

OUR TECHNOLOGY
YOUR TRANSFORMATION

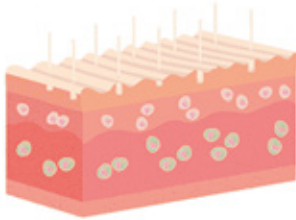




ProCell Therapies is a family-owned and operated business that was conceived to fill a void in the marketplace: surgical-quality material in the microneedling realm. Our commitment to excellence is demonstrated through our award-winning design, our lifetime guarantee on our products, and our top-quality manufacturing done in the United States.

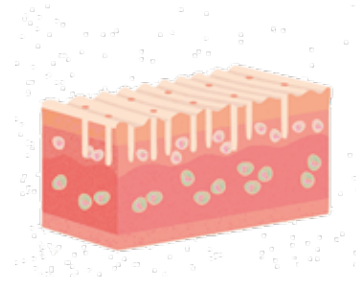
ProCell is continuously evolving as the predominant device in the space in craftsmanship and quality. ProCell has never taken the shortcuts, nor the low-cost, high-margin options for which many other device companies have opted. As a result ProCell has garnered a reputation as the gold standard of microneedling, having been recently awarded the Aestheticians' Choice Award for best microneedling device of **2018 & 2020** (an award based on sheer number of votes, despite ProCell's disadvantage to larger companies' market share). ProCell continues to uphold and build on this reputation with our innovative product additions, excellent customer service, and our hands-on approach to helping our clients build their practice.

THE 3 STAGE PROCESS



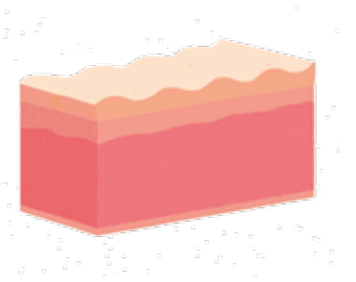
MICRO-NEEDLES CREATE MICRO-CHANNELS

Precision micro-needles are tapped into the skin creating uniform micro-channels. A single pass over the face using the ProCell system will create hundreds of thousands of micro-channels.



STIMULATION OF A HEALING RESPONSE

Each micro-channel is surrounded by healthy tissue, which enhances the healing process. In response to each micro-injury, an inflammatory healing process begins which initiates the formation of new collagen.

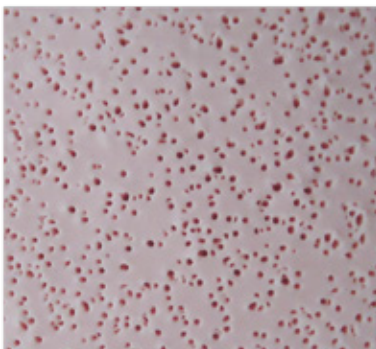


SMOOTHING OF SKIN

Over time, the repeated healing process will build new collagen, creating healthier skin, improving the surface texture and the overall appearance of the skin.

COMPARED TO MICRONEEDLING

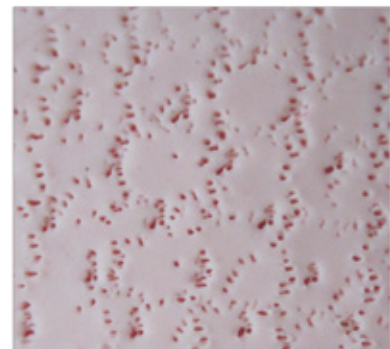
- Extremely shortened down time - typically 60-90 minutes
- Linear stamping technique results in substantially decreased discomfort for clients
- Procedure times cut in half with variety of tip sizes for different size areas
- Growth factor serums improve healing to yield previously unattainable results



PROCELL THERAPIES



OTHER PENS

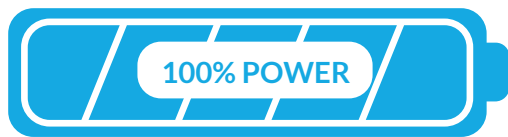


ROLLER

WHY DOES SKIN AGE?

You age, visibly and invisibly, every day. Sun damage, internal inflammation, chemicals, and even gravity all work against the youthful vitality of your skin.

As we get older, our ability to repair this constant damage is diminished dramatically. Since fewer regenerative stem cells survive to carry on the work, slower, less robust healing and greater levels of inflammation are inevitable.



WE START LIFE WITH A LARGE NUMBER OF BONE MARROW STEM CELLS.

