-
- Desirable effect: Peri-follicular erythema (redness confined to around follicle opening/hair shaft)
 - Undesirable effect: Client discomfort or Erythema (redness) that takes shape of treatment head/waveguide

Test Patch Procedure - Skin Types 4 & 5

1. Select 610nm Red Activator
 2. Prep area as per protocol
 3. Apply cooling as per guidelines
 4. Set energy to 10%
 5. Fire pulse, observe area for 5 mins, if no immediate visible effect, increase energy by 10% and repeat
 6. Repeat if necessary
 7. Apply after cooling as required
 8. Apply Chromolite aftercare gel to treatment area and advise after care as per guidelines
-
- Desirable effect: Peri-follicular erythema (redness confined to around follicle opening/hair shaft)
 - Undesirable effect: Client discomfort or Erythema (redness) that takes shape of treatment head/waveguide

Treatment Guidelines

1. Review Patch test area and select appropriate filter and energy for clients skin type
 2. Clip or shave hair and cleanse skin
 3. Apply cooling as per guidelines
 4. Methodically treat area, without overlapping or leaving large untreated spaces
 5. Frequently review treatment area and client comfort and adjust treatment energy if necessary
 6. Apply after cooling as required
 7. Apply Chromolite aftercare gel to treatment area and advise after care as per guidelines
- Desirable effect: Peri-follicular erythema (redness confined to around follicle opening/hair shaft)
 - Undesirable effect: Client discomfort or Erythema (redness) that takes shape of treatment head/waveguide

But with Chromolite we have the Chromotest™



- Measures Melanin within Skin

- Tells operator exact starting point for safe treatment



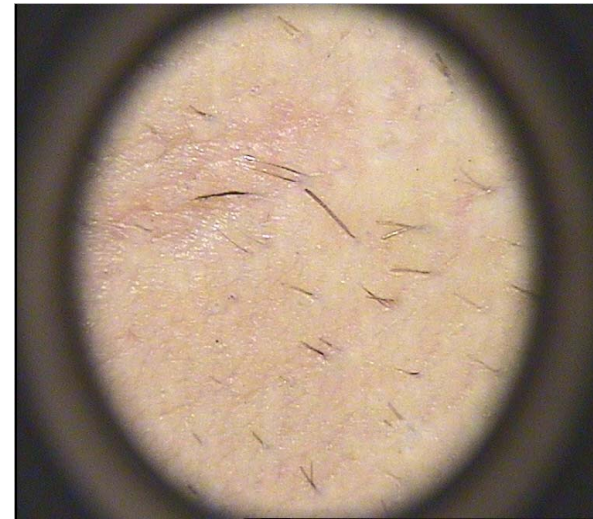
What can you expect afterwards ?

- Redness of treated area can occur
- Hair will fall out usually 1-4 weeks later
- Repeat treatment approx. every 6 weeks
- Approximately 6 -8 treatments are required, depending on area treated

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Before



After

Photos courtesy of Luc Levy

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Safe & Effective Hair Removal

- Chromolite is safe and effective for all skin types.
- An interchangeable Red Activator is inserted to transform the system to safe wavelengths for darker skin types (Types 4 & 5).



Safe & Effective Hair Removal

- Chromolite produces results on almost all hair colors including blonde and red hair.
- The results on blonde and red hair are achieved with the unique Smartlite™ which destroys the tiny capillaries around the hair bulge which in turn causes destruction of the hair follicle.
- Achieving these results is due to the effectiveness of the combination of Yellow and Red light.

Safe & Effective Hair Removal

- Drawing on past experience with Ruby lasers and following clinical trials we are confident that Chromolite will perform as well as the world's leading lasers and IPL systems.
- Excellent results have been achieved in as little as 5 sessions.

In Summary, How does Chromolite work for Hair Removal ?

- Chromolite produces a band of Yellow and Red light called Smartlite™ technology.
- The Red light is absorbed in the melanin and destroys the bulb or root.
- The Yellow light is absorbed by the blood vessels in and around the bulge and destroys it.
- Hair is vaporized allowing patients to leave hair free – an advantage often claimed by lasers



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Hair Removal FAQs:

Can Chromolite be used on blonde and grey hair?

Yes due to Smartlite™ but results are not as good as on dark hair.

Can Chromolite be used on Asian Skin?

Yes, a special filter is fitted for Asian skin.

How many treatments are required?

On average 6 to 8.

How often should I treat!

Every 6 weeks





The Key to Selling Chromolite™ for Hair Removal



Treat legs !

- Both legs in only 45 minutes
- Consumable cost of less than \$2.00
- Competitive systems take 1 Hr 15 Min to 1 Hr 45 Min
- Running Costs Can Range from \$50.00-\$120.00

Photo Rejuvenation

Chronic UV light exposure



Epidermal & dermal changes



- Coarse skin texture
- Pigmentation alterations
- Loss of elasticity
- Wrinkles
- Red veins, Rosacea
- Open pores



What can Chromolite™ achieve ?

