

verjú™

By Erchonia®

www.verju.com

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Laser Healthcare™



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Background & Science Introduction



LASER RADIATION
DO NOT STARE INTO BEAM
CLASS 2 LASER
532nm 16.00 ± 2mW
IEC 60825-1:2001
Complies with 21 CFR 1040,10 and 1040,11
except for deviations pursuant to
Laser Notice No. 50, dated July 26, 2001

GLS

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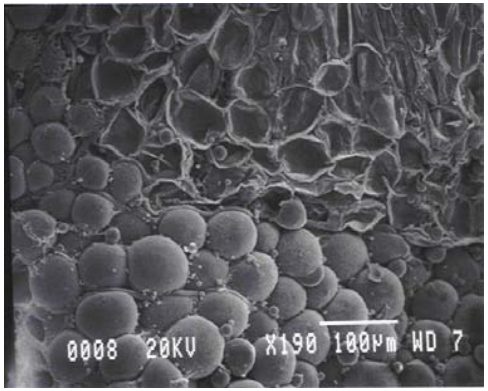
From Photomodulation to Photoporosis :

- Research began back in 1998 (hand-held)
- Started as an adjunctive device for liposuction

- Aim was to reduce post-op discomfort







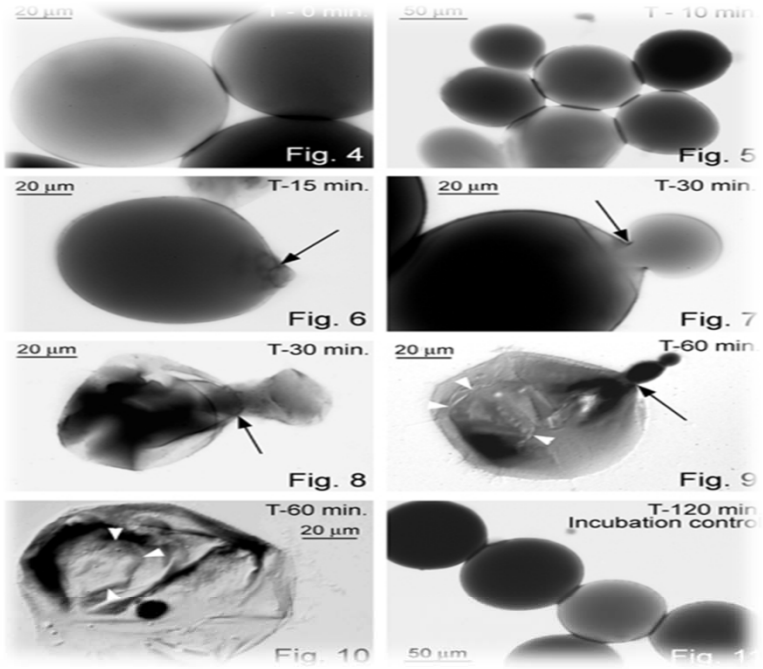
- Histology confirmed release of intracellular fat
- Hypothesis was that lymphatic system would process the liberated fat

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The Effect of Photoporosis

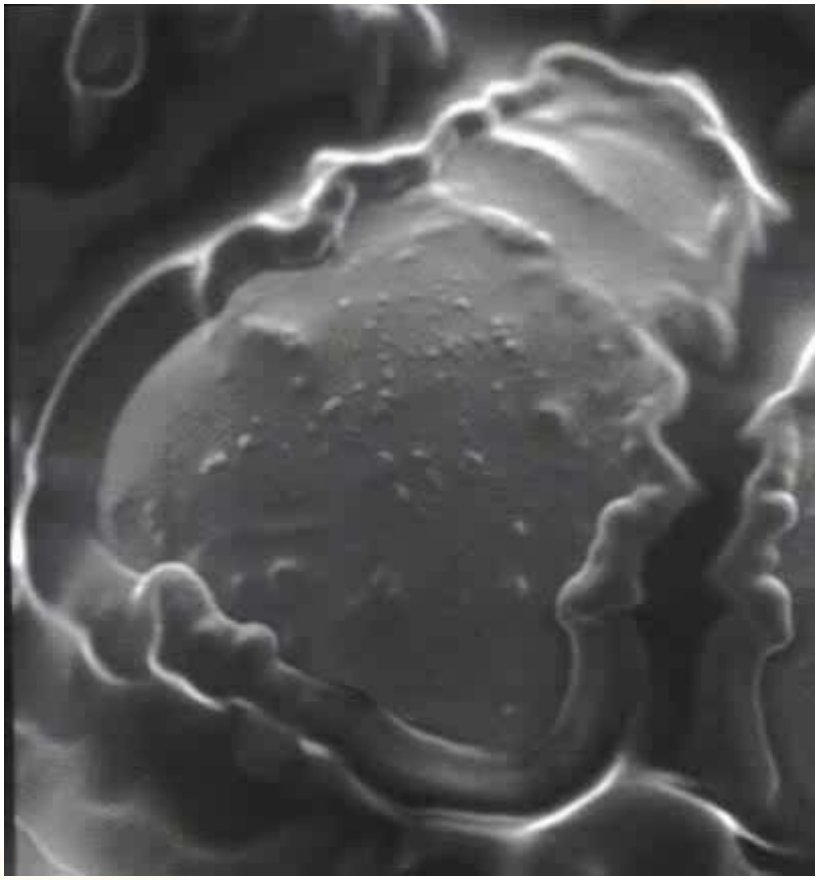
- The laser induces a transitory pore
- The pore causes TG's to seep out
- The fat cell shrinks



