

On behalf of Vision Expo, we sincerely thank you for being with us this year.

Vision Expo Has Gone Green!

We have eliminated all paper session evaluation forms. Please be sure to complete your electronic session evaluations online when you login to request your CE Letter for each course you attended! Your feedback is important to us as our Education Planning Committee considers content and speakers for future meetings to provide you with the best education possible.



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ARS Polling Instructions

Step 1 - Open the Vision East app and log in using your badge ID and zip code

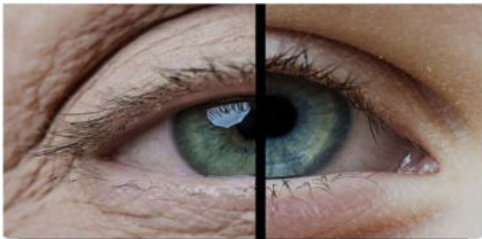
Step 2 - Click on blue Education button to see All Education Sessions

Step 3 - Select the course you are attending from the list of sessions

Step 4 - Scroll to the bottom and select "Pre-course questions" prior to the session **AND** "Post-course questions" after the session

Step 5 - Complete the survey questions and Submit!

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Intersection of Dry Eye & Beauty

Design, Build, and Brand a Profitable Dry Eye Spa

Speaker Dr. Janelle Davison

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Financial Disclosures

- Sight Sciences- Consultant
- Tarsus Pharmaceuticals- Speaker/Consultant
- Viatris Pharmaceuticals-Speaker/Consultant
- Alcon- Speaker/Consultant
- IDOC Alliance- Board Member
- Paradeyem Optical Solution- Consultant
- Orasis Pharmaceuticals- Speaker/Consultant

The content of this COPE Accredited CE activity was prepared independently by Dr. Janelle Davison.

The content and format of this course is presented without commercial bias and does not claim superiority of any commercial product or service.

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About The Speaker

- Businesswoman: Founder/owner
 - Brilliant Eyes Vision Center
 - Visionary Dry Eye Institute
 - Paradeyem Optical Software
 - S.C.O.R.E., INC. 501c3 nonprofit
- Education and Organizations:
 - 2006 Graduate PCO
 - 2001 Graduate XULA
 - AOA, GOA, & NOA
 - Member of Alpha Kappa Alpha Sorority, Inc.



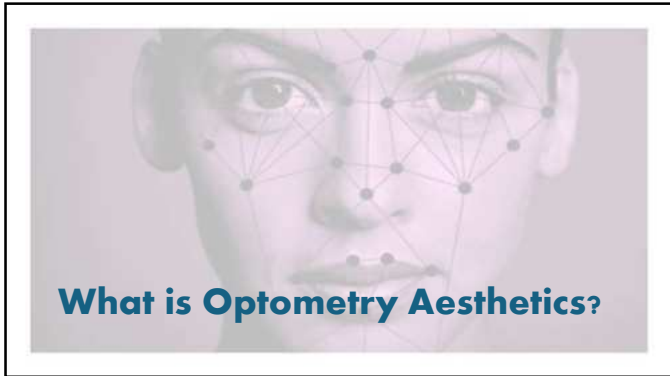
Ruby Falls

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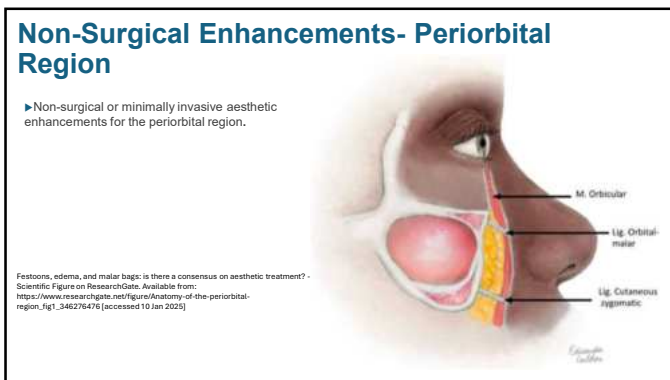
Learning Objectives

1. Learn the definition of optometry aesthetics and what patient populations can benefit from services and how to collaborate with other health care professionals in the aesthetic space.
2. Learn about nonsurgical ocular aesthetic services to offer in practice.
3. Learn about ocular aesthetic equipment and the aesthetic benefits associated with each piece of equipment.
4. Learn how to manage common complications associated with popular aesthetic services.
5. Learn how to design, develop, brand and market your dry eye spa.
6. Learn how to create a retail product strategy to manage and sell aesthetic products.
7. Learn about tips for a successful implementation process to ensure ROI.

