



FEEL CONFIDENT AND LOOK
**NATURALLY
YOUNGER**

WITHOUT Surgery, Lasers, Peels, Freezing or Pain
IN JUST ONE TREATMENT





WELCOME

Looking the very best for your age becomes more difficult as time passes. There are many factors that affect the aging process of our skin, which include health, genetics, the environment, and the amount of sun exposure. These factors can lead to wrinkles, sagging skin and, an aging look.

Today you have new options with better technology that can help you have tighter, firmer, and more beautiful skin, returning your naturally youthful, fresh look. New technology now enables unmatched skin contraction, giving you near facelift like results. Published clinical studies show a 35%^{1,2} to 50%^{3,4} skin tightening of skin surfaces and reduction in wrinkles and fine lines.

During the past twenty-five years, in my aesthetic plastic surgery practice, I've enjoyed helping hundreds of women and men make the best decisions for their goals. I hope this guide serves as your first step in understanding your options to achieving a more youthful appearance.

I want you to look as beautiful and youthful on the outside as you feel on the inside.

I hope this brochure will inform you on how the Liftique Procedures using new FDA-approved, clinically proven skin tightening technologies, can meet your expectations without facelift surgery, scalpels, lasers, peels, freezing, ultrasound, scars or pain.

Thank you for taking the time to learn more about Liftique and the Liftique Procedures. We encourage you to email us at info@liftique.com for any additional information or questions you may have after reading this guide, or if you desire to speak directly with our office, please feel free to contact us **844-4-LIFTIQUE (844-454-3847).**

Sincerely,

Dr. Robert Applebaum, MD
Board-Certified Plastic Surgeon and
Chief Medical Director
Liftique Naturelle M.D.
Beverly Hills, CA

IS LIFTIQUE RIGHT FOR YOU?

The consideration of a Liftique Procedure depends on how your skin is aging, the level of your skin's sun damage, and your goals for anti-aging skin treatments. Most women in their late thirties or early forties, who see early skin laxity in the face, start by trying store purchased skin creams.

During your fifties, sixties, and seventies, as your skin becomes increasingly lax, it is generally time to consider more clinically proven, medically effective anti-aging procedures, such as Liftique.

Below are the six signs that a Liftique Procedure could be right for you.

1. Sun-damaged skin with wrinkles and fine lines
2. Jowl-like fullness under the chin and in your neck area.
3. Hanging or loose skin in the neck area
4. Excessive wrinkling and fine lines on the face and around the mouth
5. Sagging or folding skin in the cheeks, which creates a drooping appearance
6. Excessive back fat creating unsightly "bra rolls"

If you are ready to improve the quality, firmness, fullness, tone and texture of your skin and are unable or not interested in undergoing traditional plastic "facelift" surgery, then a Liftique non-surgical, minimally invasive skin tightening procedure could be right for you.



HOW LIFTIQUE CAN HELP YOU LOOK YEARS YOUNGER NEXT MONTH.

Ten years ago, skin tightening technology was in its infancy. Lasers were being used to resurface skin, smooth fine lines, and correct sun-damaged skin, but the recovery times were often long and unacceptable.

What medical researchers learned is that although lasers create smooth skin, lasers don't introduce the deep skin restructuring to the collagen matrix that provides the long-lasting, tightening, and firming results that patients seek.

Some current skin tightening devices use ultrasound energy, which is applied to the skin's surface (epidermis) to heat the deeper layers of skin (dermis). This is an attempt to reorganize the collagen and elastin fibers within the deep layers of the dermis.

Unfortunately, ultrasound-based skin tightening technology devices do not reliably focus enough energy to reach the deeper skin layers that create effective, long-lasting skin tightening results. In addition, these technologies can cause significant patient discomfort during the actual procedure.

