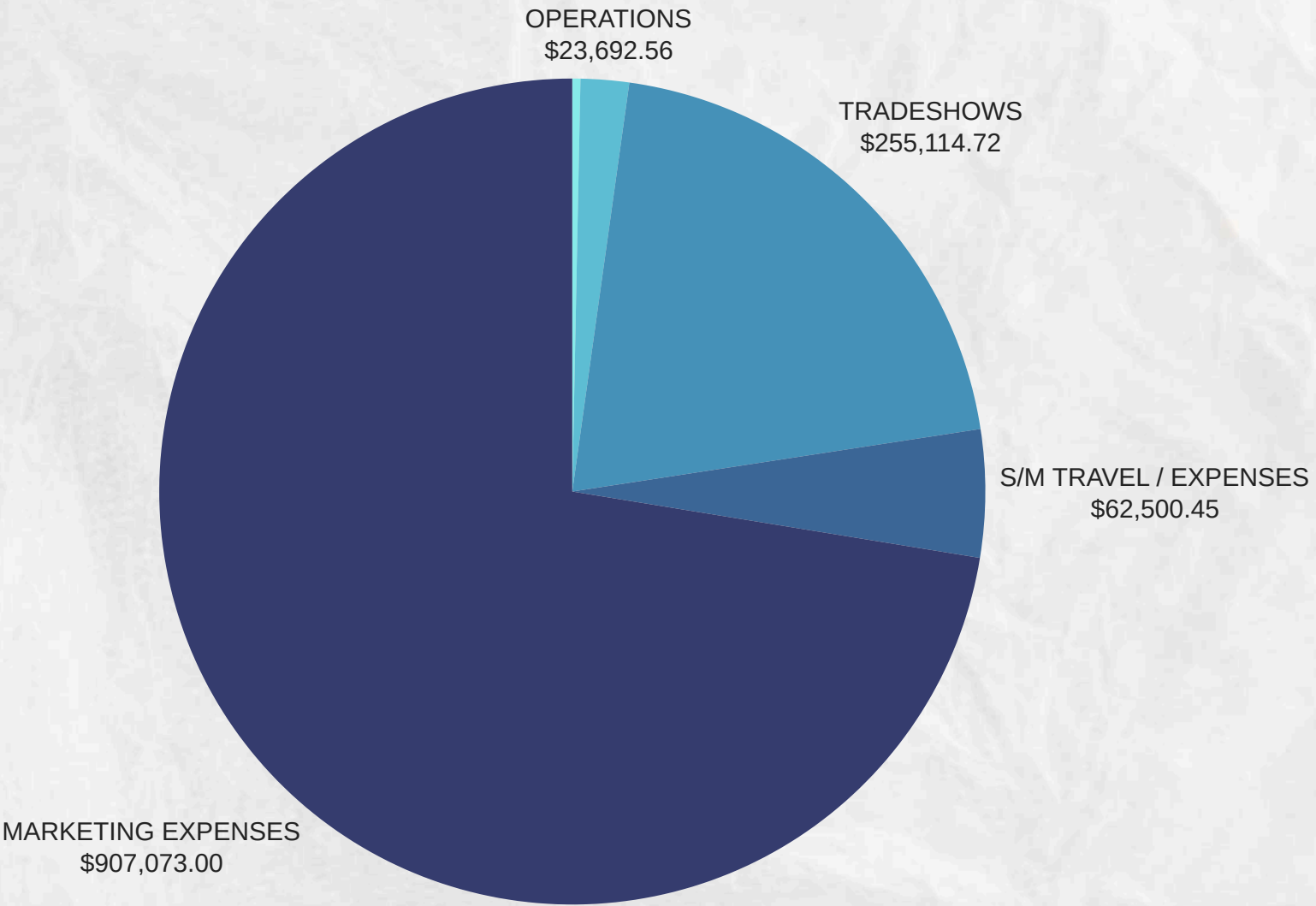




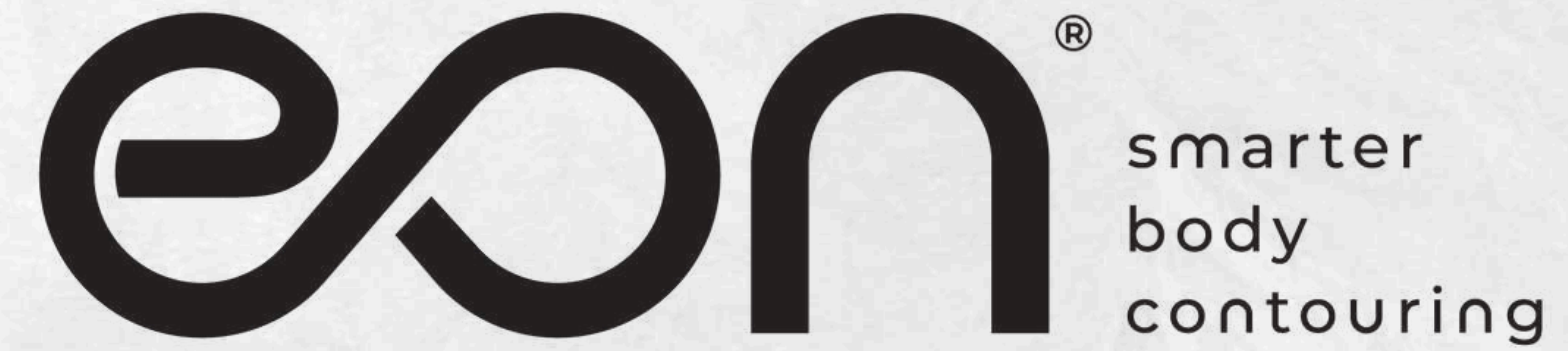
# PUBLIC RELATIONS & MARKETING 2022 YTD

# 2022 MARKETING SPEND TO DATE

2022 YTD	
• Van Insurance	\$3,965
• Operations	\$23,692.56
• S/M Travel , Meals & Events / Entertainment	\$62,500.45
• Marketing Expenses	\$907,073.00
◦ PR, Agency Fees, Advertising, Dr Rebate Program, Graphics, Media Partnerships, Website Design and Managment, Printing, Uniforms, Events & Misc.	
• Trade Shows / Media Events	\$255,114.72
TOTAL	\$1,252,345.73







# 2022 ACTIVATIONS



# 2022 ACTIVATIONS

---

- EON Media & Influencer Experience at The Baccarat Hotel in NYC.
- Ongoing media treatments scheduled with brand partners.
- Skinny Med Spa Houston TX - SAKS Launch.
- Austin Plastic Surgeons Meeting with Dr. Franco.
- Orange County Plastic Surgery Meeting with Dr Buford.
- Upcoming: Media Day LA with Dr Ourian or Dr Brian Kinney.
- Testimonial Video Tour: Houston, Miami, Austin, NYC, Denver and LA.



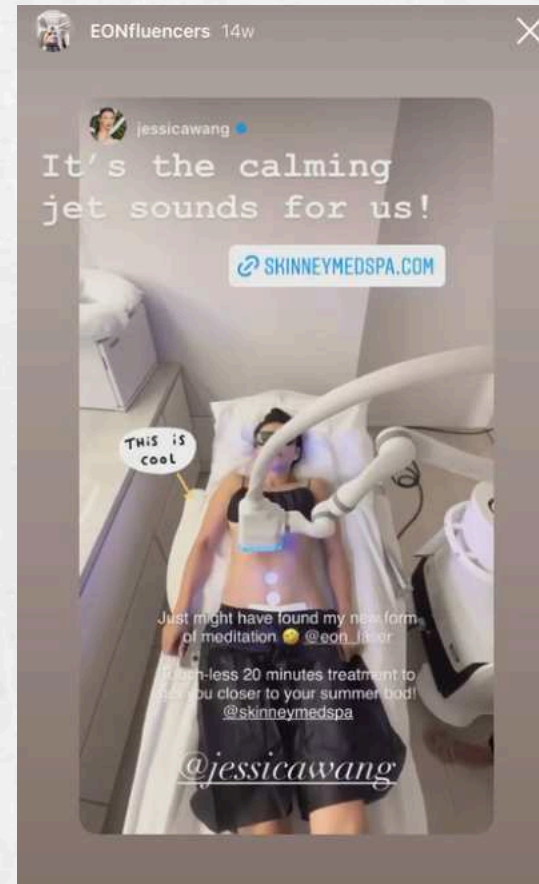
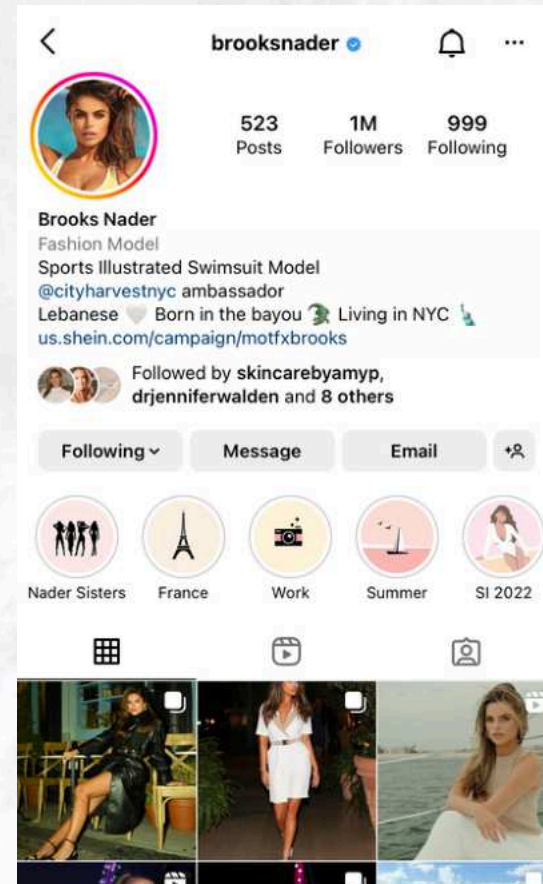


