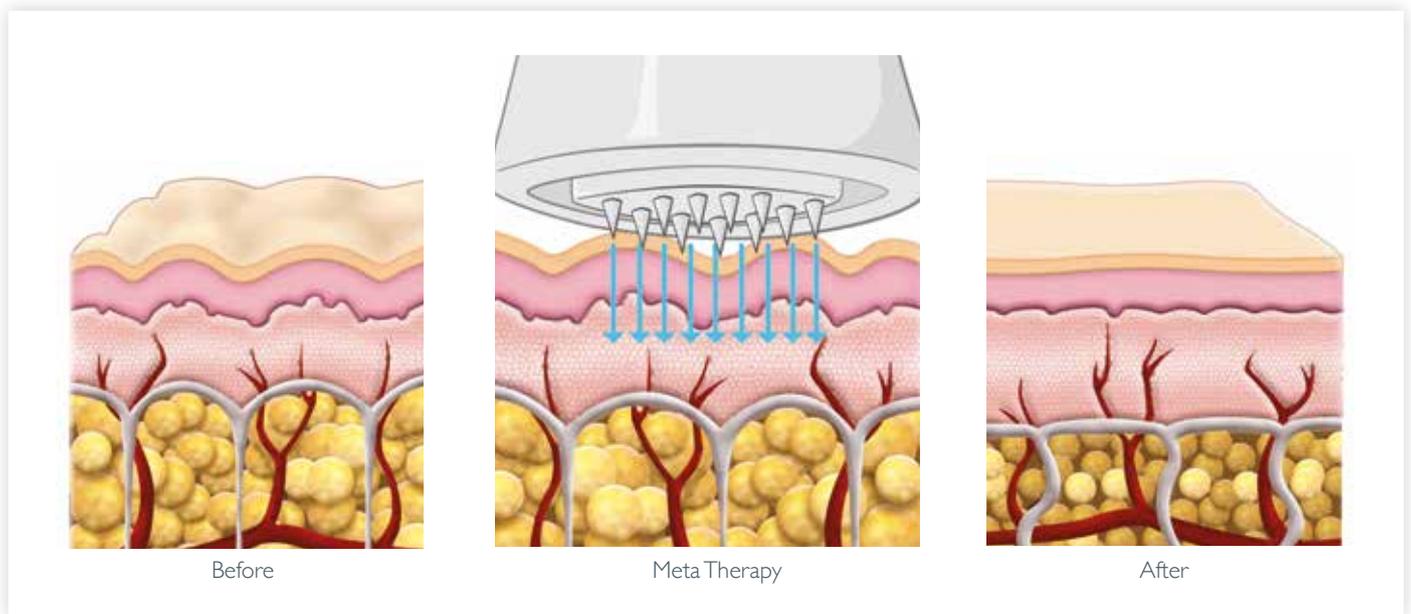




Meta  
Therapy  
*vs.* Others



‘With the Meta Therapy treatment, the risk on skin damage is nil.’

#### Meta Therapy

Meta Therapy involves making invisible micro-perforations in the skin in a painless way. As a result, the skin shifts its natural repair mechanism into high gear and starts producing collagen and elastin to repair the micro-perforations. The self-repairing property of the skin is a 100% natural form of skin renewal from the inside out. In addition, the skin’s deficits are supplemented externally with our subjectables: active ingredients. A dual effect in the battle against skin ageing.

The treatment is done with an advanced digital device. The precision hand piece with patented Flex Head technology, guarantees optimal results without risk on skin damage or scarring. Meta Therapy is the safest and most natural method in the range of invasive treatments; Leading dermatologists worldwide consider Meta Therapy effective and safe.

For thousands of years, people have wanted to stay young, including Cleopatra, who perhaps appeals most to the imagination. In the last decades, research and development in skin rejuvenation have led to completely new insights in the field of anti-ageing. Treatment methods can be divided into three categories:

#### 1. Non-invasive treatments

The surface of the skin is treated with creams and masks, microdermabrasion, scrubs or chemical peels.

#### 2. Invasive treatments

The skin is intensively treated using techniques that penetrate into the deeper skin layers, such as Dermatude’s Meta Therapy, needle rollers, meso therapy or micro needling.

