

“I desire to make all my patients look and feel the way they've dreamed of. The Neo Elite is a primary component helping me achieve this.”

—WINNIE KING, MD
Aesthetics and Wellness

Versatility, patient inclusion, and results are at the top of mind for skin health professionals considering new technology and its return on investment.

For Winnie King, MD, the Neo Elite's ability to address an element of each a skincare need for any patient who enters her practice is a game-changer. “I describe it as a laser that has something for everyone,” Dr. King says. Being able to maximize the number of patients and the number of indications she can treat in her office has kept her calendar booked and is boosting her practice's bottom-line. The Neo Elite is also driving her patient demand by making their skin look great.



WHY NEOELITE

Dr. King started into laser medicine in 2016 after purchasing several different devices that could only perform one or two applications. The addition of the Neo Elite did not seem to be

vital to her practice, but that changed after learning about the device's irreplaceable advantages. She now almost exclusively uses the Neo Elite as the device to address her patient's skin needs.

VERSATILITY AND INCLUSION



“There are so many applications this laser can perform. It's incredibly versatile,” Dr. King states. “When I had first heard about it, I wasn't in a place to invest in another platform. But, when I learned about the Neo's underlying technology and a multitude of applications, I had no choice but to buy it.” Compared to the devices she initially bought, she was shocked a single device could address so many applications and deliver significant results. “When you combine all of the different uses of the laser and its ability to treat any skin type or tone – this was a complete win-win for me. I've been very, very happy with the investment.”

Providing solutions for all of her patients has been incredibly empowering and a significant practice differentiator. She believes it promotes inclusion for patients of light or dark skin to receive advanced and modern therapies. “People of all colors need skincare and want to beautify their skin. This is important as there's just not been access to the benefits of laser technology for people with higher Fitzpatrick Skin Types.”

She says her darker-skinned patients and even lighter-skinned patients who have either experienced or heard about adverse outcomes can now regain trust with lasers. “I have to spend time with them, showing them this is a machine that's going to be safe and do wonders for them. I can often correct the issues they've experienced. They're all true believers now. They've seen the benefit and are excited about the results. The Neo Elite has been the change in all of this.”

PATIENT EXPERIENCE

"It's not just about the results we can create with the Neo Elite. It's about how we achieve them," says Dr. King, "It's a unique experience." Neo Elite treatments are entirely non-invasive, do not require numbing the patient before treatment, and patients have zero social downtime – no redness, no bruising, and no swelling. With an increased patient need for hygienic facilities and services, a contactless treatment sets her apart from her competition. "By avoiding direct skin contact with the Neo Elite, not only do you protect the patient's health, but they can also confide in you that you are after their best interest."

COMPANY SUPPORT

"When you purchase from Aerolase, not only do you receive an effective laser, but you also receive phenomenal support," says Dr. King. "Aerolase customer service is helpful and diligent. They have people on the team that genuinely care about their practitioners as well as their patients. They want to make sure your practice ends up being more successful after your purchase."

All lasers purchased from Aerolase come standard with comprehensive clinical training, customer service, and extensive marketing resources. "You can rest assured you'll have tremendous support behind you to guide your success as you move forward with this laser."



INSIGHTS

PRACTICE INCLUSIVITY

Inclusivity covers a few different aspects but, ultimately, don't turn away patients. If you don't have a solution to a specific skin condition, get one. If you don't feel you can safely treat a particular skin type, get one. The Neo Elite has enabled Dr. Winnie King's practice to be wholly inclusive and allowed her a high-volume of patient retention and attraction.

CALCULATE YOUR RETURN ON INVESTMENT

The number of conditions you can address per device directly correlates with your ability to earn money. By investing in a single versatile technology, you maximize your revenue potential while keeping your expenses minimum.

ADDRESS PATIENT DEMANDS WITH EDUCATION

Are you providing services patients are actively seeking? Not every patient knows there is a device-based solution for their skin concern, and sometimes you need to educate the patient about what is possible with current technologies. Don't be afraid to let your patients know what beautiful things you can do for their skin.

BE CONFIDENT IN COMBINING SERVICES

Sometimes a patient needs more than one service to satisfy their needs. In today's environment, patients prefer fewer visits. The Neo Elite doesn't overstress the skin, so it can be combined with other services per session for even more dramatic results and increased revenues.

TOP REVENUE DRIVERS



| APPLICATION | PRICE PER TREATMENT | NUMBER OF PATIENTS TREATED EACH WEEK | | | |
|---|---------------------|--------------------------------------|----------|----------|----------|
| Hyperpigmentation & Melasma | \$400 | 1 | 2 | 3 | 4 |
| Acne | \$250 | 1 | 2 | 3 | 4 |
| Hair Reduction | \$200 | 1 | 2 | 3 | 4 |
| Rosacea | \$300 | 1 | 2 | 3 | 4 |
| Skin Rejuvenation (Tone, Texture, Tightening) | \$500 | 1 | 2 | 3 | 4 |
| Psoriasis | \$200 | 1 | 2 | 3 | 4 |
| TOTAL POSSIBLE REVENUE PER MONTH | | \$7,400 | \$14,800 | \$22,200 | \$29,600 |