

MEDICAL SPAS[®]

The Healthy-Aging Business Review[™]

THE MEDICINE ENVIRONMENT OF THE FUTURE



Laser Hair Therapy
SUNETICS INTERNATIONAL
Las Vegas, NEVADA

Sunetics International — About

Sunetics International Inc. is a manufacturer and distributor of multiple low level laser devices geared toward the cosmetic, beauty, and health care industries.

Sunetics started in the hair restoration industry with its Clinical Laser System. It was very successful and was purchased by clinics in the U.S. and abroad. The "Laser Hair Brush" was soon developed to meet the need of people who could not attend treatments at local clinics. The Sunetics Clinical Laser System and the "Laser Hair Brush" are two of the leading devices in the Hair Restoration Industry.

The Sunetics laser hair therapy devices utilize low level laser technology to improve the appearance of hair. With no reported side effects, and an excellent patient satisfaction rate of over 85% clinically reported, Sunetics lasers are helping revolutionize the hair therapy industry.

"Sunetics International has been involved in the research and development and manufacturing of these products specifically in the low level energy spectrum making them affordable in the medical and home consumer market place. As laser therapy continues to evolve, we as a company believe we

are developing and bringing effective and innovative technology to the marketplace," states Dr. Charles E. Maricle, Chief Technology Officer of Sunetics International, Inc.



Shown here, Sunetics Laser Hair Brush.

Sunetics is committed to the highest level of manufacturing. It manufactures under strict quality assurance guidelines and is a registered manufacturer with the FDA/CDRH as required by applicable laws. Sunetics is also registered as a device manufacturer with the Chinese SFDA as applicable.

Sunetics features a Medical Advisory Board which is comprised of leading cosmetic surgeons and physicians who are Board certified in Hair Restoration therapies; highly respected medical professionals who have presented papers and studies at scientific conferences and have contributed research to peer-reviewed journals and books.

Sunetics wants to ensure that other medical professionals have access to the most advanced technologies in order to provide the highest level of care possible to their patients.

Sunetics Chief Technology Officer Dr. Charles E. Maricle states, *"Laser Hair Therapy is one of the most exciting tools being added to the line-up of options to fight hair loss. It's classification as a Non-Significant Risk device is very appealing to patients."*

Sunetics will only sell its clinical laser system to physicians or medically supervised facilities.



Sunetics International is a leading manufacturer of low level laser technology geared toward the cosmetics, beauty and healthcare industries. As shown here with Dr. Kurgis in Central California.

The “low-down” on Low Level Laser Therapy

By Dr. Alan J. Bauman – Founder of Bauman Medical Group – Boca Raton, FL.



Dr. Bauman with a Sunetics laser hair therapy patient.

There's a new option in hair restoration that is painless and noninvasive. Medicine is beginning to see lasers in a very different light—low level light, that is...

In fact, low level laser therapy (LLLT) is among the most exciting new options in the treatment of hair loss. Lasers have long been used in all types of medical specialties, including dermatology. Many have used specific lasers to resurface the skin by creating a wound on the top layer so that new, fresh skin emerges from underneath.

But a new generation of lasers takes a very different—“woundless”—approach. To understand how LLLT works, you have to alter the way you view lasers. LLLT isn't a light source that causes thermal, or heat damage.

With LLLT, there is no cutting or burning sensation. The technology doesn't even resemble the look of traditional lasers. Instead, LLLT is delivered by a device that contains panels of lasers that shine on the scalp.

Men and women being treated for hair loss sit comfortably under the lasers as it gently delivers the phototherapy to the scalp. Most of our patients read a magazine during treatments. There is no pain or discomfort from the therapy—some patients do report some “scalp-tingling.”

The visible red light from the panel laser array travels several layers (approximately 4 mm where the follicles reside) into the tissue without harming the skin and scalp. Because the laser light does not cut or burn the skin, the therapeutic light-energy is absorbed by the cells and the process of cell repair begins. One theory of how this noninvasive, non-chemical hair loss treatment works is that it stimulates the production of energy at the cellular level; therefore, improving cell function. Laser light also appears to stimulate microcirculation, decrease inflammation, improve cellular metabolism and protein synthesis.

