

SkinPen®

PRECISION

BioActiveAesthetics

Cutting Edge Skin Technologies

WINNER 2018

**Aesthetics
Awards**

THE BARRY KNAPP AWARD FOR
PRODUCT INNOVATION OF THE YEAR,
SUPPORTED BY MEDICAL AESTHETIC GROUP



BioActiveAesthetics
SkinPen® Precision
Micro-needling in the UK

The FDA Cleared Micro-needling Device manufactured by



SkinPen® Precision sets the gold standard in Microneedling.

Three years of Bellus Medical's proactive work in design and development has paved the way for a new classification in the Microneedling category.

SkinPen Precision is the **only legal device that can be marketed and sold in the USA** with this new classification.



SkinPen® Precision

What does ISO Certification Mean?





There is a difference, and it's Blue

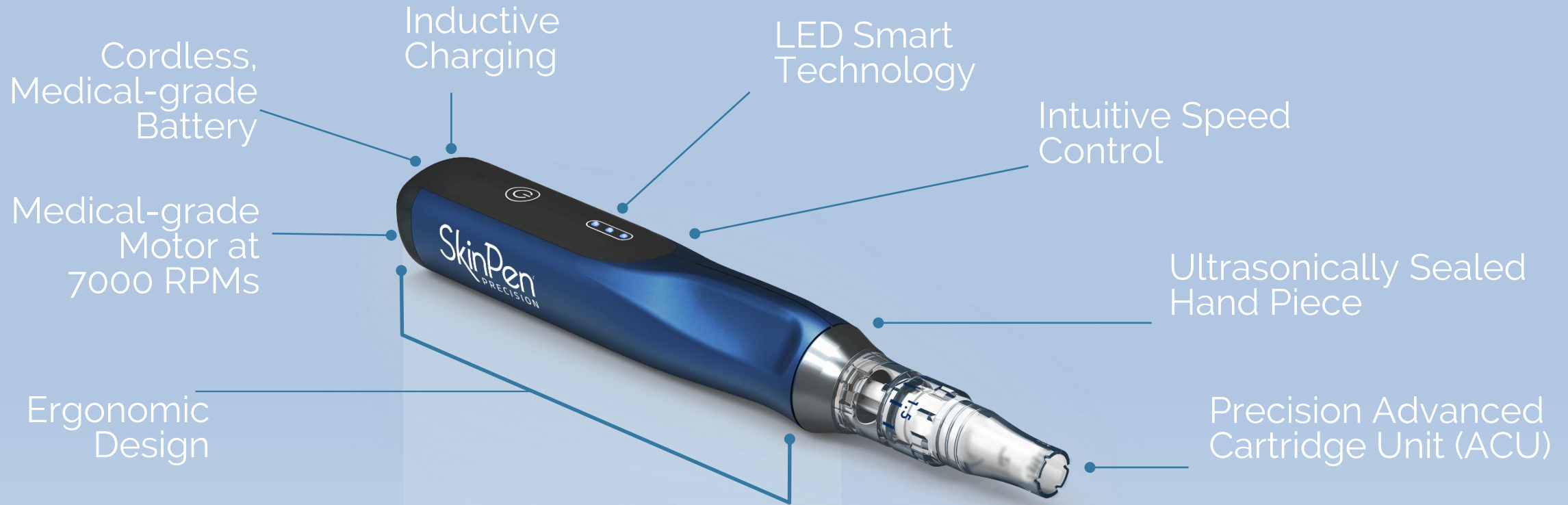
Over **90 validated requirements** met for SkinPen Precision System's device & cartridge.



| | | UNAPPROVED, ADULTERATED DEVICES ON MARKET |
|--|---|---|
| FDA cleared , Class II device approved in the US, Health Canada and TGA Australia approved | ✓ | ✗ |
| First globally approved microneedling device with CE Mark and ISO 13485:2016 Certification | ✓ | ✗ |
| Clinically proven to be safe and effective | ✓ | ✗ |
| Laboratory tested and validated to prevent risk of cross-contamination* | ✓ | ✗ |
| Cartridge validated for needle quality, sterility and precision | ✓ | ✗ |
| Protects the practice | ✓ | ✗ |
| Protects the patients and delivers clinically proven results | ✓ | ✗ |
| Designed and engineered in the U.S.A. with proprietary technology | ✓ | ✗ |