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Formation of transitory pore under 532 nm laser

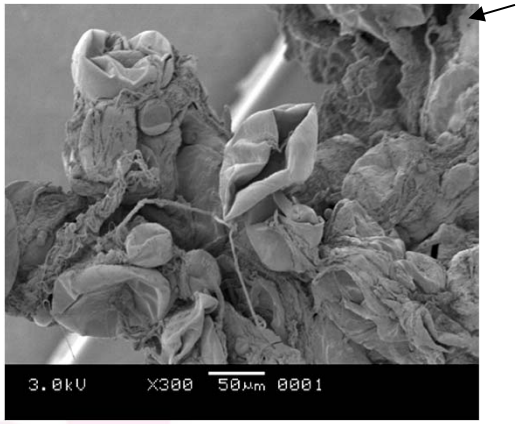


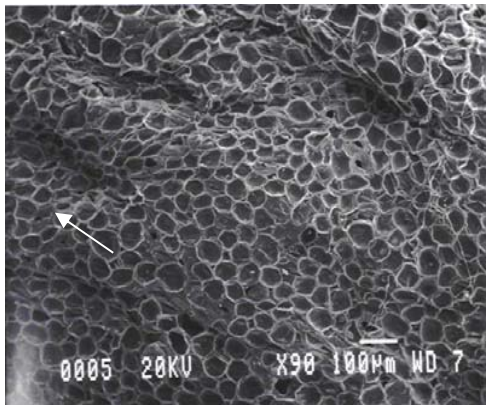
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The Effect of Photoporosis :

The absorption of 532 nm wavelength opens temporary pore, causing seepage of TG into interstitial space

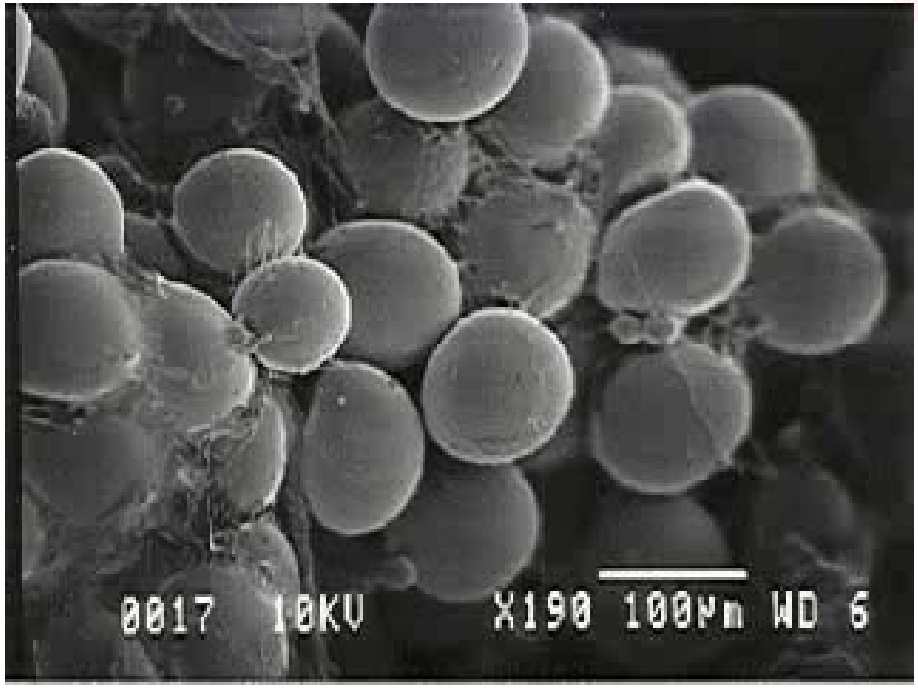




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Emulsification of a group of adiposities under 532nm laser



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Where Does the Fat Go?

- Fat leaves the cell and enters the extracellular space.
- Triglycerides :
  - Are absorbed by the lymphatic system
  - Transported via afferent lymph vessels to lymph nodes
  - Broken down by macrophages
  - Transported to the circulatory system
    - Used as fuel
    - Re-stored?

Similar process to natural use of fat as fuel!

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Why VERJÚ?

From Theory to Therapy

- VERJÚ utilizes the Erchonia® Laser Scanner
- First non-invasive body contouring and cellulite green laser device with FDA 510(k) Clearance
- Proven through a level (1), double-blind, randomized, multi-site and placebo-controlled clinical studies
- Verjú Study Results for Body Contouring: Subjects lost and average of 4.0 inches / 10.16 cm from their waist, hips and thighs after on series of 6 treatments
- Verjú Study Results for the Appearance of Cellulite: Subjects achieved a decrease of one or more stages of cellulite on the Nurnberger-Muller grading scale.

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Patient Selection

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Who is the VERJÚ Patient?

- **Virtually Everyone!**

✓ NO known side effect

✓ Patients safely treated from teens up to 80s'

✓ Patients with certain medical conditions should not be treated

✓ Patients unwilling to comply to program

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Common Areas of Concern



Remove Fat, Reduce Inches

Slim stubborn fat from:

- Tummy
- Hips
- Thighs
- Buttocks
- Love Handles

ZERO Pain. ZERO Surgery. ZERO Downtime

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The Ideal Candidate :

- ✓ Collection of subcutaneous fat
  - ✓ Not visceral
  - ✓ Not fibrous (previous surgeries)
- ✓ 20<BMI<30 (Not morbidly obese)
- ✓ Healthy, with no current medical condition
- ✓ Willing to comply to the program
- ✓ Adjusted for menstruation…Do not start program when bloated

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The VERJÚ Patient :

- *Absolute contraindications*

✓ Immune System Disorders (AIDS, HIV, etc..)
✓ Cancer (active or within 1 year of remission)
✓ Cardiovascular Disease
✓ Disease of the Lymphatic System
✓ Kidney Disease or Liver Disease
✓ Hepatitis A, B, or C
✓ Pacemaker
✓ Pregnant or Breast Feeding
✓ Regularly taking anti inflammatory medication (steroid classification)
✓ Visceral Fat
✓ Anyone currently sick!