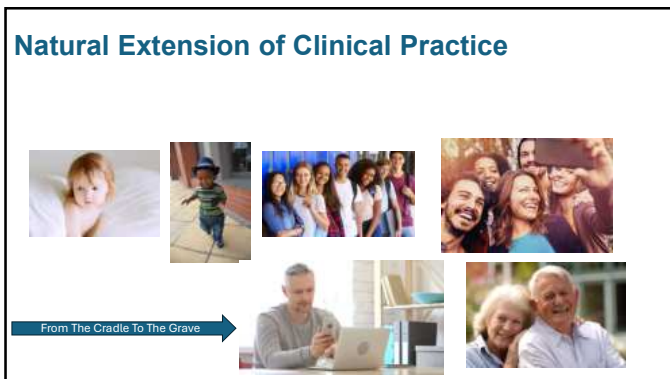
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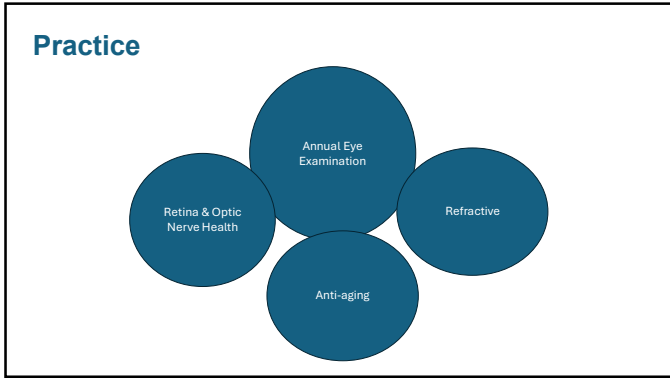
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Impact

- 16.4 million people have been diagnosed with DED.
- \$17 billion was spent on cosmetic procedures in the United States
- 13 million procedures were minimally invasive
- GenX- 82 million (31-50 yrs.)
- Millennials 72.7 million (27-42 yrs.)
- 1 billion people worldwide have presbyopia

The 2020 Plastic Surgery Statistics Report 2017 *American Journal of Ophthalmology*
Global Market Insights
Donaldson KE. The Economic Impact of Presbyopia. *J Refract Surg.* 2021;37(S1):S17-S19

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Space & Opportunity



- > 70% of Americans apply makeup or a cosmetic facial product at least once per week.
- 65% of millennials rely on social media to influence beauty purchases
- >500 Million post per day related to beauty industry on SM

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Space & Opportunity

- Lash Growth Serum:
 - \$936 million in 2024
- False Lashes: \$1.41 Billion in 2023
 - Most purchases made in local beauty supply stores or Drug stores.
 - Strip lashes
 - Magnetic lashes
- 1.66 million Americans spent \$500 or more on skin care products.

<https://www.coherentmarketinsights.com/>

<https://www.fortunebusinessinsights.com/false-eyelashes-market-106573>

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Cosmetics: Under-Regulated



- Federal Food, Drug and Cosmetic Act-passed in 1938 is only legal regulation for cosmetic industry. Bans 30 ingredients from personal care products
- Labeling products as natural or organic does not qualify as misbranding.
- Does not require the FDA to recall potentially dangerous items or monitor the ingredients used in products.
- 1979 Senate Health Committee holds landmark hearing on cosmetic reform.

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Practice Models Best Suited for Success

- Offer services that easily tie into ocular aesthetics and cosmetics.
 - Innovative contacts, dry eye, CRT, luxury Frame lines, high-end lens enhancements
- Access to patient demographics seeking dry eye and aesthetic services.
- Affluent area
- Practices exhibiting a robust referral process.



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Optometry Aesthetic Eye Spa Levels



Fundamental

Provide efficient, high-quality aesthetic and anti-aging services that fall within the optometrist's scope of practice. No additional staff, such as estheticians or medical directors, is required.



Intermediate

Offer an elevated experience by integrating advanced skincare treatments and lash enhancements through a collaborative partnership with an esthetician.



Advanced

Deliver cutting-edge medical-grade aesthetic treatments for clients seeking advanced anti-aging and wellness solutions, under the supervision of a medical director.

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Fundamental-Optometrist Only

Possible Services Offered:

- Presbyopia drop options
- Non-surgical lid lift drops
- Microblepharoexfoliation (MBE)
- Anti-Redness
- Oil gland heat treatments
- Safe cosmetics and lash growth serums
- Sunscreen and skincare for dark circles, eye bags, and improved skin texture
- Nutraceuticals
- Lid hygiene treatments



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Mechanism of Action- Presbyopic Drops

- Research-as the pupil size **decreased**, there was an **increase** in reading vision improvement
- Pinhole effect is a method of pseudoaccommodation via miosis and pupil size reduction without ciliary muscle engagement
- Pinhole effect works to increase the depth of field while avoiding distance vision loss.

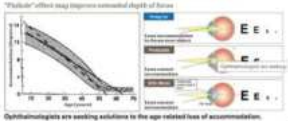


Image Credit: Ophthalmology Times: October 15, 2021 Volume 46 Issue 17

adley A. Effect of Target Luminance on Optimum Pupil Diameter for Presbyopic Eyes. *Optom Vis Sci*. 2015;92(11):1409-1419.
 Xu R, Gi D, Dibas M, et al. The Effect of Light Level and Small Pupils on Presbyopic Reading Performance. *Invest Ophthalmol Vis Sci*. 2016;57(13):5656-5664.

