

The Ayooob Aesthetic Empire

Planned Locations, Businesses, Subsidiaries & Global Expansion

Founder & Visionary

Tanner Ayooob

Master Injector | Advanced Medical Aesthetic Practitioner | Educator | Philanthropist

- Internationally and domestically trained
- **127+ certifications** (U.S. & abroad)
- **195+ advanced procedures performed** (injectable, non-surgical, and surgical exposure)
- Surgical exposure includes:
 - Non-incisional double eyelid surgery
 - Silicone nasal implant placement
 - Assisting in autologous fat graft processing

Tanner Ayooob founded the Ayooob Aesthetic Empire to unify **elite aesthetics, medical ethics, education, innovation, and public health advocacy** under one institutional ecosystem.

Philanthropy, Advocacy & Public Health Mission

Ayooob Reconstructive & Restorative Initiative (Nonprofit – Planned)

Focused on restoring **function, dignity, and quality of life** for patients affected by:

- Cleft lip & cleft palate sequelae
- Burn injuries and burn scar deformities
- Gynecologic repair and tissue restoration
- Revision rhinoplasty after poor surgical or trauma-based interventions
- Bell's palsy & facial paralysis
- Facial trauma (blunt force, acid attacks, dog bite)
- Car accident
- Surgical scarring

- Post-biopsy & post-cancer (MOHS) reconstruction
- Severe facial & body lipoatrophy (HIV and non-HIV related)

Program Model & Use of Funds

All treatments are delivered using a **trauma-informed, patient-centered model of care**, emphasizing reconstructive injectables, laser medicine, and interdisciplinary collaboration across medical, mental health, and rehabilitative disciplines.

Patient Selection & Approval Process

Nonprofit funds are allocated to a select number of patients who:

- Apply independently or are nominated by a loved one, **or**
- Are referred by a licensed healthcare provider

Each case is reviewed individually and approved on a **case-by-case basis** by a designated **clinical case manager**, ensuring ethical allocation of resources and medical appropriateness.

Scope of Covered Care

Patients who meet eligibility criteria—based on listed qualifying conditions or other medically appropriate circumstances—are granted a **complimentary consultation**. Upon approval, the program provides:

- Initial reconstructive or restorative treatment
- All medically necessary touch-up treatments required to achieve both provider-defined and patient-aligned treatment goals
- Ongoing maintenance treatments deemed clinically appropriate for **up to five (5) years**
- Comprehensive aftercare and long-term support, including:
 - Detailed written and verbal aftercare instructions
 - Prescription and non-prescription topical therapies, when indicated
 - Personalized medical-grade skincare regimens, including products from:
 - ZO Skin Health

- Obagi
- SkinCeuticals
- SkinMedica
- Ayooob Medical-Grade Skincare (RX and non-RX)
- Necessary prescription medications, as clinically indicated
- Access to a **24-hour dedicated patient support hotline**
- Referral-based therapy sessions with a **licensed mental health professional**, when appropriate

Long-Term Outcome Focus

This program is designed to support not only physical reconstruction and aesthetic restoration, but also long-term psychological well-being, functional recovery, and patient dignity through continuity of care and multidisciplinary support.

Optional One-Line Summary (for grants or decks)

The program delivers trauma-informed reconstructive aesthetic care with five-year continuity, comprehensive aftercare, and integrated mental health support for patients facing severe medical, physical, or psychological hardship.

Pain Patient Advocacy & Medical Education Reform

The Ayooob Aesthetic Empire is **pro-science-based pain management** and actively advocates for:

Core Advocacy & Education Pillars

Ethical, Evidence-Based Pain Management

Advocacy for ethical, individualized, evidence-based opioid prescribing grounded in clinical judgment, patient history, and functional outcomes—not rigid population-level algorithms.

Rejection of Harmful, Outdated Frameworks

Opposition to the misuse of the **CDC's 2013–2016 opioid prescribing guidelines** and the inappropriate reliance on the **MME (Morphine Milligram Equivalent) scale**, which have been widely criticized for oversimplifying pain care and contributing to patient harm when applied inflexibly.

Correcting Public Misinformation

Active correction of public misinformation driven by sensationalized media, fear-based reporting, and profit-driven narratives. This includes challenging biased portrayals of pain treatment that rely on dramatized, Hollywood-based content rather than clinical evidence and lived patient experience.

Education on Chronic and Severe Pain Conditions

Comprehensive education on under-recognized and frequently misunderstood pain conditions, including but not limited to:

- **Sickle Cell Disease**
- **Fibromyalgia**
- **Trigeminal Neuralgia** (often referred to as “the suicide disease” due to its severity)
- Occupational and on-the-job injuries resulting in lifelong pain and disability

Humanizing the Pain Patient Experience

Education on how pain patients are treated within medical systems, including stigma, dismissal, forced tapering, and inadequate post-operative and chronic pain control—often in contradiction to ethical medical standards.

Evidence on Compliance and Risk

Highlighting peer-reviewed data demonstrating that **approximately 0.18% of chronic pain patients exhibit drug-seeking behavior**, meaning **over 99% of patients take medications exactly as prescribed**. These facts directly counter widespread myths equating pain patients with addiction.

The Reality of Pain and the Role of Medication

Education on the profound, life-altering impact of uncontrolled pain—and how appropriate pain management can restore function, dignity, and quality of life. Relief from suffering is not “addiction”; it is humane medical care.

Medical Dependency vs. Addiction

Clarifying the distinction between **physical dependence** and **addiction**. Medical dependency occurs with **over 1,000 prescribed medications**, many of which have withdrawal syndromes more severe than opioids. Dependency alone does not constitute addiction.