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The VERJÚ Patient :

- Relative contraindications
  - ✓ Only stable patients with ;
    - ✓ Basal metabolic disorders (i.e. hyper/hypo thyroid)
    - ✓ Hypertension & High Cholesterol
    - ✓ Gallstones or Kidney Stones

  - ✓ Discontinue :
    - ✓ Anti–inflammatory
    - ✓ Photo-sensitizing drugs
    - ✓ Immune system depressants
    - ✓ Blood thinners

Check Patient History Questionnaire for Complete List

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The VERJÚ Body Contouring Treatment

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Optimizing VERJÚ

- The VERJÚ Technique
  - ✓ Transitory pore that opens in the cellular wall of adipocyte with each treatment ***remains open for only 48 to 72 hrs.***
  - ✓ ***Pore must remain open for 14 plus days***…allows body's natural detoxification process time to mobilize fluids to move into interstitial space.
  - ✓ Afterwards, fat moves through lymphatic system and passed out of the body during normal course of cellular debris removal
  - ✓ Process continues for the week after treatments are finished

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The VERJÚ Program

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	Curva	Moderate	Hydration	Low Fat / Low Alcohol	**Verju for Body Contouring Treatment Schedule** ***Recommended by Doctor***		
					1 X/Week for 6 Weeks	3 X/Week for 2 Weeks (1 every 48 hrs.)	2 X/Week for 4 Weeks
Week 1	x	x	x	x			
Week 2	x	x	x	x	x	XXX	XX
Week 3	x	x	x	x	x	XXX	XX
Week 4	x	x	x	x	X		XX
Week 5	x	x	x	x	X		XX
Week 6	x	x	x	x	X		
Week 7	x	x	x	x	X		
Week 8	x	x	x	x			

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Optimizing VERJÚ

- The VERJÚ program: multi-component program based on your Physician's recommendation

✓ Laser
✓ Curva
✓ Hydration
✓ Lymphatic system mobilization
✓ Food Intake

It's just that simple…

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Optimizing VERJÚ

- Curva
  - ✓ Proprietary blend of : Niacin, Gingko biloba, Omega 3 & 6, Green tea extract, Milk thistle extract
  - ✓ Specifically designed to :
    - ✓ Improve cellular nutrition
    - ✓ Improve blood flow
    - ✓ Burn Fat
  - ✓ Must be taken morning and night
    - ✓ MAY CAUSE FLUSHING

It's just that simple….

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Optimizing VERJÚ

- Adequate hydration
  - ✓ Ensures cells function optimally
    - ✓ 64oz. (8 x 8oz. glasses) consumed each day
    - ✓ Minimize diuretics
      - ✓ Coffee
      - ✓ Alcohol

      - ✓ If alcohol or coffee is consumed, an additional 8oz. Glass of water should be consumed immediately afterwards

It's just that simple…

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Optimizing VERJÚ

- Lymphatic system mobilization
  - ✓ Mild exercise
    - ✓ Daily 15 min walk
    - ✓ Gym (avoid strenuous exercise)
    - ✓ Lymphatic massages (day after laser therapy sessions)
  - ✓ Compression garment
    - ✓ Should cover treated areas
    - ✓ Should be worn everyday

It's just that simple…

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Patient Compliance

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Standardizing Photography



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Standardizing Photography



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Measuring Success

- Precise Measurements
  - ✓ Use the same measuring tape each time
  - ✓ Same staff member measures and photographs the patient each time
  - ✓ Record in patient measurement form precise
  - ✓ Prior to first Tx
  - ✓ After the last Tx
  - ✓ 1 week after last Tx
  - ✓ Final Results



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VERJÚ Diode Alignment Device



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The VERJÚ is an unbelievable investment that will :

- ✓ Generate Revenue
- ✓ Increase patient referrals
- ✓ Provide you with a non-invasive option for body contouring
- ✓ Incorporate cutting edge technology into your practice / office
- ✓ Give you an unbelievable return on your investment

Taking the next step :

- ✓ References (we can put you in contact with successful VERJÚ operators)
- ✓ Purchase / financing
- ✓ Training (we provide comprehensive training and customer support)
- ✓ Pre-paids
- ✓ Setting up for success

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Before & After Pictures (actual VERJÚ patients)