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Presbyopia Drop Options


FDA Approved	FDA Approved	In The Pipeline
<p>Vuity (pilocarpine hydrochloride ophthalmic solution 1.25%)</p> <p>First FDA approved- March 2023</p> <p>BID dosing (3-6 hours after the first)</p> <p>3 lines or more in mesopic</p> <p>no more than 5 letter loss in low light corrected distance visual acuity</p> <p>Common adverse event >5% of participants were headache and eye irritation</p> <p>No reports of retinal detachment were found during the trial.</p>	<p>Qlosi (pilocarpine hydrochloride ophthalmic solution 0.4%)</p> <p>FDA approved October 2023</p> <p>low dose, preservative-free</p> <p>near-neutral pH formula that contains lubricating agents</p> <p>flexible dosing with the option to dose a second time if needed 3 hours after the initial dose</p> <p>3-line or more gain in DCNVA and no loss of 1-line or more in distance visual acuity</p> <p>Common adverse events headache and instillation site pain</p>	<p>LNZ100 (Aceclidine 1.75%)</p> <p>LNZ101 (Aceclidine 1.75% + brimonidine) (Lenz Therapeutics)</p> <p>Brimochol PF</p> <p>MicroLine</p> <p>Nyxol (phenolamine 0.75%)</p>

<https://eyesonycare.com/resources/ultimate-guide-presbyopia-drops/>

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Blepharoptosis: Ptosis or “Droopy Eyelid”

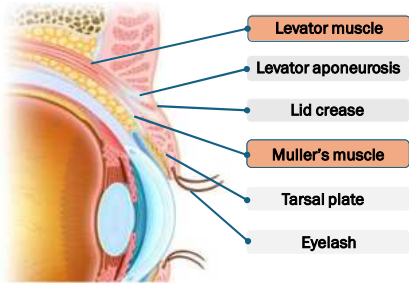
- Abnormal, low-lying (drooping) upper eyelid margin with eye in primary gaze
- Unilateral or bilateral
- Severity depends on degree of lid droop
- Common eyelid disorder affecting adults of all ages, especially over 50
- Typically, slowly progressive and most often associated with aging



Finsterer J. *Aesthetic Plast Surg*. 2003;27(3):193-204.

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Lid Anatomy: Two Muscles Lift the Eyelid



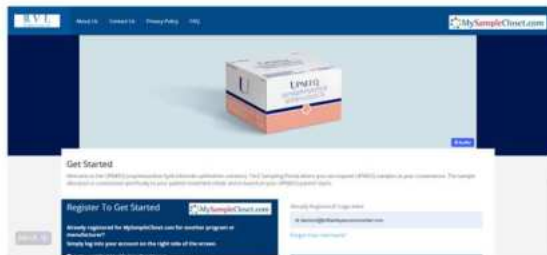
22 Finsterer et al. Aesth Plast Surg. 2003; 27:193-204.

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Oxymetazoline Hydrochloride Ophthalmic Solution 0.1%

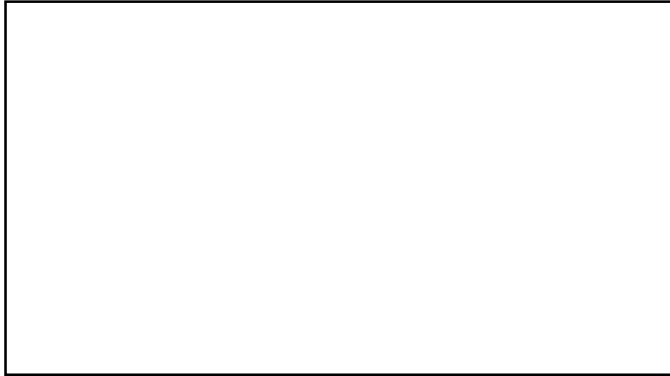


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<https://rvl.mysamplecloset.com/login>

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Non-Surgical Lid Lift for Acquired Ptosis

1 in 10

Adults aged 50+ who have ptosis¹

➔

13 MILLION

Estimated patients aged 50+ with ptosis in 2020 based on US population^{1,2*}

* Estimated U.S. population over 50 years of age with ptosis calculated as estimated number of individuals aged 50 and older (U.S. Census) multiplied by 11.5% prevalence observed in study by Srikrishnan et al.
 1. Srikrishnan GV, et al. Age Ageing. 1995;24:231-24. 2. US Census Bureau, Population Division. Table 9. Projections by sex and age for the United States: 2015 to 2060. NP2014-79. December 2014.

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Severity of Ptosis Increases with Age

MRD-1 (mm) Right Eye

Age Group	>=4.0 mm	3.0-3.9 mm	2.0-2.9 mm	1.0-1.9 mm
<30 years	55%	32%	10%	3%
30-39 years	52%	35%	10%	3%
40-49 years	48%	35%	15%	3%
50-59 years	35%	38%	20%	7%
60-69 years	25%	35%	25%	15%
70-79 years	20%	30%	25%	25%
80+ years	15%	25%	30%	30%

MRD-1 = Distance from lid margin to pupillary light reflex
 Pak J. et al. BMC Ophthalmol. 2020;20(99):1-8

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Acquired Ptosis Can Have a Range of Risk Factors

Risk factors

Aging^{1,3} Contact lens wear^{4,5} Ocular surgery⁶ Trauma⁷ Underlying disease^{4,8} Periocular neurotoxin injection⁹