- Improve texture of skin
- Bleaching of hyper-pigmentation
- Reduction of vascular lesions
- Restoration of even skin color

Treatment Protocol

- Medical history, consent form
- Test patch procedure as per guidelines
- Cleanse skin
- Select filter and energy for corresponding condition
- Apply cooling to skin
- Apply waveguide to skin and activate a pulse
- Wait 15 min. to see skin response
- Methodically cover treatment area with pulses
- Apply soothing gel or cool if necessary

- **Pigmentation:**
 - 2 to 5 treatments required
 - Treat every 3 weeks
- **Vascular:**
 - Normally 4 to 6 treatments
 - Treat every 3 weeks
- **Active Acne:**
 - 15 to 20 treatments
 - Treat every week

Safe & Effective Skin Rejuvenation

Photo Rejuvenation:

A treatment applied to the skin to improve overall aesthetics.

- The Yellow light targets the blood vessels causing them to shrink.
- The Red light targets any unwanted pigmentation causing a reduction.
- The Orange light is used to stimulate collagen growth.
- Generally 4 to 6 treatments are required to achieve a significant improvement.

Safe & Effective Skin Rejuvenation

Active Acne –

- Any light based system can improve acne by the light reacting with porphyrin to produce oxygen to destroy the bacteria. Smartlite™ achieves this with the Yellow section of it's light.
- However results are improved when the Red light acts to produce an anti-inflammatory response.
- Generally a 15-20 treatments are required to achieve optimum results.



Clinical Results: Rosacea



Clinical Results: Melasma



Product Features



FAST TREATMENTS

- **LARGE SPOT SIZE**
- **FAST RECHARGE RATE**
- **UNIFORM SPOT**
- **NO GEL REQUIRED**

***Average back in under 10 minutes,
Full Set of Legs in Under 45 minutes !***



Cost-Effective System through Smart Design

- **200,000 shots from Flash Lamp**
- **Flash Lamp is replaced in the office, therefore there is never any downtime for the customer.**
- ***Each pulse has a running cost of less than ½ Cent (20-35 x lower than the competition)!***



EASY TO USE



- **LIGHT WEIGHT ERGONOMIC HANDPIECE**
- **BOTH A HANDSWITCH AND A FOOTSWITCH**
- **USER FRIENDLY SETTINGS**
- **CHROMOTEST MELANIN METER**



Product Features

PORTABLE:

- Chromolite's compact design makes it ideally suited to customers wishing to use the system at different locations.
- The unique treatment head allows the system to be designed without the requirement for water cooling.
- ***Chromolite weighs less than 33lbs!***



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Interchangeable Heads



- 535nm – 1200nm
- 615nm – 1200nm
- 694nm – 1200nm
- 755nm – 1200nm

Technical Specifications

Wavelength	<i>535nm – 1200nm & 615nm – 1200nm</i>
Energy Output	<i>Upto 25J/cm² with Smartlite™ Technology</i>
Spot Size	<i>50mm x 15mm</i>
Energy Control	<i>User selectable preset programs or percentage of energy control</i>
Treatment Pulse	<i>Sculpted Smartlite™ pulse</i>
Safety	<i>On board self diagnostics. Medically CE approved</i>
Weight	<i>33 lbs</i>
Electrical Reqs.	<i>Standard 110V</i>





Low running costs, low purchase costs and fast treatments lead to a quick return on your investment.

Comparison of Chromolite to a traditional IPL

<i>PRODUCT</i>	<i>TIME TO TREAT FULL BACK</i>	<i>RUNNING COST TO TREAT FULL BACK</i>
<i>Normal IPL</i>	<i>30 mins</i>	<i>\$72.00</i>
<i>Chromolite</i>	<i>10 mins</i>	<i>Less than \$1.00</i>



Significant Revenue Opportunity for Your Customers

Low purchase cost + Low running costs = Incredibly Fast ROI

Chromolite is one of the most cost effective systems and with excellent results the commercial opportunities are unrivalled.

We recommend you recommend treatment packages to your prospective customers:

E.g., Client pays for 5 treatments and receives any others at only 25% of the original per treatment cost.

Example: Underarm Hair Removal Treatment at \$150 per treatment.

Client purchases a 5 treatment package for \$600

All other treatments required only \$35 each

Running Costs per treatment only "A Few Cents"



A Great Value Proposition

TYPICAL MONTHLY INCOME SCHEDULE FOR HAIR REMOVAL

<u>Treatment</u>	<u>Package Cost</u>	<u>No. Sold</u>	<u>Income per month</u>
Bikini line	\$800	4	\$3,200
Underarms	\$600	4	\$2,400
Facial Hair	\$800	4	\$3,200
Full Legs	\$1,200	2	\$2,400
Photo Rejuvenation	\$1,500	2	\$2,400

Total Treatment Time Taken: Under 4 Hours

Total Income: \$13,600

Lease Payment: \$1,250



What's Included with Chromolite™?