Dispelling Dangerous Myths

Addressing false beliefs such as:

- Short-term post-surgical or acute pain prescriptions (1–3 weeks) do **not** cause addiction when appropriately prescribed
- Patients are not morally superior for refusing pain relief
- There is no virtue in unnecessary suffering during surgery, childbirth, or recovery

Opposition to Blanket “No-Narcotic” Policies

Opposition to absolute “no-narcotic” hospital and surgical policies that ignore individual patient needs, clinical evidence, and ethical obligations—policies that have resulted in documented patient harm, prolonged recovery, and loss of trust in medical systems.

Optional One-Sentence Summary (for decks or grants)

We advocate for ethical, evidence-based pain care that restores dignity to patients, rejects fear-driven policy, corrects public misinformation, and places clinical judgment and patient well-being back at the center of medicine.

Advocacy Channels

- Television, radio, podcasts, streaming platforms, social media

- Public service education campaigns
- Legislative collaboration and physician defense

Strategic Collaborations

- Doctor Patient Forum (Claudia Merandi & Bev)
 - Support for physicians wrongfully prosecuted for appropriate pain care
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Corporate Umbrella

The House Call Beauty Corporation

The parent MSO and holding company governing all brands, IP, equipment, education, licensing, and expansion.

I. Core Operating Brands & Subsidiaries

1. The House Call Beauty®

Luxury Aesthetic Concierge Services

- Concierge injectables: homes, hotels, offices, events, corporate bookings
- UHNW, executives, entertainers, founders, investors
- Services:
 - Neuromodulators
 - Dermal fillers
 - Non-surgical rhinoplasty
 - Facial harmonization
 - Combination therapies
 - Sclerotherapy
- Proprietary **Ayoob Sterility & Infection Control Protocol™** (zero infections to date in 3 years of business)

Mobile Division

The Ayoob Medical Carriage™

(Mercedes Sprinter luxury mobile treatment unit)

- 1:1 VIP care, private groups, parties, large events
- Team per vehicle:

- 1 Driver
- 1 Physician (or digital good-faith exam provider) OR
- 1-2 RN/NP injector (Ayoob-trained)
- 1 Medical assistant / RN trainee for shadowing

(4 Per Vehicle)

2. The Botox Concierge®

Neuromodulator-Only Brand

- Botox, Dysport, Xeomin, Jeuveau, Daxxify, Letybo
- Tox banks & subscription models
- Corporate wellness & events
- High-turnover recurring revenue

Provider Model

- Select AAMA alumni
 - Subcontracted under THCB MSO
 - Monthly listing/service fee
 - Dedicated provider & patient app
 - Integrated supply ordering (tox, disposables, etc)
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3. Bay Area Mobile Med Spa®

- Alumni-based subcontracted network
 - Services beyond neuromodulators
 - Monthly service fee model
 - Booking, EHR, supply chain, and marketing support
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4. The Aesthetic Mastery Academy (Non-Ayoob Taught Division)

- Courses taught by Ayoob-trained instructors
- Standardized AAMA curriculum
- Flat instructor compensation (\$1,500/ per course)
- Operates concurrently with AAMA in:
 - 1st Priority: CA Cities (SF, LA, Sacramento, San Diego)
 - 2nd Priority: Las Vegas, Dallas, Houston, NYC, Miami, Orlando, Washington DC

- 3rd Priority: Chicago, Albuquerque, Atlanta, Columbus, Seattle,

Graduate Benefits

- Alumni network
 - Supply center access
 - Marketing templates & education
 - Discounted advanced tuition for future classes
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5. The Ayoob Aesthetic Mastery Academy® (AAMA)

Flagship Education, Certification & Licensing Arm

- Basics → Novice → Advanced → Master Injector pathways
- All proprietary techniques taught by Tanner Ayoob & core team

Course Categories

- Foundational injectables
- Advanced facial & body injectables
- Master-level specialty training
- Dental aesthetics (DDS)
- Complications & safety

(Full proprietary technique catalogue maintained as separate IP appendix)

6. The Ayoob Aesthetic Center®

Flagship Brick-and-Mortar Institutes

- Clinical care
 - Laser medicine
 - Education & mentorship
 - Content studios
 - Research & future biotech/pharma development
 - Compounded skincare line: **Ayoob Clinical Dermatology™**
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6A. Ayoob Clinical Dermatology™

Medical-Grade Dermatologic & Cutaneous Therapeutics Division (RX + Non-RX)

A physician-aligned dermatologic science brand encompassing **prescription, compounded, and medical-grade non-prescription skincare**, developed and governed under The House Call Beauty Corporation.

Scope

- Compounded prescription dermatologic formulations (via partner pharmacies)
- Medical-grade non-RX skincare
- Post-procedure recovery systems
- Pre- and post-laser dermatologic care
- Acne, pigment, barrier repair, scarring, and inflammatory skin conditions

Positioning

- Institutional, science-driven, non-influencer skincare
 - RX, compounded, and OTC coexist under one medical framework
 - Designed for integration with Ayoob Aesthetic Centers® and Ayoob Laser Center®
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7. The Ayoob Laser Center®

Medical & Aesthetic Laser Institute

- Insurance-covered & private-pay laser medicine
 - Dermatologic, oncologic, gynecologic, vascular & aesthetic lasers
 - All equipment owned and standardized by parent corporation
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8. Ayoob Aesthetic Supply Co. (Planned)

- Injector-only professional supply
 - Cannulas, syringes, injectables, disposables
 - Private-label expansion
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9. Ayoob Licensing & Certification Network

