

Revolutionary New Laser Technology

Removes Hair, Acne, and Age Spots—
Safely and Painlessly!

One of my favorite movie scenes in recent films is that of a man undergoing painful waxing treatments to his chest in order to impress women. He is reassured by his buddies that it won't hurt. The ensuing expressions (and profanity) that emanate are priceless! Of course, that sort of medieval self-inflicted torture is completely unnecessary with the latest advances in no-pain hair removal. It is now commonly performed on young and old alike, and you are certain to see evidence of it at the neighborhood pool.

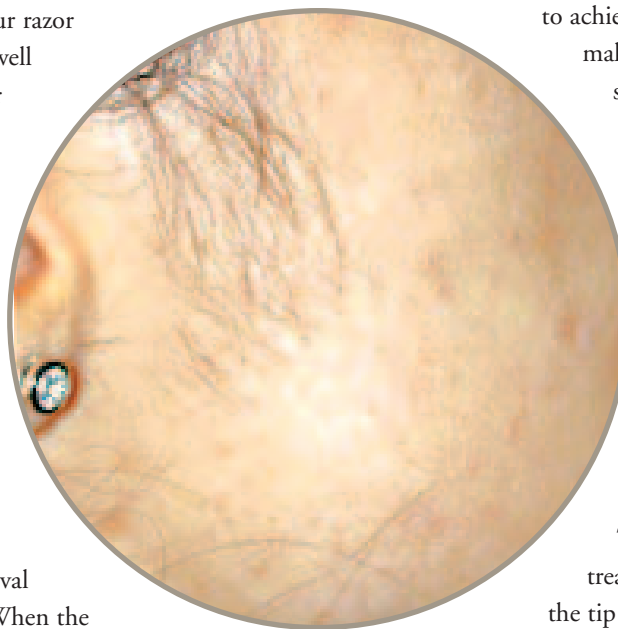


Effective removal of hair can be accomplished by shaving, tweezing, waxing or creams. All these procedures work, but are temporary and need to be repeated frequently in order to maintain results. And who wants to put up with bleeding areas, or red raised bumps when your razor misses its mark? Electrolysis works well for permanent removal of facial hair that is troublesome, but is too painful and time consuming to perform on large quantities of hair. New laser and light technologies (different from Electrolysis) have revolutionized hair removal, making safe and effective permanent hair removal possible for everyone.

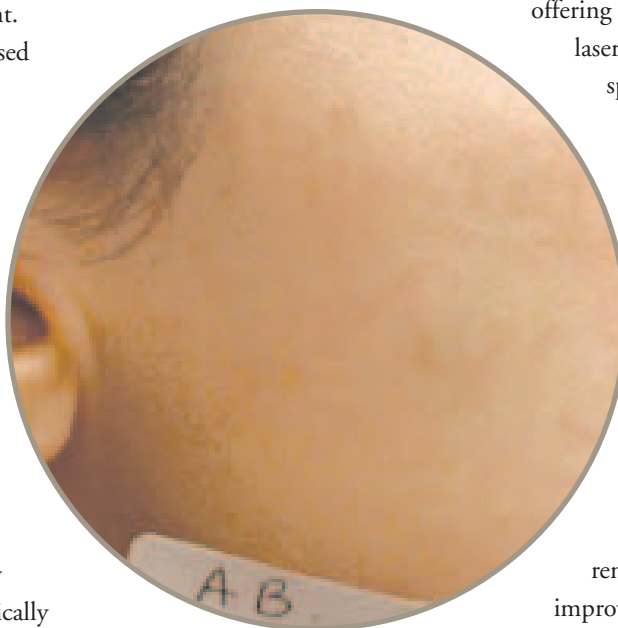
Light-based technologies target the energy from light into the skin. The wavelengths used for hair removal target pigment in the hair follicle. When the energy reaches the pigment, it is concentrated on that site resulting in permanent death of the hair follicle. Hair grows in three stages, and laser treatments are staged to capture the follicles in various stages of growth. This is why effective laser hair removal typically requires multiple treatment sessions. If in one treatment half of the follicles are dormant, most of those should be in an active stage of growth at the next treatment.

The majority of laser or light based hair removal systems use significant amounts of light energy and are moderately painful (feeling like the stinging snap of a rubber band). To overcome the pain barrier, these treatments require long periods of numbing using topical anesthetic creams and/or numbing gels. Some newer systems use coolants within the system to decrease the pain. Photopneumatic Therapy (PPx) by Aesthera™ provides a revolutionary new technology that is the first clinically proven no-pain treatment for permanent hair removal and skin rejuvenation.

Facial Hair - Right cheek before treatment



Facial Hair - 4 months post third treatment



The Aesthera™ PPx procedure uses a mild vacuum in the laser tip. The skin is drawn into the treatment tip, bringing the hair follicle closer to the surface of the skin. Because the hair is brought closer to the skin's surface, much less energy is required to achieve the exact same result. This makes the Aesthera about five times safer than other systems, and far less painful. It is also more effective showing excellent results for fine or light colored hair, which traditionally has been challenging for laser or light-based hair removal.

Aesthera™ therapy has other benefits. Because of the discomfort involved, most laser and light-based therapies require frequent rests during treatment. This makes the Aesthera™ treatment much faster. Also, because the tip of the Aesthera™ is disposable, you don't have to worry about hygiene (or whose bikini area was done just prior to yours).

With Aesthera™ hair can be removed from virtually anywhere. Excellent results can be achieved with removing hair on the legs, bikini area and armpits. The back and chest are common targets for men. Facial hair can also be permanently removed.

