

SALES TRAINING ITINERARY

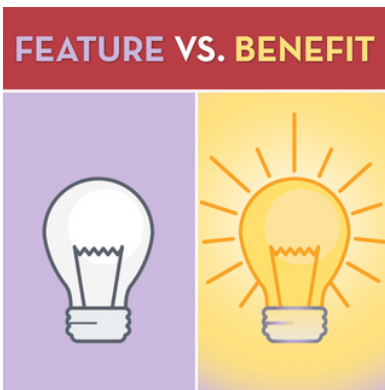
TUESDAY

09.27.22

8 AM - 9AM BREAKFAST

9 AM - 5 PM TRAINING

5:30 PM - 11 PM ASTROS



INTRODUCTION TO SALES - JON & MELISSA MASTERS

9:00 - 10:00 AM

- PRODUCT
 - Know Your Product
 - Believe in the Company/Product
 - Features and Benefits

PREPARING FOR FIELD SALES - MAURAH RUIZ

10:00- 11:30 AM

- KNOW YOUR CLIENTS
 - Research
 - Customer Values
 - Customer Needs
 - Anticipate Needs
 - Qualify Leads
 - Identify Bad Customers
- LEADS
 - Sift Leads
 - Time vs. Cost of Pursuing Leads
 - Let Go of Leads Going Nowhere
 - Focus on Positive Leads
- AUTHORITY
 - Develop Expertise
 - Know Your Competition
 - Build Trust/Testimonials
 - Be Transparent
 - Be Genuine
 - Take on Customers' Point of View

LUNCH BREAK - 11:30 - 12:00

PITCHING - JON & MELISSA

12:00 - 3:00 PM

- MAKING YOUR PITCH
 - Features and Benefits
 - Outlining Your Unique Selling Position
- CREATIVE OPENINGS
 - A Basic Opening for Warm Calls
 - Warming up Cold Calls
 - Using the Referral Opening
- HANDLING OBJECTIONS
 - Common Types of Objections
 - Basic Strategies
- SEALING THE DEAL
 - Understanding When It's Time to Close
 - Powerful Closing Techniques
- FOLLOWING UP
 - Thank You Notes
 - Resolving Customer Service Issues
- SETTING GOALS
 - The Importance of Sales Goals
 - Setting SMART Goals

SALES TRAINING ITINERARY

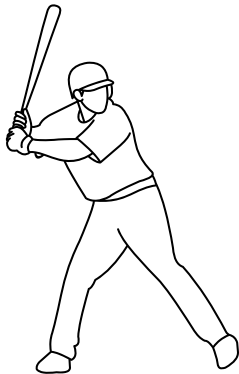
TUESDAY

09.27.22

8 AM - 9AM BREAKFAST

9 AM - 5 PM TRAINING

5:30 PM - 11 PM ASTROS



RESTROOM BREAK - 3:00 - 3:15

ROLE REVERSAL - HOME RUN OR STRIKE OUT - JON & MELISSA

3:15 - 5:00 PM

- A sales member will role play as the EON Sales Rep and will try not to STRIKE OUT with a creative opening, objection responses, conversational tactics, and closing techniques.
- A second sales member will role play as a Provider or Office Manager with objection responses until they are compelled to agree with the sale.
- Those not playing will gather feedback on what they thought worked well or not at all. And the team will compile the items that worked well to use in future role play.
- Using the list of winning tactics, reps will develop their own HOME RUN pitch and closing techniques.
- Work on wordsmithing and delivery until the rep has a strong grasp of the skills. This also works very well with top sellers demonstrating as the sales leader would.

HOUSTON ASTROS GAME - SALES TEAM BUILDING

5:30 - 11:00 PM

- Sales Team to get on the Bus to depart Houston Marriott at 5:30.
- Game scheduled at 7:10 in Suite 1 with food and drinks.
- Liz to hand out tickets.



SALES TRAINING ITINERARY

WEDNESDAY

09.28.22

8 AM - 9AM BREAKFAST

9 AM - 5 PM TRAINING

CAPITAL SALES PRICING- JON & MELISSA MASTERS

9:00 - 10:00 AM

HOW TO MANAGE YOUR NEW ACCOUNT - MAURAH

10:00 - 11:30 AM

- Delivery of Device / How to schedule.
- Setting up Marketing Call / Delivery of Marketing Assets.
- Front desk training, scripts and importance of treatments.
- EON Event closing.
- How to run a business review.
- Growing utilization ideas.

WORKING LUNCH - MARKETING TOOLS - SARAH RAMSEY

11:30 - 12:30 PM

- Marketing Overview of EON
 - How to explain what EON is to the world
 - DO's and DONT's of our Branding
- What does EON Marketing do for Providers
 - Marketing Assets
 - Marketing Initiatives
- EON in the Media / PR Overview

RESTROOM BREAK - 12:30 - 12:45 PM

LASER AND DEVICE TIME WITH AHMED

12:45 - 2:00 PM

- Test Review.
- This is your time to work with Ahmed. Ask Questions.
- FDA Against Circumference vs B&A Images Vs Ultrasound
- Nodules of dead fat vs Panniculitis

ROLE REVERSAL - HOME RUN OR STRIKE OUT- THE MASTERS

2:00 - 4:00 PM

- A sales member will role play as the EON Sales Rep and will try not to STRIKE OUT with a creative opening, objection responses, conversational tactics, and closing techniques.
- A second sales member will role play as a Provider or Office Manager with objection responses until they are compelled to agree with the sale.
- Those not playing will gather feedback on what they thought worked well or not at all. And the team will compile the items that worked well to use in future role play.
- Using the list of winning tactics, reps will develop their own HOME RUN pitch and closing techniques.
- Work on wordsmithing and delivery until the rep has a strong grasp of the skills. This also works very well with top sellers demonstrating as the sales leader would.