- Ayoob Certified Injector™
- Ayoob Master Injector™
- Annual renewals & compliance
- Territory-based exclusivity

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10. Digital, Media & Technology Division

- Online international certifications
 - Paid technique libraries
 - Booking, EHR, consent & treatment tracking
 - Tox banks & memberships
 - App integrations (Upkeep, lifestyle platforms)
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II. Geographic Expansion Strategy

Phase I – California Core

- San Francisco (HQ)
- Los Angeles

Phase II – U.S. Expansion

- Miami
- Dallas
- New York City
- Las Vegas

Phase III – International

- London (UK)
 - Milan & Rome (Italy)
 - South Korea & Japan
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III. Advanced Biomedical & Cadaveric Subsidiaries (Planned)

Ayoob Anatomical & Regenerative Sciences Division

- Cadaveric acquisition (fresh & embalmed)
- Supply to:

- Plastic surgery programs
- Dermatology & aesthetics education
- AAMA cadaver labs

Secondary Utilization

- ECM & HDM production
 - Fat-derived products
 - Regenerative matrices
 - Organ & tissue pathways (where legally applicable)
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IV. Long-Term Vision (2025–2035)

- Global authority in injectable & laser medicine
 - International licensing of proprietary techniques
 - Academic & legislative influence
 - Ethical reform in pain medicine
 - A legacy institution impacting medicine beyond aesthetics
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This is not a med spa.

This is an institution, an ecosystem, and a legacy.

XIV. Condensed 5-Page Investor Memorandum (Executive Draft)

Page 1 – Executive Overview

The Ayoob Aesthetic Empire is a vertically integrated medical aesthetics, education, and IP-driven platform operating under The House Call Beauty Corporation. Founded by Tanner Ayoob, the enterprise combines high-margin concierge clinical services, flagship institutes, elite injector education, proprietary techniques, and future licensing into a scalable domestic and international model.

Core strengths include brand authority, proprietary techniques, equipment ownership, diversified revenue (clinical, education, licensing, supply), and defensible positioning beyond commoditized med-spa models.

Page 2 – Problem & Market Opportunity

- Fragmented injector education with inconsistent standards
- Commoditized injectables and race-to-the-bottom pricing
- Lack of institutional training pipelines
- Absence of ethical leadership in pain management and restorative aesthetics

The Ayoob platform addresses these gaps through standardization, IP protection, education, and premium clinical delivery.

Page 3 – Business Model & Revenue Streams

- Concierge & flagship clinical revenue
- Subscription neuromodulator programs
- Academy tuition & mentorship
- Licensing & certification renewals
- Supply & equipment leverage
- Future biotech and regenerative sciences

Page 4 – Expansion & Moat

- Phased geographic expansion (CA → U.S. → International)
- Proprietary technique portfolio
- Equipment ownership (laser, mobile, clinical)
- Licensing scalability without brick-and-mortar dependency

Page 5 – Vision & Exit Optionality

- Global authority in injectable & laser medicine
- Institutional partnerships
- Licensing and royalty-driven growth
- Strategic acquisition or minority PE investment optionality

XV. Trademark & IP Filing Priority Map

Tier 1 – Immediate (Core Brand Protection)

- The House Call Beauty®
- The House Call Beauty: Aesthetic Concierge Service®
- The Ayoob Aesthetic Mastery Academy® (AAMA) (In-Person & Hand's On/Hybrid/Online)
- The Aesthetic Mastery Academy® (TAMA) (In-Person & Hand's On/Hybrid/Online)

- AAMA / TAMA Injectors Alumni Collaborative®
- The Ayoob Aesthetic Center®
- The Ayoob Laser Center® / Ayoob Center for Laser Medicine®
- The Ayoob Medical Carriage™

Tier 2 – Proprietary Techniques (Revenue-Generating)

- The Ayoob Non-Surgical Rhinoplasty Technique™
- AUFS™ – Ayoob Ultimate Facial Slimming Technique™
- BeautiLift™ Neuromodulator Protocol™
- Ayoob Non-Surgical BBL Technique™

Tier 3 – Licensing & Designations

- Ayoob Certified Injector™
- Ayoob Certified Master Injector™
- Ayoob Licensed Technique™

Tier 4 – Future & Defensive Filings

- Supply, biotech, regenerative brands
- Digital platforms & apps

XVI. Nonprofit Charter & Mission Draft (501(c)(3)-Ready)

Name (Working): Ayoob Foundation for Reconstructive Medicine & Pain Advocacy

Mission Statement

To restore dignity, function, and quality of life through reconstructive medical aesthetics, ethical pain management advocacy, and evidence-based public education.

Charitable Purposes

- Reconstructive care for trauma, burn, cleft, paralysis, and cancer survivors
- Education on science-backed pain management
- Physician and patient advocacy
- Public health education and legislative support

Programs

- Reconstructive treatment grants

- Educational campaigns
 - Medical professional training
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XVII. AAMA Course → Licensing Revenue Map

Education Funnel

Foundational Courses → Advanced → Master Injector → Certification

Monetization

- Course tuition
- Mentorship fees
- Certification issuance
- Annual renewals

Licensing Conversion

- Certified Injector™ → Licensed Provider
 - Territory exclusivity fees
 - Ongoing royalties
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XVIII. Board of Advisors Structure (Proposed)

Medical Advisory Board

- Plastic surgery
- Dermatology
- Pain management

Legal & Compliance Board

- Healthcare regulatory counsel
- IP & trademark attorney

Academic & Education Board

- Medical school faculty
- Nursing education leaders

Advocacy & Ethics Board

- Pain patient advocates
 - Public health policy experts
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XIX. Confidential Biotech & Cadaveric Sciences Division (Separate Entity)

Purpose

To support education, regenerative medicine, and future biomedical innovation through ethical cadaveric science.

