

NEWS FLASH...Laser Company introduces a novel program with a *MONEY BACK GUARANTEE* !

LASERING USA launched the “Consumer Confidence Package” earlier this month at the American Academy of Dermatology’s annual meeting. This is the first time a laser company has stood by their customers with a money back guarantee. This type of manufacturer support and commitment is quite refreshing, particularly in these challenging economic times.

Kellie Young, VP of Marketing for **Lasering USA**, states “the guarantee is simple. If our customers do not generate enough revenue in their first year of ownership to cover the cost of the **SLIM E30 MiXto SX®** Mirco Fractional CO2 Laser, we will buy it back”. Ms. Young went on to say that the Consumer Confidence Package is much more than a money back guarantee. Included in the package is a proven patient marketing program designed to generate up to \$60,000 in the first 90 days.

Dr. Mark Kofford in Dana Point, CA is a firm believer declaring, “the MiXto patient marketing plan was so successful that I was able to drop my mass mailers and ads along with their high price tags”.

Ms. Young noted, “many practices have seen a reduction in elective cosmetic procedures and significant drop in revenue over the past six months. Physicians are very cautious when investing in new lasers. That’s why we developed the Consumer Confidence Package. The MiXto laser has a proven track record of generating revenue - even in difficult times and we are prepared to prove it. We have every confidence our system owners will be successful.”

A case in point... **Dr. Jacob Rispler** has a MiXto laser in each of his three clinics in Southern California. **Dr Rispler** claims “on the average we perform 12 treatments per week at each clinic.”

At a nationwide average of \$3,000 per treatment, MiXto appears to be the answer to a physician’s cash flow dilemma. While the demand for surgical cosmetic procedures is down, the demand for facial skin resurfacing continues to increase according to recent industry reports.

LASERING USA has certainly stepped up to the plate by offering a “risk free” solution to generate revenue in today’s down economy.

For more information about the **LASERING USA** Consumer Confidence Package contact **Kellie Young** VP of Marketing.

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