

**Eblast Copy**

**Skin Revitalization**

**General Eblast for Laser Skin Treatments**

**Subject Line:** New Revlite™ Laser Skin Treatments

**Headline:** Advanced Laser Technology for a Youthful Appearance

**Body:** The Revlite™ is recognized as the gold standard nanosecond aesthetic laser and tool of choice for safe and highly effective procedures, including tattoo removal, acne scar treatment, wrinkle reduction, removal of stubborn fine hair and elimination of pigmented lesions. It's the most clinically proven laser skin care system and safe for all patients, producing outstanding results with minimal pain and downtime.

**Insert physician quote:** "We're excited to offer this new laser skin treatment to our patients. We're treating acne scars and wrinkles, removing stubborn fine hair, and eliminating unwanted pigmented lesions, without causing any harm to the skin. The results are impressive and patients are highly satisfied with the treatment experience." [Insert photo and picture of doctor]

**Call to Action:** Contact us today to learn more about Revlite™ Skin Revitalization [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Pigmented Lesions Focused Eblast**

**Subject Line:** Treat Your Freckles With Our Revlite™ Laser!

**Headline:** Refresh Your Skin with Advanced Laser Technology for Pigment Removal

**Body:** The Revlite™ is recognized as the gold standard nanosecond aesthetic laser and tool of choice for safe and highly effective procedures, including tattoo removal, acne scar treatment, wrinkle reduction, removal of stubborn fine hair and elimination of pigmented lesions. Revlite helps give your skin a more youthful appearance by erasing unwanted pigment, age spots and freckles caused by sun damage faster than ever before with minimal to no discomfort or downtime.

**Insert physician quote:** "We're excited to offer this new laser treatment to our patients. Patients are looking for new ways to achieve a more youthful appearance and now with Revlite™ we can remove unwanted pigment, freckles, and age spots quickly. The results are impressive and patients are highly satisfied with the treatment experience." [Insert photo and picture of doctor]

**Call to Action:** Contact us today to learn more about how to quickly and painlessly remove freckles and pigment [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Acne Scar Focused Eblast**

**Subject Line:** Treat Your Acne Scars With Our Revlite™ Laser!

**Headline:** [Office] Offers Advanced Laser Technology for Treating Acne Scars

**Body:** The Revlite™ is recognized as the gold standard nanosecond aesthetic laser and tool of choice for safe and highly effective procedures, including tattoo removal, acne scar treatment, wrinkle reduction, removal of stubborn fine hair and elimination of pigmented lesions. Treating scars is easier than you think. Revlite reduces the look of scars without harming surrounding skin. In just a few fast, easy treatment sessions, scars are less visible, leaving behind clearer, more attractive skin.

**Insert physician quote:** "We're improving the skin and reducing the look of scars. The results are impressive and patients are highly satisfied with the treatment experience." [Insert photo and picture of doctor]

**Call to Action:** Contact us today to learn more about acne scar treatment with Revlite™ [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Wrinkle Focused Eblast**

**Subject Line:** Treat Your Wrinkles with Our Revlite™ Laser!

**Headline:** [Office] Offers Advanced Laser Technology for Treating Wrinkles

**Body:** The Revlite™ is recognized as the gold standard nanosecond aesthetic laser and tool of choice for safe and highly effective procedures, including tattoo removal, acne scar treatment, wrinkle reduction, removal of stubborn fine hair and elimination of pigmented lesions. As we age, the support structure within the skin begins to weaken, forming wrinkles. The Revlite uses powerful technology to improve the look of the skin by stimulating collagen production, for an effective and convenient treatment with minimal discomfort and downtime.

**Insert physician quote:** “We’re improving the look of the skin and providing visibly impressive results. Patients can go right back to their regular routine. This is a wonderful alternative to more aggressive treatments.”

