



Parisian Peel

Elite Suffusion System – E-blast Campaign

Three direct response e-blasts followed by campaign landing page

Aesthetic Technologies

E-blast # 1

<subject line> Skin care innovation with a buy-back guarantee

e-mail body copy

Parisian Peel® Elite Suffusion™ System

Deeper Penetration. Clinically-proven Results.

These days it isn't as easy to please your patients. They want to look their best, but they don't want to pay as much for facial procedures—yet they still expect premium results.

We have a solution for you to this dilemma. Our Elite Suffusion System provides a pain-free, non-invasive three-step procedure that yields three dynamic benefits. **And it comes with a buy-back guarantee.**

Procedure

1. A microdermabrasion treatment removes the barrier skin layer
2. ReVisage™ Cellular Restoration Gel is applied to the treated area
3. Suffusion ultrasound drives the gel deep within the skin in just five minutes

Clinically-proven Results

1. Instant improvement in skin tone and brightness
2. Rejuvenated skin and a clinically proven increase in Type I and Type III collagen
3. Fewer wrinkles, less dryness and diminished sun damage

With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?

“The Elite Suffusion System is warm and comfortable, and it provides my patients with immediate improvements to their skin. The procedure is non-invasive and after several treatments my patients see more plump, hydrated skin and increased collagen production.”

—Dr. Michael Gold, Medical Director, Tennessee Clinical Research Center

To order yours today, call us at (800) 262.4412.

To learn more, visit our dedicated landing page at <www.parisianpeel.com/suffusion>

Aesthetic Technologies

E-blast #2

<subject line> Innovative skin care that yields clinically-proven results

e-mail body copy

Parisian Peel® Elite Suffusion™ System

Deeper Penetration. Remarkable Clinical Results.

We have a solution for your patients who want the best skin care at an affordable price.

Our innovative Elite Suffusion System delivers clinically-proven skin-care treatments that achieve exceptional results. *And it comes with a risk-free, **buy-back guarantee**.*

The treatment begins with **1**) a microdermabrasion treatment that removes the barrier skin layer. This is followed by **2**) applying our ReVisage™ Cellular Restoration Gel, which is **3**) driven deep into the skin through a soothing five-minute Suffusion ultrasound treatment. The result is:

1. Instant, noticeable improvement in skin tone and brightness.
2. Fresh, rejuvenated skin and a clinically proven increase in Type I and Type III collagen.
3. Fewer wrinkles, less dryness and diminished sun damage.

All our clinical study patients reported a major improvement in hue/skin brightness; and those whose baseline scores indicated very dry, wrinkled or dull skin saw up to **100% improvement**.

With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?

"The Elite Suffusion System is an industry first. It's a completely new method for achieving clinically-validated dermal penetration down to the cellular level."

—David J. Goldberg, MD

To order yours today, call us at (800) 262.4412.

To learn more, visit our dedicated landing page at <www.parisianpeel.com/suffusion>

Aesthetic Technologies

E-blast #3

<subject line> A proven skin-care innovation that pays for itself – or we buy it back.

e-mail body copy

Parisian Peel® Elite Suffusion™ System

It Pays For Itself Or We Buy It Back

Our Elite Suffusion System penetrates deeply into the skin to achieve results that lead to clinically-proven patient satisfaction. It does it through a pain-free, non-invasive three step procedure that yields three dynamic benefits.

Procedure

1. A microdermabrasion treatment removes the barrier skin layer
2. ReVisage™ Cellular Restoration Gel is applied to the treated area
3. Suffusion ultrasound drives the gel deep within the skin in just five minutes

Clinically-proven results

1. Instant improvement in skin tone and brightness
2. Rejuvenated skin and a clinically proven increase in Type I and Type III collagen
3. Fewer wrinkles, less dryness and diminished sun damage

Here's the really good news. It only takes 12 patients having a series of eight treatments for the Elite Suffusion System to pay for itself. Everything after that is pure profit.

If within a year your system doesn't pay for itself—we'll buy it back from you. It really is that simple. So there's no risk, and you have nothing to lose.

What you have to gain is a lucrative new revenue stream—and a long list of satisfied patients who'll become a rich source of new patient referrals.

With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?

"The Elite Suffusion System gives my patients the affordable high-end results they're looking for, and it gives me a lucrative new revenue stream. Plus, it's quickly become the most popular skin care treatment in my practice, so my system has paid for itself in less than six months."

—<insert doctor name>, MD

To order yours today, call us at (800) 262.4412.

To learn more, visit our dedicated landing page at <www.parisianpeel.com/suffusion>

Aesthetic Technologies

Campaign Landing Page

Parisian Peel® Elite Suffusion™ System

Deeper Penetration Leads To Greater Satisfaction.

The Elite Suffusion System penetrates deeply into the skin to achieve results that lead to clinically-proven patient satisfaction.

*And it comes with a **buy-back guarantee!***

“The Elite Suffusion System is warm and comfortable, and it provides my patients with immediate improvements to their skin. The procedure is non-invasive and after several treatments my patients see more plump, hydrated skin and increased collagen production.”