FINAL QUESTIONS AND CLOSING - THE MASTERS

4:00 - 5:00 PM



TRAINING LOCATIONS

HOTEL

HOUSTON AIRPORT MARRIOTT AT
GEORGE BUSH INTERCONTINENTAL

18700 John F Kennedy Blvd, Houston, TX 77032

SALES TRAINING

FORT WORTH CONFERENCE ROOM
NORTH TOWER MAIN LOBBY LEVEL

BREAKFAST 8 - 9 AM

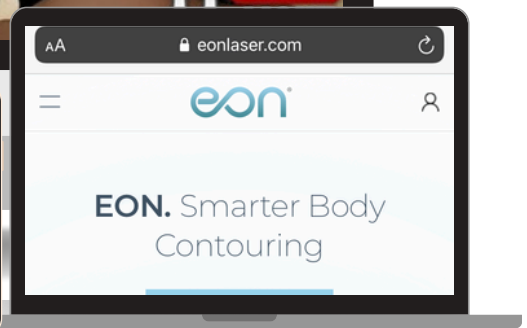
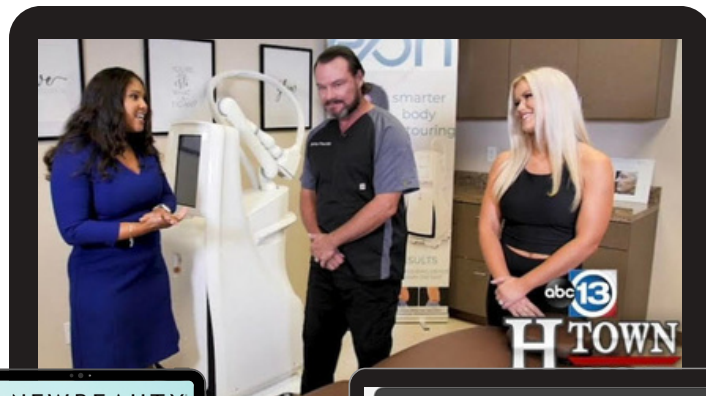
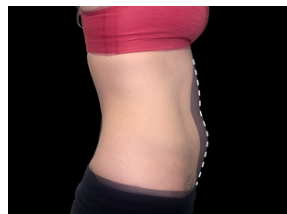
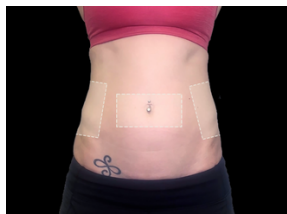
FORT WORTH CONFERENCE ROOM
NORTH TOWER MAIN LOBBY LEVEL



eon[®] smarter body contouring

EON is the first robotic, touchless body contouring device disrupting the Aesthetic Industry. EON uses a time-proven 1064 nm laser to heat the fat to 51°C / 123.8°F, causing fat cell death and removal naturally through the lymphatic system with full results in 12 weeks. EON can dispense the hottest laser energy on the market into the fat tissue due to the jet-impingement cooling system that blows consistent cold air onto the skin's surface at a comfortable 39.5°C / 103.1°F. EON's robotic technology gives superior results without touching the patient. It utilizes 42 unique smart sensors scan and map the patient's topography. These sensors drive the laser's autonomous decision-making and prioritize patient safety. Treatments require no straps, gels, applicators, or massages. No post-treatment care is needed as well.

EON HAS A 97% REALSELF WORTH IT RATING WITH 95.2% OF PATIENTS SAYING THEY WILL RETURN FOR A SECOND TREATMENT WITH ZERO NON-RESPONDERS. EON IS CURRENTLY FDA CLEARED FOR THE FULL ABDOMEN AND FLANKS.



EON IS HEATING UP THE NATIONAL MEDIA SCENE

TOWN&COUNTRY goop Forbes Women'sHealth BAZAAR

www.eonlaser.com

ELEVATE YOUR PRACTICE WITH



PURCHASE OPTION 1

EON TOTAL PURCHASE

\$299,000

- \$299K Device Purchase (List)
- \$0 Virtual Consumable
- 24/7 Customer Service
- Account Support
- Marketing Support
- Training
- Staff Treatments

PURCHASE OPTION 2

EON PURCHASE + USE

\$199,000

- \$199K Device Purchase (List)
- \$75 Virtual Consumable
- 24/7 Customer Service
- Account Support
- Marketing Support
- Training
- Staff Treatments

PURCHASE OPTION 3

EON PURCHASE + USE

\$159,000

- \$159K Device Purchase (List)
- \$100 Virtual Consumable
- 24/7 Customer Service
- Account Support
- Marketing Support
- Training
- Staff Treatments

RETURN ON INVESTMENT WITH EON

LOW UTILIZATION

- 10 Patients a Month
- 30 Segments
- Basic Marketing
 - No extensive marketing or social media posts
- \$24,000 / Month
- \$288,000 / Year

MEDIUM UTILIZATION

- 20 Patients a Month
- 60 Segments
- Full Marketing
 - Social Media and Events
- \$48,000 / Month
- \$576,000 / Year

HIGH UTILIZATION

- 30+ Patients a Month
- 100+ Segments
- Advanced Marketing and PR
 - Social, Press, and Events
- \$80,000 / Month
- \$960,000 / Year

VIRTUAL CONSUMABLE TREATMENT SEGMENTS

- 20 minute segment with no after care
- Nothing to inventory - consumable is virtual
- Device is online for real-time reporting
- Monthly invoicing of billable treatments
- Promo codes flag non-billable treatments (Training, Staff, etc.)



QUALIFYING ACCOUNTS



1

PREQUALIFICATIONS

- A Dedicated Laser Safety Room
 - Must be 8X10 and Well Ventilated
- A Current Qualified Patient Database Of Over 1000
 - Have you sold \$3,000-\$6,000 packages for a series of treatments?
- A Dedicated Social Media Manager
 - Who Does Your Social Media, Google Analytics, SEO's, Email blasts?
- Must Not Have Coolsculpting or Emsculpt NEO

2

PREPARING YOUR PRACTICE

- Patient Forms Printed And Accessible
- Approved EON Landing Page Added To Your Website
 - Must be added before the device is delivered
- Notify Current Patient Database Of EON To Generate Interest
- An Adjustable Treatment Bed

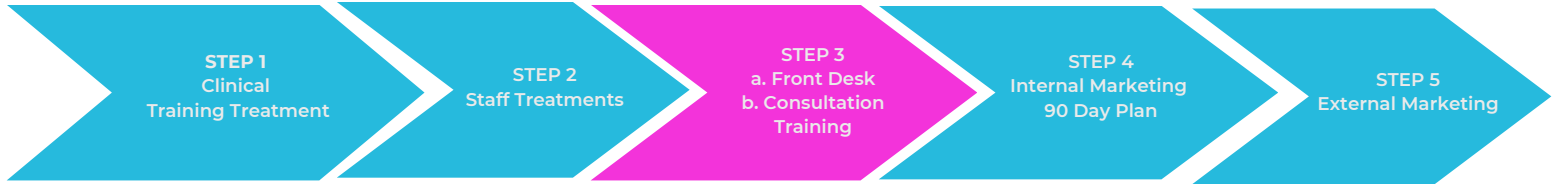
3

ONGOING ACCOUNT REQUIREMENTS

- Making Social Media Post For EON No Less Than 3 times/week
- Must Dedicate One Hour Per Day For EON Treatments
 - One hour per day or a block day
- Follow Pre-treatment Guidelines
 - Includes: Before and after photos, measurements,
- Display Marketing Material



PLANNING GUIDE FOR FRONT DESK TRAINING



PREPARE

Pre-training steps:

- **Secret shop the practice or find a recent record in SFDC.**
- **Leverage Secret Shopping Record and 90-Day Plan to get approval from decision-maker in practice for 4-hour training (ideally 2 hours over 2 days)**
 - ✓ Observe the front desk (1.5 hours)
 - ✓ Review observations with decision maker (30 minutes)
 - ✓ Provide formal training with role plays (2 hours)
- **Direct front office staff to front office webinars (tbd)**

OBSERVE

Observe the front desk:

- **Set the right mind frame - ensure the front desk understand that callers are not just asking questions, they want appointments**
- **Sit with a front desk person and listen to how they handle calls**
- **Take notes:**
 - ✓ Did they take the name and phone number of the caller?
 - ✓ Are they smiling?
 - ✓ Are they friendly?
 - ✓ Do they give price over the phone?
 - ✓ Do they share too much? Too little?
 - ✓ Do they ask yes or no questions?
 - ✓ Do they convey practice uniqueness over the phone?
 - ✓ Do they talk about their treatment experience and outcome?
 - ✓ Did they try to close for an appointment?
 - ✓ What was their success rate?