- ***12 months warranty – Extended Warranties Available for Purchase***
- ***Custom Cart with Accessory Storage***
- ***Starter pack of treatment gel – 5 jars***
- ***Chromotest Melanin Meter***
- ***2 Cooling Rollers***
- ***Eye Protection***
- ***Marketing launch pack***
 - ***patient brochures***
 - ***advertising designs***



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Competitive Analysis



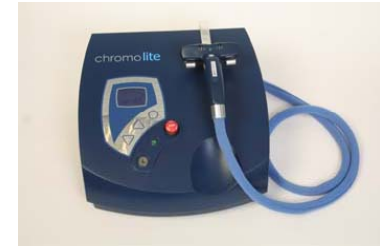
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COMPETITOR COMPARISON

<i>PARAMETER</i>	<i>Euphotonics Chromolite</i>	<i>Luxsano Plasmalite SHR</i>	<i>DDD Ellipse</i>	<i>Radiancy SkinStation</i>
<i>Purchase Cost</i>	25,000€	34,500€	41,900€	23,900€
<i>Energy Output</i>	25J/cm2 boosted with Smartlite technology	50 J/cm2	25 J/cm2	7 J/cm2 boosted by heat
<i>Spot Size</i>	50mm x 15mm	20mm x 10mm	48mm x 10mm	55mm x 22mm
<i>Rep Rate</i>	1 pulse per 2 secs.	1 pulse per 3 secs.	1 pulse per 2 secs.	1 pulse per 10 secs.
<i>Average time taken for full back treatment</i>	10min	40min	30min	45min
<i>Cost of full back treatment</i>	1.50€	60.00€	100.00€	48.00€
<i>Lamp life Time</i>	200,000 shots	10,000 shots	10,000 shots	2500 shots
<i>Lamp Cost</i>	750€	750€	3,000€	500€
<i>Blonde / Grey Hair</i>	Yes	No	No	Yes ??
<i>Portable</i>	Yes	No	No	Yes



Competition



Chromolite	Hair, Acne & Skin Rejuvenation	£15,000
Skin Station	Hair, Acne & Skin Rejuvenation	£16,000
SpaTouch	Hair & Acne	£09,000
iPulse	Hair, Acne & Skin Rejuvenation	£07,500
Crystal 512	Hair, Acne & Skin Rejuvenation	£12,000
CACI	Hair, Acne & Skin Rejuvenation	£20,000
DDD Ellipse	Hair, Acne & Skin Rejuvenation	£29,000
Energist	Hair, Acne & Skin Rejuvenation	£19,000
Medilux Palomar	Hair, Acne & Skin Rejuvenation	£35,000
Plasmalite	Hair, Acne & Skin Rejuvenation	£23,000
Lumenis Quantum	Hair & Skin Rejuvenation	£35,000
Pulsar	Hair, Acne & Skin Rejuvenation	£17,000
Bio Farm	Hair, Acne & Skin Rejuvenation	£17,000

& At least 10 NdYag systems and diode lasers



SpaTouch / Skin Station

Their Sales Advantages / Pitch:

- **Price only £8,999.00** **Ours only £15,000.00 but competes with their skin station which is £16,000**
- **LHE Technology** **every system produces heat when used without Gel - carry out demo**
- **Lifetime warranty** **You have to purchase 2 heads per month £500**
- **Acne application** **So can we but like all IPL takes numerous tx's**
- **Interchangeable treatment heads** **So can we**
 - sensitive head for dark skin
- **over 200 systems installed** **Yes but 3 yrs ago they were the only affordable system in the UK. How many do they sell now.**
- **Treats all colours of hair** **Refer to LHE theory. 20& treatments is that really treating grey & white hair**

SpaTouch



Our advantages over SpaTouch :

- Energy levels - we can treat with or without heat method
- Speed - SpaTouch only 1 pulse per 10 seconds although their spot size is bigger
- Running costs - Each head needs to be replaced every 2,000 shots and costs £250. Our system 200,000 shots and only £300.00
- Number of Treatments - 6 - 8 with IPL, 12 to 15 with LHE.
- Pain factor.

CACI / GP

Their Sales Advantages / Pitch:

- Interest free credit
- 6 months try & buy
- Multiple Application
- Spot size 41 pulse to cover A4
- Interchangeable treatment heads
- CACI have a good name
- Energy density 38J/cm²

But system cost £20,000

Look at small print, usage fee of £6,000.

So is ours, Smartlite handpiece.

