



## PHOTOBIMODULATION EDUCATIONAL SEMINAR

**STRIVE NOT TO BE A SUCCESS, BUT RATHER TO BE OF VALUE.  
-ALBERT EINSTEIN**

We realize your time is valuable and it means a great deal to us that you would take time to be here. Our goal today is to be of value to you and your business endeavors. Please let us know where we meet, and hopefully exceed expectations. Definitely let us know if we fall short.

Our goal at ASPEN Laser and TheraLight is for the free flow of information by being completely transparent on our successes and failures to help you learn from our experience. Our goal is to build a successful industry for all of us rather than to build a business for our- selves or make a quick buck. We believe it is our job to educate and let you make the decision rather than to wheel and deal, hard sell, or short circuit the education process by pressuring you.

### **THERALIGHT/ASPEN STAFF**



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# PBM THERAPY BUSINESS SEMINAR AGENDA

9:00-9:30	Justin and Charles	Welcome / History of Light & the Companies
9:30 - 9:35	Video	Client Testimonials
9:35-9:50	Volunteer from Attendees	Laser Demo w flex vision static emg before and after
9:50-11:00	Valerie	<ul style="list-style-type: none"> <li>• What is PBMT</li> <li>• Science of PBMT</li> <li>• Parameters that determine efficacy</li> <li>• How to pick a good device</li> </ul>
11:00 - 11:15	Charles	Competitor Analysis
11:15 -11:30	Justin	<ul style="list-style-type: none"> <li>• Track record &amp; reliability of Aspen &amp; TheraLight</li> <li>• Future of Light, where is it going</li> </ul>
11:30- 11:35	Video	HP Testimonials
12:15 - 12:45	All - Catered	Lunch
12:45 -1:00	Justin and Charles	HQ TOUR
1:00 - 1:10	Valerie	Treatment Technique Overview
1:10 - 1:40	Attendees	Laser Hands On - 2 stations guided by Mark and Valerie
1:40-2:00	Charles	LSO Intro & Legal Requirements
2:00 - 3:00	Mark and Valerie	Business Models / Billing Codes Building & Space Requirements
3:00 - 3:10	Video	PBMT Business Of Excellence Case Study Dr Lipman Dr Updike
3:10-3:30	Lender	Financing Options
3:30-3:45	Quartermasters	Tax Benefits 179, 44, Research
3:45-4:00	Mark and Valerie	FAQ
4:00-5:00	Mark and Valerie	Laser Hands On - 2 stations guided by Mark and Valerie
5:00	Charles & Justin	Thank you and invite to dinner

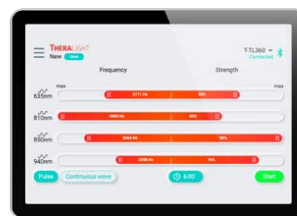


# PRODUCT SPECIFICATIONS- THERALIGHT MODELS

## THERALIGHT 360+

### PRODUCT SPECIFICATIONS

MODEL	▶ TL360+
MSRP	▶ \$89,997
WARRANTY	▶ 5 YEARS
LED TYPES	▶ DAAIAS DIODE LEDES
LED RATING	▶ 100,000 HOURS
WAVELENGTHS	▶ 635nm, 810nm, 850nm, 940nm
IRRADIANCE	▶ 165 MW/CM2
OPERATION MODE	▶ CW AND VARIABLE PULSE
PULSE SETTINGS	▶ 0-5000HZ IN 1, 10 OR 100MH INCR.
VOLTAGE	▶ 220-240 VAC 30A max 50/60 Hz
EXTERNAL CONTROL UNIT	▶ 10" WIRELESS COLOR TABLET
360-DEGREE TREATMENT	▶ YES
HIGHLY REFLECTIVE PANELS	▶ YES



#### CONTROL TABLET FEATURES

- Full-color user-friendly interface
- Independent control of wavelengths
- Ability to control multiple units
- Controllable from a separate room via Bluetooth technology

**OVERALL DIMENSIONS:**  
7'3"L x 4'0"W x 5'4"H  
(220 cm x 122 cm x 163 cm)

**TREATMENT BED LENGTH:**  
7'1" (211 cm)

**WEIGHT:**  
620 lbs (281 kg)

**WEIGHT CAPACITY:**  
500 lbs (227 kg)



## THERALIGHT 360

### PRODUCT SPECIFICATIONS

<b>MODEL</b>	▶ TL360
<b>MSRP</b>	▶ \$79,997
<b>WARRANTY</b>	▶ 5 YEARS
<b>LED TYPES</b>	▶ DAAIAS DIODE LEDS
<b>LED RATING</b>	▶ 100,000 HOURS
<b>WAVELENGTHS</b>	▶ 635nm, 810nm, 850nm, 940nm
<b>IRRADIANCE</b>	▶ 120MW/CM2
<b>OPERATION MODE</b>	▶ CW AND VARIABLE PULSE
<b>PULSE SETTINGS</b>	▶ 0-5000HZ IN 1, 10 OR 100MH INCR.
<b>VOLTAGE</b>	▶ 220-240 VAC 30A max 50/60 Hz
<b>EXTERNAL CONTROL UNIT</b>	▶ 10" WIRELESS COLOR TABLET
<b>360-DEGREE TREATMENT</b>	▶ YES
<b>HIGHLY REFLECTIVE PANELS</b>	▶ YES



#### CONTROL TABLET FEATURES

- Full-color user-friendly interface
- Independent control of wavelengths
- Ability to control multiple units
- Controllable from a separate room via Bluetooth technology

**OVERALL DIMENSIONS:**  
7'3"L x 4'0"W x 5'4"H  
(220 cm x 122 cm x 163 cm)

**TREATMENT BED LENGTH:**  
7'1" (211 cm)

**WEIGHT:**  
620 lbs (281 kg)

**WEIGHT CAPACITY:**  
500 lbs (227 kg)





## THERALIGHT FIT

### PRODUCT SPECIFICATIONS

<b>MODEL</b>	▶ TLFIT
<b>MSRP</b>	▶ \$49,995
<b>WARRANTY</b>	▶ 3 YEARS
<b>LED TYPES</b>	▶ GAAIAS DIODE LEADS
<b>LED RATING</b>	▶ 50,000 HOURS
<b>WAVELENGTHS</b>	▶ 635nm, 810nm, 850nm, 940nm
<b>IRRADIANCE</b>	▶ 80MW/CM2
<b>OPERATION MODE</b>	▶ CW AND VARIABLE PULSE
<b>PULSE SETTINGS</b>	▶ 0-5000HZ IN 1, 10 OR 100MH INCR.
<b>VOLTAGE</b>	▶ 220-240 VAC 30A max 50/60 Hz
<b>EXTERNAL CONTROL UNIT</b>	▶ 10" WIRELESS COLOR TABLET
<b>RAPID TREATMENT TIME</b>	▶ YES
<b>HIGHLY REFLECTIVE PANELS</b>	▶ YES



#### CONTROL TABLET FEATURES

- Full-color user-friendly interface
- Independent control of wavelengths
- Ability to control multiple units
- Controllable from a separate room via Bluetooth technology

#### OVERALL DIMENSIONS:

6'4"L x 3'2"W x 4'8"H  
(193 cm x 97 cm x 142 cm)

#### TREATMENT BED LENGTH:

6'2" (188 cm)

#### WEIGHT:

220 lbs (100 kg)

#### WEIGHT CAPACITY:

350 lbs (159 kg)





## PRICING - THERALIGHT

### **THERALIGHT 360+ - \$89,997.00**

- Shipping and White Glove Installation - - \$4000

#### **ESTIMATED PAYMENT \$1,900.00 (8% OVER 5 YEARS)**

- Released in 2023, the TheraLight 360+ is the most powerful bed on the market
- irradiance of 165mw/cm<sup>2</sup> - a 65% increase in intensity .
- 360 degree light surrounding the entire body,
- 45,000 high grade, closely spaced, lifetime warrantied LED's.
- Accommodates those as tall as 7'1" and 500lbs.
- 12-20 min session..

### **THERALIGHT 360 - \$79,997.00**

- Shipping and White Glove Installation - - \$4000

#### **ESTIMATED PAYMENT \$1,700.00 (8% OVER 5 YEARS)**

- Launched in 2017, the 360 quickly became the Gold Standard in whole body photobiomodulation
- 100mw/cm<sup>2</sup> irradiance,
- 360 degree light surrounding the entire body,
- 45,000 high grade, closely spaced, lifetime warrantied LED's.
- Accommodates those as tall as 7'1" and 500lbs.
- 12-20 min session

### **THERALIGHT FIT - \$49,997.00**

- Shipping and White Glove Installation - - \$4000

#### **ESTIMATED PAYMENT \$1,100.00 (8% OVER 5 YEARS)**

- Launched in 2017
- 100mw/cm<sup>2</sup> irradiance,
- 360 degree light surrounding the entire body,
- 27,000 high grade, closely spaced, lifetime warrantied LED's.
- Accommodates those as tall as 6'0" and 500lbs.

#### **ADDITIONAL INFO:**

- Lifetime warranty on LED's
- Warranty on all other components - 5 years
- Extended warranty options available
- A customized marketing package
- Class I & Class II FDA classification
- Built to ISO 13485 standards
- Health Canada approved
- Can be controlled from a tablet at the front desk with pre-set protocols, the ability to create and store new protocols, the ability to independently control each wavelength and Hz and the ability to control more than 1 unit from the same tablet



# WARRANTY - THERALIGHT

## PEACE OF MIND

You get peace of mind and complete purchase protection when you buy a new full-body light therapy system from TheraLight. We now offer a Lifetime Warranty on our light emitting diodes (LED), in addition to the standard 3- or 5-year warranty on the system. TheraLight is the only full-body light therapy company to include a lifetime warranty on LED lights. This extra care, provided and included at no additional costs, is another reason TheraLight products are the best value and investment.

## 5-YEAR WARRANTY THERALIGHT 360 SYSTEMS

- Each TheraLight 360 is warranted to be free from defects in workmanship and materials for the period of five (5) years from the date of delivery and under normal use and service.
- Best in Class and Industry-Leading 3-Year Warranty for Complete Protection on Your TheraLight FIT System
- Each TheraLight FIT is warranted to be free from defects in workmanship and materials for the period of three (3) years from the date of delivery and under normal use and service.
- Authorization for Coverage
- The Company's obligation under this warranty is limited to providing any and all necessary product repairs upon TheraLight examination and final determination as to cause or existence of defect and, at its option, to repair or replace the products which prove to be defective during the warranty period.
- Original Purchaser
- This warranty extends only to the original end-user purchaser (including authorized distributors) of the TheraLight product.
- Transfer of Warranty to Other Parties
- Any transfer of warranty must be approved in writing from TheraLight, LLC. Warranty transfers will require review and certification by the company. Please call TheraLight to obtain a quote for certification.

## WARRANTY ON REPLACED PRODUCTS

Products replaced under warranty will be warranted only for the balance of the warranty time period from the original supplied TheraLight product.

## ACTIONS THAT VOID THE WARRANTY

Your Warranty will be voided under the following circumstances. The unit has:

- Been repaired or altered other than in accordance with the terms and conditions.
- Been abused, misused, improper handling in use or storage, or used in an unauthorized or improper manner or without following written procedures supplied by the company.
- The original identification markings or labels are removed, defaced, or altered.
- Any other claims not arising directly from material defects in material or workmanship.
- Been disassembled and removed from the original installation room.

## RESPONSIBILITY FOR WARRANTY

Your Warranty is exclusively made by TheraLight and is in lieu of all other warranties, whether written, oral, or implied, including any warranty of merchantability or fitness for a particular purpose, and shall

be the purchaser's sole remedy and TheraLight's sole liability on contract or warranty or otherwise for the products. This warranty shall not be modified or amended without the express written consent of the TheraLight Company.

**EXTENDED WARRANTIES**

Please contact TheraLight for specific details regarding Extended Warranty Plans.

**EXCLUSIONS**

This warranty does not cover cosmetic wear or cleaning, intentional or accidental damage by the owner, or the replacement of stolen parts. The Lifetime Diode Warranty is valid as long as the original owner owns the product. The 3- or 5-year System Warranty is transferable for the remaining time portion of the unit and upon written request and approval from the manufacturer.

**NOTICE TO HOLD HARMLESS**

In no event shall TheraLight be liable for any indirect, special, incidental, or consequential damages resulting from the failure to perform or use or improper use of any goods or services sold pursuant hereto, whether due to breach of contract, breach of warranty, negligence or otherwise.

