Skin Revitalization & Tattoo Removal

September 28, 2016
Bill Mitchell
Goals:

• Review/reinforce PicoSure selling advantages
  – Emphasize skin revitalization > tattoo
• Share competitive intel & best practices
• Highlight available selling tools
PicoSure® Product Overview

- **755 nm, 532 nm, 1064 nm**
- **550-750 picosecond pulse duration**
- **Boost™ for 70% pressure increase**
- **FOCUS™ Lens Array**

*No other pico laser has all this!*

Broad US FDA clearances:
PicoSure 755 and 1064 are FDA cleared to treat tattoos and pigmented lesions in skin types I-VI. PicoSure 755 with Focus is FDA cleared to treat pigmented lesions in skin types I-VI and acne scars and wrinkles in skin types I-IV. PicoSure 532 is FDA cleared to treat tattoos in skin types I-III.
Skin Revitalization
Pigment Flat Optic Method of Action
Pigment treatment (infant birthmark)

Before

After 2 Tx

755 nm pico is trusted as the safe laser even for infants!
PicoSure 755 nm advantage: *No adverse effects After Tx*
755 + Focus: 3X Absorption Ratio of melanin to blood (vs 1064)

- 532: Melanin 650, Blood 260 (2.5X ratio)
- 1064: Melanin 65, Blood 4 (16X ratio)
- 755: Melanin 200, Blood 4 (50X ratio)

755 + Focus Advantages:
- Reduces risk of pinpoint bleeding
- Minimizes side effects
- Uniquely revitalizes skin
  - Lightens unwanted pigment
  - Increases collagen and elastin
- Virtually no downtime

Absorption coefficient data source: S. L. Jacques
Only PicoSure 755 provides clinical utility & versatility

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<th>Application</th>
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<td>Tattoo (flat optic)</td>
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<td>Tattoo (focus)</td>
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<td>Acne Scars, Wrinkles (Focus)</td>
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### Picosecond clinical utility

755 wavelength efficiency enables substantial clinical value

PicoSure 1064 wavelength brings value to skin types V and VI
Focus™ Lens Array

- Diffractive lens **redistributes and delivers 755 nm energy**
- Low and high intensity energies **lighten unwanted pigment**
- High intensity energy leads to LIOBs, Pressurewaves and **dermal remodeling**

- Only PicoSure’s unique injury can trigger temporary cell membrane permeability, enhanced inflammation, **increased collagen & elastin**, with virtually no downtime
Focus Lens Array

Impressive Results with Minimal Discomfort/Downtime

Images courtesy of D. McDaniel, MD
No downtime Skin Revitalization

Uniquely stimulate your skin refreshing processes
Lighten unwanted pigment and discoloration
Increase collagen, elastin and skin reflectivity

Photo series 1 and 3 courtesy of David McDaniel, MD
Photo series 2 courtesy of Solta Medical Aesthetic Center
Focus™ *uniquely creates* intra-epidermal injuries *activates* pressurewaves and cell signaling

LIOBs after a single pulse viewed via Confocal Microscope

10 min post

24 hrs post

24 hrs post

Images courtesy of Emil Tanghetti, MD
Collagen & Elastin ~ 6 months after 4 Focus Tx

Blue stain shows increased collagen deposition

Gray stain shows increased density of elastin fibers

Courtesy of David McDaniel, MD
How does Focus compare histologically?

Fraxel Restore dual non-ablative

Fraxel Repair CO₂ ablative

PicoSure Focus

Columns of thermal injury, epidermal injury, and open lesions

Elegant injury limited to the epidermis, no open lesions, and virtually no downtime

Courtesy of Bob Weiss, MD and Emil Tanghetti, MD
PicoSure Focus Method of Action
PicoSure Skin Revitalization

1. Courtesy of R Geronemus, MD
2. Courtesy of S Shin, MD
3. Courtesy of K Behr, MD
4. Courtesy of R Saluja, MD
PicoSure Skin Revitalization

Before

After 3 Tx (Flat, Flat, Focus)