# 2022 ACTIVATIONS

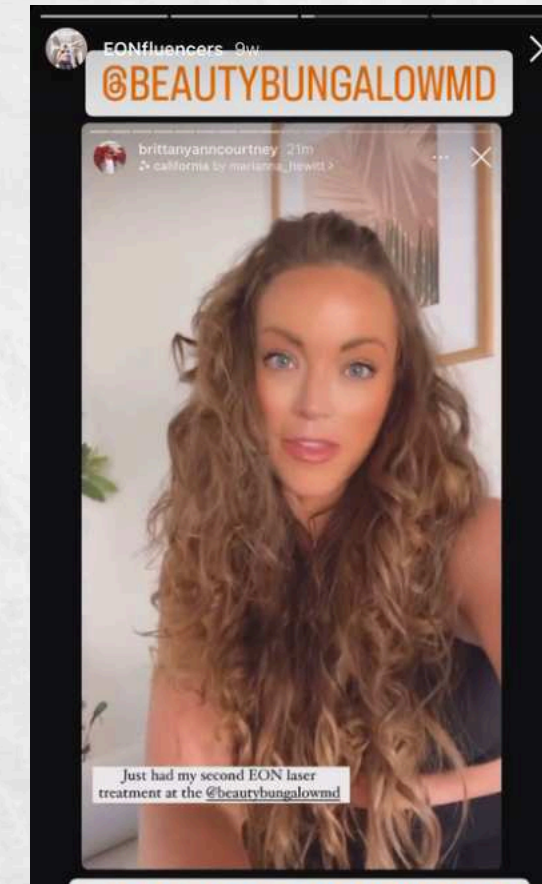
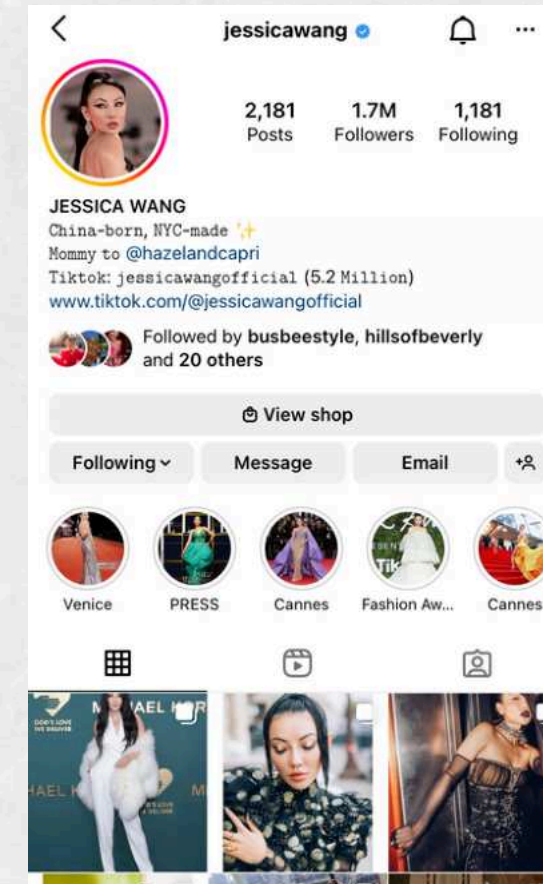
- Ongoing influencer treatments (all influencer partnerships were unpaid coverage).



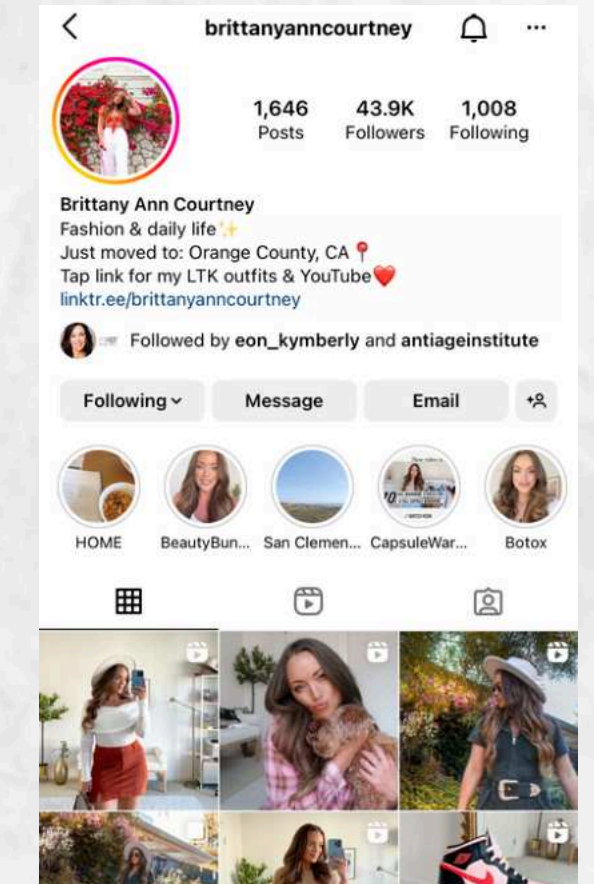
1 Million Followers  
Skincare by Amy  
Miami, FL



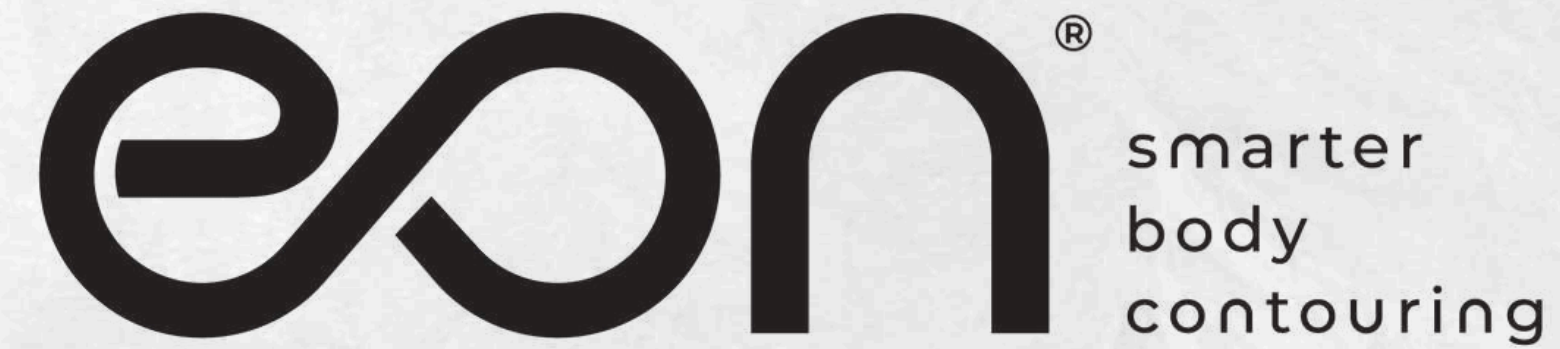
1.7 Million Followers  
Skinney Med Spa  
NYC, NY



43.9 Thousand Followers  
Beauty Bungalow  
Orange County, CA







# PAID 2022 MEDIA FEATURES

**\$183,000 PAID PARTNERSHIPS  
WITH A MEDIA VALUE OF \$285,000.**

# PAID 2022 MEDIA FEATURES

GOOP

## A TOP COSMETIC SURGEON ON A NEW BODY LASER

CREATED WITH EON

- UNIQUE VISITORS MONTHLY: 2.5M
- MEDIA VALUE: \$100,000

goop

What can we help you find?

## A Top Cosmetic Surgeon on a New Body Laser

*Created with EON*

Alongside exercising and eating in a way that nourishes both body and soul, safe, noninvasive treatments can deliver extra fine-tuning—and the tech keeps getting more sophisticated. EON, a new heat laser technology, targets and reduces fat in the abdomen and flanks; for Dr. Chad Deal, a Tennessee-based, a board-certified cosmetic surgeon and the owner of Southern Surgical Arts surgery center and med-spas, its benefits are dramatic.

An EON treatment takes 20 minutes (it's FDA-approved for fat reduction in the abdomen and flanks), involves no

“

**WE'RE HEATING FAT TO AN UNPRECEDENTED 51 DEGREES CELSIUS**—SO THAT IT CAN'T SURVIVE—WHILE LEAVING THE SURROUNDING TISSUE AND MUSCLE HEALTHY. THE SKIN REMAINS A COOL 39 DEGREES CELSIUS, SO THERE ARE NO BURNS AND VERY LITTLE IRRITATION, MAYBE JUST SOME MILD REDNESS. THE HIGHEST TEMPERATURE **I'VE SEEN OTHER DEVICES REACH IS 43 DEGREES; EON'S HIGHER TEMPERATURE IS WHAT'S AMAZING.**

”

“

MANY OF OUR PATIENTS SIMPLY DON'T WANT TO UNDERGO ANESTHESIA—EITHER OUT OF FEAR OF THE SURGERY ITSELF OR BECAUSE THEY LIVE SUCH BUSY LIFESTYLES THAT THEY REALLY DON'T WANT THE DOWNTIME. **WITH THE EON PROCEDURE, YOU'RE TRULY IN AND OUT—IT TAKES ABOUT 20 MINUTES TO TREAT AN AREA ABOUT HALF THE SIZE OF A STANDARD SHEET OF PAPER. THE TREATMENT DOESN'T REQUIRE ANY SEDATION WHATSOEVER.**

”



# PAID 2022 MEDIA FEATURES

---

## \$100,000 GOOP PARTNERSHIP ELEMENTS

### EDITORIAL SPONSORSHIP WITH PRODUCT INTEGRATION - 3,450,000 IMPRESSIONS

- Q&A WITH EON-PROVIDED EXPERT
- FEATURES 1X PRODUCT/BRAND INTEGRATION
- INCLUDES “IN PARTNERSHIP WITH...” MESSAGING
- PROMOTION AND AMPLIFICATION
  - INCLUSION WITHIN 1X EDITORIAL NEWSLETTER
  - 1X IGS TILE DRIVING TO EDITORIAL ON GOOP.COM
  - 1X FB POST DRIVING TO EDITORIAL ON GOOP.COM
- PROMOTION OF EDITORIAL ON GOOP'S HOMEPAGE AND RELEVANT CHANNEL LANDING PAGE

### GOOP SOCIAL TAKE OVER - 1,000,000 IMPRESSIONS

- DARK SOCIAL 1X MONTH DURATION
- 1X PAID DARK POST ON @GOOP
- POST TO TAG EON'S BRAND HANDLE

### DIGITAL MEDIA -500,000 IMPRESSIONS

#### HIGH IMPACT WEBSITE TAKEOVERS

- WELLNESS 3/28/22 – 3/30/22; 4/11/22 – 4/13/22
- HEALTH 3/28/22 – 3/30/22; 4/18/22 – 4/20/22
- FITNESS 3/31/22 – 4/3/22; 4/25/22 – 4/27/22
- RUN OF LIFESTYLE 3/15/22 – 5/1/22



