



# Luxus PlasmaLiner

THE GERMAN ORIGINAL



**The use of plasma in aesthetic cosmetics is revolutionary, groundbreaking and relatively new in the field of aesthetic cosmetics.**

**We are pleased to present our unique and high-quality product to you.**

**» Let us inspire you!**

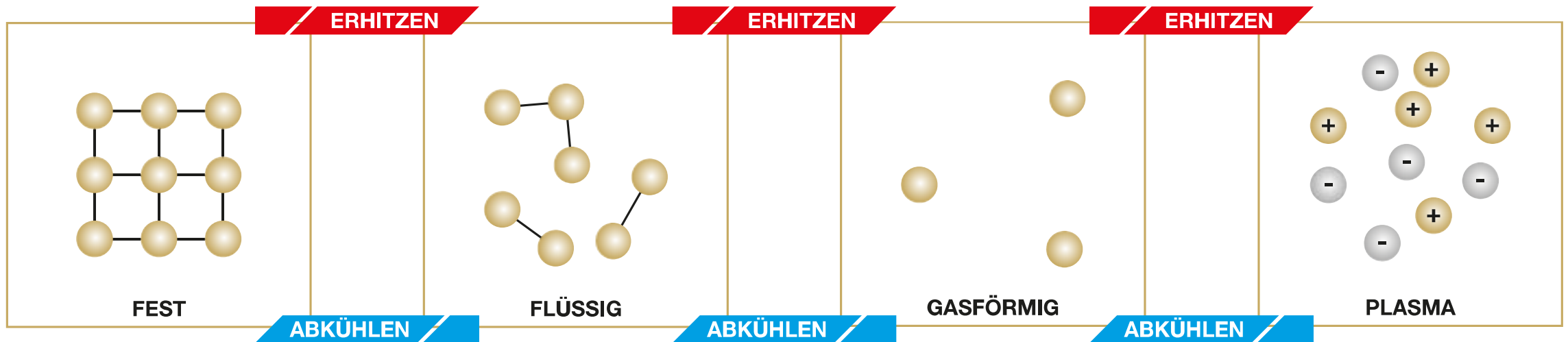
# WHAT IS PLASMA?

- » Basically more likely to be found in the universe than on Earth
- » 99% of visible matter in the universe consists of plasma
  - » (e.g. stars, sun & solar winds are in the plasma state)
- » Referred to as the 4th state of matter
- » Natural plasmas can be found on Earth, e.g. in lightning bolts
- » Usable plasma must be generated for the application



Plasma is created by supplying a gas with so much energy (heat) that a critical number of electrons leave the atomic shells.

» Such an ionised gas is electrically conductive.



# Why our luxury PlasmaLiner?

- » Developed in Germany and in close co-operation with:
  - » Electronics specialists
  - » Medics
  - » Engineers

Advantageous working due to:

- » no annoying continuous button holding
- » Powerful rechargeable battery
- » Cordless
- » 2 power levels for different application areas
- » Integrated double LED work light
- » Numerous attachments for various applications on the face and body

# The Luxus PlasmaLiner

- » NISV certified
- » State-of-the-art, German quality product from a renowned manufacturer
  - » Manufactured to the highest quality, safety and control standards
  - » Maximum effectiveness for therapeutic benefit
- » CE certified
- » Comfortable handling
- » Modern, luxurious and ergonomic design
- » Specially developed for the cosmetic sector
- » Constant energy density due to control technology



# The Luxus PlasmaLiner

- » Sound knowledge transfer including professional follow-up support
- » Further training opportunities
- » Enthusiastic customers
- » New customer acquisition
- » Attractive earning opportunities
- » Economic success
- » Professional independence
- » Extensive advertising support
- » International team of trainers & support

# OUR SERVICE FOR OUR GRADUATES

- » Support in all aspects of sales promotion
- » Support with your marketing measures
- » We provide you with efficient marketing tools such as
  - » Flyers
  - » Posters
  - » Photos
  - » Videos
  - » and much more



## THE APPLICATION WITH OUR PLASMA PEN

- » Without direct skin contact (approx. 1 mm above the skin surface)
- » An ionised arc is generated between the skin and the tip of the device
  - » This vaporises excess skin at specific points
  - » The immediately surrounding skin contracts as a result
- » Individualised arrangement of the points enables reduction of excess skin
- » **THE RESULT: significant tightening of the affected skin area**



# THROUGH THE EFFECT ON THE SKIN STRUCTURES

- » Positive effects are brought about, such as
  - » Improvement of skin elasticity
  - » Renewal of tissue
  - » vaporising & tissue-tightening effect
  
- » The regeneration time is usually 7-14 days

By stimulating collagen synthesis in the fibroblasts, the tightening effect will continue to increase for weeks.