Courtesy of S Lin, MD
Pigment treatment

Before

3 months After 4 Tx

Courtesy of Carl Cheng, MD
Acne Scar Treatment

Before

After 4 Focus Tx
Pigment Treatment

Before

After 4 Focus Tx

Courtesy of Lisa Espinoza, MD
Wrinkle & Pigment Treatment

Before

After 2 Focus Tx

Courtesy of Emil Tanghetti, MD
Pigment Treatment

Before

After 1 Focus Tx

Courtesy of Lisa Espinoza, MD
Wrinkle Treatment

Before

After 4 Focus Tx

Courtesy of Robert Weiss, MD
Pigment & Acne Scar Treatment

Before  

After 4 Focus Tx

Courtesy of Emil Tanghetti, MD
Wrinkle Treatment

Before

After 4 Focus Tx

Courtesy of Robert Weiss, MD
Pigment Treatment

Before

After 4 Focus Tx

Courtesy of Kathleen Behr, MD
Pigment Treatment

Before

After 3 Focus Tx

Courtesy of Kathleen Behr, MD
“With PicoSure Focus I am offering an easy, comfortable and effective treatment that patients appreciate for its convenience and impressive results with virtually no downtime.

Based on our results, I am now positioning PicoSure Focus as the first line of treatments for many patients with unwanted pigmentation, fine lines and acne scars as it provides both visible improvement and dermal remodeling with new collagen and elastin.

PicoSure Focus is also an excellent maintenance treatment for all my patients as they return for other touch up procedures.”
Pigment treatment (combination Flat & Focus)

Before

Immediately After

After 48 hours

After 2 weeks

Courtesy of Shangli Lin, MD
Nevus of Ota Treatment

Before

After 1 Tx

Courtesy of Henry Chan, MD
Side By Side Comparison – 3 Passes with 532nm & 1064nm Fractional Optic (Resolve) vs. 755nm Fractional Optic (Focus)

Study Aim: Assess visual and histological differences to inform optimal treatment parameters, patient experience and revitalization results.

Study conducted in Goldsboro, NC during July 9-10, 2016.

John Jennings, MD, Goldsboro Skin Center, Goldsboro, NC
Emil Tanghetti, MD, Center for Dermatology and Laser Surgery, Sacramento, CA
Results:

3 Passes of Different Fractionated Picosecond Wavelength Energies

Skin Type II  MI: 12
Skin Type III  MI: 18
Skin Type IV  MI: 24

15 min & 24 hrs post Tx

Much less erythema and dermal hemorrhage was observed using 755 nm as compared to 1064 nm and 532 nm treatments.
Results:

Skin Type IV    MI: 30

3 Passes of Different Fractionated Picosecond Wavelength Energies

24 hrs post Tx

Corresponding Biopsy/Histology 24 hrs post Tx

Minimal erythema and consistent formation of intra-epidermal LIOBs was observed using 755 nm as compared to random injuries and dermal hemorrhage caused by 1064 nm and 532 nm.
Conclusions

• Fractional picosecond 532nm and 1064nm Tx causes persistent erythema due to superficial and dermal hemorrhage which may lead to PIH

• Unwanted side effects and associated patient downtime of fractionated picosecond 532nm and 1064nm Tx is more apparent than the Tx effects of 755 nm with Focus

• The chromophore absorption ratio of melanin to blood favors 755nm and appears to be an important predictor of skin response and safety for all wavelengths

• Picosecond 755nm with Focus Tx results in predictable LIOB formation in patients with MIs >12 and skin types II and above

• Photographic and histologic evidence of a desirable skin response from picosecond 755nm with Focus Tx is consistent with published studies that demonstrate favorable safety and efficacy across many indications
Consumer message about Focus – Dr Nazanin Saedi, Philadelphia, PA
Tattoo Removal
Research on picosecond wavelengths
532 nm & 755 nm advantages

