

INTRODUCING:

**mjoule**

*Simply  
Radiant  
Skin*

**BBL**™ + moxi™  
★★★HERO★★★





## Features

- Moxi, a Halo family fractionated 1927nm resurfacing laser
- Acclaimed BBL
- Advanced treatment driven interface
- Agile novel platform

## Benefits

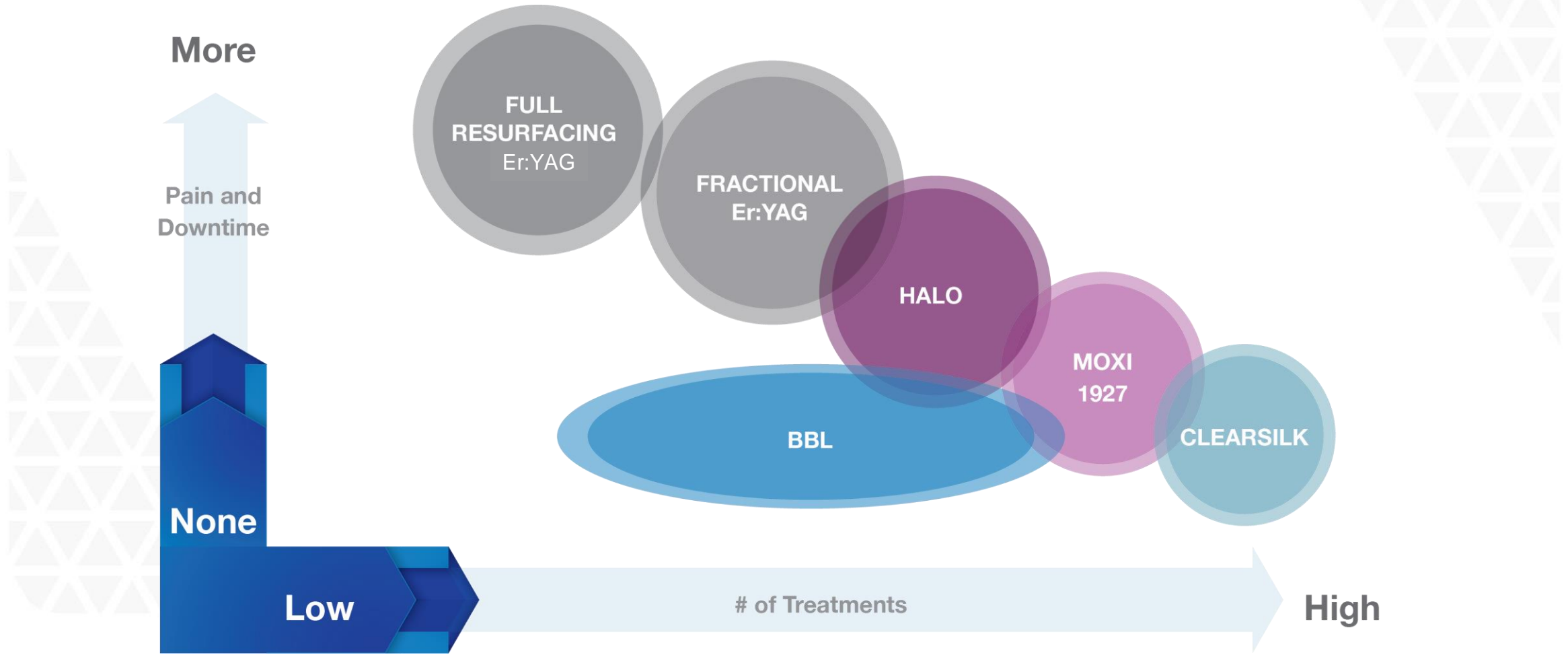
- Treat all skin types year round (Moxi)
- High patient satisfaction with synergistic treatments
- Treat smarter not harder
- Office friendly small footprint & standard power requirements (110)



It is versatile and year-round, single targeted treatments to regular skincare maintenance regimens.