#### 3. Medical treatments

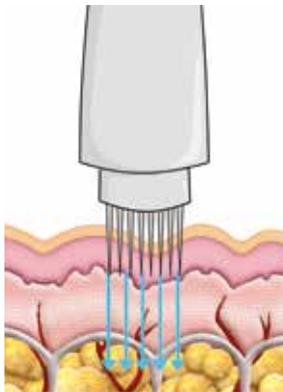
The skin receives radical treatment by medical specialists with, for example, Botulinum Toxin injections, fillers, laser, and eye lift or facelift.

### *Dermatude Meta Therapy advantages for the consumer*

- Short treatment time
- Painless treatment
- No anesthesia necessary
- Ultimate coverage up to 5700 perforations per second
- Immediately visible results
- Maximum input from active ingredients (Subjectables)
- No downtime
- Within 24 hours allowed to wear make-up again

## Meta Therapy vs. Micro Needling

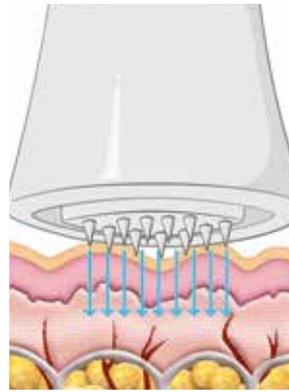
### Micro Needling



Micro-needling pens are often analogue driven systems. Analogue driven systems cannot always guarantee equal / steady perforations which can result in irregular perforations in different skin zones. Micro-needling systems often work with 'steel' needles which give a lower density of perforations. The needles often do not have a needle guidance, so the needles have sideward fluctuations or even bend

which causes skin trauma. Therefore the perforations are very inaccurate. Micro needling systems work with 9, 11 or 13 steel needles without any safety coverage, this means you cannot get that close to the eye and/or lip area. Most micro-needling techniques for anti-ageing facial treatments use needles that are too long and perforate the deeper layer of the dermis (up to 2/2,5 mm deep). They can reach the connective tissue and may cause scar tissue and skin damage/trauma. You will face a risk of irreparable subcutaneous damage, similar to scar formation with 2nd degree skin burns. The skin then becomes stiff and hardens by loss of elasticity.

### Meta Therapy

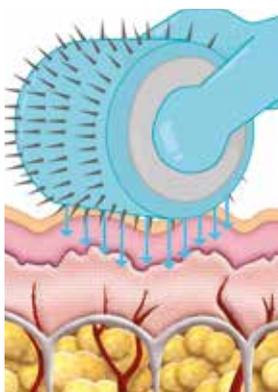


Dermatude Meta Therapy treatments are done with a digital device. Meta Therapy perforates the basal cell layer into the upper layer of the dermis. Which when activated, will activate the production of new cells and enhances the production of collagen and elastin without risk on the development of subcutaneous scar tissue. Meta Therapy 18 & 38 point modules have a safety cap around the stamp. This safety cap

makes it possible to work up very precise: under the eyes up until the eyeliner and also on the lips/lip liner. Meta Therapy 18 and 38 point modules have a slightly curved shape and are patented with the 'flex head technology'. This means that the perforations are done in a very equal way no matter the irregular shape of the skin or skin zone and without the risk of creating irreparable damage in the connective tissue. Therefore Meta Therapy is much more effective, safer and without unwanted effects after repeated applications on short or long term. With the Meta Therapy treatment, the risk on skin damage is nil. You will be able to get back to your daily activities immediately after the treatment and wear make-up the following day.

## Meta Therapy vs. Needle roller

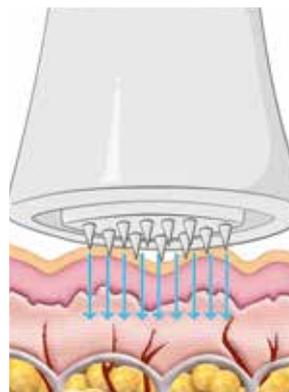
### Needle roller



A needle roller is a cylinder with needles that is rolled over the skin. The face is not a flat plane, but contains areas that are rounded and curved. Therefore, not all needles of the roller penetrate the skin to the same depth. Another factor to take into account is how hard the roller is pressed. When too much pressure is applied, the needles penetrate too deeply, which may result in scar tissue and skin rigidity. But if not enough pressure is applied, the

injections are too shallow to work properly. A needle roller also makes significantly fewer micro-perforations due to the limited number of needles. In addition, it is not possible to use it for the targeted treatment of specific wrinkles, and instead of very precise punctures, the roller system damages the skin with small V-cuts.