Before

After 1 Tx

Courtesy of Roy Geronemus, MD
755 nm & 1064 nm picosecond research

Before

After 1 Tx

Courtesy of Roy Geronemus, MD
Tattoo Color Range: **Advantage: PicoSure®**

PicoSure 755/532 effectively treats ALL ink colors

PicoSure 1064 option is well suited to treat black ink in darker skin type patients
PicoSure 755 effectively breaks up black ink

Skin Type III
Before

After 3 Tx

Skin Type II
Before

After 2 Tx

Skin Type V
Before

After 5 Tx

Tattoo removals in progress

Courtesy of R. Saluja, MD
PicoSure Tattoo Method of Action
PicoSure Tattoo Removal

1. Courtesy of Tataway
2. Courtesy of Clean Slate Laser
3. Courtesy of E. Rohaly, MD
PicoSure’s Wavelength Delivery Systems

**532 nm**

- Up to: 1.1 J/cm²
- 1.5 & 2.0 mm spots
- Up to: 10 Hz

PicoSure 532 is designed to more effectively treat red, orange, & yellow ink

**1064 nm**

- Up to: 1.9 J/cm²
- 2.0 & 2.5 mm spots
- Up to: 10 Hz

PicoSure 1064 is designed to more effectively treat black ink in skin types V & VI
PicoSure 532 nm wavelength

*Only* red/orange/yellow ink treated

Before

After 2 Tx

Courtesy of Cynosure, Inc.
PicoSure 1064 nm wavelength

Before

After 5 Tx

Courtesy of R Geronemus, MD
Competitive Context
Primary Competitors

Cutera, enlighten

Slightly better than QS nanosecond device

Before  |
After 3 Tx

Enlighten  |
QS device

Still plenty of freckles here

Pricing is aggressive to reflect their limited clinical utility compared to nanosecond

Syneron, Picoway

Nothing impressive to go with their ‘specs’

Before  |
After 7 Tx

Resolve handpiece FAILS to emulate Focus

- They have zero proof
- Higher consumable costs per Tx (vs Focus)
- Treatment times are 30+ minutes
- 6-36 hours of redness & downtime
PicoWay struggles to clear ink

*PicoWay averaged only 79% clearance after an avg of 6.5 treatments*¹

- Clearance similar to Q-Switched/Revlite²
- No proof of skin type versatility and limited multicolor data

Additional PicoWay B&A examples³

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2. *Arch Dermatol.* 1993;129:971-978
3. *PicoWay B&As presented by A. Kauvar, MD @ ASLMS Mtg. 2015*
Picoway images* shown at ASLMS 2016

Ouch! Not sure I want a 2nd Tx

Might need to check beam uniformity

* Presented by Dr Proebstle at ASLMS mtg, April 1, 2016
Picoway B&As* shown at ASLMS 2016

1064nm Pico NOT much better than QS

* Presented by Drs Kono and Proebstle at ASLMS mtg, April 1, 2016

After 10 Txs – for only light black ink
These LIOBs are NOT Picoway’s


NOT using a Picoway!

Noted in histology: the large amount of erythrocytes accumulated in the damaged zones are clearly visualized.

Pinpoint bleeding may be common with this approach

For internal use only – Do not distribute

Picosecond-domain lasers are already being used for skin rejuvenation and improvement of acne scarring (21). Using fractionated and non-fractionated beam profiles.

This reference #21 is about PicoSure!

Picoway is using “PicoSure 755/Focus evidence” to market their story

This Picoway Resolve B&A has weak pigment clearance 6 weeks after 2 treatments.

NOT Impressive at all…

→ Why don’t they show ‘After pictures’ at 2, 6, 48 hours post, and 5, 10, 15 day post Tx?