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Before & After











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Before & After



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Before & After





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Before & After

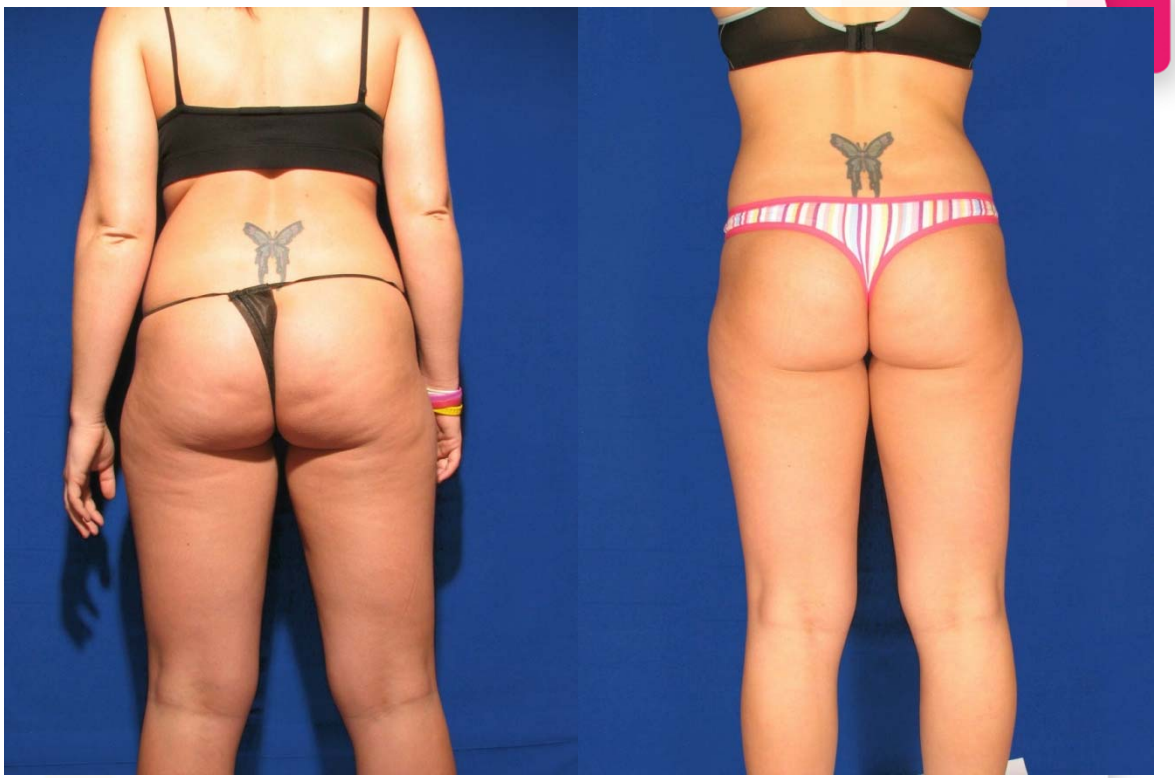


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Before & After

Photo Courtesy:
Dr. Smithers
After 6 treatments



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Before & After



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Before & After

Courtesy of
Dr. Ofafu
After 6 treatments



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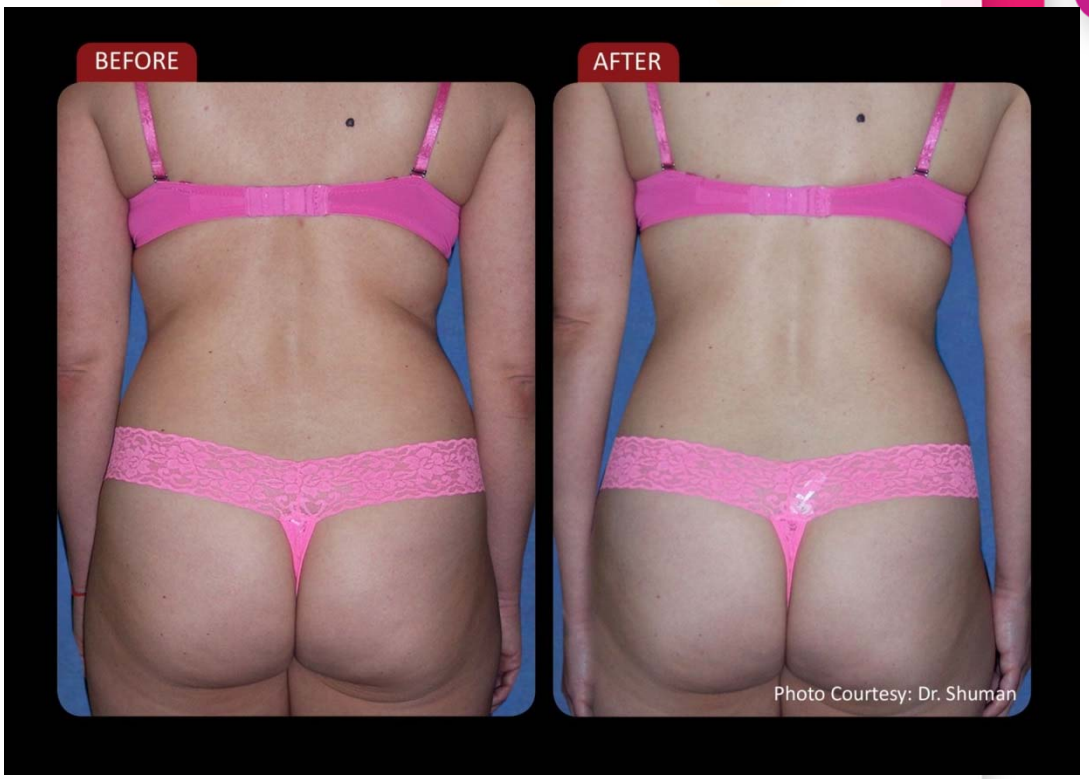
Before & After



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Before & After



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Before & After



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Before & After

Photo Courtesy: Dr. Douglas Taguchi

After 6 treatments



A Double-Blind, Sham-Controlled Study Demonstrating the Effectiveness of Low-Level Laser Therapy Using a 532-nm Green Diode for Contouring the Waist, Hips, and Thighs

David P. Suarez , DO; Gregory C. Roche , MD, FACS; Robert F. Jackson , MD, FACS

Introduction: A low-level laser therapy (LLLT) device emitting 635 nm of red light is an effective, noninvasive method of reducing the circumference of the waist, hips, thighs, and upper arms. This randomized, double-blind, sham-controlled study assessed the effectiveness of an LLLT device emitting 532 nm of green light for body contouring using the same treatment protocol as the red 635-nm LLLT device.