**Call to Action:** Contact us today to learn more about treating your wrinkles with Revlite™ [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

## Tattoo Removal

### Tattoo General Eblast

**Subject Line:** [Office] Welcomes Gold Standard in Tattoo Removal Technology!

**Headline:** The most clinically proven tattoo removal system available

**Body:** The Revlite™ is recognized as the gold standard nanosecond aesthetic laser and tool of choice for safe and highly effective tattoo removal. With multiple, clinically proven wavelengths to effectively treat all ink colors in all skin types, the Revlite is the tool of choice for great results!

**Insert physician quote:** “*The Revlite™ is truly the gold standard among nanosecond tattoo removal systems. It can remove tattoos of all colors and makes it possible to treat patients quickly and safely, with little risk of the side effects caused by other tattoo removal systems.*”

**Call to Action:** Contact us today to learn more about tattoo removal with Revlite™ [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Insert before and after photos.**

### “Tattoo’s in the Workplace” Eblast

**Subject Line:** Discover [office name] breakthrough laser technology for tattoo removal

**Headline:** Is a regrettable tattoo holding you back from the job of your dreams?

**Body:** What’s your employer’s policy when it comes to visible ink in the workplace? If it’s a no-no, or you’ve felt held back by your tattoos, consider laser tattoo removal from [office name]. With Revlite™, the gold-standard nanosecond technology for laser tattoo removal, faster clearance of unwanted tattoos can be achieved in a short series of treatments, and you’ll be one step closer to reaching your career goals.

The Revlite is recognized as the gold standard aesthetic laser and tool of choice for safe and highly effective tattoo removal. With multiple, clinically proven wavelengths to effectively treat all ink colors in all skin types, the Revlite is the tool of choice for great results!

**Insert physician quote:** “*The Revlite™ is truly the gold standard among nanosecond tattoo removal systems. It can remove tattoos of all colors and makes it possible to treat patients quickly and safely, with little risk of the side effects caused by other tattoo removal systems.*”

**Call to Action:** Contact us today to learn more about tattoo removal with Revlite™ [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Insert before and after photos.**

### “Getting Ready for Summer” Eblast

**Subject Line:** Discover [office name] breakthrough laser technology for tattoo removal

**Headline:** Tattoo regret keeping you from sporting your favorite summer style?

**Body:** Are you ready for bathing suit season? If an embarrassing or unwanted tattoo is keeping you covered up this summer, [office name] can help. We will happily remove any regrettable ink and give you the confidence to show off your fresh new look

using Revlite™, the gold-standard nanosecond technology for laser tattoo removal, offering effective clearance with fewer side effects.

The Revlite is recognized as the gold standard aesthetic laser and tool of choice for safe and effective tattoo removal. With multiple, clinically proven wavelengths to effectively treat all ink colors in all skin types, the Revlite is the tool of choice for great results!

**Insert physician quote:** *“The Revlite™ is truly the gold standard among nanosecond tattoo removal systems. It can remove tattoos of all colors and makes it possible to treat patients quickly and safely, with little risk of the side effects caused by other tattoo removal systems.”*

**Call to Action:** Contact us today to learn more about how Revlite™ can help you get ready for summer [INSERT YOUR PRACTICE] at [INSERT E-MAIL OR PHONE]

**Insert before and after photos**

### **“Say goodbye to tattoo regret”**

**Subject Line:** Say goodbye to tattoo regret with laser tattoo removal

**Body:** If you have an unwanted tattoo or are simply looking to “clean up your canvas” for a more elaborate one, you’ve come to the right place! Laser tattoo removal is a proven, effective, long-term solution for eliminating tattoo ink. And, our laser treats all colors!

[insert before and after photos]

**Call to Action:** Visit us today to learn if laser tattoo removal is right for you. We’re conveniently located at: [insert address]  
[insert website link]

### **“Come Join Us”**

**Subject line:** Come Join Us!

**Title:** Open a new chapter in your life.

**Body:** Join [insert Dr. name] at [insert practice name] to learn about our new tattoo removal laser and how easy it is to open a new chapter in your life. Whether you have an unwanted tattoo or are simply looking to “clean up your canvas” for a more elaborate one [insert Dr. name] has a treatment plan to match your goals.

