

DERMATUDE

THE FACELIFT ALTERNATIVE

— PARTNER INFORMATION

WWW.DERMATUDEUSA.COM





*Combat the visible
signs of aging,
giving skin a more
youthful look!*

Dermatude

Dermatude Meta Therapy is not just a treatment, it is a total concept which complements and reinforces. The device, modules, the skin care, treatments, procedures and trainings are fully integrated with only one goal: gain the best possible skin improvement & anti-aging results for the client.

Unique total concept

Dermatude offers you a total concept, ready for you to launch in your area.

This “turn key” concept offers you:

- ✓ The European premium brand in anti-ageing
- ✓ A complete skin improvement concept
- ✓ With “Meta Therapy” we offer you:
 - The non-surgical method of skin improvement
 - The most natural "facelift" alternative
- ✓ Top quality devices
- ✓ A safer alternative to microneedling
- ✓ Produced under DIN, ISO 9001 and 13485 certificated (Medical)
- ✓ Top quality products
- ✓ Precise safety modules
- ✓ Large target market
- ✓ Global network of experience and knowledge
- ✓ Guaranteed success
- ✓ Full marketing support
- ✓ Excellent export support
- ✓ Top quality training: live or virtually



“This approach works: it has been proven time and again by the success of Dermatude institutes worldwide!”



Turnkey Marketing Package

The goal is to create brand awareness through strong internet presence, online marketing campaigns, print marketing campaigns, innovative brand design and high-quality new products, therefore Dermatude offers a turnkey marketing package. All the marketing materials you would need for your online and offline marketing campaigns, in-store promotions, e-mailing, direct mailing, trade shows are available for you. This way, you can focus on your business and save time, effort and money on marketing costs. Benefit from our years of experience in marketing and just choose from all ready-to-use marketing materials Dermatude has available!



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Dermatude Starter Kit

Dermatude Meta Therapy will give you two different options to start your journey with us. We have our opening orders and our professional starter kit, discover the perfect match for your meta therapy journey.



Meta-ject FX-100

The Latest, Smartest Device for Meta Therapy! The Meta-ject FX-100 shares all of the benefits of the Meta-ject FX-50 but contains a series of pre-programmed treatment regimes taking the user step by step through the regime by means of its large and clear LCD screen. With a 25% increase in motor speed, the FX-100 allows the operator to quickly complete a full program.

150 Jects/sec.



Flex Head technology



Patented module



Step-by-step menu



Digital



Turn Key Concept

With Dermatude you can offer a unique service to your clientele. You will be tapping into an affluent target group of people that are concerned with anti-aging products. Meta therapy allows you to meet the needs of this growing and affluent client base. Low Costs, High Profits!

PARTNERSHIP QUALIFICATIONS

You will qualify for a partnership for your area based on the following:

- A minimum starting order of 1 starter set
- A Specialist must remain in complete concept
- You are required to complete our "New Partner Training". The Partner training covers all aspects on how to establish a successful partnership within your area. This is a 1 day course will take place at our headquarters in Orlando, Florida or virtually.

The 'Train the trainer' training consists of:

- Basic training: Theory and Practical Marketing & Sales / Virtual Academy
- Dermatude Discovery Day Powerpoint presentation. You will not only watch a Discovery Day presentation but we will teach you how to host one.
- All details on sales, marketing and training, will be outlined in the partner contract

3 Ways to Partner with Dermatude USA!

BRAND AMBASSADOR

Ideal Candidate:

- Loves everything Dermatude
- has recived Dermatude training(s)
- Utilizes concept effectively
- Represents Dermatude through social meda realms
- Attends Dermatude events

Ambassador discount + referral credit(s) + attend events with Dermatude!

GOLD PARTNER

Ideal Candidate:

Schools, med/ beauty spa chains, skncare resellers, trainers

Tier 2 Partner:

Minium purchase of starter sets per year: to be discussed

Minimum starting Order: 2 Starter kits

Tier 2 discount

PLATINUM PARTNER

Ideal Candidate:

Schools, skincare resellers, trainers

Tier 1 Partner:

Minimum purchase of starter sets per year: to be discussed

Minimum starting Order: 1 starter kit.

Tier 1 discount

PARTNERSHIP OPPORTUNITIES

Dermatude offers you a total concept, ready for you to launch in your area.

This turnkey concept offers you:

- ✓ A complete concept that targets the skin improvement & antiaging market
- ✓ A unique procedure, with excellent results
- ✓ Top quality products & ongoing trainings- Dermatude virtual academy
- ✓ The European premium brand destined for market leadership
- ✓ Ongoing training- Dermatude Virtual Academy

In order to become an official Dermatude Partner the following requirements apply:

- ✓ Minimum annual quantities apply in order to be awarded with partnership perks for your area.

The quantity will be based on:

- Your history purchase
- How you would like to incorporate Dermatude within your business
- Our projected market size of your area
- Our sales experience with current partners



- You can purchase Dermatude products at partner prices.
- You are required to purchase a minimum order of \$7,000 - \$10,000 (Tier 1 or Tier 2.)
- You are required to complete our 1 day "New Partner Training" at our headquarters or virtually
- Dermatude products need to be sold at our suggested Sales Prices (MSRP) or higher.