NEWBORN



BUT AS WE AGE, WE LOSE MOST OF THEM.

30 YEAR OLD



BY AGE 50, ONLY 2% REMAIN.

50 YEAR OLD

STEM GROWTH FACTORS AND CYTOKINES APPLIED TO SKIN MIMIC THE EFFECT OF HAVING MORE STEM CELLS.



Our cells make hundreds of Growth Factors & Cytokines, functioning as signaling molecules from cell to cell and instructing the metabolic machinery within cells. Biosignals produced from laboratory culture of different cell types vary greatly: some are anti-aging, while others are actually pro-aging. Multiple peer-reviewed studies have determined that lab-cultured Growth Factors & Cytokines derived from adult human bone marrow stem cells are both strongly anti-inflammatory and anti-aging.

ProCell serums contain growth factors derived from human bone marrow stem cell cultures which produce a potent anti-inflammatory effect that reduce healing time, hyperpigmentation, and scar tissue deposition. These growth factors support cellular renewal and have strong regenerating properties to improve skin firmness, elasticity, and tone. The appearance of scarring improves, fine lines and wrinkles diminish over time, and skin looks and feels brighter, more luminous, and healthy.



CELLULAR RENEWAL SERUM

Restore your skin's ability to heal itself with Cellular Renewal Serum. This aqueous formula quickly absorbs into your skin with a high concentration of physiologically balanced Stem Cytokines (derived from human bone marrow stem cells) fortified with two recombinant Growth Factors, TGF- β 3 and IGF-1. The addition of classical actives such as peptides and antioxidants yield a robust skincare system. Wrapped in nanolipid carriers for enhanced penetration, these ingredients create exceptional results at the cellular level.

- Restores the skin's natural healing and rejuvenating ability.
- Reduces the appearance of fine lines and wrinkles.
- Creates a visible brightening and lifting effect.
- Prevents new visible signs of aging.

APPLICATION & USAGE

On clean skin massage 2-3 pumps into face and neck until absorbed. Proceed with Healing Accelerator Serum (Step 2).
AM & PM

HEALING ACCELERATOR SERUM

The Healing Accelerator Serum is a performance-driven formula rich in moisturizers and revitalizing actives. Beta Defensin 3, Bakuchiol, and Vitamin C work to optimize skin tone and texture, while the host of additional actives nourish and protect the skin.

- Reduces the appearance of fine lines and wrinkles.
- Supports a healthy skin defense system, barrier integrity and microbiome.
- Reduces the appearance of large pores and balances moisture levels.
- Gently increases skin renewal at the cellular level.
- Defends skin against environmental free radical damage.
- Maximizes the rejuvenating effect of Serum.

APPLICATION & USAGE

After application of the Cellular Renewal Serum (Step 1) Massage 2-3 pumps into face and neck until absorbed.
AM & PM

REAL-LIFE RESULTS



REAL-LIFE RESULTS





Our Hair Serum is formulated to nourish hair follicles back to a state of ideal health with select growth factor proteins that are naturally present in healthy, young hair follicles. This process allows for a normal hair growth cycle that leads to new hair growth and thicker, fuller-looking hair.

Stem cells lining the hair follicles are crucial for production of hair, and the GF-technology ingredients in this concentrated serum are selected to provide support to these stem cells so hair can regrow. Our Hair Growth Serum improves the overall condition of the scalp, rejuvenating damaged hair follicles and increasing circulation of nutrients for healthy hair. The serum's action is enhanced by protective flower extracts which help maintain cellular health and lustrous hair.



MICROCHANNELING
Professional System



MICROCHANNELING
EVOLVED



WHATS INCLUDED

- ✓ Microchanneling Device
- ✓ Patient Brochures
- ✓ Pair of Table-Top Posters
- ✓ Training & Certification
- ✓ Power Cord and 2 Rechargeable Batteries
- ✓ Training Supplies
- ✓ Digital Marketing Download Pack
- ✓ LIFETIME WARRANTY



\$2995

Austin Phillips / International Trainer
727-409-2690
Austin.phillips@procelltherapies.com

Microchanneling temporarily stamps hundreds of thousands of micro-injuries in the skin to be repaired by the production of new healthy collagen. A perfect amount of gentle stimulation to the skin produces "wound-healing" without a wound! Post-treatment application of serum containing naturally-derived growth factors and peptides amplifies healing and restores biological communication that an aging immune system no longer provides.



PRO System

STEP 1

Prepare the skin for microchanneling by disinfecting, cleansing and exfoliating,



STEP 2

Microchanneling produces minimally invasive linear microchannels to be repaired with new healthy collagen.



