

# THE PULSE

WINTER 2024

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## DEMYSTIFYING THE INDUSTRY

The Truth about Buying New  
and Pre-Owned Devices

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of Human Trafficking

## KYLE FITZGERALD COX, MD

“Our practice philosophy  
is innate. I felt a similar  
essence of MRP.”

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lucent ipl



"The Lucent IPL is the highest powered IPL platform that can improve both pigment and vascularity with excellent results. The power, large crystal size, and wide range of filters makes this platform one of my favorites. I have been most impressed with the speed and efficiency in which I can do these treatments with very impressive outcomes.

— Dr. Rishi Gandhi, MD  
Ohio Skin Center, Dayton, OH



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# LETTER FROM THE EDITOR



Dear Readers,

I am thrilled to introduce to you the first edition of our new quarterly publication, The Pulse. MRP is committed to providing our customers with up-to-date resources so you can stay ahead of the curve and refine your skills with the latest insights from industry experts and leading practitioners. Additionally, our hope is that The Pulse will provide you with in-depth insight on what's new from MRP and offer relevant topics.

Every quarter, we will launch a new edition of The Pulse that will include both a culmination of the prior quarter's successes and new content from our Key Opinion Leaders and other industry authorities. We are thrilled to

share the MRP brand's new look and feel, recent product launches, and key executive hires from 2023.

Thank you for reading the first edition of The Pulse. We look forward to providing you with continued resources and expertise so that you are equipped with the most innovative industry knowledge period.

Warmly,

Mason Golden  
Editor, The Pulse

# LETTER FROM THE CEO

MRP Family,

I want to take this opportunity to express my deepest gratitude to you for reading The Pulse. MRP is both your trusted source for aesthetics innovation and your partner in achieving exceptional patient outcomes. Founded in 2015, MRP has become a global leader in the aesthetics industry. Today, we stand as the largest reseller of new and pre-owned aesthetic devices in the world, a testament to our unwavering dedication to serving the needs of our customers. Our goal is to empower aesthetic providers like you to reach your full potential.

As we look towards the future, MRP remains committed to driving innovation and revolutionizing the aesthetics industry. We are constantly expanding our inventory of cutting-edge devices, forging strategic partnerships, and

refining our service offerings, all with the aim of transforming your practice. To keep pace, we are rapidly expanding the organization with top talent and tremendous experience to guide us into our next chapter.

Thank you for being part of our community. Together, we can continue to push the boundaries of what's possible in aesthetics, one satisfied patient and one groundbreaking technology at a time.

Sincerely,

Scott Carson  
CEO, MRP



## Expandable Multimodality Workstation Delivers Impressive Versatility, Outcomes & ROI

*Papp, C. J. (2023, November 28). Expandable multi-modality workstation delivers impressive versatility, outcomes and roi. [theaestheticguide.com](https://theaestheticguide.com).*

In the realm of medical aesthetics, there has been an evolution to include a wide range of treatments designed for natural results, safety, and little to no downtime. Due to the number of these in-demand technologies, each addressing different patient concerns and demographics, it may be difficult to choose which services to include in an aesthetic practice. The Luvo Darwin, exclusively distributed by Powered by MRP (Park City, Utah), can help practices build a customized set of essential treatments in one multi-modality workstation for a significantly lower investment. The platform costs around half the price of the only other system on the market with similar configurations.

Facial plastic surgeon and founder of MobleyMD, Steven Mobley, MD (Millcreek, Utah), explained the advantages of having multiple technologies in one device. "It allows me to offer a variety of treatments without having to purchase several machines," he explained. "It brings versatility that single modality machines do not offer and has been great for our boutique type practice."

A variety of handpieces are available with the Luvo Darwin, which can be added as needed, and offer essential treatments endorsed by top aesthetic practices. With multiple pulse train options, the Lucent IPL™ handpiece comes with three spot sizes to customize treatment on all anatomical areas and offers a variety of filters to address a wide range of patient concerns. "We use it often to treat hyperpigmentation which is what a lot of people in Utah are looking for," reported Dr. Mobley. "In addition, technicians have several filters available to effectively improve acne, photodamage, redness, broken capillaries and stimulate collagen more efficiently for each patient."

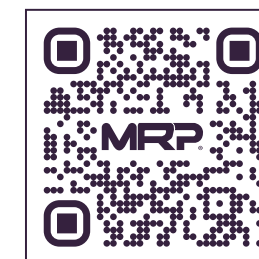
Radiofrequency (RF) microneedling and surface RF are popular treatments for patients to address the early signs of aging and rejuvenate skin. "The Refresh™ surface RF handpiece helps me treat a wide range of patients and achieve a noticeable result in skin texture and firmness. This modality is a must if any patient wants an anti-aging treatment," Dr. Mobley stated. "In addition, the Prolift RFM™ RF microneedling handpiece reduces fine lines, remains relatively pain-free, and is effective with little to no downtime. Not only that, disposable costs are low compared to other devices." Dr. Mobley also highlighted the vacuum technology included in the lightweight Prolift RFM handpiece. "It makes the treatment more comfortable while also efficiently addressing more sensitive areas."