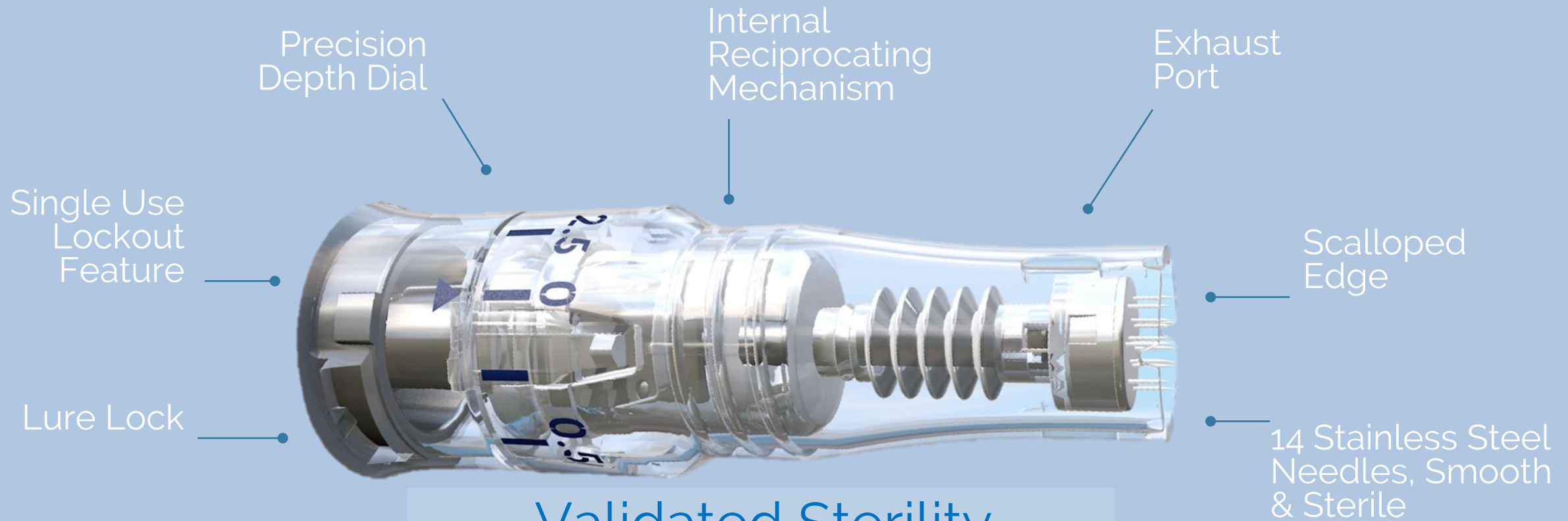
There is a difference

SkinPen Precision Device



RoHS Compliant

Precisions Advanced Cartridge Unit



Validated Sterility
& Biocompatibility

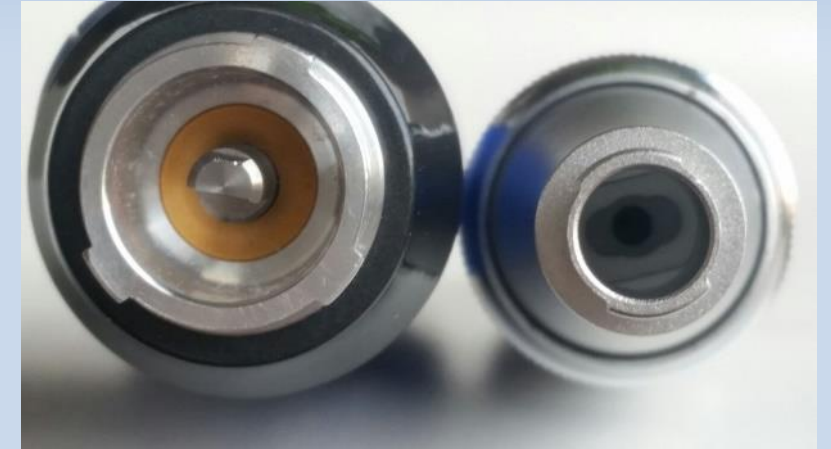
Ethylene Oxide Sterilized

INGRESS PROTECTION

What is it, and why is it important?