STEP 3

Post-treatment application of growth factor serum and hydration mask nourish the skin with essential peptides and nutrients for optimal skin health and maximize results.



Expected Revenue





MICROCHANNELING
MD System



MICROCHANNELING
EVOLVED



WHATS INCLUDED

- ✓ Microchanneling Device
- ✓ Patient Brochures
- ✓ Pair of Table-Top Posters
- ✓ Training and Certification
- ✓ Power Cord & 2 Rechargeable Batteries
- ✓ Training Supplies
- ✓ Digital Marketing Download Pack
- ✓ LIFETIME WARRANTY



\$3495

Austin Phillips / *International Trainer*
727-409-2690
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Microchanneling temporarily stamps hundreds of thousands of micro-injuries in the skin to be repaired by the production of new healthy collagen. A perfect amount of gentle stimulation to the skin produces "wound-healing" without a wound! Post-treatment application of serum containing naturally-derived growth factors and peptides amplifies healing and restores biological communication that an aging immune system no longer provides.

STEP
1

Prepare the skin for microchanneling by disinfecting, cleansing and exfoliating,



STEP
2

Microchanneling produces minimally invasive linear microchannels to be repaired with new healthy collagen.



STEP
3

Post-treatment application of growth factor serum and hydration mask nourish the skin with essential peptides and nutrients for optimal skin health and maximize results.



Expected Revenue





VALUE PACK DEALS



10 Treatment Package : 10% Discount

- 10 Microchanneling Tips
- 10 Microchanneling Delivery Serum PRO
- 10 Procell Hydrating Masks
- 10 Trial Size Procell Home Care kits PRO

- Regular Price: \$770

After Discount : \$693 (\$77 Saving)

Cost Per Treatment : \$69.30



10 Treatment Package : 10% Discount

- 10 Microchanneling Tips
- 10 Microchanneling Delivery Serum MD
- 10 Procell Hydrating Masks
- 10 Trial Size Procell Home Care Kits MD

- Regular Price : \$1,030

After Discount : \$927 (\$103 Saving)

Cost Per Treatment : \$92.70

25 Treatment Package : 15% Discount

- 25 Microchanneling Tips
- 25 Microchanneling Delivery Serum PRO
- 25 Procell Hydrating Masks
- 25 Trial Size Procell Home Care Kits PRO

- Regular Price: \$1,925

After Discount : \$1,636 (\$289 Saving)

Cost Per Treatment : \$65.44

25 Treatment Package : 15% Discount

- 25 Microchanneling Tips
- 25 Microchanneling Delivery Serum MD
- 25 Procell Hydrating Masks
- 25 Trial Size Procell Home Care Kits MD

- Regular Price : \$2,575

After Discount : \$2,189 (\$386 Saving)

Cost Per Treatment : \$87.56

50 Treatment Package : 20% Discount

- 50 Microchanneling Tips
- 50 Microchanneling Delivery Serum PRO
- 50 Procell Hydrating Masks
- 50 Trial Size Procell Home Care Kits PRO

- Regular Price: \$3,850

After Discount : \$3,080 (\$770 Saving)

Cost Per Treatment : \$61.60

50 Treatment Package : 20% Discount

- 50 Microchanneling Tips
- 50 Microchanneling Delivery Serum MD
- 50 Procell Hydrating Masks
- 50 Trial Size Procell Home Care Kits MD

- Regular Price : \$5,100

After Discount : \$4,120 (\$1,020 Saving)

Cost Per Treatment : \$82.40

100 Treatment Package : 25% Discount

- 100 Microchanneling Tip
- 100 Microchanneling Delivery Serum PRO
- 100 Procell Hydrating Masks
- 100 Trial Size Procell Home Care Kits PRO

- Regular Price: \$7,700

After Discount : \$5,775 (\$1,925 Saving)

Cost Per Treatment : \$57.75

100 Treatment Package : 25% Discount

- 100 Microchanneling Tips
- 100 Microchanneling Delivery Serum MD
- 100 Procell Hydrating Masks
- 100 Trial Size Procell Home Care Kits MD

- Regular Price : \$10,300

After Discount : \$7,725 (\$2,575 Saving)

Cost Per Treatment : \$77.25



VALUE PACKDEALS

PRO SERUM TREATMENT PACKS



10 Treatment Package : 10% Discount

- 10 Microchanneling Tips
- 10 Microchanneling Delivery Serum PRO
- 10 Procell Hydrating Masks