It is believed that LLLT may increase blood flow to the treated area as well. European studies have shown that LLLT stops hair loss in 85% of cases and stimulates new hair growth in 55% of cases. While LLLT is no ‘miracle cure’ for hair loss, we have found similar results with our patients. In January of 2007 a hand-held laser therapy device was cleared by the FDA as a treatment for ‘androgenetic alopecia’ (male pattern hair loss). Low Level Lasers have been approved in this country as a treatment for carpal tunnel syndrome, as a wound-healing aide, and as an adjunct to liposuction procedures. Laser therapy has been safely used for decades throughout Europe, the Far East and has no documented side effects.

Patients who have used the therapy have said that their hair looks and feels thicker, fuller and healthier and they have noticed improved hair growth. As mentioned previously, Laser Therapy is no ‘miracle cure’ for hair loss. For best results, a visit with a qualified hair restoration physician who can evaluate your condition, make treatment recommendations and evaluate your progress, is highly recommended.

At our office we have observed that, regardless of the treatment regimen recommended, the highest degree of satisfaction is obtained when a patient's

expectations are closely in-line with what the treatment can realistically provide.

Bauman Medical Group was among the first practices to use LLLT as a treatment for hair loss in the United States.

Many people experiencing hair loss stand to benefit from this nonsurgical, non-invasive approach; still, some are not candidates for the therapy. Those who are ideal candidates for LLLT include:

- Men or women who have hereditary male or female pattern hair loss
- Men or women who expect to be affected by male or female pattern hair loss
- Men or women currently using prescription or nonprescription hair loss treatments
- Those who have had or plan to have surgical hair restoration
- People experiencing medication-associated hair loss, from chemotherapy or other medications
- Men or women who have illnesses that have caused them to lose hair
- Women who are experiencing or expect to experience post-partum hair loss

“When the laser technology became affordable to bring to the general market place. It offered people the ability of a no drugs, no pain, no side effects approach to hair loss issues.”

Ultimately what that means is that the vast majority of people who come to look at laser technology for hair loss treatment have never ever considered doing any other form of treatment. So it brings a whole new group of people to the clinic now to not only treat their hair loss with laser, but to address their overall hair loss issues now with a professional.

The use of laser hair therapy is certainly exploding. We are seeing more and more patients who want the convenience of the in-office treatments to improve their hair growth.”

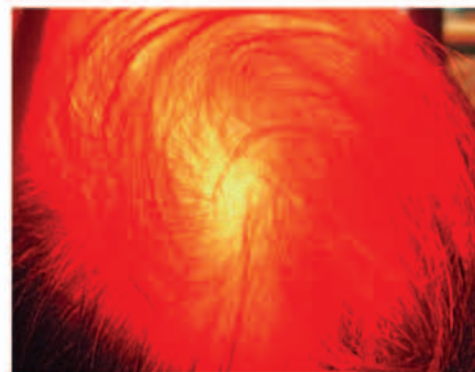
What makes the Sunetics Clinical Laser so effective?

... Its laser energy field

Dr. Charles E. Maricle developed the Sunetics Clinical Laser unit with the concept of creating the maximum concentration of laser energy focused on the maximum area (100% full scalp) for the duration of the treatment time. Dr. Maricle wanted to soak the scalp with this revitalizing laser energy.

square inch of the scalp. Dr. Maricle felt this way of treating the patient could be improved upon.

Since the dosage is so valuable for the best results for the patients, Dr. Maricle created the technology that causes the 107



Top of scalp view.

"The beauty of this technology is that it affords the whole scalp the ability to absorb the laser energy at the depth of penetration (4mm) where the follicle resides. We use the optimal wavelength and power to penetrate the scalp surface to make the laser energy available to the cells where they need it the most, in the follicle."

— Dr. Charles E. Maricle



The proprietary technology in the Sunetics Clinical Laser utilizes 107 true laser diodes (not LEDs) to form its solid and uniform laser energy field.

"The open aired hooded design and proprietary laser pattern were designed specifically to give an 100% scalp coverage without the need for any rotating device to irradiate the scalp."

— Dr. Charles E. Maricle

Other laser systems on the market have approximately 30 or so laser diodes in them that when they reach the scalp they create dime sized spots on the scalp where-by the lasers must be rotated around the scalp to try to create coverage or project the laser energy over each

true laser diodes (650nm) to criss-cross and intersect each other in such a manner that it literally creates a solid and uniform energy field that sits on the entire scalp area for the total time of treatment (100% saturation of 100% coverage area). In concept, he created one giant laser beam to cover the scalp.

As shown in these photos, the laser energy comes together to form this larger beam that penetrates the hair and nourishes the scalp. The follicles are able to utilize the laser energy at their depth of 4mm.