Scope

- Cadaver acquisition & preparation
- Educational supply
- Regenerative material pathways (ECM, HDM)

Structure

- Operates as separate legal entity
- Confidential investor and regulatory deck
- No public-facing marketing

I. VEHICLE EXTERIOR COPY

(Elegant. Minimal. Medical-Luxury. Nothing loud.)



DRIVER + PASSENGER DOORS

THE AYOOB MEDICAL CARRIAGE™

A Private Mobile Aesthetic Treatment Suite

Operated by

THE HOUSE CALL BEAUTY®

Aesthetic Concierge Service

(Optional micro-line at bottom)

Physician-Directed • Licensed Medical Providers • Concierge Care

REAR DOORS

PRIVATE MEDICAL TREATMENTS BY APPOINTMENT ONLY

THE AYOOB MEDICAL CARRIAGE™

Concierge Aesthetic Services

In-Residence • In-Office • On-Location

Operated by

THE HOUSE CALL BEAUTY®

(No phone number on rear—keep it discreet)

INTERIOR PLAQUE (Metal or Acrylic – Entry Wall)

WELCOME ABOARD

THE AYOOB MEDICAL CARRIAGE™

This mobile medical suite is a licensed, physician-directed environment designed for private aesthetic care.

All treatments are performed by credentialed medical professionals in compliance with state and federal regulations.

Operated by

THE HOUSE CALL BEAUTY® – Aesthetic Concierge Service

Thank you for trusting us with your care.

II. PATIENT-FACING DESCRIPTIONS

WEBSITE COPY

The Ayoob Medical Carriage™

Luxury Aesthetic Care. Delivered.

The Ayoob Medical Carriage™ is a fully customized, private mobile aesthetic treatment suite designed for patients who value discretion, convenience, and elite medical care.

Operated by **The House Call Beauty®**, this experience brings advanced injectable treatments directly to your home, office, hotel, or private event—without compromising safety, sterility, or outcomes.



Inside the Medical Carriage™, patients receive the same high-level treatments offered in top-tier clinics, elevated by concierge service and physician-directed protocols.

This is not a mobile spa.

This is private, medical-grade aesthetic care—redefined.

Available Services Include:

- Neuromodulators (Botox®, Dysport®, Letybo®, Xeomin®, Daxxify®)
- Advanced Dermal Fillers & Facial Balancing
- Non-Surgical Rhinoplasty
- Facial Slimming & Jawline Contouring
- Kybella® & Injectable Body Contouring
- Combination & Signature Protocols by Tanner Ayoob

 Currently serving San Francisco & Los Angeles
 By appointment only

BOOKING APP COPY

The Ayoob Medical Carriage™

A private mobile aesthetic treatment suite operated by **The House Call Beauty®**.

Receive licensed, physician-directed injectable treatments at your home, office, or private location—discreetly and comfortably. Location based app allowing you to schedule your appointments directly just like you would with uber, lyft, waymo etc. wherever you are home, office, airbnb, hotel, etc for

- ✓ Medical-grade environment
 - ✓ Elite concierge service
 - ✓ Appointment-only availability
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III. INVESTOR – MOBILE EXPANSION

INVESTOR DECK / MEMO COPY

The Ayoob Medical Carriage™

A Scalable Mobile Medical Asset

The Ayoob Medical Carriage™ is a proprietary mobile treatment platform operated under **The House Call Beauty®**, designed to deliver high-margin aesthetic services directly to patients while eliminating traditional brick-and-mortar constraints.

Each Medical Carriage™ functions as:

- A fully branded medical suite
- A revenue-generating asset
- A marketing and acquisition engine
- A scalable unit within a national fleet

Key Advantages

- Lower overhead vs. fixed clinics
- High patient demand for convenience and discretion
- Rapid city-to-city deployment

- Premium pricing justified by concierge delivery
- Strong brand differentiation and IP anchoring

Expansion Model

- One Medical Carriage™ per major metro
- Local provider staffing under centralized protocols
- Centralized branding, training, and compliance
- Optional licensing or franchise-style rollout

This model allows The House Call Beauty® ecosystem to scale nationally while maintaining brand control, medical standards, and margin integrity.

IV. FLEET ROADMAP (EXECUTIVE LEVEL)



PHASED CITY EXPANSION PLAN

Phase I – Flagship Markets (2025)

*Potentially partner with UpKeep: The Glow Up App by Tiffany Demers

San Francisco – Active

Los Angeles – Active

- Establish proof of concept
 - Refine operational SOPs
 - Capture high-net-worth clientele
 - Generate brand visibility and demand
-

Phase II – Tier-1 Expansion (2026)

New York City

- Highest density of luxury, concierge consumers
 - Strong corporate, hotel, and private residence demand
 - Ideal for brand prestige and media exposure
 - Potentially partner with UpKeep: The Glow Up App by Tiffany Demers
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Phase III – Lifestyle Market Expansion (2026–2027)

Miami

- High injectable demand year-round
 - Strong private event and hospitality crossover
 - Ideal for Medical Carriage™ event activations
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Phase IV – Fleet Scaling (2027+)

- Multiple Carriages™ per city
 - Tiered offerings (Signature / Elite / Reserve)
 - National partnerships & licensing
 - Integration with **Ayoob Aesthetic Mastery Academy®** for injector pipeline
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FINAL POSITIONING STATEMENT

The Ayoob Medical Carriage™ is not a vehicle.