TRAIN

Training materials:

- Pre-Consultation Intake Form
- Call Tracker Sheet
- Front Desk Best Practices
- Master Training Deck
- 90 Day Plan



Review observations with the decision maker (15-30 min):

- Review training plan and establish buy-in with the decision-maker on the following:
 - ✓ Booking rate goal
 - ✓ Call tracking
 - ✓ Customized front desk script
 - ✓ Answer to price
 - ✓ Practice uniqueness
 - ✓ Staff compensation

Training Day Kick-off - Decision-maker to kick off Front Desk Training (15 min):

- Decision-maker will relay practice goals, expectations, and any compensation information to front desk before training takes place

Training Day - Training with Front Desk (2 Hours):

- Review Frequently Asked Questions and Do's and Don'ts (with Front Desk Best Practices Guide)
- Teach tailored training established from the meeting with the decision-maker
 - ✓ Review practice front desk goals (i.e. 16 consultations per month from 90 Day Plan)
 - ✓ Review Call Tracker (as a way to help track to goals)
 - ✓ Help front desk create their own script
- Role play for proper execution of closing techniques
 - ✓ Practice assumptive phrases

NEXT STEPS

Perform a secret shot record 2-3 weeks out to monitor progress!



PATIENT PACKAGE PRICING

Segments	Retail Price	Patient Package Price	PATIENT SAVINGS
12	\$	\$	\$0
11	\$	\$	\$0
10	\$	\$	\$0
9	\$	\$	\$0
8	\$	\$	\$0
7	\$	\$	\$0
6	\$	\$	\$0
5	\$	\$	\$0
4	\$	\$	\$0
3	\$	\$	\$0
2	\$	\$	\$0
1	\$1,000	\$1,000	\$0

EON PATIENT PACKAGE PRICING

Ideas on Building Creative Package Options

Package	Segments	Retail Price	Patient Package Price	PATIENT SAVINGS
Full Abdomen	2	\$tbd	\$1,000	\$0
	3	\$tbd	\$1,500	\$0
Full Abdomen and Flank	6	\$tbd	\$3,000	\$0
	9	\$tbd	\$4,500	\$0



realself.

NEWBEAUTY
MAGAZINE

 **The Aesthetic Society**

**Aesthetic
AUTHORITY™**



YAHOO!
NEWS



BeautyIndependent®

goop

THE
AESTHETIC GUIDE

Aesthetics
MONTHLY JOURNAL FOR MEDICAL AESTHETIC PROFESSIONALS

OXFORD
UNIVERSITY PRESS

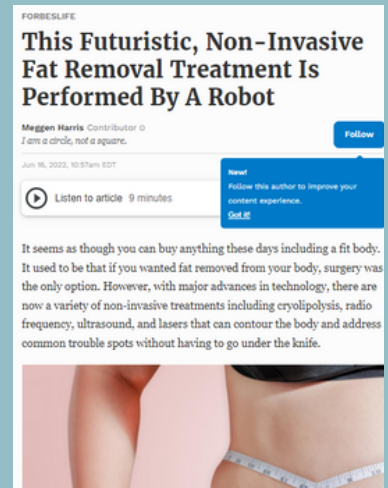
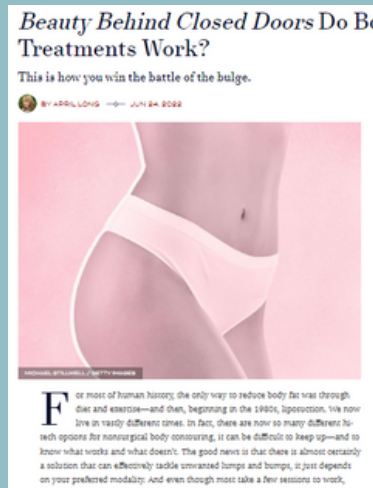
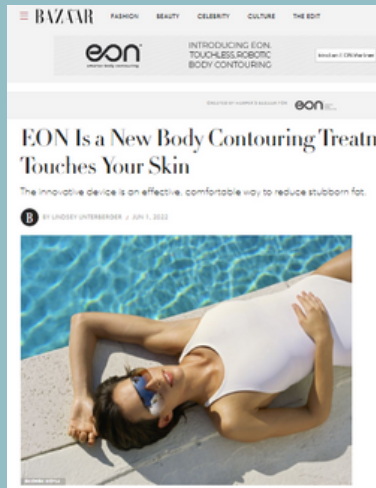
Dermatology Times
News and Analysis for Today's Skincare Specialists

Bloomberg

BAZAAR Harper's

TOWN&COUNTRY

Forbes



PROVIDER MARKETING ON BOARDING

EON BRANDING GUIDELINES

- Our Voice
- The EON Logo
- Our EON Color Palate
- The Font we Use

EON PROVIDER MARKETING ONBOARDING

- Our EON History
- What is EON
- Other Competitors
- EON Commercialization
- Why EON is Smarter
- Why EON is Safer
- Our EON Technology

HOW EON MARKETING SUPPORTS A PROVIDER

- Tangible Marketing Kit
 - 2 Easel Signs
 - 2 Posters
 - 1 Retractable Banner
 - 3 measuring tapes
 - 50 EON Consumer Brochures
 - Coming soon
 - Lumbar Pillow
 - Ring Light with Tripod and iPhone holder
 - Before & After Photo Training
- Teachable Portal
 - All Marketing Assets are downloaded here
- Marketing Calls
 - Marketing Introduction Call:
 - One hour EON Brand Training
 - One Month Follow - Up Marketing Call:
 - To discuss month one and how to continue success moving forward.