# COMPETITOR ANALYSIS

## **THERALIGHT**

### OFFICIAL COMPANY STATEMENT LETTER

Justin Vorwaller  
TheraLight, Inc.  
175 N 1800 W Suite 108  
Lindon, UT 84042

March 18, 2020

TO: COMPANY REPRESENTATIVES

**SUBJECT: OFFICIAL COMPANY STATEMENT ON COMPANY AND COMPETITOR MANUFACTURING**

Dear Team,

It has been brought to our attention that several of our competitors are making false statements about TheraLight, our specifications, and our manufacturing to prospective customers in an effort to halt our amazing growth. These "dirty games" have existed since our inception but have been more frequent of late. It is unfortunate our competitors go to such great lengths to discredit TheraLight and all the positive work we are doing to provide patients and owners with the BEST photobiomodulation treatments on the market. In hopes to set the record straight, I wanted to share with each of you how the TheraLight system is manufactured and how we compare to our competitors manufacturing.

The TheraLight team has been manufacturing products for nearly 15 years, with experience distributing medical products far exceeding that. We have found the best ways to successfully manufacturer is by partnering with an overseas factory to dramatically lower the labor costs, which becomes a direct cost savings to the customer. This means we can take a \$100,000+ product and make it more affordable ie. \$75,000. Even though our factory is overseas, TheraLight employees several people directory working at the factory, including managers. We pay them a salary to oversee the factory, operating under strict US standards.

Let's set the record straight.

#### **TheraLight components are sourced from all over the world**

Our beds our assembled in China, however, the components are handpicked and sourced by TheraLight from the best suppliers in the world. The TheraLight was designed by our team of PBM experts, including individuals with more than 20 years of experience in PBM and a separate achieving a PhD in light therapy.

A list of some of our components and where they are sourced:

*LED diodes: Germany*

*Software: US*

*Internal components and power supplies/drivers: France, Germany, China, and the US*

*Shell casing: China*





# THERALIGHT 360+

## WHOLE-BODY LIGHT BED

COMPETITOR COMPARISONS



# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

## THERALIGHT 360+ VS AARC





VS



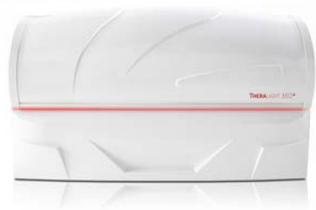
100,000 HRS	LED RATING	200,000 HRS
30 AMP	POWER REQUIREMENTS	30 AMP
160 mW/cm2	IRRADIANCE	80 mW/cm2
YES	VARIABLE RADIANCE CONTROL	NO
YES	REFLECTIVE PANELS	NO
YES	HOMOGENEOUS LIGHT DISTRIBUTION	NO
10-15 MIN	RECOMMENDED TREATMENT TIME	5-15 MIN
75 J/cm2	TOTAL DOSE IN 10 MIN.	50 J/cm2
45,000	TOTAL NO. OF LEDS	UNKNOWN
635 / 810 / 850 / 940nm	WAVELENGTHS	UNKNOWN
YES	TRUE CONTINUOUS WAVE	YES
YES	VARIABLE PULSE (1-5,000Hz)	NO
YES	INDEPENDENT WAVELENGTH CONTROL	YES
10" WIRELESS COLOR TABLET	CONTROL UNIT	TOUCH SCREEN REMOTE
YES	PROTOCOL CUSTOMIZATION & STORAGE	NO
YES	PUBLIC POWER OUTPUT VALIDATION	NO
YES	WIFI CAPABILITY	NO
YES	REMOTE CONTROL OF TABLET	YES
YES	MULTIPLE UNIT CONTROL	YES
YES	ONGOING SOFTWARE UPGRADES	NO
87"L x 48"W x 64"H	PRODUCT DIMENSIONS	UNKNOWN
620 LBS	PRODUCT WEIGHT	UNKNOWN
500 LBS	WEIGHT CAPACITY	350 LBS
LIFETIME	LED WARRANTY	NONE
5 YEARS	SHELL WARRANTY	UNKNOWN
5 YEARS	COMPONENTS WARRANTY	UNKNOWN
YES	CUSTOM MARKETING PACKAGE	NO
YES	WHEEL KIT FOR MOBILITY	NO
YES	EXTENDED WARRANTY OPTION	NO
YES	FDA REGISTERED	YES
YES	WEB LOCATOR FOR PATIENT TRAFFIC	NO

# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

THERALIGHT 360+	VS	PRISM
		
100,000 HRS	LED RATING	100,000 HRS
30 AMP	POWER REQUIREMENTS	20 AMP
160 mW/cm2	IRRADIANCE	100 mW/cm2
YES	VARIABLE RADIANCE CONTROL	NO
YES	REFLECTIVE PANELS	YES
YES	HOMOGENEOUS LIGHT DISTRIBUTION	YES
10-15 MIN	RECOMMENDED TREATMENT TIME	15 MIN
75 J/cm2	TOTAL DOSE IN 10 MIN.	UNKNOWN
45,000	TOTAL NO. OF LEDS	14,000
635 / 810 / 850 / 940nm	WAVELENGTHS	630 / 650 / 850nm
YES	TRUE CONTINUOUS WAVE	YES
YES	VARIABLE PULSE (1-5,000Hz)	NO
YES	INDEPENDENT WAVELENGTH CONTROL	NO
10" WIRELESS COLOR TABLET	CONTROL UNIT	TOUCH SCREEN REMOTE
YES	PROTOCOL CUSTOMIZATION & STORAGE	NO
YES	PUBLIC POWER OUTPUT VALIDATION	NO
YES	WIFI CAPABILITY	YES
YES	REMOTE CONTROL OF TABLET	NO
YES	MULTIPLE UNIT CONTROL	NO
YES	ONGOING SOFTWARE UPGRADES	NO
87"L x 48"W x 64"H	PRODUCT DIMENSIONS	90"L x 48"W x 44"H
620 LBS	PRODUCT WEIGHT	320 LBS
500 LBS	WEIGHT CAPACITY	400 LBS
LIFETIME	LED WARRANTY	NONE
5 YEARS	SHELL WARRANTY	5 YEARS
5 YEARS	COMPONENTS WARRANTY	1 YEAR
YES	CUSTOM MARKETING PACKAGE	UNKNOWN
YES	WHEEL KIT FOR MOBILITY	NO
YES	EXTENDED WARRANTY OPTION	NO
YES	FDA REGISTERED	NO
YES	WEB LOCATOR FOR PATIENT TRAFFIC	NO

# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

## THERALIGHT 360+



100,000 HRS
30 AMP
160 mW/cm2
YES
YES
YES
10-15 MIN
75 J/cm2
45,000
635 / 810 / 850 / 940nm
YES
YES
YES
10" WIRELESS COLOR TABLET
YES
YES
YES
YES
YES
YES
87"L x 48"W x 64"H
620 LBS
500 LBS
LIFETIME
5 YEARS
5 YEARS
YES
YES
YES
YES
YES

— VS —

LED RATING
POWER REQUIREMENTS
IRRADIANCE
VARIABLE RADIANCE CONTROL
REFLECTIVE PANELS
HOMOGENEOUS LIGHT DISTRIBUTION
RECOMMENDED TREATMENT TIME
TOTAL DOSE IN 10 MIN.
TOTAL NO. OF LEDS
WAVELENGTHS
TRUE CONTINUOUS WAVE
VARIABLE PULSE (1-5,000Hz)
INDEPENDENT WAVELENGTH CONTROL
CONTROL UNIT
PROTOCOL CUSTOMIZATION & STORAGE
PUBLIC POWER OUTPUT VALIDATION
WIFI CAPABILITY
REMOTE CONTROL OF TABLET
MULTIPLE UNIT CONTROL
ONGOING SOFTWARE UPGRADES
PRODUCT DIMENSIONS
PRODUCT WEIGHT
WEIGHT CAPACITY
LED WARRANTY
SHELL WARRANTY
COMPONENTS WARRANTY
CUSTOM MARKETING PACKAGE
WHEEL KIT FOR MOBILITY
EXTENDED WARRANTY OPTION
FDA REGISTERED
WEB LOCATOR FOR PATIENT TRAFFIC

## NOVOTHOR

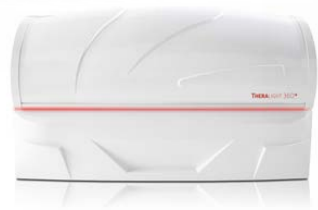


100,000 HRS
20 AMP
32 mW/cm2
NO
NO
YES
12-20 MIN
10 J/cm2
3,600
630 / 850nm
YES
NO
NO
T-MAX WIRELESS
NO
NO
NO
YES
YES
NO
77"L x 35"W x 52"H
350 LBS
300 LBS
NONE
5 YEARS
5 YEARS
NO
NO
YES
YES
YES

# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

## THERALIGHT 360+

## NEO|SCIENCE





— VS —



100,000 HRS	LED RATING	100,000 HRS
30 AMP	POWER REQUIREMENTS	30 AMP
160 mW/cm <sup>2</sup>	IRRADIANCE	120 mW/cm <sup>2</sup>
YES	VARIABLE RADIANCE CONTROL	YES
YES	REFLECTIVE PANELS	YES
YES	HOMOGENEOUS LIGHT DISTRIBUTION	YES
10-15 MIN	RECOMMENDED TREATMENT TIME	8-12 MIN
75 J/cm <sup>2</sup>	TOTAL DOSE IN 10 MIN.	UNKNOWN
45,000	TOTAL NO. OF LEDS	31,680
635 / 810 / 850 / 940nm	WAVELENGTHS	633 / 810 / 850 / 940 / 532 / 415nm
YES	TRUE CONTINUOUS WAVE	YES
YES	VARIABLE PULSE (1-5,000Hz)	YES
YES	INDEPENDENT WAVELENGTH CONTROL	YES
10" WIRELESS COLOR TABLET	CONTROL UNIT	WIRELESS COLOR TABLET
YES	PROTOCOL CUSTOMIZATION & STORAGE	YES
YES	PUBLIC POWER OUTPUT VALIDATION	YES
YES	WIFI CAPABILITY	YES
YES	REMOTE CONTROL OF TABLET	YES
YES	MULTIPLE UNIT CONTROL	YES
YES	ONGOING SOFTWARE UPGRADES	YES
87"L x 48"W x 64"H	PRODUCT DIMENSIONS	92"L x 41"W x 40"H
620 LBS	PRODUCT WEIGHT	772 LBS
500 LBS	WEIGHT CAPACITY	661 LBS
LIFETIME	LED WARRANTY	LIFETIME
5 YEARS	SHELL WARRANTY	5 YEARS
5 YEARS	COMPONENTS WARRANTY	5 YEARS
YES	CUSTOM MARKETING PACKAGE	YES
YES	WHEEL KIT FOR MOBILITY	YES
YES	EXTENDED WARRANTY OPTION	NO
YES	FDA REGISTERED	NO
YES	WEB LOCATOR FOR PATIENT TRAFFIC	UNKNOWN

# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

THERALIGHT 360+	VS	TRIFECTA
		
100,000 HRS	LED RATING	100,000 HRS
30 AMP	POWER REQUIREMENTS	30 AMP
160 mW/cm2	IRRADIANCE	150 mW/cm2
YES	VARIABLE RADIANCE CONTROL	YES
YES	REFLECTIVE PANELS	UNKNOWN
YES	HOMOGENEOUS LIGHT DISTRIBUTION	UNKNOWN
10-15 MIN	RECOMMENDED TREATMENT TIME	12 MIN
75 J/cm2	TOTAL DOSE IN 10 MIN.	UNKNOWN
45,000	TOTAL NO. OF LEDS	47,000
635 / 810 / 850 / 940nm	WAVELENGTHS	635 / 650 / 880nm
YES	TRUE CONTINUOUS WAVE	UNKNOWN
YES	VARIABLE PULSE (1-5,000Hz)	YES
YES	INDEPENDENT WAVELENGTH CONTROL	UNKNOWN
10" WIRELESS COLOR TABLET	CONTROL UNIT	7" TOUCH SCREEN
YES	PROTOCOL CUSTOMIZATION & STORAGE	UNKNOWN
YES	PUBLIC POWER OUTPUT VALIDATION	YES
YES	WIFI CAPABILITY	UNKNOWN
YES	REMOTE CONTROL OF TABLET	UNKNOWN
YES	MULTIPLE UNIT CONTROL	UNKNOWN
YES	ONGOING SOFTWARE UPGRADES	UNKNOWN
87"L x 48"W x 64"H	PRODUCT DIMENSIONS	80"L x 37"W x ?? "H
620 LBS	PRODUCT WEIGHT	400 LBS
500 LBS	WEIGHT CAPACITY	440 LBS
LIFETIME	LED WARRANTY	100,000 HRS
5 YEARS	SHELL WARRANTY	5 YEARS
5 YEARS	COMPONENTS WARRANTY	5 YEARS
YES	CUSTOM MARKETING PACKAGE	YES
YES	WHEEL KIT FOR MOBILITY	YES
YES	EXTENDED WARRANTY OPTION	UNKNOWN
YES	FDA REGISTERED	YES
YES	WEB LOCATOR FOR PATIENT TRAFFIC	UNKNOWN

