

triLift
BY LUMENIS



PRODUCT INTRO

Muscles Defined. Beauty Refined.

November 12th, 2024



THE MARKET IS CHANGING: Patients want their lifted look naturally

Skip the Plastic Surgery. Age 'Intentionally' With These Kinder Treatments.

Aging is in. More women are skipping facelifts, instead opting for non- or minimally invasive treatments that refresh their visages without (totally) zapping fine lines. Experts explain five procedures to consider.



1.3M Fillers done in 20²¹, X2 demand in 21²²
\$1B Spent on fillers in 20²¹

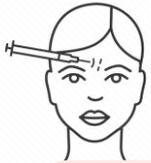


Demand for natural look | concern with filler fatigue, complications, downtime



40-50
20-30 Patients seeking aesthetics treatments are getting younger

EXISTING FACIAL AESTHETICS SOLUTIONS



BOTOX

Advantages

- + Addresses the muscles – top 1/3 face only

Disadvantages

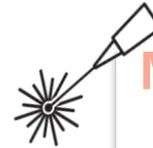
- Potential un-natural results
- Requires injections
- Limited utility



FILLERS

- + Contour and add volume

- Potential un-natural results
- Somewhat Invasive
- Can only add
- Often masks rather than reversing



MEDICAL DEVICES

- + Addresses the skin
- + Natural

- Limited skin types
- No / minimal contouring



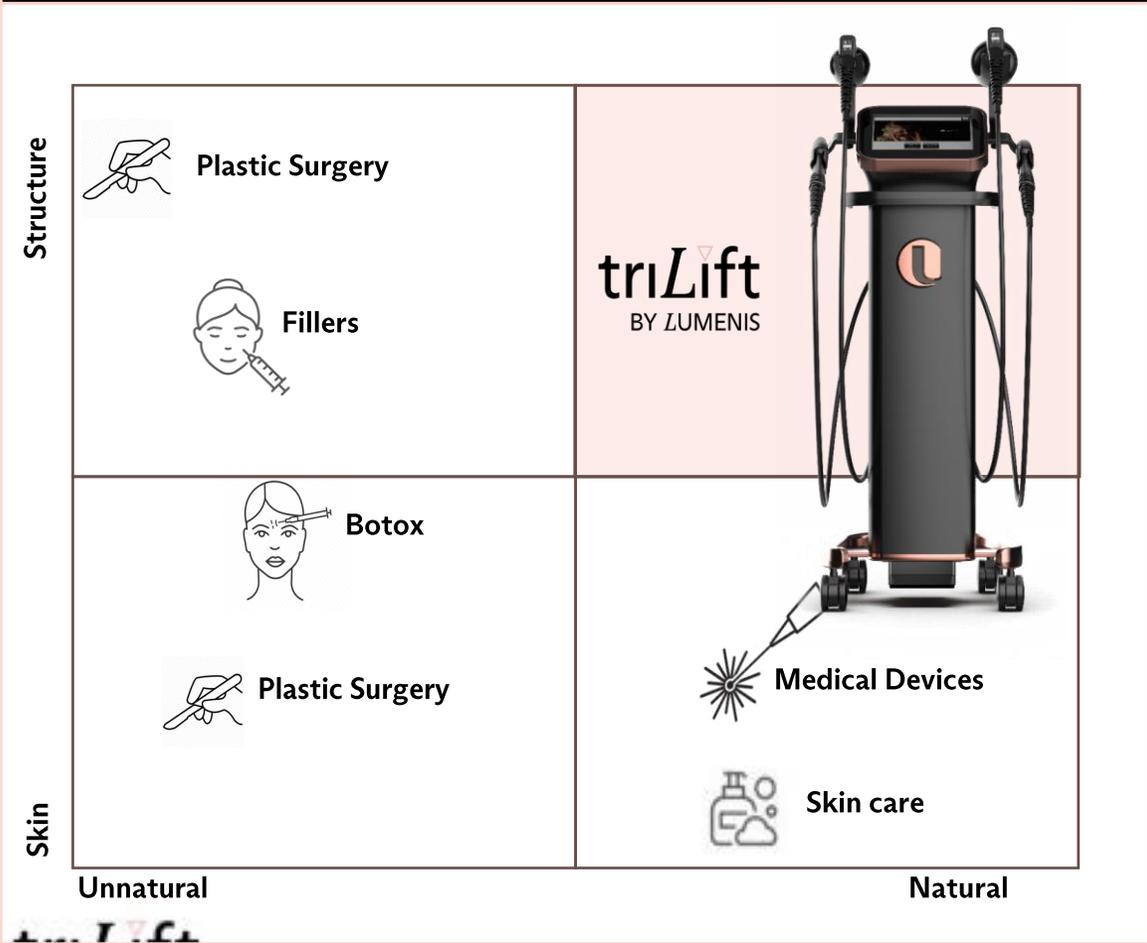
PLASTIC SURGERY

- + Addresses the muscle and the skin

- Invasive
- Long recovery time
- High cost
- Quality depends on MD

triLift facial muscles stimulation: uniquely positioned in the facial aesthetics market

Unique solution in the facial market

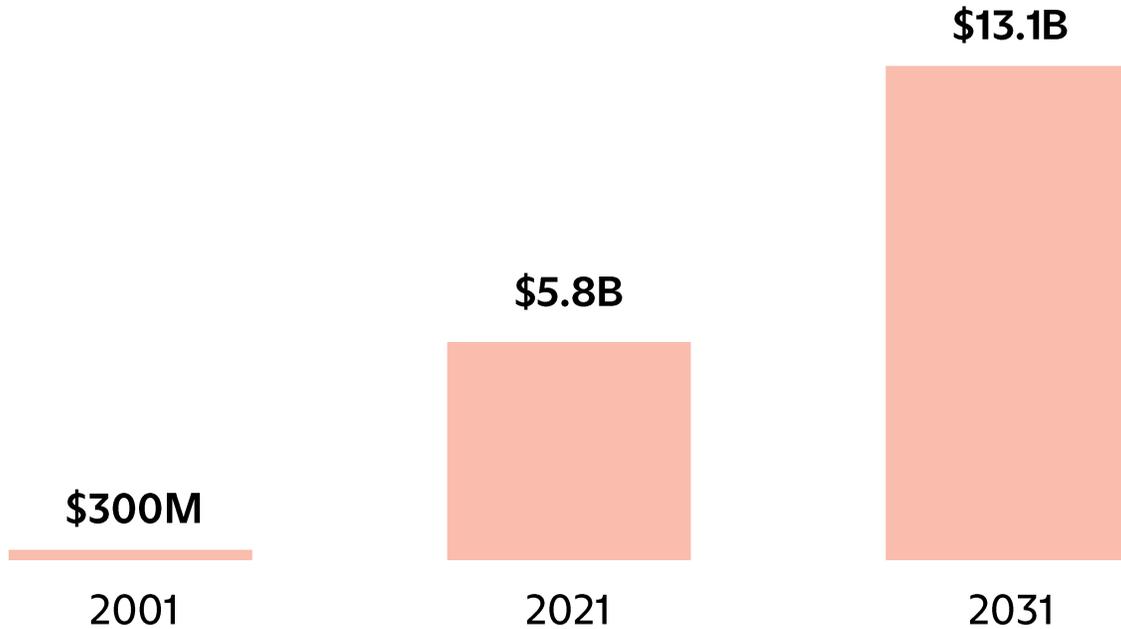


High earing potential market

-  Unique solution in market, answering an unmet and unknown significant need
-  “Blue ocean” market category with high untapped potential
-  High fit with key beauty trends – GLP-1, fillers, face yoga, lifted natural look
-  Huge market potential – nearly everyone qualifies as a candidate
-  Only one competitor, not investing in building “market category”, with inferior technology

ARE YOU READY FOR THE "NEXT BOTOX"?

GLOBAL BOTULINUM TOXIN MARKET



Sources: Botox Cosmetics & medical, US & international sales, Source: Abbvie & Allergan annual reports [link](#)

"HONEY, YOU KNOW ME,
I DON'T REALLY BELIEVE IN MARRIAGE;
NOW BOTOX
ON THE OTHER HAND, THAT WORKS FOR ME
EVERY TIME."