Important considerations for patient safety should be addressed and fluid 'ingress protection' is of paramount importance in mechanical needling pens to ensure blood/fluids from the procedure don't migrate into the Device. This is measured on a scale of 1-9, 9 being risk free

Skinpen Precision reverses the way the cartridge attaches to the pen via a shaft to slot on the disposable pen head rather than inserted into a hole in the pen



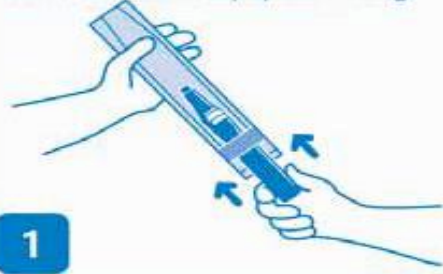
3 pathways of cross contamination addressed:

- * Cartridge head 100% sealed so no leaking
- * Ultra-sonically sealed base – watertight so no body fluids can enter
- * Bio-Sheath covers the entire device adds further protection

SkinPen® Bio-Sheath provides an additional layer of Protection

Custom, disposable SkinPen® Bio-Sheath, combined with the Advanced Microneedle Cartridge virtually eliminates the risk of cross-contamination.

Hold Bio-Sheath and insert SkinPen body (without cartridge) between the white tab and paper backing.



Push SkinPen through open end to expose the first ridge (2mm) of the tip.



Peel back the protective top cover.



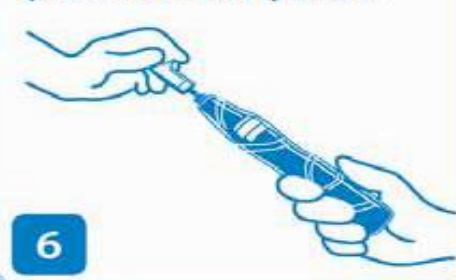
Peel away the paper backing.



Pull Bio Sheath snug, remove adhesive backing and seal end.



Insert new microneedle cartridge into SkinPen. SkinPen is now protected and ready for use.



SkinPen Sets The Standard

- Skinpen uses 14 state of the art smooth Japanese needles in the cartridge tip
- Super tensile strength for treating scar tissue
- Precision sharp to prevent tearing caused by blunt or hooked needles
- All the needles are the same length
- Needle length and depth is adjusted in the cartridge head, not the pen, for absolute accuracy

ADULTERATED DEVICES ON MARKET

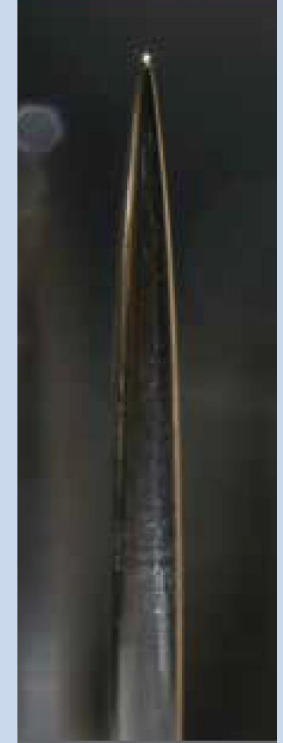


Hooked Needle*



Jagged*, Non-sterile Needles**

SKINPEN



Straight, Sterile
& Precise

SkinPen's – Individual Patient Safety Treatment Kits

Single-use Precision Kit

- Avoid cross-contamination of back bar product

Skinfuse LIFT HG

- A stand-alone medical device
- Protects skin, prevents abrasion & reduces friction
- May be used during and following procedure to prevent skin from drying out
- Non-cytotoxic, non-damaging to skin cells
- Tested & cleared for use with SkinPen Precision



SkinPen Precision Advanced Cartridge Unit (ACU)

Disposable Bio-Sheath

- Added layer of protection for device

Skinfuse RESCUE Calming Complex

- Supports a non-inflammatory path for scar-free remodeling
- Post-procedure protocol



SkinPen® Precision

The only Class 1 Medical grade Precision Microneedling Device in the UK

SkinPen delivers thousands of micro-injuries to initiate the body's wound healing process.

The body begins to break down damaged tissue and produce healthy new cells. These cells repair and remodel the injured tissue, producing new organized mature collagen providing support to Dermal epidermal junction

Your answer for: Ageing Skin, Fine Lines,
Wrinkles, Injury Scars, Acne Scars, Melasma



Why is SkinPen Right For My Practice?