# THERALIGHT LIGHT BED COMPETITOR COMPARISONS

## THERALIGHT 360+

## RED LIGHT WELLNESS



— VS —



100,000 HRS	LED RATING	100,000 HRS
30 AMP	POWER REQUIREMENTS	50 AMP
160 mW/cm <sup>2</sup>	IRRADIANCE	147 mW/cm <sup>2</sup>
YES	VARIABLE RADIANCE CONTROL	YES
YES	REFLECTIVE PANELS	YES
YES	HOMOGENEOUS LIGHT DISTRIBUTION	UNKNOWN
10-15 MIN	RECOMMENDED TREATMENT TIME	8-15 MIN
75 J/cm <sup>2</sup>	TOTAL DOSE IN 10 MIN.	5.8 J/cm <sup>2</sup>
45,000	TOTAL NO. OF LEDS	32,000
635 / 810 / 850 / 940nm	WAVELENGTHS	830-910 / 625-970nm
YES	TRUE CONTINUOUS WAVE	UNKNOWN
YES	VARIABLE PULSE (1-5,000Hz)	UNKNOWN
YES	INDEPENDENT WAVELENGTH CONTROL	UNKNOWN
10" WIRELESS COLOR TABLET	CONTROL UNIT	REMOTE START TIMER
YES	PROTOCOL CUSTOMIZATION & STORAGE	UNKNOWN
YES	PUBLIC POWER OUTPUT VALIDATION	UNKNOWN
YES	WIFI CAPABILITY	NO
YES	REMOTE CONTROL OF TABLET	UNKNOWN
YES	MULTIPLE UNIT CONTROL	UNKNOWN
YES	ONGOING SOFTWARE UPGRADES	YES
87"L x 48"W x 64"H	PRODUCT DIMENSIONS	90"L x 43"W x 23"H
620 LBS	PRODUCT WEIGHT	UNKNOWN
500 LBS	WEIGHT CAPACITY	450 LBS
LIFETIME	LED WARRANTY	2 YEARS
5 YEARS	SHELL WARRANTY	5 YEARS
5 YEARS	COMPONENTS WARRANTY	2 YEARS
YES	CUSTOM MARKETING PACKAGE	UNKNOWN
YES	WHEEL KIT FOR MOBILITY	UNKNOWN
YES	EXTENDED WARRANTY OPTION	YES
YES	FDA REGISTERED	YES
YES	WEB LOCATOR FOR PATIENT TRAFFIC	UNKNOWN





# FINISH OPTIONS





# SPECIFICATIONS- ASPEN LASER SYSTEMS



## Wavelength Multiplexer Technology

Wavelength Multiplexer Technology incorporates multiple wavelengths operating in various configurations, emitted from a single output. This provides better penetration — from shallow to deep — ensuring the level of tissue saturation required for therapeutic treatments. Additional benefits of Wavelength Multiplexer Technology include:

- The broadest range of wavelengths providing different mechanisms of action
- Direct selection of wavelengths from one to four different wavelengths
- Adjustable power levels per wavelength

MORE **WAVELENGTHS** = MORE **POWER**  
 MORE **MODES** = MORE **PROTOCOLS**  
 MORE **INNOVATION** = MORE **RESULTS!**

**ASPEN LASER**

175 N 1800 W  
 SUITE 108  
 LINDON UT 84042

877.782.7736

[AspenLasers.com](http://AspenLasers.com)

## SmartMode Controls

Featuring sophisticated laser operating modes, the Apex System's SmartMode Controls offer continuous wave (CW) and a wide range of pulsing settings that provide unprecedented precision in achieving desired clinical outcomes, adjusted to suit each individual patient.

- Fast treatments with continuous wave
- Broad range hertz (frequency settings) for pulsing treatments
- Patient Response Driven Protocols
- Reduce conditioning response utilizing variations and adjustments with each treatment

## PowerDose Diodes

At the core of the Apex Quad-Wave System are its PowerDose Diodes, which provide the highest standard "average power" output. In contrast to laser devices that only achieve these levels at "peak power," the Apex System's average power has proven to be a key for generating the best clinical outcomes. These innovative PowerDose Diodes feature:

- Unprecedented power per wavelength
- Durable, solid-state design for long-lasting operating life
- Exceptional craftsmanship — German manufacturing that represents the highest international standard of quality

## TECHNICAL HIGHLIGHTS

LASER TYPE	▶ GaAlAs DIODE LASER
WAVELENGTH, LASER	▶ 635nm, 810nm, 980nm, 1064nm
MAXIMUM POWER	▶ 47 WATTS
CONTROL MODE	▶ COLOR TOUCH SCREEN
VOLTAGE/CURRENT	▶ 110/220 VAC, 5A, 50/60Hz
DIMENSIONS	▶ inches: 16W x 19.5L x 8H
WEIGHT	▶ 32 LBS (14.5 KG)

For detailed technical specifications, please visit  
[AspenLasers.com](http://AspenLasers.com)

# POWERFUL PERFORMANCE

INTRODUCING THE ASPEN ASCENT QUAD ▶ 810/980/1064/660

## ELEVATE YOUR PRACTICE TO NEW HEIGHTS

with the world's most advanced  
therapeutic laser systems.

Aspen Laser Systems is pleased to introduce the latest superstar in our lineup of therapeutic laser devices, the new **Aspen Ascent Quad**.

Designed and engineered with the same level of precision that has become synonymous with Aspen Laser, the Ascent Quad represents a level of efficacy that is unmatched in laser therapy technology.

**Quad wavelengths of 810, 980, 1064 and 660** allow healthcare practitioners to deliver optimal, clinically proven results while elevating their bottom line. The Ascent Quad truly is the embodiment of powerful performance.



**RESERVE YOURS TODAY!**

**MSRP: \$37,995**

For inquires, contact your Aspen Representative or email us at:

▶ [info@aspenlasers.com](mailto:info@aspenlasers.com)

**ASPEN LASER**

[AspenLasers.com](http://AspenLasers.com) | 877.782.7736

©2024, Aspen Laser Systems, an FDA-Cleared Emerging Leader in Photomedicine

# SUMMIT LASER SYSTEM

**20-WATT TRUE DUAL SYSTEM**

**20-WATT SINGLE SYSTEM**

**15-WATT SINGLE SYSTEM**

## POWERFUL PORTABILITY

Although lightweight and nimble, the Summit Laser System packs a powerful punch. Available at three power levels, including our 20-watt true dual system, the Summit is ideal for smaller applications where portability and conservation of space are priorities.

## ACCESSORIES...

**ALL STANDARD:**

- Ergonomic Therapy Handpiece
- Rolling Pedestal Cart
- Four Pairs of Safety Goggles
- Mobile Carrying Case
- Startup Interlock
- 6-foot Power Cord
- Detailed User Manual



### TECHNICAL HIGHLIGHTS

LASER TYPE	▶ GaAIs DIODE LASER
WAVELENGTH, LASER	▶ 980nm and 810nm
MAXIMUM POWER	▶ 20 WATTS
CONTROL MODE	▶ COLOR TOUCH SCREEN
VOLTAGE/CURRENT	▶ 110/220 VAC, 5A, 50/60Hz
DIMENSIONS	▶ cm: 21.5W x 24.5L x 31.5H
WEIGHT	▶ 9 LBS (4 KG)

For detailed technical specifications, please visit [AspenLasers.com](http://AspenLasers.com)

**20-WATT TRUE DUAL SYSTEM**  
**\$27,995**

**20-WATT SINGLE SYSTEM**  
**\$22,995**

**15-WATT SINGLE SYSTEM**  
**\$18,995**



## PRICING - ASPEN LASER SYSTEMS

### **47W QUAD WAVE APEX**

#### **ESTIMATED PAYMENT \$975.00 (8% OVER 5 YEARS)**

- Wavelengths: 635+810+980+1064
- Warranty: 5 Year
- Custom Cart
- Ergonomic Handpiece
- 4 pair of goggles
- Black Out Goggles
- Protocol Library
- Onsite Equipment and Therapy Technique Training
- Online LSO Training (2 seats)

### **32W QUAD WAVE ASCENT**

#### **ESTIMATED PAYMENT \$750.00 (8% OVER 5 YEARS)**

- Wavelengths: 635+810+980+1064
- Warranty: 5 Year
- Custom Cart
- Ergonomic Handpiece
- 4 pair of goggles
- Black Out Goggles
- Protocol Library
- Onsite Equipment and Therapy Technique Training
- Online LSO Training (2 seats)

### **20W DUAL WAVE SUMMIT**

#### **ESTIMATED PAYMENT \$570.00 (8% OVER 5 YEARS)**

- Wavelengths: 810+980
- Warranty: 5 Year
- Custom Cart
- Ergonomic Handpiece
- 4 pair of goggles
- Black Out Goggles
- Protocol Library
- Onsite Equipment and Therapy Technique Training
- Online LSO Training (2 seats)





# LSO PROGRAM

To help healthcare practices meet the safety requirements for Class 3 and Class 4 lasers, including those used for Photobiomodulation, Aspen Laser has partnered with Laser Safety Certification, Inc, a nationally recognized laser safety consulting company, to develop a comprehensive training and certification program. The result is a new and exclusive "3 in 1" Laser Safety Training and Certification Program consisting of three components:

- **LSO Certification:** This includes certificates for one (1) Laser Safety Officer (LSO). More than one (1) LSO can be trained and certified for an additional fee.
- **Laser Safety Program:** This includes the Training Program with Policies, Procedures, and Forms for the practice.
- **Laser Technician Certification:** Laser Safety Certification for Laser Technician (non-officer) employees. This includes certificates for one (1) Laser Technician. More than one (1) Laser Technician can be trained and certified for an additional fee.



# WARRANTY TERMS AND CONDITIONS - ASPEN

## TIME PERIOD FOR WARRANTY COVERAGE - 5 YEARS

The Standard warranty includes:

- 1. Laser Control Unit:** Aspen Laser Systems warrants each laser device to be free from defects in workmanship and materials for the period of five (5) years from the date of shipment and under normal use and service.
- 2. Hand pieces and Fiber Optic Cable:** Hand pieces and Fiber Optic Cables are warranted for a period of one (1) year from the date of shipment.

## AUTHORIZATION FOR COVERAGE

The Company's obligation under this warranty is limited to providing any and all necessary product repairs upon Aspen Laser Systems examination and final determination as to cause or existence of defect and, at its option to repair or replace the products, which prove to be defective during the warranty period.

### ORIGINAL PURCHASER

This warranty extends only to the original end-user purchaser (including authorized distributors) of the Aspen Laser Systems lasers, and hand pieces.

## TRANSFER OF WARRANTY TO OTHER PARTIES

Any transfer of warranty must be approved in writing from the Aspen Laser Systems. Warranty transfers will require review and certification by the company. Please call Aspen Laser Systems to obtain a quote for certification.

## WARRANTY ON REPLACED PRODUCTS

Products replaced under warranty will be warranted only for the balance of the warranty time period from the original supplied laser and hand piece.

## ACTIONS THAT VOID THE WARRANTY

This Standard Warranty will not apply to those products which have been:

1. Repaired or altered other than in accordance with the terms of this Agreement, or
2. Abused, misused, improper handling in use, or storage, or used in an unauthorized or improper manner or without following written procedures supplied by the company. We understand that accidents happen. However, accidents such as dropping the unit or hand pieces, thereby breaking the unit or component, are NOT covered by the warranty.
3. Original identification markings or labels have been removed, defaced or altered,
4. Any other claims not arising directly from material defects in material or workmanship.

## RESPONSIBILITY FOR WARRANTY

This Standard Warranty is the exclusive warranty made by Aspen Laser Systems is in lieu of all other warranties, whether written, oral, or implied, including any warranty of merchantability or fitness for a particular purpose, and shall be purchaser's sole remedy and Aspen Laser Systems sole liability on contract or warranty of otherwise for the products. This warranty shall not be modified or amended without the written approval of Aspen Laser Systems.