Physicians across the globe are experiencing this enhanced version of laser hair therapy in their own clinics with their own patients. The anecdotal evidence of the Sunetics Clinical Laser System has been demonstrated world-wide.

With this technology proving to be a tremendous benefit for physicians, the Sunetics Clinical Laser System design has placed the unit at the top of the class.

Other features such as the extendable hydraulic arm that allows for ease of use and the ability to use very comfortable chairs and the heavy gauge aluminum body casing set the stage for a long running, durable and reliable clinical laser unit.

"We designed the unit to be a work horse that would run 8 hours per day 6 days per week and last a very, very long time," says Dr. Maricle.

The Sunetics unit is the first and so far only clinical unit on the market to have received certification by independent labs for compliance with both the CE and UL 60601 standards for medical equipment.

The Sunetics Clinical Laser System comes with a two-year parts and labor warranty and will only be sold to physicians or medically supervised facilities.

Doctors share their experience



Dr. Shelly Friedman is board certified in both Hair Restoration Surgery and Dermatology, making him an expert in the diagnosis and treatment of hair loss. He lectures extensively both nationally and internationally. He is the founder of Scottsdale Institute for Cosmetic Dermatology located in Phoenix, Arizona.

Dr. Friedman is the Founding President of the American Board of Hair Restoration Surgery as well as the Past President of the American College of Dermatology. Dr. Friedman, a Fellow of the International Society for Hair Restoration Surgery, was recognized by the ISHRS in Sydney, Australia for his innovative technique in preventing post-operative scabbing following hair transplantation.

Dr Friedman and his dedicated surgical staff have more than 50 years of combined experience in hair transplantation, having performed over more than 10,000 surgeries.

With all of Dr Friedman's vast surgical experience, he was still open to laser hair therapy as being a positive adjunct to his hair restoration practice. Dr Friedman has incorporated laser hair therapy into his practice and seen wonderful results with many of his patients. He has been featured on local news telecasts as a leader in the Phoenix area for laser hair therapy.

"I have learned many things in my years as a physician, and one of the most important was to stay on top of emerging therapies that could help my patients. Laser Hair Therapy is certainly one of those therapies. It has impacted my practice dramatically."



Dr. Shelly Friedman's female patient, 56, before and after 8 months.



Dr. Robert Reese is the founder and Medical Director of Reese Hair Restoration. He has been practicing surgery since 1992. Dr. Reese has treated thousands of patients and is recognized as one of the finest hair transplant doctors in Minnesota and the Upper Midwest.

Dr. Robert Reese is Board certified in General Surgery as well as certified by the American Board of Hair Restoration Surgery, (ABHRS) and American Osteopathic Board of Surgery.

"Hair loss can be successfully treated with low-level laser therapy (LLLT). Laser therapy is an alternative for patients who may not be ready to proceed with hair transplant surgery, and for patients concerned about the possible side effects of hair loss medications."

In LLLT, 'cool' laser energy is delivered to the scalp, increasing the blood supply and stimulating the follicles. Stronger and thicker hair can result: LLLT has been shown to stop the progression of hair loss in 85 percent of patients treated."

LLLT can also be used after hair transplant surgery, to enhance the healing process and help the transplanted hair thrive. At our offices, we utilize the Sunetics Clinical Laser."



Dr. Robert Leonard operates Leonard Hair Transplant Associates with five offices throughout New England.

Dr. Leonard has held leadership positions in several societies, including:

- President, International Society of Hair Restoration Surgery
- Board of Governors, International Society for Hair Restoration Surgery
- Chair, Ethics Committee, International Society for Hair Restoration Surgery
- President of the Rhode Island Society of Osteopathic Physicians and Surgeons
- Member, The American Society of Laser Medicine and Surgery

Dr. Leonard has specialized in the field of hair restoration surgery for the past 22 years. During these many years in practice, he has investigated and used various therapeutic options to treat men and women with hair loss. These include, of course, Propecia and Rogaine Foam for his male patients and Rogaine for his female patients. Then, seven years ago, he was introduced to a new technology that was purported to be helpful to treat hair loss—low level laser therapy (LLLT).

Dr. Leonard says that one of the most important factors in offering laser therapy as a treatment option to patients is to realistically and honestly describe treatment expectations to them. During their hair loss consultation, he describes



A slide from Dr. Leonard's lecture on LLLT at the ISHRS Regional Workshop in Rome, Italy 2008.

