



TOPICAL CARBOXY DELIVERY

IMPROVE OUTCOMES. REDUCE DOWNTIME. IMMEDIATE RESULTS.

## what is TOPICAL CARBOXY DELIVERY?

Topical Carboxy Delivery (TCD) is gaseous carbon dioxide combined with specially formulated serums delivered to the surface of the skin. The use of carbon dioxide and its transcutaneous benefits is well established in aesthetic medicine.<sup>1</sup>

#### MECHANISM OF ACTION

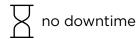
Studies show a small amount of topically applied carbon dioxide is absorbed transcutaneously and reacts with water molecules forming carbonic acid.<sup>2,3</sup>

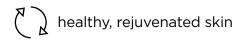
The lower pH creates the Bohr's Effect, weakening the bonds between hemoglobin and oxygen. This localized release of oxygen along with increased circulation results in a variety of changes including increased capillary wall permeability and microcirculation, stimulation of fibroblasts which increases collagen and neoangiogenesis.<sup>4</sup>

## THE PERFECT COMBINATION OF SCIENCE & DESIGN

CryoTouch® MD delivers non-invasive results from TDC that is optimized for the modern medical spa. The unit is lightweight, portable, and features advanced technology ensuring optimal performance, easy operation and remote troubleshooting.







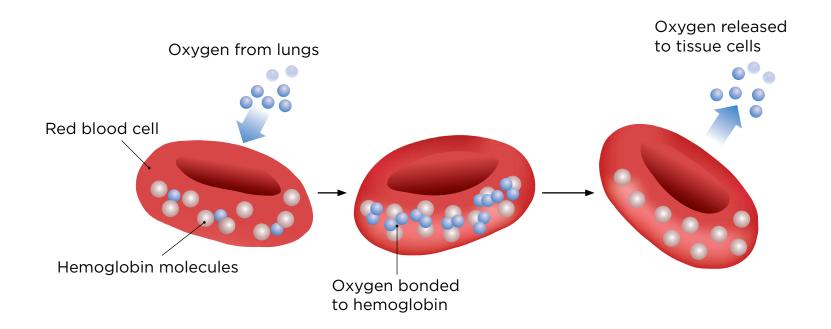
<sup>1.</sup> Matz H, Orion E, Wolf R (2003) Balneotherapy in dermatology. Dermatol Ther 16: 132-140.

<sup>2.</sup> Blair DA, Glover WE, McArrdle L (1960) The mechanism of the peripheral vasodilation following carbon dioxide inhalation in man. Clin Sci. 19: 407–423.

<sup>3.</sup> Sakai Y, Miwa M, Oe K, Ueha T, Koh A, et al. (2011) A Novel System for Transcutaneous Application of Carbon Dioxide Causing an "Artificial Bohr Effect" in the Human Body. PLOS ONE 6(9): e24137.

<sup>1.</sup> Sinozic T, Kovacevic J, (2013) Carboxytherapy supportive therapy in chronic wound treatment. Acta Med Croatica, 67 Suppl 1: 137-141

## BOHR'S EFFECT



## CRYOTOUCH® MD USES CARBON DIOXIDE CAUSING THE BOHR'S EFFECT STIMULATING BLOOD FLOW, IMPROVING CELLULAR HEALTH AND REVITALIZATION.

Since the first publication by Professor K.J. Heidler in 1818 on the positive benefits of dissolved carbon dioxide on human health, studies continue to document, through improved techniques, the mechanism and aesthetic improvements possible using TCD.