We have a fun evening planned full of:

- Give-aways
- Discounts
- Informative session on laser tattoo removal
- Q&A with [insert Dr. name]

**Call to Action:** To RSVP to this highly attended event, email [insert email address] or call [insert practice number]. Don’t miss out, our seats fill up quickly!

### **“How do you feel about tattoos?”**

**E-Mail subject line:** How do you feel about tattoos?

**Title:** How do you feel about tattoos?

**Body:** Tattoo removal isn’t just for those with tattoo regret. Just a single laser tattoo removal treatment may be all you need to “clean up your canvas” for a more elaborate one! Visit us today to learn more about your options! Laser tattoo removal is a proven, effective, long-term solution for eliminating tattoo ink. And, our laser treats all colors!

[insert before and after photos]

**Call to Action:** Visit us today to learn if laser tattoo removal is right for you. We’re conveniently located at: [insert address]  
[insert website link]

## Patient FAQ Copy

### General FAQ's:

#### **What is Revlite™?**

The Revlite™ is the versatile gold standard nanosecond aesthetic laser, with multiple applications, including tattoo removal, acne scar treatment, wrinkle reduction, removal of stubborn fine hair and elimination of pigmented lesions. The Revlite produces very rapid, short-duration pulses of energy with specific targets, limiting healthy tissue's exposure to thermal damage. Improve the look of your skin and achieve a more youthful appearance by removing pigment or treating wrinkles and acne scars with Revlite.

#### **Why Revlite™ Laser Treatment?**

It's important to consider your options. Face-lifts, fillers, and toxins are associated with significant downtime, risks, and side-effects. Patients often consider these treatments a "last resort." The first step to achieving a more youthful appearance or just tweaking some trouble-spots may be a Revlite™ laser treatment. Speak with our office today to see if this treatment is right for you!

### Pigment FAQ's:

#### **What causes unwanted pigment?**

Melanin gives us our skin color. Pigmented lesions including sunspots, age spots, and brown patches, are dark in color because the melanin is concentrated in one area of the skin. Most pigmented lesions come from sun exposure while some patients are born with them. Hormonal changes can also induce pigment changes in the skin.

#### **What types of pigmented lesions can Revlite™ remove?**

Lasers remove a variety of unwanted pigment. Melasma, age spots, freckles, and brown patches can all be treated with Revlite. During a free consultation, your practitioner will put together a treatment regime to help you address your pigment concerns.

#### **How many treatment sessions will it take?**

To improve the look of your skin and achieve a more youthful appearance by removing pigmented lesions will typically require only a few treatments. Darker, deeper and larger pigmented lesions may require additional treatments; however during the consultation, your practitioner will discuss treatment expectations with you.

#### **What does the treatment feel like?**

Most patients find the procedure tolerable and require no numbing cream or anesthesia. Revlite™ delivers energy in ultra-short bursts, and patients often compare the laser pulse to a snap of a thin rubber band.

#### **What type of post treatment care is necessary?**

After the procedure, the treatment area may be tender. It is important to keep the area clean and to avoid any irritation. Your practitioner will provide additional after care instructions as needed to ensure a quick recovery.

### Scar Treatment FAQ's:

#### **How does laser scar treatment work?**

Unlike surgery, laser acne scar treatment uses ultra-short pulses of laser light to reach deeply into the skin's sub-layers, treating the support structure. Then the body's natural healing process sweeps away older, damaged tissue and rebuilds it with fresh, new collagen—a crucial building block of healthy-looking skin. It's a fast and simple procedure that's easy to tolerate and requires little-to-no downtime.