GUIDANCE ON GOOGLE ADS

- Assistance with targeting, key words
 - Ideas or Creation of Web Banners

PROVIDER MARKETING ON BOARDING

BEFORE & AFTERS & PHOTO USE

- Pre-made Templates for use.
- Pre-made B&A images for 1st month.
- Requesting / Sharing Provider Images on EON social media to retarget our followers to their page.
- Use of EON Photoshoot images for social media posts

OFFICE STAFF ENGAGEMENT

- Internal Contests

INFLUENCER MARKETING

- Best Practices
- Expectations
- Contracts
- Supporting Accounts During Influencer Visit

SOCIAL MEDIA

- Pre-made (10) Monthly Social posts
- Pre-made (5) Reels

PUBLIC RELATIONS

- New accounts can have a press release written about them.
- Collection of Testimonials from Provider to use for EON Media Outreach and Social

HOSTED OPEN HOUSE OR AN EVENING WITH EON

- Mimosa Bar Set Up
- Giveaway Bags
- Assistance with Invitation Ideas

IDEAS FOR SEASONAL CAMPAIGNS

- Use of EON Photoshoot Images for Provider Social

MARKETING WHIZ - EON PARTNER (ZERO COST TO PROVIDER)

- Build Your EON landing page
- Send out your first consumer email to your database
- Supply social media to use to promote that EON is coming to your practice.

MAIN FEATURE COMPARISON



Touchless	✓	✗
Comfortable Patient Experience	✓	✗
Post-Treatment Care Required	✗	✓
20 Minute Sessions	✓	✗
Zero Downtime	✓	✗
42 Robotic Safety Sensors	✓	✗
Treatment Time Per Area	20 Minutes	60 Minutes
Number Of Treatments To Produce Results	1	1
Average Fat Thickness Reduction	6.3 mm After One Treatment	1.9 mm After One Treatment
Patient Satisfactory	96%	62%
Mechanism Of Action	Heat Induced Apoptosis	Cold Induced Apoptosis
Technology	LaserLipolysis	CyroLipolysis
Applicators	Touchless/ Robotic	Suction Applicator
Autonomous Technology	YES	NO
Average % Fat Reduction	21.6% (25.3% Lower Abdomen)	20-25%

MAIN FEATURE COMPARISON



EMSCULPT®

Touchless	✓	✗
Comfortable Patient Experience	✓	✗
Post-Treatment Care Required	✗	✓
20 Minute Sessions	✓	✗
Zero Downtime	✓	✗
42 Robotic Safety Sensors	✓	✗
Treatment Time Per Area	20 Minutes	60 Minutes
Number Of Treatments To Produce Results	1	4
Average Fat Thickness Reduction	6.3 mm After One Treatment	1.9 mm After One Treatment
Patient Satisfactory	96%	91%
Mechanism Of Action	Heat Induced Apoptosis	Cold Induced Apoptosis
Technology	LaserLipolysis	Radiofrequency
Applicators	Touchless/ Robotic	Strap
Autonomous Technology	YES	NO
Average % Fat Reduction	21.6% (25.3% Lower Abdomen)	19%



EON Talking Points

HOW TO SPEAK ABOUT
EON SMARTER BODY CONTOURING

about EON



EON is an FDA-cleared 1064nm laser disrupting the non-invasive lipolysis industry. EON is FDA-cleared for flanks and the full abdomen. The treatment head, driven by an articulated robotic arm, delivers consistent laser energy while heating adipose tissue up to 51°C. Breakthrough jet-impingement cooling technology and real-time monitoring create a comfortable patient experience with an industry-best temperature differential of 11.5°C. Autonomous technology maps the body's unique topography for a personalized treatment while accurately delivering an unprecedented degree of fat-reducing energy. EON keeps the skin substantially cooler, all without ever touching the patient. An entire abdomen can be treated in 60 mins with unrivaled efficacy free from time-consuming gels, applicators, or post-treatment massages needed with other body contouring devices. Although results vary among individuals, studies show patients experienced 21.6% average fat reduction (25.3% in the lower abdomen) after a 60-minute treatment. Robotic technology is the future of body contouring; with EON, the future is now.

EON Talking Points

HOW TO SPEAK ABOUT EON SMARTER BODY CONTOURING

when speaking about EON use the following words

AUTONOMOUS, ROBOTIC , SMARTER,
DISRUPTIVE, LASER ENERGY,
PROPRIETARY COOLING
TECHNOLOGY,
FAT-REDUCTION , DIGNITY,
DIGNIFIED TREATMENT, WORLD'S
FIRST,
MORE-EFFECTIVE, MORE-EFFICIENT
TOUCHLESS, NON-CONTACT,
CONTACT FREE , INTELLIGENT,
INNOVATIVE, BODY-CONTOURING,
COMFORTABLE, MORE COMFORT,
NON-INVASIVE, NON-SURGICAL,
SENSORS, FIRST-OF-ITS-KIND,
LASER LIPOLYSIS, STUBBORN FAT,
STUBBORN UNWANTED FAT,
PERSONALIZED TREATMENT,
CONSISTENT DELIVERY OF LASER
ENERGY, FIRST ROBOTIC, TOUCHLESS,
NON-CONTACT, PERSONALIZED
TREATMENT,
CONSISTENT DELIVERY OF LASER
ENERGY, FDA-CLEARED
LOVE HANDLES, FLANKS, ABDOMEN

do not use

IN DESCRIBING EON DO NOT USE

- PAINLESS
- PAINFREE
- LASER LIPOSUCTION
- AI-ARTIFICIAL INTELLIGENCE
- FIRST TOUCHLESS OR FIRST NON-CONTACT • WEIGHT LOSS
- FDA-APPROVED

who to tag



facebook.com/EONLaser



[eon_laser](https://www.instagram.com/eon_laser)

hashtags

#EONLASER
#SMARTERBODYCONTOURING
#WELOVEEON #BODYCONTOURING
#BODYSculPTING #FATREDUCTION
#LASERFATREDUCTION #LASERLIPO
#LASERLIPOSUCTION #LASER
#MEDICALAESTHETICS #BODYGOALS
#BODYTRANSFORMATION
#BODYPOSITIVITY #STUBBORNFAT
#STUBBORNBELLYFAT
#BELLYFATREDUCTION
#COMFORTABLEINMYSKIN
#NONINVASIVE
#NONINVASIVELIPO
#NONINVASIVELIPOSUCTION
#NONINVASIVEBODYCONTOURING
#NODOWNTIME #ZERODOWNTIME
#RESULTSBYEON #REDUCEFAT
#REDUCEFATFAST #BETTERFATLOSS
#STUBBORNFATGONE
#FATREDUCTIONTREATMENT #FATLOSS
#FATLOSSHELP #BODYCONFIDENCE
#PERSONALIZEDTREATMENT #ROBOTIC
#COOLINGTECHNOLOGY
#HEALTHYLIFESTYLE
#BODYFITNESS #BEACHBODY
#BEACHBODYGOALS
#BELLYFATBURNER
#LASERBODYSCULPTING
#LASERBODYCONTOURING #FITNESS
#FITNESSGOALS
#EONINACTION

EON Talking Points

HOW TO SPEAK ABOUT EON SMARTER BODY CONTOURING

How does EON work?

