



- The American Society of Plastic Surgeons reports that a record \$16 Billion was spent on surgical and nonsurgical cosmetic procedures in 2016.
- 42% of these procedures were non-surgical, a growth rate of 22% with over 10 million treatments performed.
- The non-invasive body contouring segment is projected to grow more than 40% annually thru 2024.
- Opportunities for sustainable growth in the retail nonsurgical aesthetics market are enormous.
- LightRx believes confidence is beautiful. When people look their best, they feel empowered. LightRx Face & Body provides a non-surgical solution to total transformation, using FDA-cleared, cutting-edge medical devices to achieve dramatic results.
- LightRx is uniquely qualified to succeed because of its focus on non-surgical body contouring. Employing state-of-the art technologies, full array of services, custom results-driven plans and a team of professionals dedicated to client satisfaction differentiate Light Rx in the space.

- Stores are generally located in strip malls and each store has its own real estate lease.
- Each store is expected to generate \$750,000 to \$850,000 in annual sales or 425 to 500 service contracts per year at an average ticket price of \$1,500 to \$2,000 with a store-level (unburdened) operating income margin in the range of 20% to 25%.
- The typical store size is 1,300 – 1,500 square feet with 3-6 private service rooms and one private consultation room.
- Each store operates with a staff of 3-5 employees, led by a Regional Director. Regional Directors provide quality oversight for all customer services.
- Each store has at least 2-3 equipment devices (e.g., Cynosure SculpSure, Venus Legacy, Venus Versa, Rx Lipo) that are used to perform procedures.
- LightRx operates an in-house call center at the corporate headquarters (8-10 people covering 8:00 AM – 10:00 PM Mon-Fri and 9:00 AM – 7:00 PM Sat).
- All administration, including marketing strategy and execution, is managed at the corporate offices in Farmington Hills, Michigan.
- Leads are generated by a variety of on-line marketing initiatives including search engine and Facebook marketing targeted at geographical areas near the stores.