*Samantha Jones,
Sex & the City*



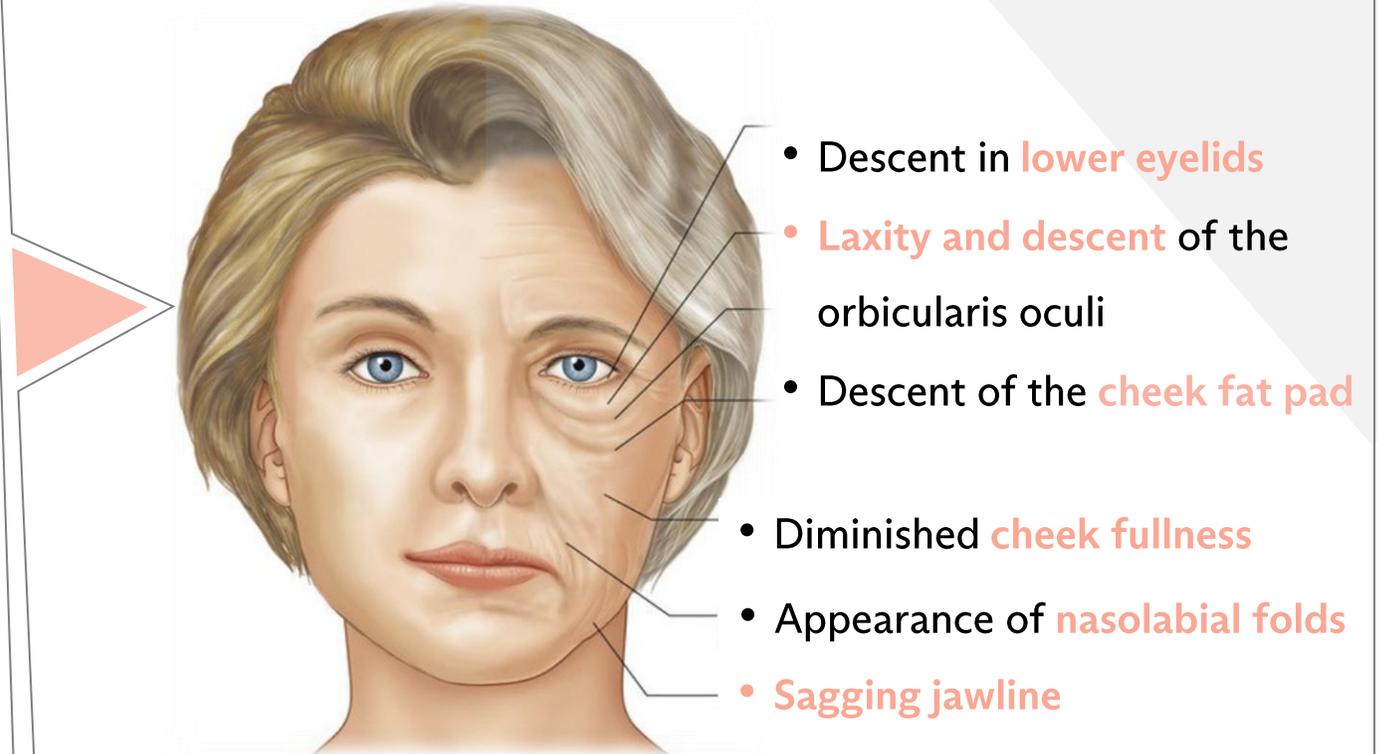
FACIAL MUSCLES PLAY A CRUCIAL ROLE IN DEFINING THE FACIAL STRUCTURE

0

3-5% DECLINE IN MUSCLE MASS & TONE
EACH DECADE AFTER 30 LEADS TO:

THOSE CHANGES ARE CHARACTERIZED BY:

- Decrease in support of facial skin
- Descent of fat and volume



- Descent in **lower eyelids**
- **Laxity and descent** of the orbicularis oculi
- Descent of the **cheek fat pad**
- Diminished **cheek fullness**
- Appearance of **nasolabial folds**
- **Sagging jawline**

Why address patients' FACIAL MUSCLES?



Tighten the UNDER-EYE AREAS



Smooth the SMILE LINES



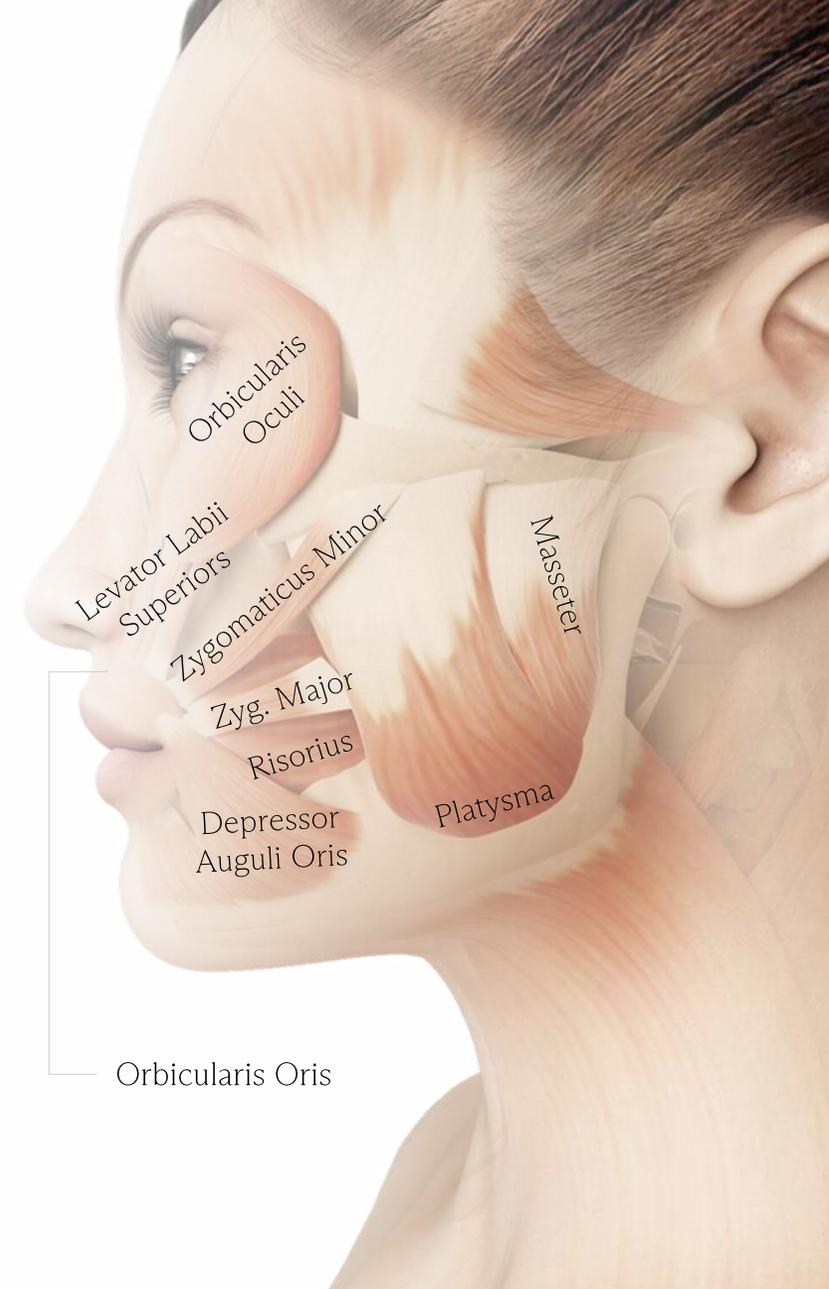
Achieve
TONED
JAWLINE



triLift NATURALLY “WORKS OUT” THE FACIAL MUSCLES

triLift targets
the defining
facial muscles
with **Dynamic
Muscle
Stimulation
(DMSt™)**

- Delivers electrical impulses to stimulate facial nerve branches (CNVII)
- Dynamic mechanism allows safe supramaximal contractions, prevents muscle overexertion
- Precisely target the entire muscle layer
- Full adaptation to patients' needs and individual facial anatomy