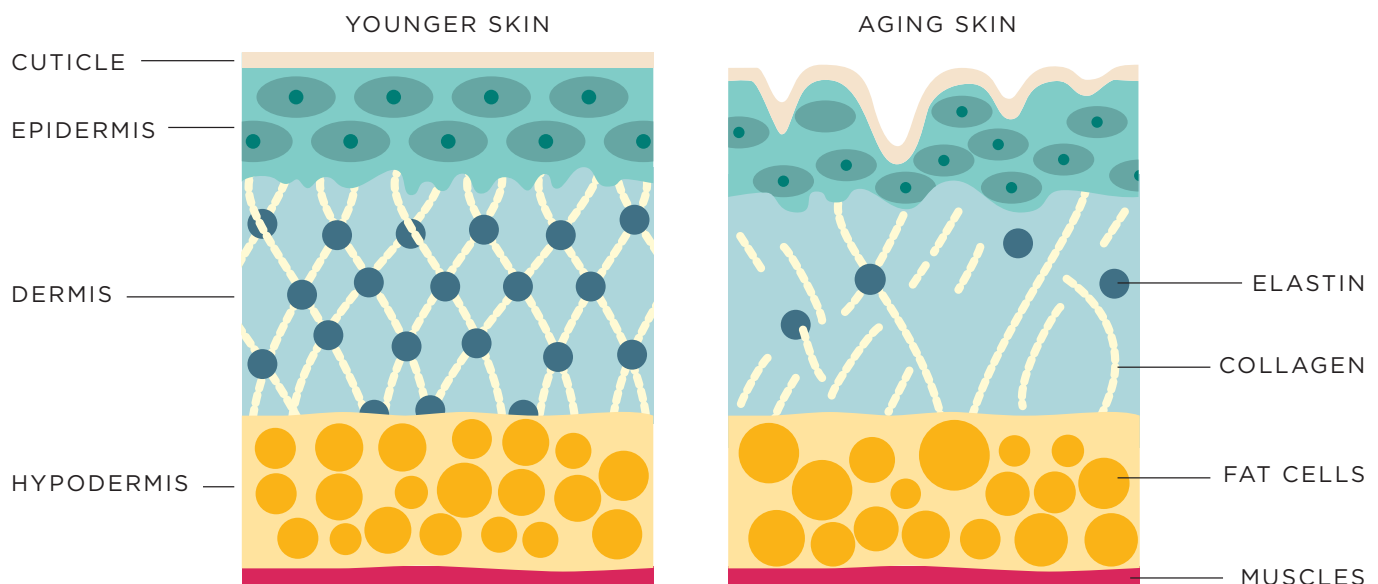
Introducing the future of skin tightening:

WHAT IS THE LIFTIQUE PROCEDURE?

The Liftique Procedure is a radio frequency (FR) energy based skin tightening procedure based on clinically proven and FDA-approved technology.

Liftique uses advanced medical-quality technology for its exclusive procedure, developed by Dr. Robert Applebaum. The Liftique Procedure delivers highly focused energy safely and temporarily, leading to unmatched skin contraction. This deep treatment to the deep dermis of the skin, when combined with superficial treatments, can lead to patients seeing near face lift like results with a 35%^{1,2} to 50%^{3,4} tightening of the skin surface and reduction in wrinkles and fine lines.

The results from a Liftique Procedure are a lifted, firmer and naturally tighter look for your face, neck, jowls and chin.



JUDGE FOR YOURSELF. NOTICEABLE RESULTS YOU CAN'T MISS.

100% Untouched Actual Patient Photos



BEFORE



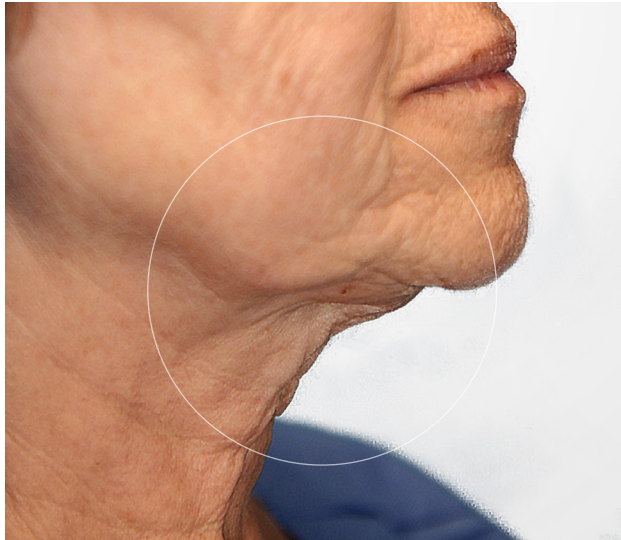
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DR. MULHOLLAND