It is a **mobile medical brand**, a **luxury asset**, and a **scalable platform** that redefines how aesthetic medicine is delivered. Our location-based booking platform allows you to request appointments in real time, similar to on-demand services, so care comes to you wherever you are: residence, office, hotel, or private rental. Appointments are requested based on real-time location, allowing treatments to be delivered at residences, offices, hotels, or private accommodations.

This model removes geographic friction, increases utilization, and enables rapid city-to-city scalability.

AYOOB AESTHETIC EMPIRE

Brand Architecture, Licensing Framework & Legal Alignment

I. ONE-PAGE BRAND ARCHITECTURE DIAGRAM (TEXTUAL)

Parent / Holding Entity

The House Call Beauty Corporation (Legal Entity)

↓ Owns, controls, licenses, and governs all IP, brands, operations

A. Core Clinical & Revenue Brands (DBAs / Subsidiaries)

- **The House Call Beauty®**
DBA of The House Call Beauty Corporation
Concierge aesthetic medical services (mobile & on-location)

- **The Botox Concierge®**
DBA of The House Call Beauty Corporation
Neuromodulator-only concierge service
 - **The Ayoob Medical Carriage™**
Branded mobile medical asset operated under The House Call Beauty®
Fleet-based mobile treatment suites
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B. Education, IP & Licensing Division

- **The Ayoob Aesthetic Mastery Academy® (AAMA)**
Wholly owned education & IP brand
Proprietary techniques, certifications, instructor licensing
 - **The Aesthetic Mastery Academy® (TAMA)**
Global / international education & licensing arm
Online programs, non-founder-facing scalability
 - **AAMA / TAMA Injectors Alumni Collaborative®**
Professional network & affiliation platform
Referrals, events, group purchasing, licensing tiers
-

C. Physical, Digital & Expansion Assets

- **The Ayoob Aesthetic Center™** – Flagship clinic concept
 - **The Glow Up App™** – Booking & concierge platform
 - **Ayoob Aesthetic Supply™** – Injector-only supply (planned)
-

D. Independent Nonprofit (Arm's-Length)

- **Ayoob Reconstructive & Pain Advocacy Foundation** (Proposed)
Separate 501(c)(3) entity with collaboration agreements only
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II. LICENSING & CROSS-ENTITY LEGAL LANGUAGE (DRAFT)

1. Master IP Ownership Clause

All trademarks, service marks, proprietary techniques, curricula, protocols, trade dress, course materials, and brand names associated with the Ayoob Aesthetic ecosystem are the sole and exclusive property of **The House Call Beauty Corporation**, unless otherwise expressly assigned in writing.

2. Brand Use & Licensing Grant (Internal)

The House Call Beauty Corporation hereby grants a limited, revocable, non-transferable license to its wholly owned brands and DBAs to use designated trademarks and service marks solely for approved clinical, educational, and marketing purposes, subject to compliance with brand standards, medical regulations, and operational policies.

3. Education & Certification Licensing (External)

Certifications issued by **The Ayoob Aesthetic Mastery Academy® (AAMA)** confer educational credentials only and do not constitute employment, partnership, or ownership interest. Use of AAMA trademarks, badges, or titles is governed by a separate licensing agreement and may be revoked for non-compliance.

4. Medical Carriage™ Fleet Licensing

The designation “**The Ayoob Medical Carriage™**” is a proprietary branded medical asset. Operation, replication, or public representation of any Medical Carriage™ requires a written fleet licensing agreement, including compliance with medical oversight, insurance, vehicle standards, and brand governance.

5. Cross-Entity Independence Clause

Each brand, DBA, academy, platform, and affiliated entity operates independently unless expressly stated. No entity assumes the liabilities, debts, or obligations of another absent a written agreement.

III. “BRANDS & SUBSIDIARIES” – INVESTOR DECK APPENDIX

Parent Company

- The House Call Beauty Corporation (Holding & IP Owner)

Operating Brands (DBAs)

- The House Call Beauty® – Concierge aesthetic medicine
- The Botox Concierge® – Neuromodulator concierge services

Mobile Assets

- The Ayoob Medical Carriage™ – Mobile medical fleet

Education & IP

- The Ayoob Aesthetic Mastery Academy® (AAMA)
- The Aesthetic Mastery Academy® (TAMA)

Professional Network

- AAMA / TAMA Injectors Alumni Collaborative®

Facilities & Platforms

- The Ayoob Aesthetic Center™ (planned)
- The Glow Up App™
- Ayoob Aesthetic Supply™ (planned)

Nonprofit (Separate Legal Entity)

- Ayoob Reconstructive & Pain Advocacy Foundation (proposed)
-

IV. DBA VS LEGAL ENTITY ALIGNMENT (CLEAN STRUCTURE)

Legal Entity

- **The House Call Beauty Corporation**
(LLC or Corporation – owns all IP, signs contracts, receives investment)

Registered DBAs (Examples)

- The House Call Beauty®
- The Botox Concierge®

Trademarked Brands (Not Separate Legal Entities Unless Desired)

- The Ayoob Medical Carriage™
- The Ayoob Aesthetic Mastery Academy®
- The Aesthetic Mastery Academy®
- Alumni Collaborative®
- Signature techniques & protocols

Separate Legal Entities (Optional / Strategic)

- Nonprofit Foundation (501(c)(3))
 - International subsidiaries (future)
-

V. EXECUTIVE SUMMARY (BOARD / INVESTOR READY)

This structure creates:

- Centralized IP control
- Clean licensing pathways
- Scalable education & fleet expansion
- Investor-safe separation of risk
- Clear nonprofit independence

The Ayoob Aesthetic Empire is architected for **national expansion, international licensing, and institutional investment** without dilution of brand authority or medical standards.