**EXTENDED WARRANTIES**

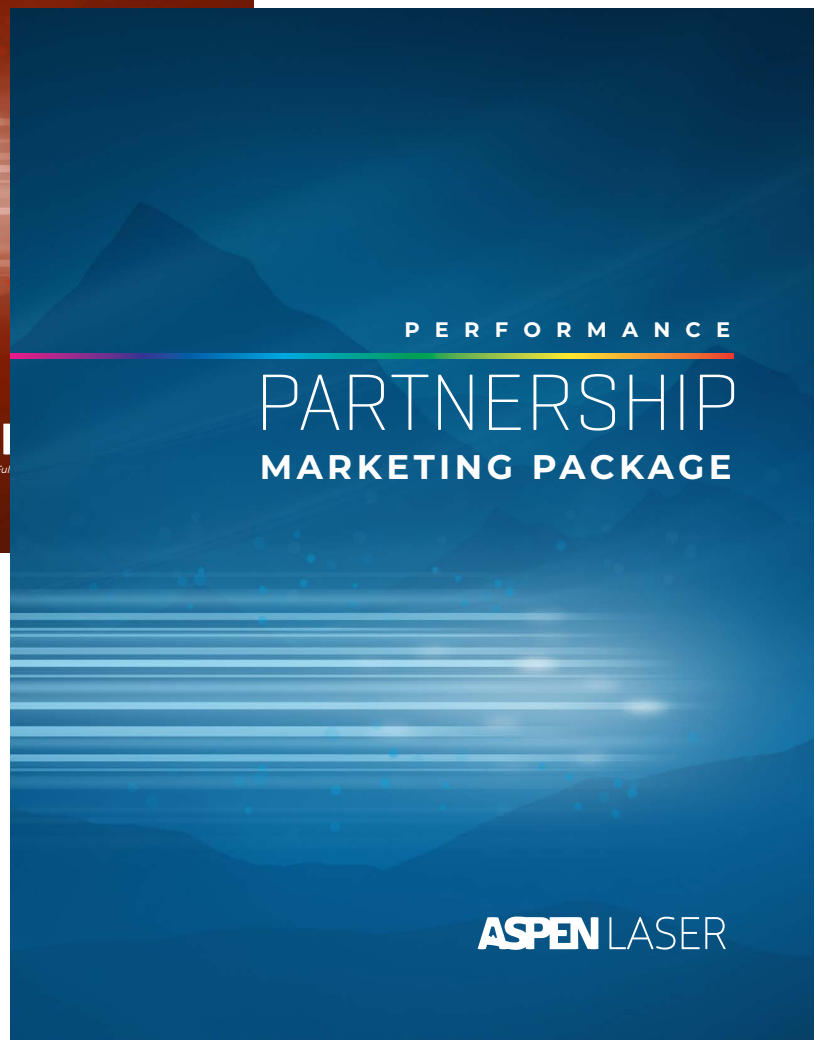
The Company may offer extended warranty(s) for additional year(s) beyond the Standard Warranty Plan. Please contact Aspen Laser Systems for specific details regarding Extended Warranty Plans.

**NOTICE TO HOLD HARMLESS**

In no event shall ASPEN LASER SYSTEMS, LLC be liable for any indirect, special, incidental or consequential damages resulting from the failure to perform or use or improper use of any goods or services sold pursuant hereto, whether due to breach of contract, breach of warranty, negligence or otherwise.

# MARKETING ASSETS - THERALIGHT/ ASPEN LASER

## What you will receive:



**PROMOTIONAL POP-UP BANNER: THERALIGHT 360**

- Customized with your logo, website and contact information
- Attractive overview of TheraLight 360 full-body light therapy with a strong call-to-action
- Size: retractable banner opens to 33" x 81"

**PROMOTIONAL POP-UP BANNER**

- Customized with your logo, website and contact information
- Attractive overview of Aspen Laser Therapy with a strong call-to-action
- Size: retractable banner opens to 33" x 81"

# PAIN-FREE LIVING

CUSTOM LOGO AREA

THE THERAPEUTIC BENEFITS OF ASPEN LASER THERAPY

## An Epidemic of Pain



**P**ain has become one of the most widespread and devastating health issues in the United States. An estimated 50 million Americans live with chronic pain caused by disease, injuries or other disorders. An additional 25 million Americans suffer from acute pain resulting from surgery or injuries. Approximately two-thirds of these individuals have been living with pain for more than five years.

The most common types of pain include arthritis, lower back pain, bone/joint pain, muscle pain and fibromyalgia. The loss of productivity and daily activity due to pain is substantial. According to a 2000 study, 36 million Americans missed work the previous year due to pain, and 83 million Americans indicated that pain impeded their participation in day-to-day activities.

Individuals suffering from chronic pain often have difficulty finding doctors who can effectively treat their pain. The Chronic Pain in America: Roadblocks to Relief study found that one out of four pain sufferers had changed doctors at least three times, reporting that the primary reason for change was that they still experienced pain.

Aspen Laser Therapy is a safe, effective and pain-free treatment that only takes a few minutes per session. Aspen Laser Therapy does not require the use of drugs or surgery, and there are no side effects or risks that often occur with other forms of treatment. In addition, it often yields results faster and more efficiently than other treatment modalities. Many conditions show signs of improvement even after just one or two treatments.

### THE SCIENCE OF PBMT

The primary mechanism of laser therapy is photobiomodulation therapy (PBMT) which uses carefully calibrated infrared light waves to stimulate cell regeneration and enhance and tissue repair. Extensive studies have demonstrated that PBMT can deliver profound effects on a wide spectrum of conditions. Additional benefits of PBMT include:

- Expedited healing times
- Tissue strengthening
- Increased blood flow and lymphatic drainage
- Enhanced immune response
- Reduced anxiety and depression
- Improved sleep patterns

## PATIENT FAQS

**How are treatments administered?**  
A single handheld wand is positioned slightly above the affected area and delivers the therapeutic beam.

**How many treatments will I need?**  
Most ACUTE conditions typically require only 3-6 treatments. CHRONIC conditions generally take longer and may require 6-12 treatments as well as one or two follow-up treatments each month.

**How long does a treatment take?**  
Depending on the condition, treatment times typically last only 5-10 minutes, but larger body areas may require a little more time.

**Does the treatment hurt?**  
Absolutely not! Most patients experience a warm, often soothing sensation during treatment.

**How soon can I resume my normal activities?**  
The moment you leave the clinic, you may resume your normal daily activities. However, it is important not to overexert for a few days as the body is still healing.

**Will insurance cover my treatments?**  
Aspen Laser Therapy may not be covered by some insurance plans, so ask your provider. If your provider does not cover the cost of your treatments, affordable payment plans are available.



- Sports Injuries
- Arthritis
- Back and Neck Pain
- Muscular Injuries
- Vertebral Injuries
- Countless other conditions

Aspen Laser Therapy is a totally pain-free treatment that does NOT require the use of drugs or surgery ... and there are NO dangerous side effects or risks. Aspen Laser Therapy also delivers positive outcomes more quickly than other treatment modalities.



## PATIENT NEWSLETTER

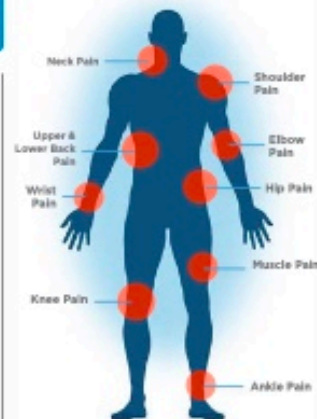
- Customized with your logo (front), and logo, website and contact information (back)
- Detailed, patient-friendly information about Aspen Laser Therapy with a FAQ section and a strong call-to-action
- Size: 8.5" x 11" (two-sided)

## SYMPTOMS... WHEN THE PAIN ENDS

### THE SYMPTOMS... WE CAN HELP!

Aspen Laser Therapy is clinically proven to not only effectively treat their condition, but also to be beneficial in:

- Carpal Tunnel Syndrome
- Migraine Spasms
- Headaches
- Myofascial Pain Syndrome
- Reflexive Tissue Injuries
- Sprains and Strains



Now available in this practice!

SCHEDULE YOUR TREATMENT TODAY

CUSTOMIZATION AREA

PROUDLY PARTNERING WITH  
**ASPEN LASER**  
Revolutionizing Pain Management

# EXPERIENCE THE POWER OF THERALIGHT JOULES

MEDSPA & LASER CENTER

EXCLUSIVE BENEFITS OF FULL-BODY LIGHT THERAPY

## Light... for a Healthier Life!

**T**ired of feeling tired? Frustrated by lack of sleep? Aggravated by those nagging aches and pains?

Say hello to a healthier, more balanced life ... say hello to full-body light therapy. The **TheraLight 360+** full-body light therapy system helps relieve pain and reduce inflammation quickly, safely, and effectively. It has also been shown to improve sleeping habits, increase energy, and improve mental acuity. Backed by years of extensive engineering and clinical research, the TheraLight 360+ has evolved to become the most advanced, versatile, and effective full-body light therapy system on the market. The TheraLight 360+ utilizes exclusive Photobiomodulation (PBM) technologies to deliver maximum tissue saturation, regardless of skin color or body type.

TheraLight 360+ light therapy is a safe, effective, and pain-free treatment that only takes a few minutes per session. It does not require the use of drugs or surgery, and there are no side effects.

### THE SCIENCE OF PBM

The primary mechanism of full-body light therapy is Photobiomodulation (PBM) which uses carefully calibrated infrared light waves to stimulate cell function and enhance tissue health. Extensive studies have demonstrated that PBM therapy can deliver profound therapeutic benefits such as:

- Expedited recovery times
- Tissue strengthening
- Increased blood flow and lymphatic drainage
- Enhanced immune response
- Reduced anxiety and depression
- Improved sleep patterns



NOTE: These statements have not been evaluated by the Food and Drug Administration. This content is not intended to diagnose, treat, cure, or prevent any disease.

### CLIENT FAQS



**What will I feel?**  
PBM Therapy does not heat tissue; it does, however, increase circulation, so a warming sensation is often experienced.

**How is PBM Therapy administered?**  
PBM is delivered to the entire body by bathing the body with an array of LED lights inside the TheraLight 360+. A session may take between 10-20 minutes.

**Does it get hot inside the bed?**  
No. The LEDs are regulated by a cooling system which keeps you comfortable.

**How often will I need to have PBM Therapy?**  
We recommend three sessions per week for two weeks, then two sessions per week until goals are met. After that, we recommend one session per week for maintenance and wellness.

**Do I need eye protection?**  
We will provide approved TheraLight 360+ protective eyewear that can be worn during your session.

**Are there any contraindications?**  
If you are pregnant, have cancer, or have had an organ transplant, we advise against full-body PBM Therapy. Additional research is needed to detect any potential adverse effects on individuals with these conditions.

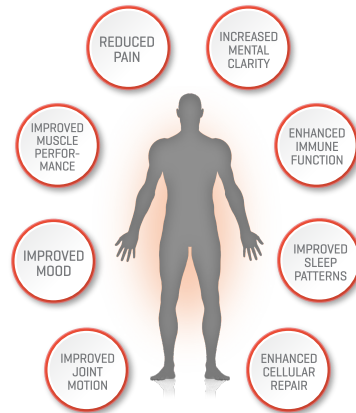
pain-free treatment that does not require the use of drugs or surgery ... and there are no dangerous side effects or risks. TheraLight 360+ full-body light therapy also delivers positive outcomes more quickly than other treatment modalities.



NOTE: These statements have not been evaluated by the Food and Drug Administration. This content is not intended to diagnose, treat, cure, or prevent any disease.

## BENEFITS of full-body light therapy

- REDUCED PAIN
- BETTER SLEEP
- IMPROVED MOOD



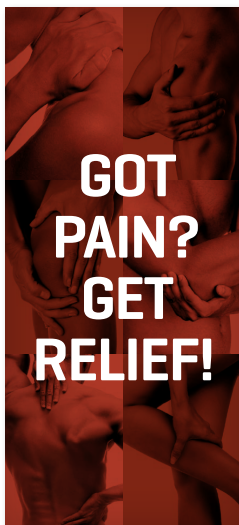
Now available at this location!

SCHEDULE YOUR SESSION TODAY!

**JOULES**  
MEDSPA & LASER CENTER  
14840 Granada Ave  
Apple Valley, MN 55124  
952-432-0404  
www.joulesmedspa.com

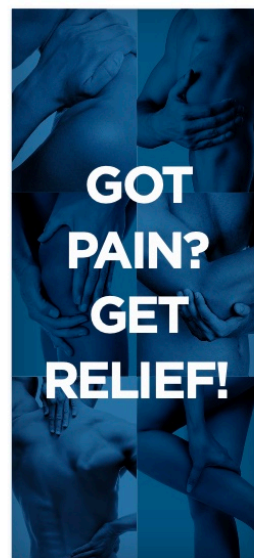
PROUDLY PARTNERING WITH  
**THERALIGHT**  
Full-Body Light Therapy Systems





**PROMOTIONAL RACK CARD**  
**1 OPTION FOR THE GENERAL PUBLIC**

- Customized with your logo, website and contact information
- Brief overview of TheraLight full-body light therapy with a strong call-to-action
- Size: 3.75" x 8.25" (two-sided)



**PROMOTIONAL RACK CARD**  
**OPTION FOR THE GENERAL PUBLIC**

- Customized with your logo, website and contact information
- Brief overview of Aspen Laser Therapy with a strong call-to-action
- Size: 3.75" x 8.25" (two-sided)



**PROMOTIONAL RACK CARD**  
**2 OPTION FOR ATHLETES**

- Customized with your logo, website and contact information
- Brief overview of TheraLight full-body light therapy with a strong call-to-action
- Size: 3.75" x 8.25" (two-sided)



**PROMOTIONAL RACK CARD**  
**OPTION FOR ATHLETES**

- Customized with your logo, website and contact information
- Brief overview of Aspen Laser Therapy with a strong call-to-action
- Size: 3.75" x 8.25" (two-sided)



**REFERRAL CARD**

- Customized with your logo, website and contact information
- Brief overview of TheraLight full-body light therapy with a strong call-to-action
- Size: 5" x 7" (two-sided)

**GET RELIEF!**

Living a pain-free life isn't just a possibility, it's a reality. Discover the life-changing benefits of TheraLight full-body light therapy systems for the treatment of pain and inflammation associated with conditions such as:

- Plantar Fasciitis
- Bursitis
- Sports Injuries
- Tendinitis
- Joint Pain
- Arthritis
- Back Pain
- Neck Pain

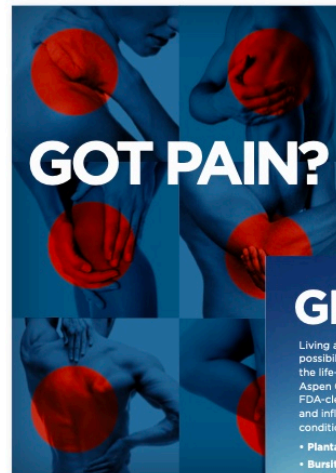
REFERRED BY:

SCHEDULE YOUR APPOINTMENT TODAY!