Resulting in significant and natural **TONED & LIFTED LOOK**



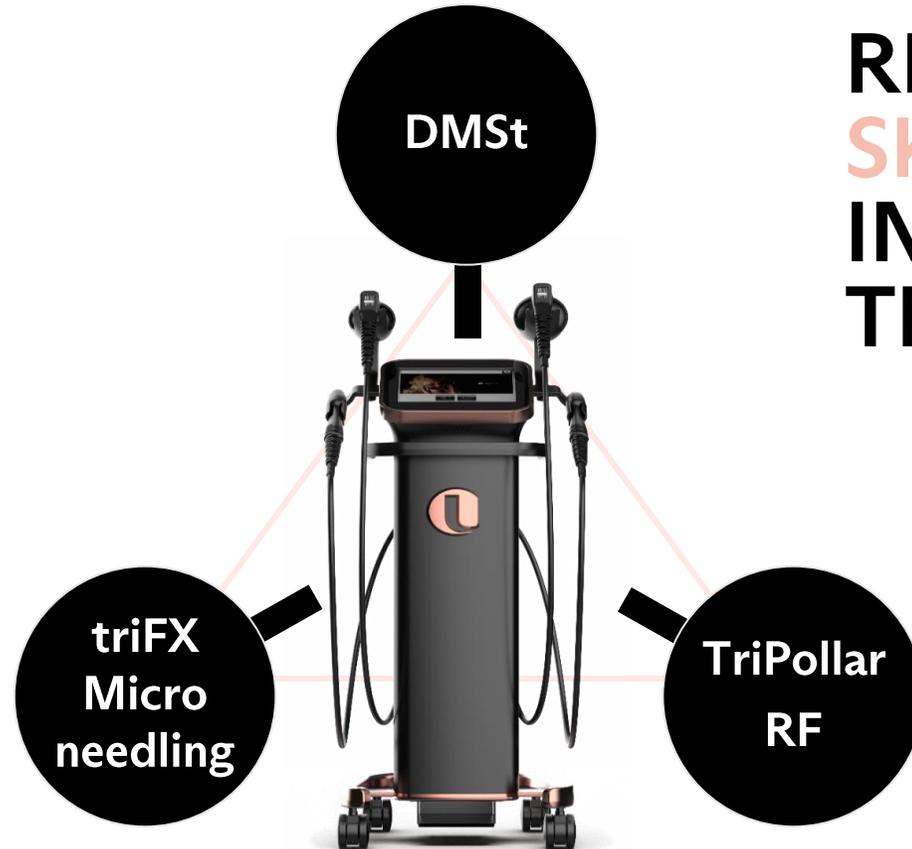
REACH ALL 3 LAYERS IN ONE TREATMENT

DYNAMIC MUSCLE STIMULATION (DMSt)

- Activates muscles for toned, lifted look

triFX RF ULTRATHIN MICRONEEDLING

- X3 natural Hyaluronic Acid¹
- Tightens and smoothens skin texture



REACH MUSCLE, SKIN & VOLUME IN ONE TREATMENT

TriPollar[®] RF

- Thickens & strengthens the dermal layer, +49% thickness²
- Regenerates collagen & elastin

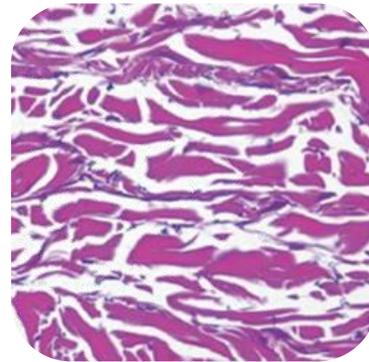
triPollar® RF

Inducing focused RF heating for facial **wrinkle reduction, thickens & strengthens** the dermal layer

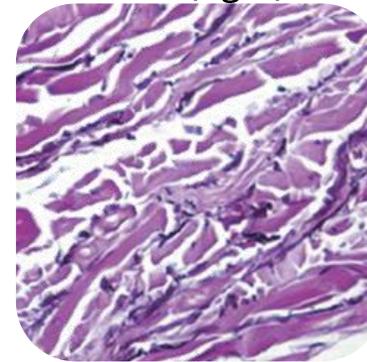
- Reaching greater depths than standard methods, with a high safety profile - ideal for the face
- Collagen & elastin regeneration:
 - Increases dermal thickness by ~50%³
 - Reduces wrinkles by 30%⁴
- Comfortable
- Suitable for all skin types
- Easy to perform
 - No need for grounding pad
 - Get to temperature quicker
 - Much more predictable energy delivery

Abdominal skin samples

Untreated side (left)



triPollar treated side (right)



Focally increased number of elastin fibers (dark blue)
(Weigert's elastic stain, magnification x100)





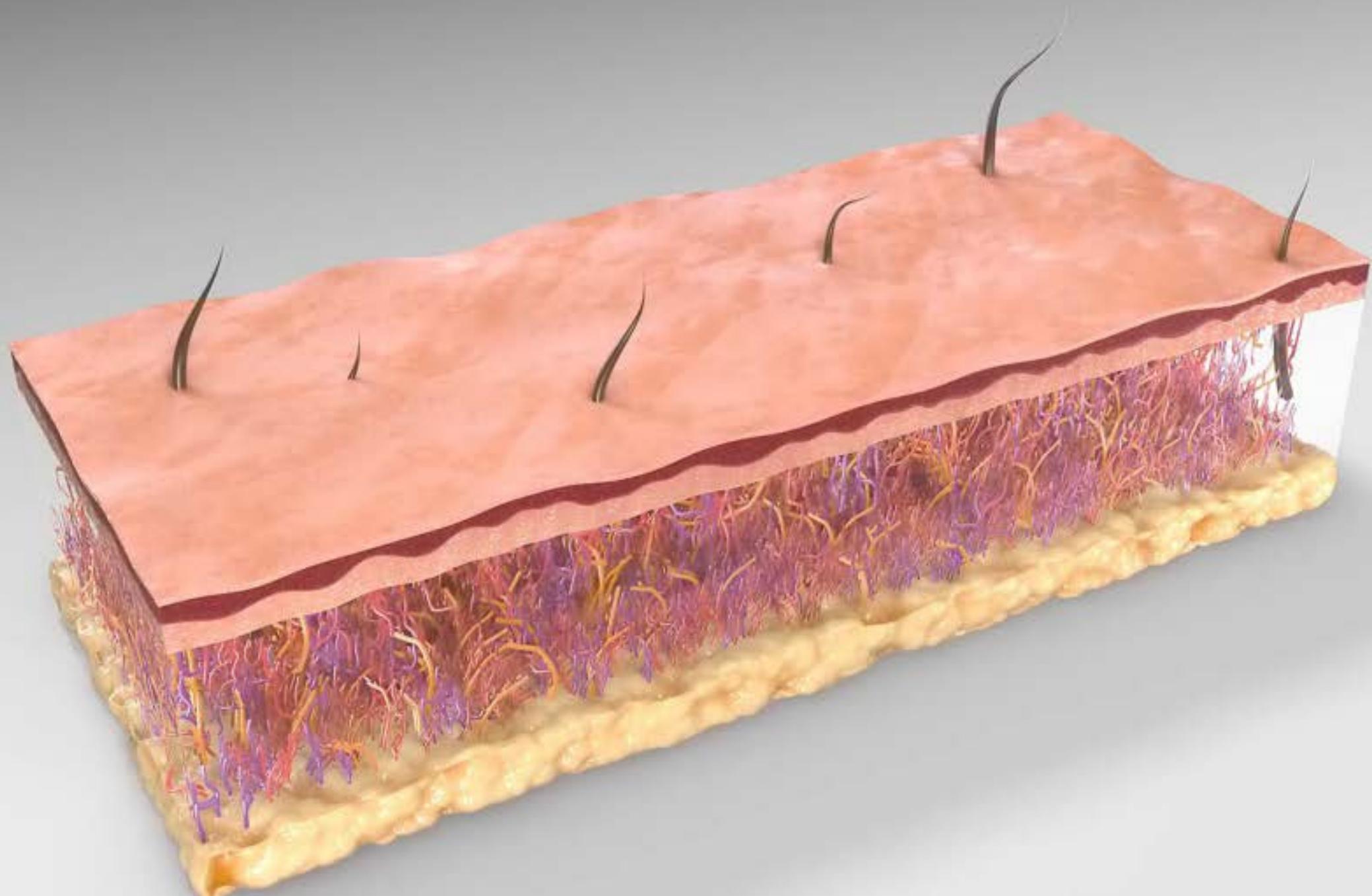
triFX™ RF MICRONEEDLING

- ▶ Double RF technology, penetration via RF
 - Emission of RF energy to the tissue to create thermal effect
 - Leads to a wound healing process for skin resurfacing and regeneration
- ▶ Ultrathin needles
- ▶ NO numbing
- ▶ NO downtime
- ▶ Suitable for all skin types
- ▶ Variety of tip configurations for personalized treatment



- ▶ X3 more natural Hyaluronic Acid
- ▶ Tightens and smoothens skin texture
- ▶ Increases natural dermal volume





triFX MICRONEEDLING TIPS

Tip	Specification		When to use?
Gen12	<ul style="list-style-type: none"> • 6X2 micro-needles • 0.6 mm long • 150 µm thick 		<ul style="list-style-type: none"> • Small, delicate areas like around the eyes or lips • Fine lines and subtle skin texture improvements
Gen36	<ul style="list-style-type: none"> • 6X6 micro-needles • 0.6 mm long • 150 µm thick 		<ul style="list-style-type: none"> • Skin rejuvenation applicable to all age classes • Skin tightening, wrinkle reduction, photo aging, skin pigmentation • Preventative and corrective skincare routines
Gen36L	<ul style="list-style-type: none"> • 6X6 micro-needles • 1 mm long • 150 µm thick 		<ul style="list-style-type: none"> • Deeper wrinkles and more pronounced skin folds • Patients >40 to enhance skin tightening effects • Scar tissue and deeper skin
Gen100	<ul style="list-style-type: none"> • 10X10 micro-needles • 0.6 mm long • 150 µm thick 		<ul style="list-style-type: none"> • Comprehensive facial resurfacing: progressive wrinkles, sagging skin, dense scarring • Improved fractionation for more intensive skin rejuvenation
H7X7	<ul style="list-style-type: none"> • 7X7 micro pins • 0.2 mm long • 300 µm thick 		<ul style="list-style-type: none"> • Epidermis and much less on the superficial dermis • Pigmentation issues, resurfacing effect, improvement of the skin texture and superficial scars



triLift TREATMENT:

WHAT SHOULD PATIENTS EXPECT?