THE AYOOB MENTORSHIP PATHWAY

PHASE 1 — INTRODUCTION (Completed)

- Shadowing
 - First mentorship day
 - Clinical exposure
 - Mutual evaluation
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● PHASE 2 — FOUNDATIONAL MENTORSHIP (2025–2026)

- Advanced toxin mastery
- Anatomy & complication prevention
- Observation of filler & NSR
- Real patient exposure
- Mentorship conversations
- Professional development

Status: Tuition-free | Invite-only

● PHASE 3 — EDUCATOR DEVELOPMENT (2026–2027)

- Teaching methodology
- Curriculum delivery
- Classroom leadership
- Co-teaching preparation
- Revenue-share teaching opportunities

Status: Performance-based

● PHASE 4 — BRAND LEADERSHIP (2028+)

- Senior educator role
- Brand representation
- Course expansion
- Long-term financial upside
- Industry leadership

Status: Earned, not guaranteed

1 PHASE 2 PRICING STRUCTURE

(Mentorship is FREE — but structured as an investment, not charity)

Name:

Ayoob Strategic Mentorship Track (Invite-Only)

Cost:

\$0 Tuition

\$0 Course Fees

\$0 Treatment Fees (as applicable)

Investment Model (Internal — not stated to her):

You are investing:

- time
- proprietary knowledge
- real patient exposure
- brand access
- career acceleration

In return (later phases):

- teaching revenue share
 - brand representation
 - academy expansion leverage
 - leadership continuity
-

Phase 2 Structure (What SHE sees)**Phase 2: Foundational Apprenticeship (3–6 months)**

No cost. No obligation. No promises.

Includes:

- Ongoing 1:1 clinical mentorship
- Advanced toxin education (beyond basic tox)
- Shadowing real filler & NSR cases
- Anatomy + complication prevention
- Introduction to teaching methodology
- Brand standards & professionalism
- Business fundamentals (light, not heavy)

Deliverables:

- Skill elevation
- Confidence
- Trust building
- Mutual evaluation

Important:

No titles. No contracts yet. No pressure.

Phase 3 (Only if Phase 2 is successful)

Phase 3: Educator Development Track (Late 2026–2027)

Includes:

- Co-teaching preparation
- Curriculum delivery training
- Classroom leadership skills
- Shadow teaching at AAMA courses
- Revenue share per course taught (percentage-based, not salary)

Still:

- No equity
 - No ownership
 - No board seat
-

Phase 4 (2028+ — INTERNAL VISION ONLY)

This is **NOT** shared yet.

You already know:

- Course multiplication
- Geographic expansion
- \$500K+ revenue generation
- Brand hierarchy leadership

This is **earned, not promised**.

1 Investor Pitch Deck (Flagship + Academy)

This becomes the **master narrative** for:

- landlords
- investors
- strategic partners
- banks
- future licensees

Deliverables

- 12–15 slide investor deck

- Clear use of funds
- Revenue streams (clinic + academy + digital)
- Expansion roadmap (SF → LA → NYC → Miami)
- Founder positioning (you as irreplaceable IP)
- Risk mitigation (compliance + structure)

👉 *Nothing else carries weight without this.*

2 Licensing + Compliance Roadmap

This protects you and unlocks scale.

Deliverables

- Legal entity architecture (Corp vs DBAs)
- Academy vs clinic separation (risk firewall)
- Medical director framework
- Student participation boundaries
- Consent + filming legality
- CA → multi-state expansion readiness
- Licensing pathway for future AAMA locations

👉 *This is what lets you teach on real patients safely and repeatedly.*

PHASE II — PHYSICAL REALITY (Build + Film + Teach)

3 Flagship Floor Plan Mock Layout

This turns vision into a **lease-ready asset**.

Deliverables

- 1,200–2,500 sq ft optimized layout
- Treatment / demo room specs
- Classroom conversion logic
- Filming camera zones
- Patient + student flow map
- What to tell brokers & landlords
- What to look for / avoid in buildings

👉 *This prevents choosing the wrong space.*

PHASE III — MONETIZATION (Students + Cash Flow)

4 Academy Website Page (High-Authority)

This is **not** a generic course page.

Deliverables

- Flagship-level copy (authoritative, not warm)
- Who this academy is *not* for
- Why your training is unreplicable
- Real-patient education positioning
- Program breakdowns
- Call-to-action for:
 - Courses

- Mentorship
- Applications
- SEO-ready structure (SF + LA)

👉 *This filters students before they ever DM you.*

5 Class Calendar + Pricing Architecture

This is where the money compounds.

Deliverables

- Monthly + quarterly training cadence
- Flagship intensives vs ongoing programs
- Premium pricing psychology
- Limited-seat logic
- Upsell ladder:
 - Course → Mentorship → Licensing
- Alumni re-engagement loop
- Capacity vs burnout protection (you stay elite)

PHASE I — MASTER FOUNDATION

Investor Pitch Deck + Licensing & Compliance Roadmap

Ayoob Aesthetic Flagship & Academy

PART I — INVESTOR PITCH DECK (CONTENT-READY)

SLIDE 1 — TITLE

The Ayoob Aesthetic Flagship & Mastery Academy

Luxury Clinical Institute • Elite Injector Training • Media Headquarters
San Francisco | Expansion-Ready

Founder: Tanner Ayoob

Master Injector • Educator • IP Holder

SLIDE 2 — THE PROBLEM

The injectable education market is broken:

- Hotel ballroom trainings
- Mannequin-only education
- No real patients
- No real complications
- No business training
- No content or IP ownership

Result:

- ➡ Undertrained injectors
 - ➡ Unsafe outcomes
 - ➡ Commoditized providers
 - ➡ No brand loyalty
-

SLIDE 3 — THE SOLUTION

A **permanent flagship institute** where:

- Real patients are treated
- Real procedures are taught
- Real content is filmed
- Real techniques are branded
- Real authority is built

One space. Multiple revenue engines.