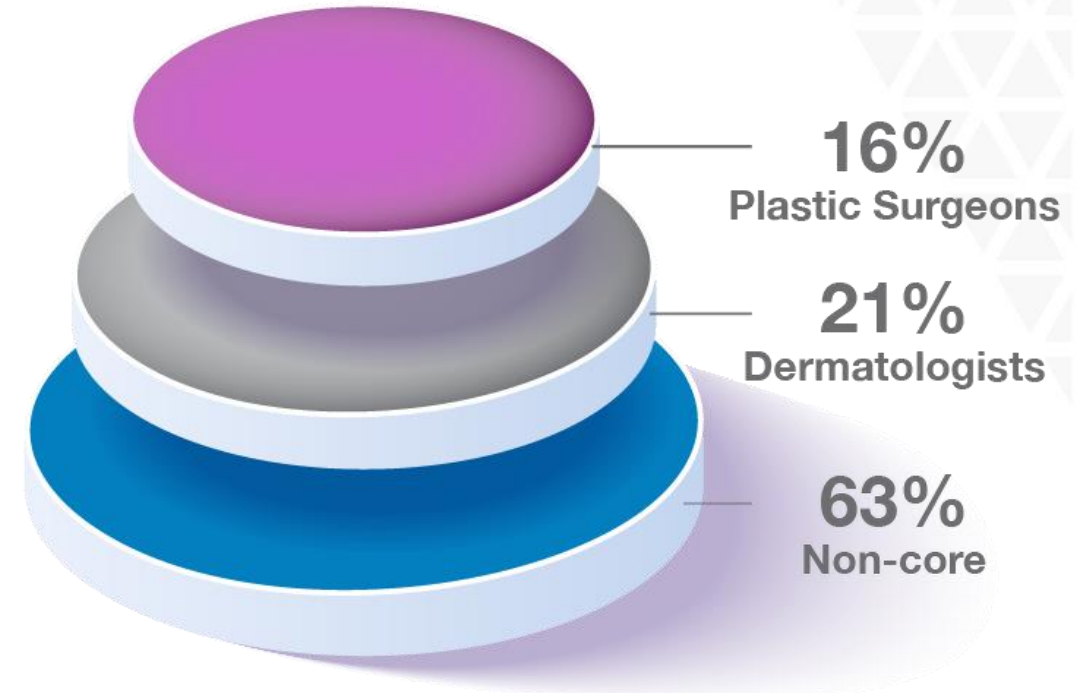
# HOW DOES THIS FIT WITHIN THE SCITON CONTINUUM



# FILLS A NICHE

- Dermatologists & Non-core
- New or smaller practices
- Medspa's or non-core
- Any high-volume Joule 7 or X owners
- Perfect recurring revenue options

U.S. Aesthetic Physicians by Specialty



Data Source: Medial Insight 2018 Global Aesthetic Market Report



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A GENTLE Approach to Radiant Skin  
Fractionated 1927nm Thulium