#### **What types of scars can be treated?**

Laser acne scar treatment is FDA-cleared for acne scars on any area of the body, including the face.

**Am I a good candidate for this treatment?**

Laser acne scar treatment can work on many skin types, including very light and darker skin. Contact a provider to find out if you are a good candidate for this treatment.

**How long does it take?**

The treatment can be performed in as little as 15 minutes or less, depending on the size of the targeted area.

**What does the treatment feel like?**

Most people feel minimal discomfort during laser acne scar treatment. Your physician will work with you on the best option for optimal comfort based on your individual situation.

**How many treatments will I need?**

Acne scars will begin to show improvement in 3-4 treatments but a series of 6 to 10 treatments is recommended for optimum aesthetic results.

**How quickly will I recover?**

Most people resume regular activities immediately following the treatment session.

**Are there any side effects?**

Typical side effects include temporary redness and swelling at the treatment site. Unwanted pigmentation associated with the acne scarring should slightly frost (whiten) during treatment, then darken over the following 24 hours and then shed over time.

**Wrinkle Treatment FAQ's:****How does it work?**

The Revlite™ produces very rapid, short-duration pulses of energy with specific targets, limiting healthy tissue's exposure to thermal damage. Once tissue targets have been affected the body's natural healing process sweeps away older, damaged tissue and rebuilds it with fresh, new collagen—a crucial building block of youthful-looking skin.

**Am I a good candidate for this procedure?**

If you have fine lines and wrinkles around your eyes, mouth, or any area of your body including face, hands, and arms you may be a good candidate for a Revlite™ treatment.

**How long does it take?**

The procedure can be performed in as little as 15 minutes or less, depending on the size of the treatment area.

**What does the treatment feel like?**

Your treatment provider may offer ways to make this a comfortable experience. Since everyone is different, and this depends on the level of treatment needed, it is best to discuss all of your options with your laser treatment provider.

**How many treatments will I need?**

Typically, a series of treatments is required. Treatment intervals are 2-4 weeks but can be up to 8 weeks for darker skin types. Each patient is unique and will be evaluated prior to treatment.

**How quickly will I recover?**

Side effects include temporary redness and swelling at the treatment site that typically resolves within a couple of hours, but in some cases may linger for up to 24 hours.

**Are there any side effects?**

Adverse effects can include hypopigmentation, hyperpigmentation, mild erythema and edema. By following your practitioner's post-treatment care instructions you will significantly decrease the risk of adverse effects.

## Revlite™ FAQ's for Tattoo Removal

### **How does Revlite™ laser tattoo removal work?**

Laser energy is delivered to the tattoo, targeting the ink and breaking it down into smaller particles. The particles are eliminated through the body's natural processes resulting in a lightening of the tattoo ink.

### **What does laser tattoo removal feel like?**

For many patients, the feeling of laser tattoo removal has been compared to what it feels like when getting a tattoo, however it is very fast. Your practitioner will work with you on the best comfort option based on your individual situation.

### **How many treatments will tattoo removal require?**

The number of laser treatments needed for tattoo removal is dependent on a number of variables such as ink characteristics, size of the tattoo, location on the body, type of laser used, lifestyle habits, etc. During your consultation, a practitioner will evaluate your tattoo and recommend a realistic treatment regime to help you achieve the best results.

### **How often will I need treatments?**

While the typical treatment interval is 6-8 weeks, every patient and tattoo responds differently. Following the recommended post treatment protocol will likely improve the results and reduce the chance of small adverse events. Your practitioner will work with you on the best plan to optimize your removal.

### **How will my skin look after the laser treatment?**

The ideal clinical endpoint for the tattoo treatment is immediate slight whitening or "frosting" of the skin, however that will subside immediately after the treatment is complete. Other observable effects include mild swelling and redness. Your practitioner will direct you on how best to keep the area moist to optimize the quality of surrounding skin.