In addition, Luvo Darwin includes the BARE 808 diode handpiece for fast and effective laser hair removal. According to Dr. Mobley, it has a large spot size with in-motion technology that helps him offer quick hair removal treatments with minimal discomfort.

"What attracted me to the Darwin device was the versatility and ease of use," Dr. Mobley expressed. "The ability to add to the machine as our aesthetic practice grows made it the right choice for us." ❄️



LEARN MORE ABOUT  
LUVO DARWIN HERE:



## Redefine Aesthetic & Dermatological Treatments with Advanced IPL

Papp, C. J. (2023a, October 16). Redefine aesthetic and dermatological treatments with advanced IPL. [theaestheticguide.com](https://theaestheticguide.com)

Intense Pulsed Light (IPL) therapy utilizes cutting-edge technology to address a wide range of aesthetic and dermatologic concerns with treatments that require no surgery and little to no downtime. Today, IPL devices are a staple in many aesthetic practices as they allow physicians to offer anti-aging and skin rejuvenation treatments, hair removal, and nonsurgical options to treat sun damage and other common skin problems.

The Luvo Lucent IPL from MRP (Park City, Utah) uses gold standard technology to address common skin concerns and dermatological conditions. At 3,500 W, this powerful device effectively targets pigmentation concerns such as age spots and vascular lesions, as well as hair removal and has the ability to combat acne by eliminating acne-causing bacteria. It also comes equipped with four specially designed pulse modes and seven filters that allow for expert, customized treatments.

Rishi Gandhi, MD, a double board-certified dermatologist (Dayton, Ohio) specializes in skin cancer management with Mohs and reconstructive surgery, cosmetic surgical procedures, and minimally invasive aesthetic enhancement. He regularly uses the Lucent IPL for a wide range of concerns. "The Lucent IPL is the highest-powered IPL device. It allows us to deliver phenomenal outcomes in very few treatments to improve pigmentation, redness, texture, and tone on the skin," he reported. "And because of its power, we see results much faster than some other IPL platforms that don't offer this range of pulse duration power."

Through one handpiece with seven filters (430 nm to 755 nm), the Lucent IPL platform conveniently offers the ability to treat multiple indications with

one system. Moreover, filter detection technology improves safety and helps reduce errors. In addition, physicians can choose from three spot sizes including 5.6 cm<sup>2</sup> to treat larger areas in shorter treatment times.

According to Dr. Gandhi, "the performance of this IPL is really superior from other ones I have used. "The range of filters that I can use to customize unique treatments for my patients is also quite impressive and makes the device very engaging to use. One of my favorite features is the 585 filter, which is unique to this IPL and not seen in other platforms. It almost approximates what one can do with a pulsed dye laser, which has always been the gold standard for treating vascular skin conditions."

Dr. Gandhi is impressed that he can provide treatments with speed and efficiency, with consistent and impressive outcomes. "My patients are getting very positive results in fewer treatments," he said. "When they see quick improvement, they gain more confidence and are more inclined to return for more skin rejuvenation treatments."

Luvo Lucent incorporates a user-friendly interface and the ability for the operator to store their favorite preset settings. The device also provides robust contact cooling to help increase patient comfort and safety. Overall, users say the Lucent IPL is a versatile light-based device that offers an improved treatment experience for both physicians and their patients. 🌟



LEARN MORE ABOUT  
LUVO LUCENT HERE:



# MRP MOVEMENT

## Powered by MRP Donates Tattoo Removal Machine, Education and Training to Help Human Trafficking Survivors

PARK CITY, Utah (January 18, 2024)

Globally recognized aesthetics device leader Powered by MRP is pleased to announce it has donated a tattoo removal machine, education and training to the Dignity Health Medical Safe Haven through their philanthropic program MRP Movement to help human trafficking survivors by providing complimentary skin treatments to remove scars related to abuse or trauma.

Since its founding in 2015, MRP's mission has been to create a fair market for physicians to access biomedical energy-based devices at best-level pricing. This not only reduces overhead costs for clinicians but ultimately translates to increased patient access to care. The MRP Movement marks an important evolution of this mission.

"Through this initiative, we aim to bring attention to the growing issue, focusing on supporting human trafficking programs through education, training, and equipment," said Scott Carson, Founder and CEO of Powered by MRP. "These scars and tattoos should not be lifelong reminders, and we're honored to help survivors reclaim their lives. We are calling upon our partners in aesthetics to join us in expanding these efforts and upholding this shared value."