Risk factors can contribute to aponeurotic or other forms of acquired ptosis (myogenic, neurogenic, mechanical, traumatic)

1. Forman WM, et al. Age Aging. 1995;24:21-24. 2. Hashemi H, et al. J Curr Ophthalmol. 2016;28:142-145. 3. Kim MM, et al. Eye (Lond). 2017;31:940-946. 4. Heung K, et al. J Craniofac Surg. 2015;26:437-437. 5. Stevens J, et al. Curr Ophthalmol. 2011;36:333-336. 6. Wang Y, et al. Graefes Arch Clin Exp Ophthalmol. 2018;57:197-204. 7. Fritsche J. Aesthetic Plast Surg. 2003;57:193-204. 8. Reinhard E, et al. Rev Oculom. April 15, 2020. 9. Srinivasan KD, et al. Dermatol Surg. 2015;41:833-840. 10.

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Impact of Acquired Ptosis on Well-Being & Vision

EMOTIONAL WELL-BEING
Non-functional^{1,2}

Appearance Concerns
→ Sleepy/tired look, asymmetry

Psychological Affects
→ Anxiety or depression related to appearance

VISION & PHYSICAL WELL-BEING
Functional^{1,3}

Vision function & quality
→ Blurry vision, HOAs
→ Difficulty with visual tasks (e.g. reading, watching TV, final manual work, digital device use)

Physical Discomfort
→ Neck pain, brow ache, headaches, eye strain

1. Richards HS, et al. Eye. 2014;28:296-302. 2. Bicharath J, et al. Eye. 2021;35:2468-2481. 3. Fritsche J. Aesthetic Plast Surg. 2003;57:193-204.

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Etiologies of Ptosis

Congenital vs. Acquired Ptosis

CONGENITAL

- Typically, a result of developmental myopathy of the levator muscle or innervation abnormality

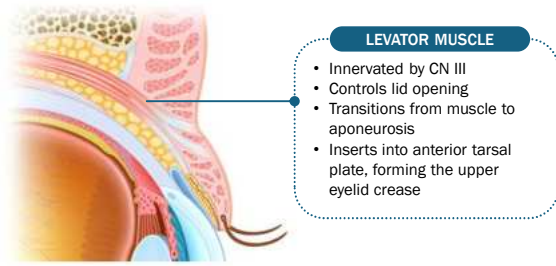
ACQUIRED

- **Aponeurotic:** Stretching or disinsertion of the levator muscle – MOST COMMON
- **Neurogenic:** Reduced nervous input to upper eyelid retractor muscles
- **Traumatic:** Injury
- **Mechanical:** Excess skin / eyelid heaviness
- **Myogenic:** Primary muscle dysfunction

1. Fritsche J. Aesthetic Plast Surg. 2003;57:193-204. 2. Sushakar P, et al. Am J Clin Med. 2009;63:15-14. 3. Custer PL. Blepharoptosis. In: Yanoff M, Duker JL, eds. Ophthalmology. 3rd ed. St Louis, United States: Elsevier; 2008. 4. Kappali N, et al. Available at: <http://www.ncbi.nlm.nih.gov/pubmed/3100410>. Accessed November 27, 2023.

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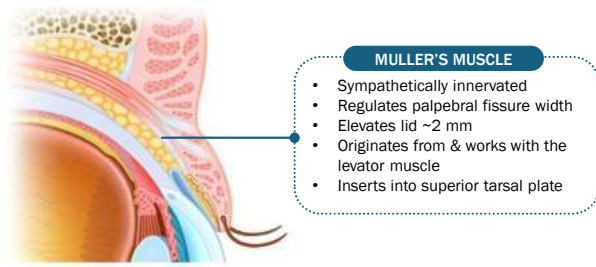
Levator Muscle: Major Elevator of the Upper Lid



31 Finsterer et al. Aesth Plast Surg. 2003; 27:193-204.

31

Muller's Muscle: Works with Levator to Elevate Lid



32 Finsterer et al. Aesth Plast Surg. 2003; 27:193-204.

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Microblepharoexfoliation (MBE)

~25 million patients that may have Demodex blepharitis

- lid hygiene Microblephexfoliation
 - ABMax (no longer available)
 - Lidpro
 - BlephEx
 - Zest
 - Blephadex Swab
 - Nulids Pro

- FDA-Approved Lotilaner oph sol 0.25% eye drops twice per day for 42 days



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Eye Lash Serums

BIMATOPROST OPHTHALMIC SOLUTION 0.03%

Requires monitoring for complications

**LASH SERUM (DRUG FREE)
CASTOR OIL**

6 weeks

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Lash Serums-Do's & Don'ts

*Drug Free	Prostaglandin Analogue	Synthetic Prostaglandin Analogue
Twenty/Twenty Beauty Get Growing Lash & Brow Serum	Lattise	Lash Boost
Oculaire Cleansing Lash Enhancing Serum		Xlash Eyelash Enhancer
Zoria Lash Intensifying Serum		RevitaLash
Ricinateic acid (Castor Oil) which has been shown to stimulate prostaglandin receptors that can lead to an increase in blood supply to hair follicles promoting hair growth.		M2 Lashes Eyelash activating serum
		Neulash

Isopropyl Cloprostenate-Belongs to the same class of actives used originally on glaucoma patients.
No such thing as "completely safe"

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Why is CLEAN EYE Makeup so Important

Image Credit- Dr. Janelle Davison

- Eyelid skin is thinner than facial skin
- Damage to meibomian gland structure
- Damage to ocular surface

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Cosmetics

INGREDIENTS TO AVOID

FDA dictates that Ingredients must be declared in descending order of predominance

- The problem: Any ingredient less than 1% of total volume may be listed in any order.

