Presentation Outline

- Medical Heritage
- Our Products
- Mild – Moderate Acne Treatments
  - Science and Clinical Studies
  - Protocols
- Wrinkle Treatments
  - Science and Clinical Studies
  - Protocols
- Summary and Getting Started
Medical Heritage

OMNILUX
leaders in light therapy
A PHOTOMEDEX® COMPANY
Our History

- Established in 1998 by Dr. Colin Whitehurst with funding from the University of Manchester Institute of Science and Technology
- Revolutionized photodynamic therapy, moving it out of the laboratory and into clinics, by delivering faster, safer and more effective treatments
- From this research, the Patterson lamp was developed and from it the Omnilux Revive (Red) was created
- Pioneered light therapy and has led the research and development of LED systems for more than 15 years
- 40 clinical studies
- Acquired in 2009 by PhotoMedex®, a leading supplier of medical laser products and advanced clinical skincare products
Omnilux™ Light Therapy System is a 3-head device that treats all skin types year round by employing the principle of photo-biomodulation.

- Used by over 3,300 physicians worldwide
- 36% reduction in fine lines and wrinkles
- 81% clearance in mild to moderate acne
Summary of Omnilux Indications

- **PAIN**
  - Periorbital Wrinkles

- **Superficial, benign, vascular and pigmented lesions**

- **ACNE**
  - Mild to Moderate Acne
Omnilux Light Therapy
Mechanism Differences

➢ Omnilux light therapy induces photomodulation by photon absorption (cells or target chromophores absorb light and causes biochemical reaction)

NOT

➢ Photothermolysis (heat destroys cells)
  (e.g. lasers and IPLs)
Our Products

- Use patent protected Light Emitting Diodes (LED)
- Deliver narrowband, spectrally pure light of specific intensity, wavelength and dose to achieve clinically proven results
- Recommended for the treatment of mild – moderate acne, periorbital wrinkles and pain management
- Omnilux: 7 FDA clearances
The Products - Omnilux blue

- 415nm wavelength
- LED Lifetime 3,000Hrs; 9,000 treatments
- In combination with Omnilux revive (633nm) for mild – moderate acne
The Products - Omnilux revive

- 633nm wavelength
- LED Lifetime 6,000 Hrs;
  18,000 treatments
- Alone for pigmented lesions
- In combination with Omnilux blue (415nm)
  for mild – moderate acne
- In combination with Omnilux plus (830nm)
  for periorbital wrinkles
The Products - Omnilux plus

- 830nm wavelength
- LED Lifetime 6,000Hrs; 18,000 treatments
- In combination with Omnilux revive (633nm) for periorbital wrinkles
- Alone for muscular pain
Mild - Moderate Acne Treatments
The Science of Acne Clearance

Acne bacteria absorbs blue light @ 415nm

415nm reacts with the intercellular photosensitizer coproporphyrin III producing singlet oxygen

Singlet oxygen destroys P. acnes bacteria

Red light therapy @ 633nm stimulates anti-inflammatory cellular process

Result: significant reduction in inflammatory lesions and sebum levels
Summary of Clinical Studies

- Morton CA et al Original blue study – 60% clearance
- Goldberg DJ & Russell BA et al Red and blue – 81% clearance
- Lee SY et al Red and blue – 78% clearance

Setting Customer Expectations

- The best results are seen 8-12 weeks post treatment completion
- Patients may need a follow-up session or series 6-8 months post treatment
Comparison of Omnilux vs. Current Therapies for the Treatment of Acne

Number of weeks

Reduction in Lesions

- Topical Therapy
- Oral Antibiotics
- Omnilux Blue (415nm)
- Omnilux Blue (415nm)/Red (633nm)

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The Science Behind Smart Skincare Solutions
Treatment Protocol: Mild – Moderate Acne

Protocol Summary

- 8 alternate Omnilux blue™ and Omnilux revive™ treatments over a 4-week treatment period
- Allow at least 48 hours of rest time between treatments
- Never use blue and revive together as this reduces the treatment efficacy
- Cleanse skin prior to treatment with an anticomedonal treatment such as a salicylic acid wash, or gel (used in accordance with the manufacturers guidelines)
Acne Treatment
blue (415nm) and revive (633nm) light alone

Before treatment

12 weeks post treatment completion

* Photos courtesy of Dr. Colin Morton
Acne Treatment
blue (415nm) and revive (633nm) light alone

Before treatment
8 weeks post treatment completion

* Photos courtesy of Dr. David Sire
Acne Treatment
blue (415nm) and revive (633nm) light alone

Before treatment

8 weeks post treatment competition

* Photos courtesy of Dr. Seung Yoon Lee
Acne Treatment
blue (415nm) and revive (633nm) light alone

Before treatment

12 weeks post treatment completion

* Photos courtesy of Dr. Colin Morton
Acne Treatment
blue (415nm) and revive (633nm) light alone

Before treatment

After 8 treatments

* Photos courtesy of Dr. Glynis Ablon
Acne Treatment Guidelines – with Peel

Protocol Summary

- If physicians use more aggressive peels, leave 48 hours before peeling and light therapy.