Mercy Family Health Center, a Dignity Health family medicine residency training facility, developed the Medical Safe Haven to provide comprehensive, trauma-informed longitudinal health services to persons who have experienced human trafficking.

"Over 75% of the sex trafficking patients at our Medical Safe Haven have been tattooed by their traffickers. It is a branding, a constant reminder that they were a piece of property... somehow less than a human being," said Dr. Ron Chambers, Medical Director at Dignity Health Human Trafficking Medical Safe Haven. "The scars, both

mental and physical, take incredible courage to heal and these tattoos sit as a constant visual reminder of what they have been through. Through the generosity and genuine desire to positively impact lives, MRP has provided the equipment and training for our physicians to remove these branding tattoos. To say the impact of this is incredible is an understatement. For many of our patients the impact is life-changing."

The MRP Movement is dedicated to supporting programs through educational initiatives, training opportunities, and the provision of necessary equipment. The Medical Safe Haven is currently embedded within five Dignity Health residency clinics in California. "We are hopeful these services will be expanded to our other care sites to help additional survivors in the near future," said Jennifer Cox, System Director at the Medical Safe Haven.

Reflecting on the impact of having their tattoo removed, a patient expressed, "I've always felt like getting my tattoos removed was something out of reach for me because of how expensive treatments can be. Having access to this special service has given me so much relief in knowing that I will be able to remove something that has always reminded me of the worst part of my life."

"I knew this procedure was going to be very emotional for me so being able to come to the Medical Safe Haven to get this done gave me a huge sense of relief. I am so grateful for this opportunity and for Dr. Chambers who was so understanding and patient with me during my treatment," another patient added. 🌟

### Learn More

For more information, please visit: [mrp.io](https://mrp.io) and [Dignity Health Medical Safe Haven](https://dignityhealth.com/medical-safe-haven).

## Powered by MRP Introduces Bela MD+ Advanced Skin Platform to the United States

PARK CITY, Utah – (November, 2023)

Globally recognized aesthetics device company Powered by MRP is proud to announce the introduction of the Bela MD+ Advanced Skin Platform in the United States. This state-of-the-art aesthetic device represents a breakthrough in skincare technology, offering dynamic results and innovative features.

The Bela MD+ Advanced Skin Platform sets a new standard in the world of aesthetics, providing an array of advanced features that deliver exceptional results. Designed to address primary skin concerns while enhancing overall skin health and appearance, Bela MD+ combines popular treatment essentials such as medical-grade dermabrasion, deep cleansing, and serum infusion with muscle stimulation, antioxidant action, and electroporation. The result is a comprehensive system that treats and protects against common skin concerns, including skin aging, dehydration, acne, and photodamage, all with customizable treatment options and targeted serum solutions.

The device's customizable treatment modalities include:

- ▶ Dry diamond microdermabrasion
- ▶ Hydrogen water infusion
- ▶ Ultrasonic cleanse and extraction
- ▶ Neuromuscular stimulation
- ▶ Bela MD+ serum infusion
- ▶ Electroporation

“The Bela MD+ Advanced Skin Platform’s results-driven technology takes popular treatments such as serum infusion and diamond microdermabrasion to the next level,” stated Scott Carson, Founder and CEO of Powered by MRP. “This non-invasive treatment exfoliates and deeply hydrates the skin with the infusion of powerful ingredients for a toning and lifting effect. The energy-based device is also ideal for preparing the skin before more extensive treatments, optimizing results and patient satisfaction.” 🌟

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# bela md+



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## Demystifying the New Device Purchase Process

### Introduction

Central to the aesthetics industry are unfair selling practices imposed by major manufacturers at the expense of honest clinicians. These tactics are outdated and manipulative, yet for so long they have been the norm, depriving buyers of the freedom to make independent and informed decisions. Ultimately, the new device purchase process has been corrupted by carefully designed “event selling” and demo unit “deals,” the imposition of unfair recertification fees, turn-and-burn sales tactics, and purported one-size-fits-all solutions that leave clinicians with less money and dead end solutions.

### Event Selling & Demo Units

Major manufacturers will often coerce potential buyers into attending events, with manipulative sales pitches and steering clinicians and aestheticians toward their products with faintly defined pricing they claim is a great deal. They will hire expensive, trained assassin doctors to support their hyperbolic stories and pressure-sell attendees with hard closes in order to elicit an immediate response. MRP often speaks with attendees of these events who—despite evidence pointing toward the price being grossly overstated—insist they got an exceptional deal, proving that these manipulative sales tactics work as an unethical artform.

It is common for manufacturer sales reps to have higher incomes than the practitioners them-

selves. Also, the difference between the cost to manufacture equipment and their sales prices is substantial, allowing manufacturers to spend money on extravagant conventions, events, dinners, and other forms of lavish “marketing.” That money should be left in the hands of honest practices dedicated to serving patients and reducing the cost of care.