"At first, I was rather skeptical since very few of my colleagues were using this modality. Given, however, that I was interested in anything that would potentially be helpful to my patients, I decided to buy a clinical unit to directly evaluate its results and to decide if it would be a modality to add to my armamentarium to treat male and female pattern hair loss. It goes without saying that I did, indeed, find that it was quite helpful to my patients. They, too, have found it to slow down their hair loss progression, and to actually re-grow their hair."

the benefits as well as the limitations of laser therapy to them. He has found it to be very effective in stabilizing hair loss, and actually helps re-grow hair in approximately fifty percent of his patients. Improvement in hair quality and texture are also commonly reported and observed.

"For the last seven years, I have offered LLLT to my hair loss patients as a stand-alone treatment or, preferably, as a component in a Multi-Therapy approach in treating hair loss for my patients, with very positive results."



Dr. Victoria Vitale-Lewis has been practicing cosmetic surgery since 1987 in Brevard County. She is board certified by the American Board of Plastic Surgery and was president-elect of the Florida Society of Plastic Surgeons for 2007.

Her expertise in cosmetic surgery has led her to be featured on many national television programs including: Good Morning America, Discovery Health Channel and Fox 35 news. As a member of the American Society of Plastic and Reconstructive Surgeons, she has lectured and trained surgeons from around the world. She is a published author of a plastic surgery book on sclerotherapy and is a contributing author to The Womens Encyclopedia of Health and Emotional Healing. She is considered an expert in her signature "The Feminine Facelift."

"I am very pleased to offer the Sunetics Clinical Laser to especially help women that are going through menopause and experiencing thinning and diffuse hair loss. With limited options already for women, the laser gives us an effective tool to help rejuvenate the hair follicles."

"My clinic is focused on services that are geared to the cosmetic improvement of men and women. I am pleased that my patients now have a non-invasive option in helping them in their battle against hair loss. Both male and female alike are enjoying the benefits of laser hair therapy."



Dr. Bradley Kurgis has practiced dermatology on the Central Coast since 1992. He is board certified by the American Osteopathic Board of Dermatology and the American Board of Hair Restoration Surgeons.

He is also a member of many national and international dermatological and hair restoration societies such as the International Hair Restoration Surgery (ISHRS).

“As a dermatologist, I get a lot of questions about hair loss.

In the past, the best options I could offer were hair transplant surgery and/or minoxidil and finasteride. We know that many people have resistance—even fear—of surgery and drugs.

John Vincent and I have been providing Sunetics Laser Hair Therapy in free-standing locations, separate from my medical office, for about a year now. We advertise Laser Hair Therapy, nothing else. We’ve found people respond to a hair loss treatment that has no potential for side effects and no down time.



Dr. Kurgis featured on NBC News.

“From the results we have seen first hand, laser therapy gets wonderful results, and often, very quickly.”

From the results we have seen first hand, laser hair therapy gets wonderful results, and often, very quickly.

- *Excessive hair loss is halted 99% of the time.*
- *Hair quality improves as weak, miniaturized hair becomes thicker and stronger in the majority of our patients.*
- *Laser Therapy has been shown to be extremely effective for post menopausal women, post partem hair loss, hypothyroidism — virtually any woman with hormonal hair loss issues.”*



Dr. Kurgis' female patient before and after 6 months of laser treatment.



Dr. Martín Iglesias is the founder and Medical Director of the Male Health Center located in the Hospital Ángeles del Padregal in the south part of México City. The clinic provides all kind of aesthetic, dermatologic and plastic surgery options exclusively for male patients. Treatments for alopecia and the prevention of hair loss are performed with the most advanced technology.

Dr. Martín Iglesias is a plastic surgeon certified by the Mexican Council of Plastic, Aesthetic and Reconstructive Surgery. He is also a member of the Mexican Association of Plastic, Aesthetic and Reconstructive Surgery and Chief of Plastic Surgery Service at Instituto Nacional de Ciencias Médicas y Nutrición. All services at MHC are supervised by qualified plastic surgeons and dermatologists.

“We have been using the clinical laser in our practice for over 6 months now and have seen wonderful results for our patients. They like the simplicity of coming to our office and sitting under the laser. They are very excited about this new technology as we are.

I have seen patients stop hair loss as well as their hair become fuller and thicker. Many patients are even regrowing hair. As a physician it is important to not only to treat my patients with the latest technology, but for them to experience good results as well and be satisfied. We are having good success here at our clinic in Mexico City.”