### Meta Therapy

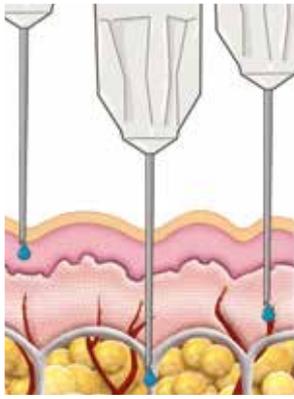


The advantage of Meta Therapy compared to the needle roller is that it not only activates cell regeneration, it also introduces the active ingredients into the skin during the treatment before the skin closes. What's more, the treatment is considerably more accurate and detailed. The micro-perforations allow for precise control in terms of depth and distance, and have a much greater density. Per second, no

less than 1,800 micro-perforations are made into the skin in a painless way. The active ingredients are introduced during the treatment. Meta Therapy also includes special modules for the treatment of specific wrinkles.

## Meta Therapy vs. Meso Therapy

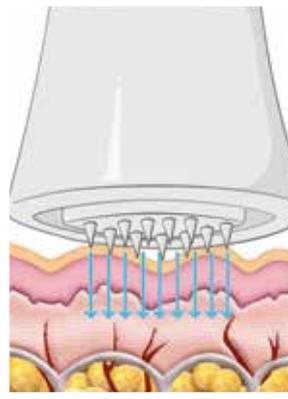
### Meso Therapy



Deep treatments have a more intensive effect and produce better results than surface treatments. Meso Therapy is a procedure that requires only one needle. The injections with the active ingredients are administered in specific areas, but the distance and depth of the injections cannot be controlled.

Because of the larger distance and limited number of injections, Meso Therapy does not activate the natural cell regeneration of the skin. Neither does it activate the production of collagen and elastin.

### Meta Therapy



Meta Therapy belongs to the category of deep treatments and combines all the advantages of the different treatments in one technique. The added bonus of Meta Therapy is that the application of active ingredients is combined with the natural cell regeneration of the skin. The complete skin is painlessly treated with 18 points which are inserted into the skin at high speed, making on average 1800 perforations per second. This means no part of the skin is left untouched. Thanks to the ultra-precise depth adjustment, Meta Therapy always reaches the right cell layers in the skin.

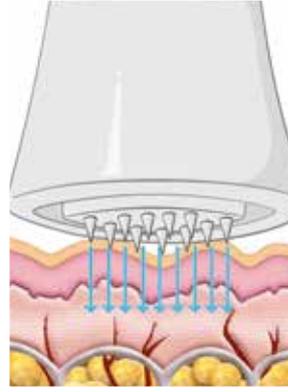
## Meta Therapy vs. Regular creams & masks

### Regular creams & masks



The skin protects the body and forms a barrier to limit the infiltration of harmful substances into the body. However, this also means that active ingredients in creams and masks have trouble penetrating this barrier. In fact, less than 0.3% of the active ingredients in creams penetrate deeply enough into the skin to reach the living skin cells. The remaining 99.7% does not get further than the epidermis.

### Meta Therapy



With Meta Therapy, the so-called 'clear layer' is perforated. This means much more active ingredients are absorbed by the skin – up to no less than 83% more than when using skin creams and masks! The active ingredients are introduced into the deeper skin layers, exactly where new cells are formed and where the ingredients are most effective.

### Dermatude Meta Therapy

- Safe treatment
- No risk on irreparable damage
- No downtime
- Make up next day
- Treat delicate eye & lip area
- All skin types
- Patented flex head
- Right depth
- 100% natural

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‘Meta Therapy always reaches the right cell layers in the skin.’

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