CUSTOMIZATION AREA

PROUDLY PARTNERING WITH  
**THERALIGHT**  
Full-Body Light Therapy Systems

DRUG-FREE  
SURGERY-FREE  
PAIN-FREE



**REFERRAL CARD**

- Customized with your logo, website and contact information
- Brief overview of Aspen Laser Therapy with a strong call-to-action
- Size: 5" x 7" (two-sided)

**GET RELIEF!**

Living a pain-free life isn't just a possibility, it's a reality. Discover the life-changing benefits of Aspen Class IV Laser Therapy, an FDA-cleared treatment for pain and inflammation associated with conditions such as:

- Plantar Fasciitis
- Bursitis
- Tendinitis
- Sports Injuries
- Arthritis
- Back and Neck Pain
- Joint Pain

REFERRED BY:

SCHEDULE YOUR APPOINTMENT TODAY!

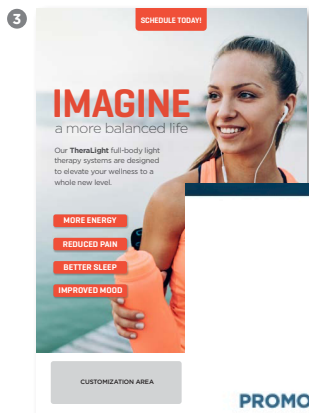
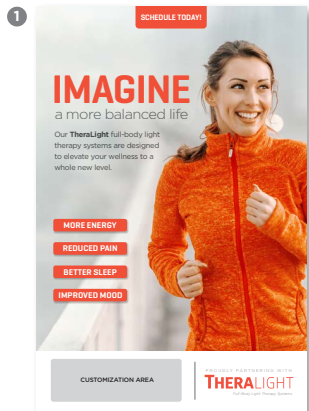
CUSTOMIZATION AREA

PROUDLY PARTNERING WITH  
**ASPEN LASER**  
Pain Relief Through Photobiomodulation

DRUG-FREE  
SURGERY-FREE  
PAIN-FREE

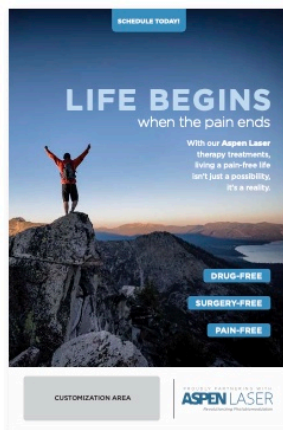
**PROMOTIONAL POSTERS  
OPTIONS 1-3**

- Customized with your logo, website and contact information
- In-office attention-grabber featuring a broad demographic cross section
- Size: 24" x 36"

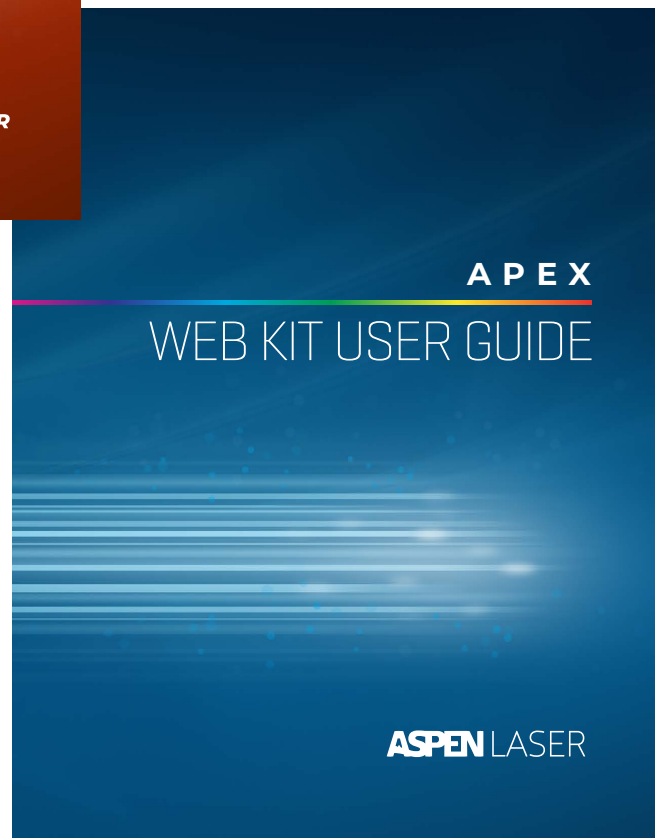
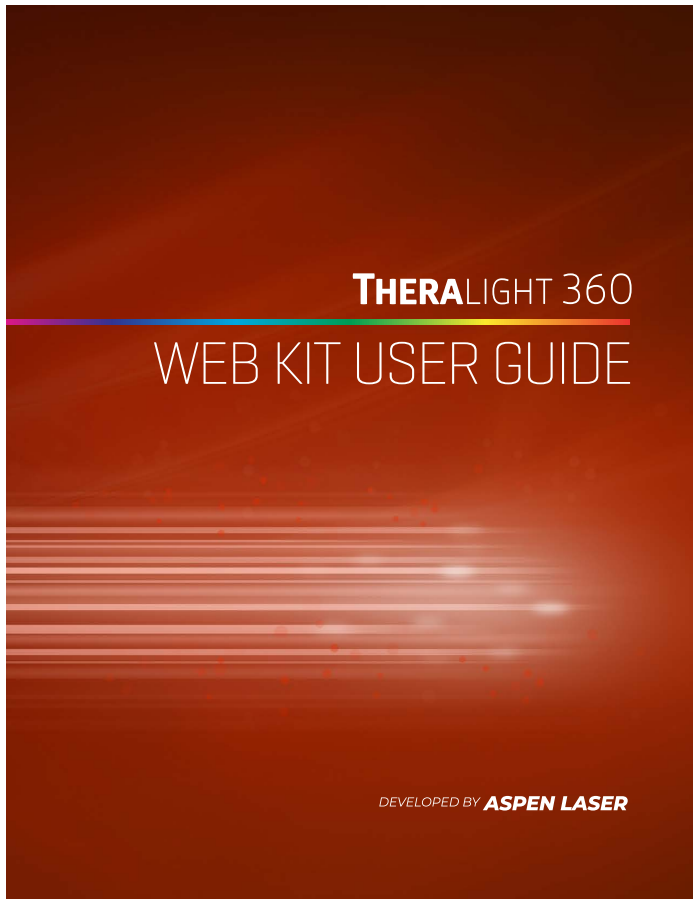


**PROMOTIONAL POSTERS  
OPTIONS 1-3**

- Customized with your logo, website and contact information
- In-office attention-grabber featuring a broad demographic cross section
- Size: 24" x 36"



# WEB KIT - THERALIGHT/ ASPEN LASER



## THERALIGHT 360

DEVELOPED BY ASPEN LASER

### Web Kit User Guide

At TheraLight, we value each and every one of our clients, and we are committed to helping your clinic or practice operate at its highest level. Designed to be as user-friendly as possible, this TheraLight 360 Web Kit will enhance your marketing efforts so that you can achieve the degree of success you deserve.

Simply follow these basic "copy and paste" guidelines, customize to suit your needs (as well as your level of expertise), and you'll have an impressive and informative TheraLight 360 marketing tool in no time! We've provided everything you need to get started, so... have fun and good luck!



#### ► What's Included:

- **General Specs + Guidelines** (This Page)
- **Recommended Layout** (PDF: TheraLight\_360\_Layout)
- **Content Text** (Word Doc: TheraLight\_360\_Text)
- **Individual Asset Files** (Folder: TheraLight\_360\_Assets)
- **Social Media Posts (6 total)** (Located in Assets Folder)

### GENERAL SPECS AND GUIDELINES

#### Recommended Layout:

For the purpose of brand consistency, we have provided a recommended layout that we ask that you (or your designer) use as a guide (**PDF: TheraLight\_360\_Layout**). Set up at 1080px width, this layout is intended as a reference only, and does not reflect responsive configuration at the mobile level. We appreciate your efforts to adhere to this layout as closely as possible.

The TheraLight logo must appear in the top banner, as well as at the bottom of the content, as shown. The TheraLight copyright notice **MUST** also appear within the vicinity of the content, as shown at the bottom of the layout.

#### Font Usage:

The font family used in the layout is Montserrat (Light, Regular, Bold, Extra Bold), which is a readily-available Web-friendly font family. We ask that you use this font if possible, at least in the context of heads/subheads.

#### Content Text:

Text for the content shown in our recommended layout can be found in the Word doc **TheraLight\_360\_Text**. While we encourage that you personalize the content to reflect your practice, we ask that you adhere to the language of the content as closely as possible.

#### Individual Asset Files

All photographs, supporting graphics and Aspen logos can be found in the folder **TheraLight\_360\_Assets**. We recommend that the photos be cropped as shown on the recommended layout. The six social media posts are also located in the assets folder.

All of these assets have been licensed by or are the property of TheraLight, so it is imperative that the TheraLight copyright notice appears within the vicinity of the content, as shown at the bottom of the layout.

## ASPENLASER: APEX

### Web Kit User Guide

At Aspen Laser, we value each and every one of our clients, and we are committed to helping your clinic or practice operate at its highest level. Designed to be as user-friendly as possible, this Apex Web Kit will enhance your marketing efforts so that you can achieve the degree of success you deserve.

Simply follow these basic "copy and paste" guidelines, customize to suit your needs (as well as your level of expertise), and you'll have an impressive and informative Apex marketing tool in no time! We've provided everything you need to get started, so... have fun and good luck!



#### ► What's Included:

- **General Specs + Guidelines** (This Page)
- **Recommended Layout** (PDF: Aspen\_Apex\_Layout)
- **Content Text** (Word Doc: Aspen\_Apex\_Text)
- **Individual Asset Files** (Folder: Aspen\_Apex\_Assets)
- **Social Media Posts (6 total)** (Located in Assets Folder)

### GENERAL SPECS AND GUIDELINES

#### Recommended Layout:

For the purpose of brand consistency, we have provided a recommended layout that we ask that you (or your designer) use as a guide (**PDF: Aspen\_Apex\_Layout**). Set up at 1080px width, this layout is intended as a reference only, and does not reflect responsive configuration at the mobile level. We appreciate your efforts to adhere to this layout as closely as possible.

The Aspen logo must appear in the top banner graphic, as well as at the bottom of the content, as shown. The Aspen copyright notice **MUST** also appear within the vicinity of the content, as shown at the bottom of the layout.

#### Font Usage:

The font family used in the layout is Montserrat (Light, Regular, Bold, Extra Bold), which is a readily-available Web-friendly font family. We ask that you use this font if possible, at least in the context of heads/subheads.

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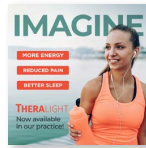
All of these assets have been licensed by or are the property of Aspen Lasers, so it is imperative that the Aspen copyright notice appears within the vicinity of the content, as shown at the bottom of the layout.

**Recommended Layout**



TheraLight\_360\_Layout.pdf

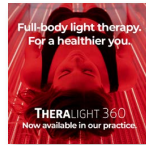
**Social Media Posts**



TL360\_Social-1.jpg



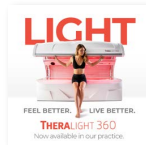
TL360\_Social-2.jpg



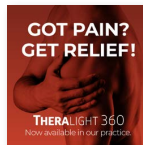
TL360\_Social-3.jpg



TL360\_Social-4.jpg



TL360\_Social-5.jpg



TL360\_Social-6.jpg

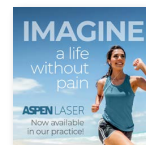
All social media posts are set up at 1080 x 1080 and may be found in the TheraLight\_360\_Assets folder. (These files are not editable.)

