Service Menu Script

SHEERWAVE IPL360°

The Sheerwave IPL360 is a non-invasive treatment that uses high intensity pulses of visible light to improve the appearance of various skin conditions and for hair reduction purposes.
RESULTS SEEN AFTER ONLY ONE TREATMENT. If you have ever tried other lasers or IPL systems, you will see that they don't compare!

Treatments with the Sheerwave IPL360 are painless. Clients experience only a mild heat sensation and bright flash of light while in full comfort and relaxation. The light emitted by the Sheerwave IPL360 is attracted and absorbed by chromophores which are specific cells in the skin. By triggering different chromophores, the IPL is able to treat many skin conditions as well as perform hair reduction procedures.

When the IPL360 is used in **treating a skin condition, the process will range between 3 to 8 sessions** depending on the severity of the symptoms. When for use in **hair reduction, IPL360 treatments may range between 6 to 10 sessions.** Please note that if the presented condition was caused by an imbalance due to hormonal issues, stress or changes in diet, additional treatments may be required. Adherence to the recommended treatment schedule is recommended. If treatments are not performed regularly the results will be adversely affected.

The appearance of slight redness in the treatment area immediately following a session is normal. This will disappear within 2-24 hours after treatment.

IPL360 is effective on most clinets but clients with very dark skin (Fitzpatrick types V, VI) should not receive IPL360 treatments. Although IPL360 can be performed on all skin colors, those who have spent excessive time in the sun or in tanning beds should wait at least 6 to 8 weeks before beginning treatment. A consultation, including a skin patch test and health evaluation will be performed prior to all IPL360 services.

Permanent Hair Reduction

IPL360 is an effective and safe method of reducing unwanted hair and can be used to treat most areas on the face or body. Compared with other methods, such as electrolysis and waxing, IPL360 hair reduction is less painful and less invasive. The number of sessions needed will depend on the density of the hair being treated and the hair's growth pattern. The recommended treatment plan is from 4 to 15 sessions booked 4 to 6 weeks apart.

IPL360 Skin Rejuvenation Treatments

Photo Rejuvenation
The IPL360 can reduce the appearance of fine lines and wrinkles by inducing existing collagen in the skin to restrict and by stimulating the formation of new collagen. This process creates a 3D rejuvenating effect leaving the skin firmer and smoother. Skin rejuvenation is also an effective treatment for targeting the symptoms

of hyper pigmentation and vascular disorders. The recommended treatment plan is from 3 to 6 sessions booked 2 to 3 weeks apart.

Acne

The SheerWave IPL360 produces oxygen molecules within the skin to successfully destroy the bacteria congregations found within. The introduction of such light-based technology solutions has created a revolution in treating acne. This process can also address acne scarring. A treatment plan of 6 to 12 sessions is recommended, booked 3 times per week.

Rosacea

Rosacea is a skin condition that causes flushing of the skin and enlarged visible capillaries (small vessels) on the cheeks, nose and mid face region. IPL360 has revolutionized the treatment of Rosacea, due to its effective treatment for closing down the enlarged blood vessels and diminishing the "flush & blush" phenomenon. By administering IPL to these areas, the heat generated by the system targets the vessel walls. The blood inside the vessel then coagulates, causing the vessel to collapse and seal. A treatment plan of 3 to 6 sessions booked 2 to 3 weeks apart is recommended.

Epidermal Pigmentation

Hyper pigmentation is a darkening of the skin that occurs when an excess of melanin (the brown pigment that produces normal skin color) forms deposits on the skin. Hyperpigmentation is commonly referred to as age spots, liver spots, freckles or sun spots. IPL360 treatments help to neutralize areas of hyper pigmentation while minimizing any damage caused to the surrounding tissue. Clients will enjoy a much more even, youthful skin tone. A treatment plan of 3 to 6 sessions booked 2 days to 2 weeks apart is recommended.

