



CONTOUR
LIGHT

Quick Training Manual



VOCABULARY

1. **635nm (nanometer) Red Light** – The technology behind Contour Light, which is a specific wavelength of light that has been proven in multiple clinical studies to cause lipolysis.
2. **Lipolysis**- The opening of the fat cell and the shrinking of the fat cell which causes circumferential fat reduction of the body or body shrinking
3. **Photobiostimulation**- The physiological process whereby the fat cell membrane is opened from the stimulation of light
4. **LED (Light Emitting Diode)**- the electronic component from where the light is emitted; at which point a specific amount of power or energy is emitted. A single red light or laser light- The more diodes, the more energy (Each Light Pad contains 320 LEDs.)
5. **Lymphatic Drainage**- The drainage of fat and toxins out of the body through massage or exercise increasing circulation.
6. **Spot Fat Reduction** - The ability to reduce fat loss in a specific location on the body; **such as chin, arms, back, hips, butt, thigh.**
7. **Subcutaneous Fat**- The superficial fat that is located on top of the muscle (the soft, squishy fat that is the most difficult for the body to break down). This is the type of fat that the 635nm light will have the greatest effect on and is the target of the Contour Light treatment.
8. **Visceral Fat**- The rock hard fat that sits internally in the body underneath the muscle. This is the first fat that the body breaks down. Contour Light **does not treat this fat.**



CONTOUR
LIGHT

When patients call or visit for their no-charge consultation they will ask: What the difference is between Contour Light and the other LED products on the market

1. Contour Light is more powerful than any other LED device on the market
2. The Contour Light's extra large pads (28x12) cover more surface area on the body than any other device in this category
3. Contour Light offers higher light retention - More light is retained in the tissue due to the patent-protected reflective coating on the Contour Light pads. No other device has this feature
4. The Contour Light has the power of a low level laser without the risk

What does this mean to the patient?

Better Results

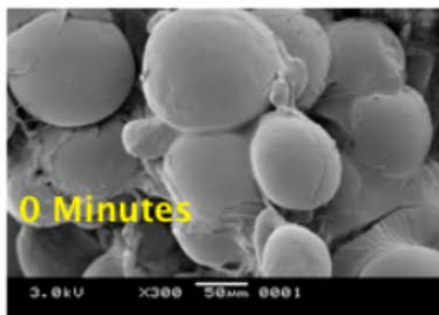


CONTOUR
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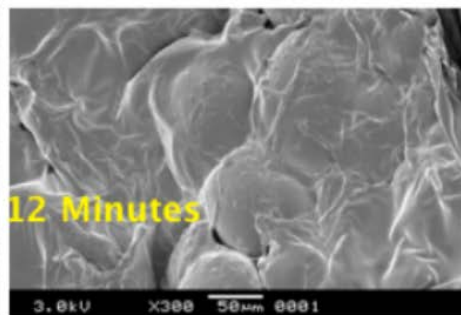
What the clinical studies proved about 635nm light

Actual Photos of Fat Emulsification Taken Under an Electron Microscope

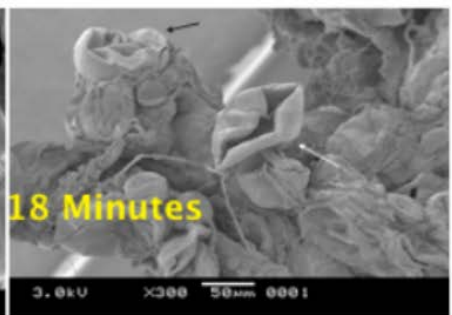
1. High energy light therapy enters the skin is absorbed by the fat cell.
2. The Stimulation opens the cell walls allowing the fat to escape.
3. The fat cell will then break down the contents allowing the excess fat to be removed.