Oftentimes, a sales rep will lower the Average Sales Price (ASP) by offering a “demo device” to win a sale. These “open box” sales normally arrive at the purchasing clinic completely unused, being yet another example of this unethical artform.

### Recertification Fees

It is common that clinicians need to sell equipment for reasons such as retirement, upgrades, divorce, going out of business, etc. Manufacturers put predatory barriers like recertification fees in place to restrict the transfer of pre-owned aesthetic devices. These unfair fees are arbitrary and regularly used as scare tactics to undermine the pre-owned market. In the end, clinicians either pay the predatory recertification fee through a lower resale price or hold on to the device until all value is lost. And yet, manufacturers waive recertification fees quite frequently, oftentimes with merely an email noting that the device has been “recertified.” There are no guidelines that govern these practices, and most alarming is that there are no recertification fees in other segments of medical device sales.

### Support

The old adage is still true: the fastest way to get rid of a laser sales rep is to buy a laser. cursory, superficial claims are made with boastful Return On Investment (ROI) documents that often fail to help generate revenue once the device is purchased. MRP regularly hears from clinicians who have purchased \$300,000 devices that end up futile. They continue making payments on an asset that has not helped them provide better care for their patients or generate revenue for their clinic.

Fundamentally, healthcare transactions start at delivery. This is the beginning of a relationship between buyer and seller in which the seller helps address critical variables such as adverse events, regulatory changes, warranty, up-time, training, legal, parts and repairs, service contracts, and more. However, manufacturer sales reps are paid commission for selling devices rather than helping to maintain their effectiveness and usage. Without the incentive to support systems, new devices are often sold in a turn-and-burn fashion that leaves clinicians stranded.

### Product Selection

The basic function of the typical sales rep is to fit a square peg into a round hole. They are incentivized to sell, not solve. Instead of being true consultants, they insist that their devices are the best and imply that there is never a second best. This creates an imbalance that sways buy-

ers toward a device that may not best fit their needs. Less variety and competition of options means less innovation, fewer tailored solutions, and fewer opportunities to meet specific needs. Alternatively, marketplaces like Amazon, Airbnb, and MRP present customers with a wide range of options in order to address differing buyer personas and also drive down prices. When buying expensive and complex technology, having more options is always advantageous for buyers.

### Conclusion

A lack of transparency and an insistence on one-size-fits-all solutions have made the aesthetics industry opaque and difficult to navigate. When buying from a major manufacturer, pricing is unclear, long-term goals are glossed over, and solutions are selected from limited options. MRP is returning agency to the buyer through clarity and cohesion of information needed to make the right decisions. It is in a cloudy network of self-interested manufacturers and their shareholders that clinicians get stuck with the wrong equipment despite the significant investment they have made in the hopes of enhancing their practice. 🌀

# THE MRP EXPERIENCE WITH KYLE FITZGERALD COX, MD

In an industry primed for disruption, MRP is taking the lead by empowering clinicians with the services, pricing transparency, technology, and resources that allow them to focus on what they do best: care for their valued patients. So often clinicians are restricted by the self-seeking behavior of device manufacturers with less priority for multi-faceted post-sale support. Dr. Kyle Fitzgerald Cox, MD, whose boutique private practice is in Boulder, Colorado and is board-certified in ophthalmology specializing in oculofacial plastic surgery and aesthetics, is at the forefront of this changing tide, unwavering in her dedication to science-based aesthetic care.

“Our core values are, ‘Lead with love. Honesty. Science. Not afraid of hard work. Integrity. Teamwork. Commitment to excellence,’” says Dr. Cox. “We love what we do from within, and the rest is natural because we participate in what we preach aesthetically. Our practice philosophy is innate. I felt a similar essence of MRP.”

A central virtue Dr. Cox sensed during her working relationship with MRP was honesty. Through unclear pricing, inconsistent promises, and manipulative sales tactics, manufacturers in the aesthetics industry have impeded clinicians by their own arbitrary and self-seeking interests. In contrast, MRP’s price transparency, expert consultation, and brand agnostic impartiality ensures clinicians have the freedom and information necessary to make critical equipment decisions. Similarly, as noted on her website, “Dr. Cox provides thorough information to educate and empower her patients to make a decision that suits their best interests. Clients will never feel pressured to make a decision during a consultation with Dr. Cox” (Dr. Kyle Cox | Kyle Cox MD Oculofacial Surgery & Aesthetics, n.d.).