- Regular Price: \$580

After Discount : \$522 (\$58 Saving)

Cost Per Treatment : \$52.20

25 Treatment Package : 15% Discount

- 25 Microchanneling Tips
- 25 Microchanneling Delivery Serum PRO
- 25 Procell Hydrating Masks

- Regular Price: \$1,450

After Discount \$1232.50 (\$217.50 Saving)

Cost Per Treatment : \$49.30

50 Treatment Package : 20% Discount

- 50 Microchanneling Tips
- 50 Microchanneling Delivery Serum PRO
- 50 Procell Hydrating Masks

- Regular Price: \$2,900

After Discount : \$2,320 (\$580 Saving)

Cost Per Treatment : \$46.40

100 Treatment Package : 25% Discount

- 100 Microchanneling Tips
- 100 Microchanneling Delivery Serum PRO
- 100 Procell Hydrating Masks

- Regular Price: \$5,800

After Discount : \$4,350 (\$1,450 Saving)

Cost Per Treatment : \$43.50

MD SERUM TREATMENT PACKS



10 Treatment Package : 10% Discount

- 10 Microchanneling Tips
- 10 Microchanneling Delivery Serum MD
- 10 Procell Hydrating Masks

- Regular Price : \$720

After Discount : \$648 (\$72 Saving)

Cost Per Treatment : \$64.80

25 Treatment Package : 15% Discount

- 25 Microchanneling Tips
- 25 Microchanneling Delivery Serum MD
- 25 Procell Hydrating Masks

- Regular Price : \$1,800

After Discount : \$1,530 (\$270 Saving)

Cost Per Treatment : \$61.20

50 Treatment Package : 20% Discount

- 50 Microchanneling Tips
- 50 Microchanneling Delivery Serum MD
- 50 Procell Hydrating Masks

- Regular Price : \$3,600

After Discount : \$2,880 (\$720 Saving)

Cost Per Treatment : \$57.60

100 Treatment Package : 25% Discount

- 100 Microchanneling Tips
- 100 Microchanneling Delivery Serum MD
- 100 Procell Hydrating Masks

- Regular Price : \$7,200

After Discount : \$5,400 (\$1,800 Saving)

Cost Per Treatment : \$54

MICROCHANNEL DELIVERY SERUM PRO



Highly concentrated human growth-factor serums derived from bone marrow mesenchymal stem cells which are known to promote scarless healing in an anti-inflammatory environment. Amplifies your client's collagen response during microchanneling treatments!

\$125 PER BOX OF 5

MICROCHANNEL DELIVERY SERUM MD



Contains twice the growth factors found in our Pro serum along with additional ingredients such as TGF-β3 and IL-1 to provide enhanced anti-aging, pro-healing and anti-inflammatory benefits. MD Microchannel Delivery Serum provides faster results with shorter recovery times!



\$195 PER BOX OF 5

CELLULAR RENEWAL SERUM PRO HEALING ACCELERATOR SERUM PRO



\$95
PER KIT
6-week supply

This fast and easy two-part aftercare system replaces everything on your client's shelf. A powerhouse of physiologically-balanced growth factors and cytokines, potent peptides and protective antioxidants.



Also available in 1-week trial kit

\$95
PER BOX OF 5 TRIAL KITS

CELLULAR RENEWAL SERUM MD HEALING ACCELERATOR SERUM MD



\$155
PER KIT
6-week supply

A medical grade skin care system that contains twice the cytokines found in our Pro Serum, along with TGF-β3 and IL-1 to provide enhanced anti-aging, pro-healing and anti-inflammatory benefits. Stronger collagen production with shorter down times!



Also available in 1-week trial kit

\$155
PER BOX OF 5 TRIAL KITS

HAIR REGROWTH SERUM



Human stem cell-derived growth factors and cytokines that specifically target hair follicles to stimulate new hair growth. Features the WNT-1a messaging compound that maintains the hair inducing gene expression of dermal papilla cells.

\$195 PER BOX OF 5

HAIR AFTERCARE



With the use of our breakthrough stem cell growth-factor technology, ProCell Hair Aftercare Serums reduce the rate of hair loss, and activate dormant hair follicles. hair will increase in fullness, density, and improve in overall hair strength & texture.

(Begin 3-4 days after treatment, and discontinue use 3-4 days before next treatment.)