**Filled Fat
Cells**



**Emulsified Fatty
Debris Outside Cells**



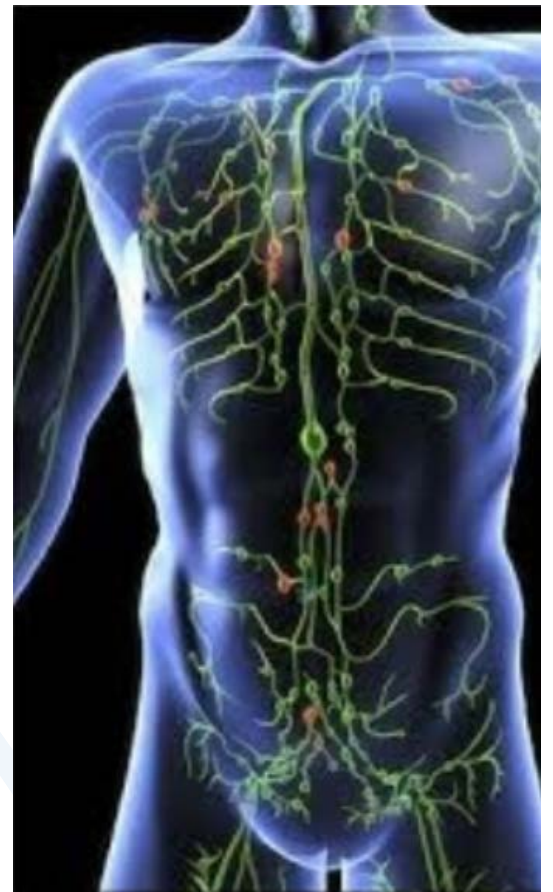
**Emptied and
Collapsed Fat Cells**



Where does the fat go?

Answer: The fat is distributed back into the body and eliminated through the lymphatic system. Following treatment, 10 minutes of aerobic exercise or 10 minutes on a whole body vibration plate will help with this process

- The lymphatic system is a system of lymph nodes and vessels for transporting fatty acids through the circulatory system.
- The lymphatic system is powered by muscle movement.
- Aerobic exercise or time spent on the vibration plate is necessary to stop the fat from being reabsorbed into the body.





Contour Light New Caller Script

When you get calls from prospective Contour Light clients it is important that you try to avoid giving them too much information about the program on the phone. You need to try to get the lead to schedule for the No-Charge consultation.

Below is the scripting that we recommend the scheduler follows when on the phone with prospective Contour Light clients.

The first question usually asked when a patient calls from advertising is:

Lead: Can you tell me about the program?

CA: Can I have your name please?

Lead: Jane Smith

CA: Jane, since this a very common question, we actually offer a no charge, no obligation consultation. We offer this because there is so much information about the program that it's impossible for me to go over everything over the phone. The consultation consists of a 15 minute informational video that will most likely answer every question you have. After the video, the doctor or technician will meet with you to answer any other questions that you might have and to determine if you are even a candidate for the program. Does that sound reasonable?

Lead: Sure

CA: great I have day or day available which day works best for you?

Morning or afternoon?

Time or Time



If lead wants to know the cost, it is important to try to deflect the question!

Lead: Well how much does it cost?

CA: That's all covered in the consultation. Everyone has different needs so its impossible to guess over the phone. Which day is best for you?

Lead: How much does it cost?

CA: Jane, since this a very common question, we actually offer a no charge, no obligation consultation. We offer this because there is so much information about the program that it's impossible for me to go over everything over the phone. The consultation consists of a 15 minute informational video that will most likely answer every question you have. After the video, the doctor or technician will meet with you to answer any other questions that you might have and to determine if you are even a candidate for the program. Does that sound reasonable?

Lead: Sure

CA: great I have day or day available which day works best for you?
Morning or afternoon? Time or Time?



During Treatments:

What to say when placing the pads

Ok (customer name) I'm going to place the pads directly on your skin, on (the area of your concern). You will feel a warm sensation, it feels like a heating pad. You will be on the machine for 30 minutes. Following your treatment you will spend 10 minutes on the vibration plate.