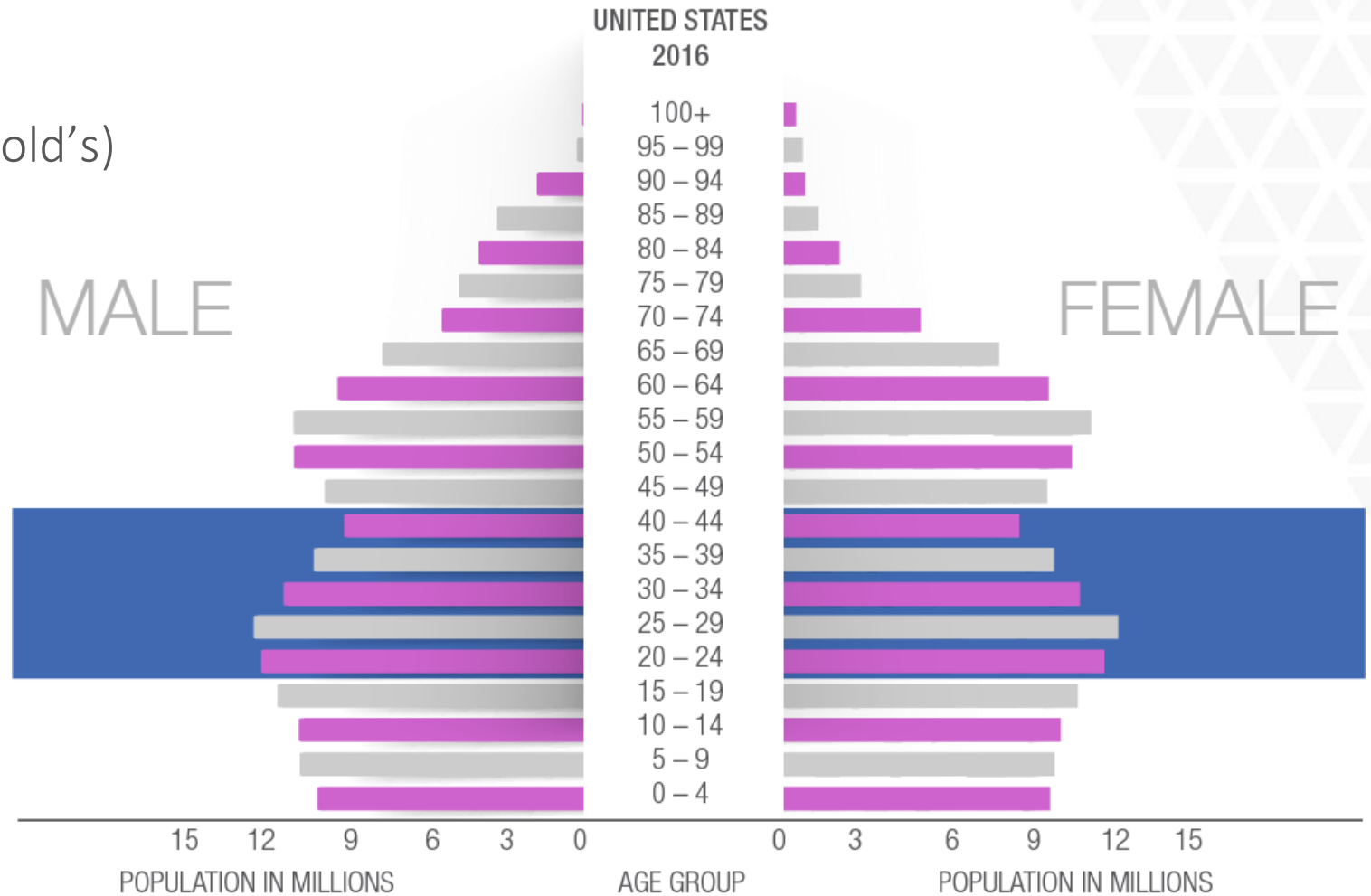
# MEET MOXI

- Year round, every skin type
- Fractionated 1927 nm wavelength
- Delegatable with proven results
- Comfortable, low -to-no down time, treatment

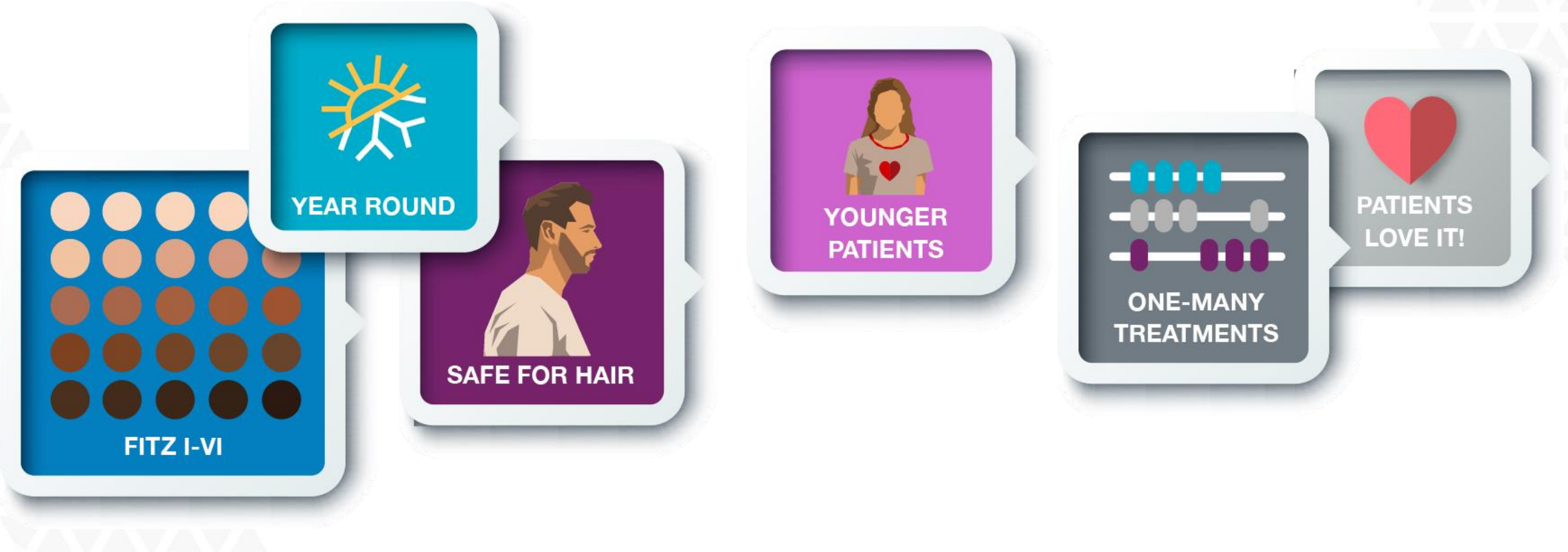
*Lighten, brighten and refresh with* moxi™