TRAINING

New partner training

In order to establish a successful partnership you are required to complete our Partner Training.

The Partner training will cover all aspects on how to establish a successful partnership within your area. It is a 1 day course and will take place at our headquarters in Orlando, Florida or virtually.

Basic Training

Before the beautician starts working with “Meta Therapy” training is required to learn all the aspects of Meta Therapy in order to carry out the treatment properly. The following topics will be covered:

- Technical knowledge of the device , modules and products
- The theoretical aspects of the treatment.
- The practical aspects of the treatment.
- Discovery Day and how to host one.

Sales & Marketing training

Knowledge on Sales and Marketing:

- ✓ Sales Analysis
- ✓ “Marketing”, what is it?
- ✓ “Success”, you make it yourself
- ✓ Online marketing
- ✓ Offline Marketing
- ✓ Successful Salon Management

Master training ‘Touch up’

To always be fully up to date with Dermatude’s treatments & products we offer the touch up training.



Training tools

Dermatude offers you the following training tools:

- Basic training manual
- Basic training Powerpoint presentation
- Basic training instruction movie (usb)
- Dermatude Discovery Day Powerpoint presentation
- Marketing & Sales training Powerpoint presentation
- Discovery Day Powerpoint Presentation

Annual partner meetings

Sharing of knowledge on marketing activities is imperative and vital to work as a team. Dermatude therefore convenes annual meetings for all partners to be up-to-date on all activities. Live or virtual.

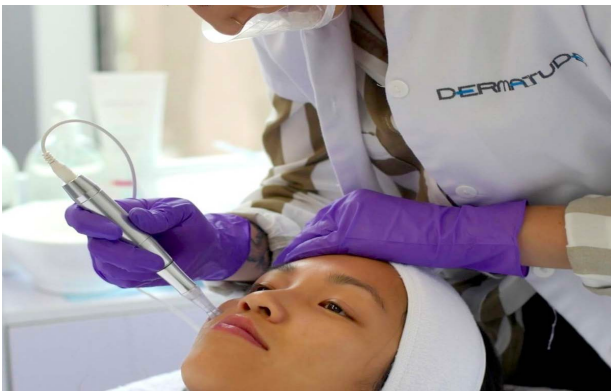


SUPPORT FOR NATIONAL PARTNERS

At Dermatude we strive to be your business partner, not just a supplier of products. We believe in maximum cooperation with our partners in order to optimize the intended results and achieve an overall global image! We will share as much knowledge as possible in order to generate a successful partnership for you. We will support you with:

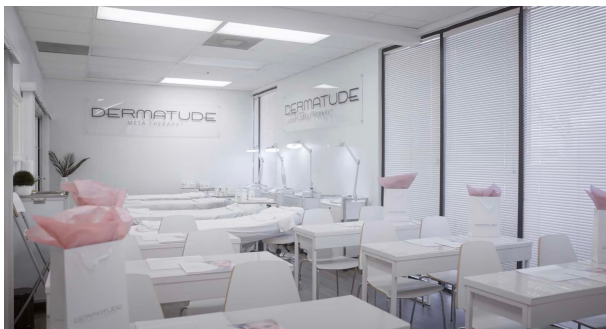
Brand performance

With an ambitious team we are able to bring forth a product that not only meets, but exceeds all standards of brand performance. With Dermatude's "Meta Therapy" you will be able to market the best there is.



Innovation

Dermatude strives to offer the cutting edge in cosmetics. During every year, we constantly bring out innovation and products that are trend driven.



Global brand awareness

Our marketing team strives to create global brand awareness for Dermatude through strong internet presence, online marketing campaigns, print marketing campaigns, innovative brand design and trendy new products.



Knowledge and experience

Dermatude was established in 2011 and is present in many countries. Our global network of distributors and trainers ensures that we can offer you state-of-the-art products and thorough knowledge of all techniques available.

SALES SUPPORT FOR NATIONAL PARTNERS

Effective sales

Dermatude has thorough knowledge and experience in selling to ten thousands of beauticians and medical professionals.

You will be assigned a personal Account manager, who will be at your disposal for all ongoing and even more important your future business and growth. Your account manager will share all our knowledge with you how to successfully sell Dermatude products. Your personal Account managers will help you set up the most effective sales system.



One-On-One Meetings

Make the sale through learning how to conduct a one-on-one meeting! Offer complimentary treatments to hot leads.



Dermatude Discovery Days

Already a lot of our partners organized a Discovery Day in the last year. They were very successful! So do not hesitate to plan them but start right away! It is a unique way to reach a group of people!

Testimonials

World wide we will place testimonials of beauticians and consumers on the website. We provided you with the testimonials

fill out forms which you can send to all your clients. You can provide us with the ones you would like to place on the website!

Exhibitions / networking events

Exhibitions are important to find new clients for a new brand.