Before putting the patient on the vibration plate:

Ask them if they need to use the restroom? Make sure when they first get on the vibration plate that they are holding on to the handles, otherwise they will lose their balance.

Why do I need to go on the vibration plate?

The vibration plate will help to flush out the fat that is eliminated during the treatment.

Questions about the technology?

We will use a 635nm light that causes your fat cells to release the liquid from inside the cell, which results in a shrinkage of the fat cell. We will then put you on a whole body vibration plate to flush the fat out of your body.



HOW IT WORKS – FREQUENTLY ASKED QUESTIONS

What is Contour Light?

Contour Light is a light emitting diode (LED) system specifically designed to contour the body by losing inches in circumference off specific body areas (waist, hips, thighs, arms, neck) without any pain, downtime, needles or surgery.

Contour Light is composed of 4 extra large pads that are placed directly to the fatty areas that are resistant to diet and exercise.

How quickly does Contour Light work and what results can I expect?

Results can be seen immediately. Individuals have lost anywhere from two inches to eighteen inches over the course of a series of treatments. Individual results vary.

How long is a Contour Light treatment and what does it feel like?

Clients can expect to feel a gentle, warm sensation. Most individuals read, watch television, or take a nap during the 30 minutes treatment.

How can I optimize my Contour Light results?

Hydration and exercise are critical. Drink plenty of water (ideally at least 8 glasses of 8 ounces of water) spread out throughout the day to flush the fat from the system. Diuretics (coffee, alcohol, etc.) are discouraged. The client should be active and burn 350 calories every day during their choice of cardio exercise.



What areas of the body can I treat?

Essentially all parts of the body where subcutaneous deposits of fat can be found may be treated with Contour Light, especially those resistant to diet and exercise.

How is Contour Light different than liposuction?

Liposuction is an invasive procedure involving the mechanical removal of fat cells. By contrast, Contour Light is completely non-invasive and only affects fat cells temporarily. Contour Light does not compete with liposuction; it is simply a body shaping option available to clients who do not wish to undergo a surgical procedure.

Does Contour Light help with loose skin?

Anecdotal evidence suggests that clients undergoing Contour Light have noticed an improvement in skin tone and texture.

Does Contour Light improve the appearance of cellulite?

Anecdotal evidence suggests that clients undergoing Contour Light have noticed an improvement in the appearance of cellulite.

What are the side effects?

There are zero side effects. The treatment is painless and normal activities can be resumed immediately.

How long will results last?

Contour Light does not destroy fat cells but empties them of their contents which means that fat cells are capable of restoring fat should the client have a chronic caloric imbalance. A balanced diet is the only way to ensure long-term improvement. Clients who eat more calories than they burn will see their improvement decrease over time.



How many treatments will I need?

Normal weight requires 10 to 12 treatments, overweight requires 12+ treatments

Would more treatments lead to better results?

Yes, additional treatments will lead to improved results. An additional series of Contour Light treatments can begin immediately after the first series.

Why should clients avoid alcohol during the Contour Light process?

There are three main reasons why alcohol should be avoided with Contour Light:

1. Alcohol is a diuretic and it is critical that the body stays optimally hydrated throughout the treatment program.
2. Alcohol also contains a lot of calories: a 5-ounce glass of red wine packs 100 calories! This directly conflicts with the recommendations of the program which calls for a balanced diet and a healthy lifestyle.
3. Third and most importantly, alcohol is processed as fat by the liver which directly restricts the body's ability to process the newly liberated fat. Once liberated by Contour Light, the fat that is not used up as energy to fuel the body's normal metabolic needs is processed by the liver using enzymes. The total amount of fat being processed at any given time is limited by the amount of enzymes produced by the liver. Alcohol is processed as fat by the liver using the same enzymes.

So, when the liver is busy processing alcohol, it is not able to process the fat liberated by Contour Light. Hence more time/treatments are required to achieve results.