# IDEAL & NEW PATIENTS

- Capture Millennial (20-40 year old's)
- Anyone seeking “polishing’
- Anyone new to lasers
- All skin types

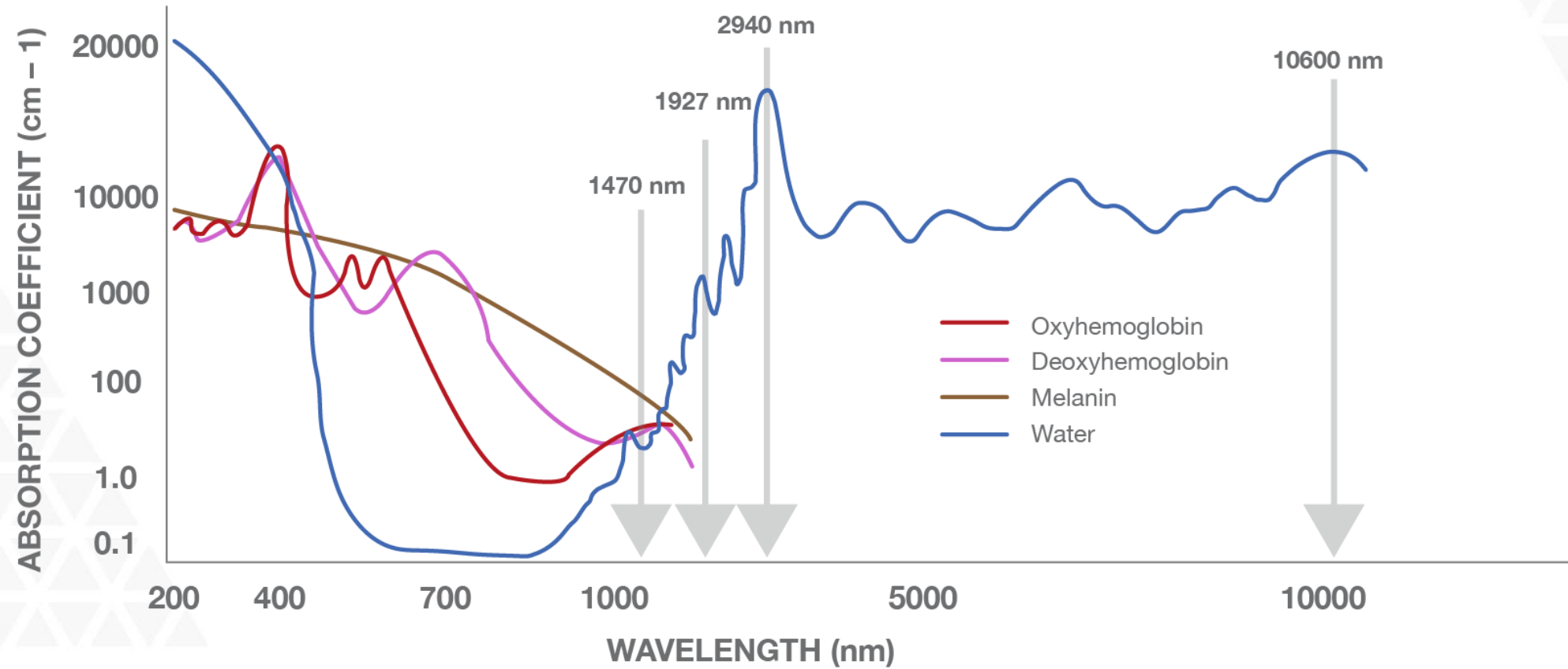


# WHY MOXI? EXPAND SKIN REJUVENATION BUSINESS





# MOXI – 1927 TARGETS WATER



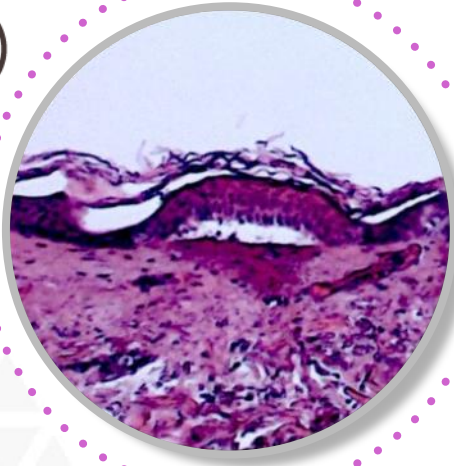
# HOW MOXI COMPARES TO OUR OTHER TECHNOLOGY