SLIDE 4 — THE FLAGSHIP MODEL

The Flagship is simultaneously:

1. Luxury injectable clinic
2. Elite injector academy
3. Filming & content studio
4. Brand headquarters

Every procedure is:

- A patient service
 - A teaching case
 - A content asset
-

SLIDE 5 — DIFFERENTIATION (UNREPLICABLE)

What competitors **cannot copy**:

- Founder-led proprietary techniques
- Real-patient training (not simulations)
- Limited-seat, premium model
- Filmed education library (owned IP)
- Long-term mentorship hierarchy
- Brand-first authority positioning

This is an **institute**, not a course.

SLIDE 6 — REVENUE STREAMS (STACKED)

Clinical Revenue

- High-end injectables
- Concierge & flagship hybrid

Academy Revenue

- Live intensives
- Advanced certifications
- Mentorship cohorts

Digital Revenue

- Online courses

- Technique libraries
- Alumni subscriptions

Future Expansion

- Licensed academies
- Curriculum licensing
- Brand partnerships

➡ Multiple income streams from the same space.

SLIDE 7 — MARKET OPPORTUNITY

- Injectable market: multi-billion dollar, growing annually
- Injector education: fragmented, underregulated, high demand
- Premium training gap: massive

Positioning:

Not mass education — *elite institutional training*.

SLIDE 8 — FOUNDER ADVANTAGE

Tanner Ayoob is:

- The technique
- The authority
- The brand
- The educator
- The IP

This is a **key-person asset** intentionally designed for:

- Brand leverage
 - Licensing
 - Long-term equity
-

SLIDE 9 — USE OF FUNDS

Capital is allocated to:

- Flagship lease + buildout
- Medical-grade filming infrastructure

- Compliance + legal structuring
- Brand & curriculum development
- Working capital (first 6–9 months)

No waste. No overbuild. High ROI per square foot.

SLIDE 10 — EXPANSION ROADMAP

Phase 1: SF Flagship (Mother Ship)

Phase 2: LA Flagship

Phase 3: NYC / Miami

Phase 4: Licensed AAMA locations

Each flagship:

- Smaller footprint
 - Higher margins
 - Faster deployment
-

SLIDE 11 — RISK MITIGATION

- Strict compliance separation (clinic vs academy)
- Clear student participation boundaries
- Robust consent & filming protocols
- Medical director oversight
- Conservative growth pacing

This model is **built to survive scrutiny**.

SLIDE 12 — THE ASK

Seeking strategic capital + partners to:

- Secure flagship lease
- Finalize buildout
- Scale institutional brand

This is not a med spa.

This is a **category-defining institute**.

PART II — LICENSING & COMPLIANCE ROADMAP

(THIS IS WHAT MAKES THE MODEL LEGAL AND SCALABLE)

1 ENTITY ARCHITECTURE (CRITICAL)

Parent Entity

- The House Call Beauty Corp
(Owns IP, trademarks, curriculum)

Clinical Entity

- Ayoob Medical Aesthetics (or DBA)
- Patient care only
- Bills patients
- Medical director oversight

Education Entity

- The Ayoob Aesthetic Mastery Academy (AAMA)
- Education only
- No medical billing
- Tuition-based revenue

➡ **Legal firewall between care & education**

2 MEDICAL DIRECTOR FRAMEWORK

- Required for clinical entity
- Signs off on:
 - Protocols
 - Emergency plans
 - Student observation boundaries

Students **do not practice independently** unless credentialed and supervised.

3 STUDENT PARTICIPATION RULES

Allowed:

- Observation
- Assisting (non-invasive)
- Supervised injection ONLY if licensed and permitted by state law

Not allowed:

- Independent injections
- Billing under student name
- Misrepresentation of provider role

This protects:

- Patients
 - You
 - The academy
-

4 CONSENT & FILMING PROTOCOL

Every patient signs:

- Treatment consent
- Education observation consent
- Media & filming release

Patients are:

- Fully informed
- Not coerced
- Discounted transparently

This allows:

- Filming
 - Teaching
 - Publishing
 - Monetizing content
-

5 INSURANCE STACK

- Medical malpractice (clinic)
- General liability (academy)
- Professional liability (education)
- Media/content insurance

Each entity carries **its own policy**.

6 CALIFORNIA → MULTI-STATE READY

Built so you can:

- Teach out-of-state clinicians
- License curriculum
- Open future academies
- Franchise education (selectively)

This avoids re-structuring later.

7 LICENSING FUTURE MODEL

Once flagship is stable:

- AAMA Licensed Institute™
- Approved instructors
- Curriculum licensing
- Revenue share model
- Brand protection clauses

You remain:

- IP owner
- Curriculum authority
- Brand gatekeeper

The House Call Beauty Corporation

Business Plan & Organizational Hierarchy

Executive Summary

The House Call Beauty Corporation (HCBC) is a multi-brand medical aesthetics ecosystem founded by Master Injector Tanner Ayoob. Operations span concierge aesthetics, neuromodulator specialization, advanced non-surgical body contouring, penile enhancement, intimate rejuvenation, regenerative aesthetics, injector training, and medical supply distribution.