**Recommended Layout**



Aspen\_Apex\_Layout.pdf

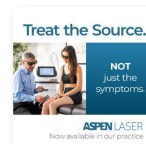
**Social Media Posts**



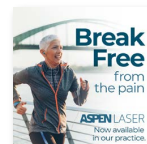
Apex\_Social-1.jpg



Apex\_Social-2.jpg



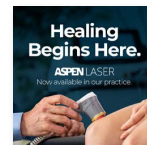
Apex\_Social-3.jpg



Apex\_Social-4.jpg



Apex\_Social-5.jpg



Apex\_Social-6.jpg

All social media posts are set up at 1080 x 1080 and may be found in the Aspen\_Apex\_Assets folder. (These files are not editable.)

# REFERRAL PROGRAM



# Spread the love.

(And we'll make it worth your while.)



With TheraLight's Lead Referral Program, you can receive **substantial cash incentives**... just for referrals. Simply refer your colleagues and friends to us, and for every sale we fulfill, we'll put **cash money** in your pocket!\*

THERALIGHT MODELS		INCENTIVE TIERS	
DEVICE	MSRP	1-3 UNITS	4+ UNITS
360+	\$89,995	\$3,000 ea.	\$5,000 ea.
360	\$74,995	\$2,500 ea.	\$3,000 ea.
FIT	\$49,995	\$1,500 ea.	\$2,000 ea.

\*Cash incentive awarded upon final payment from referred customer and upon receipt of a completed W9 form from the referring party by TheraLight LLC.

For more details, contact your TheraLight representative.

# THERALIGHT

877.782.7736 | [theralight.com](http://theralight.com) | [info@theralight.com](mailto:info@theralight.com)

# LOYALTY HAS ITS REWARDS.

(We can prove it.)



With Aspen Laser's Lead Referral Program, you can receive **substantial cash incentives**... just for referrals. Simply refer your colleagues and friends to us, and for every sale we fulfill, we'll put **cash money** in your pocket!\*

ASPEN MODELS		INCENTIVE TIERS	
DEVICE	MSRP	1-3 UNITS	4+ UNITS
APEX 47	\$47,995	\$1,500 ea.	\$2,500 ea.
APEX 32	\$36,995	\$1,000 ea.	\$1,500 ea.
SUMMIT 20	\$27,995	\$500 ea.	\$1,000 ea.

\*Cash incentive awarded upon final payment from referred customer and upon receipt of a completed W9 form from the referring party by Aspen Laser Systems.

**For more details, contact your Aspen Laser representative.**

## ASPEN LASER

877.782.7736 | [AspenLasers.com](http://AspenLasers.com) | [info@AspenLasers.com](mailto:info@AspenLasers.com)



## **PBM BUSINESS INSURANCE (PENDING)**

TheraLight / Aspen Laser has partnered with Higginbotham Insurance to provide our customers with a nationwide resource for the most often sought insurance coverages specifically tailored for operating a photobiomodulation business or adding photobiomodulation to an existing business.

### **COVERAGE TYPES\* (ALL 50 STATES)**

#### **GENERAL LIABILITY**

This coverage is the most common coverage that businesses have in place. The policy protects against claims arising from a covered occurrence that causes bodily injury, property damage and/or personal and advertising injury to a third party.

#### **PROFESSIONAL LIABILITY**

Performing photobiomodulation services for clients presents a professional liability risk that will typically be excluded on General Liability policies. This coverage is highly critical to avoid a potential gap in your insurance program.

#### **PROPERTY POLICY**

Protecting your tangible assets is common business sense. Insuring things like your business personal property will protect you from a multitude of perils that could be catastrophic to your operations.

#### **WORKERS COMPENSATION**

If you have employees working in your business and you are located outside of Texas, Workers Compensation is generally required by law. While protecting yourself with Employers Liability coverage is key, this policy also provides medical benefits to those employees who may be injured on the job.

#### **UMBRELLA POLICY**

An Umbrella adds an additional layer of coverage over certain liability policies you may carry. With the ever increasing cost of litigating court cases, an Umbrella policy provides extra security to underlying limits of insurance.

#### **CONTACT:**

Shane Smith, Vice President - Business Insurance Higginbotham Insurance & Financial Services Phone: 940.228.0431

Email: [ssmith@higginbotham.net](mailto:ssmith@higginbotham.net)

1300 Tenth St., Wichita Falls, TX 76307

\*The list of insurance coverages shown are highlights of various policies only. Clients should speak with Higginbotham or other independent agent to clearly define additional coverages clients may need.



## THERALIGHT MEMBERSHIP MODEL

- First 10 customers get the gold membership for the bronze membership price.
- If they ever let the membership go they come back at normal pricing.
- This will ensure you cover the cost of your monthly payment immediately.
- Pre-sell these packages.

\*\* Requires autopay

Bronze Membership - \$199 / month - 2 x per week	(\$24.88/session)
Silver Membership - \$249 / month - 3 x per week	(\$20.75/session)
Gold Membership - \$299 / month - 5 x per week	(\$14.95/session)

Average utilization is 2.5 x per week / client

Average \$ per session based on average utilization is \$22

# ROI WORKSHEET / THERALIGHT

## DAYS PER WEEK - 5

		8 hr day			10 hr day	12 hr day
Sessions / Hour		1	2	3	3	3
		25% capacity	50% capacity	75% capacity	75% capacity	75% capacity
Clients Per day		8	16	24	30	36
Gross B4 Payroll & Marketing		\$3,520.00	\$7,040.00	\$10,560.00	\$13,200.00	\$15,840.00
Payroll		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Marketing						
<b>Net Monthly Income</b>		<b>\$3,520.00</b>	<b>\$7,040.00</b>	<b>\$10,560.00</b>	<b>\$13,200.00</b>	<b>\$15,840.00</b>

## DAYS PER WEEK - 6

		8 hr day			10 hr day	12 hr day
Sessions / Hour		1	2	3	3	3
		25% capacity	50% capacity	75% capacity	75% capacity	75% capacity
Clients Per day		8	16	24	30	36
Gross B4 Payroll & Marketing		\$4,224.00	\$8,448.00	\$12,672.00	\$15,840.00	\$19,008.00
Payroll		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Marketing						
<b>Net Monthly Income</b>		<b>\$4,224.00</b>	<b>\$8,448.00</b>	<b>\$12,672.00</b>	<b>\$15,840.00</b>	<b>\$19,008.00</b>

## ROI WORKSHEET / ASPEN

Average cost per session - \$50

Average cost of Labor per hour - \$25

Days per week - 5

		8 hr day			10 hr day	12 hr day
Sessions / Hour		1	2	3	3	3
		25% capacity	50% capacity	75% capacity	75% capacity	75% capacity
Clients Per day		8	16	24	30	36
Gross B4 Payroll & Marketing		\$8,000.00	\$16,000.00	\$24,000.00	\$30,000.00	\$36,000.00
Payroll		-\$4,000.00	-\$4,000.00	-\$4,000.00	-\$5,000.00	-\$6,000.00
Marketing						
<b>Net Monthly Income</b>		<b>\$4,000.00</b>	<b>\$12,000.00</b>	<b>\$20,000.00</b>	<b>\$25,000.00</b>	<b>\$30,000.00</b>

Average cost per session - \$50

Average cost of Labor per hour - \$25

Days per week - 6

		8 hr day			10 hr day	12 hr day
Sessions / Hour		1	2	3	3	3
		25% capacity	50% capacity	75% capacity	75% capacity	75% capacity
Clients Per day		8	16	24	30	36
Gross B4 Payroll & Marketing		\$9,600.00	\$19,200.00	\$28,800.00	\$36,000.00	\$43,200.00
Payroll		-\$4,800.00	-\$4,800.00	-\$4,800.00	-\$4,800.00	-\$4,800.00
Marketing						
<b>Net Monthly Income</b>		<b>\$4,800.00</b>	<b>\$14,400.00</b>	<b>\$24,000.00</b>	<b>\$31,200.00</b>	<b>\$38,400.00</b>

## FAQ: PURCHASING QUESTIONS

### Q: CAN I EXTEND THE WARRANTY BEYOND 2 YEARS?

Yes. The warranty can be extended for \$**X**/year for 1 additional **X** year past the manufacturer's warranty.

### Q: DO YOU OFFER FINANCING?

Yes. Our financing is offered through a 3<sup>rd</sup> party lender. This program is not a lease but financing so you will own the unit at the end of the term.

We have partnered with two fabulous Lender partners that have done their diligence on our equipment so typically the approval process is less than 24 hours once an application is submitted.

You may prefer a lender you have worked with in the past which is completely acceptable.

We accept ACH, credit card and wire transfers.

<p><b>CHRIS SHEA</b>  <b>DIRECTOR OF SALES</b>            Reliant Capital, LLC            Office: 949-464-4020 Ext. 1005            Direct: 949-274-0806  <a href="mailto:cshea@reliantcapitalgrp.com">cshea@reliantcapitalgrp.com</a>  <a href="http://www.reliantcapitalgrp.com">www.reliantcapitalgrp.com</a></p>	<p><b>DUSTIN CHRISTIANSON</b>  <b>SENIOR ACCOUNT MANAGER</b>            8161 E. Indian Bend Road            Suite 103            Scottsdale, AZ 85250            T: 480-948-5539            F: 480-436-5277  <a href="mailto:dustinc@brickhousecapital.com">dustinc@brickhousecapital.com</a>  <a href="http://brickhousecapital.com">brickhousecapital.com</a></p>
	
<p>3-6 months deferred payment options available</p>	
<p><a href="https://reliantcapitalgrp.com/apply-now-chris-shea/">https://reliantcapitalgrp.com/apply-now-chris-shea/</a></p>	<p><a href="https://www.brickhousecapital.com/application/">https://www.brickhousecapital.com/application/</a></p>

**Q: DO YOU SELL USED UNITS?**

Occasionally we have demo or used/reconditioned unit available for sale. Price for those depends on the unit and how long it has been in operation. Most of these units, if they are less than 5 years old, still have the warranty intact.

**Q: IS THERE A DISCOUNT FOR PURCHASING MULTIPLE UNITS?**

<b>MULTI UNIT DISCOUNT - CUMULATIVE</b>				
1unit	2-5 units	6-10 units	11-14 Units	15
0%	10%	15%	20%	25%
<b>MULTI UNIT DISCOUNT - PER INVOICE</b>				
1unit	2-5 units	6-10 units	11-14 Units	15
0%	15%	20%	25%	30%

**Q: IS IT POSSIBLE FOR ME TO SELL UNITS OR BECOME A DISTRIBUTOR?**

Yes, if you meet specific requirements:

- Are you currently in the business of capital equipment Sales
- Do you have your own client lead lists to market products
- Do you provide other services
- Do you have a target market, and unique knowledge of that market
- Are you currently in the business of Wholesale Distribution
- Do you have an established sales force that sells capital goods
- Do you currently attend and support specific Trade shows and conferences
- Do you have a knowledge of wellness and Medical products
- Are you currently set up to provide the following reseller support activities?
  - Proposals/Estimates
  - Third party equipment financing
  - Invoicing
  - Collection and remittance of sales tax as required

**Q: HOW DO I PURCHASE A UNIT?**

Request an invoice from your TheraLight / Aspen Laser representative. Once funding is arranged and received, you through the step by step process leading up to installation.

**Q: IS THERE SALES TAX ON THE UNIT?**

Only in the state of Utah. Outside of Utah, clients are responsible for their own sales or use taxes.

## FAQ: TRAINING

### Q: DO I NEED ANY KIND OF LICENSES OR TRAINING TO RUN THE THERALIGHT UNIT?

- In the U.S., Red Light Therapy LED devices are regulated by the **Food and Drug Administration (FDA)**.
- The TheraLight is classified as a general wellness device and no license is required to own or operator a TheraLight.
- Training takes about 3 hours for the TheraLight and is done through a combination of online videos and web or phone based follow up call.

### Q: DO I NEED ANY KIND OF LICENSES OR TRAINING TO RUN THE ASPEN UNIT?

#### OPERATION:

- In the U.S., Class IV lasers are regulated by the **Food and Drug Administration (FDA)** as medical devices.
- Healthcare providers who use or delegate these lasers need to comply with FDA regulations, which include
  - registering the device,
  - following proper labeling requirements,
  - and ensuring that it is used by trained professionals.
- An overseeing Medical Director is required for any class IIIb or Class IV Laser that is operated by anyone other than a MD, PT, DC or DO.
  - MD / PT/ DC / and DO all have scope of practice to perform duties as a Medical Director for delegation of therapy of any class IIIb or Class IV Laser.
  - All other health professionals much check with their state licensing board to determine if Therapy Lasers fall under their scope of practice.
  - States have additional regulations regarding who can operate such devices, and if the Medical Director delegation is direct or indirect. The Health Professional must contact his/her board to determine delegation regulations for his/her scope of license..
- All Laser operators must undergo manufacturer specific training to understand the safe and effective use of their laser. This training covers the physics of laser light, tissue interaction, and safety measures to prevent harm to patients and operators.
- You are responsible for any local, city, or state guidelines that you must comply with.
  - Use of Class IV lasers requires adherence to safety protocols, including wearing protective eyewear, controlling the laser exposure settings, and using the laser in an environment that mitigates the risk of accidental exposure to bystanders.