	moxi	halo HYBRID FRACTIONAL LASER	ERBIUM PROFRACTIONAL	ERBIUM CONTOUR
DYSCHROMIA	✓	✓	✓	✓
TEXTURAL IRREGULARITIES	✓	✓	✓	✓
FINE LINES	✓	✓	✓	✓
DEEP STUBBORN PIGMENT		✓	✓	✓
WRINKLES		✓	✓	✓
REDS		✓	✓	✓
ABLATIVE RESURFACING		✓	✓	✓
NON-ABLATIVE REJUVENATION	✓	✓		
REGULAR SKIN MAINTENANCE	✓	✓		
COMBINE WITH BBL	✓	✓	✓	✓
DELEGATABLE	✓	✓		
TREATMENT COST	\$	\$\$	\$\$\$	\$\$\$\$

# LEVEL UP YOUR SKIN REVITALIZATION BUSINESS WITH MOXI

Level

1

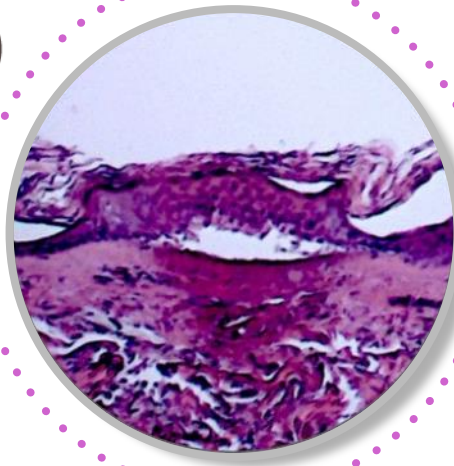


Prevent & Refresh

5-10 mJ, 5-10% density  
4-5 passes

Level

2

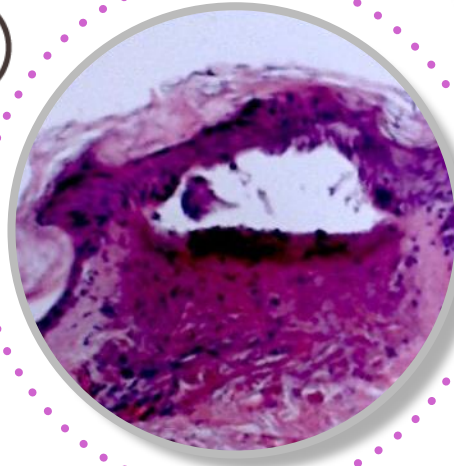


Revitalize & Maintain

10-15 mJ, 10-15% density  
4-5 passes

Level

3



Transform & Renew

15-20 mJ, 15-20% density  
6-8 passes

# moxi™

Level 1

Healing Diary



Pre

Day 1

Day 2

Day 3

Day 4

moxi™ Level 2  
Healing Diary



Pre

Day 1

Day 2

Day 3

Day 4

# moxi™

Level 3

Healing Diary



Pre

Day 1

Day 2

Day 3

Day 4

Day 5



# moxi™ Level 2



Courtesy of AesthetiCare





# moxi™

Level  
2



Courtesy of AesthetiCare

# moxi™

Level  
2



Courtesy of AesthetiCare

# moxi™

Level  
2



Courtesy of Chris Robb, MD

# moxi™

Level  
2



Courtesy of Steve Swengel, MD

moxi™

Level  
②

Level  
③



Courtesy of Steve Swengel, MD

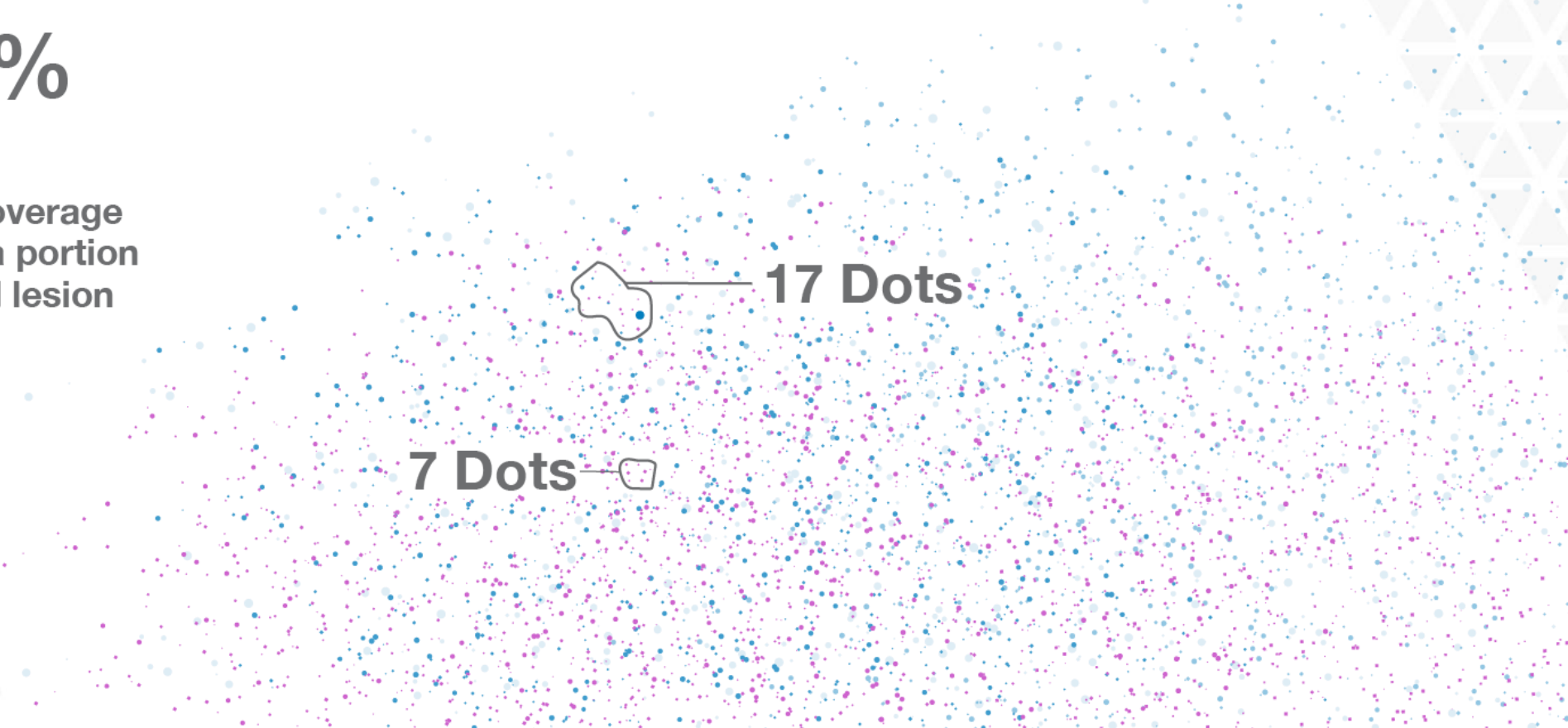


Even BETTER together

# WHY COMBINE BBL WITH MOXI?

# 15%

Fractionated coverage  
can only target a portion  
of a pigmented lesion



# SPOT TREAT WITH BBL FOR IMPRESSIVE RESULTS





moxi™ + BBL™  
★★★HERO★★★



Before

2 mo after 5 tx

Courtesy of Steve Swengel, MD

moxi™ + BBL™  
★★★HERO★★★



Courtesy of Steve Swengel, MD

moxi™ + BBL™  
★★★HERO★★★



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moxi™ + BBL™  
