

DNA DISTRIBUTION ♦ AUTHORIZED ICOONE® DISTRIBUTOR — USA

THE NEW FRONTIER IN FACIAL TREATMENTS

icoone® Microfacial

One device. Three integrated technologies.

The revolutionary facial device from Italy — combining patented **Roboderm® microstimulation**, **650 nm LED light** and dedicated **ICO-ONE skin care** — is now arriving in the United States.

MADE IN ITALY

FDA-CLEARED TECHNOLOGY

100% NON-INVASIVE



EXCLUSIVE U.S. LAUNCH

♦ FOUNDERS' 25 PROGRAM — DETAILS INSIDE

♦ TRAINING INCLUDED

THE OPPORTUNITY

The Face Is the Fastest-Growing Revenue Center in Aesthetics

Clients want visible facial results without needles, downtime or surgery. icoone® Microfacial delivers exactly that — and almost **no one in America has it yet.**

<100

icoone® devices in the entire U.S. — your market is almost certainly wide open

7,000+

devices operating worldwide across 40+ countries

6M+

icoone® treatments performed every year globally

First

Microfacial is icoone's newest launch — be first in your market, one of the first in the USA

"Proven for a decade worldwide. Brand-new to your zip code."



THE DEVICE

One Device. Three Integrated Technologies.

01

Roboderm® Microstimulation

The patented core of icoone®. **Up to 21,600 micro-stimulations per minute** work deep into the connective tissue — painless, with zero recovery time — reactivating microcirculation and cell renewal.

02

650 nm LED Light

The new **Photodynamic handpiece** uses 650 nm LED light to stimulate collagen and elastin production, improve firmness and optimize serum penetration.

03

ICO-ONE Skin Care

A dedicated cosmetics line engineered for microstimulation — a **professional in-cabin line** plus a **home line** that extends results (and creates retail revenue for you).

7 TREATMENT ZONES

Face



Neck



Décolleté



Forehead



Eye Contour



Lips



Hands

THE SCIENCE

Patented. Proven. Impossible to Copy.

Roboderm® — patented in 2008 and refined ever since — delivers **Multi Micro Alveolar Stimulation (MMAS)**: thousands of targeted micro-stimulations that respect the skin's natural structure while remodeling, firming and draining tissue. It is the only technology of its kind in the world.

FDA-CLEARED

CE MARKED

ISO 13485

15+ SCIENTIFIC STUDIES

PATENTED 2008



79%

reduction in wrinkle visibility
reported in clinical evaluation

+77.4%

increase in tissue oxygenation
(Biomeca study)

94%

client satisfaction across clinical
evaluations

21,600

micro-stimulations per minute —
deep, gentle, symmetrical

8 Targeted Actions. One Signature Experience.

- **Exfoliating**

Removes dead cells and impurities, stimulates microcirculation for brighter, radiant skin.

- **Lifting**

Redefines facial contours and reduces signs of aging — even on the smallest, most delicate areas.

- **Firming**

Improves skin elasticity for visibly firmer, more toned skin.

- **Defatiguing**

Drains excess fluids and revitalizes the face for a fresher, more rested look.

- **Remodelling**

Redefines volumes and harmonises facial features.

- **Invigorating**

Promotes cell regeneration with a noticeable reduction in skin laxity.

- **Illuminating**

Restores shine and tone, promoting visible skin rejuvenation.

- **Repulping**

Boosts collagen and elastin production, smoothing wrinkles and plumping the skin.

22 PRE-SET PROGRAMMES

21 FACE PROTOCOLS

SUITABLE FOR ALL SKIN TYPES

17 Handpieces & Applicators. Every Facial Zone Covered.



MICROSKIN

Targeted exfoliation for face, neck & décolleté — stimulates oxygenation and radiance. Two sizes.



PHOTODYNAMIC

650 nm LED technology optimizes serum penetration and boosts collagen & elastin.



MICROKISS

Pinching effect that sculpts facial contours. Three sizes, used solo or in pairs.



ROBOMINI

Micro handpieces engineered to precisely reach the smallest, most sensitive areas.



ROBOMICRO

Motorised twins that treat face, neck & décolleté quickly and effectively.

*The industry's only **exclusive two-hand treatment** — twice the coverage, faster sessions, a truly signature experience.*