Both Dr. Cox and MRP understand the complexity of the industry. Aesthetic rejuvenation and aesthetic equipment purchasing alike are not singular experiences but fluid, ongoing processes. Dr. Cox notes



that her care is “a series of choices and treatments that one continues to undergo over time for the most natural appearance” (Dr. Kyle Cox). MRP has a similar understanding of equipment transactions: the purchasing relationship doesn’t end at delivery; it begins. Paramount functions including cost effective service upkeep, preventative maintenance, training, clinical guidance, marketing support and more are often ignored by manufacturers and their field based representatives. Both aesthetic care and aesthetic purchasing are also highly personalized. Dr. Cox “takes into account your specific goals along with [patient’s] unique anatomy and facial structure to choose the approach that will deliver the most natural results” (Dr. Kyle Cox). In the same way, MRP’s consultative approach considers the wide variances in goals, values, patient profiles, and more amongst different aesthetic practices.

It is Dr. Cox’s fundamental belief in an evidence-based approach to the equipment in her practice that makes MRP a vital resource. She chose to partner with MRP because it offered her a “direct relationship with a scientific and data-driven aesthetic marketplace.” The first step in the partnership was adding the Jeisys INTRAcEL PRO, “a powerhouse in the aesthetic armamentarium.” The goal was to achieve dynamic clinical outcomes that address specialized objectives. Dr. Cox explains that the system “is highly efficacious at building skin protein structural support (i.e. collagen and elastin) which gives a softened, brighter, fortified, and supple quality to skin. This is particularly important for homeostatic skin physiology and long term health.”

Dr. Cox believes awareness of MRP’s vast network of resources is key for industry change. “There is a space where [providers] can speak seriously, passionately, scientifically, honestly, and dare I say artistically about clinical aesthetics. Those who are critical aesthetic thinkers have a haven at MRP in my opinion.” With an overarching commitment to providing clinicians with essential services, MRP offers trusted support through crucial channels. This includes Lasermatch, a dynamic inventory management system that pairs buyers and sellers of aesthetic equipment, MedEquipTech, a network of professional technicians and trainers around the country, and Smart Center, the largest third-party service center in North America.

MRP is disrupting the aesthetics industry through vital trust enablers that align with the patient centric values of Dr. Cox’s and other clinicians. These differentiators create a one-of-a-kind approach in a market laden with profit-first tactics. While major manufacturers parade their technology claiming it’s the one-and-only solution for any practice, MRP offers specialized, best-in-class devices while also nurturing lasting relationships that support the long-term life of each device. 🌱

## References

Dr. Kyle Cox | Kyle Cox MD Oculofacial Surgery & Aesthetics. (n.d.). <https://www.kylecoxmd.com/dr-kyle-cox/>

## Dr. Cox’s Aesthetic Philosophy

*Dr. Cox fully embraces her aesthetic philosophy by undergoing treatments herself, so you can trust that you are in the hands of someone who truly believes in the work she does. She knows that the desire to seek cosmetic rejuvenation is not based on selfishness or vanity, but rather on aesthetic wellness. In the same realm as eating healthy food, hydrating, exercising, and getting good sleep for overall wellness, feeling confident and beautiful is also important for health and wellbeing.*

*Dr. Cox specializes in aesthetic and reconstructive surgery of the eyelids and eyebrows. Additionally, the practice specializes in natural, holistic facial anti-aging modalities, such as skin care, peels, lasers, and injectables. If you are struggling with low self-esteem, reluctance to participate in certain activities, over-reliance on concealing mechanisms (i.e., makeup), or buying copious eye creams that do not work, Dr. Cox may have the perfect solution for you to feel excited to look in the mirror again.*

# MRP'S MOST IN-DEMAND DEVICES

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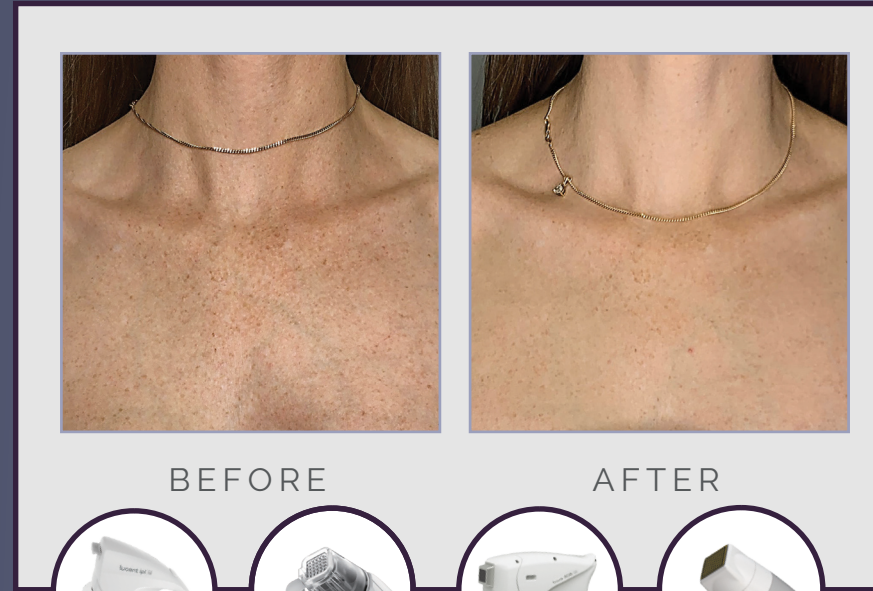
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“The ability to add modalities to the Luvo Darwin as we grow has made it unquestionably the right choice for our aesthetics practice. We have the opportunity to offer a variety of treatments at our boutique practice without having to purchase several machines. The system allows for much more versatility than single modality devices. We specifically love the RFMN handpiece for reducing fine lines. It's effective, has little to no downtime, is relatively pain free, and has low consumable costs compared to other devices.”