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Courtesy of Steve Swengel, MD

moxi™ + BBL™  
★★★HERO★★★



Courtesy of Chris Robb, MD

moxi™ + BBL™  
★★★HERO★★★



Before

3 weeks after 3 tx

Courtesy of Chris Robb, MD

moxi™ + BBL™  
★★★HERO★★★



Courtesy of Chris Robb, MD



moxi™ + BBL™  
★★★HERO★★★



Courtesy of Chris Robb, MD

moxi™ + BBL™  
★★★HERO★★★



Before

2 mo after 5, 3 BBL spot tx

Courtesy of Steve Swengel, MD

moxi™ + BBL™  
★★★HERO★★★



Courtesy of Steve Swengel, MD

moxi™ + BBL™  
★★★HERO★★★



Before

1 mo after 5 moxi, 3 BBL spot tx

Courtesy of Steve Swengel, MD



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Forever **CHANGE** how to treat skin  
From head to toe

# HIGH ENERGY RAPID OUTPUT

**4x** SPEED

**3x** PEAK POWER

**2x** COOLING

**BBL**<sup>™</sup>  
★★★HERO★★★

\*Available on Forever Body & Forever Young +, max speed and peak power varies by selected filter and joules

# THE BROADBAND LIGHT FAMILY

Body



Quickly Treat Large Areas



Anti-Aging Treatment



Acne Treatment



Hair Removal



Skin Tightening



# HOW IS BBL HERO DIFFERENT FROM OTHER IPLS?

**BroadBand Light (BBL)** is the most advanced and versatile Intense Pulsed Light (IPL) system in its class.

## What truly sets BBL apart?

- 4x the speed, 3x the peak power & 2x the cooling
  - Same robust long life DuraLamp Technology
- CoolComfort technology features:
  - Powerful cooling; 1-30 °C in 1 °C increments
- Snap on Finesse Adaptors and Smart Filters for fast adjustments during treatment
- Precise and consistent treatments
- Range of spot sizes, including large
- Advanced Intelligent Treatment Driven Interface