…might be waiting for patient side effects to “resolve”
# Competitive Analysis vs. Revlite (QS/nano) systems:

<table>
<thead>
<tr>
<th>Capability</th>
<th>Revlite (Q-Switched)</th>
<th>PicoSure (picosecond)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wavelength</strong></td>
<td>1064/532</td>
<td>755/532</td>
<td>All tattoo colors faster, &amp; pigmentation</td>
</tr>
<tr>
<td><strong>Diffractive Lens</strong></td>
<td>n/a</td>
<td>Focus</td>
<td>Comprehensive skin revitalization, no downtime</td>
</tr>
<tr>
<td><strong>Pulsewidth</strong></td>
<td>5-20 ns</td>
<td>550-750 ps</td>
<td>Shorter pulsewidth provides clinical advantage</td>
</tr>
<tr>
<td><strong>Typical Tattoo Removal</strong></td>
<td>8-24 Txs</td>
<td>4-12 Txs</td>
<td>Fewer Txs required, faster clearance, fewer side effects (with the right wavelengths)</td>
</tr>
<tr>
<td><strong>Typical Pigment Tx</strong></td>
<td>5-12 Txs</td>
<td>3-6 Txs</td>
<td>Fewer Txs required to achieve desired result (Focus is a big part of the value)</td>
</tr>
</tbody>
</table>
Anticipate competitive pico positioning

- 1064 is required for black ink → not true for vast majority of patients served
  - 755 and 1064 showing no appreciable difference in clearance rate – B&As
- PicoSure 1064 has limited power & spots – and 3 WLs are required!
  - Not true, many clients will not require 1064 – 755/532 is fine (provide a not to exceed price)
- We have 3rd wavelength coming soon to fill 755 gap
  - They have nothing close (785/670) lower powered, AND no Focus technology and PROOF
- Comparable or better pico at lower price (comparable in tattoo?, but not skin, & other)
  - Focus Tx revenue, reliability, proven performance, AMPS, brand recognition, Pt awareness
  - Buying from a stable, highly valued company for long term partnering and success

- Picoway Resolve offers 1064/532 rejuvenation – with almost zero downtime
  - Holographic misinformation: 6-36 hours of redness/downtime, 30+ min Txs, no efficacy!
  - Refer to our side by side photographic and histologic study for PROOF - July 2016
Competitive Analysis vs. other pico systems later in 2016

**Pico wavelength introductions at AAD:**
- Picoway: 785nm (plus 1064/532) for all tattoo colors
- Enlighten: 670nm (plus 1064/532) for all tattoo colors
- **PicoSure:** 1064nm to complement 755nm in treating dark inks in skin types V-VI

**Key takeaways:**
Competitors are unable to ‘deliver’ 3-wavelength capability (to treat all colors) until late 2016 or early 2017.
**PicoSure 755/532 can treat all colors most effectively today!**

Competitors should be forced to sell all 3 wavelengths to treat all colors, yet they offer nothing new with skin revitalization
- Picoway Resolve has zero advantages: 6-36 hrs of downtime, 40 min txs, weak B&As, higher consumable cost
- **PicoSure 755/Focus uniquely activates comprehensive skin revitalization with no downtime!**

PicoSure 755nm remains the proven solution for black inks (including blue/green/others) in most skin types.
**Many PicoSure tattoo removal and skin revitalization clients will not require 1064nm.**
## Competitive Analysis vs. other pico systems today:

<table>
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<tr>
<th>Attributes</th>
<th>PicoSure®</th>
<th>Picoway</th>
<th>enlighten</th>
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<tr>
<td><strong>FDA clearance</strong></td>
<td>Tattoo Removal</td>
<td>Tattoo Removal</td>
<td>Tattoo Removal</td>
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<td></td>
<td>Benign Pigmented Lesions</td>
<td>Benign Pigmented Lesions</td>
<td>Benign Pigmented Lesions</td>
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<td>Acne Scars</td>
<td>Acne Scars</td>
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<td></td>
<td>Wrinkles</td>
<td>Wrinkles</td>
<td>Wrinkles</td>
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<tr>
<td><strong>Diffractive Lens Array</strong></td>
<td>Focus</td>
<td>Resolve</td>
<td>Microlens (~ 2017)</td>
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<tr>
<td><strong>Published Studies</strong></td>
<td>13 peer reviewed articles</td>
<td>1 article</td>
<td>None</td>
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<tr>
<td><strong>Wavelengths</strong></td>
<td>755 nm, 532 nm, 1064 nm</td>
<td>1064 nm, 532 nm, (785 nm Q4)</td>
<td>1064 nm, 532 nm, 670 nm (Q1?)</td>
</tr>
<tr>
<td><strong>Pulse Duration</strong></td>
<td>750 ps, 550 ps</td>
<td>450 ps, 375 ps (specs vs 600+)</td>
<td>2 ns, 750 ps (specs vs 850+)</td>
</tr>
<tr>
<td><strong>Tattoo Tx Color Effectiveness</strong></td>
<td>All colors with 755/532</td>
<td>All 3 WLs req'd for tattoo</td>
<td>All 3 WLs req'd for tattoo</td>
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<tr>
<td><strong>Max Rep Rate</strong></td>
<td>10 Hz</td>
<td>5 – 10 Hz? (reliability issues)</td>
<td>10 Hz</td>
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<tr>
<td><strong>Experience / Expertise</strong></td>
<td>World’s FIRST and BEST</td>
<td>n/a</td>
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How customers evaluate Pico lasers:

• Tattoo Removal efficacy
  • All colors, dense black inks, darker skin types

• Skin Revitalization efficacy ➔ Most PicoSure leverage
  • Flat & Diffractive optic, pigment & texture, no downtime, costs

• Brand reputation/reliability ➔ Most PicoSure leverage
  • 1st mover advantage must be sustained, requires continued investment

• Overall value proposition
  • Must deliver added value to earn 20-30% price premium
Focus opportunity has evolved & grown

2013: early adopters, excellent study results
2014: ~35% trial/adoptions – expanding FDA clearances
2015: ~65% adoption, with many high volume sites
2016: Focus has become key value differentiator:
   “No downtime skin revitalization”

The recipe for success is becoming well understood
Great complement to tattoo removal & aesthetic practices
Focus Txs deliver “results & revenue”

• No downtime skin revitalization
  – Convenient 15 minute treatments
  – Lightens unwanted pigment & discoloration
  – Increases collagen and elastin
  – Creates a more youthful appearance (365 days/year)
• Attracts existing & new clients to your practice
Focus Txs deliver “results & revenue”

- 4 Focus Txs @ $450 ea., 3 week interval*
- Focus consumable: (6000 pulses = $40 per Tx)
- Generates $410 per Tx, in <15 minutes
- Patient Mktg can be less costly (Focus < tattoo)
- PicoSure 755nm/Focus is a valuable capability

* ASLMS 2016 abstract: shorter 2-3 week intervals showed equivalent Focus Tx effectiveness
Focus Txs deliver “results & revenue”

Tattoo

$350

Jan  Feb  Mar  Apr  May  Jun  Jul

Tattoo regret continues to drive long term PicoSure revenue →

Focus

$410  $410  $410  $410

Jan  Feb  Mar  Apr  May  Jun  Jul

Generate PicoSure revenue 2-3X faster with Focus Txs
Augments tattoo business, and differentiates your practice
Motivations to market Focus

- ‘NO downtime’ skin revitalization Tx
- Practice differentiator that is easy to market
- Only 1 new Focus patient/month translates to: $19,680 of incremental revenue/year*
- 5 new Focus patients/month = $98,400/year

* $450 (Tx price) – $40 (avg cost of consumable) x 1 pt x 4 Txs x12 months = $19,680
PicoSure clinical evidence
13 peer-reviewed published studies
45+ ASLMS podium presentations
Proven Performance

- *Only* PicoSure has effectively and reliably treated 500,000+ patients across the broadest tattoo removal and skin treatment applications

- Innovative and stable technology platform

- Established in peer-reviewed publications

- Significant global user network

- Dependable world class support from Cynosure
Clinical References
## Bibliography with summary takeaways