## BROAD RANGE of PATIENT OUTCOMES with Topical Carboxy Delivery

Tone-Evening **Rejuvenate MD** 

Post Treatment
Rapid Restore MD

Hair Growth
TrichoCyte Booster







#### THE MOST ADVANCED **TOPICAL CARBOXY DELIVERY** DEVICE



## OUR INVESTMENT IN YOUR SUCCESS

PARTNERSHIP PACKAGE INCLUDED WITH YOUR CRYOTOUCH® MD:

Free hands-on/virtual training
1 year warranty
In-office marketing materials
Web marketing assets
Social media support
Remote technical support
Best practice guidelines

Post-Treatment



Anti-Aging



Hair Restoration



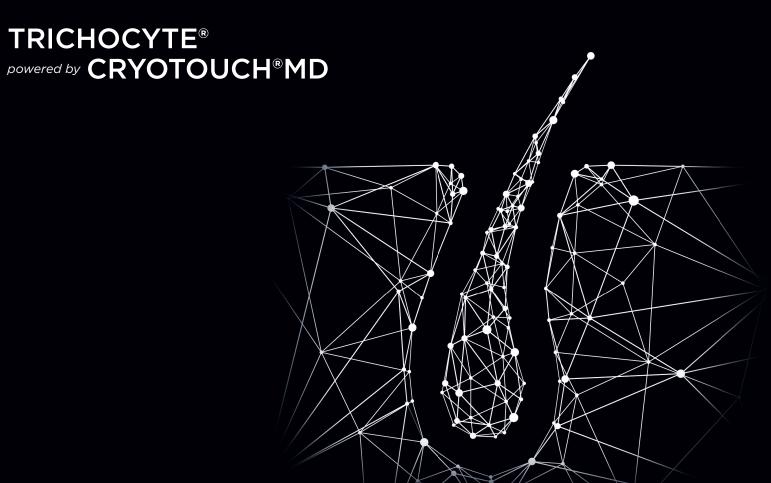
Ultra-Brightening



Intense Hydration



## HAIR RESTORATION





We collaborated with research partners at University of Chicago and SUNY, New York to develop a supercharged hair growth formula that is 100% natural with jaw-dropping results. Provide your clients with a path to safe hair & painless hair restoration.

Shown above are results from using just TrichoCyte® at home after 270 days. Achieve similar results in as little as 60 days with combination of CryoTouch® MD and TrichoCyte.

## MECHANISM OF ACTION FOR TRICHOCYTE®

- » TrichoCyte is a blend of phytochemicals that have been demonstrated in peer reviewed publications to counter the causes of Androgenetic Alopecia (AGA) in men and women.
- » Androgenetic Alopecia is the most common type of hair loss and is driven by age, genetics, and biochemistry.
- » Males may exhibit earlier signs of AGA compared to females, but the mechanism is the same and triggered when 5-alpha dihydrotestosterone (DHT) is metabolized to Testosterone.
- » Approximately 50% of the population will experience some degree of hair loss

In studies, Trichocyte® demonstrated two mechanisms of action in the treatment of AGA: anti-androgenic & anti-inflammatory properties

#### ANTI-ANDROGENIC

- » Trichocyte® ingredients sterolic triterpenes and fatty acids inhibit binding of dihydrotestosterone to the cytosolic androgen receptor and alpha 1-adrenoceptor in the target tissue.
- » This prevents the translocation of bound androgen receptor to the cell nucleus, thus blocking the dysregulation of hair cycle viability.

#### ANTI-INFLAMMATORY

- » Carnitine, thioctic acid and the hexane extracts of LSESr (Lipido-Sterolic Extract of Serenoa Repens) have demonstrated a pleiotropic modulation of target genes involved in hair growth.
- » Specifically, it was found that treating human HaCaT cell cultures with the formulation compound resulted in statistically significant reduction of LPS-mediated inflammatory gene expression without inducing a negative effect on cell viability.

#### WHY TRICHOCYTE POWERED BY CRYOTOUCH® MD

Cryotouch® MD delivers the Trichocyte® Booster formula to the scalp using topical carboxy delivery which helps increase blood flow to the localized area allowing the phytochemical mix to **accelerate hair growth**.

# HAIR RESTORATION PROTOCOL

## TRICHOCYTE® powered by CRYOTOUCH®MD

**TREATMENT OVERVIEW |** This protocol requires patients to receive a weekly treatment of TrichoCyte® delivered using CryoTouch® MD for 12 weeks. Between CryoTouch® MD treatments, the patient will follow a daily regimen of TrichoCyte® Serum and Tablets.