REAL RESULTS

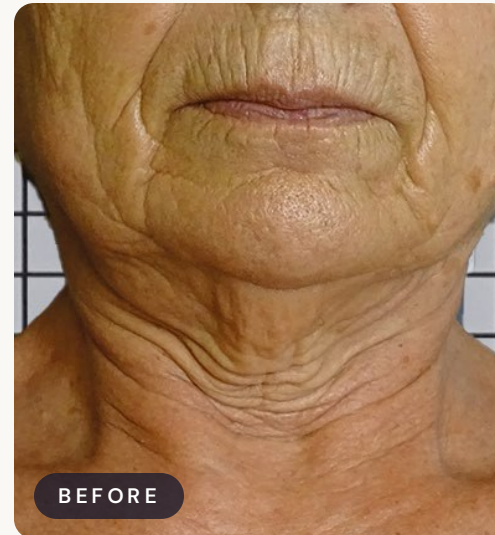
Visible From the Very First Sessions



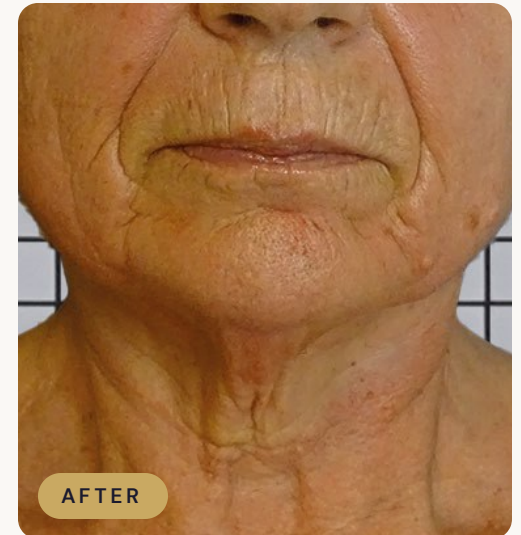
Skin Regeneration — Lower Face



icoone® results archive



Firming — Neck



icoone® results archive

NON-INVASIVE

PAINLESS

ZERO DOWNTIME

ALL SKIN TYPES

DAILY USE SAFE

Results from icoone® documented case archives. Individual results may vary.

THE COMPANY YOU KEEP

Chosen by the World's Most Exclusive Names

When the most demanding spas on earth select one facial technology, they select icoone®. The same device you'll own is trusted by:

Four Seasons

Ritz-Carlton

Dior Spa

Mandarin Oriental

Aman

Chanel

Six Senses

Peninsula

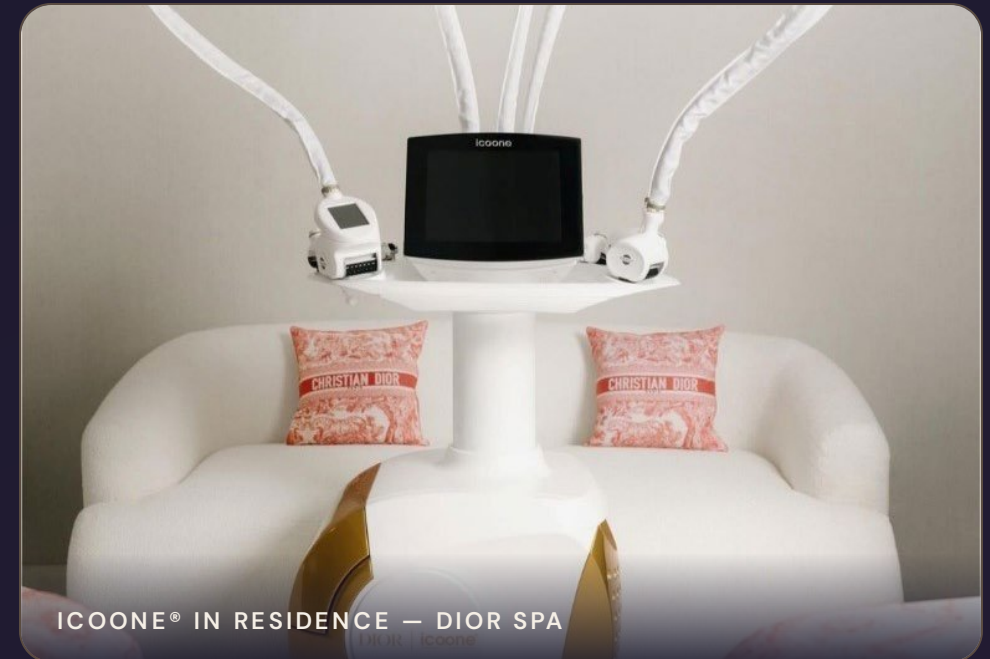
St. Regis

Belmond

Waldorf Astoria

Equinox Hotel NY

...and 40+ more of the world's finest hotels, spas and maisons across 40 countries.



ICOONE® IN RESIDENCE — DIOR SPA

THE BUSINESS CASE

A Facial Menu That Pays For Itself

SCENARIO	SESSIONS / DAY	AVG. PRICE	MONTHLY REVENUE*
Getting started	1	\$200	\$5,200
Steady growth	2	\$250	\$13,000
Full momentum	4	\$300	\$31,200

*Illustrative projections: sessions/day × average price × 26 operating days. icoone® facial sessions typically retail for \$150–\$350.

CONSUMABLES

Near Zero

No costly cartridges or disposables eating your margin.

TYPICAL PAYBACK

4–5 Months

Most partners recoup their investment within the first months.

BREAK-EVEN

~5 Sessions / Month

About one session a week covers a financed monthly payment.

THE U.S. LAUNCH OFFER

The Founders' 25

STRICTLY LIMITED · FIRST 25 U.S. BUYERS

MSRP ~~\$58,000~~

\$50,000

SAVE \$8,000

From ≈ **\$1,095/mo** with financing · \$0 down for qualified buyers

- ✓ **\$8,000 Founders' discount**
Reserved exclusively for the first 25 icoone® Microfacial owners in the United States.
- ✓ **Full certification training — included**
Your entire team trained and treatment-ready from day one.
- ✓ **First-in-market advantage**
Be the first to offer the icoone® Microfacial in your market — and one of the first in America.
- ✓ **White-glove delivery, install & warranty**
Shipping, installation and manufacturer warranty — all handled by DNA.
- ✓ **Launch & marketing support**
Open-house event support, launch assets and a dedicated success manager.

Offer valid for the first 25 icoone® Microfacial purchases in the U.S. through DNA Distribution. Financing subject to credit approval; representative 60-month term. Cannot be combined with other offers.

CLAIM YOUR MARKET

25 Founder Spots. Then the Price Goes Back Up.

Every week, another market gets claimed. A ten-minute discovery call is all it takes to check availability in your area and reserve your spot — **no pressure, no obligation.**

Arty Perlov

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SCHEDULE A DISCOVERY CALL



SCAN TO EXPLORE

