

## UCSF Clinical Trial – Testimonials



*"The DermaPower 5 step skin system for lightening hyper pigmentation has been miraculous for me! I have tried several skin lightening products in hopes of bringing back the skin I had 10 years ago before 3 pregnancies, which had created a collage of dark spots on my face. Until now I had no change. My husband, friends and family are amazed at the change and not only have my dark brown spots lightened significantly, but how healthy my skin looks. I feel lucky to have been introduced to the DermaPower 5 step skin system, now I no longer have to accept and live with hyper pigmented skin. I can actually look at my wedding picture from 10 years ago and not wish for that skin, because now it's back."*

D. Boger

**DERMAPOWER™**

# UCSF Clinical Study

- **Lead by UCSF Facial Plastic Surgeons**
  - C.S. Mass, H.D. Stupak, B.M. Loos
- **Utilized DermaPower Prototype Design**
- **A total of 54 patients (44 female, 10 male)**
  - Group A – Acne Prone Patients
  - Group B – Non-Acne Patients
- **Subjects observed for**
  - Acne
  - Tactile skin roughness
  - Wrinkles
  - Overall Skin Quality
- **Subjects judged on 4 point scale**
  - 0 = none, 1 = minimal, 2 = moderate, 3 = significant
- **Test period**
  - 8 week treatment plan
  - 16 week follow-up and observation
- **Bottom Line Results**
  - Overall improvement in both groups was from 55% to 70%
  - Close match with patient and medical observed results
  - Before and After images reflect excellent results.

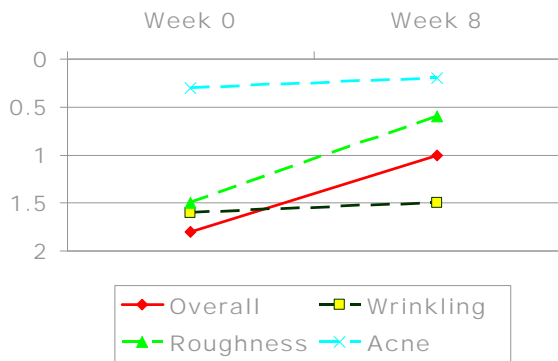
# UCSF Clinical Trial - Others



**DERMAPOWER™**

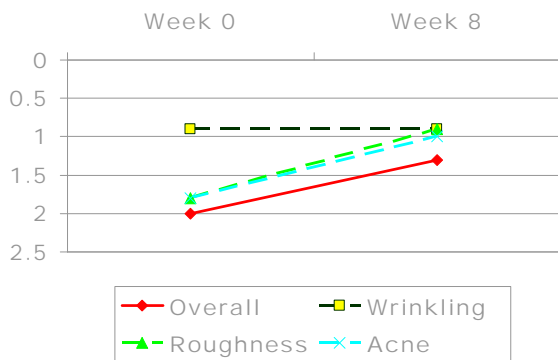
# Results of UCSF Study (First 8 Weeks)

