

2010

SKIN HEALTH & WELLNESS

- Expanding Your Practice and Profitability -



HydraFacial MD®
Edge Systems

SKIN HEALTH FOR LIFE!

Make Skin Health Affordable

SKIN HEALTH IS NOT A LUXURY

It is a necessity for everyone! Just ask your patients

IMMEDIATE & ACTUAL RESULTS ARE THE KEY

Patients want to notice results now!

BE AN EDUCATION CENTER

So patients will always come to you for their skincare problems and needs

From the President

We are honored that you are considering us as a partner in your aesthetic business. Edge Systems is a worldwide leader in skincare devices and products for skin health and wellness. In an effort to make skin health affordable, we continue to design and produce aesthetic systems, leading the way in quality and innovation. We are focused on providing you the best value in products and services as well as marketing support to help make your business a success. Our sales and support team is ready to assist you with any question you might have.



Roger Ignon



SKINXINC®
Best of the Best



Aesthetic Builder Seminar Series

Edge Systems is now hosting the **Aesthetic Builder Seminar Series** throughout the nation for aesthetic practice owners, managers and doctors. Attendees will:

- Receive face-to-face consultations from industry business/marketing experts
- Find out how to be a "skin education center" for your patients by hosting educational events
- Learn how marketing can be done effectively and for free
- Discover the new trends, leading edge products and technologies, and how quickly the entire industry is changing

Call (800) 603-4996 to sign up for the next seminar in your area!

"Following Edge's marketing plan, we booked 12 appointments a day within the first week!"

- Dr. Carlos Wolf, Florida

Consumer Awareness:



VORTEX-FUSION™ PATENTED TECHNOLOGY

HydraFacial MD®

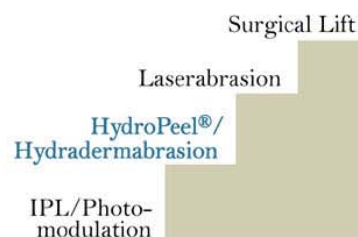
Immediate Results = Patient Loyalty

HydraFacial™ yields immediate results without recovery time or patient discomfort. It is more than just anti-aging; it is skin health.

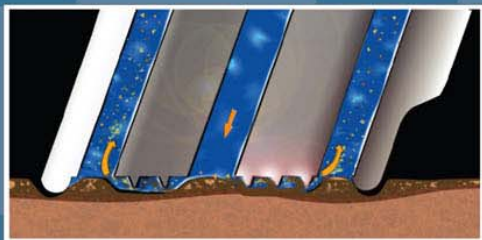
Affordable Alternative to IPL & Laser

HydraFacial™ hydradermabrasion is the latest, non-invasive skin resurfacing and rejuvenation technology in the industry. It is designed and developed to restore and maintain skin health for your patients. HydraFacial™ is the only procedure available today that infuses **antioxidants, hyaluronic acid, peptide complex** and **nutrient skin-enhancing serums** into skin. It is an affordable alternative to IPL or other non-ablative technologies, allowing you to offer affordable skin health procedures to patients, and keep them on a monthly regimen along with take-home daily skincare products.

Rejuvenation Stairway*



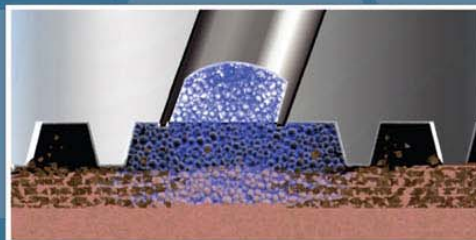
*Simplified version of Dr. Bruce M. Freedman's Rejuvenation Stairway, 2007



Vortex-Fusion™
HydroPeel® Tip



The special spiral design of the patented HydroPeel® tip creates a "Vortex-Fusion™" effect, infusing nutrient, hydrating serums into skin, while cleansing and softening sebum and impurities.



The patented HydroPeel® tip has multiple abrasive edges that exfoliate the skin several times each pass to achieve effective, even resurfacing results

For All Skin Types & Complexions

HydraFacial™ can be used for a wide array of skin conditions:

- Sun damage; hyperpigmentation; uneven skin tone
- Fine lines and wrinkles; dry or dehydrated skin
- Loss of skin clarity, resilience and firmness
- Acne, oily and congested skin (very common in teenage and male patients)