**PATIENT EXPECTATIONS** | A recent clinical study has shown that the protocol will produce results 3-4 times faster than TrichoCyte alone. In the study, results were seen in as little as six treatments.

**LONG TERM** | Once this initial protocol is complete, the patient will need to continue the at-home regimen plus a monthly CryoTouch® MD/TrichoCyte® treatment to maintain gains in hair growth.

## NEXT LEVEL RESULTS

#### with Topical Carboxy Delivery (TCD)

A recent clinical study was done to evaluate the impact of applying TrichoCyte® using TCD with CryoTouch® MD. Results showed hair restoration that was 4.5x faster versus TrichoCyte alone.



#### THE ACTIVATION KIT INCLUDES:

12 bottles of daily oral tablets

12 bottles of daily serum

12 in-office CryoTouch® MD treatment cartridges containing TrichoCyte® Booster

1 cylinder of  $CO_2$  for the CryoTouch® MD unit

#### TRICHOCYTE MAINTENANCE KIT INCLUDES:

12 TrichoCyte Booster Formula Cartridges 1 cylinder of CO<sub>2</sub> for the CryoTouch® MD unit

#### ADDITIONAL DAILY BOOSTER KIT:

12 bottles of daily oral tablets12 Bottles of daily serum

#### TRICHOCYTE® TABLETS:

Saw Palmetto Berry Extract (LSESr) Alpha Lipoic Acid (thioctic acid) Acetyl L-Carnitine Calcitriol (vitamin D3) Beta-Sitosterol Berberine Resveratrol Beta cyclodextrin

#### TRICHOCYTE® SERUM:

Serenoa Serrulata (Saw Palmetto) Oil Acetyl L-Carnitine Alpha Lipoic Acid (thioctic acid) Hypoxis Rooperi Extract (Beta Sitosterol source)

#### TRICHOCYTE® BOOSTER:

Phytosterols
Epigallocatechin 3 gallate
Genistein
Astaxanthin
Thioctic acid
Tumeric extract
Piperine extract
Vitamin D3
Vitamin K2 (Mark VII)





## ACTIVATION PHASE RESULTS



## BEFORE & AFTER WEEK 5

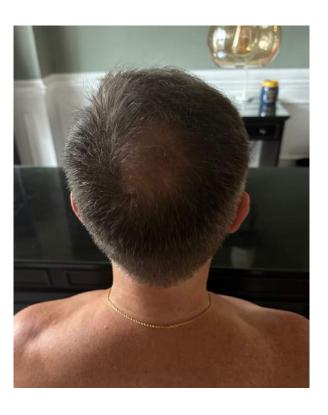


## BEFORE & AFTER WEEK 7





Baseline



After 5 Weekly Treatments

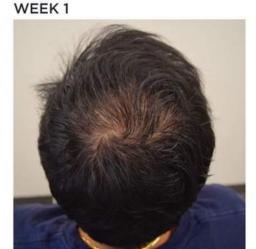
## Conclusions

AGA is a polygenic, complex trait disorder, requires multifaceted strategy

Safe & Effective hair restoration need not be painful or invasive

Combining CryoTouch MD-TCD & TrichoCyte is a paradigm shift in the approach to treating AGA

Research is continuing to understand the mechanisms involved and results observed thus far

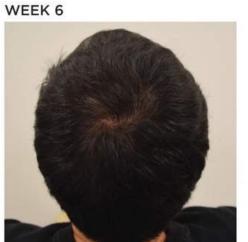




WEEK 4

Male, 32 Norwood Scale: 4B TrichoCyte using CryoTouch MD 12 week progress

Patient:







## **Profit Calculator**

Average TrichoCyte Activation Kit Charge	
Estimated # of Monthly Kits:	
Average Monthly Booster Charge	
Estimated # of Booster Sales	
Average Charge for Monthly, At-Home Supplements	
Estimated # of Supplement Sales	
Monthly Revenue for TrichoCyte Kits	