Autonomous technology maps the body's unique topography for a personalized treatment while accurately delivering an unprecedented degree of fat-reducing energy. EON keeps the skin substantially cooler, all without ever touching the patient. An entire abdomen can be treated in 60 mins with unrivaled efficacy free from time-consuming gels, applicators, or post-treatment massages needed with other body contouring devices. Although results vary among individuals, studies show patients experienced 21.6% average fat reduction (25.3% in the lower abdomen) after a single 60-minute treatment.

How long is a treatment?

A treatment normally consists of 2-3 segments. Each segment is 20 minutes each. EON treats the full abdomen in 60 minutes and flanks in 40 minutes.

Is there any after treatment care?

NO-POST TREATMENT CARE NEEDED – No straps, gels, or post massages. Patients can receive their treatment and go on with their daily life.

How safe is EON?

EON utilizes 42 unique smart sensors that scan and map a patient's topography for personalized treatments. These sensors drive EONS autonomous decision making and patient safety.

- Robotic technology removes device and human inconsistency and error. No SharkBites or Butter Sticks!
- Temperature Sensors detect skin temperature and adjust laser and cooling systems.
- Proximity Sensors detect the distance of the treatment head to the surface of the skin for safe and consistent delivery of laser energy.
- Real time monitoring of the treatment allows for EON to pause or terminate the procedure as required for safety or comfort.

What are the benefits of EON's Robotic Technology?

- Delivers consistent laser energy
- Precise motion-control
- Uniform heat distribution
- Eliminates treatment boundaries
- Minimizes the probability of formation of panniculitis
- Synchronized energy and cooling for a personalized patient treatment
- Extensive safety protocols removing human error

When will I see results and what is the average fat loss?

Patients in our studies often noted a nice improvement by 12 weeks after just one treatment with 20-25% fat loss.

INFORMED CONSENT DOCUMENT AGREEMENT TO RECEIVE LASER TREATMENT

INTRODUCTION

EON is a non-invasive abdominal fat reduction device. EON uses a 1064nm laser to heat the fat layer up to 51°C / 123.8°F. The treatment head simultaneously delivers laser energy, and cooling air to keep the skin safe and comfortable (39.5°C / 103.1°F).

INCLUSION CRITERIA

You must:

- Be of age 21 to 60
- Have abdominal adipose (fat) thickness of at least 20 mm (about 1 inch) thickness.
- NOT be Pregnant.
- NOT have any piercing or tattoos in the treatment area.
- NOT have scar tissue, rash or previous surgical incision in the treatment area.

PATIENT RESPONSIBILITIES

You must:

- Wear your Dominion-provided laser safety glasses as long as the device is on.
- Tell the device operator about any criteria that may disqualify you.
- Ask questions as you think of them.
- Tell the device operator if you change your mind about receiving a treatment.

RECEIVING TREATMENTS

It is your choice whether to receive an EON laser treatment or not. You may choose to stop the treatment at any point.

TREATMENT

You will receive the laser treatment while awake. Treatment consists of the following steps:

- Before treatment photographs of the treatment region may be taken.
- Body Measurements may be recorded.
- Mark the treatment area.
- Record the exact distance and coordinates from a fixed point (belly button for example).
- Start the 1064nm laser treatment; laser power density of up to 1.4 W/cm² will be used.
- The temperature of the skin will be monitored continuously, never to exceed 43°C.

- At any point in time that the skin temperature reaches 43°C, the laser will be disabled until the skin temperature reaches 38°C. At this temperature the laser will be re-enabled. The skin air cooling will be running the entire duration of the treatment.
- The duration of the treatment is 20 minutes per segment. The device stops the laser and scanning arm automatically once the treatment time is up.
- The scanning arm will be in a continuously scanning pre-programmed mode for the duration of the treatment. The device stops the laser and scanning arm automatically once the treatment time is up.

CONTRAINDICATIONS

- Sunburn
- Large tattoos in the treatment area
- Active inflammation or infection (e.g. fever)
- Dermatitis, rash or open wound in the treatment area
- Pregnant or lactating
- Known skin cancer in the treatment area
- Undergoing systemic chemotherapy for treatment of cancer

CHECK WITH YOUR DOCTOR BEFORE RECEIVING TREATMENT IF YOU HAVE

- A history of a photosensitivity disorder or use of photosensitizing medication
- Type I diabetes
- Autoimmune or collagen-vascular disorders (e.g. lupus, scleroderma)
- History of seizures / epilepsy
- BMI > 30
- History of keloid scars
- Ongoing use of steroids or other anti-rheumatoid drugs

SIDE EFFECTS

Common Side Effects

- Light redness
- Mild to moderate discomfort or pain during the treatment
- Soreness / tenderness
- Nodules: a nodule is a lump of dead fat cells beneath the skin that usually resolves on its own in a few weeks but could last up to a few months. Massaging the area helps resolve the nodule

Rare

- Burns
- Blisters
- Hypo/hyper pigmentation
- Chronic pain
- Nodules lasting more than 12 months

RISKS

If you do not understand what any of these side effects mean, please ask the device operator to explain these terms to you. There may be rare and unknown side effects. Some of these may be life threatening. You must tell the device operator or Dominion staff about all side effects that you have.

IN CASE OF DEVICE RELATED INJURY

In case of injury, the on-site doctor may provide urgent medical care. Please be aware that some insurance plans may not pay for aesthetic procedures injuries. You should contact your insurance company for more information.

BIRTH CONTROL, DANGERS OF PREGNANCY AND BREASTFEEDING:

If you are a female, you must confirm that you are not pregnant or trying to be pregnant while receiving the treatment. The only certain way to not get pregnant is to not have sex. You should review your contraception options with your doctor.

If you are pregnant during the treatment, the treatment may involve unforeseeable risks to the unborn baby. A pregnancy test is not always right, especially in the early stages of pregnancy.

ACKNOWLEDGMENT

I have been thoroughly and completely advised regarding the end point of the procedure. I understand that the practice of medicine is not an exact science and no results have been guaranteed. I acknowledge that the results may not meet my expectations. I certify that no guarantees have been made by anyone regarding the procedure(s) that I have requested and authorized.

There is no guarantee that the expected or anticipated results will be achieved. I have been informed that firmness, hardness, nodules, redness, tenderness, swelling, pain, and bruising, are the most common side effects. Other less common side effects which can occur are itching, skin contour irregularities, dimpling, hyperpigmentation/hypopigmentation, asymmetry, necrosis, changes in skin laxity, numbness, blisters or burn. Rare occurrences of fainting or dizziness have been noted during and/or after the treatment.

I consent to photographs and digital images being taken and used to evaluate treatment effectiveness, for medical education, training, professional publications, marketing or sales purposes. No photographs or digital images revealing my identity will be used without my written consent. If my identity is not revealed, these photographs and digital images may be used, shared, and displayed publicly for such stated purposes without my permission.

Before and after treatment instructions have been discussed with me. The procedure, potential benefits and risks, and alternative treatment options have been explained to my satisfaction.