- Safe ingredients for eye makeup (shadow, liners, and mascara)
- Safe ingredients for skincare
 - Won't exacerbate OSD
- Safe make remover
- Patient Safety Education Apps
 - Think Dirty, SkinSafe, CosmEthics, CodeCheck and Detox

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Minimize Exposure Toxin Ingredients In Personal Care Products

1. Argireline (Acetyl Hexapeptide-3, Lipotec (Botox in a jar))
2. Benzalkonium Chloride BAK
3. BHA and BHT
4. Butylene Glycol
5. Ethylenediaminetetraacetic acid (EDTA)
6. Formaldehyde
7. IsoPropyl Cloprostenate
8. Parabens (methyl-, isobutyl-, propyl- and others)
9. Phenoxyethanol
10. Retinol and Retinyl Palmitate

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Sunscreen

Recommend for all skin types including FP V and up.

- Avoid products that cause a "whitecast"

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Intermediate- Optometrist + Aesthetician

Possible Services Offered:

- ▶ Includes all Level 1 services, as well as:
 - ▶ Medical-grade skincare treatments (e.g., HydraFacials, dermaplaning, and anti-aging facials)
 - ▶ Safe lash application and high-end lash enhancement options
 - ▶ Treatments with dual benefits (aesthetic and therapeutic) like low light therapy, intense pulsed light therapy, plasma pen treatments, and radiofrequency procedures

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False Lashes

LASH EXTENSIONS
MAGNETIC



*Iodine levels Caution when removing

LASH EXTENSIONS
INDIVIDUAL



Limit the number of fills and clean daily.

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Managing Complications

Allergic reaction to glue




Demodex Blepharitis



Recommend a 24-hour patch test. Performed by lash artist or esthetician prior to full lash service.

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Removal of lashes tool kit:

- Place drop of jojoba or coconut oil on your fingers and massage in lid margin
- Let set for 3-5 minutes
- Apply in-office warming heated mask for 10 minutes
- Use disposable lash brush to begin removing the lashes
- Repeat as needed until lashes are removed
- Send patient home with lid hygiene instructions
-  Send back to Lash Artist to Remove with Solvent




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IPL (Intense Pulse Light)

- Non-ablative blood vessels **thrombolysis**, meibum **heating** and **liquefaction**, photomodulation, **Demodex eradication**, secretion **modulation of pro and anti-inflammatory** molecules and matrix metalloproteinases suppression.
- **Non-laser** high intensity light sources that make use of a high-output flashlamp to produce a broad wavelength output of noncoherent light, usually in the **500 to 1200nm range**.
- In 2002, Toyos observed that patients treated with IPL showed improvement in MGD and DED.
 - Rolando Toyos Protocol
 - IPL treatment intensity from a low power of 8 J/cm² and increases sequentially to a high power of 20 J/cm², with higher power levels indicated as age and lid margin disease severity increase.

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- **Intense Pulse Light Therapy-Photomodulation**



TheraEye Plus IPL- 650nm, 6-9 J/cm² safer for darker skin tones

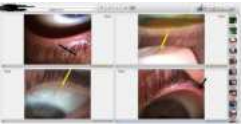
Devices Available
Lumenis OptiLight- FDA- Approved
InMode Envision
MD Elite
Stellar M22

Treatment Indications:

- Ocular Rosacea-Telangiectasias
- Meibomian gland dysfunction
- Dry Eye Disease

Aesthetic Benefits



- Reduce redness
- More even skin tone
- Decreased age spots
- Acne



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Low Level Light Therapy (photobiostimulation):

- Light is **absorbed** in the cellular **mitochondria** and **stimulates ATP production** leading to an increased cellular action and **enhanced cell vitality**.

- 
Stimulates production of collagen and elastin
 absorbed by mitochondria and stimulates ATP increasing cellular action, enhancing its activity
- 
 Solicit porphyrins to obtain a **bacteriostatic effect** with a consequent elimination of bacteria.

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• LLLT-low light level therapy

Treatment Indications:

- Meibomian gland dysfunction
- Demodex
- Ocular Rosacea

Mask Colors:

- Blue Light Mask- Blepharitis/Demodex
- Red Light Mask- MGD

Devices Available:

- Celluma Pro
- Equinox
- Epi-C Plus
- MD elite Infinity Pro

Aesthetic benefits:

- Reduction in redness
- Skin rejuvenation
- Wrinkle reduction
- Skin brightening




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Radioactive Frequency (Photobimodulation)

• RF is a non ablative **elevation of dermal layer temperature** to at least **42 degrees Celsius** resulting in **denaturation** of structural **collagen fibers** followed by contraction or **tightening of the skin**. Heat shock response from Dermal fibroblast----Resulting in **net increase in collagen** upon **cooling**.