# PAID 2022 MEDIA FEATURES

## HARPER'S BAZAAR

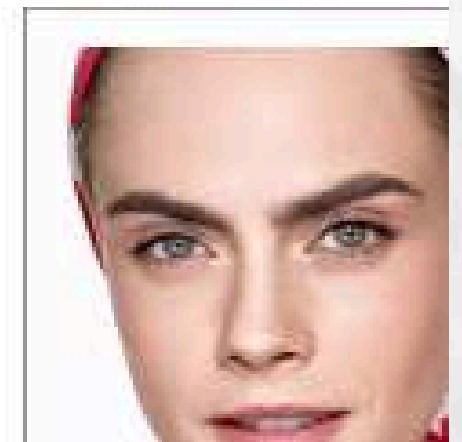
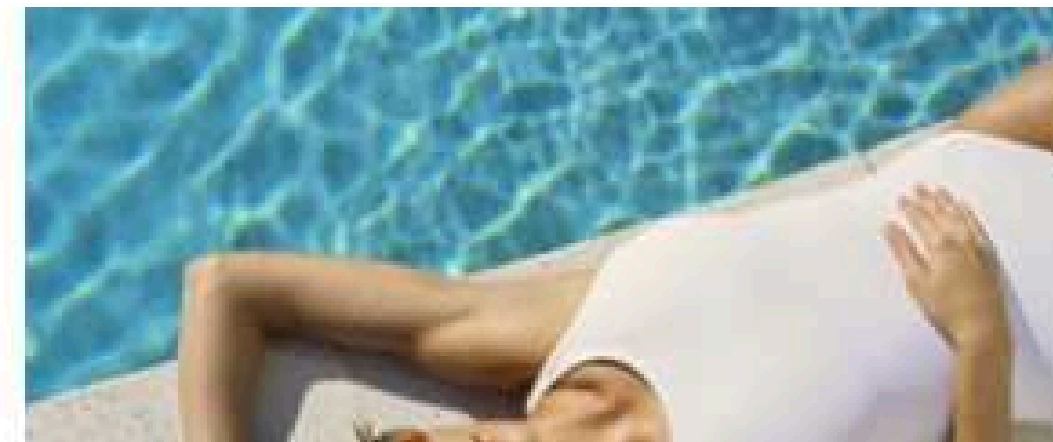
### EON IS A NEW BODY CONTOURING TREATMENT THAT NEVER TOUCHES YOUR SKIN

- UNIQUE VISITORS MONTHLY: 12.5M
- MEDIA VALUE: \$100,000

## EON Is a New Body Contouring Treatment That Never Touches Your Skin

The innovative device is an effective, comfortable way to reduce stubborn fat.

BY LINDSEY LINTERBERGER / PUBLISHED: JUN 1, 2022



THE TREATMENTS AND TECHNOLOGIES ARE CONTINUOUSLY INNOVATING TO BE MORE CUSTOMIZABLE AND COMFORTABLE, TO PROMISE MORE CONVENIENT RESULTS. EON, A ROBOTIC TOUCHLESS LASER DEVICE, IS A NEWCOMER ON THE SCENE

“THAT'S RAISING THE BAR. **"I'VE BEEN USING THIS DEVICE FOR THE BETTER PART OF THE YEAR AND HAVE SEEN REALLY PHENOMENAL RESULTS," SAYS DR. GREGORY A. BUFORD, MD, FACS, A PLASTIC SURGEON IN DENVER, COLORADO.** THE DEVICE, WHICH HEATS AND DESTROYS FAT CELLS, PROMISES EFFICIENT, PERSONALIZED TREATMENTS TO REDUCE STUBBORN FAT, ALL WITHOUT TOUCHING A PATIENT'S SKIN.”

ONCE THE EON TREATMENT IS OVER, THAT'S IT.

THERE IS NO ADDITIONAL UNCOMFORTABLE MASSAGE, TIME-CONSUMING GELS, OR STRANGE NUMBING SENSATIONS THAT HAVE BEEN REPORTED WITH OTHER BODY CONTOURING DEVICES. “PLUS, THERE'S ZERO DOWNTIME TIME WITH EON,” ADDS DR. BUFORD. **"I SAY YOU CAN GO FROM TREATMENT TO THE BEACH. YOU CAN WORK OUT, YOU CAN DO ANYTHING YOU WANT TO DO."**”



# PAID 2022 MEDIA FEATURES

## TOWN & COUNTRY

### BEAUTY BEHIND CLOSED DOORS DO BODY CONTOURING TREATMENTS WORK?

- UNIQUE VISITORS MONTHLY: 11.3M
- MEDIA VALUE: \$50,000



“AN INGENUOUS NEWCOMER TO THE HIGH-TECH BODY CONTOURING LINEUP, EON IS A ROBOTIC DEVICE THAT PRE-SCANS THE TREATMENT AREA TO DETERMINE PARAMETERS, THEN DELIVERS A FOCUSED 1064MM LASER OVER THE COURSE OF A 40-60-MINUTE SESSION. IT’S ABLE TO DELIVER INTENSE, FAT-MELTING HEAT WITHOUT CAUSING DISCOMFORT OR AFFECTING THE SKIN THANKS TO A NASA-INSPIRED TARGETED COOLING SYSTEM,

“AND THE RESULTS ARE IMPRESSIVE: CLINICAL TRIALS SHOWED THAT MORE THAN 70 PERCENT OF PEOPLE WHO TRIED IT SAW A FAT REDUCTION OF 21 PERCENT AFTER JUST ONE SESSION (THE COMPANY RECOMMENDS TWO), AND THERE WERE ZERO NON-RESPONDERS, MEANING THAT EVERYONE WHO TRIED IT LOST SOME FAT. CURRENTLY FDA-APPROVED TO TREAT THE ABDOMEN AND FLANKS, EON IS ALSO ENTIRELY SIDE-EFFECT-FREE—WITH RESULTS APPARENT IN ABOUT THREE MONTHS. COST: \$2,500 TO \$3,500 PER TREATMENT.”



# PAID 2022 MEDIA FEATURES

\$60,000 - HARPER'S BAZAAR / TOWN & COUNTRY - 2,274,060 IMPRESSIONS

Site Name	Placement	Ad Size	Start Date	End Date	Unit Type	Units	Rate Type	Rate	Total Cost	Can be Executed Programmatically (Y/N)
Content Sponsorship										
Harper's BAZAAR	Content Package: Includes (1x Co-Branded Editorial Piece)	Package	6/1	7/30	Guaranteed Impressions	24,060	Flat Rate	Flat Rate	\$20,000	No
	Content Ignition via Facebook and/or Instagram	N/A								
	Cross-Platform Content Roadblock	300x600								
	Cross-Platform Content Roadblock	970x90								
	Cross-Platform Content Roadblock	300x250								
Social Activation										
Harper's BAZAAR and Town & Country	Instagram Vertical Video: Client Supplied Assets	:06 - :10s Vertical Video	6/1/22	7/30/22	Social Impressions	2,250,000	Flat Rate	Flat Rate	\$29,500	No
Standard Rotational Media										
Harper's BAZAAR and Town & Country	Cross-Platform ROS Media Package	Package	6/1/22	7/30/22	Impressions	662,879	CPM	\$15.84	\$10,500	Yes
	Cross-Platform ROS Native Assembly Ad (Static or Video)	1x1								
	Cross-Platform ROS Media	300x600								
	Cross-Platform ROS Media	970x90								
	Cross-Platform ROS Media	300x250								
Harper's BAZAAR and Town & Country	Added Value Cross-Platform ROS Media	Package	6/1/22	7/30/22	Impressions	117,478	Added Value	Added Value	\$ -	No
	Added value Cross-Platform ROS Native Assembly Ad (Static or Video)	1x1								
	Added Value Cross-Platform ROS	300x600								
	Added Value Cross-Platform ROS	970x90								
	Added Value Cross-Platform ROS	300x250								
Media Total:						780,356		\$13.46	\$10,500.00	
Content/Social Total:						2,274,060		FLAT	\$49,500.00	
GRAND TOTAL:									\$60,000.00	



# PAID 2022 MEDIA FEATURES

## NEW BEAUTY

### THE 30-MINUTE FAT-REDUCING TREATMENT COMING TO A DEPARTMENT STORE NEAR YOU THIS FALL

- UNIQUE VISITORS MONTHLY: 1.7M
- MEDIA VALUE: \$25,000
- PAID DIGITAL AD - \$15,000.00
- EDITORIAL - \$0.00



“ COOPER COLLINS, CEO FOR EON CALLS OUT, “WE LOVE WORKING WITH SKINNEY MED SPA BECAUSE THEY UNDERSTAND WHAT IT TAKES TO MAKE A MEDSPA SUCCESSFUL IN TODAY’S ENVIRONMENT - IN ADDITION TO ALL OF THIS, SKINNEY HAS FORGED A PARTNERSHIP WITH SAKS FIFTH AVENUE, IN DOING SO, EXPANDING THEIR BRAND AND THEIR PARTNERSHIPS FOR DEVICES LIKE EON TO BE AVAILABLE IN MAJOR DEPARTMENT STORE LOCATIONS IN NEW YORK, MIAMI AND HOUSTON. ”

“ MARISA MARTINO, CO-FOUNDER AT SKINNEY MEDSPA, SAYS, EON IS THE VERY FIRST TOUCHLESS-PERMANENT FAT REDUCTION TECHNOLOGY FDA-CLEARED TO TREAT THE ABDOMEN AND FLANKS,” SHE EXPLAINS. “WE ANTICIPATE THAT IT WILL SOON BE CLEARED FOR MULTIPLE OTHER BODY PARTS, WHICH IS GAME-CHANGING. I THINK IT WILL BRING IN CLIENTS THAT ARE NERVOUS ABOUT PAIN OR DOWNTIME ASSOCIATED WITH OTHER NON-INVASIVE TECHNOLOGY. ”



# PAID 2022 MEDIA FEATURES

## THE AESTHETIC GUIDE

### TOUCHLESS ROBOTIC BODY CONTOURING SYSTEM ACHIEVES CLEARANCE FOR FLANKS

- UNIQUE VISITORS MONTHLY: 29,400
- MEDIA VALUE: \$10,000
- FULL PAGE AD JUNE 2022 : \$8,000.00
- FULL PAGE CUSTOM EDITORIAL \$0.00

Aesthetics Biomedical Inc.  
Announces FDA Clearance of  
Vivace Ultra, The First-and-  
Only Personalized  
Radiofrequency (RF)  
Microneedling Technology  
OCT 20, 2022

### Touchless Robotic Body Contouring System Achieves Clearance for Flanks



Sponsored by Dominion Aesthetic Technologies, Inc. EON from Dominion Aesthetic Technologies, Inc. (Houston, Texas) is recognized as the world's first robotic, non-invasive, no-touch body contouring platform. FDA cleared for full abdominal fat reduction, the device recently received clearance for the flanks as well, rounding out approval to treat the entire circumference of the waist for patients with a BMI of 30 or less.