I understand that this treatment has been provided to me on a demonstration basis. I will not hold Dominion Aesthetic Technologies or its employees/affiliates liable for the treatment(s) I receive or for any side effects that may occur following treatment.

CONTACT INFORMATION

If you have questions, concerns, or complaints about this treatment or to report a device-related injury, contact:

Dominion Aesthetic Technologies, INC.
14950 Heathrow Forest Pkwy Suite 190
Houston, TX 77032
800.979.6801

Printed Name of Adult Patient

Signature of Adult Patient

Date

MEDICAL HISTORY QUESTIONNAIRE

CONTRAINDICATIONS, PRECAUTIONS & SIDE EFFECTS

TABLE OF CONTENTS

1. Introduction
2. Contraindications
3. Precautions
4. Side Effects

INTRODUCTION

EON is a non-invasive fat reduction device. EON uses a 1064nm laser to heat the fat layer up to 51°C / 123.8°F. The treatment head simultaneously delivers laser energy, and cooling air to keep the skin safe and comfortable (39.5°C / 103.1°F).

One EON segment takes 20 mins to complete. A treatment consists of multiple segments. There is no aftercare needed with EON, a patient can receive a treatment and go about their normal day.

CONTRAINDICATIONS

Do any of these conditions apply to you ? (check all that apply).

- ☐ Pregnant or lactating
- ☐ Large tattoos in the desired treatment area
- ☐ Active inflammation or infection (e.g. fever)
- ☐ Dermatitis, rash or open wound in the treatment area
- ☐ Known skin cancer in the treatment area
- ☐ Undergoing systemic chemotherapy for treatment of cancer
- ☐ An unrepaired abdominal hernia
- ☐ Prior treatment with parental gold therapy (gold sodium thiomalate)
- ☐ Sunburn

***Avoid treating the area of the clavicle and superior rib cage anteriorly

PRECAUTIONS

Do any of these conditions apply to you ? (check all that apply)

- ☐ A history of a photosensitivity disorder or use of photosensitizing medication.
 - ☐ Type I diabetes.
 - ☐ Autoimmune or collagen-vascular disorders (e.g. lupus, scleroderma).
 - ☐ History of seizures / epilepsy.
 - ☐ History of keloid scars.
 - ☐ Ongoing use of steroids or other anti-rheumatoid drugs.
 - ☐ A history of immunosuppression / immune deficiency disorders, including HIV infection or AIDS, or use of immunosuppressive medications.
 - ☐ Received or is anticipated to receive antiplatelets, anticoagulants, thrombolytics, or anti-inflammatories within two weeks prior to treatment.
 - ☐ A coagulation disorder or is currently using anti-coagulation medication, including but not limited to the heavy use of aspirin, i.e., greater than 81 mg per day.
 - ☐ A previous procedure or surgery in the treatment area that may have resulted in decreased sensation, scar/fibrotic tissue or large scars that may interfere with the treatment.
 - ☐ An active tan, or the need to be exposed to artificial tanning devices or excessive sunlight exposure one week (7 days) before or after treatment.
 - ☐ A neuropathic disorder, impaired skin sensation, or diabetic neuropathy.
- Avoid treatment in areas where subcutaneous fat thickness is less than 2 cm.
 - Avoid Treatment in the following Areas:
 - The posterior infra-gluteal fold area ("banana roll")
 - The axilla (armpit)
 - Any lateral portions of the breast
 - The antecubital approximately 2 inches (5cm) above and below the medial condyle fossa in the elbow region.

SIDE EFFECTS

Common Side Effects

- Light redness: usually clears within an hour but sometimes takes a few days to clear.
- Mild to moderate discomfort or pain during the treatment.
- Soreness / tenderness for a few days after the treatment.
- Nodules: a nodule is a lump of dead fat cells beneath the skin that usually resolves on its own in a few weeks but could last up to a few months. Massaging the area helps resolve the nodule.

Rare Side Effects

- Burns
- Blisters
- Hypo/hyper pigmentation
- Chronic pain
- Nodules lasting more than 12 months

Printed Name of Adult Patient

Signature of Adult Patient

Date

DATE_____

PATIENT NAME_____

DATE_____

EON SESSION#_____

AREA OF TREATMENT _____

BEFORE MEASUREMENTS _____

FOLLOW UP MEASUREMENTS _____

CURRENT WEIGHT_____ FOLLOW UP WEIGHT_____

PATIENT COMFORT LEVEL (CIRCLE ONE) 0 1 2 3 4 5 6 7 8 9 10

TREATMENT NOTES _____

DATE_____

EON SESSION#_____

AREA OF TREATMENT _____

BEFORE MEASUREMENTS _____

FOLLOW UP MEASUREMENTS _____

CURRENT WEIGHT_____ FOLLOW UP WEIGHT_____

PATIENT COMFORT LEVEL (CIRCLE ONE) 0 1 2 3 4 5 6 7 8 9 10

TREATMENT NOTES _____

DATE_____

EON SESSION#_____

AREA OF TREATMENT _____

BEFORE MEASUREMENTS _____

FOLLOW UP MEASUREMENTS _____

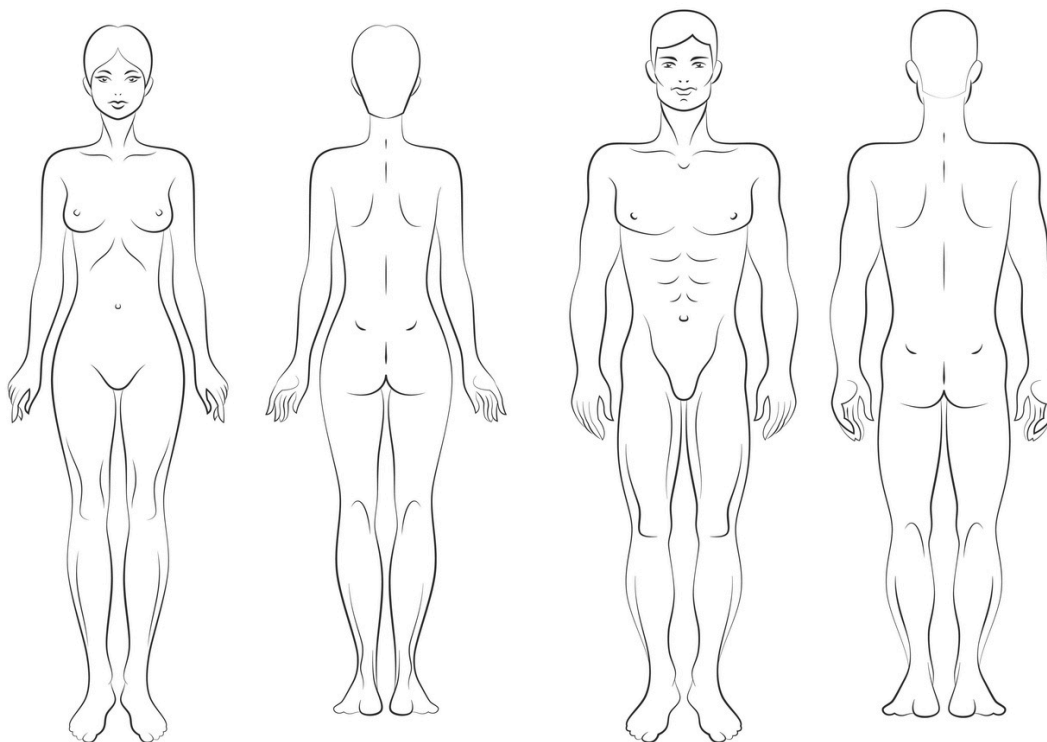
CURRENT WEIGHT_____ FOLLOW UP WEIGHT_____