- Thermal injury causing new collagen production



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• RF-Non-Ablative Radioactive frequency

Treatment Indications:


- Meibomian Gland Dysfunction

Aesthetic benefits:

- Skin tightening
- Improve periorbital wrinkles

Devices Available:

- Lumenis OptiPlus
- IPro X
- Inmode Forma I
- Tempsure Envi



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Advanced- Optometrist + Medical Director

Possible Services Offered:

- Includes all Level 1 and 2 services
- Neurotoxin injections
- Microneedling
- Microneedling and RadioFrequency
- Non-ablative laser treatments
- Chemical peels



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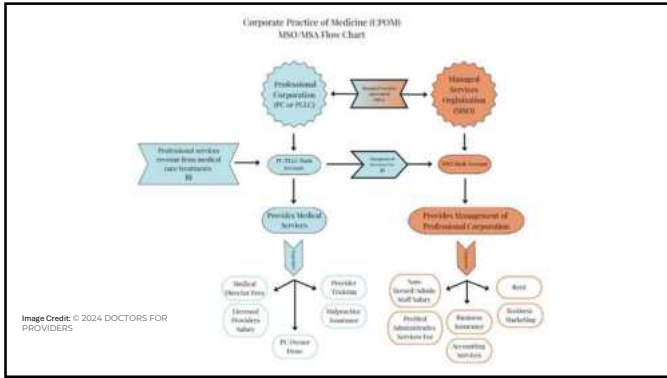
How Much Will A Medical Director Cost?

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Average Monthly Cost- \$1,000-\$5,000

Medical Director Resource	Website
Collaborating Docs	https://collaboratingdocs.com/
American Med Spa Association	https://americanmedspa.org/
Doctors For Providers	https://doctors4providers.com/
Zivian	https://www.zivianhealth.com/

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Neurotoxins

INJECTIONS

- Toxins
 - Botox, Dysport, Xeomin
 - Neuromodulators
 - Botulinum toxin type A
 - Last up to 4 months
 - Xeomin does not contain additives

FILLERS

- Juvéderm and Restylane
 - Granular more cohesive- Restylane
 - Smoother Texture- Juvéderm tends to last longer
 - Produce smooth results due to the plumping effects of hyaluronic acid.

Know your state Laws regarding injections

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Morpheus8

WHAT IS IT?

- A non-surgical, FDA-approved skin treatment that uses radiofrequency (RF) energy and microneedling to improve the appearance of the skin.
- subdermal adipose remodeling device (SARD) that fractionally remodels and contours the face and bod

WHAT CAN IT TREAT?

- Dry eye
- Fade hyperpigmentation
- Alternative to injections or surgery
- Skin texture and tone
- Under-eye bags, dark circles, wrinkles, and fine lines

Know your state Laws regarding injections

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CHEMICAL PEELS
 LIGHTEN UNWANTED PIGMENTATION AND EVEN OUT SKIN TONE
 SMOOTHEN TEXTURE
 IMPROVE ACNE SCARS AND PREVENT FUTURE ACNE
 DIMINISH LINES AND WRINKLES
 INCREASE COLLAGEN AND ELASTIN

Chemical Peels
 Controlled injury caused by the chemical peel triggers the body's natural healing process, leading to increased production of collagen and elastin

Ablative Resurfacing CO ₂ & Er:YAG 15-90 minutes	Non-Ablative Fractional Resurfacing 100-1500 sessions	Ablative Fractional Resurfacing 100-1500 sessions
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Lasers
 Delivers heat energy deep into the skin layers, stimulating the production of collagen without removing the top layer of skin.

The diagram shows a cross-section of the skin with three vertical red lines representing laser beams penetrating through the epidermis into the dermis. The top layer of skin is shown being removed in the ablative resurfacing section.

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\$ **Investment** \$

What you need to get started

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- ▶ **Investment- Phase 1- Outfit Room**
 - ▶ Outfit room ~\$4000-\$10,000K
 - ▶ Spa supplies ~ \$3000k-\$5,000k
- ▶ **Investment- Phase 2: Equipment Acquisition**
 - ▶ Thermal heat treatment ~ \$10,000-\$20,000
 - ▶ Meibography scans~ \$2,500-\$24, 000
 - ▶ Inflammadry or Tearlab ~\$200-\$8500
 - ▶ Intense Pulse Light Therapy ~\$70,000-\$110,000
 - ▶ RF ~\$150,000-\$175,000
 - ▶ Imaging System~ \$12,500-\$15,000
 - ▶ TA- POC ~ \$6,000
 - ▶ CLIA/CLOA Lab Certificate ~\$200-\$500
- ▶ **Investment- Phase 3: Team Structure**
 - ▶ Hire Esthetician: Independent Contractor vs Employed
 - ▶ Profit-Sharing
 - ▶ Commission based
 - ▶ Hourly/salary
 - ▶ Train
 - ▶ Hire Dry Eye Treatment Technician: Employed
 - ▶ Medical Director