Kevin A. Wilson | Jun 22, 2022

Science, Safety and Success  
Support the Rise of Dual-  
Modality Body Shaping Device

Sponsored by Dominion Aesthetic Technologies,

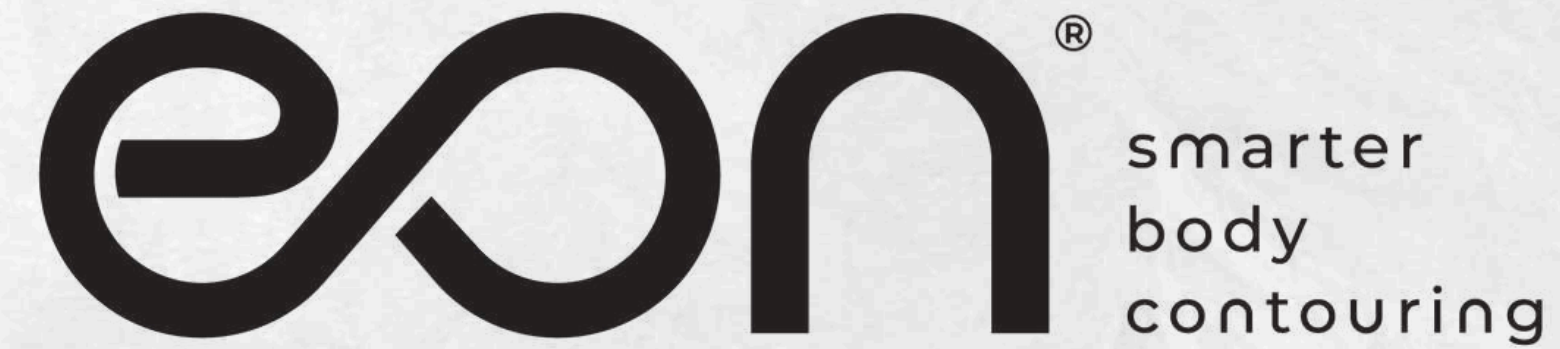


ACCORDING TO THOMAS FIALA, MD, A PLASTIC SURGEON FROM ALTAMONTE SPRINGS, FLA., AND LEAD AUTHOR OF A STUDY OF EON FOR THE FLANKS, THE DEVICE USES THE WELL-UNDERSTOOD AND RELIABLE 1064 NM DIODE LASER, WHICH IS SAFE FOR ALL SKIN TYPES AND KNOWN FOR ITS ABILITY TO HEAT FAT DEEPLY AND EVENLY. **IN A CLINICAL SETTING, ONE WOULD TREAT TWICE AT SIX-WEEK INTERVALS AND SEE THE RESULTS DEVELOP AS THE BODY CLEARS AWAY THE FAT OVER THE COURSE OF ABOUT THREE MONTHS," DR. FIALA REPORTED.** EACH AREA TAKES ABOUT 20 MINUTES.

**THE LACK OF CONSUMABLES IS A BIG PLUS AS WELL. IT MAKES ECONOMIC SENSE FOR THE PRACTITIONER, ESPECIALLY WHEN COMPARING EON TO SOMETHING LIKE COOLSCULPTING," SAID DR. FIALA.** YOU DON'T HAVE TO

WORRY ABOUT RUNNING OUT OF SUPPLIES OR RE-ORDERING WITH ENOUGH LEAD TIME, AND THERE ARE NO ADDITIONAL SUPPLY COSTS. ALSO, SET UP FOR TREATMENT IS VERY STRAIGHTFORWARD, HE ADDED. "YOU SIMPLY POSITION THE TREATMENT HEAD CLOSE TO THE SKIN SO THE COOLING SYSTEM CAN DO ITS JOB."





# EARNED 2022 MEDIA FEATURES

OVER \$750,000 IN EARNED  
MEDIA VALUE



# EARNED 2022 MEDIA FEATURES

## BEAUTY INDEPENDENT

### EON AIMS TO BE A SAFE, EFFECTIVE ALTERNATIVE TO COOLSCULPTING

- UNIQUE VISITORS MONTHLY: 75,000
- MEDIA VALUE: \$25,000

## Eon Aims To Be A Safe, Effective Alternative To CoolSculpting



CLAIRE MCCORMACK  
JUNE 24, 2022



Eon is out to unseat CoolSculpting as the preeminent body contouring treatment.

Starting last year, the United States Food and Drug Administration-approved robotic laser device began entering a mix of plastic surgery clinics, dermatologists' offices and med spas with a focus on key cities such as New York, Miami and Los Angeles. At the conclusion of 2021, 100 laser devices were installed in locations around the country, according to Christian Bloomgren, president and chief commercial officer at Eon.

EON HAS ALSO PARTNERED WITH SKINNEY MED SPA, A MED SPA CHAIN WITH A TOTAL OF FIVE LOCATIONS ACROSS NEW YORK CITY, MIAMI AND HOUSTON. SKINNEY GOT ITS EON MACHINE IN FEBRUARY AND QUICKLY SAW INTEREST. THE NUMBER OF TREATMENTS IT'S PERFORMED WITH THE EON DEVICE HAS INCREASED 25% MONTH-OVER-MONTH. **COO LINDSAY MALACHOWSKI ESTIMATES EON WILL MAKE UP AT LEAST 50% OF THE COMPANY'S NON-INVASIVE FAT REDUCTION TREATMENTS BY THE END OF THE YEAR.**

CHAD DEAL, A PLASTIC SURGEON AND FOUNDER OF SOUTHERN SURGICAL ARTS IN CHATTANOOGA, TENN., **AS A WELL-KNOWN BODY CONTOURING COSMETIC SURGEON WITH PATIENTS ALL OVER THE WORLD IT HAS ALWAYS BEEN CHALLENGING FOR ME TO EVER RECOMMEND A NONINVASIVE DEVICE TO REMOVE FAT BECAUSE IT PALED IN COMPARISON TO WHAT I COULD DO IN THE OPERATING ROOM, BUT FINALLY THERE'S RESULTS THAT I CAN STAND BEHIND AND FEEL PROUD TO OFFER TO MY PATIENTS."**



# EARNED 2022 MEDIA FEATURES

FORBES

## THIS FUTURISTIC, NON-INVASIVE FAT REMOVAL TREATMENT IS PERFORMED BY A ROBOT

- UNIQUE VISITORS MONTHLY: 150M
- MEDIA VALUE: \$150,000

FORBESLIFE

## This Futuristic, Non-Invasive Fat Removal Treatment Is Performed By A Robot

Meggen Harris Contributor @  
*I am a circle, not a square.*

Follow

Jun 18, 2022, 10:57am EDT

New!

“WHILE I DON'T HAVE MUCH FAT ON MY BODY, AT MY AGE WITH HORMONE CHANGES AND GRAVITY, THERE ARE SOME INEVITABLE TROUBLE SPOTS—NO MATTER HOW MUCH YOU WORK OUT AND EAT HEALTHILY. FOR ME, ONE OF MY AREAS OF DISLIKE IS THE LITTLE POUCH THAT HAS DEVELOPED IN THE LOWER ABS THAT WORKS AROUND TO THE FLANKS. I HAD MY EON TREATMENT AT NULIFE INSTITUTE IN MIAMI, WHERE PRIOR TO MY TREATMENT I HAD A SCAN OF MY BODY, WHICH I HAD NEVER HAD DONE BEFORE. THE RESULTS WERE FASCINATING.”

“I ASKED WAPNER WHY HE CHOSE THIS ONE VERSUS ONE OF THE MANY OTHERS IN THE SPACE. “I WAS SEARCHING FOR SOMETHING NEW IN THE CONTOURING SPACE. I LOVED THE ROBOTIC TOUCHLESS TECHNOLOGY,” HE RESPONDS. “NO DOWNTIME, EASY AND FAST TREATMENT TIME OF 20 MINUTES PER AREA. NO GELS OR APPLICATORS TO MAKE THINGS MESSING. BEST OF ALL WAS THE RESULTS. UP TO 2 INCHES IN ONE TREATMENT. I FELT WE COULD STAND BY THIS TECHNOLOGY WITHOUT MAKING FALSE CLAIMS WITH GIVING REALISTIC EXPECTATIONS TO PATIENTS.”



# EARNED 2022 MEDIA FEATURES

FORBES

## SKINNEY MEDSPA IS THE IDEAL ONE-STOP-SHOP FOR AESTHETIC 'TWEAKMENTS'

- UNIQUE VISITORS MONTHLY: 150M
- MEDIA VALUE: \$150,000



“

WE WERE EXCITED TO BE ASKED TO JOIN SAKS PERMANENTLY ON THEIR NEW BEAUTY 2.0 FLOOR IN 2018. THE PARTNERSHIP HAS BEEN SYNERGISTIC AS SAKS FIFTH AVENUE IS THE ONE-STOP SHOP FOR EVERYTHING LUXURY AND SKINNEY IS A ONE-STOP DESTINATION FOR BEAUTY AND WELLNESS,” RESPONDS MARISA. “WE’VE RECENTLY GROWN OUR PARTNERSHIP BY ADDING THE FRENCH CULT FAVORITE SKIN CARE BIOLOGIQUE RECHERCHE SKINCARE, **AS WELL AS THE NEWEST LASER-BASED BODY CONTOURING TECHNOLOGY EON** AND RECENTLY LAUNCHED INJECTABLES SUCH AS BOTOX AND JUVEDERM INSIDE OF SAKS.