5 TREATMENTS

- Once a week
- MN in treatments: 1, 3, 5

SHORT TREATMENT

- 20 minutes only for the lift mode (DMSt+RF)
- 10 triFX RF Microneedling

AFTER THE FIRST TREATMENT

- Quick improvement in appearance
- Improvement with each treatment
- No downtime
- Booster every ~6 month



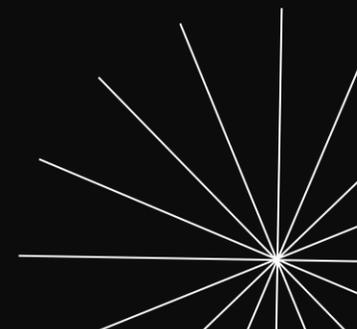
Lifting & Toning



Fine tuning



Smoothing &
Volumizing



COMPETITION: WINNING IN EFFICACY AND RESULTS!



HIFES, RF

Limited efficacy and results

- **Static patches treatment**
 - No customization to patients needs, facial features
 - No full reach of muscle to receive full effect
 - Reduced parameters to maintain safety, compromising effectiveness

Control only a single parameter (intensity) =

- No control over depth, frequency, and strength
- Single layer treatment – limited reach of muscles and SMAS, no targeting of specific muscles

Minimal to no improvement in B/As

- **No indication for muscle stimulation, only heating for muscle spasm**
- **Submentum device**



DMSt, triPollar RF, RF Microneedling

High efficacy and results

- **Dynamic treatment**
 - Full customization to patients needs, facial features
 - Full reach of muscle for full effect (e.g., Motor end plates)
 - Elevated parameters for significant long-lasting results

Total control over adjustment of 4 parameters (Intensity, depth, frequency, and strength) =

- In depth treatment of the full extent of facial muscles, including the MEPs, SMAS and tendon

Remarkable improvement in B/As

- **Facial Muscle stimulation**

TECHNOLOGY & RESULTS

FDA



CLINICALLY VALIDATED, FDA CLEARED

Muscle stimulation for the face, a paradigm shift in facial rejuvenation

By: Dr. Michael Mirmanesh, MD
Plastic & Reconstructive Surgery Specialist
Medical director of The Garden Medical Spa

Quotes from Paper:

“ The DMSt was previously used in a clinical study and an increase of zygomatic muscle thickness was reported. DMSt increases facial muscle tones which support the dermal structures.

“ The effects of combining all 3 technologies in a single treatment lasts for approximately 3-6 months and may be maintained with additional session thereafter.

“ The triLift protocol provides rejuvenation treatment for all facial layers in the same treatment session, simulating a facelift without a surgical intervention and with minimal adverse effects and downtime.



IT'S NOT (JUST) ABOUT THE SKIN.
IT'S ALL ABOUT THE MUSCLES

triLift

BEST NEW
DERMATOLOGY
TECHNOLOGY
SOLUTION

LUMENIS





triLift SOLVES PROBLEMS FOR ALL PATIENTS



HESITANT PATIENTS

- ▶ Avoiding surgery
- ▶ No pain
- ▶ No downtime



“NATURAL” TREATMENT

- ▶ Lifting own tissue
- ▶ No foreign substances



SKIN OF COLOR

- ▶ All skin types – for all modalities



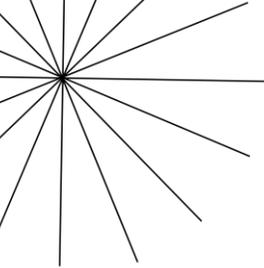
MULTIPLE CONCERNS

- ▶ Skin, structure, volume
- ▶ Adaptable



MAINTAIN RESULTS

- ▶ Post-facelift
- ▶ Lengthen Interval for fillers



Quick.
Visible effect.
Long term results.

B&A

triLift
BY LUMENIS



TRILIFT FACIAL STIMULATION
YOUR PRACTICE GROWTH DRIVER

triLift Addresses Saggy Under Eye Area/ Bags

Before

Key Concerns:

- Under eye bags
- Moderate sagging along the jawline
- Early signs of skin laxity in the neck area



After

5 weekly treatments

triLift Jawline Contouring & Rejuvenation

Before

Key Concerns: mild to moderate sagging along the jawline, decreased definition, and early signs of skin laxity in the neck area.



After

5 weekly treatments



Photos courtesy of Lewis Dermatology

triLift Treats Nasolabial Folds

Before



After 5 months, after 5 treatments



Key Concerns:

- Patient in her 40s
- Mild to moderate nasolabial folds
- Sagging cheeks

Courtesy of Travis Laverne, PA-C

triLift Reduces Wrinkles Significantly & Contour the Jawline

Before

- Patient in her 50's, lost ~60 pounds
- Mild regression of mid-face support
- Redundant accumulation of tissue and skin laxity along:
 - Jawline
 - Cheeks
 - Mouth area



After

5 weekly treatments

triLift Improves Hollowed – Out Appearance Even After 1 Treatment

Before

- Patient in weight loss program
- Looked to reduce:
 - Saggy cheeks
 - Under eye bags
 - Wrinkles



