



Dominion Aesthetic  
TECHNOLOGIES



where AI meets aesthetics

eon+  
smarter body contouring

2023 YEAR END REPORT



NEW BEAUTY MEDIA PARTNER - EON FEATURE

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# UPDATE FROM THE CEO

As we reflect on the accomplishments of 2023, I am delighted to announce the successful launch of our EON+ Advanced technology, marking a significant milestone in our journey. This transition from autonomous to artificial intelligence represents a leap forward in our commitment to innovation and cutting-edge solutions. Looking ahead to the coming year, we have ambitious goals in sight. We are actively pursuing FDA clearance for skin tightening and clearance for the arms, further solidifying our position as leaders in the aesthetics industry.

Due to rising interest rates in the market, our provider sales in 2023 were down; however, we have made the decision to temporarily place sales to providers on hold as we focus our efforts on licensing the rights to a third party. By doing so, we aim to secure the necessary capital to accelerate the expansion of our franchise model on a national scale.

We have successfully opened two stores in Houston; these locations have exceeded our expectations, demonstrating considerable success in a relatively short period. As a result, we are already halfway towards setting the financial goals we envisioned for these franchise locations. Building on this success, we have plans for expansion in the Houston area, aiming to own five locations, and capitalizing on the momentum generated by the Woodlands and Saks locations.

This decision aligns with our long-term objectives and will enable us to maximize the potential of a franchise model while continuing to explore opportunities for innovation and growth within the company and to further advance the technology that EON has yet to explore.

## Cooper Collins

CEO - DOMINION AESTHETIC TECHNOLOGIES, INC.





# ENGINEERING & MANUFACTURING

## **EON SUPPORT**

The EON Engineering team continues to provide real-time technical and operational support for EON in the field. Our team has released the new and improved EON+ software with advanced EON features and controls, giving the user more control and the ability to customize treatments to individual customer needs. Dominion continues to invest in the future; our R&D team is exploring a number of new technologies to increase our footprint in the aesthetic world.

## **TRAINING**

Training is a significant component of our business model. Trained operators are essential to delivering effective and comfortable treatments. With the introduction of EON+, we've made several improvements to our training program. The new training program includes best practices and in-depth clinical knowledge related to the use of EON. The new training program has been rolled out and includes recurring training for customers, as well as all Dominion Aesthetic Technologies field personnel. We continue to invest in developing our corporate trainers to provide the customers with the support they need to ensure an excellent EON experience for providers and patients.

## **FDA CLEARANCE**

Dominion received FDA Clearance for the use of EON in Back and Thighs (in addition to the previously cleared Abdomen and Flanks).

## **FDA SUBMISSION**

- Dominion submitted a 510(k) Premarket Notification for use in Arms.
- Dominion submitted a 510(k) Premarket Notification for skin tightening, currently in review by the FDA, expecting clearance by the summer of 2024.

## Ahmed Mohammed

VP MANUFACTURING & PRODUCT DEVELOPMENT





# MEDICAL & TECHNICAL AFFAIRS

## **FY23 MILESTONES & ACCOMPLISHMENTS**

- Received FDA clearance for back and thighs.
- Filed for FDA clearance for fat reduction of arms.
- Filed for FDA clearance for wrinkles.

## **FY24 WHAT'S NEXT**

- Submitting additional information to the FDA to secure FDA clearance for wrinkles.
- In an endeavor to add additional indications, we are developing operational protocols to greatly increase dermal heating while maintaining patient comfort.
- Exploring additional wavelengths and modalities that will work in synergy with current indications for use.

In an effort to further differentiate EON from all competitors, we are:

- Preparing a clinical study on skin tightening.
- Preparing side by side comparison testing to major competitors.
- Testing new financing models to increase the availability of the EON to all practitioners.

## **Scott Marable**

VICE PRESIDENT OF TECHNICAL AND MEDICAL AFFAIRS

**eon+** | THE LATEST IN  
smarter body contouring | ROBOTIC BODY  
CONTOURING

**The Secret Behind Touchless, Robotic Body Contouring**  
Discover how EON's robotic technology gives superior fat  
reduction results without touching the patient!

**Wednesday, November 15**  
5:00pm PT

Hosted By:

**Gregory Buford**  
MD, FACS, PCEO



TO FACE AND  
BODY  
TREATMENTS TO  
CONSIDER  
RIGHT NOW

**Men's Health**

THESE FACE AND BODY  
TREATMENTS CAN HELP YOU  
EMERGE FROM YOUR WINTER  
COCOON AS A WHOLE NEW  
MAN.



**eon**  
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**BODY  
CONTOURING  
IN 2024:**  
Integrating EON Body Contouring  
with Semaglutide

**Tuesday**  
January 30, 2024

**Time**  
7:30pm Eastern / 4:30pm Pacific

**Johnny Franco, MD**  
Board Certified Plastic Surgeon  
American Society of Plastic Surgeons  
American Society of Aesthetic Plastic Surgeons  
Austin Society of Plastic and Reconstructive Surgeons