”

“

WHAT MAKES SKINNEY MEDSPA THE PERFECT ONE-STOP-SHOP FOR HIGHLY SPECIALIZED SKIN AND BODY TREATMENTS IS THE VAST ARRAY OF TECHNOLOGIES THEY OFFER THEIR CLIENTS. **WE ARE ALSO EXCITED TO HAVE RECENTLY LAUNCHED EON, THE WORLD'S FIRST FULLY ROBOTIC, HEAT-BASED TREATMENT THAT REDUCES AREAS OF STUBBORN FAT WITHOUT EVER TOUCHING THE SKIN. IT USES SMART TECHNOLOGY TO SCAN THE BODY AND CREATE A TREATMENT PLAN THAT IS CUSTOMIZED FOR THE CLIENT.**

”



# EARNED 2022 MEDIA FEATURES

## TOWN & COUNTRY

### EON: THE LIPO ALTERNATIVE

- UNIQUE VISITORS MONTHLY: 11.3M
- MEDIA VALUE: \$50,000



10 percent of tissue with each pass. "When you do facelift surgery, you're basically pulling the sheet of skin to the side, snipping it out, and putting in a scar," says NYC-based dermatologist Paul Jarrod Frank, one of the first in the country to test Ellacor. "Instead, fractional microcoring creates dozens of little holes in the skin, like tiny punch biopsies. The microcores take up to two days to heal over. "It's more of a week-end procedure; there's some downtime," says Frank, who recommends three sessions over three months to achieve a 25 percent reduction of loose skin—results that rival the one to three centimeters removed during the average lift.

#### **SOFWAVE: "BABY" ULTHERAPY**

Plastic surgeons send their nip-and-tuck-averse spouses to Fifth Avenue dermatologist Orit Markowitz, known for her structural approach to facial rejuvenation. "I always

skin texture," says Markowitz. New device Sofwave "hits right in the middle. It lifts brows and reduces jowling, even gives a glow. There's nothing like it." Unlike Ultherapy, which uses focal ultrasound to tighten the deeper layers of skin in targeted blasts, Sofwave delivers that same ultrasound heat through a broad, uniform plane just 1.5 millimeters deep—with zero downtime and minimal pain. (That said, always say yes to the ProNox.) "With Ultherapy, you do the treatment at three different depths, down to 4.5 millimeters, and those deeper depths give the increased risk profile: pain, possible nerve damage, uneven results," says New York-based dermatologist Blair Murphy Rose, one of Sofwave's medical advisers. "What we discovered is that you don't need to go that deep to get all of the benefits." Markowitz recommends two treatments, six weeks apart. "You can see the tightening immediately. I always show a mirror to my patients when I finish one side," Markowitz says. "But it's after that second treatment that you get the full effect. My patients' friends ask them if they finally got a facelift."

#### **EON: THE LIPO ALTERNATIVE**

Devices claiming to "melt fat" have either been ridiculously ineffective (someone doodling on skin with a laser pointer) or quite invasive (requiring the assistance of a lipo cannula to suck out the lasered fat). No longer. During a 45-minute EON treatment, a 1064nm laser hovers a few inches above skin, blasting fat cells to death, aka causing "apoptosis." (You don't feel any burn thanks to the NASA-derived cold-jet tech.) After the lymphatic system processes the demolished cells (which can take a month or so), patients see incredible

"equates to a one-to-two-inch reduction in circumferential fat loss," says Houston-based dermatologist Paul M. Friedman.

#### **RESONIC: THE CELLULITE GAME CHANGER**

Since the mid-'90s, cellulite MVP treatments have all incorporated some form of subcision: a slice-and-dice of the tough collagen fibers, aka septae, that create dimpling by pulling down on skin. You could use a souped-up needle (Cellfina), a laser probe (Cellulaze), or even a chemical (Qwo), but, until now—with FDA approval of ultrasound-powered Resonic—you always had to penetrate the top layer of skin to get to those fibers. Resonic uses sound waves, "rapid acoustic pulses that create heat and a physical vibration," to annihilate the septae while leaving surrounding tissue untouched, says NYC-based dermatologist Robert Anolik. No bruising and "zero oozing," he promises. "It's just so wonderfully elegant compared to what we've had in the past."

#### **BBL BODY GLOW: HEAD-TO-TOE BRIGHTENING**

In theory, we'd all like to use the same treatments on our body as we do on our face, but from smoothing on a multistep routine at home to zapping pigmentation at the doctor's office, it just takes up too much time. New BBL Body Glow "makes IPL an option for an all-over rejuvenation" by delivering the gold-standard treatment for discoloration four times faster, according to Hollywood's favorite skin whisperer, dermatologist Ava Shamban. "I've done it on my arms. I've done it on my back when I needed to wear a backless dress," Shamban says of the now-

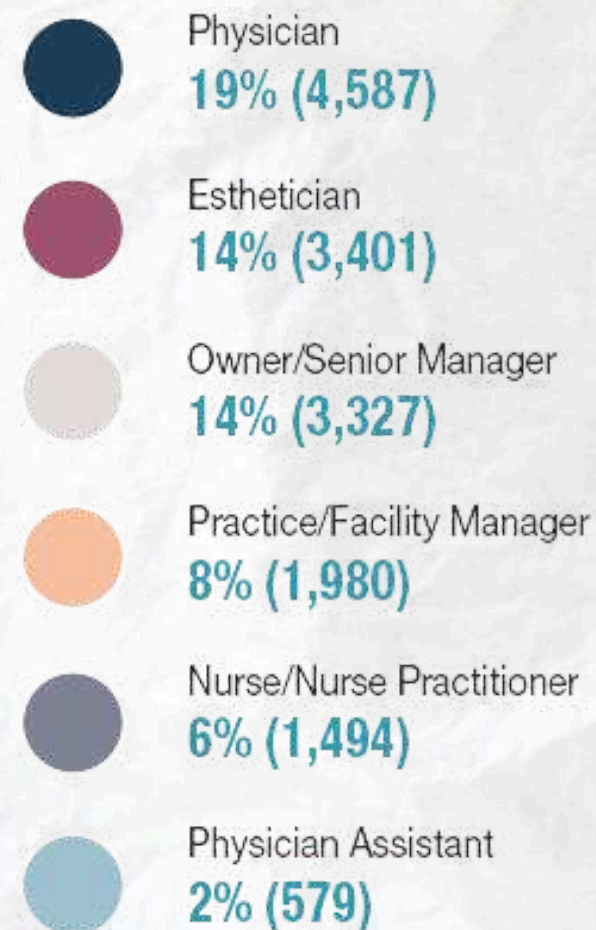


# EARNED 2022 MEDIA FEATURES

## MEDESTHETICS MAG

### THE 1,064 NM EON LASER REDUCES FAT IN THE FLANKS

- UNIQUE VISITORS MONTHLY: 34,931
- MEDIA VALUE: \$10,000



[HOME](#) > [RESEARCH](#) > [DEVICES](#)

### The 1,064 nm EON Laser Reduces Fat in the Flanks

Mar 24th, 2022 | From [Dominion Aesthetic Technologies, Inc.](#)



The EON 1,064 nm laser device reduced fat in the flanks with a single session.

The 1,064 nm EON ([Dominion Aesthetic Technologies](#)) robotic laser system reduced subcutaneous fat in the flanks by a mean of 6.1 mm in a pilot study performed by Thomas Fiala, MD, MBA, and Philip Lavin, PhD, and published in [Lasers in Surgery and Medicine](#) (March 9, 2022).

Related: [1,060-nm Diode Laser Delivers High Patient Satisfaction for Fat Reduction](#)

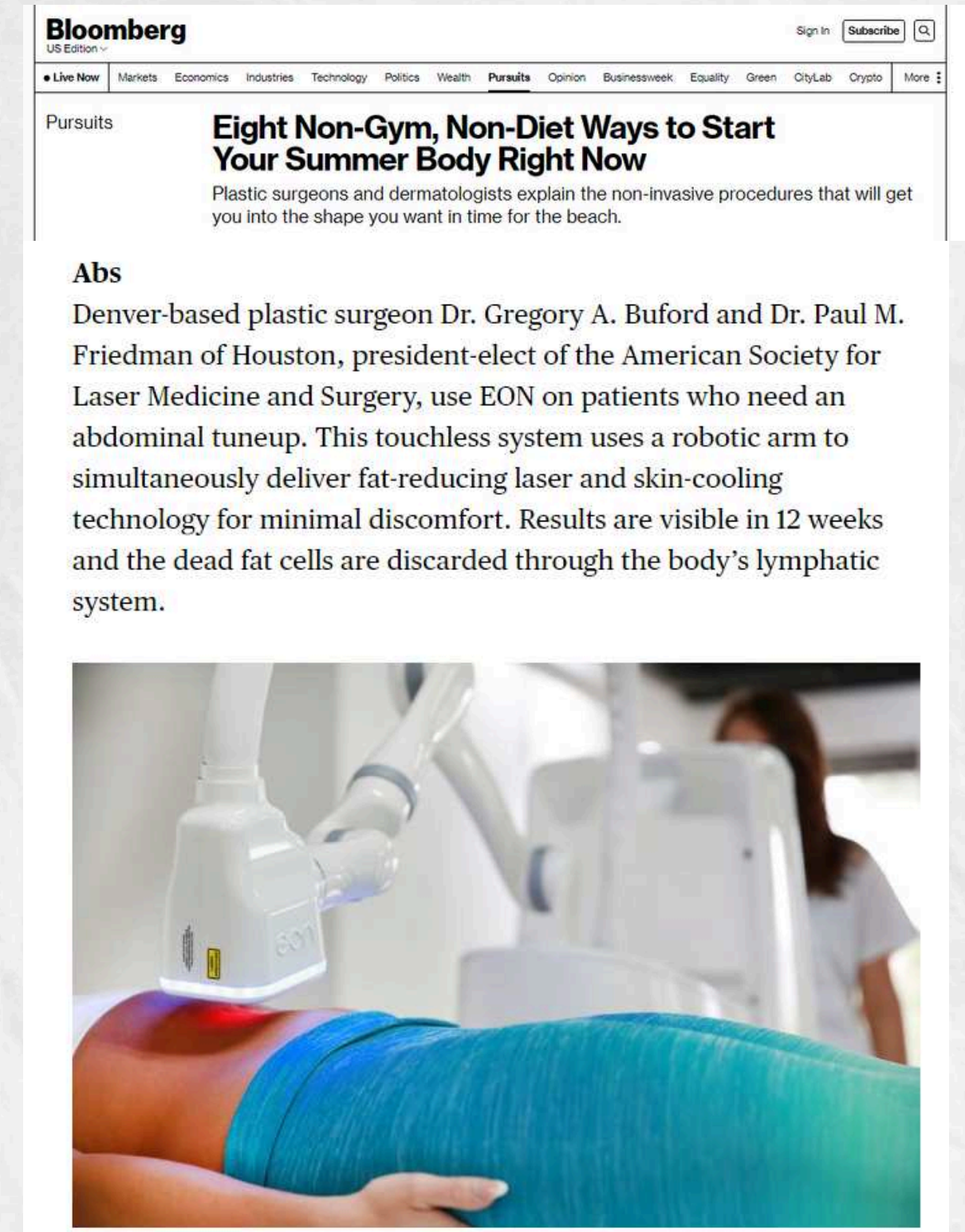


# EARNED 2022 MEDIA FEATURES

## BLOOMBERG

### EIGHT NON-GYM, NON-DIET WAYS TO START YOUR SUMMER BODY RIGHT NOW

- UNIQUE VISITORS MONTHLY: 17.4MM
- MEDIA VALUE: \$78,900





# EARNED 2022 MEDIA FEATURES

## GOOD DAY NEW YORK

### EON THE NEWEST TECHNOLOGY IN BODY CONTOURING AT 9.30 AM

- GOOD DAY NEW YORK AVERAGED 131,800 ADULTS 25-54 (1.6 RATING) VERSUS THE TODAY SHOW 'S 125,600 (1.5 RATING).
- MEDIA VALUE - \$250,000