- If physicians use 8 alternate Omnilux blue™ and Omnilux revive™ treatments over a 4-week treatment period.

- Allow at least 48 hours of rest time between light treatments.
Periorbital Wrinkle Treatments
The Science of Photo-biomodulation

- Cells contain receptors that can absorb photons of light. For example; fibroblasts & mitochondria absorb light at 633nm resulting in collagen production.

- This absorption stimulates a normal cellular process that otherwise occurs naturally within the cell.

- Light therapy merely accelerates this process making the cell more efficient and increasing metabolism, cells become more receptive and responsive to exogenous factors.

- Blood flow, the transport mechanism of the body, increases; leading to greater tissue oxygenation, nutritional exchange and detoxification.
Important Cellular Targets

MITOCHONDRIA
CELL’S ENERGY FACTORIES

Omnilux revive
Visible red light

In combination:
- Repair of compromised cells
- Cell proliferation
- Improved cell action potential

CELL
MEMBRANE
CONTROLS
INTERCELLULAR
COMMUNICATION

Omnilux plus
Near Infrared light

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# Wavelength Specific Actions on Targeted Cells

<table>
<thead>
<tr>
<th>Nominal Wavelength (nm)</th>
<th>Cell Types / Action Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mast</td>
</tr>
<tr>
<td>Omnilux revive™ 630 - 670</td>
<td>++</td>
</tr>
<tr>
<td>790</td>
<td>++</td>
</tr>
<tr>
<td>Omnilux plus™ 830</td>
<td>+++</td>
</tr>
<tr>
<td>904</td>
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<tr>
<td>1064</td>
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<tr>
<td>10600</td>
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</tbody>
</table>
Comparison of Collagen Bundle Formation After Omnilux plus & revive vs. Control

* Photos courtesy of Dr. Park and Dr. Lee, National Medical Centre, Korea
Treatment Protocol – Periorbital Wrinkles

Protocol Summary

- A total of 7 light treatments – 5 Omnilux plus (830nm) and 2 Omnilux revive (633nm) treatments over a 5 week treatment period
- Omnilux plus (830nm) treatments are 2 in the first treatment week and 1 in each of treatment weeks 3, 4 and 5
- 2 Omnilux revive (633nm) treatments are administered in week 2
- All Omnilux plus (830nm) and Omnilux revive (633nm) treatments are of 20 minute duration
- Allow at least 48 hours rest-time between treatments

Or

- Alternate 2 treatments per week for 4 weeks, alternating plus (830nm) and revive (633nm)

Protocol Summary

- A total of 7 light treatments – 5 omnilux plus** and 2 omnilux revive** treatments over a 5 week treatment period
- Omnilux plus** treatments are 2 in the first treatment week and 1 in each of treatment weeks 3, 4 and 5
- Omnilux revive** treatments are administered in week 2
- All Omnilux plus and Omnilux revive** treatments are of 20 minute duration
- Allow at least 48 hours rest-time between treatments
- Never use revive and plus together as this reduces the treatment efficacy

See contraindications for light therapy before administering Omnilux light therapy (see Appendix 1)

Protocol

Step 1: Preparing the skin
1. Remove makeup, oil-based and all product residues from the skin.
2. Exfoliate the skin using a choice of:
   - Petroleum-based scrub
   - Mechanical exfoliation
   - A 40% glycolic cream

**Yield can be considered an exfoliation grade in significant tissue areas, and it will stimulate new and functional proliferation to post-inflammatory hypopigmentation

Photorejuvenation using combination Omnilux plus** and Omnilux revive**

Step 2: Light therapy
1. Fill the IPL with a long-wave blue (830nm) light to ensure that the papillae are protected from direct illuminating, my additional safety the patient should be instructed to close their eyes prior to treatment. Ensure that the operator is wearing appropriate protective goggles.
2. Position Omnilux plus** or Omnilux revive** at the nose and use the LED points not between 2cm from the skin surface.