PATIENT COMFORT LEVEL (CIRCLE ONE) 0 1 2 3 4 5 6 7 8 9 10

TREATMENT NOTES _____

DATE_____

PATIENT NAME_____



CIRCLE YOUR AREAS OF CONCERN

Body Mass Index (BMI) Table
(Adult Men & Women)

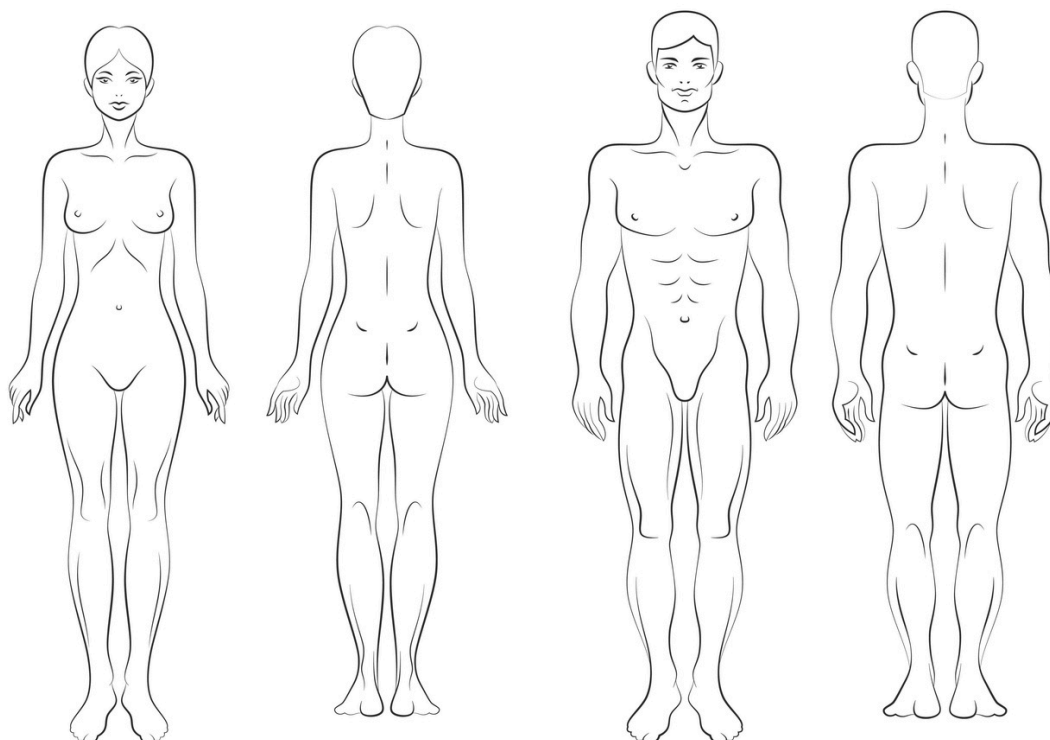
	<i>Underweight</i>				<i>Normal</i>				<i>Overweight</i>				<i>Obese</i>							
BMI	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35
<i>Height</i>	<i>Body Weight (pounds)</i>																			
4'10"	77	82	86	91	96	100	105	110	115	119	124	129	134	138	143	148	153	158	162	167
4'11"	79	84	89	94	99	104	109	114	119	124	128	133	138	143	148	153	158	163	168	173
5'	82	87	92	97	102	107	112	118	123	128	133	138	143	148	153	158	163	168	174	179
5'1"	85	90	96	100	106	111	116	122	127	132	137	143	148	153	158	164	169	174	180	185
5'2"	88	93	99	104	109	115	120	126	131	136	142	147	153	158	164	169	175	180	186	191
5'3"	91	96	102	107	113	118	124	130	135	141	146	152	158	163	169	175	180	186	191	197
5'4"	93	99	105	110	116	122	128	134	140	145	151	157	163	169	174	180	186	192	197	204
5'5"	96	102	108	114	120	126	132	138	144	150	156	162	168	174	180	186	192	198	204	210
5'6"	99	106	112	118	124	130	136	142	148	155	161	167	173	179	186	192	198	204	210	216
5'7"	102	109	115	121	127	134	140	146	153	159	166	172	178	185	191	198	204	211	217	223
5'8"	105	112	119	125	131	138	144	151	158	164	171	177	184	190	197	203	210	216	223	230
5'9"	109	115	122	128	135	142	149	155	162	169	176	182	189	196	203	209	216	223	230	236
5'10"	112	119	126	132	139	146	153	160	167	174	181	188	195	202	209	216	222	229	236	243
5'11"	115	122	129	136	143	150	157	165	172	179	186	193	200	208	215	222	229	236	243	250
6'	118	125	133	140	147	154	162	169	177	184	191	199	206	213	221	228	235	242	250	258
6'1"	121	129	137	144	151	159	166	174	182	189	197	204	212	219	227	235	242	250	257	265
6'2"	125	133	140	148	155	163	171	179	186	194	202	210	218	225	233	241	249	256	264	272
6'3"	128	136	144	152	160	168	176	184	192	200	208	216	224	232	240	248	256	264	272	279

Source: Adapted from *Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults*, 1998.

CURRENT BMI_____

DATE _____

PATIENT NAME _____



CIRCLE WHERE YOU HAVE ANY OF THE FOLLOWING :

- PROTRUDING RIB OR HIP BONE
- UMBILICUS ANOMALIES (LARGE CAVITY OR PROTRUSION)
- CONTRAINDICATIONS (SCARS, TATTOOS, BIRTHMARKS, MOLES, SKIN ISSUES OR RELATED BLOCKING ITEMS)

ARE YOU PREGNANT? _____ DATE OF LAST MENSTRUAL CYCLE: _____

PLEASE LIST ANY SURGERIES YOU HAVE HAD IN THE TREATMENT AREA:

BEFORE AND AFTER IMAGE RELEASE

I HEREBY GRANT PERMISSION TO THE RIGHTS OF MY IMAGE, LIKENESS, AND SOUND OF MY VOICE AS RECORDED ON AUDIO OR VIDEO WITHOUT PAYMENT OR ANY OTHER CONSIDERATION. I UNDERSTAND THAT MY IMAGE MAY BE EDITED, COPIED, EXHIBITED, PUBLISHED, OR DISTRIBUTED AND WAIVE THE RIGHT TO INSPECT OR APPROVE THE FINISHED PRODUCT WHEREIN MY LIKENESS APPEARS. ADDITIONALLY, I WAIVE ANY RIGHT TO ROYALTIES OR OTHER COMPENSATION ARISING OR RELATED TO THE USE OF MY IMAGE OR RECORDING. I ALSO UNDERSTAND THAT THIS MATERIAL MAY BE USED IN DIVERSE EDUCATIONAL SETTINGS WITHIN AN UNRESTRICTED GEOGRAPHIC AREA.