Dr. Alan Bauman founded the Bauman Medical Group which is a private practice dedicated exclusively to the specialty of hair restoration and is nestled in the heart of South Florida's Gold Coast—on your way between Palm Beach and South Beach—in beautiful and sunny Boca Raton, Florida.

Dr. Bauman's practice is dedicated to helping his patients maintain and/or restore their own living and growing hair using the most state-of-the-art techniques. Dr. Bauman had considered entering the cosmetic surgery field but in 1997 he opted to limit his practice to hair restoration. He was and is strongly drawn to the ever-evolving and improving science of hair restoration, as well as the artistic aspects of recreating natural-looking new hairlines for his patients.

Dr. Bauman belongs to numerous professional organizations. He is an active member of the International Society of Hair Restoration Surgeons and the International Society of Hair Restoration Surgery—the largest organization of its kind, dedicated to enhancing surgeons knowledge and skill in hair restoration procedures. He sits on the Ethics and Bylaws Committee for the International Society of Hair Restoration Surgery and attends several medical conferences each year where hair transplant surgeons share knowledge and best practices for successful, effective hair restoration procedures.

Dr. Bauman is also affiliated with the American Hair Loss Council, the American Society for Laser Medicine and Surgery, the North American Association for Laser Therapy and the World Association for Laser Therapy. He has worked with lasers in his practice since 1999, and was interviewed about the use of lasers for hair restoration in a recent article that appeared on the front page of the "Men & Health" special section in the New York Times, and also featured on CNN, Dateline and The Today Show.

"Judging from our own patients' results, LLLT seems to have had a noticeably positive effect on the quality of hair growth with both our surgical and nonsurgical patients. Many of our in-office treatment protocols have been instituted around the country and around the world by physicians using in-office laser therapy devices. We have also applied LLLT as a healing accelerator for our post-operative surgical hair restoration patients and found this therapy to aid the healing process."

The best candidates tend to be people in the early stages of hair loss; although we've seen dramatic results on people in the later stages."

Dr. Bauman's detailed evaluations of patients for this therapy determine whether they have sufficient hair follicles

that can be rehabilitated by the laser's stimulation. Those who do not meet this criteria might be better off with a different approach (and there are many) to hair restoration.

"I have personally been using low level laser therapy in my practice for 10 years and can comfortably say that it has been a tremendous benefit by giving our practice another tool to use in fighting hair loss as well as yielding astounding results for a large number our patient base."

As a stand-alone therapy, the laser therapy has helped our practice by stopping hair loss, making hair fuller, thicker, shinier, and healthier as well as increasing the density, volume, quality and texture of the hair. It certainly has demonstrated regrowth for many patients."

Also, post surgery treatments have reduced pain and increased healing time as well as afforded an overall better result for the patient. It is also used in our Multi-Therapy treatment plans."

We now have five (5) Sunetics lasers running in our clinic and have even developed a laser hair therapy spa on the waterfront for patient treatments."



Dr. Alan Bauman shown here at his expanded laser hair therapy spa in Boca Raton, FL.



Dr. Bruce Marko, founder of Enhanced Images of Charlotte NC, offers his patients a wide range of minimally invasive cosmetic procedures and services, including hair transplantation.



"I incorporated the Sunetics laser hair restoration system into my practice a little over one year ago. I spoke with colleagues and reviewed their photos prior to adding the Sunetics laser to my practice. Even after seeing their results, I was still skeptical when I first added it to my services."

"In the fifteen months I have been using the laser, my patients have had very noticable results and our patient satisfaction is over 95%. I am also one of those extremely happy patients!"

Dr. Marko is a diplomat of the American Board of Hair Restoration Surgery. He is also a member of the Academy of Cosmetic Surgery. Dr. Marko was trained by some of the top hair restoration surgeons in the world and has been performing hair restoration procedures since 2000.

Dr. Marko continues to perform state of the art surgery and has now incorporated laser hair restoration into his practice.

"It has been a wonderful addition to my practice. I have had excellent results both as a stand-alone treatment for the appropriate candidate, and as a post surgical treatment protocol."

"In the fifteen months I have been using the laser, my patients have had very noticable results and our patient satisfaction is over 95%. I am also one of those extremely happy patients!"





Steven P. Jepson, MD owns and operates the Utah Dermatologic & Medical Procedures Clinic in Salt Lake City. He focuses exclusively on non-surgical cosmetic and anti-aging medicine including cosmetic injectables such as Botox & Juvederm, laser skin rejuvenation, bioidentical hormone management, Lipodissolve®, and laser hair restoration. He also has developed a line of high grade anti-aging skin care products that are now being sold internationally.