After
1 treatment

triLift Addresses ALL Post – Weight Loss Facial Concerns



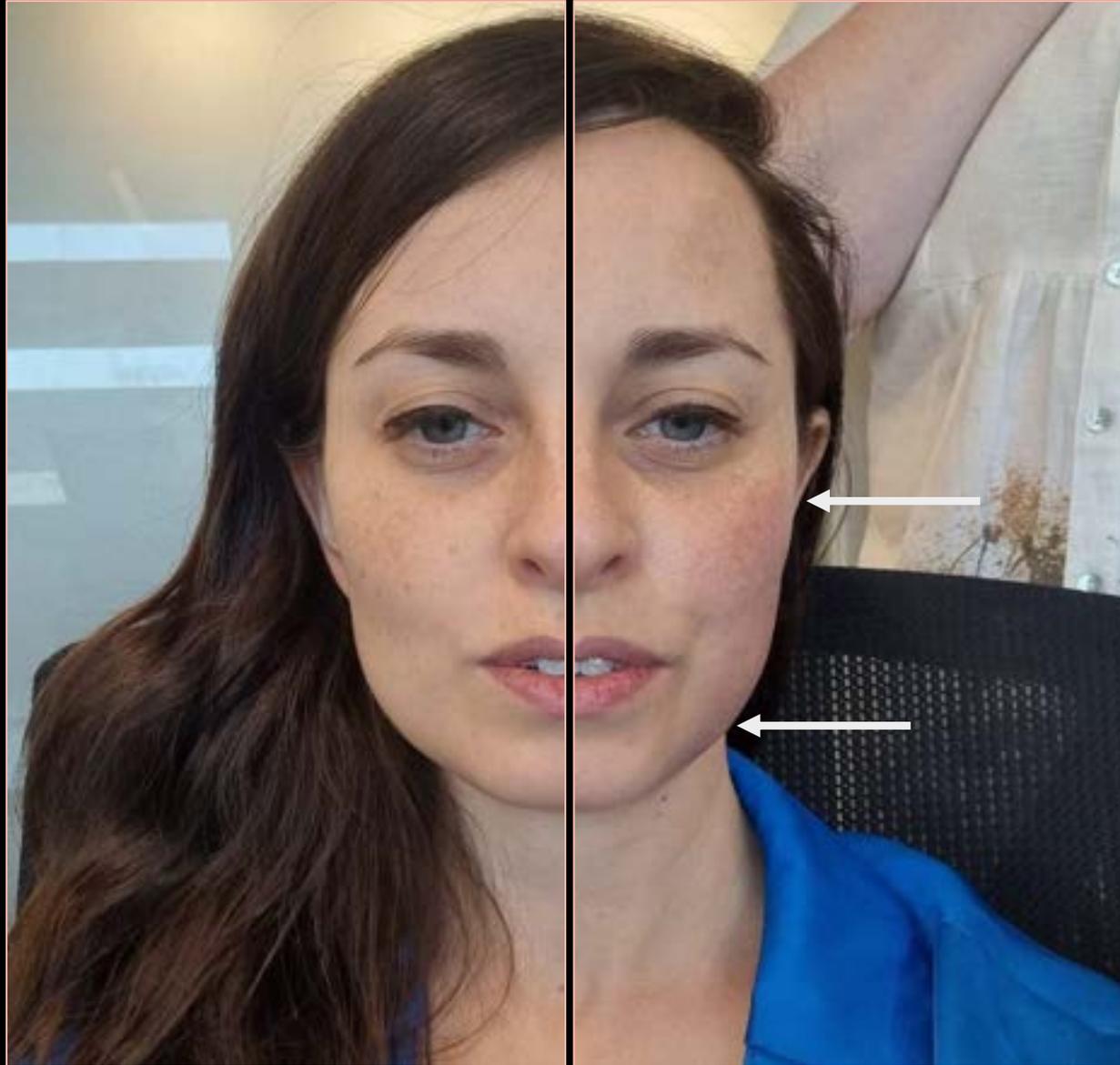
triLift Reduces Under Eye Bags



triLift Exposes Cheekbones & Tightens Jawline

Before

Immediately after 1st treatment



Key Concerns:

- Patient in her mid 30s
- Descent jawline
- Mild regression of cheeks

triLift Exposes Cheekbones & Tightens Jawline

Key Concerns:

- Patient in her 60s
- 1-year post-surgical facelift
- Mild to Moderate regression of mid-face support
- Redundant accumulation of tissue and skin laxity along:
 - Jawline
 - pre-jowl sulcus
 - Neck regions

Before



After
3 weekly treatments



After
5 months after 4 treatments



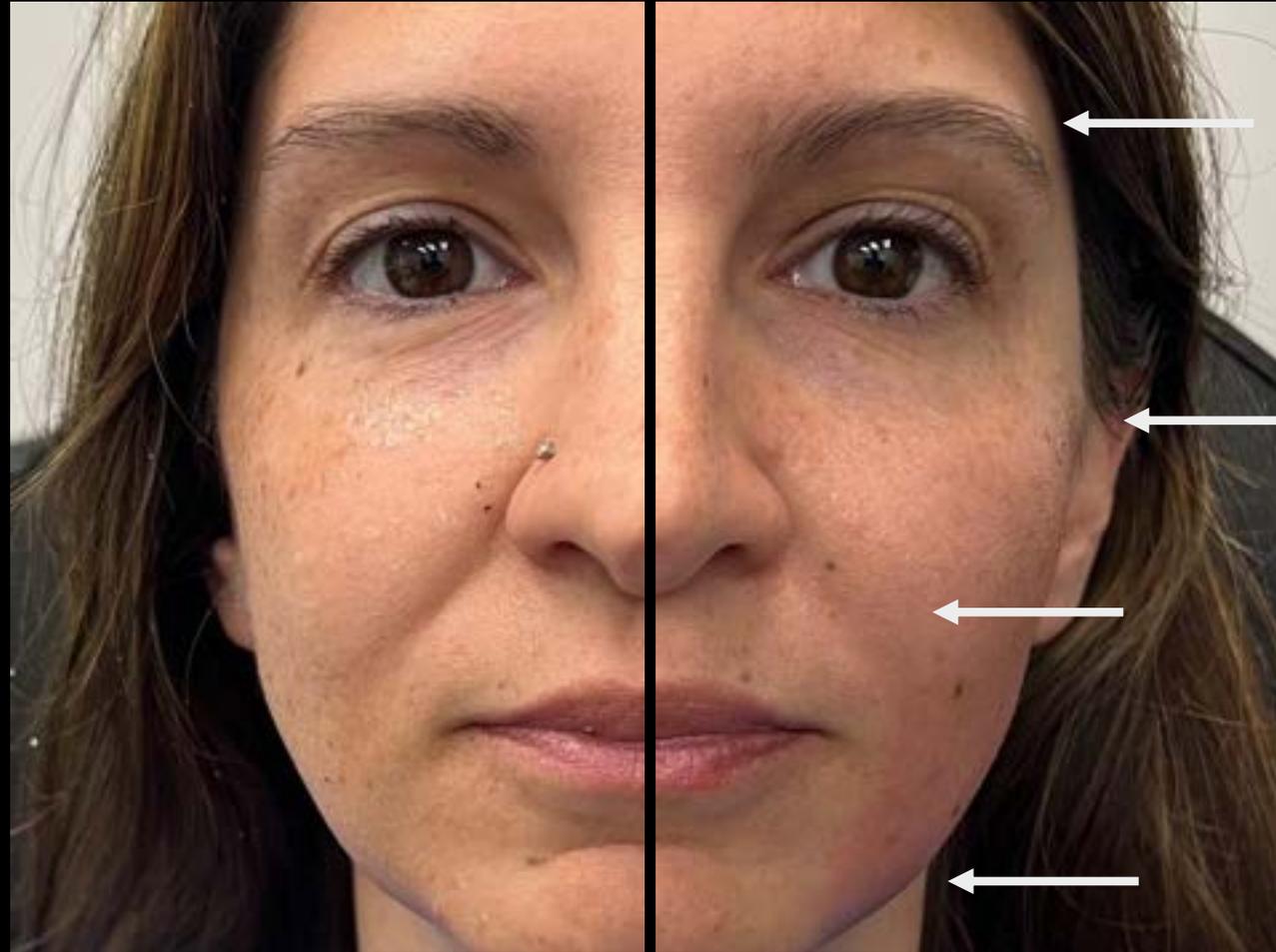
Courtesy of Travis Laverne, PA-C

triLift Lifts the Eyebrow, Cheeks and Jaw

Before

Key Concerns:

- Drooping brow and eyelids
- Nasal labial folds
- Dropped cheeks and jowl



After Immediately after 1st treatment

triLift Treats Wrinkles and Smoothens the Skin

Before

Key Concerns:

- Plumping of skin
- Nasal labial folds
- Marionette lines
- Dropped cheeks and jowl



After

Immediately after 1st treatment

triLift Lifts the Eyebrow and Treats the Nasal Labial Folds

Before

Key Concerns:

- Drooping brow and eyelids
- Nasal labial folds
- Marionette lines
- Dropped cheeks and jowl



After

Immediately after
1st treatment

triLift Preserves Face Lift Results

Before



3 weeks after 3 treatments



Key Concerns:

- Post face lift patient
- wanted to extend the life of her surgery, focusing on her Jowl

Patient comes for regular triLift treatments now to retain her face shape

triLift - The Missing Piece in Weight Loss

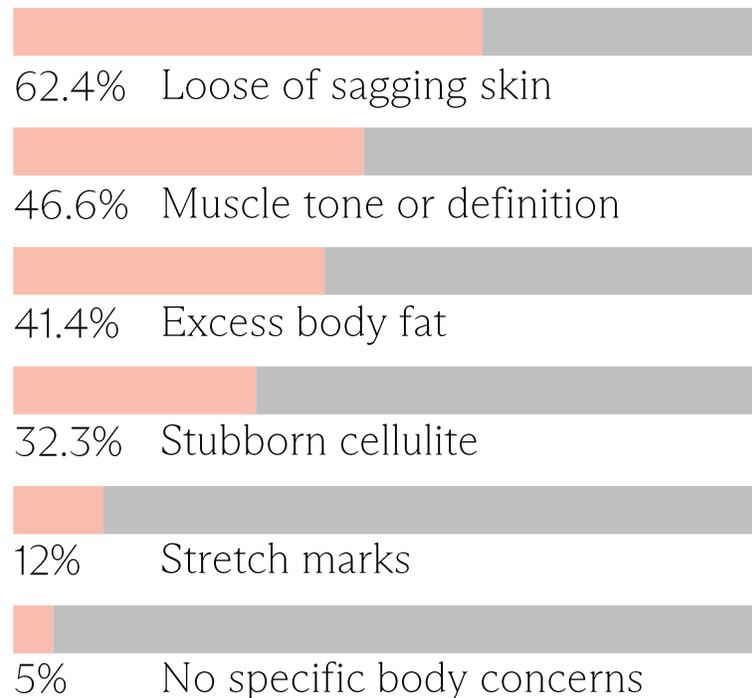


From Injections to Pills: A Growing Weight Loss Market Driving Aesthetic Demand

- U.S. Weight Loss Management Market value: \$37.8 B (23') 11% CAGR (24'-30')¹
- 1 in 8 Americans has taken weight loss injections²
- North America held 76% of the global GLP-1 market rev. share in 23' (\$28B); global market expected to hit \$70B by 2031³

RISING DEMAND FOR POST-WEIGHT LOSS AESTHETIC TREATMENTS

WHICH BODY CONCERN WOULD YOU MOST LIKE TO TREAT OR IMPROVE AS YOU WORK TOWARD YOUR GOAL WEIGHT?