\$70 PER BOTTLE

MICROCHANNELING TIPS



- Three "spot" sizes: **Precision, Face, and Body**
- Treat any size area of the body in just minutes!
- Provides accurate depth of penetration
- **Needle lengths available in 0.25mm, 0.5mm, 1.0mm or 1.5mm**

\$125 PER BOX OF 5

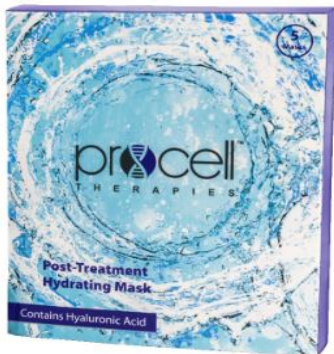
DERMAPADDLE

A gentle abrasion paddle attachment that exfoliates dry and dead skin on the surface to reveal a healthier looking layer below. Also assists with product penetration, and is perfect for pre-treatment prior to performing aesthetic treatments like microchanneling. Reusable up to 5 times for the same client!



\$125 PER BOX OF 5

HYDRATING MASKS



\$40 PER BOX OF 5

A wonderfully soothing and relaxing finish to each microchanneling session. Provides deep hydration with hyaluronic acid, anti-oxidants, and other nutrients to leave the skin feeling instantly softer.

BROCHURES

Our tri-fold brochure with compelling pictures & descriptions of ProCell results.

\$5 PER PACK OF 25



DISCOUNTS

Up to 25% discount available when ordering. **Ask your ProCell representative how today!**

ORDERING

Call your representative, go to our website, or call ProCell directly at 855-5ProCell to place orders!










SHIPPING

ProCell offers UPS shipping with signature required unless waived online with MyUPS Choice account

Charge per Tx	Number of Tx Per Kit			Kit Revenue Potential		
\$ 250.00	10	25	50	\$ 2,500.00	\$ 6,250.00	\$ 12,500.00
\$ 300.00	10	25	50	\$ 3,000.00	\$ 7,500.00	\$ 15,000.00
\$ 350.00	10	25	50	\$ 3,500.00	\$ 8,750.00	\$ 17,500.00
\$ 400.00	10	25	50	\$ 4,000.00	\$ 10,000.00	\$ 20,000.00
\$ 450.00	10	25	50	\$ 4,500.00	\$ 11,250.00	\$ 22,500.00
\$ 500.00	10	25	50	\$ 5,000.00	\$ 12,500.00	\$ 25,000.00

Consumables cost \$49 per Tx

TREATMENTS ARE TYPICALLY SOLD IN SERIES OF 3-6 TX

	=		Treats 2-3 Clients Avg Revenue per kit @ \$300 Per Tx	=	
	=		Treats 3-5 Clients Avg Revenue per kit @ \$300 Per Tx	=	
	=		Treats 8-12 Clients Avg Revenue per kit @ \$300 Per Tx	=	

EXCEPTIONAL RETURN ON INVESTMENT - SNAPSHOT

Profitability in just 3-4 treatments per week!

- Average price / full face: \$300
- A4 patients per week: 16 per month
- Monthly Revenue: \$ 4,800
- Annual Revenue: \$ 57,600
- 3 Years Revenue: \$ 172,800

TIP

Create your own ROI scenario, tailored to your client base.

- High Volume Practices:** 25 TX per month
- \$300 per treatment \$ 7,500 / month
 - \$ 90,000 / year
 - \$ 270,000 / 3 years

FREQUENTLY ASKED QUESTIONS

Q: How much should I charge for treatments?

A: Typical prices range from \$200 - \$500 per treatment, depending on your practice-type, practice-size, and demographic.

Q: How long should I wait in between treatments?

A: Leave at least 3 weeks in between treatments to let the healing cascade complete. For hair treatments allot 1-2 weeks to allow the scalp to return to an uninflamed state.

Q: How many treatments should I do for each patient?

A: The number of treatments range greatly depending on what you are treating and the severity. For light anti-aging treatments, 2-3 treatments may be sufficient. For deeper wrinkles and acne scarring, 4-6 treatments may be required to achieve desired results. There is no limit to the number of treatments that one can receive as long as adequate time passes in between each treatment.

Q: How much will each treatment cost me?

A: The cost of your expendables is \$50 - \$65 per treatment. This drops with larger quantity orders, capping at \$40 - \$53 for orders of 100 treatments or more. Without serums this starts at \$25 per treatment, and then drops to at \$20 for orders of 100 tips or more.

Q: How many passes should I do?