Dr. Jepson added the Sunetics laser to his ever-growing list of aesthetic offerings earlier this year.

Dr. Jepson has found that clients are excited when they learn that there is such a simple way to correct hair loss and improve their hair quality.

And because Dr. Jepson also focuses on correcting hormonal imbalance, a common cause of hair loss in women, this laser provides a great adjunctive therapy for those female clients suffering from perimenopausal hair loss.

"I continue to look for the best non-invasive aesthetic technology to offer my clients."

"Once I learned what this Sunetics laser system could accomplish for people with thinning hair, it seemed like a natural fit with my clinic's philosophy."

"I spend time under the laser myself each week and definitely have achieved thicker, fuller hair."



Dr. Mark Baxa is the Medical Director for Professional Image & Laser Care with offices in Charlotte, NC and Garden City, New York.

Dr. Baxa has performed thousands of Hair Transplant (HT) procedures since 1991 using only the most advanced technology. He travels throughout the US and to foreign countries participating in seminars on Hair Transplantation. Dr. Baxa is well known for his reconstructive HT surgery for those who have had "the plug method" and improperly placed grafts. He performs each session himself and uses his own team of nurses and trained technicians to ensure the highest quality.

Dr. Baxa has also had two Hair Transplant sessions totaling 3000 grafts/FTU's. He

knows first hand how men and women experiencing hair loss suffer and is sensitive to what they want and need from their hair transplant session.

"I am pleased to offer laser hair therapy in our practice. We are one of the early adopters of this exciting technology and it has paid off for us. Our staff is seeing remarkable results with the Sunetics Clinical Laser."

"I have had the LLLT (Low Level Laser Therapy) and the LB (Laser Brush) in my practice for nearly two years. I have two office locations and have a clinical laser in both locations."

"The results have actually been very good!"

"I can report that many of my patients have absolutely loved the LLLT and prefer to have a non-invasive option to assist in their hair loss problem. These patients have all felt that they are receiving a good benefit from using the Sunetics Laser."

"I have also had several of my post-operative patients (HRS - Hair Restoration Surgery) really see much more rapid re-growth."



According to the ISHRS (International Society of Hair Restoration Surgery) 2007 Practice Census Facts and Figures, only 14% of surgical procedures worldwide are performed on females.

Women have very limited options for treating hair loss.

LLLT has demonstrated excellent results for women and is becoming a frontline modality for them.

Women seem to respond faster to low level laser therapy due to the fact they have more hair and less dead follicles.



Doris Day, MD, is a board certified dermatologist who specializes in laser, cosmetic and surgical dermatology on the Upper East Side in New York City. Her private practice includes national and international celebrities. Dr. Day is affiliated with Lenox Hill Hospital in New York City and is a clinical assistant professor of dermatology at the New York University Medical Center where she was presented with the award for Dedication and Excellence in the Teaching of Dermatology.

Dr. Day is a highly-respected and sought-after media personality in the area of cosmetic dermatology. She has written and spoken extensively in this area including hour-long documentaries on cosmetic procedures for the Discovery Channel. She is also a frequent guest on Good Morning America, and has had several appearances on CNN with Paula Zahn, and other television events, as well as features in major women's magazines including In Style, Allure, Vogue, Glamour and Redbook.

Dr. Day is a member of many relevant national organizations including the American Medical Association, the American Society of Dermatologic Surgery, the American Academy of Dermatology and the Women's Dermatologic Society. She is a recent inductee into the American Honors Society of Dental and Facial Aesthetics. She is also listed in the Doctor's Who's Who, and has won awards for her work in laser research.

"I see patients with hair loss in my practice every day. My approach is to evaluate each patient on an individual basis to determine the underlying cause. My experience has been that the most common cause of hair loss is androgenetic alopecia. Many of these patients, both men and women are either not good candidates or unable or unwilling to undergo hair transplants. For those that are good candidates for hair transplant I refer them to a specialist for further treatment as necessary.

For all my patients with androgenetic alopecia, whether or not they have

hair transplants, I recommend a multi-focused approach that addresses the underlying problem from every angle possible. This includes topical rogaïne, sometimes with retinol, shampoos that are sulfate free, and the Sunetics Clinical Laser System, which is effective in helping reduce excessive hair loss, as well as produce thicker, fuller, healthier hair. The Sunetics Clinical Laser can also revitalize and re-grow hair for the right candidates.