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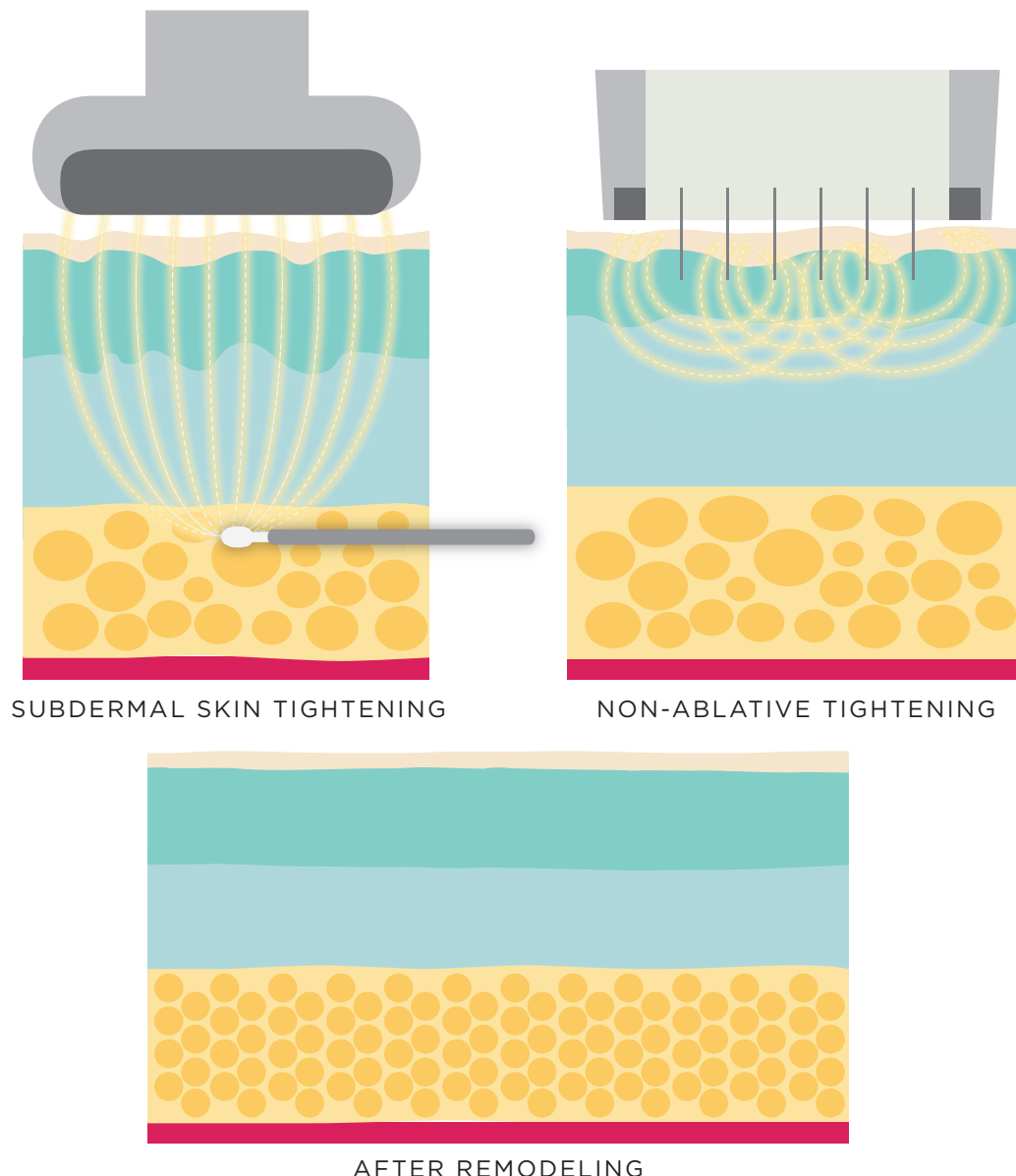
THE LIFTIQUE PROCEDURE.

Unmatched skin contraction and wrinkle reduction in just one visit
and in one procedure. No repeat visits required.

The Science behind the Liftique Procedure.