**Additional Supplement Revenue** 

**Additional Booster Revenue** 

**TOTAL MONTHLY REVENUE:** 

**Equipment Purchase Price:** 

Average Cost per Activation Kit (Contains 12 Months of Booster and Supplements)

**Average Cost per Booster** 

**Average Cost per Supplement** 

#### **NET MONTHLY PROFIT:**

**Breakeven Period:** 

Months





## HAIR RESTORATION

## 12-MONTH PROTOCOL

Your Activation Kit comes with enough TrichoCyte® Treatment Cartridges as well as daily serum and oral tablets for 12 months of treatment. This guide provides an overview of the program.

week 1	During first visit explain program to patient, write their name on the cartridge bag, perform CryoTouch® Treatment. Give patient daily serum and oral tablets for at-home use.	Patients begin using TrichoCyte® at-home serum and tablets daily. Dispense serum in hand and work into target areas. Use more as needed. Provide patient with year's supply.
weeks 2-3	Perform CryoTouch® treatment, mark off TrichoCyte® bag and weekly record	Patient continues at-home care
week 4	Perform CryoTouch® treatment, mark off TrichoCyte® bag and weekly record	Patient continues at-home care
weeks 5-6	Perform CryoTouch® treatment, mark off TrichoCyte® bag and weekly record	Patient continues at-home care
week 7	Perform CryoTouch® treatment, mark off TrichoCyte® bag and weekly record	Patient continues at-home care
weeks 8-12	Perform CryoTouch® treatment, mark off TrichoCyte® bag and weekly record	Patient continues at-home care
weeks 13-52	Use TrichoCyte® Maintenance Kit as needed to treat thin spots or for boost of existing hair	They should continue daily use of at-home serum and oral tablets to ensure continued results



## WHAT'S IN THE ACTIVATION KIT

AT HOME SUPPLIES:

12 boxes of oral tablets-

Daily Serum for at home use -

Our guidance is that after the first in-office treatment, your patient be given the 12-month supply of oral tablets and daily serum for home use.







## **Trichocyte FAQ**

#### What is TrichoCyte and CryoTouch?

- Trichocyte is an all-natural formula designed to help restore hair. Trichocyte reduces inflammation and encourages natural growth in hair follicles.
   TrichoCyte formula is used both in the office and at home.
- CryoTouch delivers the Trichocyte formula to the scalp during office visits. It uses carbon dioxide gas to help dispense the formula and invigorate blood flow and oxygen to the surface of the skin.

#### Who Can Use TrichoCyte?

- Who is the best candidate for the CryoTouch MD/Trichocyte Activation kit?
- 95% of all people suffering from hair loss are a candidate for this treatment. Nearly all hair loss falls into the androgenetic alopecia category which is what our treatment is made to treat.
- Is the same supplements and boosters use on men and women?
- Yes, these are used for both men and women and work great for both for hair restoration.

#### **Questions About In-Office Visits?**

Can you wash your hair after the in office CryoTouch MD/Trichocyte booster?

• yes, you can wash your hair after just 30 minutes post treatment

Do I have to change my routine during the Trichocyte Activation treatment?



 No, you can wash your hair, get normal haircuts, dye your hair if you do so etc.

## How long does the in-office treatment take during the activation phase or if getting a maintenance booster?

• No more than 10 minutes total. The treatment takes 5 minutes then a light massage of the product into the scalp and you are finished.

#### Can I combine TrichCyte with Other Treatments?

Can I use this treatment if I am getting other treatments like PRP, Exosomes, or hair restoration surgery like Neograft etc.?

 Yes, start all patience on the Trichocyte at home supplements during or after each of the treatments. You can then begin maintenance booster treatments in the office while doing other treatments as well to help further boost all other treatments and hair growth. We recommend waiting 30-45 days after hair restoration treatment before beginning in office treatments on the scalp with the CryoTouch MD.

#### **Questions about At-Home Treatment?**

#### How long will I have to be on Trichocyte at home care supplements?

 Hair loss is genetic, and you will have to use supplements for the rest of your life. If you stop your natural genetics will take over and your hair will begin to thin and fall out.



