



## GROW YOUR PRACTICE PROTECT YOUR PATIENTS

*Is your microneedling device the first ever cleared by the Food and Drug Administration? If it's not SkinPen®, the answer is no.*

### SAFE. EFFECTIVE. PROFITABLE.

SkinPen® by Crown Aesthetics is the first microneedling device in the world cleared by the U.S. Food and Drug Administration (FDA), clinically shown to safely and effectively treat facial acne scars for ages 22 and up.<sup>1</sup>

SkinPen creates controlled micro-injuries to stimulate the body's natural wound-healing process, while minimizing cellular damage. The result: effective remodeling of scar tissue, while keeping the overall structure of the skin intact.

### BROAD APPEAL, LESS RISK

SkinPen is a "gateway" innovation that attracts new patients to your practice. Unlike lasers, SkinPen lets you do treatments year-round. And unlike harsh chemical peels, SkinPen is far less abrasive. SkinPen has been free of significant adverse events since its introduction in 2013.

What's more, 90% of participants in a clinical trial said that they would recommend SkinPen to family and friends.<sup>2</sup>



**LITTLE DOWNTIME**  
Many patients return to work the next day



**SAFE AND SOUND**  
First FDA-cleared microneedling device<sup>2</sup>



**NATURAL SOLUTION**  
SkinPen's mechanical process is a versatile treatment that's usable year-round, regardless of skin type



**HAPPY PATIENTS**  
90% of clinical trial subjects would recommend to friends and family<sup>1</sup>



**LOW-RISK**  
No device-related adverse events in clinical trial of SkinPen patients



**COMFORTABLE**  
Numbing cream may be used to minimize discomfort

REAL PEOPLE.  
REAL RESULTS.



**MALE AGE 26 | 3 PROCEDURES**  
Photos courtesy of: Elizabeth Steigner, Medical Aesthetician; Turpin, MD Plastic Surgery & Medical Aesthetics, Orange, CA



**FEMALE AGE 26 | 6 PROCEDURES**  
Photos courtesy of: Cathy A. Presnick, Licensed Aesthetician; A Perfect Complexion, LLC, Melbourne, FL.

[1] SkinPen® U.S. Intended Use: The SkinPen Precision System is a microneedling device and accessories intended to be used as a treatment to improve the appearance of facial acne scars in adults aged 22 years and older. Rx only. [2] Data on file. Bellus Medical. 2017. © Crown Aesthetics 2020.



## LONGTERM RESULTS

The percentage of SkinPen clinical trial subjects reporting improvement in the appearance of facial acne scars over time.



# TOP THREE REASONS TO TRY **SKINPEN**

## 1) ROI BUILT IN FROM THE START

Crown Aesthetics creates innovations *only* for physician-directed practices. That means you can rest assured SkinPen, our post-microneedling protocol Skinfuse®, our platelet-rich plasma systems ProGen™, and more are designed to fend off non-Rx competitors. That means we build in ROI both for every SkinPen treatment and by limiting competition for the Crown Aesthetics services you provide.

## 2) TECHNOLOGY DESIGNED FOR SAFETY

U.S.-designed and -manufactured, SkinPen is the only microneedling device with precise needle depth adjustment – 14 medical-grade stainless steel needles working at 7,000 RPMs – to meet unique patient needs.

The device also cuts the risk of cross-contamination with its ultrasonically sealed body, lock-out cartridge to ensure single-use treatments, and disposable BioSheath® specifically designed to shield the pen from any impurities. SkinPen's cordless design is yet another plus.

## 3) EFFECTIVENESS BACKED BY EXPERTS

*“As a medical professional, you want to associate with medical device firms like Crown that work with the FDA to protect patients. It’s a defining trait common to the most respected and trusted companies.”*

– Dr. Steven Dayan, Facial Plastic Surgeon, Professor, and Researcher

*“SkinPen is easy to use, and a treatment may be performed in under 20 minutes with minimal discomfort to the patient. Since we have brought SkinPen into the practice, we have increased the number of microneedling treatments performed and have seen great patient satisfaction.”*

– Terri A. Wojak, President of True U Esthetics

## WHY PATIENTS LOVE SKINPEN

- ✓ First microneedling device cleared by the FDA.<sup>1</sup>
- ✓ Clinically shown results seen in as few as three treatments.<sup>2</sup>
- ✓ Works for all skin types – dark to fair.
- ✓ Most procedures take about 30 minutes.
- ✓ Little post-treatment downtime.
- ✓ SkinPen procedures tend to cost less than alternatives. The cost varies depending on the size and number of treatment areas.
- ✓ Soothing post-procedure protocol with Skinfuse® by Crown Aesthetics

LEARN MORE TODAY AT [CROWNAESTHETICS.COM](https://www.crownaesthetics.com)



Crown Aesthetics delivers dramatic results in rejuvenation and restoration. Available only to physician-directed practices, our aesthetic products – SkinPen®, the first FDA-cleared microneedling device; the post-microneedling protocol Skinfuse®; the light-activated cream Allumera®; and the platelet-rich plasma system ProGen™ – set the industry standard for efficacy, safety, and innovation.

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