## MD Evaluation – Sun Damage Study



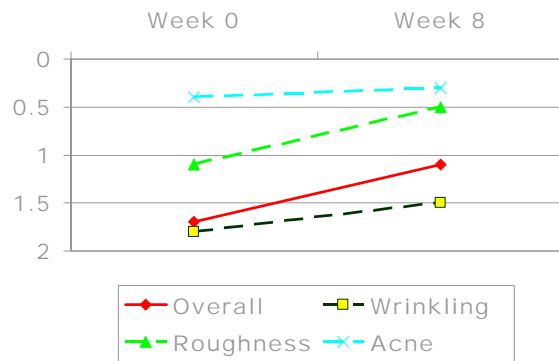
70% Overall improvement

## MD Evaluation – Acne Damage Study



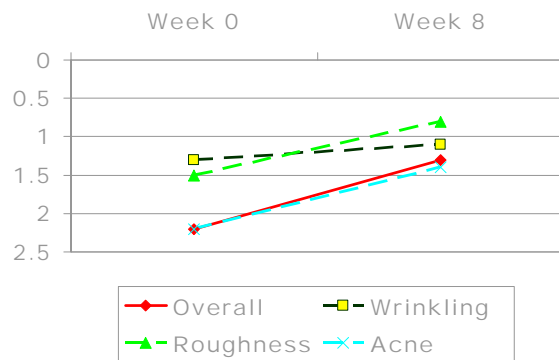
54% Overall improvement

## Self Evaluation – Sun Damage Study



54% Overall improvement

## Self Evaluation – Acne Damage Study



69% Overall improvement



# Recent Comparison



**Carrie October 2003  
Prior To Use of Dermapower**



**Carrie October 2004  
After 5 Weeks on Dermapower**

**DERMAPOWER™**

# Competitive Evaluation

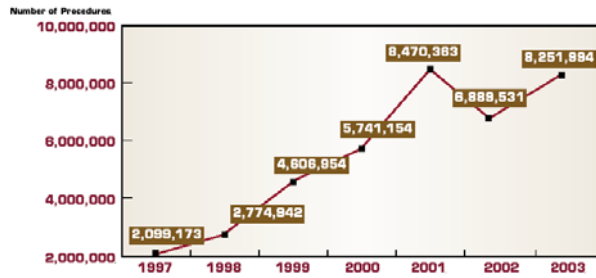
	Professional and Medical Systems	Professional Grade Systems	Sponge and Paste Systems	Exfoliating Scrub Cloth Systems
Manufacturer	Various	Exalt DermaPower	Derma New Sharper Image	Derma-C (Ceuticals)
Exfoliation	"Sand Blast" Al-Oxide treatment	Rotating Al-Oxide Head	Exfoliating Paste	Exfoliating Cloth
Power Vacuum	Built Into Head	Built Into Head	None	None
Skin Activation	Natural Collagen	Natural Collagen	None	None
Power Source	AC Powered 110V	Rechargeable Battery (110V)	Replacement AA Batteries	None
Treatment Timeframe	2-3 Week Intervals	Once a Week	5 days on then 5 days off	Daily
Effectiveness	Historically Proven	Clinically Proven	Limited Non-Clinical	Limited Non-clinical
Full Skin Care Product Approach	No	Yes	No	No

# Facts About Microdermabrasion

- Every day 3,600 treatments are performed by Medical Doctors
  - Average Cost per treatment \$161
  - Total annual market = \$140 million/year
  - Dermabrasion adds another \$40 million/year to market
  - 8 treatments per individual = \$1,288 /person
  - Treatments are temporary
- Every day 15,000 treatments are done in spas in the United States
  - Average Cost per treatment \$60
  - Total annual market = \$250 million/year
  - 8 treatments per individual = \$480 per person
  - Treatments are temporary
- Home treatments are emerging as a new approach to this treatment
  - New devices sale from \$30 to \$100
  - Other Products could range in \$200 plus
  - Replacement “heads” and products
    - are the *razor blade* of the industry
  - 8 treatments per individual = \$100 to \$200 per person
  - Repeated treatments < \$10 per person per treatment

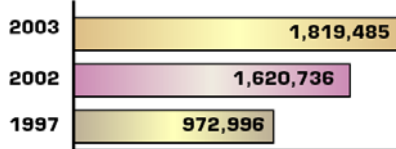
# Cosmetic Surgery Trends

## COSMETIC SURGERY TRENDS Surgical and Nonsurgical Cosmetic Procedures: Totals



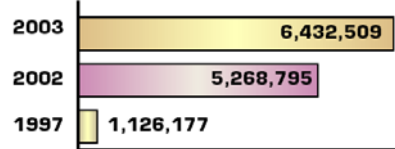
Source: American Society for Aesthetic Plastic Surgery

### Surgical Cosmetic Procedures



Source: American Society for Aesthetic Plastic Surgery

### Nonsurgical Cosmetic Procedures



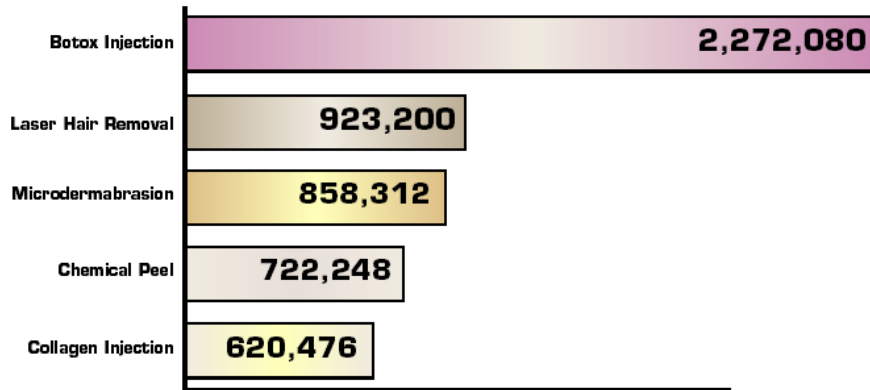
Source: American Society for Aesthetic Plastic Surgery

- Cosmetic surgery demand has increased by 410% over 6 years
- Non surgical cosmetic procedure demand has increased by 580% in last 6 years



# Leading Non Surgical Procedures

## TOP 5 *NONSURGICAL* COSMETIC PROCEDURES IN 2003



Source: American Society for Aesthetic Plastic Surgery

- Microdermabrasion is the 3<sup>rd</sup> top procedure done by medical professionals in the United States
- Of these, only Microdermabrasion and Chemical Peels are done by estheticians using a non medical procedure.
- It is estimated that there are at least 5X the procedures performed by estheticians .

# Does the Home Market Exist?

- **Off all Luxury Items**
  - Cosmetics rank as the number one product category
  - Skin Care and Rejuvenation ranks as first in the cosmetic market
  - People want to do skin treatments at home.
- **The global skin care market is estimated at \$200 billion.**
  - Per Euromonitor Research
  - Dr. Scholl's parent company makes over \$3 billion a year on skin care products mostly for feet.
  - The hair die home market is over \$4 billion on a procedure that is done both by home use and professionals. Clairol alone has \$1.6 billion in this market
  - Largest New Growth Potential – Asian and Men's Market
- **The Home Market has exploded with Buff 'n Puff Systems**
  - Derma New and Youthful Essence lead the market today
  - There are approximately 12 Derma New look and work-a-likes on the market today.
- **Microdermabrasion is will be one of the top five home cosmetic treatments by 2006**
  - by Euromonitor Research