Consultation Protocol

The purpose of the IPL360 consultation is to examine the client's conditions (skin type, hair pigment, area to be treated), as well as to educate the client on the treatment to be performed, possible risks and side effects, and to give them realistic expectations in regards to their expected results. During the consult, there are certain points that will be discussed with the client.

What is the difference between IPL360 and Laser Hair Reduction?
Studies have shown that although hair reduction with lasers is highly effective, IPL360 hair reduction causes less pain while showing similar efficacy as laser treatments. Also it has been noted that the light energy used in IPL360 causes less damage to the surrounding tissues, and therefore has a lower risk of burning, scabbing or creating other damaging side effects. Essentially, IPL360 can be performed on clients with any hair color. Whereas, Laser should only be performed on clients with white skin and dark hair.

Documents needed:

- Health form evaluation
- IPL Consent
- Skin Analysis
- Treatment recommendation form

Before Skin Evaluation

1. A private area or treatment room should be designated for the 30-minute consultation with the necessary documents, supplies and equipment needed.

2. Open a client/patient file containing the IPL consultation documents; Health form, Consent form and pre and post recommendations in preparation for the consultation. Copies should be provided for the client/patient and the original files should be kept secure and confidential. Provide brochure and "For Best Results" document.

3. Ask clients for their areas of concern and if they are interested in Hair Reduction or Skin Rejuvenation.

4. Have the client/patient fill out the HEALTH EVALUATION and IPL260 CONSENT FORM and look for any contra indications to determine if the IPL treatment is appropriate for them. If the answer is "yes" then proceed with the skin evaluation with them.

Skin Evaluation

1. Proceed with the SKIN EVALUATION FORM and **determine their Fitzpatrick Photo type**. Remember to ask the client if their skin is tanned or if this is their natural skin tone. Explain that while the IPL360 can perform hair reduction on lightly tanned skin, the technician reserves the right to refuse a client's scheduled treatment at any time should there be a risk of burning due to overexposure to the sun. Examine and determine the client's hair pigment and density.

2. Have clients read, initial and sign the CONSENT FORM with the recommended treatment price, schedule and treatment expectations. **The consent form must be completed and signed by both parties.** If there is a condition they do not agree with, they may wait to initial, and you will discuss it with them during the consult. It is imperative that you do not proceed with any treatments until everything on the consent form has been signed, initialed and dated.

3. For optimal results, the average number of sessions needed for a person with light skin and dark hair is eight (8). Do not give the client a set number of treatments, as everyone reacts differently and some may need more sessions than others.

4. Fine and/or Blonde hair will likely take up to twice as many treatments as those with dark hair. Explain that the light energy is attracted to dark pigment and because blondes have no natural pigment at the root (papilla), it makes it difficult to attain proper conduction of energy.

5. Dark skins (Phototype IV) usually take more than the average number of treatments. Explain that because the skin's dark pigment will naturally absorb more light energy (heat) than light skins, lower intensities are used to avoid burning the surrounding tissues and thus requires more treatment sessions.

6. Clients taking hormones or hormone-altering medications, as well as those with hormonal imbalances (puberty, hyper- or hypothyroidism, menopause, hirsutism etc.) cannot be guaranteed permanent hair reduction, as hair regrowth can be stimulated at any point from within the body.

7. IPL360 and LASERS are technically defined as methods of permanent hair reduction. Treatment should successfully eliminate regrowth of ~85% of hair types; clients should expect there to be a very small amount of hair left over at the end of their treatment. Most clients finish their IPL360 treatments with electrolysis.

8. It is important that the client respects the proper intervals between sessions. The first three (3) sessions are to be performed four (4) weeks apart. For the 4th treatment, clients should come in with a patch of the area unshaven to give the technician an idea of the results. If regrowth has been significantly stunted, sessions can be spaced apart at 6-8 week intervals.