— Dr. Steven Mobley, MD  
Mobley MD Facial Plastic Surgery, Salt Lake City, UT



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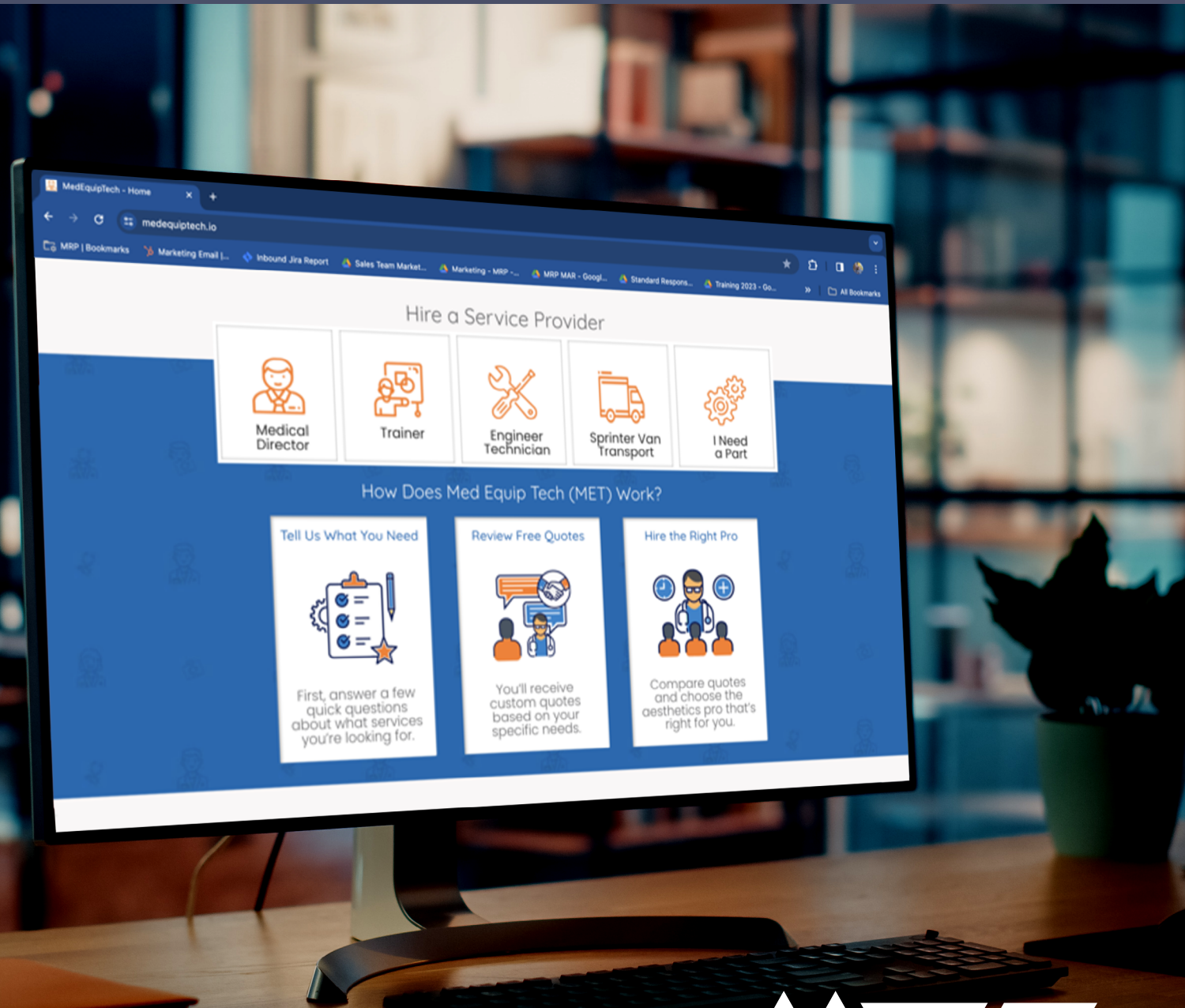