NB 2024 State of Aesthetic Report

¹ [Grand View Research](#) - U.S. Weight Management Market Size, Share & Trends Analysis Report

² [Bloomberg](#), May 10, 2024

³ [Morningstar & Pitchbook](#), September 9, 2024: "Obesity Drugs: The Next Wave of GLP-1 Competition"

⁴ [Grand View Research](#) - GLP-1 receptor agonis market

⁴ [Newbeauty](#), August 30, 2024: New Report Tracks GLP-1's Impact on Plastic Surgery and Beauty Spending During Election Year

⁵ [ASPS](#): 2023 Procedural Statistics Release

FACING THE CHANGE: The Impact of Weight Loss on Facial Appearance

Weight loss injections leading to:

**60-75%
FAT LOSS**

**25-39%
MUSCLE MASS
LOSS¹**

Skin
Elasticity
Changes

- Reduced firmness & potential sagging due to loss of fat.

Volume
Loss

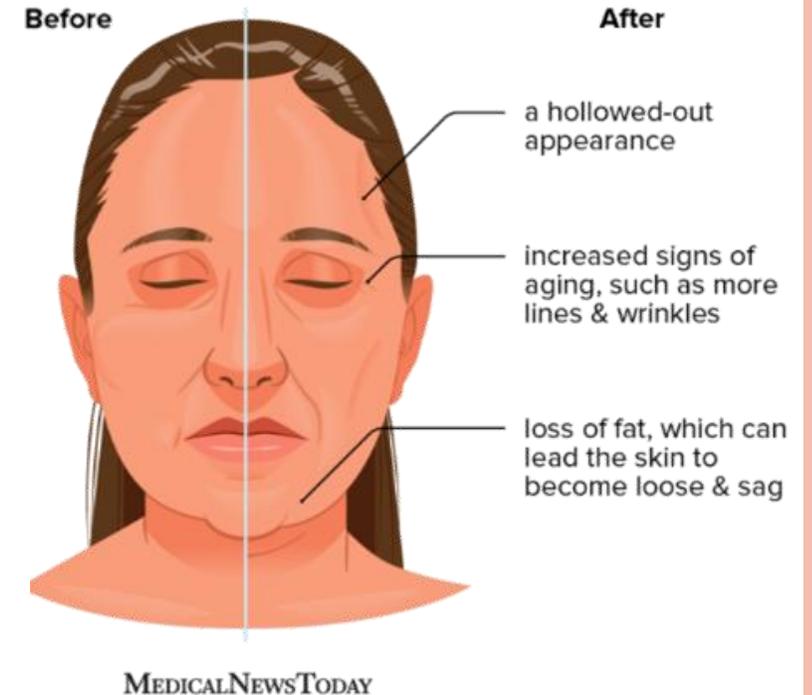
- Decreased facial fullness, leading to a gaunter appearance.

Facial
Contours

- Altered structure, which may emphasize features like cheekbones and jawline.

Skin
Texture

- Potential changes in skin texture, including dryness or uneven tone.



Tap Into the Weight Loss Trend with triLift: A Holistic, Non-Invasive Solution for Stunning Results

SIGNIFICANT WEIGHT LOSS
AFFECT THE FACE:

60-75% FAT LOSS, 25-39% MUSCLE MASS LOSS

Skin Elasticity
Changes

- Loose and sagging skin
- More lines and wrinkles

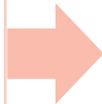
Volume Loss

- Changes in skin texture, including dryness or uneven tone

Facial
Contours

- A hollowed-out appearance

Skin Texture



triLift's VALUE PROPOSITION
FOR WEIGHT LOSS PATIENTS:

triLift **tones** the Glamour Facial Muscles,
tightens and **smooths** the skin
& creates **volumized lifted look**





Accelerating Business with triLift



triLift
BY LUMENIS

GROWING DEMAND FOR A NATURAL LIFTED LOOK

>39K in Los Angeles

>121K in California

>154K in Florida

>60K in New York State

>63K in Arizona

Alternative to Botox & fillers

Noninvasive face tightening

jowl lift

Natural facelift

Nonsurgical facelift

Cheek filler

Microneedling

Mini facelift near me

Face fillers

LIFTING



triLift ACCELERATES YOUR PRACTICE



▶ WIDEN YOUR PATIENT POPULATION

- ▶ Avoiding surgery/fillers
- ▶ Post surgery maintenance

▶ CLIMB TECH LADDER

- ▶ Add Cutting Edge Tech (DMSt)
- ▶ Some Familiar Tech (RF, RFMN)

▶ SAFE TREATMENT BY SUPPORT STAFF (RELIEVE YOUR BOTTLENECK)

- ▶ Every skin type can be treated
- ▶ MD not needed to treat

▶ Fast ROI

Less than **1-2** patients a month
\$5K on average per package

HOW DO I PRICE IT?

triLift | A NATURALLY LIFTED LOOK
BY LUMENIS | Muscles Defined. Beauty Refined.

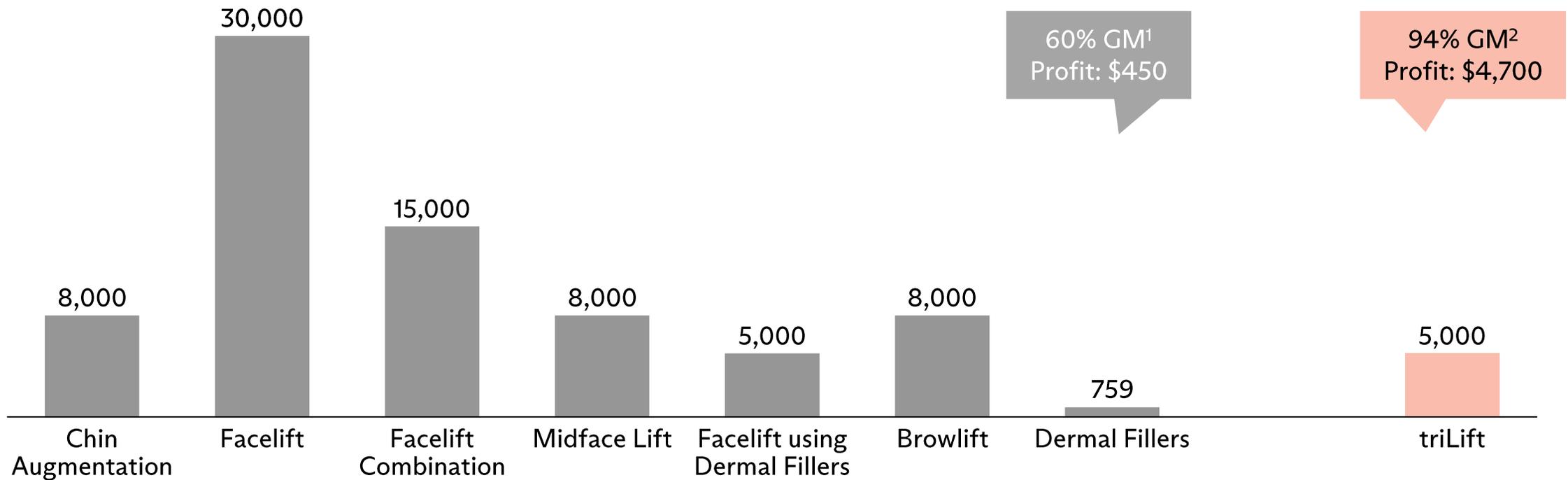
TREATMENT PRICE LIST

- 5-WEEK TREATMENT PLAN
\$5,000
- 1 triLift TREATMENT
\$1,500
- 1 BOOST TREATMENT
\$1,500



HIGH INCOME POTENTIAL COMPARED TO INDUSTRY

AVERAGE PATIENT COST PER PROCEDURE



¹estimating av. 300\$ syringes cost per treatment (1.5 syringes on av), not including labor, office hours etc.

²after full payment on system, accounting 150\$ tips for MN, possible ROI model, figures are reference points only; not including operational cost, etc.