<table>
<thead>
<tr>
<th>Publication reference (with summary takeaways)</th>
<th>Application</th>
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</table>
| **1** Successful and Rapid Treatment of Blue and Green Tattoo Pigment With a Novel Picosecond Laser  
• >75% clearance of blue/green inks after only 2 Txs without harming skin  
• In contrast, QS/nanosecond lasers can take up to 10 or 20 Txs | Tattoo        |
| **2** Treatment of Tattoos With a Picosecond Alexandrite Laser: A Prospective Trial  
• >75% clearance of black inks after 4 Txs with few transient side effects  
• Pico 755nm appears to reduce Txs by up to 50% vs historical QS controls | Tattoo        |
| **3** Use of a Picosecond Pulse Duration Laser With Specialized Optic for Treatment of Facial Acne Scarring  
• 25% improvement after a series of Txs, with minimal patient downtime  
• Pigment lightening and dermal remodeling (visual & histological) | Acne Scars    |
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<tr>
<td>• Review article including PicoSure 755/532nm and Focus&lt;br&gt;• Favorable summary of the technical/clinical advantages vs QS/nano</td>
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<td>• Significant Nevus of Ota clearance after only 2 Txs with PicoSure&lt;br&gt;• QS-Recalcitrant Nevus of Ota can be successfully treated with Pico 755</td>
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<td>• &gt;75% yellow ink clearance in 2-4 Txs without harming the skin&lt;br&gt;• Improved clearance rate using 532nm pico with safety and efficacy</td>
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<tr>
<td>• 755nm is safe and effective Tx for common Asian pigmentary conditions&lt;br&gt;• Lower risk of PIH and excellent Nevus of Ota clearance (versus QS/nano)</td>
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| **8** Evaluation of the Safety and Efficacy of the Picosecond Alexandrite Laser with Specialized Lens Array for Treatment of the Photoaging Décolletage  
- Significant improvement seen in dyspigmentation, keratosis, and texture  
- 755nm/Focus safely & effectively revitalizes photodamaged décolletage | Photoaging Décolletage |
| **9** Treatment of Pigmentary Disorders in Patients with Skin of Color with a Novel 755-nm Picosecond, Q-Switched Ruby, and Q-Switched Nd:YAG Nanosecond Lasers: a Retrospective Photographic Review  
- Safety and effectiveness of 755nm pico demonstrated in SOC patients  
- QS & pico performed comparably with pico advantage in Nevus of Ota Txs | Pigmentary Disorders in Darker Skin Patients |
| **10** Safety of a Picosecond Laser with Diffractive Lens Array (DLA) in the Treatment of Fitzpatrick Skin Types IV to VI: a Retrospective Review  
- 755nm/Focus is safe & effective in dark skin types (acne scars, pigment)  
- Nicely summarizes the LIOB, pressurewave, & cell signaling hypotheses | Pigmentary Disorders in Darker Skin Patients |
| **11** Lasers in Tattoo and Pigmentation Control: Role of the PicoSure Laser System  
- Review article strengthens the clinical value of picosecond vs nanosecond  
- PicoSure evidence strongly demonstrates treatment safety & efficiency | Tattoo and Pigment |
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<tr>
<td><strong>12</strong> The Use of Picosecond Lasers Beyond Tattoo&lt;br&gt;Forbat E., Al-Niaimi F. Journal of Cosmetic and Laser Therapy. Review Article accepted May 6, 2016.</td>
<td>Overall Skin Revitalization</td>
</tr>
<tr>
<td>• PicoSure literature search highlights the growing indications beyond tattoo&lt;br&gt;• Evidence summary; picosecond safety and efficacy advantages.</td>
<td></td>
</tr>
<tr>
<td><strong>13</strong> The Histology of Skin Treated with a Picosecond Alexandrite Laser and a Fractional Lens Array&lt;br&gt;Tanghetti, E. Lasers Surg Med. Published online June 1, 2016.</td>
<td>Skin Revitalization Histology</td>
</tr>
<tr>
<td>• Comprehensive clinical/histological summary about LIOBs and results.&lt;br&gt;• Credible scientific explanation and discussion about these unique 755nm/Focus cellular effects and the substantial clinical benefits.</td>
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