ESSILOR INSTRUMENTS

EssilorInstrumentsUSA.com

Unlock Growth Potential with epi-c plus®

It's time to integrate the innovative solution for **chronic inflammation** into your practice.

DISCOVER OUR PLAYBOOK!

Explore the world of **epi-c plus®** and uncover how it improves chronic inflammation treatment.

Discover the value of **Optimal Power Energy® IPL** and **Light Modulation® LLLT** technologies.

Plus, find practical tips on leveraging marketing materials to enhance your practice and increase revenue.

Let's elevate your practice together!

ESSILOR INSTRUMENTS

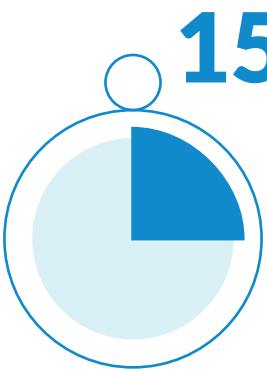
Experience the Healing Touch of Light

Elevating chronic inflammation management with epi-c plus®

epi-c plus® is our flagship solution featuring both our core technologies, Light Modulation® LLLT and Optimal Power Energy® IPL, for an optimal, non-invasive treatment of most inflammatory conditions.

Hardware and software work hand in hand to provide effective, painless care to patients, whilst being extremely easy to program and operate.

It is intuitive, easy to use and with a small footprint.



Painless, non-invasive, and quick treatments.

Each session lasts just 15 minutes, seamlessly fitting into your busy schedule.

Transform your practice with this essential, time-saving tool.

Discover the power of light: Maximum convenience, exceptional value

LM® LLLT

LM® LLLT, a pioneering light-based photobiomodulation technology, stems from NASA's innovative Low-level Laser Therapy for treating astronaut wounds in space. Its simplicity benefits both operators and patients, offering unmatched convenience. LM® LLLT excels in treating inflammation and age-related signs, providing safe, effective therapy that breaks the cycle of inflammation.

Its intuitive, non-invasive nature ensures ease of use and safety. Four key elements guarantee its efficiency: high-power emission on the skin, minimal energy dispersion, specific LED light management, and emission in both continuous and pulsed modes. LM® LLLT patented photobiomodulation technology —it works by triggering endogenous heating, stimulating ATP production.

LM®LLLT.
Empowering
Wellness.

Light Modulation® LLLT

- Enhances energy production
- Accelerates cellular activity
- Alleviates inflammation
- Balances antioxidants
- Stimulates natural healing processes

ESSILOR INSTRUMENTS

Discover the power of light: Maximum convenience, exceptional value

OPE® IPL

OPE® IPL is our patented Intense Pulsed Light technology. Designed as a polychromatic light whose thermal impulses are calibrated through software to always be emitted at just the right intensity, OPE® IPL provides an extremely high degree of safety and effectiveness.

OPE® IPL is the only pulsed light in the world allowing for usage without any protective gel.

This is possible thanks to the patented, software-enabled technology providing a light impulse that's emitted at just the right frequency, every time, throughout every beam. This provides both operators and patients with an invaluable asset: the convenience of an exceptional, frictionless experience.

Safe, quick. Protective gel free.

Optimal Power Energy® IPL

- Improves blood circulation
- Disperses blood vessels
- Anti-inflammatory cytokine release
- Frictionless experience

ESSILOR INSTRUMENTS

Why epi-c plus® makes the difference

Patented Optimal Power Energy® IPL and Light Modulation® LLLT technologies seamlessly **working together**

Easy and **safe**

Upgradable system offering unlimited growth potential

Plug&play—**it doesn't require the operator to be constantly present during the treatment**

Easily integrates into your existing workflow

Integrating epi-c plus® into your practice ensures your patients receive the solution to their frustrating condition.
Embracing cutting-edge light therapy not only meets rising demand but also offers an exciting chance for practitioners to innovate, diversify, and significantly expand their practices.

This addition can enhance cash flow and overall practice efficiency, marking a pivotal step towards comprehensive patient care and practice growth.

ESSILOR INSTRUMENTS

Safe and Quick Treatments that Integrate into Your Workflow

epi-c plus® offers intuitive and safe procedures. Each treatment is a brief **15-minute session**, delivering quick and noticeable results to your patients in just a few sessions. It's **fast**, **painless**, and provides **immediate relief**, ensuring **ease and safety** for both operators and patients. Plus, it's **plug-and-play**, freeing up operators to attend to other tasks during treatment.

Seamless Integration

Incorporating epi-c plus® into your practice is effortless, allowing your staff to seamlessly provide care and relief to patients without disruption to daily activities.