—Dr. Michael Gold, Medical Director, Tennessee Clinical Research Center

(ORDER NOW)

Dear Aesthetic Treatment Colleague,

Your patients aren't easily satisfied.

They want to look their best, so they can feel their best. But these days they don't want to pay too much for facial procedures—yet they still expect premium results.

Does this dilemma sound familiar?

Your solution is our Elite Suffusion System.

It takes advanced anti-aging skin care to a much deeper level.

How?

Through a pain-free, non-invasive three-step procedure that yields three dynamic benefits.

Procedure

1. A microdermabrasion treatment removes the barrier skin layer
2. ReVisage™ Cellular Restoration Gel is applied to the treated area
3. Suffusion ultrasound drives the gel deep within the skin in just five minutes

Clinically-proven Results

1. Instant improvement in skin tone and brightness
2. Rejuvenated skin and a clinically proven increase in Type I and Type III collagen
3. Fewer wrinkles, less dryness and diminished sun damage

In addition, the Elite Suffusion System perfectly augments other in-demand skin treatments, such as:

- Fractional resurfacing
- Chemical peels
- Laser lipolysis

The Elite Suffusion System Pays For Itself – Or We Buy It Back

Don't like to take unnecessary risks? Don't worry, you don't have to.

That's because it only takes 12 patients having a series of eight treatments for the Elite Suffusion System to pay for itself.

Everything after that is pure profit.

Plus, if within a year your system doesn't pay for itself—we'll buy it back from you.

It really is that simple. You have no risk to take and nothing to lose.

*With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?*

Plus, Shipping is **free** when you purchase the Elite Suffusion System.

Plus, If you order within 30 days, we'll also include a **free** bottle of ReVisage™ Cellular Restoration Gel—a **\$175 value that includes enough gel for 50 treatments**.

(ORDER NOW)

"The Elite Suffusion System is an industry first. It's a completely new method for achieving clinically-validated dermal penetration down to the cellular level."

—David J. Goldberg, MD

Remarkable Clinical Study Results That Speak For Themselves

<insert before photo>

<insert after photo>

Caption copy: Reticulin stain showing increased Type III collagen.
Courtesy of David J. Goldberg, MD

We know it isn't good enough to simply speculate with patients about results they can hope to achieve with skin care treatments.

With our Elite Suffusion System—you don't have to. ***That's because we have proof.***

The exceptional clinical results achieved by the Elite Suffusion System during clinical trials tell patients everything they need to know.

All clinical study patients reported a major improvement in hue/skin brightness.

Those whose baseline scores indicated very dry, wrinkled or dull skin saw up to **100% improvement**.

- 85.7% reported significant improvement in skin tone
- 85.7% indicated a noticeable reduction in skin dryness

*With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?*

Plus, Shipping is **free** when you purchase the Elite Suffusion System.

Plus, If you order within 30 days, we'll also include a **free** bottle of ReVisage™ Cellular Restoration Gel—a **\$175 value that includes enough gel for 50 treatments**.

(ORDER NOW)

"The Elite Suffusion System gives my patients the affordable high-end results they're looking for, and it gives me a lucrative new revenue stream. Plus, it's quickly become the most popular skin care treatment in my practice, so my system has paid for itself in less than six months."

—<insert doctor name>, MD

In today's economy, fewer patients are opting for expensive facial surgery procedures. Instead, they're looking for affordable, non-invasive solutions that still deliver optimum results.

If this is a challenge you face in your practice, we have the perfect solution.

Our Elite Suffusion System takes advanced anti-aging skin care to a much deeper level through a non-invasive three-step procedure that yields amazing, proven results.

Again, if you don't like to take unnecessary risks, you don't have to.

It only takes **12 patients** having a series of eight treatments for the Elite Suffusion System to pay for itself.

Everything after that is pure profit.

Plus, if within a year your system doesn't pay for itself—we'll buy it back from you. **Guaranteed.**

It really is that simple. You have no risk to take and nothing to lose.

What you gain is a lucrative new revenue stream—and a long list of satisfied patients who'll become a rich source of new patient referrals.

Sincerely,

<scan in signature>

Wendy Shaya
Director, Business Development
Parisian Peel

*With such exceptional clinical results, and a risk-free **buy-back guarantee**—why wouldn't you purchase an Elite Suffusion System?*

Plus, Shipping is **free** when you purchase the Elite Suffusion System.

Plus, If you order within 30 days, we'll also include a **free** bottle of ReVisage™ Cellular Restoration Gel—a **\$175 value that includes enough gel for 50 treatments**.

Item: Elite Suffusion System

Price: \$X,XXX.00

Guarantee: If the Elite Suffusion System doesn't pay for itself within one year of purchase, we'll **buy back the system** from you. Guaranteed. I really is that simple.

(ORDER NOW)

Visa (logo) MasterCard (logo) PayPal (logo) American Express (logo)

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