Organizational Hierarchy

1. The House Call Beauty Corporation (Parent MSO)

- CEO & Founder: Tanner Ayoob
- Medical Director (as required per region)
- Operations & Finance Management
- Branding, Marketing, and Compliance

2. The House Call Beauty: Aesthetic Concierge Service

- Lead Injector: Tanner Ayoob
- Mobile Assistant / Right Hand (Apprentice)
- Concierge Scheduling & Travel Logistics
- Inventory & Safety Officer

3. The Botox Concierge (Specialized Neuromodulator Division)

- Lead Injector
- Mobile Tox Team
- Tox Bank & Membership Management

4. The Ayoob Aesthetic Mastery Academy (AAMA)

- Lead Master Instructor: Tanner Ayoob
- Assistant Instructors
- Program Coordinator
- Model Coordinator
- Vendor & Supply Partnerships

5. Injector Essentials / Aesthetic Med Supply

- Supply Chain Manager

- Fulfillment Specialist

- Product Sourcing & Quality Control

Brand Ecosystem

The House Call Beauty Corporation seamlessly integrates concierge services, specialized neuromodulator care, injector education, and aesthetic medical supply into a unified, scalable business model.

Core Services

- Neuromodulators (Botox, Dysport, Jeuveau, Xeomin, Daxxify, Letybo)

- Dermal Fillers (Juvederm, Restylane, RHA, Radiesse, Sculptra, Olidia)

- Non-Surgical BBL & Body Contouring

- Penile Enhancement & Intimate Rejuvenation

- Skinivive, PRF/PRP, Biostimulators & Regenerative Aesthetics

- Facial Balancing & Advanced Cannula Work

- Complication Management & Corrective Work

Academy Programs

- Master Injector: Toxins – 1-Day Intensive
- Rapid Aesthetic Immersion (3-Month Mentorship)
- Non-Surgical BBL Certification
- Facial Balancing & Cannula Mastery Courses
- International Technique Integration (Korea, UK)

2025–2026 Expansion Plan

- Strengthen SF & LA markets
- Open flagship Ayoob Aesthetic Center
- Launch national training tour

- Expand to Miami, NYC, Dallas
- Build private label aftercare + product line
- Grow Injector Essentials distribution

Vision

To redefine aesthetics through concierge luxury, mastery-level technique, and advanced education while building a nationwide ecosystem that elevates both patients and practitioners.

Mission

Deliver world-class, mobile aesthetic artistry backed by clinical excellence, global training, and an academy that shapes the next generation of injectors.

The Ayoob Aesthetic Center

Flagship Clinical & Educational Hub

Introduction

The Ayoob Aesthetic Center is the flagship headquarters of Master Injector Tanner Ayoob and the central clinical, educational, and media hub of The House Call Beauty Corporation. It represents the highest standard of modern aesthetics, combining advanced clinical techniques, global training methodologies, concierge luxury, and a world-class environment for procedures, teaching, and content creation.

Center Purpose

The Ayoob Aesthetic Center is designed to support:

- Advanced facial & body procedures
- Clinical excellence in a fixed, controlled environment
- High-level injector training & masterclasses
- Professional content creation for global education
- VIP private appointments
- Product storage, inventory, and supply operations

Core Functions

1. Clinical Excellence

- Precision lighting & photographic systems

- 3D facial and body contour mapping

- Treatment of complex cases requiring enhanced stability

- Advanced procedures: temples, forehead, tear troughs, biostimulators, penile enhancement, non-surgical BBL, intimate-area rejuvenation

- Regenerative therapies: PRF/PRP, polynucleotides, mesotherapy

2. Education & Training

- Home of the Ayoob Aesthetic Mastery Academy (AAMA)

- Hosting small group intensives & one-on-one mentorship

- Hands■on masterclasses with models

- Filming of online educational modules

- Curriculum development for international training

3. Media & Content Production

- Studio-grade filming area
- Live demonstration setup for streaming
- High-definition reels, YouTube tutorials, and educational content
- Professional before/after galleries

4. Operations & Administration

- HQ for scheduling, legal compliance, & patient management
- Storage & distribution for Injector Essentials & ACS supply division
- Packaging, shipping & order fulfillment
- Secure storage for medications & controlled products

Signature Procedures

- Non-Surgical BBL (Sculptra + Radiesse protocols)
- Penile Enhancement (HA & biostimulatory)
- Temple, Forehead & Upper Face Structural Filler
- Advanced Tear Trough Rejuvenation
- Skinvive, PRF/PRP, Polynucleotides
- Facial Balancing & Cannula-Based Lifting
- Kybella & Body Contouring

Training Programs Hosted

- Master Injector: Toxins (1-Day Intensive)
- Rapid Aesthetic Immersion (3-Month Mentorship)
- Non-Surgical BBL Certification
- Advanced Facial Balancing & Cannula Mastery

- Regenerative & Biostimulatory Medicine Courses

Facility Advantages

- Professional-grade lighting & ergonomic injector stations
- Sterile treatment zones with fixed equipment
- Secure pharmaceutical storage
- Media-ready design for filming & photography
- Classroom space for lectures and demonstrations

Vision

To build a world-renowned center for aesthetic mastery—uniting clinical precision, luxury artistry, and advanced training—while expanding into a multi-city network of Ayoob Aesthetic Centers worldwide.

Mission

To elevate modern aesthetic medicine through unparalleled technique, concierge■level care, education excellence, and a flagship facility that embodies innovation and mastery.