



Patient Marketing Media Kit

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Bare*it*[™]

Website copy:

When your skin feels smooth and soft, you feel confident to BARE*it*.

If you're tired of shaving, waxing, and tweezing in order to show off your beautiful skin then it's time to ditch the razor and try laser hair removal with BARE*it* by Sciton.

BARE*it* delivers gentle pulses of laser energy to the skin that specifically target hair destroying it at the follicle, leaving the surrounding skin unaffected. Treatments are safe for all skin types, any time of year, anywhere on the body. With BARE*it* you'll see a gradual reduction in the amount of hair as well as hair thickness after each session. Treatments are fast, easy, and convenient, and there's no downtime so you can go from hair to bare without sacrificing your social life.

Since hair grows in stages, multiple treatments will be needed but they can easily be performed on your lunch break, taking just a few minutes depending on the area being treated. Most patients describe the sensation similar to that of a rubber band snapping which immediately resolves once the treatment is over.

With BARE*it* you'll have smooth, touchable skin without the time, irritation, or inconvenience of other hair removal methods.

Have the confidence to BARE*it* with laser hair removal by Sciton!

0:30 Commercial Spot

When your skin feels smooth and soft, you feel confident to BARE*it*.

Discover the FASTEST and most effective laser hair removal treatment uniquely designed to meet YOUR specific needs. In just minutes BARE*it* can treat all skin types, anytime of the year, anywhere on the body.

BARE*it* treatments are ultra-fast and can be comfortably performed in just a few minutes, even on your lunch break. Discover this premium, personalized laser hair removal experience with BARE*it*. Call [Practice Name] today to schedule your appointment!

0:60 Commercial Spot

Bare*it*[™]

When your skin feels soft and smooth, you feel confident to BARE*it*.

Discover the FASTEST and most effective laser hair removal treatment uniquely designed to meet YOUR specific needs. In just minutes BARE*it* can treat all skin types, anytime of the year, anywhere on the body including the legs, arms, underarms, bikini, back, chest, and face.

Using the highest-powered laser on the market with 3 unique wavelengths this treatment is designed to adapt to your specific hair and skin type for a safe and effective treatment in just minutes.

BARE*it* uses extra-large spot sizes to deliver comfortable ultra-fast treatments without any downtime, you can even visit us on your lunch break. So if you're tired of shaving, waxing and tweezing, call [Practice Name] today and discover the benefits of a personalized laser hair removal experience with BARE*it*.

On-hold phone script

Are you tired of shaving, waxing, and tweezing in order to show off your beautiful skin? Then it's time to ditch the razor and try laser hair removal with BARE*it*.

BARE*it*'s unique laser technology uses the highest-powered laser on the market with 3 unique wavelengths designed to adapt to your specific hair and skin type for a safe and effective treatment in just minutes.

With its extra-large spot sizes and sapphire crystal cooling, BARE*it* delivers comfortable ultra-fast treatments without any downtime so you can even visit us on your lunch break. Best of all it's safe for all skin types, anytime of the year, anywhere on the body including legs, arms, underarms, bikini, back, chest, and face.

Ask us about personalized laser hair removal with BARE*it*, because when your skin feels smooth and soft, you feel confident to BARE*it*!

Introduction letter /eblast to patients

SUBJECT: Have the Confidence to BARE*it*

Bare*it*[™]

Dear [INSERT "PATIENT" or PATIENT'S NAME],

I'm excited to introduce you to BARE*it*, it's the highest-powered laser hair removal treatment on the market with 3 unique wavelengths specifically designed to adapt to your individual hair and skin type for a safe and effective treatment that takes just minutes to perform.

So, if you're tired of shaving, waxing, and tweezing in order to show off your beautiful skin, then it's time to ditch the razor and try laser hair removal with BARE*it*.

With its extra-large spot sizes and sapphire crystal cooling, BARE*it* delivers a comfortable, ultra-fast treatment without any downtime-so you can even visit us on your lunch break! Best of all it's safe for all skin types, anytime of the year, anywhere on the body, including:

- Legs
- Arms
- Underarms
- Bikini
- Back
- Chest
- Face

Most patients describe the sensation similar to that of a rubber band snapping which immediately resolves once the treatment is over and since hair grows in stages, multiple treatments will be needed, so why not get started today?

With BARE*it* you'll have smooth, touchable skin without the time, irritation, or inconvenience of other hair removal methods.

If you would like to learn more about this treatment, we invite you to contact our office to schedule a personal consultation.

Have the confidence to BARE*it* with laser hair removal!

Sincerely,

[PHYSICIAN NAME/PRACTICE NAME]

Bare*it*[™]

Frequently Asked Questions

What areas can be treated?

With BARE*it*, you can treat hair anywhere on your body. Common treatment areas include the arms, legs, underarms, back, chest, and bikini

How many treatments will I need?

Since hair grows in stages, multiple treatments will be needed. Typically, patients require between 4-6 treatments.

Does it hurt?

Most patients describe the sensation similar to that of a rubber band snapping which immediately resolves once the treatment is over.

How quickly will I see results?

Treatments are typically spaced about 4-6 weeks apart, you can expect to see a gradual decrease in hair thickness and density over the course of your treatment plan.

How long does the treatment take?

BARE*it* uses the largest spot sizes on the market, which means treatments are extremely fast. Because there's no downtime, they can easily be performed on your lunch break, taking just a few minutes depending on the number of areas being treated.

Testimonial

*As an active woman living in warm states all my life, shaving has been a constant battle. Having darker, coarse hair I had to address shaving on a daily basis. I am pleased to say that I was completely surprised by the ease of the treatment. My experience was comfortable and quick. After one treatment I started to notice thinner hairs and sparse growth. I can't wait to start BARE*it* treatments on other areas of my body!*

- Ariel

*I've tried other laser hair removal devices and it's been my least favorite aesthetic service. That is before I tried BARE*it*! I have had several laser hair removal treatments on my face and neck and with those other devices the pain was intolerable, even with numbing. With BARE*it*, I didn't even need numbing and the whole treatment for my face and neck took less than 5 minutes. I was so shocked and so happy. Now I can get other areas treated without any worry or fear of pain. Thank you!*

-Amy