RETURN ON INVESTMENT IN AS LITTLE AS 30 DAYS!*

Achieve Amazing Profitability

30 min.
procedure

average
\$169 per
procedure

12 visits
a year

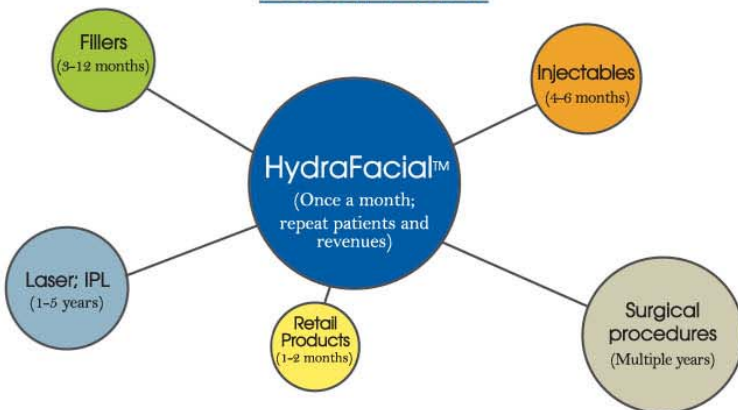
Healthy Skin Does Not
Have To Be Expensive

The HydraFacial MD® has fast become one of the most popular non-invasive skin procedures in aesthetic practices around the world. It is perfect for patients who want age-delaying effects but cannot afford surgical procedures today. In fact, it has become the “**Focal Point**”, tying all service offerings together, generating substantial profit growth and high patient retention for aesthetic practices!

“The first month we introduced the HydraFacial™, we booked a caseload of HydraFacial™ procedures by just word-of-mouth, and our retail sales and cross-selling to ancillary services both doubled.”

– Dr. Glenn H. Weissman, California

Focal Point



* Estimates only; not a guarantee.



KEEP YOUR WAITING ROOM PACKED!

Marketing Partnership

We consider ourselves your business partners; your success is our success. We are committed to helping your business grow through our ongoing, updated, proven marketing support. That is why we have designed the **Success Marketing Package** for all HydraFacial™ owners. It covers advertising, direct marketing, public relations, Internet marketing and internal marketing, to help you get a head start on marketing your HydraFacial™ and attracting new patients.

SUCCESS MARKETING PACKAGE
provides a head start on marketing your HydraFacial™ and generating buzz

MONTHLY MARKETING WEBINARS & E-NEWSLETTERS

help you increase appointments and retail take-home product sales

ADVANCED TRAINING WEBINARS

continually provide professional training support and answers to your questions

Success Marketing Partnership

- Edge Systems hosts monthly marketing webinars for all HydraFacial™ owners. Topics range from *Developing your own marketing calendar (the big picture)* to *10 effective ways to get new patients Today!*
- Every month you will receive marketing tips through e-newsletters to keep you updated on new marketing tools, such as web social networking opportunities, promotional campaigns and referral programs
- We equip you with all the necessary marketing tools, such as patient education brochures, mailers, waiting room DVDs, banners, and camera-ready artworks that you can customize with your logo and name.
- Your business listed on the Official Provider website that has over 16,000 visitors monthly!



SPECIFICATIONS

Model	Multiple Serum Stations	HydraFacial™ Hydraderm-abrasion	Diamond Hydraderm-abrasion	Blue & Red LED Light Therapy	Vacuum Therapy	Touchscreen Controls	Upgradeable
HydraFacial MD® 	 4 serum stations for easy & quick switching between serums during procedure	 Premium tower system on 4 lockable wheels with medical power output	 Various diamond-embedded tips available for medical use only	 Built-in LED light controls, connectors and handpiece holder	 Facial lymphatic drainage & cellulite massage	 Intuitive touchscreen controls with built-in protocols	 Built-in computer programs allow new modalities & features to be upgraded at any time
HydraFacial Wave™ 	 3 serum stations for easy & quick switching between serums during procedure	 Efficient tabletop system	 Various diamond-embedded tips available for medical use only				

MODALITIES

DIAMOND TIP HYDRADERMABRASION

Uses medical diamond-embedded tips with serums on acne scars and qualified skin for aggressive resurfacing

RED & BLUE LED LIGHT THERAPY

Targets acne, hyperpigmentation and signs of aging. Can be used alone or pre & post other skin procedures.

VACUUM THERAPY

Relieves circulation problems, eye puffiness, acne-prone skin, migraine headaches, sinus conditions; can be used pre & post cosmetic surgeries.

TAKE-HOME PRODUCTS

HYDRAFACIAL™ DAILY REGIMEN

An integrated part of the HydraFacial™ treatment regimen. Educate your patients how to care for their specific skin needs at home with the best performing ingredients like antioxidants, peptide complex, hyaluronic acid and salicylic acid.



business
consultation
free

on-site
demo
free

**call
today**

800.603.4996

www.EdgeSystem.net
www.HydraFacial.com
Signal Hill, California
Made in the USA

**EDGE
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CORPORATION**

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