I especially like the Sunetics Clinical Laser for my female patients which have limited options to help fight hair loss. I also use aldactone for women, where appropriate and I almost always recommend propecia for my male patients.

I have found that this broad approach targets every aspect of hair loss in a scientifically proven manner and gives my patients the best chance of minimizing further hair loss as well as for growing hair back.

I also have a detailed discussion regarding stress management and proper nutrition as an adjunct in order to maximize the indirect opportunity for minimizing further hair loss or acceleration of the hair loss process and to maximize the potential for re-growth."



Dr. Day shown here with female patient.

In the Media

Sunetics International has drawn a lot of attention from various media companies because of the excellent results they are demonstrating. Many physicians utilizing the Sunetics devices are being featured on television newscasts and magazines throughout the world.



Janice Lieberman on NBC's Today Show explains the benefits of the Clinical Laser Unit.



How to implement the Clinical Laser into your practice or medical spa

Let's first understand the three areas in which the laser hair therapy will benefit any practice or medical spa.

1. **Stand-alone Therapy**
2. **Multi-Therapy Approach**
3. **Pre or Post Transplants**

STAND-ALONE TREATMENT

The fact that the laser is a non-invasive, non chemical, safe, painless and risk free option is very appealing to patients. The laser is an incredible attraction for the people who are not yet candidates for transplants, or they are not interested in drug treatment or they are not interested in putting chemicals in their hair. Some of these will be women with diffuse hair loss, women post menopausal, or women who just are not candidates for a transplant. Also, young men that are early in the hair loss process and are not candidates to transplant, or men who are fearful of drugs and surgery but want to do something now about their hair loss.

The fact is that many people just do not want to do surgery or medical therapy because of the perceived side effects. So, laser hair therapy fits nicely into the treatment plans of many physicians and Laser Hair Therapy is a perfect option for this group of patients.

MULTI-THERAPY APPROACH

If a physician and patient agree it is better for the patient to utilize Propecia and or Minoxidil along with laser hair therapy, the physician is helping the patient by giving them every treatment modality available. Many patients will like to use either Propecia and or Minoxidil along with laser hair therapy. There have been reported benefits by combining these therapies.

POST TRANSPLANT TREATMENT

If your clinic or medspa offers hair transplant services, a third option would be pre or post transplant treatment. Pretreatment of patient with laser hair therapy has been used by some physicians to help develop the donor area as well as prepare the recipient areas. This is usually four weeks prior to surgery. Post transplant treatment with laser hair therapy has many proven benefits. First, the scabbing time and wound healing is greatly accelerated.

Secondly, the transplanted follicles that would normally fall out due to post

transplant shock stay in and remain active. It has been reported that nearly 75% of those follicles remain that would normally have falling out. This produces a much better result for the patient. Thirdly, it has been experienced that instead of waiting four months to see the new hair growth of transplanted follicles, the time line is accelerated to seeing new growth in two months. This has added a great deal of excitement to the patient.

These proven benefits alone would enhance the practice due to increasing patients' results and timelines.





"Impacting the Quality of Hair Growth"

Laser hair therapy certainly has its limitations and will never replace transplants. As like Propecia and Minoxidil, laser hair therapy will not help in resurrecting a dead hair follicle. The physician that recognizes that laser hair therapy is an additional tool and not a replacement to his main service (transplants), will be able to capitalize on a greater market share of hair loss individuals in his perspective area.

Patient selection is crucial as well as managing their expectations of results. Tracking of results is a major key in monitoring the progress of the patient and helping them be compliant to the protocol. A Proscope or Folliscope should be used to track up close measurements of the hair shaft for density as well as new growth. Typically 3, 6, 9 and 12 months global photos and Proscope photos are taken and reviewed with the patient.

"Remember that stopping hair loss or reducing excessive hair loss is a sign of success to most patients. Thickening of the current hair even 10% can bring about a change in the density and coverage. Fuller, Shinier and Healthier hair as well as improved texture and quality is a success to most patients. Regrowth is obviously the main goal of every patient, but many will be happy with the first two benefits if their expectations are addressed in the beginning of treatment," says Dr. Alan Bauman



The hydraulic arm allows for the use of very comfortable chairs in a relaxed atmosphere,



Analyzing the hair shaft for density as well as new growth.

WHAT IS THE CLINICAL LASER PROTOCOL?

Most physicians will use a treatment schedule of two times per week for 12 weeks, then once every week for 1 month and then once every other week (two times per month) for the last eight months. The total protocol is 44 treatments during the 12 month period. Treatments are never on consecutive days. Sessions are typically 30 minute sessions.