The treatment course is as follows:

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Light Treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 x Omnilux plus** (830nm) treatments, 20 minute duration</td>
</tr>
<tr>
<td>2</td>
<td>2 x Omnilux revive** (633nm) treatments, 20 minute duration</td>
</tr>
<tr>
<td>3</td>
<td>1 x 20 minute Omnilux plus** (830nm) treatment</td>
</tr>
<tr>
<td>4</td>
<td>1 x 20 minute Omnilux plus** (830nm) treatment</td>
</tr>
<tr>
<td>5</td>
<td>1 x 20 minute Omnilux plus** (830nm) treatment</td>
</tr>
</tbody>
</table>

Step 3: Follow-up
1. Follow-up appointment 12-24 weeks after the final light therapy session is recommended.

What to expect:
Clinical trials using Omnilux plus** light therapy without topical photoprotection show significant reductions in skin roughness and density of skin blemishes at 12 weeks. Follow-up at 24 weeks of patients treated with Omnilux light therapy also showed a reduction in skin roughness and density of skin blemishes.

Advantages of Omnilux plus** and Omnilux combine light therapy in skin rejuvenation:
- Treatment painless for the patient or painless
- Reduction in facial wrinkles and skin blemishes continuing after completion of the light therapy course
- More than 70% of patients respond with excellent results
- High-visibility, patient-friendly procedure

Photographs courtesy of Dr. Bruce Pearl, Portland, OR USA
Combination plus (830nm) & revive (633nm)
Combination plus (830nm) & revive (633nm)

Before treatment

12 weeks post treatment completion
Combination plus (830nm) & revive (633nm)

Before treatment

12 weeks post treatment completion

Before treatment

12 weeks post treatment completion

Photos courtesy of Dr. Park and Dr. Lee, National Medical Centre, Korea
Combination plus (830nm) & revive (633nm)

Before treatment

12 weeks post treatment completion
Combination plus (830nm) & revive (633nm)

Before treatment

12 weeks post treatment completion

Photos courtesy of Dr. Michael Coverman
Combination plus (830nm) & revive (633nm)

Before treatment

12 weeks post treatment completion

Photos courtesy of Dr. Seung Yoon Lee
Omnilux Adjunct to Chemical Peels for Wrinkle Treatments
Omnilux Benefits

Omnilux revive (633nm) and Omnilux plus (830nm) are proven to:

- Reduce wrinkles
- Increase skin elasticity
- Increase the amount of collagen fibers
- Increase the amount of elastic fibers in the upper to mid-reticular dermis
Wrinkle Treatment Guidelines with Peel

Protocol Summary

- Omnilux revive and plus can be used pre- and post- peel
- Omnilux revive and Omnilux plus treatments are all of 20 minutes duration, 126 J/cm² and 66 J/cm² dose respectively
- Allow at least 24 hours, and preferably 48 hours, between light treatments.
The Benefits of Omnilux to the Practice

- Targets all age groups - attracts new patients
- Treats year round – even tanned skin
- Maximizes return on investment because Omnilux offers treatments for many conditions
- Easily incorporates in to existing practice; adjunctive to existing therapies such as injectables, IPLs, microdermabrasion and chemical peels
- Offers new, safe and effective treatments with no patient downtime
- Delivers simple treatment protocols
- Provides excellent revenue opportunities
### Return on Investment

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<th>One Head System - $100 per treatment</th>
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<td>Three Head</td>
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<table>
<thead>
<tr>
<th><strong>One Head System - $50 per treatment</strong></th>
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<tbody>
<tr>
<td><strong>Patients Per Month</strong></td>
<td><strong>Patients Per Month</strong></td>
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<tr>
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<td><strong>3</strong></td>
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<tr>
<td>Annual Revenue</td>
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<td>271%</td>
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* Assumes $50 per treatment for a total of 8 treatments
** Assumes a 5-year lease at approximately 10% interest rate

<table>
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<tr>
<th><strong>Two Head System - $50 per treatment</strong></th>
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<tr>
<td><strong>Patients Per Month</strong></td>
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<td>380%</td>
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* Assumes $50 per treatment for a total of 8 treatments
** Assumes a 5-year lease at approximately 10% interest rate

<table>
<thead>
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<th><strong>Three Head System - $50 per treatment</strong></th>
<th><strong>Three Head System - $100 per treatment</strong></th>
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<tr>
<td><strong>Patients Per Month</strong></td>
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<td></td>
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<tr>
<td><strong>3</strong></td>
<td><strong>3</strong></td>
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<tr>
<td>Revenue Per Patient</td>
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<tr>
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<td>Annual Lease</td>
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<tr>
<td>ROI</td>
<td>ROI</td>
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<tr>
<td>105%</td>
<td>269%</td>
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Getting Started

- Decide on the right Omnilux System for your Practice
- Complete Omnilux Order Form
- Schedule Clinical In-Service with Director of Training
- Product Shipped with Marketing Package and Protocol Book
- Clinical In-Service Completed
- Start Treating Patients