Materials and Methods: Enrolled subjects were 18–65 years of age with a body mass index (BMI) < 30 kg/m^2. The LLLT device consists of 5 independent diodes, each emitting 17 mW of green laser light with a frequency of 532 nm (Erchonia ML Scanner, Erchonia Corporation, McKinney, Tex). Subjects were randomized to receive active (n = 35) or sham LLLT treatments (n = 32) over a 2–week period. Three treatments were administered each week, 2–3 days apart. Efficacy assessments included waist, hip, and thigh circumference measurements; body weight; and BMI following 3 LLLT treatments (week 1), 6 LLLT treatments (week 2), and 2 weeks following the final procedure. A treatment satisfaction survey was completed at week 2. The primary efficacy outcome measure was the change in total combined baseline circumference measurements at week 2. The criterion for individual treatment success was ≥3.0-inch reduction in combined circumference measurements, and overall study success was ≥35% difference in the proportion of subjects in each treatment group achieving individual treatment success. Secondary efficacy outcomes included the change in total combined baseline circumference measurements at each subject evaluation as well as satisfaction survey results.

Results: At week 2, the LLLT-treated subjects demonstrated a mean (SD) decrease in total combined circumference measurements of 3.9 (3.0) inches (P < .0001) compared with 1.1 (2.3) inches for sham-treated subjects. Among LLLT-treated subjects, 24 (68.6%) achieved a ≥3-inch mean decrease in total combined circumference measurements compared with 6 (18.8%) in the sham group (P < .0001). The effects of LLLT treatment were independent of baseline body weight, BMI, and total baseline circumference measurement. Compared to baseline measures, the LLLT-treated subjects demonstrated significant decreases in circumference measures for each individual treatment area at the week 1, week 2, and 2 weeks posttreatment evaluations. Among subjects responding to the satisfaction survey, an overall satisfaction response was obtained from 65% of LLLT subjects versus 19% of sham-treated subjects.

Conclusions: The use of LLLT device equipped with 532-nm green diodes is a safe and effective means for noninvasive body contouring of the waist, hips, and thighs.

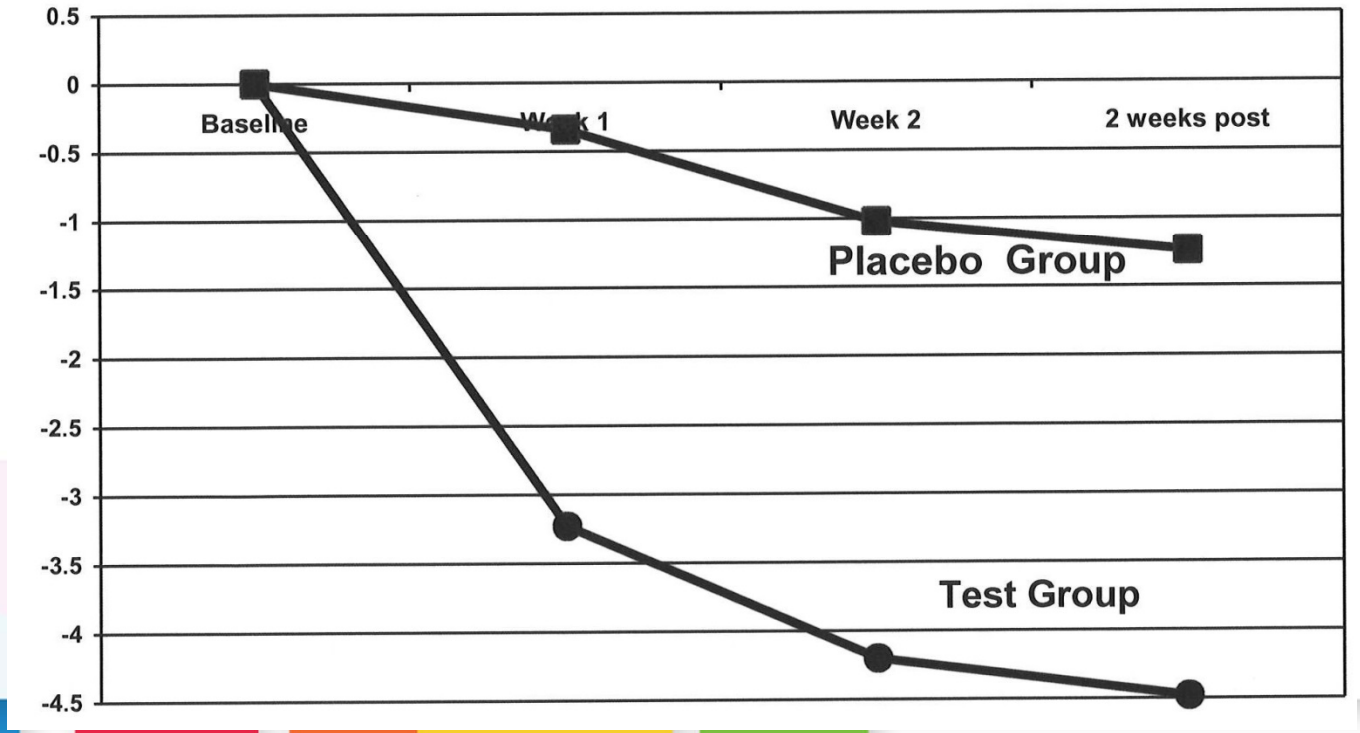
	Test Group (n=27)		Placebo Group (n=27)	
	Mean	St. Dev.	Mean	St. Dev.
Baseline	120.37	8.98	117.47	11.65
Week 1 (Mid)	117.14	9.76	117.13	12.13
Week 2 (End)	116.17	8.74	116.45	11.77
2 weeks post	115.89	9.64	116.23	11.43