### ASPEN LASER HANDS ON TRAINING

- The training of up to 5 of your staff members is included in the purchase price,
  - Training takes about 8 hours for the ASPEN Laser, and is done through a combination of online videos and hands on training at your facility during installation.
  - If you would like to certify more than 5 employees an additional cost will be incurred.
  - If re-training is required due to staff turn over an additional cost will be incurred.
- We also recommend LSO training for your facility.
  - ASPEN Provides a no cost LSO course with 2 licenses included.
    - One for Business Owner/Medial Director



- One for Laser Technician

**Q: HOW DO I TRAIN AND CERTIFY NEW STAFF AS THE COMPANY GROWS?**

TheraLight can train your new staff via Zoom for an additional \$250 per training. Multiple staff can be trained in the Skype session so there is no charge for 1-5 staff member for each session.

Aspen Laser can train your new staff via Zoom for an additional \$250 per training ONLY IF there is a previously certified staff member who can visually approve the new technician for hands on technique. If no previously certified staff member is available, travel expenses plus a \$500 day rate will be charged for onsite certification of up to 5 new staff members.

## FAQ: MISCELLANEOUS

**Q: WHAT KIND OF INSURANCE DO I NEED TO OPERATE?**

This will depend on your business and advice of legal counsel.

**Q: ARE THE THERALIGHT UNITS FDA APPROVED?**

TheraLight, LLC is registered with the FDA, ensuring that it complies with regulatory requirements necessary for the marketing and sale of their photomedicine technology products in the United States. This registration includes adherence to manufacturing standards and allows the FDA to monitor the safety of their products. The TheraLight 360 Full Body Wellness System are noted as General Wellness Devices and are exempt from premarket notification or 510(k) clearance requirements.

**Q: ARE THE ASPEN LASER UNITS FDA APPROVED?**

Aspen Laser systems, specifically their Class IV laser therapy devices, have received FDA 510(k) clearance. This clearance indicates that these devices are considered safe and effective for medical use for the conditions they are intended to treat. The 510(k) process requires the manufacturer to demonstrate that the device is substantially equivalent to a device already legally on the market. Aspen Laser systems are approved for several medical applications, including pain relief and treatment of onychomycosis (toenail fungus), showcasing their versatility and effectiveness in various therapeutic settings.

FDA 510(k) clearance is important because it confirms that the device complies with safety and effectiveness standards set by U.S. regulations, allowing healthcare providers to use the systems in their practices confidently. This clearance also supports the device's marketing and commercial distribution in the U.S.

**Q: HOW MANY SYSTEMS ARE INSTALLED IN THE USA NATIONWIDE?**

Over 600 worldwide. No other company has even a fraction of that amount.

**Q: WHAT IS THE AVERAGE NUMBER OF TREATMENTS PER USER?**

### THERALIGHT

- Ideally 3-5 x per week until health/fitness goals are met then 1-2 x per week ongoing to maintain benefits. The world we currently live in is designed for convenience not health. Nearly everything we eat breathe or touch creates Oxidative Stress an Free Radical damage in our bodies.

### **ASPEN**

- Ideally 2-3 x per week for 2-3 weeks or until pain/healing goals are met. In conditions with underlying mechanical dysfunction the client may require occasional ongoing treatments to maintain benefits. This varies by client and condition.

### **Q: WHAT IS THE PROFILE OF A TYPICAL CUSTOMER?**

One of the most attractive aspects of the photobiomodulation business is that clients range in all ages and from all walks of life. Health conscience individuals, athletes, people struggling with a variety of health issues, post-surgical clients, and clients dealing with pain and inflammation are all target markets. Virtually everyone is the target market for photobiomodulation.

### **Q: WHEN STARTING THE SERVICE IN A NEW REGION, HOW LONG WILL IT TAKE TO GET INTO FULL CAPACITY?**

Ramp up time is different from location to location. Our experience is that most locations can easily average 10 clients per day within 90 days of startup. Now that Photobiomodulation is becoming more prevalent in the USA, many locations reach the 25 per day mark fairly quickly.

### **Q: IN WHAT WAYS DO YOU PROMOTE THE PRODUCT?**

- YouTube
- Instagram
- Facebook
- Websites
- Google Red Light Therapy and you will be buried in the snowstorm of information.

## **FAQ: EFFECTIVENESS**

### **Q: WHAT KIND OF THINGS DOES PHOTOBIO-MODULATION BENEFIT?**

Photobiomodulation (PBM) is a therapeutic technique that uses lasers or light-emitting diodes to stimulate cellular function and has been found beneficial for a variety of health conditions. Here are some key areas where PBM has shown potential benefits:

- **Pain Management:** PBM is widely used to reduce inflammation and alleviate pain associated with chronic joint disorders, such as rheumatoid arthritis, osteoarthritis, and tendinitis. It helps by reducing inflammation and enhancing tissue repair.
- **Wound Healing:** It accelerates the healing of wounds, including chronic ulcers and post-surgical incisions, by promoting collagen synthesis and increasing the proliferation of cells involved in tissue repair.
- **Musculoskeletal Disorders:** PBM can help treat symptoms of musculoskeletal disorders, including muscle fatigue, muscle injuries, and neck and back pain. It aids in reducing inflammation and muscle spasms while enhancing blood circulation in the affected areas.

- **Dental Pain and Injuries:** In dentistry, PBM is used to treat inflamed tissues in the mouth and to heal ulcers, reduce pain from braces, dentures, and following dental surgery due to its analgesic and anti-inflammatory effects.
- **Neurological Conditions:** There is emerging evidence suggesting that PBM could aid in the treatment of traumatic brain injuries, stroke recovery, and degenerative brain diseases such as Alzheimer's. It is thought to help by reducing oxidative stress and improving mitochondrial function in neurons.
- **Skin Rejuvenation and Acne:** PBM is used in dermatology to reduce signs of aging such as wrinkles, and to treat acne by reducing inflammation and stimulating the healing process of the skin.
- **Hair Growth:** It has been used to stimulate hair growth in people suffering from hair loss due to its ability to increase blood flow and stimulate follicle cells.
- **Improving Physical Performance and Recovery:** Athletes use PBM to enhance muscle performance and recovery by reducing oxidative stress and inflammation, and increasing energy availability in muscle cells.

## **Q: WHAT WILL MY CLIENTS EXPERIENCE AND WHAT WILL BE THEIR RESPONSE?**

### **THERALIGHT:**

1. Light cannot penetrate clothing so it is optimal for no clothing to be worn. As such prior to using the TheraLight 360 you will be asked to disrobe to your level of comfort.
2. The therapy time will be set by the staff. Instruct the client to disrobe to his/her comfort level and position themselves comfortably in the bed, press the doorbell to notify staff to initiate the therapy.
3. For optimal outcomes, it is suggested clients are adequately hydrated. Recommended water intake is 80-100 oz per day.
4. The pulse rate will be set by the staff.
5. There is a neck lift that you may use. A pillow is not recommended as light is unable to pass through material.
6. If client is uncomfortable lying flat on their back they may lift their knees and place their feet on the glass, or they may also lie on their side or stomach.
7. Client may hear a crackling during your session, this is normal as the acrylic often expands as it warms slightly.
8. When the Session is complete, the unit will turn off automatically.
  1. Instruct the client to use the handle on the outer rail, not the upper acrylic panel when opening and closing the door as pressing on the upper acrylic panel can dislodge it.
  2. Client should exit the bed, get dressed and exit the therapy room, notifying the staff that they are finished.
9. The bed and goggles (if worn) should be cleaned thoroughly with an approved cleaning solution by staff after each session.
10. The following anecdotal outcomes have been reported by clients using TheraLight 360.
 

<ul style="list-style-type: none"> <li>• "Increased energy levels"</li> <li>• "Improved sleep patterns"</li> <li>• "Improved mood"</li> <li>• "Temporary euphoric feeling"</li> <li>• "Improved skin clarity and tone"</li> </ul>	<ul style="list-style-type: none"> <li>• "Improved bowel function"</li> <li>• "Decreased swelling of extremities"</li> <li>• "Increased energy"</li> <li>• "Increased mental clarity"</li> <li>• "Increased general sense of well being"</li> </ul>
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## ASPEN LASER

- Staff asks client to identify and rate location of most dominant pain at rest, through active motion without further injuring condition and with palpation.
- Staff to ensure laser goggles are worn by everyone in the room - use black out goggles as well as laser goggles if treating near eyes.
- Select setting based on depth of target and intention
- Staff member to treat most dominant pain first. Laser will feel warm to touch, should never feel hot. It should feel like a warm stone massage.
- When that pain is reduced to 1 or less, therapist will move to next area.
- Therapist will treat as many areas as possible in time available.
- Treatment time will be outcome based.
  - Treatments are done in 2.5 min increments, maximum 10 min per treatment area
  - Repeat as needed until pain scale is at less than 1 at rest, with ROM **AND** with palpation, **OR** until 10 minutes of therapy has been delivered - **WHICHEVER IS FIRST**.
- Repeat step 1-6 as needed to treat all areas contributing to that condition (as time allows).
- A typical treatment appointment is 15 minutes. You may not be able to treat all areas that present with pain in that amount of time. This is why a 2-3 week plan of care is recommended. At each appointment - start where the pain is most dominant at that presentation.

## Q: ARE THERE ANY RISKS?

Photobiomodulation (PBM), generally considered safe when correctly administered.

**TheraLight** is considered a non-significant risk devices. No protective eyewear is needed. (Company statement available upon request)

**Class IV Laser** does have potential risks and side effects, particularly when protocols are not properly followed. Here are some of the risks associated with Class IV Lasers when not properly handled:

- **Eye Damage:** Direct exposure of the eyes to laser light can be harmful and potentially cause damage, including retinal burns. This is why protective eyewear is crucial during treatment sessions involving lasers, especially for those operating the equipment and the patient, when facial areas are involved.
- **Skin Damage:** Overexposure to laser light might cause burns or skin damage, particularly with higher power lasers like Class IV devices. Proper dosing and adherence to safety guidelines are essential to prevent such issues.
- **Temporary Pain:** Some patients might experience increased pain or discomfort immediately following treatment if a condition moves quickly from a chronic state to an acute stage of healing. This is usually temporary and can be considered a part of the healing process.
- **Underlying Conditions:** For individuals with photosensitivity or who are taking medications that increase sensitivity to light, such as certain antibiotics or antidepressants, there is a risk of adverse reactions. It is important to discuss all medications and health conditions with a healthcare provider before undergoing PBM.
- **Overuse:** Using PBM too frequently or for too long in a single session can lead to diminished results or potential tissue damage. Adhering to recommended treatment protocols based on clinical research is crucial.
- **Cancerous Lesions:** There is a theoretical risk that using PBM over cancerous or potentially cancerous lesions could stimulate the growth of cancer cells. More research is needed in this area to fully understand the implications, but caution is advised.

**Q: ARE THERE ANY CONTRAINDICATIONS?**

Photobiomodulation (PBM) therapy is generally considered safe, but like any medical treatment, it has contraindications that should be considered before use.

Here are some of the common contraindications:

- **Cancer:** There is a concern that PBM could potentially stimulate the growth of cancer cells. Therefore, it is generally contraindicated to use PBM directly over any cancerous lesions or in patients with active cancer without a thorough risk assessment by a healthcare provider.
- **Pregnancy:** The effects of PBM have not been fully studied in pregnant women, particularly concerning its use over the womb. As a precaution, it is often recommended to avoid using PBM therapy directly over the abdomen of pregnant women.
- **Epilepsy:** There is a theoretical risk that the flickering light from a PBM device could trigger seizures in individuals with photosensitive epilepsy.
- **Photosensitivity:** Individuals who have light sensitivity, either due to genetic conditions (like porphyria) or medications (such as certain antibiotics or chemotherapy drugs), should avoid PBM due to the risk of a photosensitive reaction.
- **Open Wounds:** Although PBM is used for wound healing, using it on open wounds requires careful medical supervision to manage infection risk and monitor healing progress.
- **Children:** The safety and effectiveness of PBM have not been fully established in children, so it should be used under pediatric guidance and consideration of the specific conditions being treated.
- **Over Tattoos:** Laser light can interact with tattoo pigments, potentially causing skin reactions or burning; hence, applying PBM over tattoos should be done with caution. Heating does not occur with LEDs.

## **TO OUR LOYAL CUSTOMERS AND PROSPECTIVE CLIENTS:**

In launching TheraLight / Aspen Laser, our goal was to provide the most reliable and efficient, cutting edge technology backed by dependable and responsive service in a brand new industry. We achieved that through strong honest and open relationships with our customers . This manufacturing criteria is based on quality, dependability, performance, and service.

Lately, we are hearing numerous claims and myths that end up misleading and rushing clients into bad purchase decisions. We've addressed each of them below and we encourage all potential clients to ask them before making a purchase.