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Forever **CHANGE** how to treat pigment  
On the body



High Energy Rapid Output

# WHAT ARE BBL HERO BODY TREATMENTS?

Forever change how to treat pigment on the body

- No more labor intensive treatments – treat in just minutes
- Improved ROI – fast patient throughput
- Reduced risk of side effects

Proprietary technology provides

- Lightning fast treatments – High Hz rate
- Improved outcomes – Powerful dual lamps
- Enhanced patient comfort – CoolComfort enhanced cooling technology

RESULTS  
in as little as

1-2 tx

# IPL STRIPING



**BBL**  
★★HERO★★





Faster than ever

Static 1hz





Before



2 mo after 1 tx

Courtesy of Jason Pozner, MD



Before



2 mo after 3 tx

Courtesy of Steven Swengel, MD

# 1 SESSION DP



pre

1 month post



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Before

1 mo after 1 tx

Courtesy of Jason Pozner, MD



Multiple settings used

Courtesy of Dr. Jason Pozner

Before



After multiple tx



Before



After



Before



1 mo after 2 tx

Courtesy of Steven Swengel, MD



Before



1 mo after 3 tx

Courtesy of Steven Swengel, MD



Before



Post 3 Treatments



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Using 1 Step Protocol with BBL HERO mxi.







Before



Post 2 tx



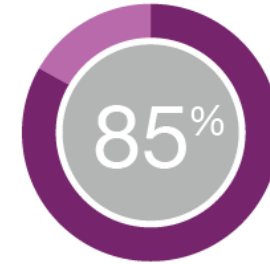


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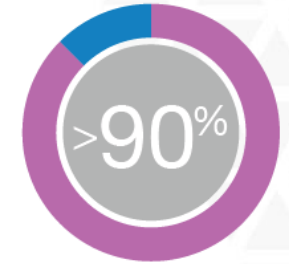
Proven Popular – Support You Can  
Count On

# BBL – MOST POPULAR

- 86% of Joule's are sold with BBL (#1 sold, next Halo)
- 48% of BBL systems upgrade to SkinTyte
- Practices typically perform more BBL treatments
  - 74% national average (from IQ data)