The Liftique Procedure uses a combination of Radio Frequency (RF) Technology and treatment delivery methods. RF energy is used on the surface of the skin, and below the skin's epidermis to naturally stimulate collagen and elastin matrix growth from the inside out—in one procedure and with minimal recovery time.

The following illustration shows how the Liftique Procedure RF Technology, firms and tightens skin, by treating the deep layers of the skin where collagen and elastin can become depleted with age. After the procedure, new collagen growth and the realignment of existing collagen bundles ultimately lead to tight skin and a fresh look.



QUESTIONS TO ASK WHEN YOU MEET WITH A LIFTIQUE PATIENT CARE CONSULTANT AND YOUR SURGEON

At Liftique, we want our patients to be fully informed and confident about our procedure and your outcomes. Please be sure to ask your patient consult and your surgeon as many questions as you desire and watch our pre-procedure and FAQ videos.

1. What's the difference between Liftique Naturelle and a Surgical Facelift?
2. How long do the results from the Liftique Naturelle procedure take to appear?
3. What is the timeline for starting to see results after a Liftique Naturelle Procedure?
4. When will I see final results from a Liftique Naturelle procedure?
5. Does the Liftique Naturelle procedure complement Upper face Botox?
6. What is your success rate with this procedure?
7. Will my procedure be done in your office, at an outpatient center, or hospital?
8. Is the Liftique Naturelle procedure safe?
9. What is the difference between Liftique Naturelle and other non-surgical skin tightening options?
10. Is your surgical center certified and licensed?
11. Who will perform the actual surgery and post-procedure care?
12. What are the costs of various treatment options, and does your office offer financing?
13. What are your board certifications?
14. What was your medical specialty before entering the plastic surgery field?
15. Is Liftique Naturelle right for Men?
16. How does a Liftique Naturelle procedure not leave any scars?
17. What does a "minimally invasive" procedure really mean?
18. How long does the Liftique Naturelle procedure take?
19. When can I wear makeup again post procedure?
20. Does Liftique Naturelle treat discoloration?
21. How long until I can be up and walking around after a Liftique Naturelle procedure?
22. What are the Liftique Naturelle pre-procedure instructions?
23. Is the recovery painful after a Liftique Naturelle procedure?

HOW TO PREPARE FOR YOUR SKIN TIGHTENING PROCEDURE

Your surgeon should provide you with specific pre-treatment instructions, answer all your questions, and request you have a pre-procedure exam to determine your overall health. In advance of the procedure, the surgeon should ask you to do the following:

- stop smoking for at least six weeks prior to treatment to promote healing
- avoid taking aspirin, certain anti-inflammatory drugs, and some herbal medications that can cause increased bleeding
- discontinue any topical skin products that might increase the risk of complications from treatment
- and stay fully hydrated before and after the surgery to ensure a safe recovery

What can you expect on the day of a skin tightening treatment?

Nonsurgical or minimally invasive skin tightening treatments are generally performed on an outpatient basis in an accredited freestanding office-based surgical suite or center. Your medical team will comprise your surgeon, an anesthesiologist, and a surgical nurse to ensure your comfort throughout the procedure.

High-quality nonsurgical or minimally invasive skin tightening procedures take at least 1 ½—2 hours or longer. Doctors will administer medications throughout the procedure for your comfort.

- Oral, local anesthesia, or intravenous sedation may be desirable in some instances. For your safety during the procedure, the surgical nurse will monitor your vital signs.
- The surgeon should follow the treatment plan that you both discussed.
- After the procedure is completed, you will be taken into a recovery area where you will be monitored and discharged home when you are ready.

Be sure to arrange for someone to drive you home after the treatment, as well as someone to stay with you for at least the first night following the procedure. Elite medical providers, such as Liftique Naturelle M.D., in Beverly Hills, offer their patients complimentary pick-up and take-home services as part of their Red Carpet patient experience.

What you can expect immediately after the procedure

When the anesthesia wears off, you may have some discomfort. If it's extreme or long-lasting, contact your physician immediately. Depending on the device the surgeon used, patients may experience skin reddening, swelling, and numbness at the treatment area(s). Although complications from nonsurgical or minimally invasive skin tightening procedures are infrequent, contact your surgeon to confirm if your symptoms are normal.



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