BY SIGNING THIS RELEASE, I UNDERSTAND THIS PERMISSION SIGNIFIES THAT PHOTOGRAPHIC OR VIDEO RECORDINGS OF ME MAY BE ELECTRONICALLY DISPLAYED VIA THE INTERNET OR IN PUBLIC EDUCATIONAL SETTINGS BY DOMINION AESTHETIC TECHNOLOGIES, EON SMARTER BODY CONTOURING AND/OR THEIR AFFILIATES.

IT IS MY UNDERSTANDING THAT THE IMAGES WILL ONLY SHOWCASE THE TREATMENT AREA AND MY FACE WILL NEVER BE EXPOSED.

PHOTOGRAPHIC, AUDIO OR VIDEO RECORDINGS MAY BE USED FOR THE FOLLOWING PURPOSES:

- EDUCATIONAL PRESENTATIONS OR COURSES
- INFORMATIONAL PRESENTATIONS
- ONLINE EDUCATIONAL COURSES
- EDUCATIONAL VIDEOS
- PROMOTIONAL MATERIALS AND SOCIAL MEDIA

I WILL BE CONSULTED ABOUT THE USE OF THE PHOTOGRAPHS OR VIDEO RECORDING FOR ANY PURPOSE OTHER THAN THOSE LISTED ABOVE.

THERE IS NO TIME LIMIT ON THE VALIDITY OF THIS RELEASE, NOR IS THERE ANY GEOGRAPHIC LIMITATION ON WHERE THESE MATERIALS MAY BE DISTRIBUTED.

THIS RELEASE APPLIES TO PHOTOGRAPHIC, AUDIO, OR VIDEO RECORDINGS COLLECTED AS PART OF THE SESSIONS LISTED ON THIS DOCUMENT ONLY.

BY SIGNING THIS FORM, I ACKNOWLEDGE THAT I HAVE COMPLETELY READ AND FULLY UNDERSTAND THE ABOVE RELEASE AND AGREE TO BE BOUND THEREBY. I HEREBY RELEASE ANY AND ALL CLAIMS AGAINST ANY PERSON OR ORGANIZATION UTILIZING THIS MATERIAL FOR EDUCATIONAL PURPOSES.

FULL NAME / GUARDIAN _____ / _____

PATIENT SIGNATURE _____ DATE _____

IF THIS RELEASE IS OBTAINED FROM A PATIENT UNDER THE AGE OF 18, THEN THE SIGNATURE OF THAT PATIENT'S PARENT OR LEGAL GUARDIAN IS ALSO REQUIRED.

PARENT'S SIGNATURE _____ DATE _____

Sales Checklist at Contract Signing



Rep will need to complete this within 24 hrs of the contract being signed and submit the form and contract to MCM. MCM will approve the contract and form and submit it to appropriate sources (i.e. Gerry, Ahmed, Ops, Marketing) until we have more integration with Salesforce, etc. (Gerry/MCM will have a new contract protocol that will be in place moving forward to avoid any issues).

- Sales Date
- Practice Name
- Address
- Phone Number
- Website
- Owner/Medical Director
- Primary Practice Contact Name
- Primary Contact Phone
- Primary Contact Email
- Social Media Manager
- Social Media Manager Contact Info
- Expected Delivery Date
- Has the treatment room been approved for ventilation
- Expected Training Date
- How many Staff members are in the practice
- Will all Staff be available to attend Training
- Have you identified the primary user(s)
- Are they experienced in using Lasers
- What level of experience does the user have
- How many User Codes are requested
- When is the best time for a Marketing Onboarding Call
- Banner Stand Selection
- Other



Revenue Practice Manager (RPM) Launch Checklist

The Revenue Practice Manager (RPM) will use this checklist when scheduling installation and training to verify with Practice that they have completed what is required/needed for a smooth and fully prepared launch.

Phase I: Pre-delivery

- Contact Practice to confirm Delivery and Training Date
- Confirm Staff Roles and Contacts
- Confirm Staff availability for Training
- Confirm Completion of Teachable Modules
- Confirm Front Office has completed online Training
- Confirm Marketing Wiz and Jumpstart
- Confirm Social Media Launch Plan & launch date
- Confirm they've downloaded Marketing Toolkit
- Confirm they will have Marketing Kit prior to Install
- Book Travel or Plan a Trip if local

Phase II: Delivery & Training

- Install Device
- Verify and Test Assigned Codes
- Set up Marketing Materials In Office (i.e. Banner Stands, Posters, etc)
- Photography Set up
- Didactic Training
- Front Office Training
- Hands-On Training (Include Photography Training)
- Review Website and Social if completed prior to Training
- Choose Date for 1st EON Launch Event
- Leave them your contact information for questions/troubleshooting

Phase III: Post Training

- 1-week Phone follow-up phone call to confirm the office is following Marketing Plan and confirm no troubleshooting is needed for the device
- Next week follow up phone call to verify you've resolved any issues
- Ensure EON event is scheduled within 30 days of training
- Create a report for the account (template will be provided until integrated in SF) and upload it to Sales Force after 2 week follow up



Marketing Call/Pre-Delivery Checklist

To be given to MCM/RPM after Marketing Onboarding Call to ensure RPM follows protocols for Marketing and Launch Plan.

- Marketing Onboarding Call is complete
- Practice Access to Teachable
- Attach any notes that stand out (i.e. Foreseeable issues with cooperation, identified a better point of contact, etc.)
- Marketing Kit Selection
- Marketing Kit has shipped or updated w/ shipping date
- Marketing Wiz has been connected with Account
- Practice added to Portal/Store Mapper
- Attach Practice Contact Info for RPM





Sales Flow Chart for Signed Contracts

To ensure there are smooth handoffs moving forward, the new flow chart will be in place. This process will hopefully avoid but certainly reduce issues with contracts, missing information, and confusion with Ops, Marketing, and Sales Management. Which will benefit the account's experience and, in turn, set the trajectory for success in each new account. We would like to have the entire process be primarily online forms (i.e. Google Quiz or Jotform) that will link and integrate with Salesforce, but while that process is being streamlined, we will have both templates made for each Checklist as well as 2 options for online submission to be able to immediately be prepared for the new protocols. Reps and RPM's will be trained this coming week on the new protocols.