## How does CryoTouch MD/Trichocyte treatment different from other modalities like PRP, Exosomes, and stem cell injections?

 This treatment is designed to treat hair loss which is a polygenetic disorder using a polygenetic treatment. The other modalities above are monogenetic treatments and only treat hair loss in one way. That is why the outcomes in MOST cases are inferior to Trichocyte/CyroTouch MD outcomes.

## Why is it important to use the CryoTouch MD device with the Trichocyte supplements and boosters?

CryoTouch MD uses CO2 to deliver the serums into the hair follicle more
effectively than just topical application but with the CO2 we are also bring
much needed blood flow back to the hair follicle along with oxygenation
that plays a major part in the effectiveness of the treatment.

## How long will it take for a patient to see results using the Activation Phase kit with CryoTouch MD?

• In clinical studies patients started to see results in as little as 4-6 weeks with optimal results being seen in 12 weeks.

#### What types of ingredients are used in the at home care supplements and inoffice booster treatments?

• These products are made up of all natural botanical ingredients that have a very safe record of use for nearly 20 years of research and effectiveness.

Can patients who have had cancer treatments be a candidate for this treatment?



• Patients who have had chemo therapy we recommend that the patient waits for the natural regeneration of hair growth before doing this booster treatment. It normally takes 3-6 months for this to happen naturally and then it would be effective for the patient to use our treatment.

#### How long has this product and/or supplement been on the market?

• Trichocyte has a track record of 20 years of clinical research. A form of this has been sold over that time frame including many published studies on the pathway and use of these ingredients.

#### Does the home care serum have to be applied to dry or wet hair?

• The serum can be used in dry or wet hair. Whatever works best for your routine.

#### Does the at home care products have to be used in the AM or PM?

• You can choose to use these products whenever you would like. It does not matter as long as you use them 1x per day each.

#### Do you have to take supplements with food?

• The oral supplement can be taken with or without food, it is dependent on the patient. It has been done both ways with success.

## SERUM PROFILE



## REJUVENATE MD™

Rejuvenating and hydrating serum that has great absorption, leaves skin supple and deeply moisturized, while invigorating and boosting the skin with peptides to reduce fine lines, wrinkles, and even out pigmentation.

## KEY INGREDIENTS

#### **HYLACLEAR-7**

Proprietary mixture of seven (7) distinct molecular weights of hyaluronic acid for both immediate and long-term moisturization weights (range of 3,000-2,300,000 Daltons)

#### **TWAINMOIST**

High and low molecular weight Polyglutamic Acid that plumps, moisturizes, and reduces the appearance of wrinkles.

#### **ARGIRELINE AMPLIFIED**

Innovative hexapeptide that exhibits positive effects regarding fine lines/ wrinkles, skin firmness/elasticity, volumizing/lifting, while creating more radiant skin

#### **BRESDERM**

Bresderm is a polymer of galactose, mannose, glucose, galacturonic acid and glucuronic acid. It is produced by marine plankton. Bresderm can fill the furrows of the skin very quickly and small wrinkles are smoothed out

#### **BEAUPLEX VH**

Proprietary blend of Vitamin E, Vitamin C, and Vitamin B Complex that provides antioxidant activity, skin protection and healing, skin firming, collagen synthesis, and sebum control.

#### **GRANLUX AOX**

A natural antioxidant derived from the Norwegian Spruce Tree that offers antimicrobial, anti-inflammatory, free radical scavenging, and wound care benefits.

#### **ESSENCE'AGE**

A low molecular weight blend of Brown Seaweed components that promote skin that is smoother, hydrated, more radiant, with fewer perceived lines and wrinkles.

#### SWT-7L

Herbal extract capable of stimulating stem cells and growth factors to promote epidermal thickness and regeneration while reducing wrinkles and early signs of aging.

