

# CRYOCLEAR

MESSAGING EXPLORATORY | 9-4-14

Holton Sentivan + Gury  
Be conspicuous.

## OPENING PARAGRAPH REWRITES.

### **Original:**

CryoClear™ is NEW cryosurgical option to treat a wide range of indications including age and dark spots, skin tags, and other pigmented lesions. CryoClear™ is perfect for Esthetic practices because we use Carbon Dioxide that freezes at -55oC and reaches a depth of only 2mm. So, we combine high efficacy – over 95% -- with less destruction of healthy tissue.

CryoClear™ has zero downtime for your patients – no photosensitivity – and many patients will be resolved after just one or two treatments. CryoClear™ can be use as a stand alone treatment or in addition to chemical peels or micro derm abrasion to treat stubborn dark spots on the face.

“I’ve used CryoClear™ for two months and I am thrilled with the results.” Emeila...??? New York, NY

### **Rewrite 1: (say game-changer)**

Cryoclear™ represents a cryosurgical game-changer for today’s Esthetic practices. Incredibly accurate and easy to use, CryoClear’s carbon dioxide delivery system freezes at -55°C at a depth of only 2mm. And CryoClear’s™ high efficacy – over 95% – combined with less destruction of healthy tissue, equates to zero downtime for patients – no photosensitivity – and complete resolution after just one or two treatments.

Whether used as a stand alone treatment, or in addition to chemical peels or micro derm abrasion to treat stubborn dark spots on the face, CryoClear™ offers a better, faster cryosurgical option with significant upsides for patients and Estheticians.

### **Rewrite 2 (start with key benefits):**

Imagine: no photosensitivity and zero downtime for patients. And most issues completely resolved after just one or two treatments. That’s CryoClear™, the new and incredibly accurate carbon dioxide-based cryosurgical option that changes everything for the better.

CryoClear™ freezes at an incredibly low -55°C – at a depth of only 2mm. And CryoClear’s™ high efficacy, over 95%, combined with less destruction of healthy tissue, makes it perfect for treating age a wide range of indications including dark spots, skin tags, and other pigmented lesions. Whether used as a stand alone treatment, or in addition to chemical peels or micro derm abrasion to treat stubborn dark spots on the face, CryoClear™ offers a better, faster cryosurgical option with significant upsides for patients and Estheticians.

**Rewrite 3 (Straight ahead.):**

Presenting CryoClear™: the new cryosurgical option for treating a wide range of indications including dark spots, skin tags, and other pigmented lesions. Incredibly accurate and easy-to-use, CryoClear's™ carbon dioxide delivery system freezes at an incredibly low  $-55^{\circ}\text{C}$  – at a depth of only 2mm. And CryoClear's™ high efficacy, over 95%, combined with less destruction of healthy tissue, makes it perfect for Esthetic practices.

With CryoClear™, patients experience zero downtime – no photosensitivity – with many issues completely resolved after just one or two treatments. Whether used as a stand alone treatment, or in addition to chemical peels or micro derm abrasion to treat stubborn dark spots on the face, CryoClear™ offers a better, faster cryosurgical option with significant upsides for patients and Estheticians.

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