

An Overview of the VISIA™ Complexion Analysis System

A guide to implementing VISIA in your practice

Canfield Imaging Systems

253 Passaic Avenue,
Fairfield, NJ 07004-2524

Phone: 800-815-4330
973-276-0336

Fax: 973-276-0339

www.CanfieldSci.com

Introducing VISIA

With increased demand for anti-aging and skin renewal therapies, VISIA™ Complexion Analysis is an exciting and effective visual communication tool for skin rejuvenation patients. VISIA's intuitive interface and easy to understand reports provide the unique tools to maximize patient skin care consultations and personalize patient therapy.

The following provides an overview of the VISIA Complexion Analysis System and its value in prompting positive action by patients seeking to improve or maintain facial health and beauty.

Why VISIA?

Reproducible Facial Photographs

The VISIA Complexion Analysis System makes pre- and post-treatment facial photography easy, consistent, and reproducible. The chin-cup, forehead rest, and innovative positioning mirrors provide the foundation for reproducible photos by facilitating consistent positioning of the patient. The video preview and display overlay allow for fine-tuning patient position even further. VISIA's user-friendly interface means personnel can be quickly trained to use the system.

VISIA Pays for Itself

VISIA's ability to quantify skin condition and enhance patient communication makes it a powerful visual tool for motivating patients to proceed with a number of aesthetic procedures or skin care treatments.

Procter & Gamble placed early VISIA systems on SKII cosmetics counters throughout Japan. At the counters where VISIA was employed, sales were 30% higher than the counters without VISIA. Further, women who purchased at the

VISIA counters were twice as likely to return and purchase again.

Initial feedback from physicians regarding VISIA has reinforced its value both in distinguishing a practice from the competition and as a communication tool leading to positive skin care decisions by patients. In one case, four additional aesthetic procedure bookings were attributed to VISIA consultations in just the first few days of operation. The staff at this practice expects that VISIA will quickly pay for itself.

The VISIA Complexion Analysis System utilizes VISIA analysis software from Procter & Gamble and the Canfield Facial Imaging Booth for reproducible photography.

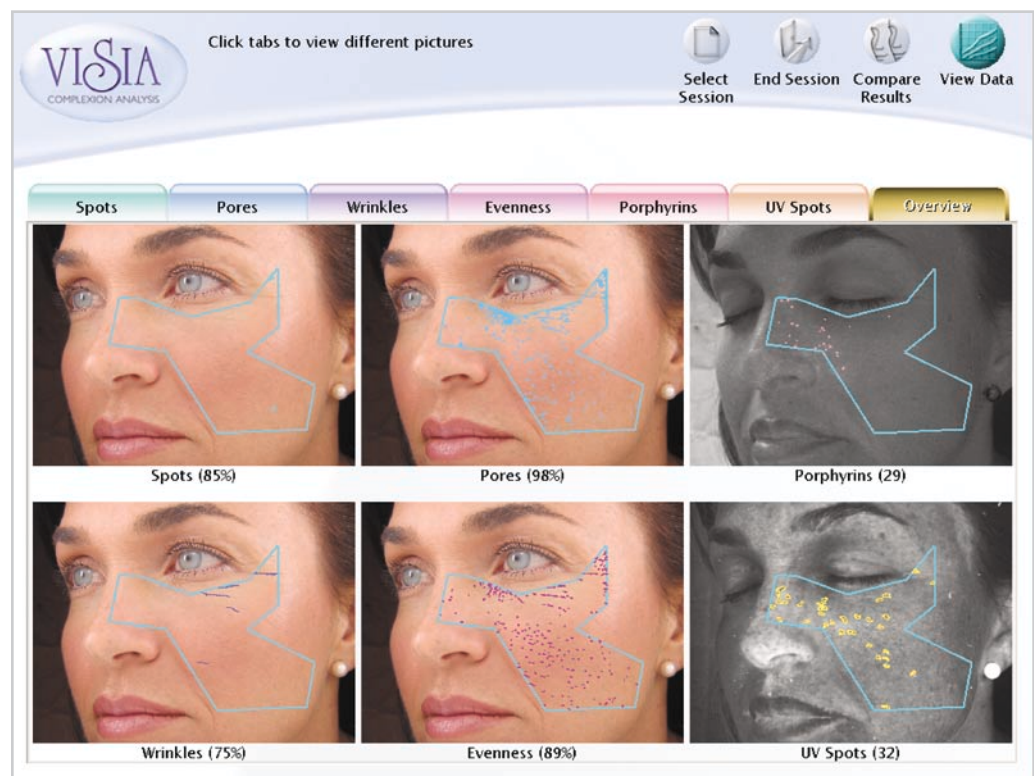


*Visual
Communication
in the Patient
Consultation*

A patient's initial consultation is their most important interaction. VISIA can be an integral part of this process by objectively establishing skin condition. VISIA's standard and UV photos measure wrinkles, spots, pores, evenness (color variation in the skin tone), UV spots (characteristic of sun damage) and porphyrins (evidence of bacteria lodged in pores, which may lead to acne). This array of photos simplifies and enhances discussions of skin renewal therapies.

Each of the six skin feature scores measured by VISIA tells a story. The Overview Screen provides a good starting point for discussing VISIA analysis results. From here it's easy to view other screens that focus on individual features.

The VISIA Overview Screen provides a visual summary of the six facial features measured by the system.



At this point it is helpful to review the images with the patient one at a time explaining the findings and discussing methods to improve or preserve the beauty of the patient's skin. This review might include comments and recommendations such as, "Your spots and UV spots scores are good, but I think that we can reduce the appearance of those spots with light-based therapies, acid peels and creams. Your wrinkle score makes you an excellent candidate for microdermabrasion and RF therapies to tighten your skin. Your evenness is just a little better than average. We offer a line of physician-designed cosmetics that will really help to balance your skin's color and texture. Since your porphyrin score is far below average, I also recommend a series of rejuvenating facials and a toner to help open and cleanse your pores."

Even if a patient's scores are good, this is still an excellent opportunity to discuss products and procedures to maintain a healthy and youthful appearance.

The Patient Report

Every patient who is imaged with VISIA can receive a printed report to take home. VISIA's selection of standardized reports allows you to choose a report that is appropriate to the patient's results. Reports may be customized to include your name, contact information and therapy plan. In this way, a report may serve to market your services to anyone with whom patients share their VISIA results.

Individualized reports generated by VISIA provide summarized results and treatment options as recommended by the consulting skin care professional.



The Science behind VISIA

Share with patients the P&G research behind the statistical model at the heart of VISIA. P&G scientists visited eight locales around the globe, imaging over 3500 women. Using software tools to quantify topical skin features, P&G created a statistical model (and associated database) to quantitatively evaluate and compare women's skin. This statistical model provided scientists with the expected range for wrinkles, pores, evenness, and spots for a given age and skin type.

The Bottom Line

An exciting and trend-setting technological innovation, VISIA can help drive prospective patients to you through advertised promotions and patient-driven referrals. Integrating VISIA into initial consultations can help increase conversion rates for the entire range of skin renewal therapies from basic maintenance regimens through advanced rejuvenation treatments. Tracking treatment outcomes with VISIA can improve patient compliance for topical treatments or multi-session therapies. VISIA helps set you apart from ever-increasing competition and maintains patient loyalty.

As an easy-to-use yet powerful visual communication tool, VISIA is a valuable addition to any skin care practice.