#### **ALL INGREDIENTS:**

Purified Water. Glycerin, Hexyldecanol, Sodium Hvaluronate. 4-t-Butvlcvclohexanol. Bisbalol, Picea abies Extract, Cetylhydroxyproline Palmitamide, Brassica campestris (Rapeseed) Sterols. Aloe barbadensis (Aloe Vera) Leaf Extract. Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl Acetate. Pvridoxine HCl. Sclerotium Gum, Xanthan Gum, Pullulan, Lecithin, Sodium Phytate, Maltodextrin, Sodium Starch Octenylsuccinate, Ammonium Acryloyldimethyltaurate/VP Copolymer, Silica, Alcohol, Chlorphenesin, 1,2 Hexanediol, Phenoxyethanol

## **PROTOCOLS**

## DERMAPLANE WITH CRYOTOUCH®MD

Step 1: Cleanse

Step 2: Tone to remove any residue (alcohol or acetone)

Step 3: Dermaplane (#10s, #10R blade)

Step 4: CryoTouch®MD Formula

Step 5: CryoGlobesStep 6: Sunscreen

## MICRONEEDLING WITH CRYOTOUCH®MD

Step 1: Cleanse

Step 2: Microneedling

Step 3: CryoTouch®MD Formula

Step 4: CryoGlobesStep 5: Sunscreen

## MICRODERMABRASION WITH CRYOTOUCH®MD

Step 1: Cleanse

Step 2: Microdermabrasion

Step 3: CryoTouch®MD Formula

Step 4: CryoGlobes

Step 5: Sunscreen



#### **PATIENT EXPECTATIONS**

Immediate results including reduction in fine lines, wrinkles, overall tightening of the skin with a healthy pink glow.

## BEFORE & AFTERS

Before



After



Minimizes wrinkles and fine lines immediately



Evens pigmentation





After



Safe for all skin types and the entire Fitzpatrick scale



Delivers intense hydration

## SERUM PROFILE



## RAPID RESTORE MD™

A powerful post treatment formula that provides rapid hydration, reduction in redness, stinging and burning, as well as pain associated with in office treatments.

## KEY INGREDIENTS

HYLACLEAR-7	Proprietary mixture of seven (7) distinct molecular weights of hyaluronic acid for both immediate and long-term moisturization weights (range of 3,000 - 2,300,000 Daltons)
BEAUPLEX VH	Proprietary blend of Vitamin E, Vitamin C, and Vitamin B Complex that provides antioxidant activity, skin protection and healing, skin firming, collagen synthesis, and sebum control.
GRANLUX AOX	A natural antioxidant derived from the Norwegian spruce tree that offers antimicrobial, anti-inflammatory, free radical scavenging, and wound care benefits.
SYMSITIVE 1609	Novel active that provides fast skin relief regarding stinging and burning. Reduces skin sensitivity while regulating the skin tolerance threshold.
SYMREPAIR 100	A multi-functional active, comprised of three (3) restructuring compounds + soothing active to reduce redness, soothe and restore, while strengthening the integrity of the skin barrier.
ORGANIC ALOE VERA	Very pure form of certified Organic Aloe Vera derived from the inner filet of the Aloe Vera plant that offers excellent soothing, calming, hydration, and skin repair properties.

#### **ALL INGREDIENTS:**

Purified Water, Glycerin, Hexyldecanol, Sodium Hyaluronate, 4-t-Butylcyclohexanol, Bisbalol, Picea abies Extract, Cetylhydroxyproline Palmitamide, Brassica campestris (Rapeseed) Sterols, Aloe barbadensis (Aloe Vera) Leaf Extract, Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl Acetate, Pyridoxine HCl, Sclerotium Gum, Xanthan Gum, Pullulan, Lecithin, Sodium Phytate, Maltodextrin, Sodium Starch Octenylsuccinate, Ammonium Acrylovldimethyltaurate/ VP Copolymer, Silica, Alcohol, Chlorphenesin, 1,2 Hexanediol, Phenoxyethanol

## **PROTOCOLS**

CryoTouch®MD Rapid Restore MD™ treatment will be done immediately following the procedure to help with pain, stinging, burning, redness, and irritation.