9. Any method of hair reduction other than shaving or trimming is to stop four (4) weeks prior to beginning IPL treatments, and will not be performed between sessions. The hair bulb (root) must remain intact for the duration of the treatment, otherwise results cannot be guaranteed.

Patch Test

1. **Perform the patch test and note your observations.** Please refer to the ENERGY GUIDE and PATCH TEST PROTOCOLS. Once all the points have been discussed during the consultation and the client wishes to proceed with the treatment, you will perform a patch test on the area to be treated. Explain to the client the sensation they can expect to feel. While performing the patch test also explain the importance of respecting proper intervals, and that if the time lines are not met, their treatments will not be as effective.

2. **When finished doing the patch test apply the appropriate creams and SPF factors.** In 24 to 72 hours, should there be no reactions to the tissues, the client may book their first treatment as they like. For darker photo types it is recommended to wait 7-14 days post patch test as the reactions may be progressive.

3. Fill out the TREATMENT RECOMMENDATIONS and the parameters that were used during the test. If there is any thing that should be known about the client that is of importance, make a note at the bottom of the chart.

At the start of each session, re-evaluate the client's health status. Should there be any change in medications used, new allergies or health disorders discovered in the client during the treatment, depending on the condition, you reserve the right to discontinue the treatment until any risks to the client have been eliminated.

Provide the client/patient the pre and post treatment skin care guide. These are the precautions for the client to respect before and after every treatment.

SUGGESTED CLIENTS **PRICES**

Permanent Hair Reduction

Treatment Area	Price per treatment
Upper lip	$30 - $60 - $90
Chin	$50 - $70 - $90
Face	$50 - $100 - $150
Under arms	$40 - $55 - $70
Fore arms	$75 - $150 - $225
Full arms	$150 - $300 - $450
Bikini regular (Bikini line)	$80 - $160 - $240
Bikini brazillan (Bikini line + Labium)	$125 - $250 - $300
Bikini complete (Bikini line + Labium + peri anal region)	$150 - $300 - $400
Half leg	$100 - $200 - $300
Thighs	$125 - $250 - $375
Full leg	$200 - $400 - $600
Chest	$100 - $200 - $300
Chest + Abdomen	$200 - $400 - $500
Back	$200 - $400 - $500
Shoulders	$100 - $200

Permanent Hair Reduction Package Option Ideas
Promotional package: Purchase 8 treatments and receive 1 free.
Discount: 5% / 20% off package.
Promotional packages with skin care kit: Purchase 8 treatments and receive skin care kit free. Skin care kit value $. Kit includes: cleanser, toner, exfoliating gel, SPF30.
Promotional packages with additional discounted area: Purchase 8 treatments and recieve 50% off on 2nd area.

SUGGESTED CLIENT **PRICES**

Photo-Rejuvenation (vascular, acne, pigmentation and anti-aging)

Treatment Area	Price per treatment
Face and Neck	$200 - $400 - $600
Half Face	$150 - $300 - $450
Face,Neck and Décolleté Area	$350 - $700 - $1000
Hands	$125 - $250 - $375
Cost Per Pulse	$25 - $50 -$75

Photo-Rejuvenation (Ideas on building packages)

Treatment Area	Number of treatments	Price per package	Patient Savings
Face and Neck	6	1,200.00$ - 2,400.00$	200,00$ - 400,00$
Half Face	6	900.00$ - 1,800.00$	150,00$ - 300,00$
Face, Neck and Décolleté	6	2,100.00$ - 4,200.00$	350,00$ - 700,00$
Hands	6	750,00$ - 1,500.00$	125,00$ - 250,00$

Package Options Ideas
Promotional Package: Purchase 6 treatments and receive the 6th free.
Promotional Packages with Home Care: Purchase 6 treatments and receive 25% off your home care products.
Promotional Packages with Home Care: Purchase 6 treatments and receive skin care kit free. Skin care kit value of $300. Kit includes: foaming cleanser, soothing lotion, exfoliating gel sensitive skin, SPF30.