

The logo graphic consists of three parallel diagonal stripes in black, gold, and grey.

# Luxus PlasmaLiner

THE GERMAN ORIGINAL



**The use of plasma in cosmetics** is revolutionary, groundbreaking and relatively new in the field of aesthetic cosmetics. We are delighted to be able to introduce you our revolutionary and first class product.

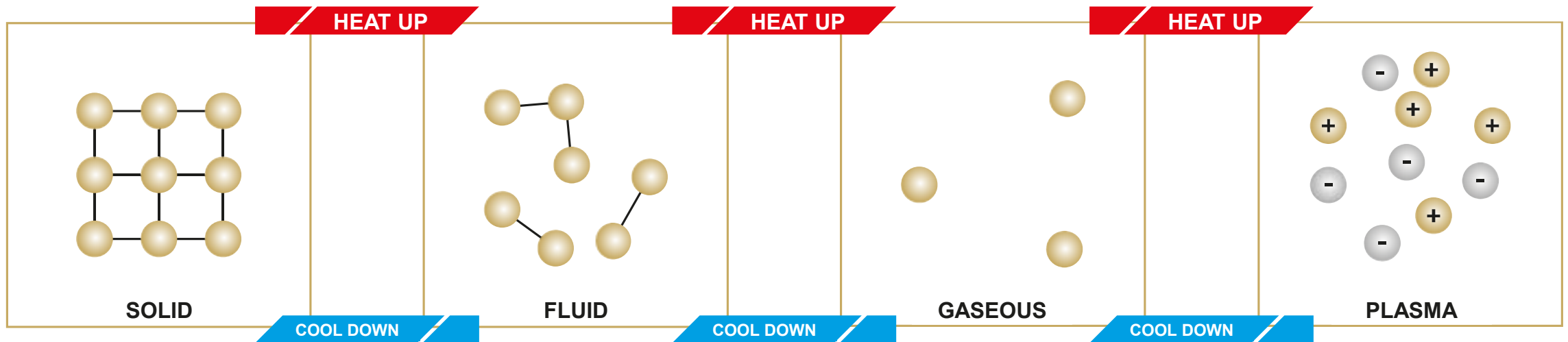
**» Be ready to get wowed!**

# WHAT IS PLASMA?

- » In principle, 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)
- » It is referred to as the 4th state of matter
- » Natural plasmas can be found on Earth e.g. in lightening
- » For the application useable plasma needs to be generated

Plasma is produced by supplying a gas with enough energy (heat) to cause a critical number of electrons to leave the atomic shell.

» Such an ionized gas is electrically conductive.



# Why our Luxus PlasmaLiner?

- » Developed in Germany and in close cooperation with:
  - » electronic technicians
  - » doctors
  - » engineers
- » Known weaknesses have been fixed, such as
  - » annoying permanent button-holding
  - » inconsistent performance

# The Luxus PlasmaLiner

- » NISV confirmed
- » 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
- » Two power levels for different application areas
- » Integrated dual-LED work light
- » Powerful battery
- » Comfortable handling
- » Modern, luxurious, and ergonomic design
- » Specifically developed for the cosmetic field
- » Consistent energy density through regulation technology
- » Solid knowledge transfer

# The Luxus PlasmaLiner

- » Including aftercare of course
- » Training opportunities
- » Enthusiastic customers
- » Acquisition of new customers
- » Attractive earning opportunities
- » Economic success
- » Independence
- » Extensive advertising support
- » International team of trainers & support

# OUR SERVICE FOR OUR GRADUATES

- » Support in all matters of sales promotion
- » Assistance in your marketing activities
- » We provide you with efficient marketing instruments such as
  - » Flyers
  - » Posters
  - » Photos
  - » and many more



# THE APPLICATION WITH OUR PLASMA PEN

- » Without direct skin contact (approx. 1mm above the skin surface)
- » An ionized arc is generated between the skin and the tip of the device
  - » this allows excess skin to evaporate selectively
  - » the surrounding skin contracts as a result
- » Individual arrangement of the points allows reduction of excess skin
- » **THE RESULT: significant tightening of the affected skin area**

# THROUGH THE INFLUENCE ON THE SKIN STRUCTURE

- » Positive effects are achieved, notably
  - » Improvement of skin elasticity
  - » Renewal of tissue
  - » Evaporating & tissue-tightening effect
  
- » **The result is visible immediately after the application. The proliferation of connective tissue cells (fibroblasts) will intensify the tightening process for weeks to come.**







# AREAS OF APPLICATION

- » Upper & lower eyelid lift
- » Wrinkle treatments such as
  - » crow's feet
  - » forehead wrinkles & frown wrinkles
  - » ear & lip wrinkles
  - » puppet fold
  - » nasolabial fold
  - » mini facelift