## **QUESTIONS YOU MUST ASK BEFORE YOU PURCHASE.**

### **Q: HOW LONG HAVE YOUR UNITS BEEN USED IN THE USA AND AROUND THE WORLD?**

ASPEN Laser was founded in 2014 with a national corporate office and warehouse in Lindon, Utah and an office and warehouse in Ft. Pierce, Florida.. The Company has grown to become a national leader with over 1,000 medical customers. The national office includes a Product Showroom and Classroom for Onsite Education and Training.

TheraLight, ASPEN's sister company was founded in 2018 with a national corporate office and warehouse in Lindon, Utah and an office and warehouse in Ft. Pierce, Florida. The Company has grown to become a national leader with over 600 customers worldwide and a leading provider in the USA.

Aspen and TheraLight partner with healthcare professionals to bring the best and newest technology with advanced training and support that maximize clinical and financial outcomes. TheraLight is committed to research and development that will provide long term success and drive change in medicine by raising standards of medical care, with the goal of improving the quality of life of every patient using our products. Aspen/TheraLight are committed to becoming and remaining an innovative leader in medicine.

### **Q: DO YOU LIST CLIENTS YOU HAVE SOLD UNITS TO ON YOUR WEBSITE AND MAY I SPEAK WITH THEM TO ASK ABOUT THE UNIT PERFORMANCE AND THEIR SERVICE RECORDS?**

All of our clients are listed on the Locations page on our websites: [www.TheraLight.com](http://www.TheraLight.com) and [www.AspenLaser.com](http://www.AspenLaser.com) . We encourage you to call or email any location nationwide and ask them about their experience with TheraLight / Aspen Laser. Any company that does not post, or readily provide their client list for you to contact is simply not being transparent.

### **Q: DOES YOUR MANUFACTURING FACILITY HAVE ANY KIND OF CERTIFICATION OR APPROVAL?**

#### **ASPEN LASER**

- Patented Technology
- FDA CDRH Form 2877 Approved

- Dun & Bradstreet D-U-N-S Number Assigned (available upon request)
- SAM Registered with Federal Government (copy available upon request)
- Cage Code Number Assigned (available upon request)
- Company FDA Registered: Establishment Identification Number (FEI) Issued (available upon request)
- FDA Accession Number Issued (available upon request)
- FDA CDRH Form FDA-2877 On File with the FDA (copy available upon request)
- North American Industry Classification System (NAICS) Number Utilized (available upon request)
- Certificate of Conformity (COC) Complete Form (copy available upon request)
- Harmonized System (HS) Codes Utilized (available upon request)

### **THERALIGHT LLC**

- FDA registered,
- Health Canada Approved,
- ISO 13485 compliant (nearing ISO certification),
- Registered with the BBB (Better Business Bureau).
- Recently, TheraLight became the first full-body light therapy company to receive Space Technology Certification.

### **Q: DO YOU HAVE ANYONE ENDORSING YOUR PRODUCT?**

We have ASPEN LASER units with:

- Tennessee Predators
- Detroit Pistons
- St. Louis Blues
- Michigan State University
- University of Detroit
- University of Missouri
- BYU
- Rice University
- Ball State University
- Miami CF
- University of Central Oklahoma
- Arkansas State University
- Virginia Commonwealth
- Contra Costa College Northwestern
- St. Petersburg College

We have TheraLight units with:

- Texas Rangers
- Arizona Diamondbacks
- St Louis Cardinals
- Toronto Blue Jays
- Kansas City Royals
- Clemson University
- Jacksonville Jaguars (RR)
- University of Oklahoma
- BYU
- New Orleans Pelicans
- Denver Broncos
- Florida Atlantic University

We see no better endorsement than those organizations spending their money to purchase the best product available. In addition to professional sports franchises and universities, we have also sold over 170 units to doctors, chiropractors, med spas, stand-alone retail locations, - all of them choosing

## WHAT YOU RECEIVE AFTER PAYMENT

1. Installation Spec Sheet - Lets you and your contractor know exactly how to prepare your space for install. This document provides all measurements and layout -Just hand it to your contractor and they consult with us from there.
2. Pre-Installation Survey Questionnaire - No last minute surprises to delay your install
3. TheraLight / Aspen Laser direct consultation with your highly trained representatives for product training videos to begin your operation and safety training process. Coordination of on site training for the ASPEN Laser is also done during this consult.
4. Customized marketing assets including
  1. **Web kit** for pre-approved images and content
  2. **Rack Cards** - Recommended to be placed on tables in the Waiting Room or on Front Desk.
  3. **Newsletter Flyers** - Information for Patients to read about the benefits of Light Therapy. Recommended for use in the Waiting Room.
  4. **6ft Retractable Banner** - Place this beautiful banner inside your clinic as a great way to advertise light therapy treatments!
  5. **TheraLight Posters** - Let patients know the rewards of using Light Therapy.
  6. **Referral Cards** - Cards for patients to hand out to friends, family, and the people they meet on the street to receive a treatment and new Light Therapy options. A great way to receive new patients!

We customize it with your logo, address and information and drop ship these directly to your business!

5. Waiver - We can't write your waiver for you, but we can provide ours as a template for your medical and legal counsel to write yours.

*Our goal at ASPEN Laser and TheraLight is for the free flow of information by being completely transparent on our successes and failures to help you learn from our experience. Our goal is to build a successful industry for all of us rather than to build a business for our- selves or make a quick buck. We believe it is our job to educate and let you make the decision rather than to wheel and deal, hard sell, or short circuit the education process by pressuring you.*



<b>BUSINESS OR RESIDENTIAL?</b>		<b>BUSINESS NAME IF APPLICABLE</b>	
<b>OWNER NAME</b>		<b>CO-OWNER NAME IF APPLICABLE</b>	
<b>CELL PHONE</b>		<b>CO-OWNER CELL PHONE</b>	
<b>BUSINESS EMAIL</b>		<b>CO-OWNER BUSINESS EMAIL</b>	
<b>BILL TO ADDRESS</b>		<b>SHIP TO ADDRESS</b>	
<b>PRODUCT</b>	<b>QUANTITY</b>	<b>PRICE EA</b>	<b>SUBTOTAL</b>
<b>TL 360+</b>		<b>\$89,997</b>	
<b>TL 360</b>		<b>\$79,997</b>	
<b>TL FIT</b>		<b>\$49,997</b>	
<b>APEX 47W QUAD</b>		<b>\$47,997</b>	
<b>ASCENT 32W QUAD</b>		<b>\$36,997</b>	
<b>SUMMIT 20W DUAL</b>		<b>\$28,997</b>	
<b>SUBTOTAL</b>			
<b>DISCOUNT TRAVEL</b>		<b>\$2500</b>	
<b>SEMINAR DISCOUNT</b>	<b>10%</b>		
<b>SHIPPING - PBM BED</b>		<b>\$4,000</b>	
<b>SHIPPING - LASER</b>		<b>\$395</b>	
<b>TOTAL</b>			





## Commercial Credit Application

36 Executive Parkway Suite 250, Irvine, CA 92614

Email to [CShea@Reliantcapitalgrp.com](mailto:CShea@Reliantcapitalgrp.com)

949-464-4020 Extension 1005

Company Information			
Business Name		Time In Business	LLC, INC or SOLE PROP
Street Address		City	State Zip
Phone #	Email		Tax ID #
Personal Information			
First		Last	
Street Address		City	State Zip
Social Security #		Ownership %	
Co-Owner			
First		Last	
Street Address		City	State Zip
Social Security #		Ownership %	
Equipment Description			
Vendor Name		Contact	Phone
Description		Condition: New or Used	Equipment Cost
Term(s): Requested (Months):		12 <input type="checkbox"/> 24 <input type="checkbox"/>	36 <input type="checkbox"/> 48 <input type="checkbox"/> 60 <input type="checkbox"/> 72 <input type="checkbox"/>
<p>By signing below, each undersigned individual (s), who is either a principal of the credit applicant listed below or a personal guarantor of its obligations, provides written instruction Reliant Capital, LLC or its designee (and any assignee or potential assignee thereof) authorizing review of his or her personal credit profile from a national credit bureau. Such authorization shall extend to obtaining a credit profile in considering the application of the credit applicant and subsequently for the purposes of update, renewal or extension of such credit and for reviewing or collecting the resulting account. I authorize all deposit, borrowing, and trade information to be released to the Lessor. I represent all information is true, correct and complete. A photo static, facsimile copy, or electronically signed version of this authorization shall be as valid as the original.</p>			
<p><b>Signature***** Do not E-sign this document, our underwriters require a "REAL" signature*****</b></p>			
Primary Owner Signature:		Date:	Co-Owner Signature: Date:



<b>BUSINESS OR RESIDENTIAL*</b>		
<b>THERALIGHT PRODUCT PURCHASED*</b>		
<b>ARE THERE STAIRS OR NARROW HALLWAYS BETWEEN THE ENTRANCE DOOR AND THE ROOM IT WILL BE INSTALLED IN?*</b>	<b>YES</b>	<b>NO</b>
<b>WILL THE UNIT BE INSTALLED ON THE LOCATION'S GROUND FLOOR?*</b>	<b>YES</b>	<b>NO</b>
<b>ARE ALL DOOR WIDTHS WE WILL BE DOING THROUGH 36" OR LARGER?*</b>	<b>YES</b>	<b>NO</b>
<b>IS THERE ADEQUATE PARKING FOR A BOX TRUCK? OUR TRUCKS COME IN SIZES BETWEEN 10' - 26'.*</b>	<b>YES</b>	<b>NO</b>
<b>HOW FAR FROM PARKING IS THE ENTRANCE TO THE LOCATION?*</b>		
<b>L6-30R OUTLET WITH 30AMP SERVICE HAS BEEN INSTALLED BY A LICENSED ELECTRICIAN*</b>	<b>YES</b>	<b>NO</b>
<b>PICTURE OF THE OUTLET THAT IS INSTALLED*</b> <b>REQUIRED PRIOR TO SHIPPING:</b>		
<b>IS THE WIRING ON IT'S OWN DEDICATED 30 OR 40 AMP CIRCUIT BREAKER*</b>	<b>YES</b>	<b>NO</b>
<b>PICTURE OF THE CIRCUIT BREAKER*</b> Required prior to shipping:		
<b>NAME OF THE ELECTRICIAN</b>		
<b>PHONE NUMBER OF THE ELECTRICIAN</b>		
<b>TAKE PICTURES OF THE ROOM AND THE ENTRANCE INTO THE ROOM.</b> <b>REQUIRED PRIOR TO SHIPPING:</b>		
<b>WHAT IS THE ACTUAL SIZE OF THE ROOM?*</b>		
<b>IS THERE AIR CONDITIONING IN THIS ROOM? WE RECOMMEND 20000 BTU OF COOLING*</b>	<b>YES</b>	<b>NO</b>
<b>DO YOU HAVE ANY FANS IN THE ROOM FOR CIRCULATION?*</b>	<b>YES</b>	<b>NO</b>
<b>1ST CHOICE INSTALL DATE*</b>		
<b>2ND CHOICE INSTALL DATE*</b>		
<b>3RD CHOICE INSTALL DATE*</b>		

<b>INSTALL TIME OF DAY PREFERENCE*</b> <b>MORNINGAFTERNOON EVENING</b>	
<b>DO YOU HAVE ANY OTHER IMPORTANT INFORMATION REGARDING THE INSTALLATION OF YOUR BED, OR YOUR INSTALLATION DATE/TIME OF DAY PREFERENCES?</b>	
<b>INTERNATIONAL SALES:</b>	
<b>PLEASE CONFIRM BY INITIALING IN THE BOX THAT YOU ARE AWARE THAT ANY DUTY AND TAX RELATED FOR THE IMPORT WILL BE BILLED TO YOU*</b>	
<b>DO YOU HAVE AN IMPORTER OF RECORD TO ASSIST IN THE CLEARANCE OF YOUR BED, OR WILL YOU NEED US TO FIND YOU ONE?</b>	
<b>PLEASE CONFIRM BY INITIALING IN THE BOX THAT YOU ARE AWARE THAT YOU MAY HAVE TO SIGN A POA FOR THAT 3RD PARTY BROKER IF NEEDED.*</b>	
<b>PLEASE IDENTIFY THE SALES REPRESENTATIVE THAT YOU WORKED WITH ON YOUR PURCHASE BY CIRCLING THEIR NAME *</b>	<b>VALERIE KROSSIN</b>  <b>MARK MURDOCK</b>  <b>MARY LOU PAYNE</b>
<b>BY INITIALING IN THIS BOX YOU AGREE TO THE REQUIREMENTS SET FORTH IN INSTALLATION REQUIREMENTS INFORMATION SHEET, AND UNDERSTAND THAT THE BED WILL NOT BE INSTALLED IF THE REQUIREMENTS ARE NOT MET BEFORE THE DAY OF INSTALLATION.</b>	
<b>COMMENTS:</b>	