# NUMEROUS APPLICATION OPTIONS

- » Upper and lower eyelid lift
  
- » Wrinkle treatments:
  - » Crow's feet
  - » Forehead wrinkles
  - » Frown lines
  - » Ear wrinkles
  - » Lip wrinkles
  - » Marionette lines
  - » Nasolabial fold
  - » Eyebrow lift

# NUMEROUS APPLICATION OPTIONS

- » Full face lift
- » Mini facelift
- » Neck wrinkles
- » Décolleté wrinkles
  
- » Rejuvenation of the hands
- » Pigmentation spot removal
- » Reduction of skin blemishes
  
- » Can be used in combination with microneedling to treat scars and acne scars
- » Stimulation of hair growth (with the attachments)

# CONDITIONALLY TREATABLE

- » Xanthelasma
- » Teleangiectasias
- » haemangioma (senile angioma, haemangioma)

## PLEASE NOTE!

- » Only use on healthy skin
- » Customer should be physically healthy (free from infections etc...)
- » No solarium 1 - 2 weeks before
- » No fresh tan (e.g. from holiday or solarium)

# CONTRAINDICATIONS

- » Keloid tendency (show any existing scars!)
- » Metal implants in the face (implants inserted directly under the skin)
- » Children and adolescents (treatment only from the age of 18!)
- » Allergies to anaesthetics such as lidocaine
- » Pregnant women (use only after pregnancy or breastfeeding)
- » Cancer or chemotherapy and / or epilepsy
- » For any type of skin disease and/or inflammation (for the time being!)



# SIDE EFFECTS / CONCOMITANT SYMPTOMS

- » Reddening
- » Swelling
- » Feeling of heat
- » Inflammation - in case of poor hygiene
- » Scarring - if the resulting crust is manipulated

# YOUR ADVANTAGES OF A PLASMA APPLICATION AT A GLANCE

- » Scar-free healing
- » Short regeneration phase
- » Application without direct skin contact
- » Overcorrection excluded

# APPLICATION PERIODS

- » Eyelid lifting: approx. 1 - 3 follow-up applications
- » Application to reduce wrinkles: approx. 1 - 3 follow-up applications
- » Removal of raised skin blemishes: approx. 1 - 2 follow-up applications
- » For skin blemishes such as age spots and sun spots, usually only usually only 1 application is necessary
- » For acne scars (with inactive acne): about 3 - 4 follow-up in combination with microneedling. In this case, you can have the follow-up treatments at intervals of (at least) 4 weeks.

# DURABILITY: HOW LONG DO THE RESULTS LAST?

- » The ageing process of the skin
  - » continues after application
  - » surgery does not stop the natural ageing process either
  - » depends on the circumstances of life

# THE RIGHT AFTERCARE

- » Aftercare contributes significantly to the desired success
  - » Educate your customers about the importance of aftercare
- » Keep moving
  - » This stimulates the metabolism and promotes the healing process
- » Take protein and vitamin C
  - » to support collagen synthesis
- » Drink plenty of fluids
- » Only use the recommended products

# THE RIGHT AFTERCARE

Please avoid using the sauna until the crusts have completely fallen off (approx. 7 - 14 days):

- » Saunas
- » Solarium
- » sweat-inducing sports
- » Remove crusts on your own! - Danger of scarring

The new skin is pink and very sensitive

- » This lasts for up to several weeks and is no cause for concern

# BEFORE / AFTER PICTURES

» Frown lines



## BEFORE / AFTER PICTURES

» Upper eyelid lift





# BEFORE / AFTER PICTURES

» Lower eyelid lift



# BEFORE / AFTER PICTURES

» Age spots



# BEFORE / AFTER PICTURES

» Pigment spots



# BEFORE / AFTER PICTURES

» Raised skin blemishes



# BEFORE / AFTER PICTURES

» Milie



# BEFORE / AFTER PICTURES

» Neck lift



# BEFORE / AFTER PICTURES

» Nasolabial folds



## YOUR ENTRY INTO A BOOMING MARKET

- » Offers great opportunities for newcomers
- » Amortisation in a very short time - even without high advertising costs
- » This technology "bridges the gap" between cosmetics and medicine