# AREAS OF APPLICATION

- » eyebrow lift
- » removal of benign skin marks
  - » only after medical clarification and clearance certificate!
- » can be used in combination with micro needling
  - » e.g. for the treatment of scars & acne scars

# LIMITED TREATABLE

- » Xanthelasma
- » Telangiectasias
- » Blood sponge (senile angioma, hemangioma)

## PLEASE KEEP IN MIND!

- » Treatment only on healthy skin!
- » Customer should be physically healthy (free from infection and so on)
- » 1 – 2 weeks in advance no solarium!
- » Not freshly tanned (e.g. holidays or solarium)

# CONTRAINDICATION

- » Keloid tendency (let any scars already present be shown to you!)
- » Cardiac pacemaker
- » Metal implants in the face (implants placed directly under the skin)
- » Children and teenagers (treatment only from 18 years onwards!)
- » Allergies to anesthetics such as lidocaine.
- » For pregnant women (use only after pregnancy and breastfeeding)
- » Cancer or chemotherapy and / or epilepsy
- » For any kind of skin diseases and/or inflammations (preliminary!)
- » Autoimmune diseases (such as Crohn's disease)



# SIDE EFFECTS / ACCOMPANYING SYMPTOMS

- » Redness
- » Swelling
- » Sensation of heat
- » Inflammations - with lack of hygiene
- » Scar formation - in case of manipulation of the resulting crust

# YOUR ADVANTAGES OF A PLASMA TREATMENT AT ONE GLANCE

- » Scar free healing
- » Short regeneration phase
- » Treatment without direct skin contact
- » Overcorrection impossible

# APPLICATION PERIODS

- » Eyelid lift: about 1 - 3 subsequent applications
- » Wrinkle reduction application: approx. 1 - 3 follow-up applications
- » Removal of raised skin blemishes: about 1 - 2 subsequent applications
- » With skin blemishes such as age spots and sunspots only 1 application is usually necessary.
- » With acne scars (with inactive acne): about 3 - 4 follow-up applications in combination with micro needling. Here you can do the follow-up applications at intervals of (at least) 4 weeks.

# DURABILITY: HOW LONG DOES THE RESULT LAST?

- » The aging process of the skin:
  - » continues after the application!
  - » an operation doesn't stop the natural aging process either!
  - » depends on the circumstances of life

# THE CORRECT AFTERCARE

- » Aftercare contributes significantly to the desired success!
  - » inform your customers about the importance of aftercare!
- » Swelling can persist for 2 - 4 days!
- » Redness is normal!
- » Absorb a lot of fluids.
- » Keep moving
  - » this stimulates the metabolism and promotes the healing process!
- » Dry wound healing is recommended!
  - » use only the recommended products!

# THE CORRECT AFTERCARE

- » Please avoid until the crusts have fallen off completely (approx. 5 - 8 days):
  - » Sauna sessions
  - » Solarium
  - » Sweaty sports
  - » Don't remove the crust by yourself – danger of scarring!
- » The new skin is pink and very sensitive
  - » this lasts up to several weeks!