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- ▶ **Investment- Phase 4: Service Menu**
 - ▶ Dry Eye services:
 - ▶ Set fees/bundles
 - ▶ Aesthetic services:
 - ▶ Set fees/bundles
 - ▶ Separate scheduling/payment system
- ▶ **Investment- Phase 5: Product Inventory**
 - ▶ Cosmetic Products:
 - ▶ Make up
 - ▶ Skin care
 - ▶ Sunscreen
 - ▶ Lashes and accessories
 - ▶ Dry Eye/MGD Products:
 - ▶ Lid Hygiene
 - ▶ Supplements
 - ▶ Heated Mask
 - ▶ Drops
 - ▶ Affiliate Programs:
 - ▶ Patient-Online ordering patient form
 - ▶ Practice commission



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Opened 4/2024
~1480 square feet
Working 2 half days, one full day

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Product Inventory Management

Product Manufacture	Products
Aesthetics Skincare/Anti-Aging	Oculaire, Beauty Counter, Ocusoft Zoria, Rodan & Fields, We Love Eyes, OpulanceMD, BrandMD, Epionce, NuSkin
Aesthetics Cosmetics-Make up	Twenty/Twenty Beauty, Eyes Are The Story, Zoria, Beauty Counter
MGD/Blepharitis Lid Hygiene	Ocusoft, Lunovus, Oasis, Nulids, Scope, Doctors Formula Rx, We Love Eyes
Dry Eye Supplements	PRN, Lunovus, Eyetamins, Hydro Eyes, Sea Berry, Doctor's Formula Rx, Nordic Naturals, NuSkin
*Affiliate Programs	Twenty/Twenty Beauty, Eyes Are The Story, Dry Eye Rescue, We Love Eyes

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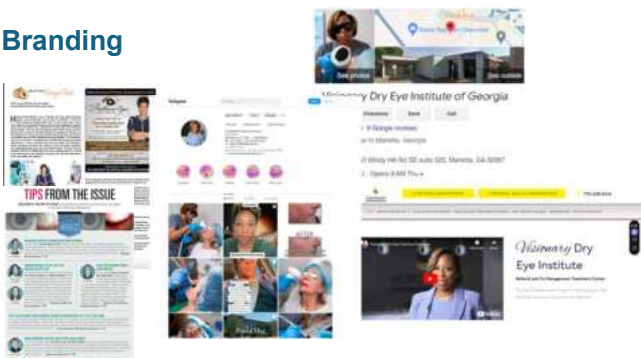
Ensure Success-Collaborate

- Esthetician services
 - Lash consults
 - Facials
- Oculoplastic Ophthalmologist
 - Blepharoplasty and injections
 - Conjunctivochalasis
- Cataract/Cornea OMD
 - Dry Eye Referral Source
- Dermatology
 - Dry Eye Referral Source
- Other Local/Out of state ODs



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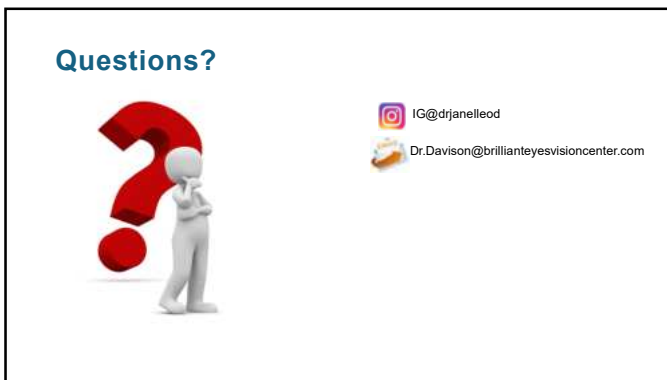
Branding



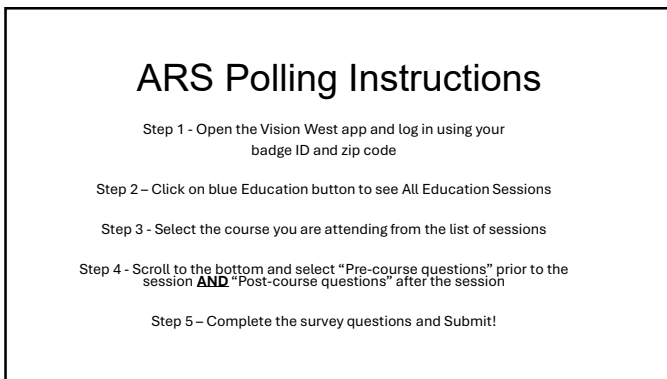
66



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How Much Is this Going to Cost?

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What does it mean to be CLEAN



Free of Toxins
 Toxins cause: irritation, redness, inflammation, damage to the cells, and wrinkles
 Different from Organic, Vegan, Cruelty-free, Paraben-free...

