



PRODUCT INFORMATION

QUICK ROI
MARKETING
TRAINING
STARTER KIT

Be one of the first.

European Sensation. New to the U.S.

ICO GROUP, INC.
michel@icotreatments.com
Direct: 305-490-8950
Toll Free: 855-710-9777

The New Way to Treat Skin.

ICO|one was developed in Italy and uses an exclusive combination of non-invasive methods to immediately improve skin tone and elasticity, smooth the appearance of cellulite, and target localized fat to shape the body. **ICO|one** combines vacuum massage with dual-wavelength laser energy, but the advanced, patented design of the mechanical rollers (Roboderm) have proven it much more effective than any other method. The rollers have an array of holes on the surface that stimulate the micro-vacuoles in the skin tissue, making it the only technology in the world to deliver multi-micro alveolar stimulation.

THE ICO|ONE ADVANTAGE

- > **Rapid ROI** in an expanding market
- > **Easy to administer** by trained technicians
- > **Achieves results in half the time** with twin **RoboDerm™** handpieces
- > **Multiple configurations** treat the whole body, including all prevalent cosmetic concerns for men and women
 - > **Micro-rollers** treat delicate areas of the face and neck
 - > **Non-invasive, non-surgical** with no side effects or downtime
 - > **Scientifically proven results**

Used by plastic surgeons, med-spas, dermatologists, chiropractors, and luxury spas – **ICO|one** is known for powerful, yet painless, treatments with excellent results. Now FDA-cleared and available in the U.S., **ICO|one** is available for purchase by The ICO Group, Inc. based in Boca Raton Florida. At this time, there are only a handful of doctors and med-spas with an **ICO|one** device, and their operations have been highly successful. We work hand in hand with each office to drive new clients to their business, and the results and experiences of their clients has also led to numerous referrals. **Financing is available and all devices include a comprehensive 12 month warranty.** Let us show you how **ICO|one** can benefit your practice.

QUICK ROI

ICO|one is popular throughout Europe, Asia, Russia, the Middle East and Mexico. Each practice individually determines their ideal treatment prices. The best results worldwide are typically seen in a package of 10 sessions, with a recommendation to return for a maintenance treatment once every one or two months. We suggest treatment packages at \$1500.00 for 10 sessions, for clients to see maximum results and to ensure a quick ROI. At this price, it is possible to pay for the device in less than one year. Some offices have also decided to offer membership plans, priced at \$500.00 - \$750.00 for an annual membership, and thereafter providing treatments at \$75.00 per session, unlimited for one year. There are a number of ways to configure packages and treatment costs to best suit your practice.

This ROI is based on sessions at \$150 per treatment.

ICO one ROI		
Days per week	5	5
# Sessions / day	4	8
Cost Session	\$150.00	\$150.00
Income / week	\$3,000.00	\$6,000.00
Income / Month	\$12,000.00	\$24,000.00
Gross Income / year	\$144,000.00	\$288,000.00

As financing is available, this ROI demonstrates an adjusted gross income after a payment of \$1600 per month (for a term of 60 months). This rate is based on a 680 Fico Score and 3+ years in business, and rates may vary based on credit and state.

ICO one ROI with Financing		
Days per week	5	5
# Sessions / day	4	8
Cost Session	\$150.00	\$150.00
Income / week	\$3,000.00	\$6,000.00
Income / Month	\$12,000.00	\$24,000.00
Gross Income / year	\$144,000.00	\$288,000.00
Financing/ Month	\$1600.00	\$1600.00
Financing/ Year	\$19,200.00	\$19,200.00
Adjusted Gross/ Year	\$124,800.00	\$268,800.00

MARKETING & TRAINING

We are committed to helping our U.S. partners build a profitable and sustainable business with unparalleled marketing support, in-depth staff training, a superior warranty, and resources to ensure long-term success.

Our marketing team works hand-in-hand with you to define an initial marketing strategy, launching a paid promotion to drive new clients to your practice. In addition, you and your staff receive comprehensive training and a starter kit with all the materials you'll need for continued success.

Our providers receive:

- A social marketing campaign to launch your new service, including paid ads and viral mentions on social media. **We make it our job to fill the calendar your first month** with new patients.
- A listing in our provider directory, linked to a designated page on our site with an integrated consultation request form.
- Turn-key web content to add to your existing site, including graphics and video (or full website development available through our strategic partners).
- Customized print materials including rack cards, pamphlets and business cards.
- Waiting room video, backlit posters and a results album.
- Window display / window stickers.
- Access to images, social media posts, direct-to-consumer materials, and everything you may need to promote your business.
- Comprehensive technician training in patient consultations and package design, **ICO|one** procedure, treatment techniques, custom program settings and application
- Staff training in sales and patient relations including pre-sale calls scripts and FAQs
- Access to online training videos to refresh your knowledge and gain new expertise as developments and tips are released directly from the manufacturer
- Set up of an online scheduling platform for your appointments and package sales with automated email and text reminders (or integration with your current booking system)
- A back-end portal with log-in to request warranty service, purchase spare parts and consumables, download print materials, and stay connected.

As with any product or service, we know the importance of brand building and consumer trust. **ICO|one** may be new to the U.S., but it is already wildly successful throughout the world. Our internal marketing strategists are fusing that public information and through our continual hand-in-hand partnership, will share the successes of your practice with the world.