

**Adding Venus Freeze™ to an Aesthetic Practice: The Spa at Lakes Dermatology in Las Vegas, NV Practice Case Study**

**Venus Freeze Aesthetic Workstation for Non-Surgical Body Contouring, Cellulite Reduction and Skin Tightening for Face, Neck and Body.**

The Venus Freeze System is a new, non-invasive technology from Venus Concept that employs a patented new technology called (MP)<sup>2</sup>, a unique combination of Multi-Polar RF and Pulsed Magnetic Fields. The Multi-Polar RF delivers fast, pain free, homogeneous heating to multiple tissue depths resulting in superior outcomes. Pulsed Magnetic Fields technology has been used in traditional medicine for decades and is scientifically proven with regard to its regenerative properties. Venus Concept is the first and only aesthetic company to be awarded FDA clearance for this technology.



The Venus Freeze, designed to “Freeze” the aging process, uses two separate hand pieces for both body and face. The Octi-Polar hand piece delivers 150 watts of thermal energy to the deep fat tissue comfortably and uniformly, while the Diamond-Polar hand piece is specifically designed for thermal skin tightening of the face and neck.

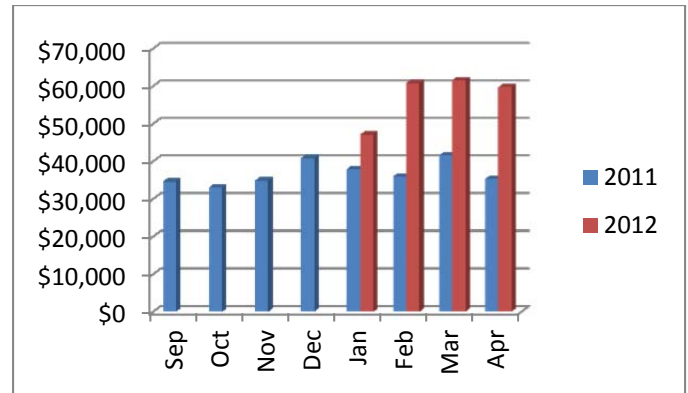
**Venus Freeze Business Model**

The Venus Freeze is presented via a unique, low risk subscription rather than a traditional capital equipment finance or lease. The client pays a low up front placement fee and commits to a 12 month subscription of the system. After 12 months, the client can either cancel the agreement with no penalties or renew for a lower monthly payment. There are no credit checks required and no finance charges. Venus Freeze has no consumables and is completely warranted for 3 years.

**The Spa at Lakes Dermatology**

With nearly 30 years of experience, Dr. F. Victor Rueckl, M.D. has carefully evaluated many of the latest aesthetic technologies and treatments available and only adopts what he considers the very best. In addition to Dr. Rueckl’s cosmetic expertise overseeing The Spa, he also practices traditional dermatology and surgery at a second location.

Dr. Rueckl started offering treatments with Venus Freeze on January 3<sup>rd</sup>, 2012 and has noted nearly a 66% increase in his Spa revenue through the end of April 2012 as compared to the previous four months prior to the installation.



Patients are offered several treatment package options but the most common are body packages which consist 8 treatments(40-60 min each) spaced a week apart for \$2500, and face/neck treatment packages which consist of 6 treatments (30-45 min each) spaced a week apart for \$2500.

Dr. Rueckl does very little marketing except for web and email newsletters to his own patients. He’s also an expert contributor to the patient website RealSelf.com where he receives many referrals. He attributes the sharp increase in revenue directly to the addition of the Venus Freeze. “It was pretty simple to figure out why we were suddenly doing so well,” says Dr. Rueckl. “Firstly, my staff truly loves and believes in the Venus Freeze technology so they talk about it all the time to our patients who may be in for another treatment like Botox® or FotoFacial®. Second, I have had the treatment on my face and immediately after, patients were asking what I had done. Lastly, our patients are experiencing great results with Venus Freeze and so there have been a lot of referrals.” Dr. Rueckl has done so well with the Venus Freeze that he recently added a second system to keep up with demand.

For those who question if adding this type of technology to their practice is a good decision considering the current state of the economy, Dr. Rueckl added this: “No one was more affected by the recession than those of us in Las Vegas, but we are starting to see a recovery. People want to start looking good again and they are spending money to do it, so it’s important to offer the latest treatments to entice them back in.” Dr. Rueckl summarized, “Not only is the Venus Freeze a superior technology which is painless and offers tremendous results, the fact that you can simply subscribe to get it without having to take out a long term, high interest loan was truly the difference maker for me.”