Quick and **intuitive** prep procedure, **manageable by your technician or nurse**

Treatment **doesn't require the operator to be constantly present during the treatment**

Staff can handle scheduling and **post-treatment follow-ups**

Short treatments easily scheduled between other procedures

Getting Started

Connecting with Patients: Strategies for Effective Outreach

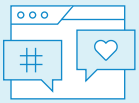
To ensure your patients are well-informed about chronic inflammation and are aware of the benefits of **epi-c plus®**, **LM® LLLT** and **OPE® IPL**, we highly recommend:

1. Incorporate **video** screens to showcase current marketing content **throughout your practice**, enhancing patient education and engagement.

2. Provide **informative brochures** and display signage detailing chronic inflammation and its treatment options t**o ensure patient awareness and understanding**.

3. **Introduce new treatments to your current patient base by leveraging your communication channels** such as newsletters, social media, and website announcements.

4. **Empower your staff to daily engage with patients**, discussing the benefits of epi-c plus®, LM® LLLT, and OPE® IPL to ensure comprehensive patient understanding and satisfaction.



5. **Integrate links to your social media** profiles across your **website**, **newsletters**, and **emails**, and actively participate in conversations about chronic inflammation and its management using epi-c plus®, LM® LLLT and OPE® IPL.

Patients' Education

Empower Your Patients: **Explore the Benefits** of **epi-c plus®**, **LM® LLLT** and **OPE® IPL**

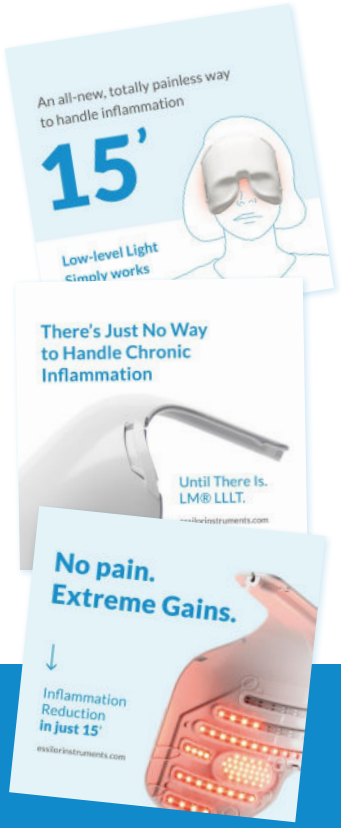
We're dedicated to assisting you in effectively promoting epi-c plus®, LM® LLLT, and OPE® IPL to your patients, providing promotional materials and marketing support tailored to boost your growth and guide you toward success.

Ensure you present our innovative solutions to your patients in the best possible way by:

- Clearly **explaining the advantages of epi-c plus®, LM® LLLT and OPE® IPL** for effectively managing chronic inflammation
- Offering a **comprehensive treatment plan**
- Setting **realistic expectations**
- Listening to your patients and **understanding their concerns to provide tailored assistance**

Elevate Your Practice with Comprehensive Support

Join our comprehensive support program. Gain access to **marketing packages designed to boost exposure** and drive sales for practices incorporating epi-c plus®, LM® LLLT and OPE® IPL.



Our support programs include:

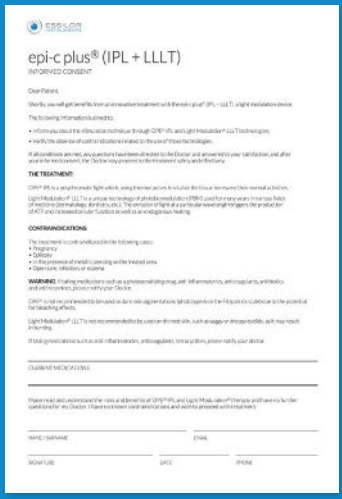
- **Extensive marketing materials**, including presentations, patient brochures, videos, signage materials for your practice and more
- **Strategic guidance** for **social** media posts
- **Scientific Community**, to grow your knowledge and connect with others utilizing the technology

Don't miss this opportunity to elevate your practice!

Elevate Your Practice with Comprehensive Support

Enroll in our comprehensive support program and implement our recommendations to **enhance visibility and increase sales**.

FOR YOUR PATIENT



epi-c plus® (IPL + LLLT)

INFORMED CONSENT

Ask your patients to sign the informed consent.

ONLINE PROMOTION

Promote treatments and technology through your social media channels.

PRINTED MARKETING MATERIAL

Distribute informative brochures about treatments and technology to your patients, and promote your practice with drive-to-clinic flyers.

FOR YOUR STUDY/CLINIC

Place promotional roll-up banners showcasing treatments and technology, along with informative videos for patients, inside the waiting area of your study/clinic.

TV

Play the videos
in your clinic.

epi-c plus®

Your Answer
to **Inflammation Relief NOW.**

PLAYBOOK

EssilorInstrumentsUSA.com