FEES FOR LASER HAIR THERAPY SERVICE

Most physicians in the U.S. will charge \$3,950 for the 12 month treatment plan. We have seen physicians in certain parts of the country charge more for this protocol. Many physicians will charge \$2,500 for a six month Post Transplant plan of 25 sessions.

OPERATING THE LASER

Operating the laser hair therapy device is very simple. Typically, a patient coordinator or receptionist will sit the patient under the laser and lower the head by the hydraulic arm to the correct level and press two buttons and walk away.

HANDS FREE TREATMENT

The patient can read or watch TV for the 30 minutes. The clinical unit has an internal timer and automatic shut-off with a one minute warning signal. The laser system does not need hands-on personnel to watch over the patient during treatment. This simplicity has helped inspire many physicians to incorporate the laser into their practice.

MAINTENANCE

There is very little maintenance that is needed for the laser. Simply wipe down the glass inside the laser head to keep gels and spray residue off the glass. The laser is built to last for years of treatments. The laser comes with a two-year manufacturer's warranty on parts and labor on manufacturing defects. An additional three-year warranty can be purchased for \$2,500.



Female, 62 years old, result after 6 months. Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



SUNETICS
INTERNATIONAL

Laser Hair Therapy

Male Patients

Patients were treated **ONLY** with Sunetics Lasers
No Minoxidil (Rogaine™) • No Finasteride (Propecia™)
No Transplants • No Other Therapies



Male, 39 • Before

Submitted by Dr. Alan J. Bauman, Boca Raton, FL



After 6 months



Male, 24 • Before

Submitted by Dr. Bruce H. Marko, Charlotte, NC



After 6 months



Male, 42 • Before

Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 2 months



Male, 29 • Before

Submitted by Dr. Bruce H. Marko, Charlotte, NC



After 6 months



Male, 49 • Before

Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 3 months



Male, 34 • Before

Submitted by Dr. Bruce H. Marko, Charlotte, NC



After 6 months



Male, 29 • Before

Submitted by Dr. Craig L. Ziering, Beverly Hills, CA

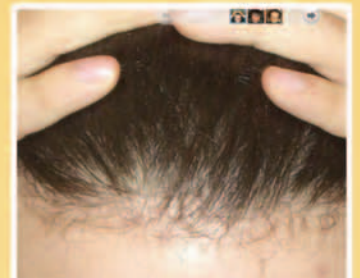


After 12 months



Male, 18 • Before

Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 6 months



SUNETICS

INTERNATIONAL

Laser Hair Therapy

Female Patients

Patients were treated ONLY with Sunetics Lasers
No Minoxidil (Rogaine™) • No Transplants • No Other Therapies



Female, 34 • Before
Submitted by Dr. Joseph L. Williams, Las Vegas, NV



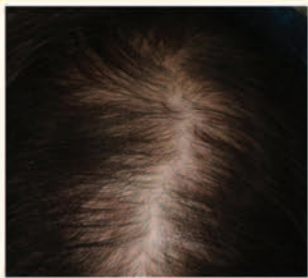
After 6 months



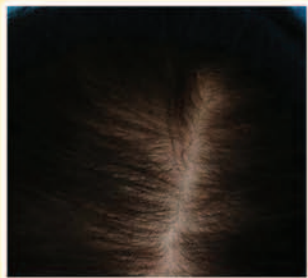
Female, 54 • Before
Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 4 months



Female, 27 • Before
Submitted by Dr. Alan J. Bauman, Boca Raton, FL



After 2 months



Female, 30 • Before
Submitted by Dr. Alan J. Bauman, Boca Raton, FL



After 12 months



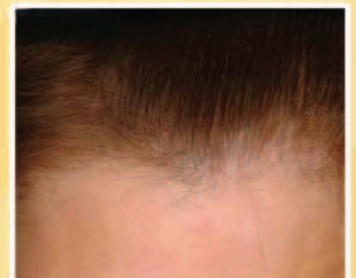
Female, 56 • Before
Submitted by Dr. Shelly A. Friedman, Phoenix, AZ



After 8 months



Female, 62 • Before
Submitted by Dr. Alan J. Bauman, Boca Raton, FL



After 6 months



Female, 62 • Before
Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 6 months



Female 50 • Before
Submitted by Dr. Bradley S. Kurgis, San Luis Obispo, CA



After 6 months



LASER HAIR THERAPY GETS RESULTS

SUNETICS INTERNATIONAL INC.

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