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Toxins Cause

- Parabens
 - Allergies/immunotoxicity
 - Endocrine disruption
 - Biochemical or cellular level changes
- Fragrance
 - Allergies/immunotoxicity
 - Non-reproductive organ system toxicity
 - Ecotoxicology
 - Irritation (skin, eyes, or lungs)
- Alcohol
 - Cancer
 - Developmental/reproductive toxicity
 - Enhanced skin absorption
 - Non-reproductive organ system toxicity



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Safe Cosmetics & Skincare




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Redness & Blurry Vision

Anti-Redness
 Bromoxidine Tartrate oph sol. 0.025%
 • FDA for Ocular Redness
 • Administered one-two times daily
 • OTC low dose (safe)



Age-Related Blurry Near Vision
 Pilocarpine HCl ophthalmic solution 1.25%
 • Administered once Daily
 • Reduces the pupil size creating pinhole affect
 • Effective in 15 minutes
 • FDA approved 40-55 yrs.
 • FDA approved for age-related blurry near vision
 • Rare association with **Retina Detachments**




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Neurotoxins

INJECTIONS
 • Toxins
 • Botox, Dysport, Xeomin
 • Neuromodulators
 • Botulinum toxin type A
 • Last up to 4 months
 • **Xeomin does not contain additives**

FILLERS
 • Juvéderm and Restylane
 • Granular more cohesive-Restylane
 • Smoother **Texture-Juvéderm tends to last longer**
 • Produce smooth results due to the plumping effects of hyaluronic acid.

Yourspark.com
 Know your state Laws regarding injections



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Optometry Aesthetics Managing Complications

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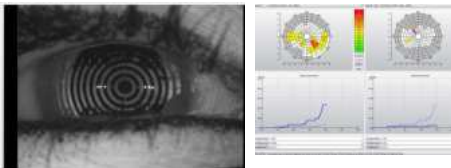
Optometry Aesthetics Managing Complications

- a. Allergic Conjunctivitis from glue toxicity from false lashes
 - a. Avoid Cyanoacrylate (super glue) and formaldehyde derivatives.
 - b. Removal of lashes/Cool compresses/lid wipes/steroid/antibiotic combo ointment
- b. Blepharitis from false lashes and cosmetic makeup application
 - a. Clean lashes (Hypochlorous acid, Okra-bases or Tea tree oil) daily
 - b. In office cleaning
- c. Droopy Eyelid complications from injections
 - a. Paralysis of levator palpebral muscle
 - b. Prescribe oxymetazoline hydrochloride
- d. Hyper/hypo pigmentation from lash serums (prostaglandin)-
 - a. Increased Iris Pigmentation (hazel or heterochromatic) & Periocular skin darkening and enophthalmos "sunken eye"
 - b. Hyperemia
 - c. Discontinue

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Poor Cosmetic Habits

- Waterproof
- Waterline




- Case:**
- 46 BM
 - Chief complaint: excessive tearing AM
 - Osdi 14 mild
 - Tear meniscus height low
 - NITBUT OD ~2 secs OS ~4 secs

- Recommendations:**
- Modification of behavior give alternatives
 - Nightly lid cleaning and warm compress
 - Perseverative free tears BID x 2-3 weeks.

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Eyeliner Rules

Pencil	Pencil Eye Liners are Best
Sharpen	Sharpen after each use to reduce bacteria remaining on pencil
Be	Liquid liners must be disposed of after 3 months



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Visible space No space

Never Tightline or Waterline

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Ocular Aesthetics Technology
Optometry and aesthetic connection

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Ocular Surface Disease Indication & Aesthetics Benefits

- RF + MicroNeedling
- Morpheus8 is a radiofrequency (RF) treatment that can help with dry eye disease by restoring the function of the Meibomian glands
- Morpheus8 can also help with other skin concerns, such as wrinkles, fine lines, discoloration, under-eye bags, dark circles, and crow's feet
 - **Aesthetic benefits:**
 - Skin tightening
 - Improve periorbital wrinkles

Treatment Indications:

- Meibomian Gland Dysfunction

Photo from Tempore Envi

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Revenue Potential

Visits	Estimated Revenue Potential
Office Visit 99 codes	\$121.45 (Every 4-6 months)
Diagnostics Test	\$69-\$100 Meibography \$17-\$54 Ant Seg, Photos \$16-\$18 MMP9 \$22 Tear osmolarity \$39 Topography \$50- TA-POC
In-office treatments	\$100-\$150 Lid Cleaning Treatments \$150-\$300 Punta Plugs \$1,489.00-\$2,532 Amniotic Membrane \$1,200-\$1,900 Intense Pulse Light \$600-\$1,200 Thermal Heat \$1,200-\$1,900 Radiofrequency \$300-\$600 Low Light Level Therapy
Home treatments, Cosmetic Make up, Vitamins, Skincare, Sunscreen Sells	\$2,00-\$5,000
Spa aesthetic Services (facials etc)	\$5000 and up
Affiliate Programs	\$1000-1500

*These are hypothetical fees to demonstrate potential private practice. These is not suggested fee structures.

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Products

Manufacturers	Gross YTD Q1 & Q2 2023
LUNOVUS	\$,000.00
Twenty/Twenty Beauty	\$1,078.00
SCOPE kits and tears	\$1,000.00
Oasis Tears & Mask	\$3,300
DoctoRx's Optimal Formula	\$972.00
Miss supplies	\$730.00
BSG Sunscreen	\$500.00
Oral supplements	\$1,260.00
Affiliate programs	\$1,301.00
Aesthetic Spa Services	\$500.00
	\$5,000
total	~\$17,641 (~\$35,282 over 4 quarters)

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