MedEquipTech (MET) is a Vendor Management System (VMS) that pairs technicians and trainers with device owners or operators. Clinicians can easily locate nearby technicians and trainers experienced with any device type. MET Service brings together a vast network of over 300 highly trained engineers and service technicians across North America, making it a one-of-a-kind resource for PM and fast service. MET Training is comprised of over 500 trained clinicians special-

izing in all manufacturers and device types for basic and advanced training, either in-person or virtual. The MET team handles all logistics and coordination, making it a quick and easy process for customers. MET facilitates transparency by making detailed provider profiles readily available. Users can assess each service provider's reputation, feedback, response time, cost estimates, and warranty offerings, empowering them to make informed decisions.

# LASERMATCH 2.0



**Professional Assistance  
for Your Aesthetics Practice**



**LASERMATCH IS AN ANONYMOUS INVENTORY MANAGEMENT SYSTEM (IMS)** that matches sellers of aesthetic equipment with potential buyers. As a network of aesthetic device owners and reps, Lasermatch is MRP's proprietary solution for identifying and purchasing pre-owned aesthetic equipment. Today, there are tens of thousands of products and devices on the platform, making it paramount to MRP's brand agnostic, consultative processes. Early 2024, MRP released Lasermatch 2.0 which enhances the user experience, simplifies the listing process and offers users new features including inventory management, laser trading and user/role management. These new features offer multi-location practices with the ability to manage inventory, flag equipment that requires service, and transfer or offload unwanted equipment from one location to another in seconds. Additionally, Lasermatch 2.0 provides advanced identity, liability and confidentiality protections.

## Demystifying the Pre-Owned Device Purchase Process

### Introduction

The benefits of buying pre-owned aesthetic devices have been made mainstream by MRP, disrupting an industry in need of reform. More physicians are getting access to dynamic systems that cost a fraction of comparable new systems. This surge stems from greater awareness that aesthetic device manufacturers are simply assemblers, utilizing stock parts that can be purchased by any entity. In addition, it is common for medical devices to have large third-party markets of FDA approved equipment. With MRP, there is now a wider range of refurbished aesthetic devices available for clinicians and aestheticians to choose from with a legitimized purchasing process. By ensuring premium equipment quality through a comprehensive refurbishment process to manufacturer specifications, liability coverage, and other crucial trust enablers, MRP has laid the foundation for market disruption.

### Service

Part manufacturers sell through distributors all over the world. There are several suppliers of device parts overseas that manufacturers utilize for their internal components. It is extraordinarily rare for a component to be proprietary, yet this is used as a sales tactic by manufacturer reps who simply do not understand the product they are selling. Aesthetic device manufacturers are mere assemblers of parts made by others. As a result, parts can be purchased by those aware of these purchasing channels.

MRP has the largest third-party energy based device biomedical facility in North America with fifteen biomedical engineers on-site. We understand how often problems arise when managing medical technology, and our network of resources is specifically designed to support clinicians through various unexpected complications. Jeff Bird, MRP Biomedical Engineer with over 30 years of aesthetic service experience, notes that, "MRP has over 300 service agents across North America that work on all makes and models of aesthetic equipment in use today. When purchasing a new or used aesthetic system from MRP, you can be sure that anything your system requires will be available during the warranty period and beyond." As partners with many major industry

brands, we are regularly trained by the manufacturers themselves. Accordingly, every device is repaired, tested, and retested to meet manufacturer's specifications. MRP also has the same product liability insurance as manufacturers, a critical trust enabler that levels the legal playing field between new and pre-owned.

### FDA Approval

At MRP, we frequently hear from aesthetic sales reps that a device loses its FDA approval if sold from a business that is not the original manufacturer; this could not be further



*"When purchasing a new or used aesthetic system from MRP, you can be sure that anything your system requires will be available during the warranty period and beyond."*

— Jeff Bird, Biomedical Engineering  
at Powered by MRP

from the truth. MRP Founder & CEO Scott Carson explains that, "The FDA is very clear on the right to resell and service devices with original FDA clearance. After a recent manufacturer challenge, the FDA supported the right to resell and service by 3rd parties. Another example of this occurred a few years ago when the FDA made it clear that, if it was not for pre-owned sales of medical devices and 3rd party service in the hospital market, we could not afford healthcare in the US." Claims that devices lose their FDA approval if sold by a company other than the manufacturer are completely unfounded and false.

### Variety, Affordability, & Transparency

Another benefit of buying premium refurbished equipment from the market leader is brand agnosticism. Every practice has unique needs that must be met with the appropriate solution to achieve their clinical and business goals. This makes manufacturer one-size-fits-all solutions ineffective due to the lack of options available and the inherent strengths and weaknesses of each maker. When buying from MRP, tailored solutions can be created based on each practice's disparate needs.