A: With 85% to 90% overlap per stamp, one pass is sufficient. With 50% overlap, do 2 - 3 passes. What we want to accomplish is a uniform pinkness and light erythema.

Q: What will this improve the appearance of?

A: MicroChanneling improved the appearance of fine lines and wrinkles, hyperpigmentation, acne scarring, [non-raised] keloid scarring, stretch marks, hair loss, and rosacea.

Q: How long is the down time?

A: Wait a minimum of 90 minutes before applying anything else to this skin including sunscreen, makeup, moisturizer, and anything apart from the remainder of the vial of microneedling solution. Leave 2-3 days before resuming the use of irritating or inflammatory skin products. Visible skin irritation is often gone after as little as two hours.

TESTIMONIALS

“ I can't believe how my crow's feet just disappeared as if by magic immediately following the first session. The rest of my face is noticeably firmer - particularly around my jawline, which gives the added bonus of a nice smooth neck. I'm extremely excited about this procedure and would highly recommend it to anyone wanting firmer skin with better texture and fewer lines.

It REALLY worked well on me! ”

O.L.

“ Not only did the wrinkles around my eyes vanish, and I mean literally vanish, but the elasticity of my skin reverted to what it had been at least 10 years ago.

I was surprised at how quickly the results became apparent - right away people started telling me my skin looks absolutely amazing.

I don't wear makeup anymore because I honestly don't need it. This treatment has made a radical difference in the look and feel of my skin. ”

O.M.D.

“ I have 2 clients that are identical twin sisters. Two weeks after the first sister started with ProCell's Livra system, the second sister called me to say "my sister's skin has completely changed, and she looks amazing." She started the next week. Now both sisters' skin is smoother, tighter, looks healthy, and has a nice glow! ”

Sara West

“ Vibradermabrasion is a unique procedure that can exfoliate skin faster than any microdermabrasion system. With ProCell's unique system you can easily transition from microchanneling to vibradermabrasion in seconds. Our patients prefer the treatment to standard micro-dermabrasion. ”

Brian Zelickson, MD

CEO, United Skin Specialists

“ Microchanneling with ProCell is easy to perform and proven safe for all skin types any time of the year. Today's busy patients are looking for solutions that don't require long recovery periods. ProCell's Microchanneling is a simple and elegant treatment that offers big results without any significant downtime or recovery period. ”

Martin Braun, MD

Director of Vancouver Laser & Skin Care Center - Vancouver, BC

PROCELL HISTORY

ProCell Therapies was started in 2013 as a joint venture between Dr Mitchell Schwartz and his two sons, Daniel and Joseph. Dr Schwartz has over 30 years of experience as a board certified dermatologist, and as a physician he has always been on the lookout for the newest and best technologies. When Dr Schwartz got his first microneedling device in his office in Vermont, little was known about the technology beyond anecdotal evidence that it was a safe alternative to laser for dark-skinned clients. As he started doing procedures, Dr Schwartz quickly found that he was getting results that were as good, even sometimes better than the much more expensive and invasive laser treatments. But while the results were impressive, the devices themselves seemed poorly designed, creating much more irritation and longer down times than necessary.



Mitchell Schwartz, MD

Upon researching device origins further, Dr Schwartz found that most other leading devices on the market were modified versions of a permanent makeup pen. While this design worked very well for small areas, doing it across the entire face required dragging over the skin like a pen. Stamping up and down instead created microchannels without the tearing effect that is caused by pulling the needles sideways as they enter the skin. But with the spot-size being so small, stamping up and down with any of these devices made the procedure take over an hour.



Recognizing the opportunity to create a better device, Dr Schwartz got together with a developer to design a device for stamping rather than dragging. The result was the first generation of what would later become the ProCell. ProCell utilized a design much more similar to a tattoo gun, allowing for extra power and the ability to interchange larger needle-heads to treat areas faster. Dr Schwartz also opted to have all of the manufacturing take place in a facility near his office in Burlington, Vermont, and swapped out the weak motor seen in most devices with a precision engineered Swiss motor.

The result was a new kind of device - one capable of producing the amazing results that microneedling is able to create but with a 60-90 minute down time replacing the standard 3-5 days. As the technique is much less destructive, this also led to dramatically decreased discomfort for the clients. Over the past five years ProCell has grown from a small company to one of the industry

front-runners, with over 2,000 accounts across all 50 states and recognition and awards in nationwide television and magazines. But while the scale has increased, the small-town approach and commitment to excellence has remained constant, making ProCell one of the fastest growing names in the aesthetics world.

procell™
T H E R A P I E S



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