Image building is very important when going with a new brand to an exhibition. You can choose to have a separate unit/booth or you can decide to have a private space in a larger booth. Here we give you an impression on how Dermatude could look to have a good image building.



MARKETING SUPPORT FOR NATIONAL PARTNERS

Online marketing

Website

Our website domain is www.dermatudeusa.com. Our website contains multiple languages for our partner network. We will promote your partnership through this internet site.

Webshop

The webshop will be available for partners to place purchase orders at your convenience. Regardless opening hours or time difference, you can place your orders 24 hours per day and 7 days per week.

Social media

Dermatude has a strong presence in Social media sites and we can guide you with how to build strong brand exposure.

Dermatude Virtual Academy

Dermatude will have a wide array of trainings available that will be published on our virtual academy for ongoing training.

POS Material

- ✓ Informed Consent
- ✓ Aftercare Instructions
- ✓ Gift Voucher
- ✓ Invite-a-friend Voucher
- ✓ Appointment Cards
- ✓ Showcards Salon
- ✓ Showcards Products & Treatments

News

Quarterly news to inform prospects and clients on Dermatude news.

Dermatude Deals

Monthly deals with product information.



Offline marketing

Professional & Consumer Brochures

To maintain our global image we have worldwide identical Dermatude professional and consumer brochures.

Retail display

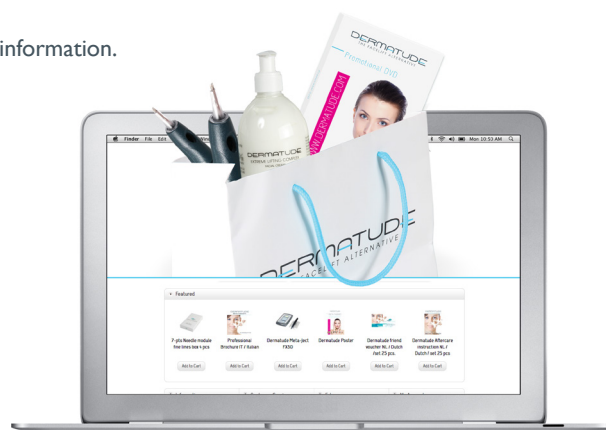
A unique counter display with movie screen. Which presents the Dermatude retail products in style! Good to place in sales/waiting room area. Very multi-functional: Displays all Dermatude products & shows Dermatude waiting room movie. This will attract customer's attention!

Roll-up banners

We offer you roll-up banners and web banners to promote Dermatude.

Advertising

We will furnish you with global identical advertising designs.



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PARTNER PERKS

1. Your own dedicated Dermatude Specialist that is available to you 5 days a week
2. Full marketing support available to you when you need it, including access to Dermatude digital and print materials through download portal.
3. Opportunity to be chosen as our Partner Spotlight, a quarterly shoutout to our top performing partners.
4. Quarterly partner newsletters to keep you informed and in the loop of new trends, products, and marketing tips.
5. Exclusive partner discounts on Dermatude starter sets and products.
6. Competitive commission structure and obtainable performance targets.
7. Exclusive Dermatude Meta-Therapy training with a Dermatude specialist, live or virtual
8. Gain online presence from being featured in our Salon Map and other online platforms.
9. Exclusive first peek at Dermatude products, trainings, and devices.



10. Being a part of a professional network of estheticians

Quality

With almost 20 years of experience and ranking among the top three in various markets, we are intimately familiar with the needs and wants of the beauty industry. The basis consists of high-quality equipment and products manufactured in an ISO 9001 facility which also meets the European Union Medical Standard EN 13485. The modules are unique, meet all safety requirements and are patented. These are the core values that have served as the groundwork for Dermatude's success. Last but not least, Dermatude offers an excellent price to quality ratio. By staying continuously up-to-date and closely following innovations, Dermatude, in collaboration with leading beauticians and medical practitioners with an excellent international reputation for their exceptional work, continues to invest in future developments concerning both products and applications in new markets.

DERMATUDE is the latest exclusive beauty brand developed by the in 1997 established NC Group. The company has since grown to be an international organization with its own production facilities, exporting to many countries around the globe. The NC Group is headquartered in the Netherlands, where all matters related to export; sales, order processing, training, graphic design and marketing are managed. Since 2009 the company obtained licensing in the USA and founded the USA office and academy in Orlando, Florida.

The **MetaTherapy** concept of Dermatude was developed in 2010 and launched at the home market in 2011. Export started in 2012 and Dermatude is now distributed in 35+ countries worldwide.



GENERAL INFORMATION

Warranty

The devices will come with a full warranty of 2 years.

Prices

All prices and invoices are in Dollars

Orders

Orders will be binding after confirmation by Dermatude.

Payments

All orders are to be pre-paid.

Transport

Shipping of products to your company will have a maximum lead time of 5 working days; shipped from Orlando, Florida.

Production

Dermatude products are German-engineered and manufactured in an ISO 9001 certified facility that meet the European Union Medical Standard EN 13485.

Follow us on:



Contact Us

Contact us today to discuss the possibilities. We look forward to hearing from you.
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