But 1 pulse every 6 secs, therefore 246 secs to cover A4 paper compared to 120 secs with ours

Ours is a clip on system

Yes but they are a distributor, machine is made in Italy and you know the problems with Italian systems

They lie, independent test have proved their system only delivers 12J/cm². A better reply is - in our tests and with efficient coupling of the energy in excess of 20j/cm² will burn the skin.

CACI / GP

Our advantages over CACI / GP :

- **Purchase Price**
- **Speed - 120 secs to cover A4 compared to 246 secs.**
- **Running costs - Each head needs to be replaced every 20,000 shots and costs £600. Our system 200,000 shots and only £300.00**

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Crystal 512



Their Sales Advantages / Pitch:

- Proven Technology
- We have 10 installed already
- Universal handpiece
- Multiple Application

We invented hair removal
We have orders already for 40 systems
We use Smartlite™ or Red only option
So is ours.

Our advantages:

- Smartlite technology – Red & Yellow light only.
Crystal also uses Green light
- Interchangable filters.
- Easy to use handpiece.
- NO Gels required
- Speed - twice as fast
- Running costs - 200,000 pulses for £300.
Compared to £900 for 100,000.



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Ellipse



Their Sales Advantages / Pitch:

- Proven Technology
- Treatment Speed
- Patented 3 filter system

- Multiple Application
- Multiple pulses produce better results

- Patient Database on board

We invented hair removal
Chromolite is faster

Why ? The correct coatings on optics can filter out all the light you do not want. When red is selected Chromolite also uses 3 filters

So is Chromolite

Our 5ms pulse is designed to target all types of hair and is short enough to destroy pigmentation and veins. The filter selection is more important when treating darker skins. Smartlite's efficiency means that much less energy is required and therefore less traumatic to the skin.

Why pay all that extra money for an on board database when for only £1500 they can purchase our digital UV camera system with an excellent patient database.

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Ellipse



Our advantages:

- Smartlite™ technology which allows blond hair to be treated
- Easy to use
- NO Gels required
- Speed
- Running costs - 200,000 pulses for £300. Compared to £2000 for 10,000.
- Size of machine

Palomar Medilux

Their Sales Advantages / Pitch:

- Proven Technology
 - Treatment Speed
 - Multiple Application
 - Photon Recycling
 - Easy to Use
 - Small spot high energy
 - 100,000 shots handpiece compared
- We invented hair removal
Chromolite is marginally slower if their machine is used on lowest setting
So is Chromolite but we do not need 5 different hand pieces
We use Smartlite technology.
So is Chromolite
Our small spot attachment ready in March. Excellent for rejuvenation for an extra £5,000 they could purchase our Qlite
Ours is 200,000 but only costs £300 to £5,000

Palomar Medilux

Our Advantages:

- Smartlite™ Technology
- Running costs - 200,000 pulses for £300.
Compared to £5,000 for 100,000.
- Purchase cost £35,000 with 3 Hand Pieces
- Comfort of Hand Piece
- Digital control

Plasmalite

Their Sales Advantages / Pitch:

- Proven Technology
- Multiple Application
- High Energy Output
- Easy to Use
- Energy meter
- MS Pulsing

We invented hair removal

So is Chromolite

We use Smartlite technology.

So is Chromolite

Not required with stable output

Not required with efficient delivery of energy



Plasmalite

Our Advantages:

- Smartlite™ Technology
- Running costs - 200,000 pulses for £300.
Compared to £500 for 10,000.
- Purchase cost
- Speed of Treatment
- Digital control
- Medically CE Approved



COMPETITOR COMPARISON

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<i>Portable</i>	Yes	No	No	Yes

COMPETITOR COMPARISON

<i>PARAMETER</i>	<i>Euphotonics Chromolite</i>	<i>CACI</i>	<i>Globalmed Technologies Crystal 512</i>	<i>Energist Ultra</i>
<i>Purchase Cost</i>	25,000€	29,900€	18,000€	35,000€
<i>Energy Output</i>	25 J/cm2 boosted with Smartlite technology	38 J/cm2	12 J/cm2	35 J/cm2
<i>Spot Size</i>	50mm x 15mm	40mm x 30mm	50mm x 15mm	48mm x 10mm
<i>Rep Rate</i>	1 pulse per 2 secs.	1 pulse per 6 secs.	1 pulse per 4 secs.	1 pulse per 3 secs.
<i>Average time taken for full back treatment</i>	10min	30 min	40 min	30min
<i>Cost of full back treatment</i>	1.50€	12.00€	4.80€	50.60€
<i>Lamp Life Time</i>	200,000 shots	10,000 shots	100,000 shots	10,000 shots
<i>Lamp Cost</i>	500€	900€	1350€	1500€
<i>Blonde / Grey Hair</i>	Yes	No	Yes	No
<i>Portable</i>	Yes	No	Yes	No