



Dear Physician,

We are pleased that you are considering Erchonia for your medical equipment needs and welcome the opportunity to show in detail, why Erchonia products are the perfect fit for your business and why Erchonia Corporation is the best company in which you can align yourself. Erchonia Corporation has established itself as the Laser Healthcare™ Company through dedication and achievement, as the following list of accomplishments will show. As a practitioner, you can be assured, that you have chosen the best for your patients, practice, and yourself; no other company comes close to expressing our commitment.

As a company, our mission is to provide the highest quality products at affordable prices and support our elite customer base with excellent service and technical support. Our commitment to excellence is evident by the following credentials:

- 1) **FDA Market Clearance** - The Erchonia Laser made history by being the 1<sup>st</sup> Low - Level Laser to obtain market clearance from the FDA. As such, you as the consumer are assured that the device you purchase, for use on your patients is compliant to all Federal radiological and consumer health codes.
- 2) **ISO Certification** - Erchonia Corporation, as a company, maintains certification to the ISO 9001, ISO 13485, ISO 60825 series of the ISO standards, which control Quality, Medical Devices, and Lasers. This offers you, as our customers, peace of mind, knowing the all Erchonia products are built to and the company is held to, Federal and International standards of Quality and Customer Support.
- 3) **Professional Training** - Erchonia Corporation sponsors numerous CE accredited seminars and webinars which are designed to educate attendees to the art, science and functional application of Low-Level Laser therapy (3LT®) and provide a model that enables practitioners to fit this new modality into their scope of practice. Our seminars are conducted by some of the most highly qualified practitioners and lecturers in their professional industry ; such as:
  - **Chiropractic** -- Jerome Rerucha, DC; Dan Murphy, DC, DACBO; John Donofrio, DC; Jeff Spencer, DC; Robert Silverman, DC; Timothy Maggs, DC; Terry Yochum, DC; Trevor Berry, DC
  - **Physical Therapy** Joseph Kleinkort, MA, PhD, PT, CIE
  - **Veterinary** Wm. L. Inman BS, DVM, CVCP; Hank Jann, DVM; Janet Gordon Palm, DVM, CVCP; Marty Becker, DVM
  - **Surgery/ Cosmetic** -- Rodrigo Neira, M.D.; Robert Jackson, M.D.; Susan Limm, M.D.; Arturo Ramirez, M.D.; Jeffery Nelson, M.D; Mark Nestor, MD; John Silverton, MD; Michael Gold, MD
  - **Podiatry**- Kerry Zang, DPM, Robert Silverman, DPM, Mr. Robert Sullivan, BSc(Hons) Podiatry, MSc Podiatric Surgery, POMS, Christopher Bromley, DPM
- 4) **Marketing Support** - Erchonia Corporation provides, you as our customer, with the necessary tools to effectively increase your patient base and revenue. We have authored and distribute Patient Brochures that educate your patients on the benefits of the laser and the health benefits of its use in their treatment. We offer a Physician Search. This T

This internet service which provides persons in search of a doctor, access to practitioners who have incorporated laser therapy into their practice. We also offer a Marketing Portal that allows you access to product pictures, imagery, marketing materials for download that can be used "as is"; these are print ready Press Files; These In-Design Files that can be downloaded, added to your own design software programs and edited to be personalized with your office information to create your own material.

- 5) **Customer Service** - Erchonia Corporation believes the cornerstone of our success is a well-cared for client base and as such, we respond to all our customer needs and / or concerns in a timely and efficient manner. You as a customer are ensured of this fact by 1) our reputation and 2) our choice to have the company's Quality program regulated by Federal and International standards. This regulated and bi-annual audit of our Customer Service and Quality program is Erchonia's way of ensuring our client base, that our commitment to quality and customer care a serious matter.
- 6) **Innovation** - Erchonia Corporation is a world leader in the advancement of low-level laser therapy as a viable modality. Our commitment to this endeavor is the driving force behind the numerous clinical studies and research projects that we sponsor. This ensures that our customers are the first beneficiaries of the advancements of laser therapy, enabling their field of practice to grow and flourish with each innovative application.

- 7) **Integrity** -- Our mission is to maintain the highest business standards and perform them in an ethical manner, to the mutual benefit of our elite customer base and our company reputation. This is made evident by our achievement of all certifiable and regulated compliance and our unwavering support of our product line. Each avenue and venture we embark upon is done so knowing that we are responsible to ensure the professional integrity of our company, our client base and the future of laser therapy. Although a weighty path, it is one we eagerly tread with pride and dedication.
- 8) **Research**--- The Erchonia laser was FDA approved after completing 2 randomized double blind clinical trial in which 60% pain reduction was observed after a single treatment. We continue to conduct research, through clinical trials and independent studies. We received our 2<sup>nd</sup> FDA approval for Laser Assisted Liposuction, our 3<sup>rd</sup> on Acne, our 4<sup>th</sup> on Post Surgical Pain Reduction during Breast Augmentation and our 5<sup>th</sup> FDA approval for Non-Invasive Body Contouring. Erchonia now has 14 FDA Approvals, many studies under the FDA's review and many others at various stages in the research process.
- 9) **Publications- The** results of research and clinical trials conducted using the Erchonia laser have been published in 25 professional journals. As new studies are completed, additional publications of Erchonia laser results will be made public.
- 10) **Education** - Having gained industry acceptance as a viable modality, due in equal parts to regulation compliance, quality standards and substantiating research, the Erchonia laser is now taught at numerous higher education facilities, including:
- Northwestern Health Sciences College (DC)
  - Life West College (DC)
  - Western University College (PT)
  - Southwest College Of Naturopathic & Health Science
  - Phoenix Naturopathic College
  - Parker College of Chiropractic (DC)
  - Texas Chiropractic College (DC)
  - Oklahoma State University (DVM)
- 11) **Independent Researchers** - Low-level laser therapy is a much studied modality and as such, professionals, independent of affiliation with our controlled clinical trials and IRB studies, have proven the Erchonia laser through their published studies, such as; 630nm DNA replication, 634nm Phagocytosis, 635nm Mitosis, 630nm-640nm cellular bio modulation, and Microcirculation 633nm/635nm.
- 12) **Technological Advances** - Erchonia holds their place as world's leader in low level laser technology by aggressive research and expeditious development of cutting-edge products. Our commitment to advancement has ensured we are the first one to market and the first one to patent the developed technology and applications, a sampling of which are as follows:
- Single Line Generated laser beam
  - Multi-diode Beam, whether line generated or dot
  - Laser assisted liposuction
  - Method and Device Patent for Non invasive Fat Reduction - 635nm (Zerona Laser)
  - Method and Device Patent for Non invasive Fat Reduction - 532nm (Verju Laser System)
  - Method and Device Patent for Onychomycosis - 635nm/405nm (Lunula Laser)
  - Method and Device Patent for Non invasive Fat Reduct6ion – 532nm (Emerald Laser)

We are confident that upon your evaluation of these 12 points of accomplishment, you will find that Erchonia Corporation will be valuable asset to you and your practice. Our commitment to establish and maintain long-term WIN - WIN relationships with our customers as well as advance the technological advancement of our customer's practice, make us the right choice as your product supplier.

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