## RAPID RESTORE MD™ IS THE PERFECT COMPANION FOR:

MICRONEEDLING

MICRONEEDLING RF

MICROCHANNELING

CHEMICAL PEEL

ABLATIVE LASER

## SUGGESTED PROTOCOL WITH CRYOTOUCH®MD

Step 1: Cleanse

Step 2: Tone to remove any residue

(alcohol or acetone)

Step 3: Ablative Procedure

Step 4: CryoTouch®MD w/Rapid Restore MD™

Step 5: CryoGlobes

Step 6: Sunscreen (if applicable)



## BEFORE & AFTERS





Before



Immediately Post Laser



10min. Post Rapid Restore MD



20min. Post Rapid Restore MD



Immediately cools the skin after a heat source treatment 4

Relieves pain, irritation, stinging and burning Rapidly reduces redness

A better overall experience with painful treatments



CryoTouch® Activated serums are specially formulated...



# HYDRATION

#### **HYDRATION**

Ingredients: Water, Propylene Glycol, Polyacrylamide, C13-14 Isoparaffin, Sodium Hyaluronate, Hydrolyzed Wheat Protein, Sodium Polystyrene Sulfonate, Sorghum Bicolor Stalk Juice, PVP, Niacinamide, Calcium Pantothenate, Sodium Ascorbyl Phosphate, Tocopheryl acetate, Pyridoxine HCI, Sodium Starch Octenvisuccinate, Maltodextrin. Laureth-7, Glycerin, Silica, Phenoxyethanol, Ethylhexylglycerin, Potassium Sorbate, Sodium Benzoate, Fragrance.

#### **FAST FACTS**

- \* Combines a low molecular weight HA (Sodium Hyaluronate), Vitamin B3, B5 and Vitamin E, with other gentle ingredients
- \* Our most versatile formula and can be used as a stand-alone or a post treatment

#### **BENEFIT**

- \* Hydrates, creates a moisture barrier, evens tone, reduces irritation, and also lifts and tightens skin
- \* For gorgeous glowing skin or to help calm the skin

#### **RADIANCE**



**Ingredients:** Water, Polyacrylamide, C13-14 Isoparaffin, Laureth-7, Arbutin, Niacinamide, Phytic Acid, Caprylic/Capric Triglycerides, Squalane, Kojic Acid, Ferulic Acid, Mandelic Acid. Azelaic Acid. Tetrahexvldecvl Ascorbate, Dimethyl MEA, Lactic Acid, Sodium Hyaluronate, Phyllanthus Emblica Fruit Extract, Phenoxyethanol, Caprylyl Glycol, Ethylhexylglycerin, Fragrance.

#### **FAST FACTS**

- \* A powerhouse combination of ingredients that calm and exfoliate
- \* Including B3 (Niacinamide) and Caprylic/Capric Triglycerides
- \* A list of acids—Kojic, Ferulic, Mandelic, and Azelaic that exfoliate
- \* Perfect for clients who are looking for \* The "WOW" factor immediate results

#### **BENEFIT**

- \* Promotes gorgeous glowing skin with a consistent tone
- \* Creates an anti-inflammatory effect
- \* Brings out a natural glow



## CryoTouch CRYOTOUCH® PRICING GUIDELINES



## **Amazing Results— Every Time!**

#### PRICE TO CHARGE

Combination Service Upcharge (per service)

**COST OF CONSUMABLE** 

**HYDRATION** 

\$35

**Peels** \$50-80 Laser \$100-150

Microneedling \$100-125

**Dermaplaning** 

Microdermabrasion

\$80-100 \$100-125

#### PRICE TO CHARGE

Stand-alone 30-minute Service

**COST OF CONSUMABLE** 

**HYDRATION** \$35

\$40 **RADIANCE** 

**Single Service** 6 Service Package **3 Service Package** \$150-300 \$450-900 \$900-1800

\$160-320 \$480-960 \$960-1920



**QUESTIONS?** Contact us!



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