



# **ALPHAEON & THE US MARKET**

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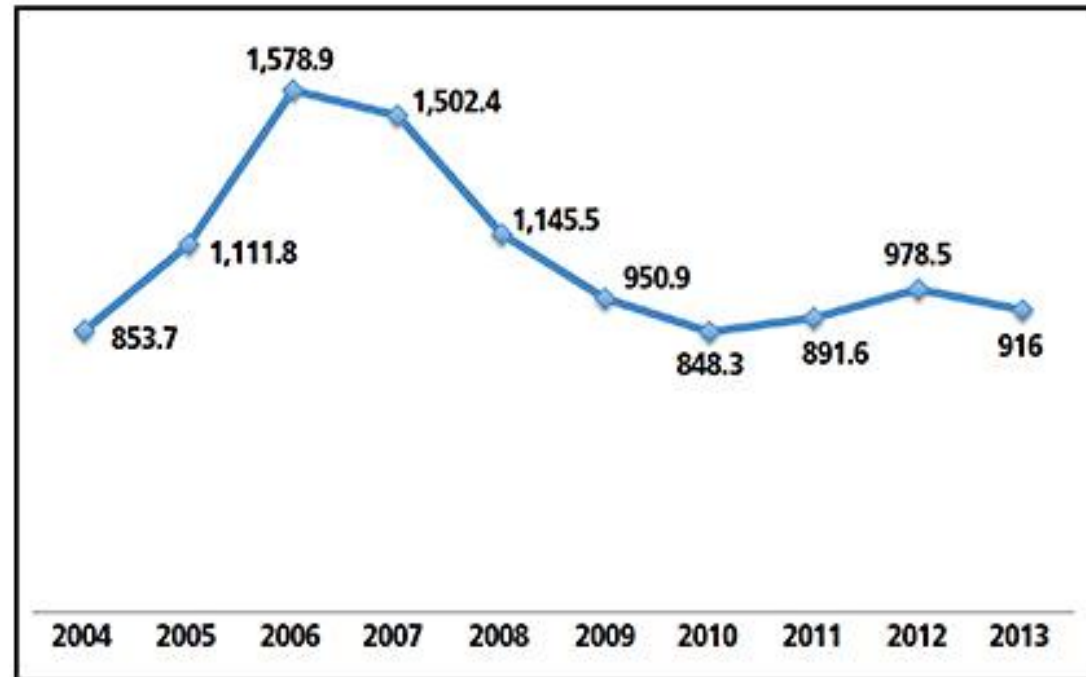
**18 JULY 2014**

# ***DISCLOSURE***

*The author is a founding investor for Strathspey Crown Holdings in which ALPHAEON is its principle subsidiary for global operations.*

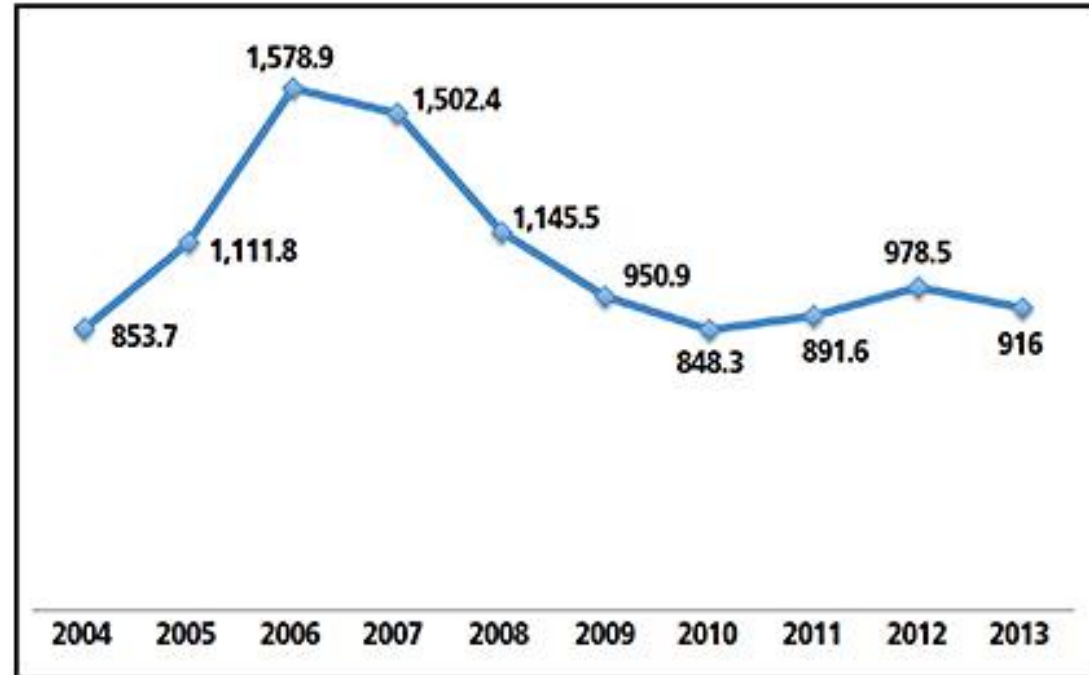
# Excimer Laser Trending in the USA

- Great Recession
- Reduced number of early adopters
- Waning interest



# Generation Y

- 70 million
- 20's & 30's



# Generation Y

- Economic power
- Value oriented
- Functional improvement



# Millennial Generation

- ✓ . . . Better than Gen X
- ✓ . . . Better than Boomers



# Millennial's

- ❑ Fear of Outcome
- ❑ Candidacy
- ❑ Affordability



# Millennial's are The Future

- ❑ Pent-up demand
- ❑ Generation spanning
- ❑ Credit availability
- ❑ Crossover offering





**The Future . . . . .**



**ALPHAEON®**

WELLNESS BEAUTY PERFORMANCE

# The Future . . . . .



## ALPHAEON®

WELLNESS BEAUTY PERFORMANCE

### WELLNESS

It's all about  
patients FEELING  
their best!



### BEAUTY

It's all about  
patients LOOKING  
their best!



### PERFORMANCE

It's all about  
patients BEING  
their best!



# The Future . . . . is now!

WELLNESS



BEAUTY



PERFORMANCE





WELLNESS



BEAUTY



PERFORMANCE





WELLNESS

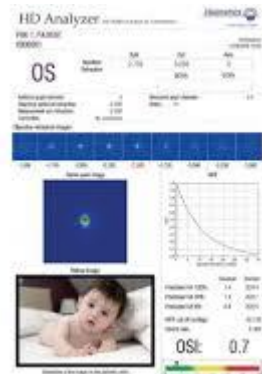


BEAUTY



PERFORMANCE





WELLNESS



BEAUTY



PERFORMANCE





**“Of Doctors, for Patients”**

**SCHWIND**

eye-tech-solutions

**“Of Doctors, for Patients”**





“Of Doctors, for Patients”