AMERICAN ACADEMY OF COSMETIC SURGERY

Educating for Patient Safety

ERCHONIA GREEN DIODE BODY CONTOURING CLINICAL STUDY RESULTS

Chart 2: Change from baseline in mean total circumference measurements by subsequent measurement time point by treatment group for the per-protocol population





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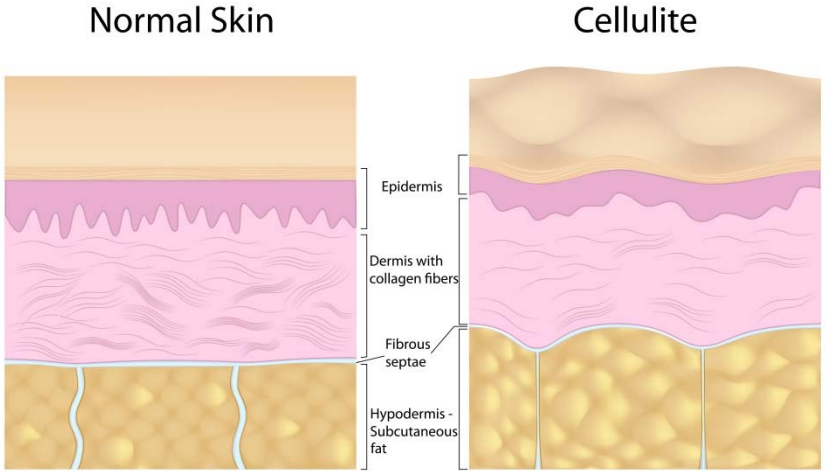
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The Verjú Cellulite Treatment



WHAT IS CELLULITE?

Gynoid lipodystrophy, or cellulite refers to superficial pockets of trapped fat which cause the skin to have an uneven dimpling or orange peel appearance. Although rarely seen in men, it is present in 90% of post-adolescent women. Cellulite is most commonly located on the thigh, buttocks, and lower abdomen. It is unrelated to obesity which is due to an increase in the number and size of adipocytes (fat cells).





CELLULITE IS PRESENT IN 90% OF POST-ADOLESCENT WOMEN.

Until now there has not been a proven non-invasive procedure to help with the appearance of cellulite.

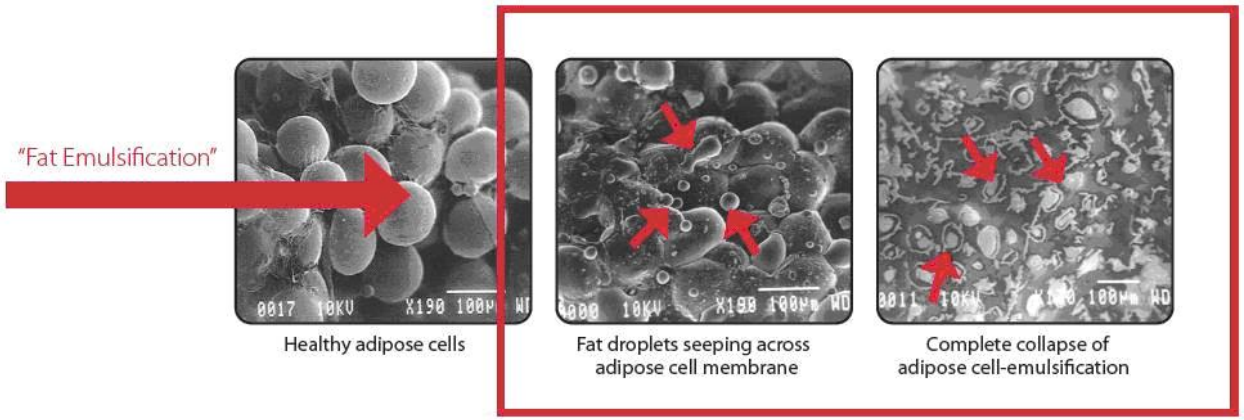
Erchonia's Verjú™ laser system is a proven option to help with the appearance of those pesky dimples.

CLINICAL MEANINGFUL RESULTS IN AS LITTLE AS TWO WEEKS!

The cause of cellulite is multi-factorial and is likely due to alterations in the intercellular matrix of the subcutaneous tissue and changes in vascular and lymphatic microcirculation. The formation of cellulite is also due to differences in the structural anatomy of subcutaneous tissue in women with a possible influence of estrogen. Regardless of the underlying cause, herniation of subcutaneous fat occurs within the fibrous connective tissue results in the characteristic appearance of cellulite.

THE SCIENCE OF VERJÚ

Erchonia has been studying the effects of low level laser therapy (3LT®) on fat cells for over a decade. As you can see from the remarkable images below, they clearly demonstrate the low level laser's ability to emulsify adipose tissue. The pictures highlight the collapse of the rigid adipose cells and secretion of triglycerides and fatty acids from the cells.