# EARNED 2022 MEDIA FEATURES

## NEW BEAUTY

### BEST BODY CONTOURING LASER OF 2022

- UNIQUE VISITORS MONTHLY: 1.7M
- MEDIA VALUE: \$25,000



### BEST BODY-CONTOURING LASER



eon



A first-of-its-kind touchless body-contouring treatment, eon is FDA-cleared to eliminate fat cells with 1064nm-laser energy delivered via a robotic arm, so it never makes contact with the skin. In studies, an average of 21 percent fat reduction was achieved after one session.

BEST FOR

Body Sculpting

BUY NOW



Touchless, fast and easy to undergo, the EON fat reduction treatment is innovative, safe and feels futuristic but its definitely here now as a body-slimming solution. — Tatiana Bido, features editor





# EARNED 2022 MEDIA FEATURES

---

## UPCOMING EARNED MEDIA / PARTNERSHIPS

---

### MEN'S HEALTH (UPCOMING - JANUARY 2023).

EON WILL BE FEATURED IN A STORY ON BODY CONTOURING FOR MEN. EDITOR-IN-CHIEF IS CURRENTLY SCHEDULED FOR EON IN OCTOBER.

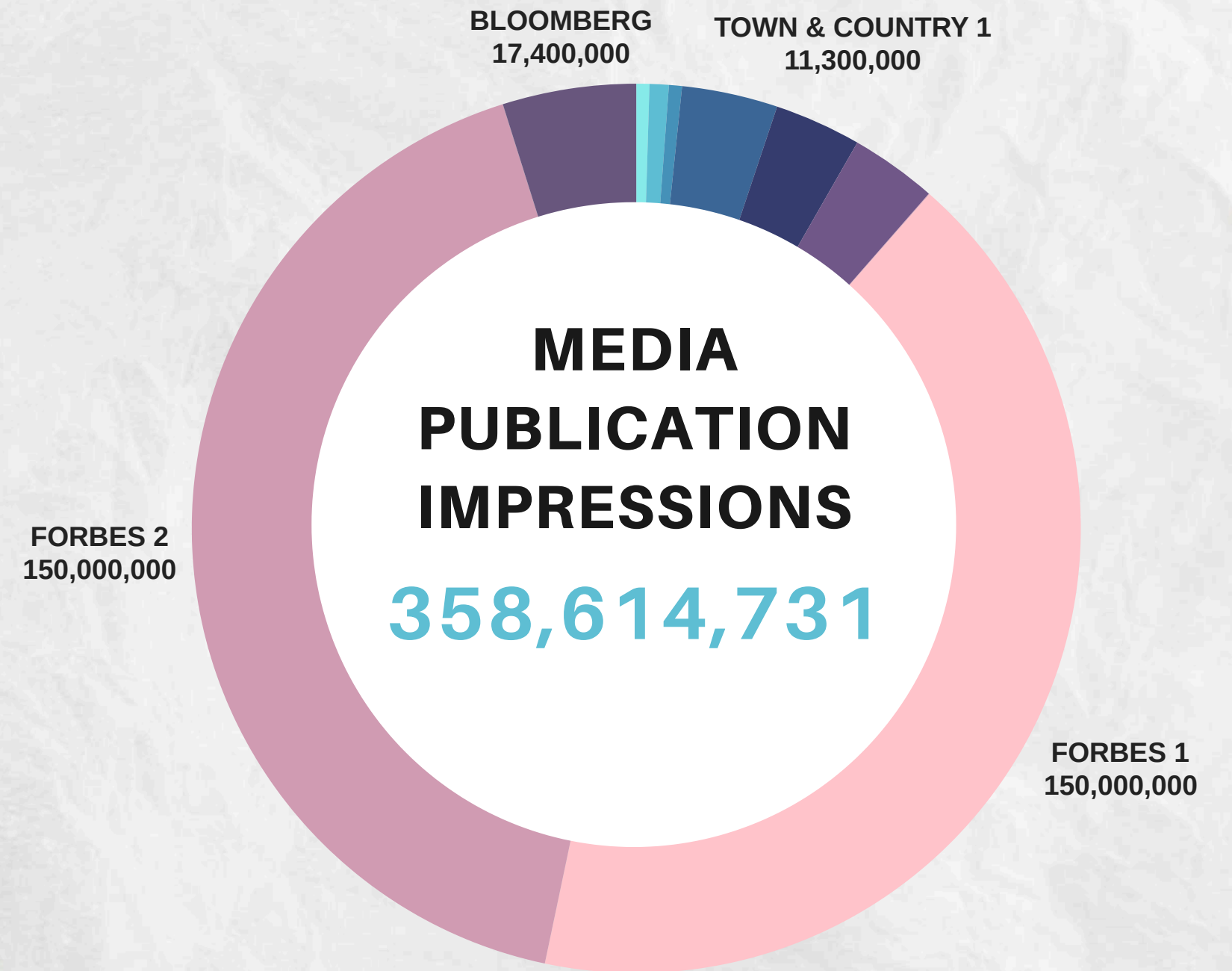
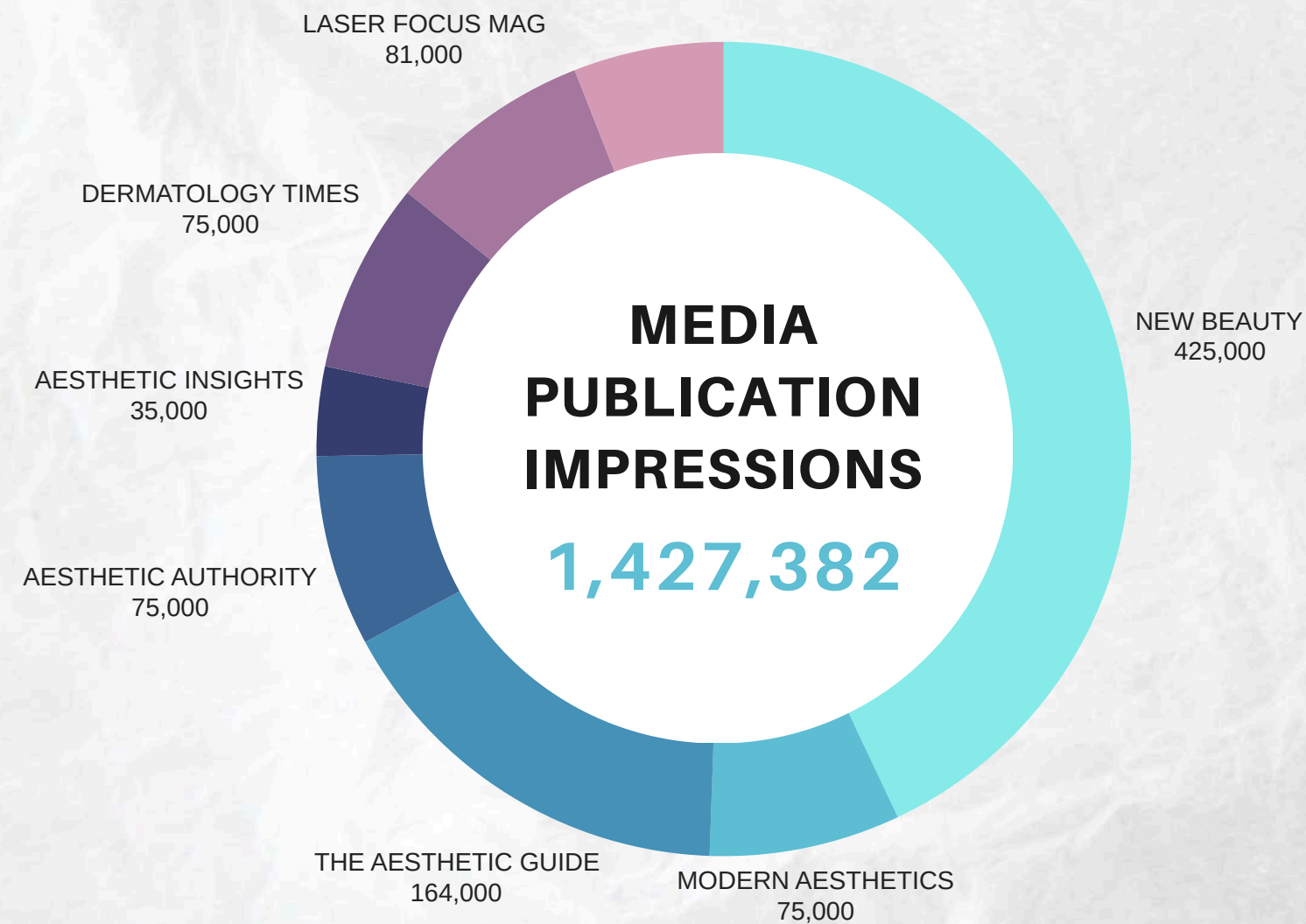
MEDIA OUTLETS THAT HAVE EXPRESSED INTEREST IN COMPANY  
PROFILES INCLUDE ALLURE, CNBC, ELLE, FAST COMPANY, INC, INSTYLE.COM, PEOPLE, THE NEW YORK TIMES, THE WALL STREET JOURNAL, VOGUE, WOMENS WEAR DAILY.