'worth it' rating on  
**realself.com**

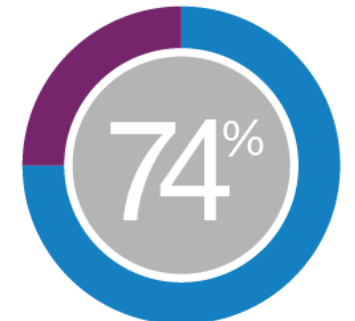


patient satisfaction on  
**realpatientratings.com**

— Patients **LOVE** their results —

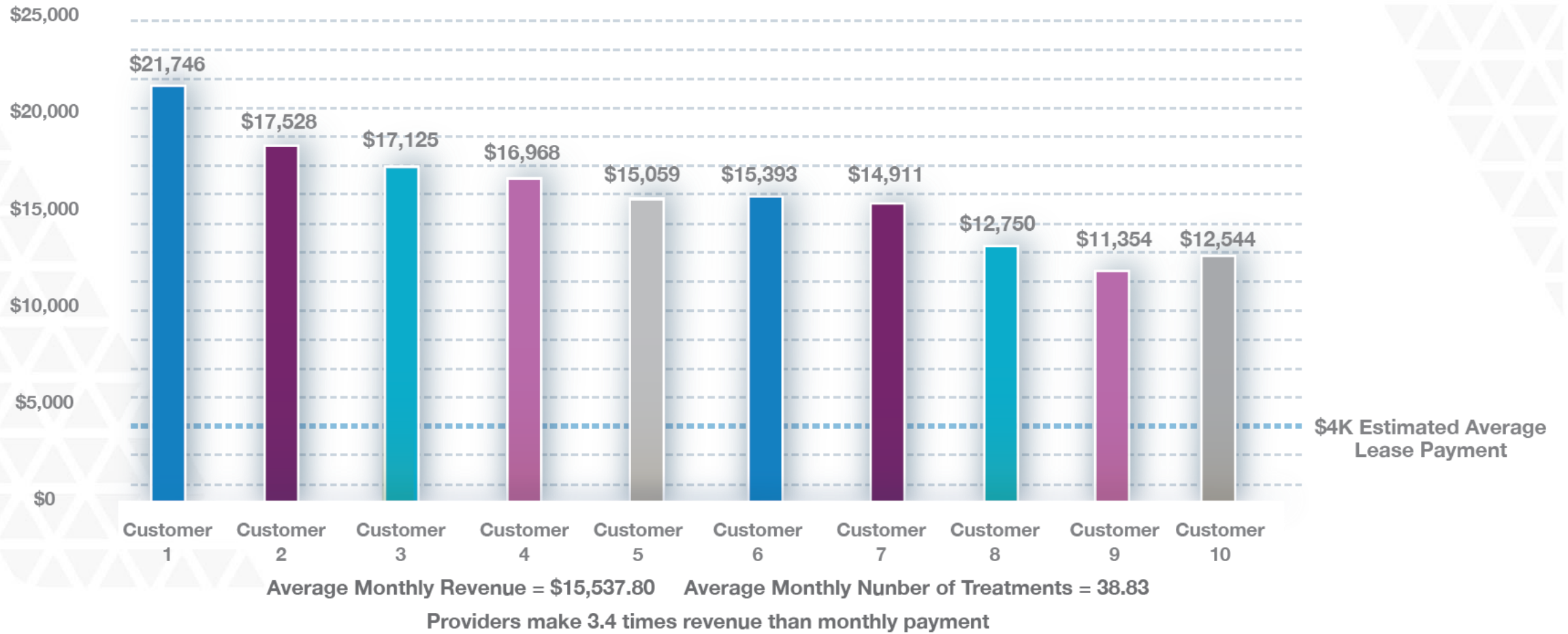
**Practices  
use BBL**  
EVERY DAY, ALL DAY

● HALO ● BBL



# BBL GENERATES REVENUE, EVERY DAY

BBL Top Providers to Date



# BBL IS BUZZ-WORTHY

BAZAAR

Reader's Digest

BYRDIE

bravo

myNewOrleans.com

Forbes

TOWN&COUNTRY

totalbeauty

WELL + GOOD

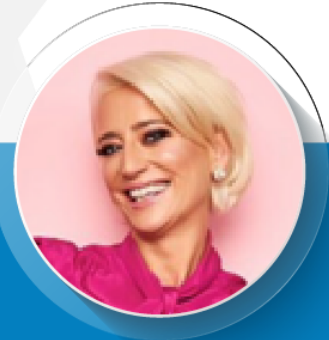
YAHOO!  
LIFESTYLE

zwivel

BEAUTY  
in the bag

TV, Print, Digital, SM  
BBL is **TALKED** about

# SOCIAL INFLUENCERS LOVE BBL



**Dorinda Medley**

@dorindamedley

Bravo Real Housewives of New York

**757k**

FOLLOWERS



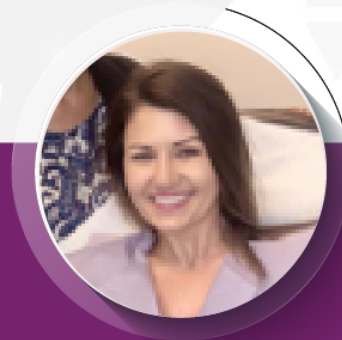
**Cary Deuber**

@carydeuber

Bravo Real Housewives of Dallas

**249.3k**

FOLLOWERS



**Corri McFadden**

@corrimcfadden

**16.9k**

FOLLOWERS

# CLINICS FIND BBL AN INVALUABLE ADDITION

## TOP AREAS TREATED:

CHEST FACE  
HANDS ARMS NECK  
ANYWHERE!

The top 10%  
are using BBL  
treatments more than



PROCEDURES ARE  
DELEGATABLE TO  
PHYSICIAN EXTENDERS

“The results are  
stunning! The skin  
becomes healthy  
and looks youthful.”

– Janine P., RN.  
Rosemont, IL

“BBL is the basis for my  
business. It is the single  
most recommended  
treatment in my practice!”

– Kathleen H., Clinical Nurse Spec.  
Minnamurra, Australia



# SHOWPAD BBL RESOURCES

## Valuable resources

- Selling PPT
- Videos
- Before and After decks
- Social media & infographics
- And more...

## On-the-fly, quickly share

- Send, track, confirm
- Know what they looked at and know what resonated



# MARKETING SUPPORT

- Smart Start Kit
- Wide array of patient brochures, SM campaigns & other materials
  - Updated/added to regularly
- Success Builder Program
- BBL specific website: [www.bblbysciton.com](http://www.bblbysciton.com)
- Branded Merchandise