# BEFORE / AFTER PICTURES

» Frown wrinkle





# BEFORE / AFTER PICTURES

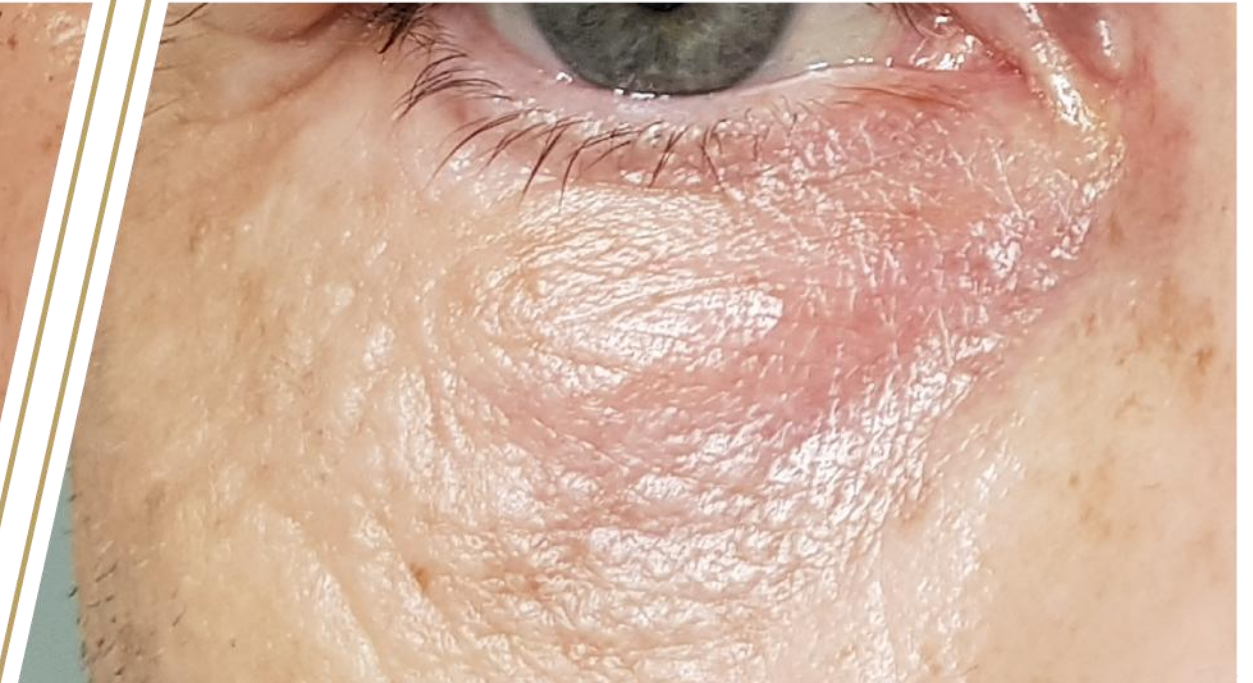
» Upper eyelid lift





# BEFORE / AFTER PICTURES

» Lower eyelid lift



# BEFORE / AFTER PICTURES

» Age spots





# BEFORE / AFTER PICTURES

» Pigment spots



# BEFORE / AFTER PICTURES

» Sublime 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 beginners
- » Payback within the shortest time - even without high advertising costs!
- » This technology links cosmetics and medicin



# YOUR ADVANTAGES

- » Generate even more revenue from your own customer pool
  - » only through a mailing or “chatting about it...”
- » Win many new customers - simply through live sessions in your studio
- » Our training modules can be booked individually!
  - » But can also be combined flexibly
  - » You save by combining individual modules

# BASIC TRAINING

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



# BASIC TRAINING – CONTENTS OF THE COURSE

- » The use of plasma in aesthetic cosmetics
- » Further information on the mode of action and areas of application
- » Contraindications, risks & side effects - What has to be considered?
- » Inflammations
- » Hygiene at the workplace
- » How do I have a consultation interview?
- » Application procedure
- » Dermatology
- » Aftercare and correct information
- » Recommended price & time management
- » Working on models



# ADVANCED TRAINING

- » Nasolabial- & puppet fold
- » Chin & neck wrinkles
- » Mouth & lip wrinkles
- » Champagne cheeks
- » Ear wrinkles
- » Mini facelift



# ADVANCED TRAINING – CONTENTS OF THE COURSE

- » Different working techniques
  - » Spray technique
  - » How to build blocks and combine them
- » Risks & side effects - What to consider?
- » Frequency of application
- » Application procedure - different areas
- » Aftercare and correct information
- » Recommended price & time management
- » Work on models

# INVESTMENT VS. SALES FOR THE FIRST MONTH

**Package 1: "Softplasma"** The device including 6 titanium tips and an online course "Working with the Tips" (needle and needle holder are not included) € 2,999 net

**Package 2: "Needle Applicator and Softplasma"** The device including needles and needle holder, as well as 6 titanium tips and ALL online courses € 3,999 net

**Package 3: "Needle Applicator and Softplasma"** The device including needles and needle holder, as well as 6 titanium tips and all online courses, INCLUDING 2 DAYS OF PRACTICAL WORK with a trainer (Basic, Advanced, Facefull Lifting & Acne Scars, Stretch Marks, and Working with the Tips) €4,999 net

# EXPECTED SALES IN THE FIRST MONTH

- » Be sure to 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 lid lift "only" 200,- €
  - » work with these customers quickly in about 4 - 6 weeks

---

» Turnover for 10 training customers in 4 - 6 weeks	2.000,— €
---	-----------

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

- » Payback of your investment normally already through your 10 training customers!
- » Filling this list of training customers with credibility potential
- » **TIP: Create this list BEFORE your training!**
- » This is the smooth way to your success!



AREA	DURATION OF THE TREATMENT	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 wrinkles	duration: 30 min.	from 99,– €
Ear wrinkles	duration: 30 min.	from 99,– €
Lip wrinkles	duration: 45 – 60 min.	from 199,– €
Pigment spots	duration: depending on the workload	from 30,– €

AREA	DURATION OF THE TREATMENT	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 wrinkles	duration: 30 min.	from 99,– €
Ear wrinkles	duration: 30 min.	from 99,– €
Lip wrinkles	duration: 45 – 60 min.	from 199,– €
Pigment spots	duration: depends on the workload	from 30,– €

Luxus PlasmaLiner  
THE GERMAN ORIGINAL



THANK YOU VERY MUCH  
FOR YOUR ATTENDANCE!

Luxus Plasmaküchengerät  
THE GERMAN ORIGINAL