### 2023 MEDIA POSITIONING

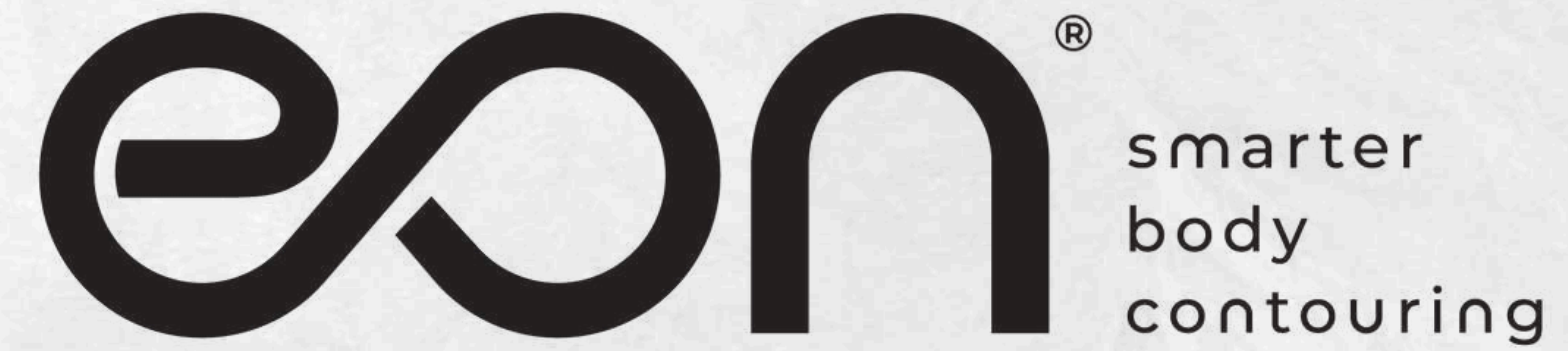
- LAUNCH OF THE NEW DEVICE
- FEATURES ON COMPANY EXPANSION SINCE LAUNCH
- CONTINUED COMPREHENSIVE COMPANY STORIES



# 2021 VS 2022 NATIONAL AWARENESS CAMPAIGN







# PRESS RELEASES



# 2022 PRESS RELEASES

---

## DOMINION AESTHETIC TECHNOLOGIES

---

### DOMINION AESTHETIC TECHNOLOGIES RECEIVES NEW FDA CLEARANCE FOR EON SMARTER BODY CONTOURING

"WE ARE DELIGHTED THAT THE FDA HAS REVIEWED OUR SCIENTIFIC DATA, AND GRANTED A NEW CLEARANCE FOR THIS INDUSTRY-LEADING TECHNOLOGY. IT WILL GIVE PATIENTS ANOTHER GREAT OPTION TO TREAT FLANK CONTOURS," STATED THOMAS FIALA, MD, MBA, FACS, FRCSC.

### EON WINS NEWBEAUTY AWARD FOR BEST BODY CONTOURING LASER FOR 2022

"TOUCHLESS, FAST, AND EASY TO UNDERGO, THE EON FAT REDUCTION TREATMENT IS INNOVATIVE, SAFE, AND FEELS FUTURISTIC, BUT IT'S DEFINITELY HERE NOW AS A BODY-SLIMMING SOLUTION," SAID TATIANA BIDO, FEATURES EDITOR FOR NEWBEAUTY MAGAZINE.

### COSMETIC LASERS COMPANIES UTILIZE ROBOTICS TO STRENGTHEN THEIR MARKET POSITION AS PER THE BUSINESS RESEARCH COMPANY'S COSMETIC LASERS GLOBAL MARKET REPORT 2021

ACCORDING TO THE BUSINESS RESEARCH COMPANY'S RESEARCH REPORT ON THE COSMETIC LASERS MARKET, COMPANIES OPERATING IN THE COSMETIC LASER MARKET ARE FOCUSING ON USING ROBOTICS TECHNOLOGY IN ORDER TO GAIN A COMPETITIVE EDGE IN THE MARKET. ROBOTICS IS A FIELD OF TECHNOLOGY AND DESIGN THAT USES ROBOTS TO PERFORM PARTICULAR TASKS INSTEAD OF HUMANS. THE AESTHETIC-COSMETIC LASERS MARKET UTILIZES ROBOTIC TREATMENT FOR BODY CONTOURING. FOR INSTANCE, IN 2020, A ROBOTIC-CONTROLLED 1064-NM LASER OFFERED IMPROVED EFFICIENCY AND PRECISION TO BODY CONTOURING. THE CLINICAL TRIAL OF THE DEVICE SHOWED ITS EFFECTIVENESS BASED ON, ULTRASOUND MEASUREMENTS AND CIRCUMFERENTIAL ASSESSMENTS BECAUSE OF ITS REPEATABLE, ACCURATE MOTION, THE TREATMENT HEAD IS MAINTAINED AT A UNIFORM DISTANCE FROM THE SKIN AND TRAVERSES THE ABDOMEN AT A CONSTANT SPEED.



# EON PROVIDER - 2022 PRESS RELEASES

---

## RENEW ND INTRODUCES EON: A SMARTER BODY CONTOURING EXPERIENCE

"HERE AT MY PRACTICE, RENEW ND IN EVERETT, WA, MY CUSTOMERS ARE ALWAYS LOOKING FOR ONE-AND-DONE TREATMENT WITH INSTANT RESULTS," SAID DR. LUBA EVMESHKINA, THE OWNER AND PROVIDER OF RENEW ND. "I'M HAPPY TO OFFER EON, WHICH IS TOUCHLESS, ROBOTIC FAT REDUCTION FIRST IN THE PACIFIC NORTHWEST SEATTLE AREA."

## FLAWLESS SKIN BOUTIQUE INTRODUCES EON, A REVOLUTIONARY ROBOTIC BODY CONTOURING TREATMENT

"WHAT MAKES THIS DEVICE UNIQUE IS THAT THE LASER ENERGY, SIMULTANEOUS COOLING, AND TOUCHLESS TECHNOLOGY COMBINE TO PROVIDE AN UNSURPASSED PATIENT EXPERIENCE AND RESULTS. CLINICAL STUDY PARTICIPANTS EXPERIENCED AN AVERAGE OF 21.6 TO 25.3% ABDOMINAL FAT LOSS WITH A 1.6-INCH WAIST REDUCTION," SAID CINDY COLLINS OF FLAWLESS SKINCARE BOUTIQUE. "I AM UNFAMILIAR WITH ANY COMFORTABLE PROCEDURE THAT CAN ACHIEVE THE SAME RESULTS. WE ARE SO EXCITED FOR OUR CLIENTS!"

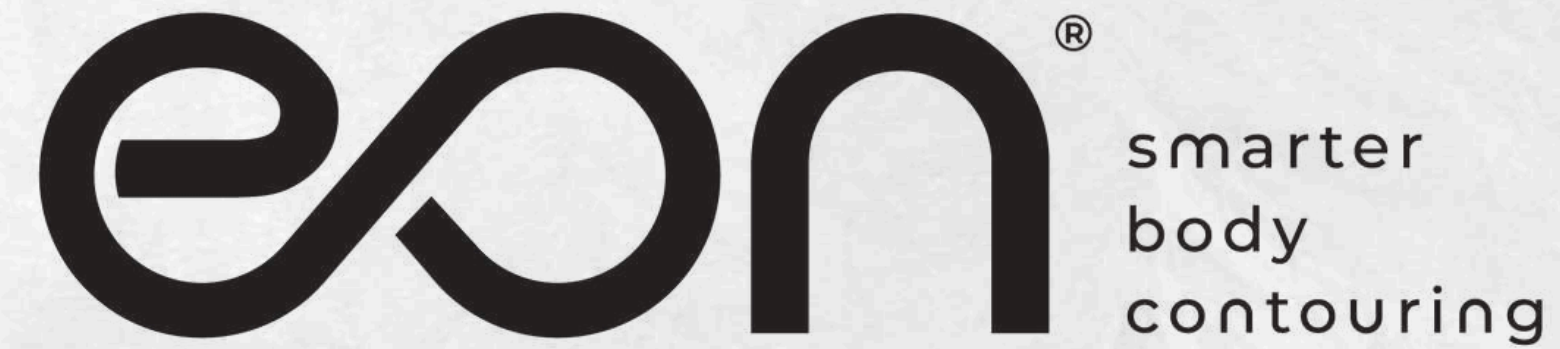
## EON FOR THE WIN: A TECHNOLOGY ADVANCEMENT IN PLASTIC SURGERIES

"THIS PROCEDURE IS FANTASTIC FOR THOSE WITH SMALL, DISCRETE AREAS THEY WANT TO TARGET THAT IS STILL HANGING AROUND EVEN THOUGH THEY MAINTAIN A GOOD DIET AND EXERCISE. WHAT'S IMPORTANT TO UNDERSTAND IS THAT THIS ISN'T A WEIGHT-LOSS PROCEDURE IN THE TRADITIONAL SENSE, IT'S BODY CONTOURING," SAID DR. FRANCO.

## SMARTER BODY CONTOURING AT VIDAFUL MEDICINE

"VIDAFUL MEDICINE IS THE ONLY OFFICE IN SOUTHWEST FLORIDA THAT PROVIDES EON BODY CONTOURING. NAPLES' VIDAFUL OFFICE IS EXCITED TO INTRODUCE THIS NON-INVASIVE REVOLUTIONARY NEW WAY TO LOSE FAT. FDA CLEARED THIS DEVICE AS SAFE AND EFFECTIVE TO REDUCE ABDOMINAL FAT, BY VALERIE SORGE, NMD, PHD.