Laser hair removal is so common that med spas offering these treatments (with different lasers and light technologies) have sprung up all over suburbia. Most do not have a physician on-site. It is highly recommended your treatment is in a physician's office. The performance of the Aesthera™ treatment in a physician's office is recommended for added safety and to allow for possible health care reimbursement in certain limited situations.

The application of PPx technology is not limited to hair removal. Exciting and dramatic improvements in skin color, texture and tone are possible by slightly varying the energy settings. The light energy can effectively target

vascular lesions (redness, including spider veins and dilated blood vessels) as well as pigmented lesions (brown spots, including freckles, sun spots, and discoloration due to sun exposure). The results are most dramatic with a series of three to five treatments, although most people see improvements after only one treatment. (PPx treatments may need to be preceded by microdermabrasion to get more effective results. You should consult your physician for guidance.) PPx therapy works so well and is so pain free that we frequently see the same patients back yearly to get the skin rejuvenated from sun exposure the year prior.

And what do patients think? "I had hair removal with another laser in a med spa and it HURT!" notes one pleased Aesthera™ convert. "I was afraid to do anything on my face because of the pain I had with my legs. But this was NOTHING! This new technology made a HUGE difference. I would not hesitate to go back for other treatments with the Aesthera™, and I tell my friends, 'Why go through all the pain if you don't have to?'" Another patient notes, "I went to a laser center, and they gave me a test dose that didn't hurt at all. But for the treatments, the dose was a lot higher and it really smarted. I didn't go back after the second treatment because it was so uncomfortable. I heard about the Aesthera™ and was skeptical. But the test dose was the same as the treatment, and it felt like a warm hug. I had great results and would recommend it over anything else!"

While the treatments will erase most significant evidence of sun exposure, you should always protect your skin from further

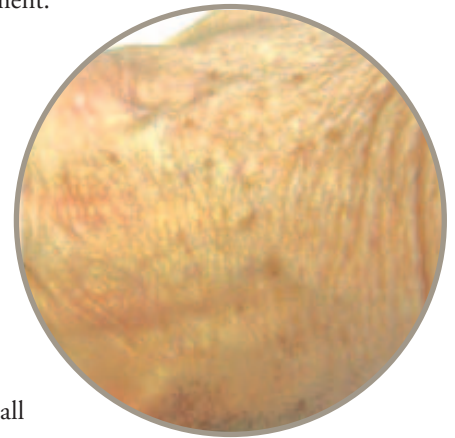
damage. A sun block with SPF (sun protection factor) of 30 or higher will protect your skin for 3-4 hours and should be re-applied

frequently if you are sweating or by the water. Using a Vitamin C based product in the morning will help reverse some of the free radical damage that occurs through the day. Be sure to use a product with ascorbic acid because Vitamin C is relatively unstable, and this is the only effective form. It is important to remember that sun damage ages the skin and will continue to do

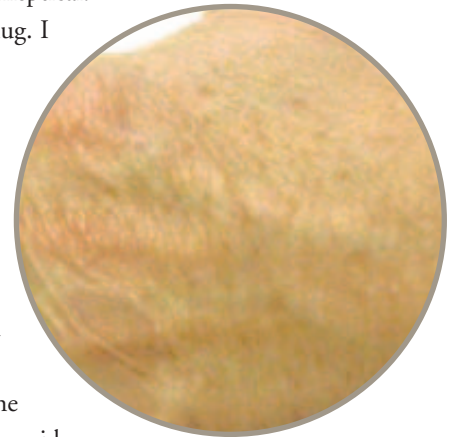
so even after your treatments. Taking good care of your skin will optimize the results you will see with the skin rejuvenation effects of Aesthera™.

Still not convinced? Aesthera™ has been featured in numerous magazines and periodicals, and you can learn more at www.aesthera.com. You can also experience it for yourself to see what it can do for you! Call 317-814-1104 to schedule a free consultation and learn more about this amazing and wonderful new development in the world of aesthetic treatments for permanent hair removal and skin rejuvenation.

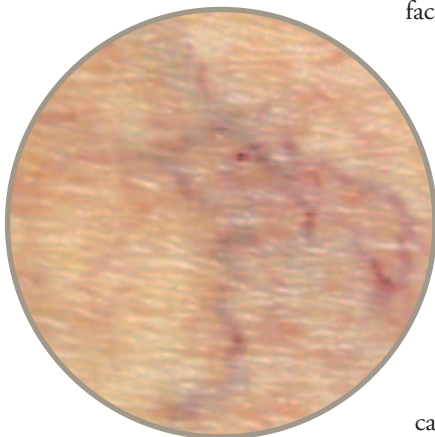
Pigment Lesions - Left hand before treatment



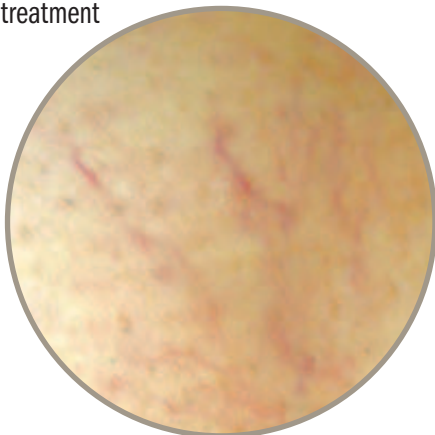
Pigment Lesions - 2 months post second treatment



Vascular Lesions - Left leg before treatment



Vascular Lesions - 5 weeks post second treatment



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