**REGISTER NOW**



# MARKETING & COMMUNICATIONS

**Sarah Ramsey**

DIRECTOR OF MARKETING AND PR

## 2023 OVERVIEW:

- We partnered with 7FigureDocs (7FD) to work with accounts to generate 90 leads in 90 days. The partnership, which lasted 6 months, included social media advertising and AI-targeted leads sent directly to the provider's books. Our providers found great success when following the program correctly.
  - We continue to use 7FD as the main lead generator for EON Franchise locations and love it.
- EON Institute debuted in March as an educational source for our Providers and Employees to learn about EON in a classroom setting.
  - There are 12 courses on Marketing EON with downloadable Marketing assets, Positioning of Patients, EON Certification for new Providers, Sales Training and Materials, and courses on our Marketing Partners.
  - Our Corp Trainer and Account Managers travel to our providers to retrain accounts on positioning and Marketing best practices to help accounts raise utilization. We have seen an increase in usage and engagement after the girls visit.
- We partnered with Avante Laser Institute to train employees to become Laser Apprentices, including 40-hour didactic nationally recognised training.
  - This year we certified 6 employees to run the device and advanced their knowledge in the field. They are now able to educate providers and sell EON as laser experts.
  - Through this program, every Account Manager and Trainer has become a Certified Laser Technician.
- When we received FDA clearance of the back and thighs, our Account Managers and Corp Trainers trained all our providers and instructional videos were made for EON Institute.
- Account Managers initiated quarterly sales and marketing reports for all providers to maintain communication and training needed for any accounts not reaching our average segment sales.

**Here's the scoop on our 2023 Media Blitz: We made headlines in Byrdie, Dermatology Times, American Health and Beauty, New Beauty, Modern Aesthetics, Harper's Bazaar, ELLE, HELLO - UK, Houston Modern Luxury Mag, and even stole the show on TV News segments like Great Day Houston and FOX 29 Philadelphia!**

## 2024 OUTLOOK AND PROJECTS:

- The Training Team was deployed in January to train our providers to use the new UI - EON + Advanced.
- Our account managers underwent sales training and are actively reaching out to Med Spas in their local area.
- Pitching stories on the new UI - EON + Advanced.
- Discussing National Media partnerships with Goop, Men's Health, Esquire and ELLE.
- Monarch launched the EON VAN Roadshows on the west and east coasts, visiting providers to give demo treatments and educate them on our technology.
- In March, Monarch Lasers' entire Sales team will be trained on EON +.
- We have hosted 3 KOL webinars with prospective providers with over 80 in attendance.



EON SAKS FIFTH AVENUE - HOUSTON

# FRANCHISE EXPANSION

## **2023 OVERVIEW:**

- We partnered with 7FigureDocs (7FD) to work with Franchise locations.
- EON of the Woodlands, our first franchise location, had a soft open on May 1 and with the help of our new partner 7FD, we have seen an astounding 60 leads in two weeks. We hosted an event with Houston Modern Luxury and brought in over 30 editors and influencers from the Houston market.
- EON of the Woodlands was featured on KHOU / Great Day Houston with Deborah Duncan.
- EON of Saks Fifth Avenue Houston became operational in December 2023.

## **FRANCHISE UPDATES:**

- EON of the Woodlands has been operational for nine months, maintaining an average of 40 segments per month, positioning it within the medium sales category in comparison to our existing providers, we are focusing on training to double that monthly segment goal.
- EON Saks Fifth Avenue has been in operation for three months, achieving an average of 20- 30 segments per month with a single employee. Our ongoing efforts are focused on employee sales training, boosting customer engagement, and expanding our social media presence. Further strategies include heightened investment in social media and the implementation of targeted zip code tactics slated for March 2024.

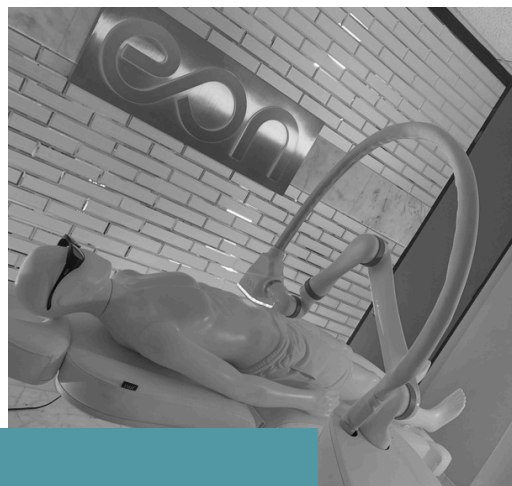
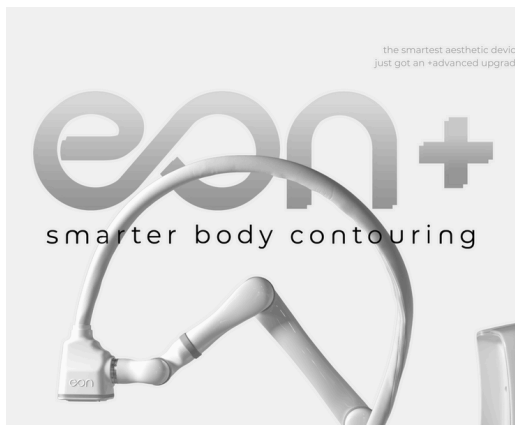
## **2024 OUTLOOK AND PROJECTS:**

- We are working on Franchise expansion to Conroe and Katy, TX. We are pushing for those locations to be up and running by mid-year.
- We will be featuring EON Saks on CW39 (KIAH-TV) and re-aired on "Houston Happens Show" and "The Best of Houston Happens" and will be archived on KIAH.

**Sarah Ramsey**

DIRECTOR OF MARKETING AND PR





# FINANCE & SERIES C

**Gerry Sheridan**

CHIEF FINANCIAL OFFICER

DOMINION AESTHETIC TECHNOLOGIES, INC.

FY2023

# FINANCIAL REPORTS

INCOME STATEMENT & BALANCE SHEET

DOMINION AESTHETIC TECHNOLOGIES, INC.

FY2023

# FINANCIAL REPORTS

## CASH FLOW STATEMENT





Dominion Aesthetic  
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# THANK YOU!

QUESTIONS?  
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