ELEVATE YOUR PRACTICE WITH TRILIFT

ROI	5,000
triLift Package av. price to patient (5 treatments)	\$300
Micro-needling tips cost for series	
Patients to break-even	61
Patients in practice per month	400 -
% to choose triLift	5%
triLift patients per month	20
Time to break even	3.1 months
Monthly income after device paid	\$ 94,000
%GM after device paid	94%
Monthly profit after device paid	\$ 88,360
Year 1 Profit	\$ 839,000
Year 2 profit	\$ 1,128,000

we see approx. 2000 per month

High GM Vs. Fillers: 94% Vs. Approx. 55%



*exemplary charges only. Rates may differ by market and provider type | considering \$289K list price, 150\$ per tip | possible ROI model, figures are reference points only; not including operational cost, etc

triLift Marketing Package

- Consultation primarily around launching triLift, and practice's current marketing presence.
- Choice of 1 of the options (upon consultation):

Option 1 Email Marketing

- 4 months e-blast plan

Option 2 Social Media

- Organic social media program for 4 months
- Clients will receive all of the pre-created triLift social media posts + 8 posts/month of custom content

Option 3 Digital Advertising

- 2-month digital advertising campaign, promoting triLift launch
- Requires that the clinic has a page on their website promoting triLift

[LINK](#) for full info





NEW CATEGORY: FACIAL MUSCLE STIMULATION
Address the structure: muscles



UN-BELIEVABLE RESULTS
Face lift- like effect, no injections or surgery



GROW YOUR PRACTICE
seize the opportunity, untapped market, fast ROI



MASSIVE MARKETING CAMPAIGNS
Digital, influencers, print driving patients



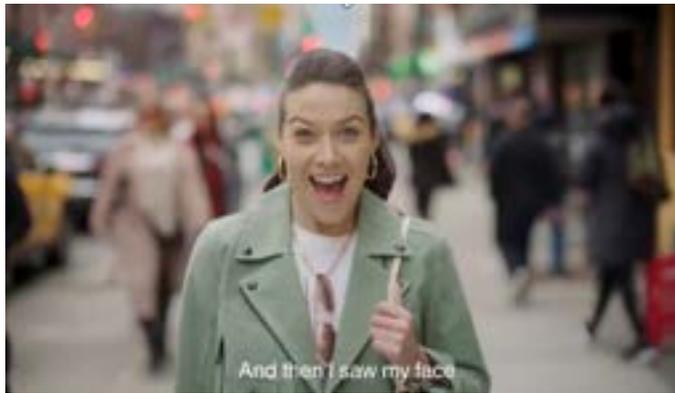
YOUR PERSONAL SUPPORT
Supporting your triLift launch

MASSIVE NATIONAL CAMPAIGN

Driving patients to their
nearest triLift provider



2023: #triLiftBeliever direct to consumer campaign reaching MILLIONS!



130M campaign impressions!

6.71M commercial views

300K patients visits
56K searched for a doctor

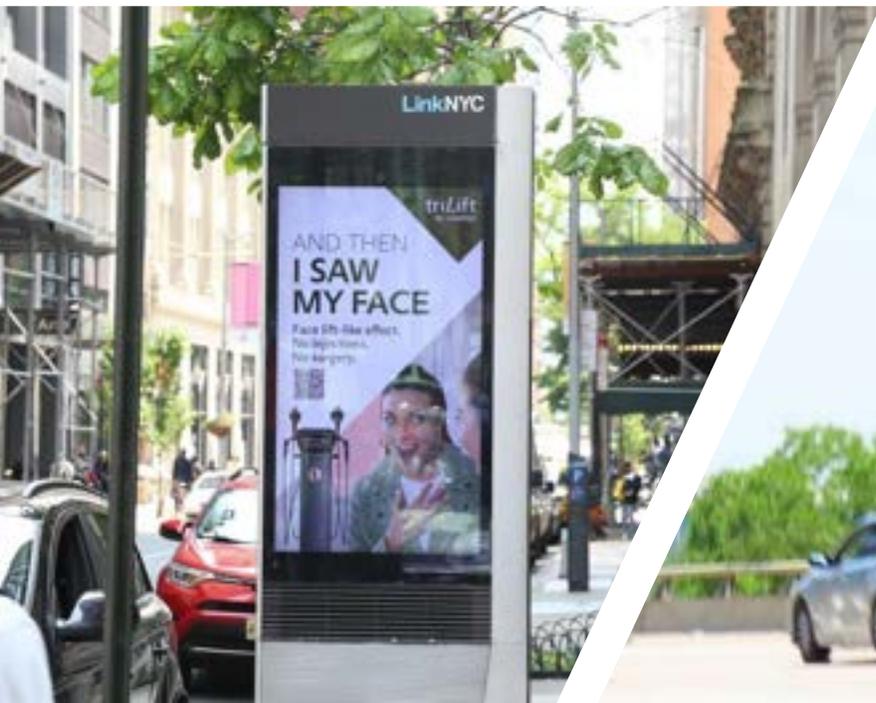
Featuring Neil Diamond's I'm a Believer



TRILIFT FACIAL STIMULATION
YOUR PRACTICE GROWTH DRIVER



#triLiftBelivers
**TAKING OVER
THE NATION**



NEW 2024 CAMPAIGN: #triLiftGlamourMuscles driving patients to your clinic!

High patient demand for a naturally lifted look? Add triLift to your practice.

triLift BY LUMENIS

GLAMOUR FACIAL MUSCLES

triLift

TONE

FIGHT THE SAG LOSE THE BAGS! triLift stimulates beauty from within.

THE GLAM IS COMING! STAY TUNED TO STAY TONED.

SAGGY JAWLINES? DROOPY CHEEKS?