- SkinPen Precision System is a gateway technology
- Integrates easily into any practice & patient treatment regime
- Allows for long-term patient retention
- Protects the practice & their patients
- Profitable & generates referrals
- Warranty backed & FDA cleared

Dr Maryam Zamani

Key Opinion Leader



Why is SkinPen Right For My Patients?



- Only **FDA cleared & legally marketed** micro-needling device
- Offers patient safety & satisfaction
- For patients of all skin types, dark to light
- A natural, minimally invasive treatment
- Little to no downtime for patients



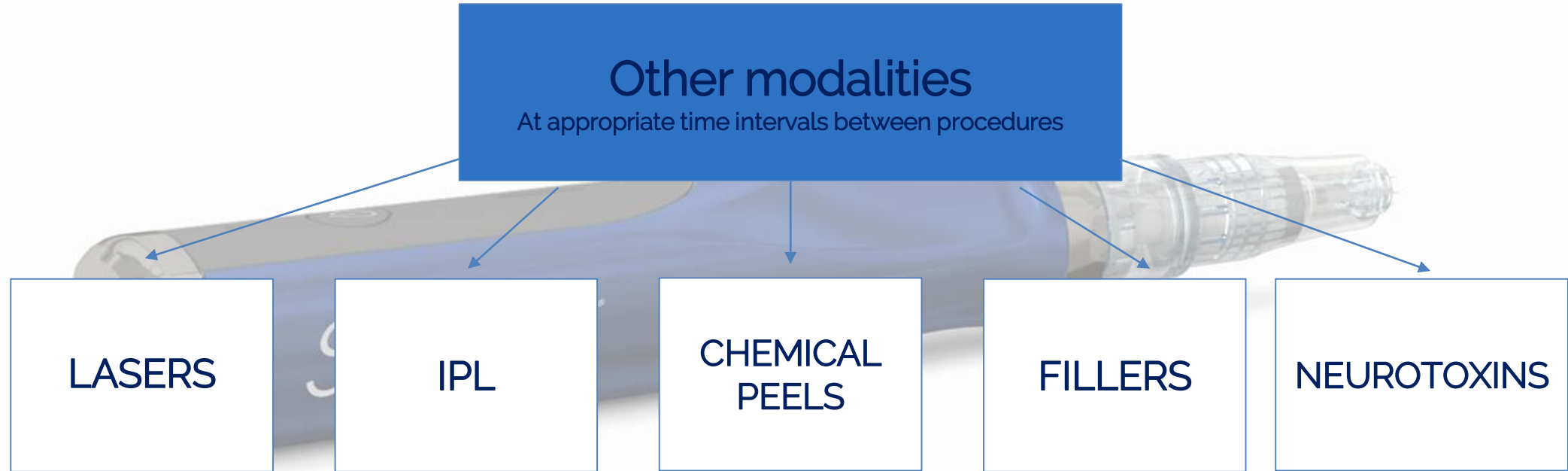
The Patient Experience: Patient Selection

The SkinPen Precision System is safe for **all skin types** and all Fitzpatrick skin types.



SkinPen For Every Skin

SkinPen works well with other modalities



BENEFITS OF SKINPEN TO OTHER MODALITIES:

- Assist in the revitalization of epidermal integrity to improve the appearance of fine lines and wrinkles
 - Initiate release of natural growth factors to improve cellular communication and assist in reversing the signs of aging.

SkinPen Precision® EDUCATION

A full day Face to Face training in the theory and practical techniques of SkinPen Microneedling
Delegates will learn both theory and practical of the device:

1. Understand the mechanism of Micro-Needling, the effects and benefits of single and multiple treatments and how the treatment compares to other regenerative treatments.
2. Understand all health and safety issues to ensure practitioner safety, patient safety and the factors that need to be considered to help ensure positive treatment outcomes. To include - requirements for treatment, preparation of the treatment area, consultation & skin analysis, consents to treatment & photographs, post treatment procedures and client advise
3. Understand the unique characteristics of Skinpen Precision and the accompanying products required for safe, effective and comfortable treatment.
4. Understand the topical actives that will support skin healing and tissue regeneration post treatment



Summary of SkinPen Precision Advantages:

- 1st completely sealed device on the market to prevent fluid intake
- Essentially using a Disposable pen for each customer so little wear & tear, therefore longer life
- Unique and patented cartridge design houses the reciprocating mechanism (other devices have the mechanism in the pen itself)
- No body fluids can enter the SkinPen Precision base leaving the '**ingress protection**' intact, putting client safety at the forefront of the treatment !!
- Disposable Bio-Sheath covers the entire device and pen for client safety
- 14 Japanese precision medical grade needles, with no hooks or varying lengths to tear the skin
- The needles enter at the precise depth- 0.25mm to 2.5mm - set in the cartridge head for accuracy (not adjusted in the pen)
- No trailing wires avoids cross contamination . Smart Wireless charging allows the device to constantly operate at full strength, so the last client gets the same treatment as the first!
- Needles enters the skin vertically, so no tearing/scratching tissue which prevents unwanted inflammation or pain
- Individual Patient safety Treatment kits – patient Safety first

SkinPen Precision System Package

- SkinPen Precision Kit
- Consumer brochures
- Soft copy digital marketing Material

SkinPen Safety Treatment Kits
Poster and counter cards
1-day Face to Face Micro-needling Training



Revenue Opportunity

6 new customers per month on the
SkinPen System @ x3 treatment package

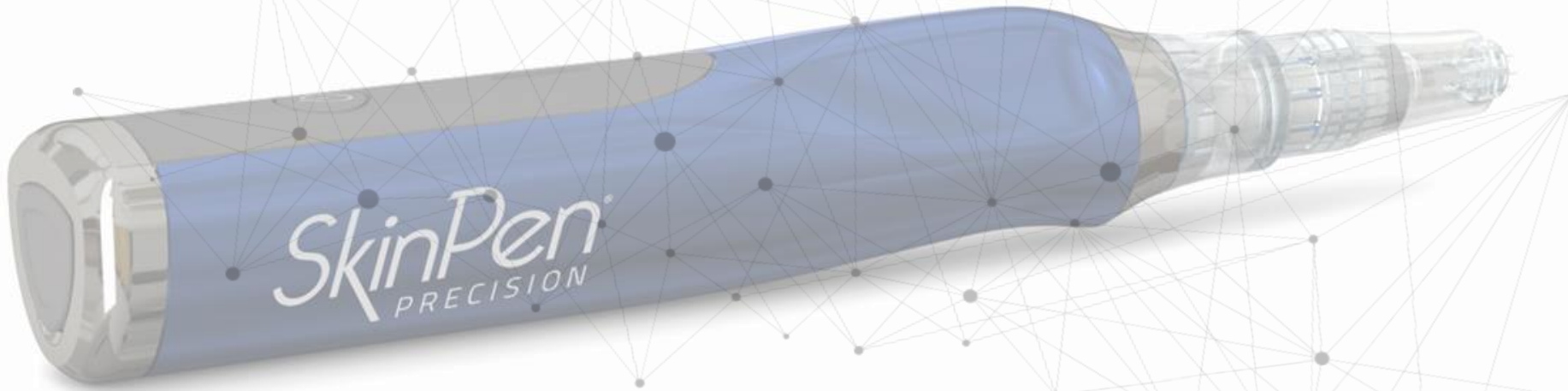


= 216 treatments @ £250.00

£54,000 year in gross revenue

plus skincare sales opportunity

See The Results



BEFORE



Gender:
Female

Number of Procedures:
2

Age:
66


Photos courtesy of:
Christina Clarke,
Registered Nurse,
Bio-Health & Aesthetics,
Mount Pleasant, SC

AFTER

SkinPen®
PRECISION

BEFORE



 BELLUS MEDICAL

Gender:
Female

Number of Procedures:
6

Age:
n/a

Photos courtesy of:
Cathy A. Presnick,
Licensed Aesthetician,
A Perfect Complexion, LLC,
Melbourne, FL.

AFTER

SkinPen
PRECISION

BEFORE



BELLUS MEDICAL

Gender:
Male

Number of Procedures:
5

Age:
n/a

Photos courtesy of:
Christie Matter, MD,
North Texas Dermatology,
Plano, TX

AFTER

SkinPen®
PRECISION

Contact Us

BioActiveAesthetics

UK/Ireland Sole distributor of SkinPen Precision

T: +44 (0) 791 941 6392

T: +44 (0) 1753 595183

M: +44 (0) 7853 932645

E: enquiries@bioactiveaesthetics.co.uk

W: <http://skinpenuk.com>

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