The decision to buy a preowned device is made easier by MRP's price transparency. It is our belief that, with any sale, the seller should exercise transparency by providing upfront pricing. In contrast, you cannot go online and identify the price of devices from a manufacturer. Their prices are hidden behind a complex matrix that incentivizes the sales rep to charge the most money possible. Mason Golden, MRP VP of Marketing who previously worked as a consultant for physicians purchasing lasers, added, "I remember one negotiation where a physician client was working with a rep on a device purchase and they wouldn't budge from \$225,000. I stepped in and was able to work the rep down to \$130,000. The rep mentioned that we had cost him a Presidents Club trip; unfortunately for the rep, that wasn't the customer's problem."

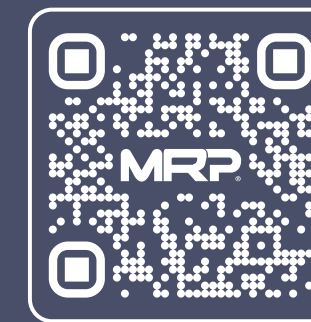
### Support

Indeed, not all preowned aesthetic device resellers are the same. Often, devices will be for sale by groups—or "flippers"—operating out of garages without the technical resources to provide proper support. Unforeseen circumstances unavoidably arise, whether they are related to adverse events, regulatory changes, servicing, up time, training, legal, parts availability, service contracts, or other issues. Buying from untrusted sources oftentimes leaves clinicians stranded without support. Many flippers use temporary phone numbers or simply do not have the experience to provide post-sale support. MRP has designed a trusted network of technicians and trainers called MET to support the long-term life of devices from all major manufacturers, helping countless customers maintain their equipment.

### Conclusion

The preowned buying process is changing in ways that will benefit everyone. Clinicians now have greater access to parts, consumables, affordable devices, service, and training. Simply buying new from a narrow set of options at astronomical prices has become an outdated practice increasingly replaced by more dynamic solutions. Ultimately, MRP is actively reshaping the industry in revolutionary ways. 🔄

## DISCOVER THE MRP CATALOG OF ONLINE WEBINARS:



MRP Live is dedicated to providing cutting-edge training, product demonstrations, and more informational content related to the devices available on the MRP.io marketplace and beyond.

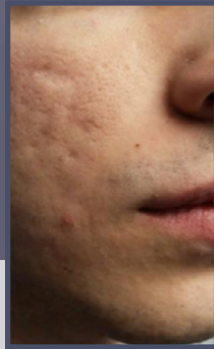
*"Our mission at MRP has always been to empower aesthetic providers with the best tools and resources. MRP Live is an exciting step forward, allowing us to provide real-time guidance, knowledge, and insights to our valued community."*

— Scott Carson, Founder & CEO, Powered by MRP

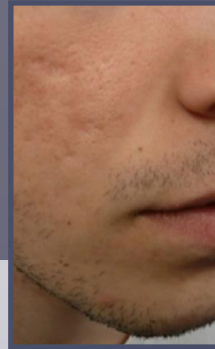
## OUR FOUNDING STORY



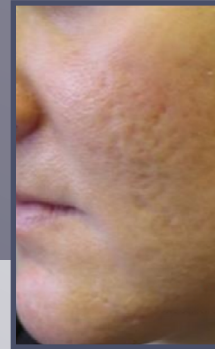
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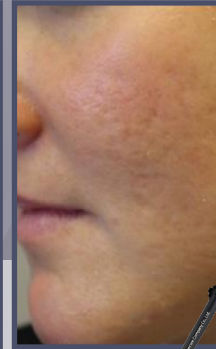
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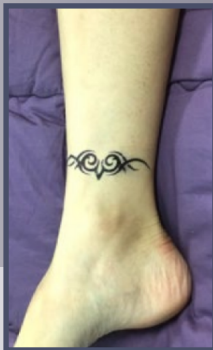
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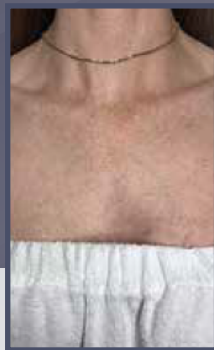
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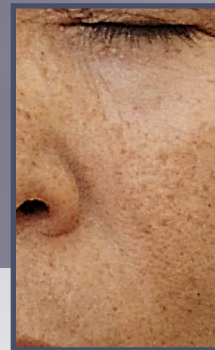
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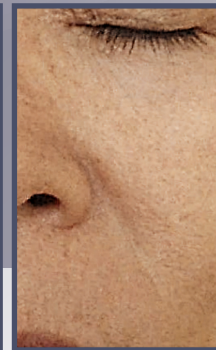
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