# 2023 ACTIVATIONS & MEDIA PARTNERSHIPS

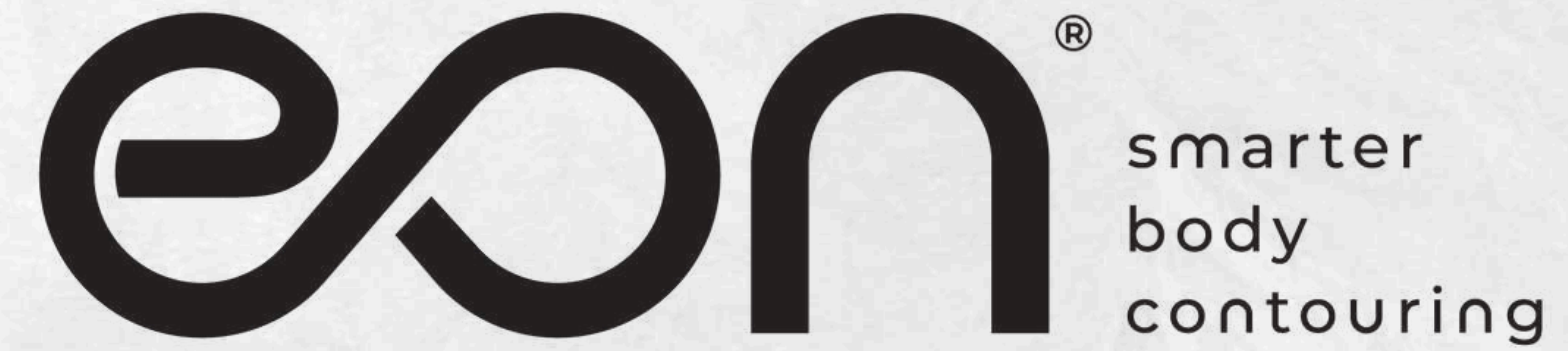


# 2023 ACTIVATIONS & MEDIA PARTNERSHIPS

---

- DIGITAL MEDIA PARTNERSHIPS WITH TARGET OUTLETS THAT INCLUDE
  - ALLURE, ELLE, VOGUE, ETC.
- MEDIA EVENTS
  - IN NEW YORK AND LOS ANGELES
  - MEDIA AND INFLUENCER EVENT WITH DR. OURIAN TO AMPLIFY LOS ANGELES BRAND PRESENCE
- EXPANDED OUTREACH TO BROADCAST MEDIA
- EXPAND PARTNERSHIPS WITH NEW MEDIA PARTNERS
  - ALLURE AND VOGUE (UNDER CONDE NAST ADVERTISING TEAM) SENT A DETAILED PROPOSAL FOR A PARTNERSHIP
  - ESQUIRE HAS EXPRESSED INTEREST IN A MEDIA PARTNERSHIP TO FOCUS ON MEN'S ENGAGEMENT
  - VIOLET GREY EXPRESSED INTEREST FOR AN ACTIVATION FOR Q2 2023
- LARGER-SCALE, PAID INFLUENCER PARTNERSHIPS TO GUARANTEE SOCIAL MEDIA MESSAGING (FOCUS OF THE PROGRAMMING WOULD SUPPORT BRAND PARTNERS TO DRIVE TRAFFIC TO EON)
  - PART OF 2023 BUDGET WOULD BE ALLOCATED FOR CONTINUED "EON EXPERIENCES"
    - SCALE OF ACTIVATIONS DEPENDENT ON THE 2023 BUDGET
- EXPAND PARTNERSHIPS WITH CURRENT MEDIA PARTNERS (I.E - UPDATED AND EXPANDED ADVERTISING BUYS, EVENTS, ETC)
  - GOOP EXPRESSED INTEREST IN CONTINUING THE PARTNERSHIP WITH EXPANDED ACTIVATIONS FOR THEIR AUDIENCE AND TOP-CONSUMERS





# MARKETING INITIATIVES



# Q3 / 4 MARKETING INITIATIVES

---

- GLOBAL AESTHETIC CONFERENCE
  - DR CHAD DEAL PRESENTATION
- UPDATED PROVIDER TRAINING MATERIAL
  - COMPREHENSIVE BOOK CONSISTING OF
    - PROVIDER DOCUMENTS
    - TRAINING SLIDES
    - TRAINING CERTIFICATES
    - MARKETING BEST PRACTICES
    - STAFF TRAINING DOCS
    - QUICK START GUIDES
    - F.A.Q ON DEVICE
- CREATION OF ALL NEW COMPREHENSIVE SALES MATERIALS
- SALES TRAINING COMPLETED FOR CURRENT AND NEW SALES REPS
- PHOTOSHOOT SCHEDULED FOR DEC 1
  - IMAGES TO BE USED IN TIER 1 MEDIA PARTNERSHIPS AND SOCIAL MEDIA POSTS
- EON VAN COMPLETION
  - DEMOS
  - EON EVENTS
  - SALES OPS
- ON-GOING CREATIVE SUPPORT OF NEW EON DEVICE DESIGN
- FULL MARKETING RE-BRAND COMPLETED INCLUDING FDA CLEARANCE OF FLANKS



# Q3 / 4 MARKETING INITIATIVES

- COMPLETION OF PROVIDER WEBSITE AUDITS
  - FLANK CLEARANCE UPDATES
  - BRANDING GUIDELINES APPROVED
- MARKETING TRAINING AND RE-ENGAGEMENTS OF CURRENT PROVIDERS
  - SOCIAL MEDIA AUDITS
    - RE-TRAINING AND RE-ENGAGEMENT
  - BRANDING GUIDELINES
    - FDA DO'S AND DON'TS
    - HOW TO SELL EON TO YOUR PATIENT DATABASE
  - HOSTING AN EON EVENT
  - SETTING UP RE-TRAINING ON DEVICE IF NEEDED
  - SETTING UP MARKETING REBATE PROGRAM WHEN NEEDED
    - ALLOWANCE FOR GOOGLE AND FACEBOOK ADS
- FULL RE-TRAIN OF CURRENT SALES TEAM ON MARKETING INITIATIVES AND BRANDING
- FULL UPDATE OF TEACHABLE PORTAL
  - NEW BRANDING INCLUDING FLANKS AND ON-GOING MONTHLY SOCIAL MEDIA
- NEW MARKETING KIT LAUNCHED



The image displays the 'EON Internal Marketing Guide'. At the top, the EON logo is accompanied by the tagline 'smarter body contouring'. Below this, the title 'INTERNAL MARKETING GUIDE' is prominently displayed. To the right of the title is an image of the EON device. Underneath the title, four sample marketing brochures are shown, each featuring different body contouring treatments and before/after photos. Below the brochures, a section titled 'EON MARKETING WILL PROVIDE YOU WITH THE FOLLOWING ASSETS:' lists various marketing materials. To the right of this list is an image of a retractable banner. At the bottom of the guide, the website 'www.eonlaser.com' is provided.

**eon** smarter body contouring

**INTERNAL MARKETING GUIDE**

**EON MARKETING WILL PROVIDE YOU WITH THE FOLLOWING ASSETS:**

- Brochures
- Retractable Banner
- Signage
- Educational Video
- EON Branding Guideline
- EON Device Images
- EON Logos
- EON Before & After Photos
- EON About Page Guidelines
- Social Media Assets
- Email Assets
- EON videos

[www.eonlaser.com](http://www.eonlaser.com)



# Q4 NEW MARKETING INITIATIVES

---

- EON FRANCHISE STORE
  - WOODLANDS / HOUSTON LOCATIONS
- VASIVE MAGAZINE
- EON PODCAST
- QUICKCOOL COORDINATORS
  - ON-SITE MARKETING TRAINING FOR ALL NEW PROVIDERS
- VIDEO TESTIMONIAL TOUR / YOUTUBE CONTENT
  - HOUSTON
    - DR FRIEDMAN
    - DR PEET
    - VINTAGE WELLNESS
    - ADARA MEDSPA
  - AUSTIN
    - DR FRANCO
    - DR WALDEN
  - MIAMI
    - NULIFE
    - SKINCARE BY AMY
    - MYDERMA CLINIC
    - SHINO BAY
- STUDY WITH DR BUFORD ON MENS GYNECOMASTIA





# Q3/4 PARTNER ACTIVATIONS

---

- SKINNEY HOUSTON - SAKS FIFTH AVENUE LAUNCH
- EXCEL MEDICINE- SAN JOSE/ PATIENT EVENT
- INTRO WITH EON AT HOTEL SURF AND SAND - MALIBOU
- RESURGENCE WELLNESS RIBBON CUTTING - ARLINGTON
- HOUSTON VINTAGE WELLNESS & AESTHETICS - EVENING WITH EON
- AUSTIN SOCIETY OF PLASTIC SURGEONS DINNER - DR FRANCO PRESENTATION ON EON
- ORANGE COUNTY PLASTIC SURGERY SOCIETY MEETING - DR BUFORD PRESENTATION ON EON
- EON LAUNCH EVENT AT SKINCARE BY AMY - MIAMI
- SKINNEY MEDSPA FLATIRON RELAUNCH - NY
- AUSTIN PLASTIC SURGEON SAN ANTONIO GRAND OPENING
- WOODLANDS MEDICAL AESTHETIC INSTITUTE - EON OPENHOUSE
- NE SOCIETY OF PLASTIC SURGEONS - RHODE ISLAND
- REVIVE CLINIC HOLIDAY EVENT - OKLAHOMA



# 2023 MARKETING ACTIVATIONS

---

- EON EVOLUTION LAUNCH
  - BRANDING UPDATES ON ALL MARKETING & MATERIALS
  - CORP BRAND UPDATES
  - WEBSITE AUDITS
  - MEDIA TOURS / MEDIA PITCHING
- NEW FDA CLEARANCE
  - CORP AND PROVIDER WEBSITES
  - TRAINING MANUAL / MARKETING / SALES MATERIAL UPDATES
  - POSITION TRAINING FOR PROVIDERS
- DIGITAL MEDIA BUY - CORPORATE BRAND AWARENESS
  - GOOGLE / FACEBOOK MONTHLY
- MEDIA EVENTS
  - NEW YORK, MIAMI AND LOS ANGELES
- TRADESHOWS
  - AMSPA, THE AESTHETIC MEETING, ASLMS, MUSIC CITY SCALE, THE AESTHETIC SHOW, & GAC
- PARTNER ACTIVATION
  - EVENINGS WITH EON AND LAUNCH EVENTS
  - KOL ACTIVATIONS / PRESENTATION / SPEAKER ENGAGEMENTS
  - MONTHLY PROVIDER AWARDS
  - STAFF COMPETITIONS

-



# 2023 MARKETING ACTIVATIONS

---

- EXPANSION OF THE EON STORE FRONTS
- PARTNERSHIP WITH (BEAUTY BASED) MARKETING AGENCY - NYC BASED
  - GREATER CONSUMER AWARENESS
  - MORE STRUCTURED MARKETING ASSETS FOR PROVIDERS
  - INFLUENCER ENGAGEMENT NATIONALLY
  - KOL ENGAGEMENT PARTNERSHIPS
- QUICKCOOL COORDINATORS NATIONAL TEAM EXPANSION
- VIDEO TESIMONIAL TOUR
  - NYC, LA & DENVER