The Erchonia Verjú laser system is the first and only low level laser device to be proven through a double-blind clinical trial showing it's effectiveness in the appearance of cellulite. The Verjú laser system is a completely safe, non-invasive, pain free procedure developed to target cellulite in the thighs, buttocks and lower abdomen.

THE STUDY

- A placebo-controlled, randomized, double-blind, multi-centered clinical study (n=34).
- The study enrolled healthy subjects who were 18-55 years of age and expressed a desire to improve the appearance of cellulite. Subjects had moderate bilateral thigh and buttock cellulite graded as Stage II or III on the Nurnberger-Mueller scale.
- This double-blind study randomized patients to undergo treatment with the 3LT® device or a sham treatment. Nineteen subjects in the 3LT® group achieved a decrease of one or more stages on the Nurnberger-Muller grading scale versus three subjects in the sham treated group who received no decrease on scale.
- Subjects treated with the 3LT® device also received a significant decrease in combined baseline thigh circumference at the (2) week end point and (6) week follow up versus no change for sham treated subjects. None of the participating subjects reported a deviation from baseline diet, exercise or medication use during the study that would impact study measurements.



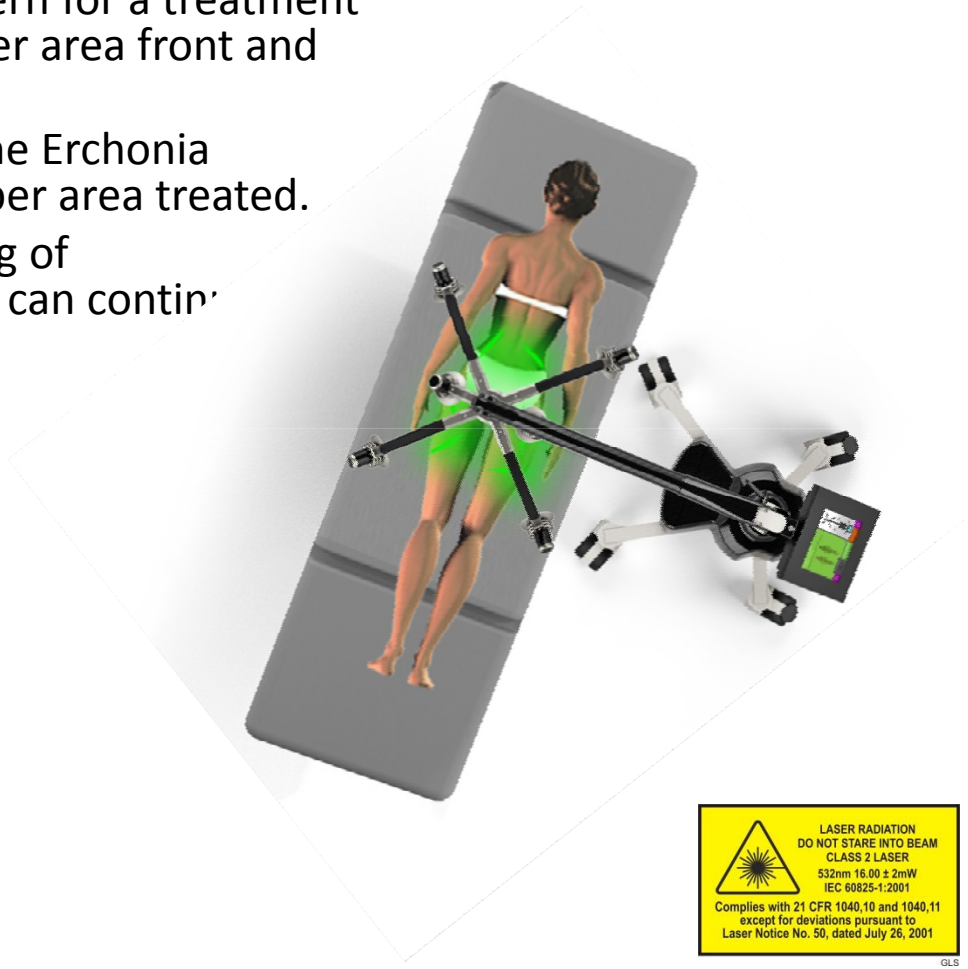
A Double-Blind, Placebo-Controlled Randomized Trial Evaluating the Ability of Low-Level Laser Therapy to Improve the Appearance of Cellulite

	LLLT TREATMENT (N = 23)	SHAM TREATMENT (N = 29)
CHANGE (in.)	MEAN (SD)	MEAN (SD)
PRE-TREATMENT	47.13(4.16)	45.59(4.36)
POST-TREATMENT (WEEK 2)	45.27(4.34)*	45.22(4.35)
FOLLOW-UP (WEEK 6)	44.77(4.76)*	45.18(4.44)

*P < 0.0001 VERSUS BASELINE.

THE PROCEDURE

- The Verjú laser system is made up of (5) low level laser beams that sweep the area of concern for a treatment period of 30 minutes (15 minutes per area front and back).
- The region is then massaged with the Erchonia percussion device for two minutes per area treated.
- There is no pain involved, no heating of the tissue, no incisions and patients can contin daily routines immediately following their session. No diet and exercise is required, but should be encouraged for maximum benefit.