### **Can I lighten the tattoo to have another one put on top?**

Tattoos can be lightened in preparation for a cover-up tattoo. Your practitioner may have you wait six weeks between your last treatment and when you have the new tattoo completed.

### **How much does tattoo removal cost?**

The cost of laser tattoo removal depends on several factors, including the size of tattoo and the number of treatments it will require. Most insurance companies will not cover laser tattoo removal since it is considered an elective cosmetic procedure. After your consultation, your practitioner will provide you a price estimate for the treatment series.

## Phone Script

### Tattoo Removal

Option 1) Thank you for calling [insert your practice name here]. Tattoos can be a beautiful human expression but as our lives change, tattoo regret may take over. [Insert practice name] now offers Revlite, the most clinically proven laser available for tattoo removal. Revlite™ effectively treats tattoos by fragmenting unwanted ink. It can even remove difficult ink colors! Tattoo regret? Not anymore...Ask about the gold standard Revlite laser tattoo treatment today!

Option 2) Thank you for calling [insert your practice name here]. We're excited to announce a new treatment offering... laser tattoo removal! If you have an unwanted tattoo or are simply looking to clean up your canvas for a more elaborate one, visit us today! Laser tattoo removal is a proven, effective, long-term solution for eliminating tattoo ink. And, our laser treats all colors!

### Pigment

Are you bothered by freckles, sun damage and age spots on your face, hands or body? Reverse the signs of aging and repair damaged skin by removing your unwanted brown spots faster at [insert office name]. [Insert name] now offers Revlite, the gold standard nanosecond aesthetic laser technology, providing patients like you with visibly clearer skin faster. Ask about a Revlite™ treatment today!

## Website Copy

### Tattoo Removal

Option 1) Tattoos can be a beautiful human expression but as our lives change, tattoo regret takes over. Erase unwanted tattoos and pigment with Revlite, the most clinically proven laser treatment available for safe and effective tattoo removal. Revlite™ targets unwanted ink with very rapid, short-duration pulses of energy, successfully removing difficult ink colors while limiting healthy tissue's exposure to thermal damage. The Revlite can even treat difficult ink colors such as black, red, blue and green. Safety, short recovery time, and fast results are achievable with Revlite!

Option 2) Say goodbye to tattoo regret with laser tattoo removal. If you have an unwanted tattoo or are simply looking to "clean up your canvas" for a more elaborate one, you've come to the right place! Laser tattoo removal is a proven, effective, long-term solution for eliminating tattoo ink. And, our laser treats all colors!

How it works: Laser energy is gently applied to the skin over the tattooed area. The laser shatters each ink particle into much smaller particles that can be eliminated through your body's natural process. Through a series of treatments, the tattoo will fade and ultimately disappear.

You may notice an immediate fading. Generally tattoo removal will take place in a series of treatments. The number of treatments depends on the color and density of the ink, the age of the tattoo, along with the location on your body.

Treatment plans can be adjusted to fit everyone's lifestyle – schedule a consultation today and we can review your goals and expectations.

Don't be held back by unwanted ink. Schedule your first treatment today!

[insert before and after photos]

### Skin Revitalization

Refresh your skin with Revlite. Achieving a more youthful appearance without the typical discomfort and downtime is now possible with Revlite™. [Insert practice here] now provides this breakthrough technology to remove unwanted pigment, as well as treatment for wrinkles and acne scars. The Revlite produces rapid, short-duration pulses of energy with specific targets, limiting healthy tissue's exposure to thermal damage. This innovative technology can help you achieve a more youthful appearance.

Revlite is a quick and easy, non-surgical, non-invasive laser skin treatment that focuses on your problem areas whether it's brown spots, sun damage, freckles, pigmented lesions, wrinkles, melasma or acne scars, and can be used to treat many areas of the body including the chest or décolleté, face, hands, legs, and more.

Refresh your skin today with Revlite's proven technology and see visibly clearer skin!