## YOUR ADVANTAGES

- » Generate even more sales from your own customer base
  - » just through a mailing or "talking about it..."
- » Gain many new customers - simply through live sessions in your studio
- » Our training modules can be booked individually
  - » but can also be flexibly combined
  - » You save by combining individual modules

# BASIC TRAINING

- » Upper & lower eyelid lift
- » Frown lines & forehead wrinkles
- » Crow's feet & skin blemishes



# BASIC TRAINING - COURSE CONTENT

- » The use of plasma in aesthetic cosmetics
- » Further information on the mode of action and areas of application
- » Contraindications, risks & side effects - what should be considered?
- » Inflammations
- » Hygiene in the workplace
- » How do I conduct a consultation?
- » Application procedure
- » Dermatology
- » Aftercare and correct information
- » Price recommendation & time management
- » Working on models

# ADVANCED TRAINING

- » Nasolabial & marionette lines
- » Chin & neck wrinkles
- » Mouth & lip wrinkles
- » Champagne cheeks
- » Ear wrinkles
- » Mini facelifting



# ADVANCED TRAINING - COURSE CONTENT

- » Various working techniques
  - » Spraying technique
  - » Setting blocks and connecting them
- » Risks & side effects - What to consider?
- » Frequency of application
- » Application procedures - different areas
- » Aftercare and correct information
- » Price recommendation & time management
- » Working on models

# INVESTMENT VS. TURNOVER FOR THE FIRST MONTH

## Your investment:

Basic training incl. luxury PlasmaLiner pen	3074,- €
Advanced training	350,- €*

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**TOTAL** **3424,- € net.**

**The device incl. all 5 ONLINE plasma courses 3,574 euros net.**

Practical days with our luxury PlasmaLiner trainers in your area can be booked on request.  
We charge 150 euros net for a course for half a day of practical work on models.

\*Special price when booking combined training days!

## EXPECTED TURNOVER IN THE FIRST MONTH

- » Make sure you plan enough practice time
  - » we recommend approx. 10 practice customers
  - » Give these customers a small introductory price
  - » e.g. instead of € 350 for an upper eyelid lift, "only" € 200
  - » work these customers quickly in about 4 - 6 weeks

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» Turnover with 10 practice clients in 4 - 6 weeks

2.000,- €

From these 10 training customers you generate further applications, e.g. 2nd application upper eyelid, crow's feet etc. at the normal price of at least €1,500 to €2,000.

- » Amortisation of your investment usually through your 10 training clients
- » Fill this training customer list with trust potential
- » **TIP: Create this list BEFORE your training programme**
- » Get off to a seamless start to your success



# TRAINING PROGRAMME FOR CAREER CHANGERS

- » As a newcomer\* you already have basic knowledge
  - » Entry into the advanced training course "Advanced training" possible

**Changeover package:**

**Luxury PlasmaLiner-Pen exclusive ONLINE basic course: 2874,– € net.**

\*Proof of purchase of the plasma device and completed training from a provider based in Germany is required here.

## Our price recommendation

AREA	DURATION OF THE APPLICATION	PRICE
Upper eyelid lift	Duration: 45 – 60 Min.	from 349,- €
Lower eyelid lift	Duration: 45 – 60 Min.	from 149,- €
Crow's feet	Duration: 45 Min.	from 149,- €
Eyebrow lift	Duration: 45 Min.	from 99,- €
Forehead wrinkles	Duration: 30 – 60 Min.	from 149,- €
Frown lines	Duration: 30 Min.	from 99,- €
Ear folds	Duration: 30 Min.	from 99,- €
Lip wrinkles	Duration: 45 – 60 Min.	from 199,- €
Pigment spots	Duration: depending on expenditure	from 30,- €



# SOFTPLASMA

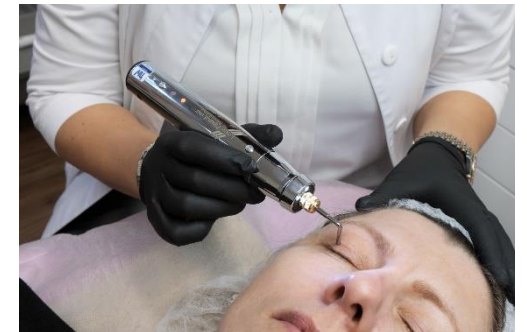
The revolution in cosmetics

Needle-free mesotherapy  
without **downtime**

- **Anti-ageing**
- gentle
- pain-free
- crust-free

## SOFTPLASMA attachments

- » The attachments are made from the anti-allergenic material TITAN
- » Find out more about the use of the attachments in our Softplasma presentation





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