TONE THE GLAMOUR FACIAL MUSCLES WITH triLift BY LUMENIS

TONE THE GLAMOUR FACIAL MUSCLES AND ADDRESS MUSCLE, SKIN, AND VOLUME. LEARN MORE ►

INCREASE YOUR PATIENT VOLUME WITH triLift's FACIAL MUSCLE STIMULATION TREATMENT

triLift BY LUMENIS



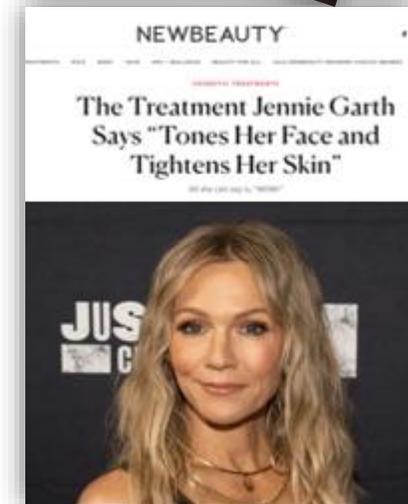
triLift: is Taking Over the Media

VOGUE

VOGUE WORLD Purchase award-winning beauty now JOIN VOGUE CLUB

SKIN
4 Celebrity Facialists On What It Takes To Achieve Award-Winning Skin

BY HANNAH COATES
January 17, 2024



triLift
BY LUMENIS

US

FASHION BALL

VOGUE

stylecaster

inTouch

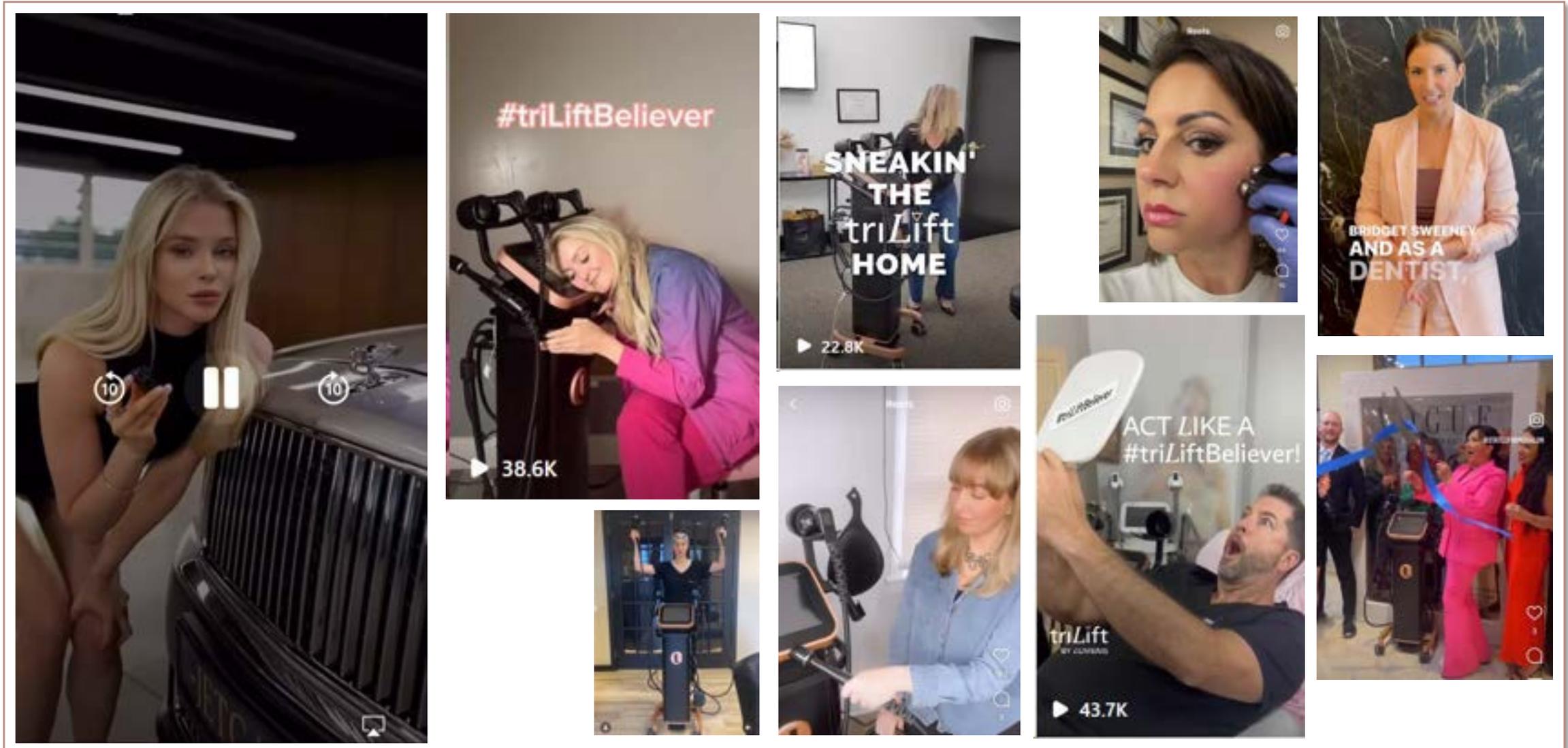
LifeStyle

NEWBEAUTY
MAGAZINE

HOLLYWOOD LIFE

COSMOPOLITAN dailymotion

SEEING THE HYPE ACROSS OUR PROVIDERS



TRILIFT FACIAL STIMULATION
YOUR PRACTICE GROWTH DRIVER



TEDDI MELLENCAMP
1M FOLLOWERS



TERESA GIUDICE
2.3M FOLLOWERS



MAKS CHMERKOVSKIY
1.1M FOLLOWERS



PETA MURGATROYD
988K FOLLOWERS

OVER **13 MILLION** FOLLOWERS



ASHLEY IACONETTI
1.2M FOLLOWERS

JARED HAIBON
686K FOLLOWERS



COLTON UNDERWOOD
1.8M FOLLOWERS



ALYSSA MILANO
3.4M FOLLOWERS



JENNIE GARTH
1M FOLLOWERS

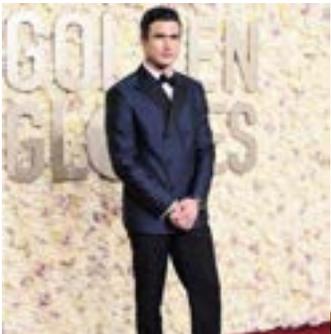
A man in a dark blue t-shirt is speaking in a gym. The background is filled with gym equipment and vertical red light bars. The triLift logo is overlaid on the left side of the frame.

triLift
ULTIMATE UNDERWOOD

We all know that we lose muscle mass and density as we age.

This testimonial describes a specific experience of a paid spokesperson. The experience of other people may vary.

triLift: THE RED-CARPET CHOICE



Charles Melton, Actor - 5.5M followers



Sarah Foster, Actress - 749K followers



The lovely @brittanysnow received a #triLift treatment with @trusmedica.



Brittany Snow, Actress 3M Followers



Demi Moore, Actress 5M followers



Simu Liu, Actor 3M followers



Carey Mulligan, Actress - 25.9K followers



Mandy Moore, Actress - 5.5M followers



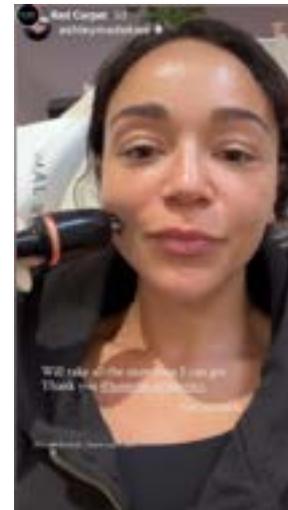
Sherly Lee Ralph, Actress and signer -1M followers



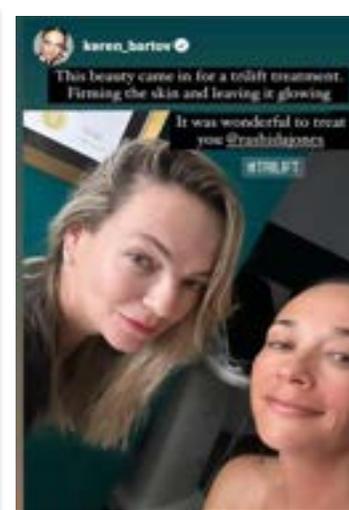
Bianca Balti, Model - 1.5M fol.



Elizabeth Olsen, Actress - 200K fol



Ashley Madekwe, Actress - 600K fol.



Rashida Jones, Actress - 1.8M followers

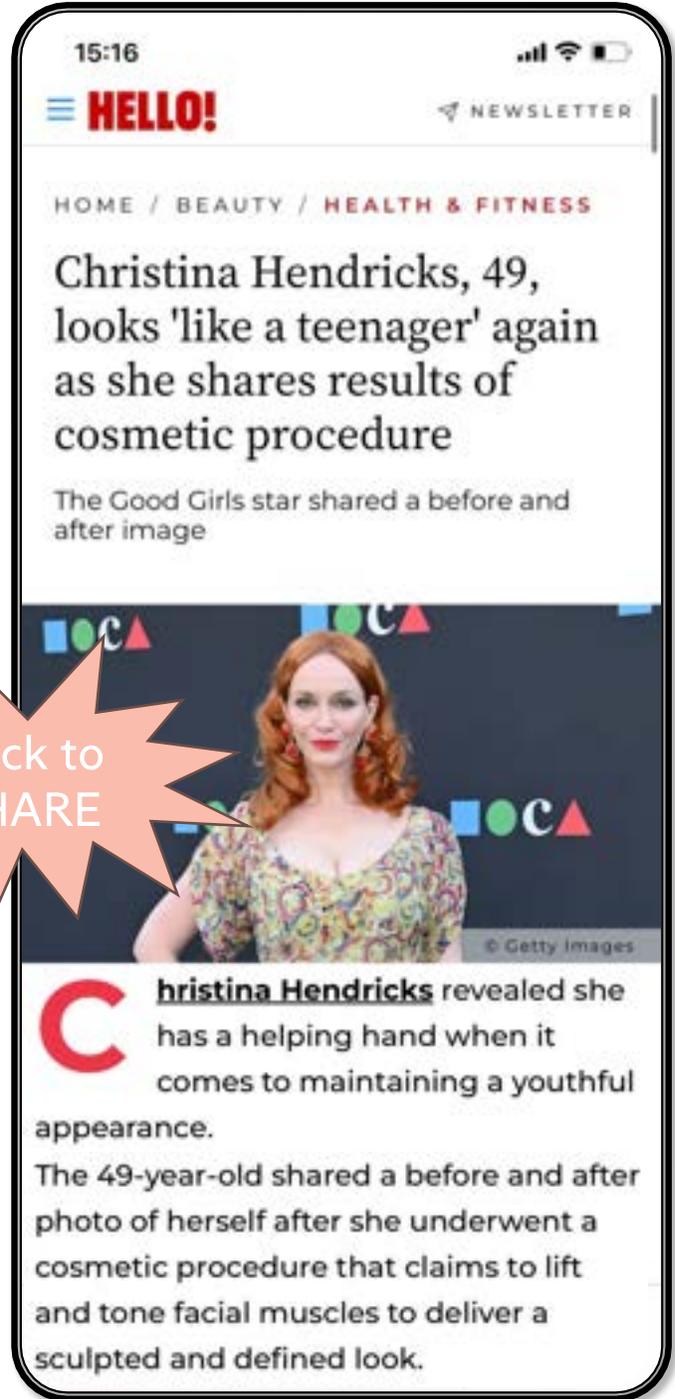


triLift & CHRISTINA HENDRICKS

triLift New Glamfluencer



Christina's triLift Experience Featured in **HELLO!** Magazine



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THANK YOU

triLift
BY LUMENIS