THE VERJÚ ADVANTAGE

- ZERO Pain
- ZERO Surgery
- ZERO Downtime

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Before & After





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Before & After





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Before & After

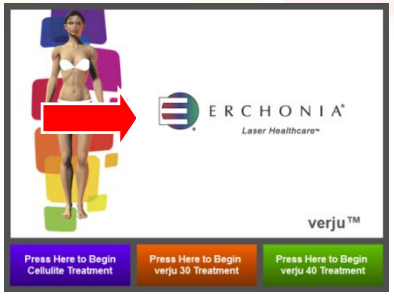


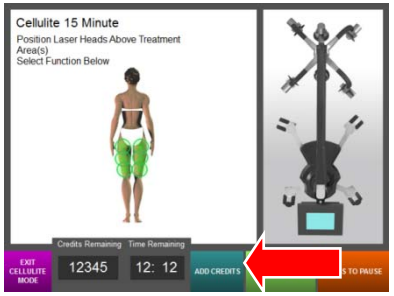


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Add Credits and Manufacturer's Contact Screen







To access the "Add Credit and Manufacturer's Contact Information" screen touch the Erchonia "E logo" on the introductory splash screen or the "Add Credits" icon located on each protocol screen. This multi-functional display screen displays the following:

- Manufacturer's contact information (Name, Address, Phone Number and Web Address);
- General information for your device including software revision, device computer date is the date based on central standard time USA, device serial number and total number of treatments the device has operated;
- Icons to display remaining number of credits on device and to add additional purchased credits to device.

Manufacturer's Information

Erchonia Corporation
2021 Commerce Drive
McKinney, TX USA 75069
+1.214.544.2227

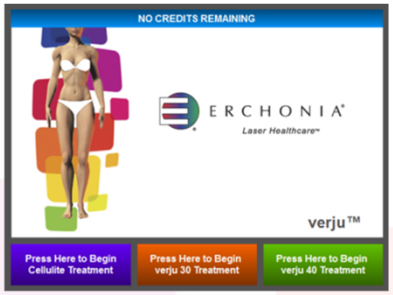
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How do the credits work?

- Credits are required for the Verju laser to operate the non-invasive procedures. The Verju software for this device is developed to deduct one credit every time the **“PRESS TO START”** icon is pressed. The treatments screens and the Add Credit and Manufacturer’s Contact Information screen allow you to view the amount of remaining credits on the device at any time. To ensure that your device is operational at all times, contact Erchonia’s Sales Support before the credits remaining reaches 0. Once the credits remaining reaches 0 the device will no longer operate.

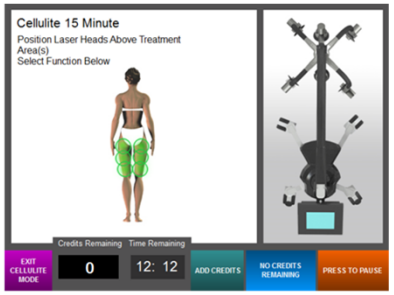
The following screens on your device will display when all credits have expired and the device will no longer operate the non-invasive procedures.



Flashing blue and orange bar on the introductory splash screen



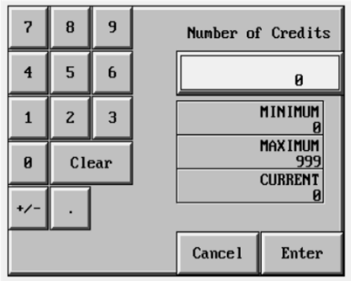
Press to start icon changes to a flashing blue and orange icon on the treatment protocol screens



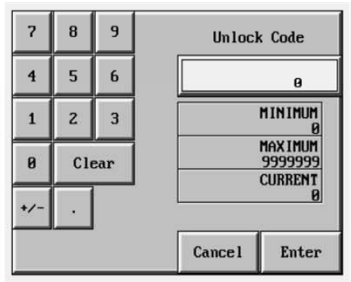
Credits remaining display shows a value of 0

To Purchase Credits

Contact Erchonia Sales Support at +1-214-544-2227. You will need to provide your device serial number and the date displayed on the device's "Add Credit and Manufacturer's Contact Information screen". Touch the **"Enter Number of Credits"** icon, the screen shown will appear. Enter the number of credits purchased then press the **"Enter"** button to accept and proceed back to the "Add Credit and Manufacture's Contact Information screen".

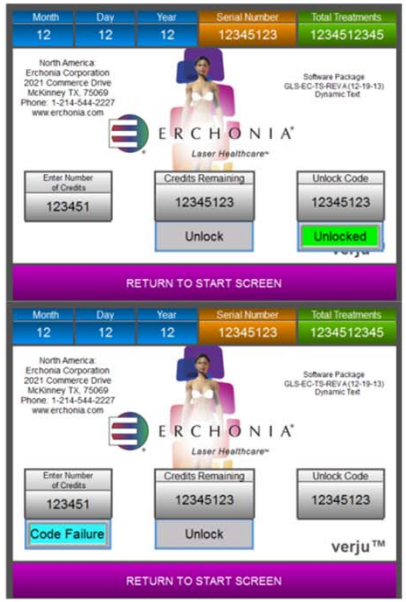


Next, touch the **"Unlock Code"** icon, the screen shown will appear. Enter the 8 digit unlock code given to you by the Erchonia representative then press the **"Enter"** button to accept and proceed back to the "Add Credit and Manufacture's Contact Information screen".



Under the **"Credits Remaining"** display touch the **"Unlock"** icon. If the 8 digit unlock code and number of credits is entered correctly a green display under the "Unlock Code" icon will turn green and flash **"Unlocked".**

If an improper code is entered a flashing blue window will appear under the **"Enter Number of Credits"** icon displaying **"Code Failure".** Once completed press the **"RETURN TO START SCREEN"** bar to return to the introductory splash screen.



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