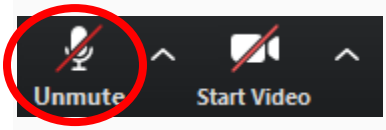
Cosmedika USA, INC.

Meeting Controls

You can access our webinar by computer or smartphone. By default, your microphone is muted and your video is turned off. Microphone allows you to talk to everyone in the webinar and video turns on your camera so we can see you. (please leave video off as too many participants with video turned on slows down the streaming process)

Microphone

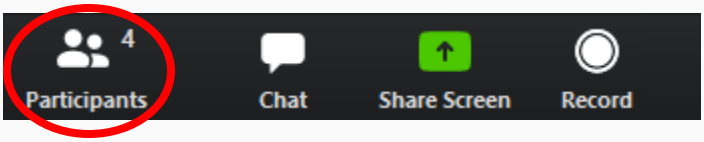
To unmute your microphone to speak and have everyone hear you, click the ***Audio*** button. A line through the mic means you are muted. No line through the mic means you can be heard by everyone in the webinar.

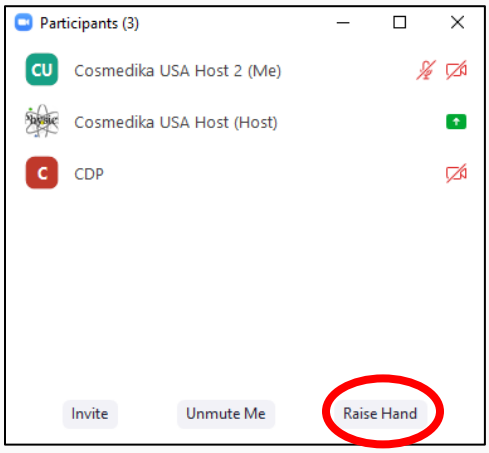


Raise Hand

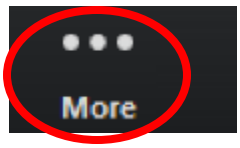
In order to keep the webinar manageable and not have everyone try to talk at once, we will include periods for questions and answers (Q & A). We ask that you raise your hand if you have a question and when we go into our Q & A, we will call on you. From our end, we will unmute you when we call on you. To raise your hand, do the following:

From computer: click ***Participants***, then from the Participants window, click ***Raise Hand***.





From phone: click ***More***, then click ***Raise Hand***.



Cosmedika USA Key Online Links

1. Cosmedika USA's eLearning Academy

cosmedikausatraining.com

From our training website, you can explore the science behind PBSerum Cosmeceuticals, learn how to apply the facial and body line, and access post-training support that comes with certification.

To learn about PBSerum, go to the ***My Account*** page and click the ***Tools and Forms*** button. You will see in the Tools and Forms area items we added to teach you about PBSerum and to run your PBSerum services business. Many more items are in the developmental stage and will soon be made available, so be sure to visit this area of our training site often.

2. Cosmedika USA's online store

cosmedikausainc.com

Once you are certified, you can start ordering product from here! Our store has facial line products, body line products, PBSerum tools, and HD products. PBSerum products are 100% exclusive to our certified PBSerum Licensees.

3. Support and Questions

info@cosmedikausatraining.com

Email address for Cosmedika USA Technical Support and Information.

4. Follow us on social media

Facebook Page

facebook.com/cosmedikausa

PBSerum Group

facebook.com/pbserumusa

Instagram

instagram.com/pbserumusa

Twitter

twitter.com/cosmedika

Cosmedika USA, INC.

PBSerum Certification

To get your certificate to purchase PBSerum and be protected by our PBSerum product liability insurance, you must:

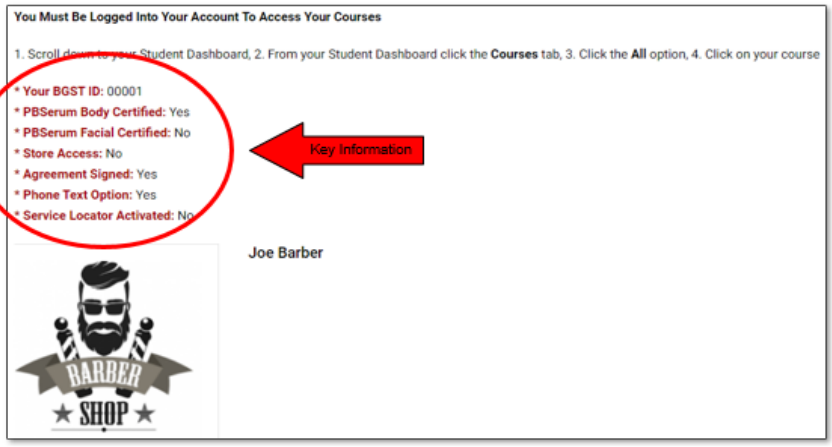
1. Create a student account.
2. Purchase your course(s).
3. Sign the digital agreement found in the ***Tools And Forms*** area.
4. Complete your online course found in the ***My Accounts*** area.

The Two Main Areas Of Our eLearning Site (cosmedikausatraining.com)

The two most essential areas of our eLearning website are **My Account** and **Tools and Forms**.

My Account

This is the area from where you will find key information related to your account, can access your courses, and can change your credential information, such as your password. You can get to the My Account page by clicking ***My Account*** on the menu. To log into our system, you can do it from the My Account page or by clicking ***Log In*** on the menu.



Tools And Forms Area

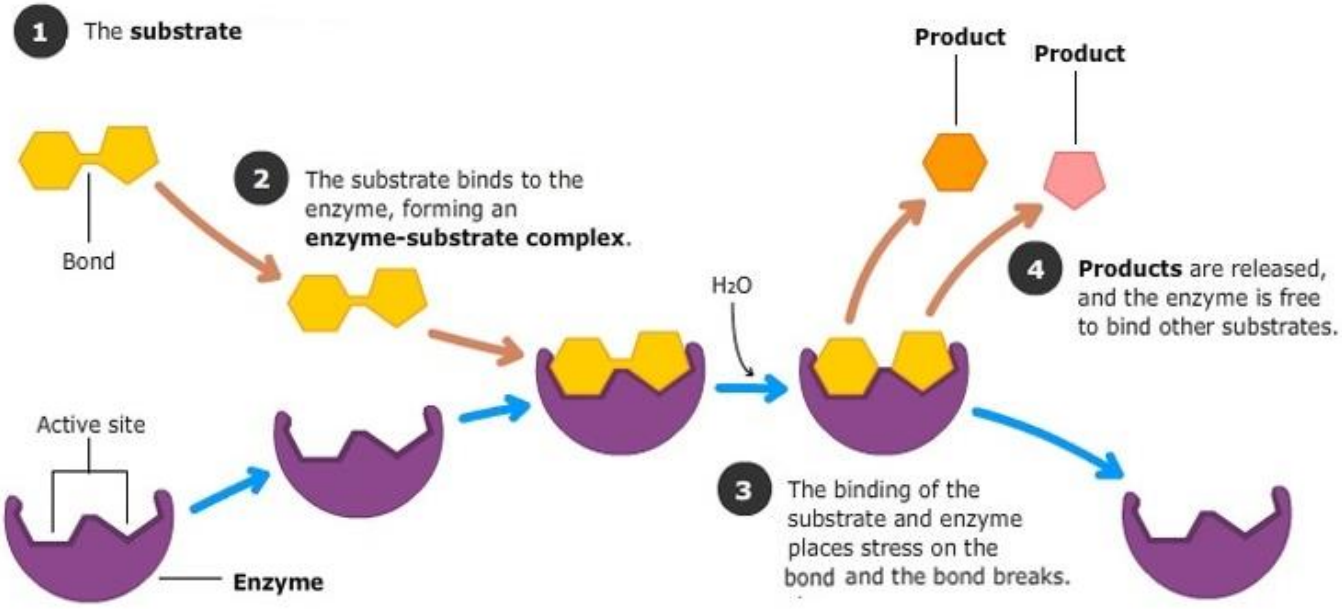
This is the area you will find information you can download and print to help you better understand PBSerum Cosmeceuticals and to run your PBSerum services business. Many more items are in the developmental stage and will be made available when ready, so be sure to visit this vital area of our training site often. To get to the Tools and Forms area, go to the ***My Account*** page and click the ***Tools and Forms*** button.

In Tools And Forms you will find access to:

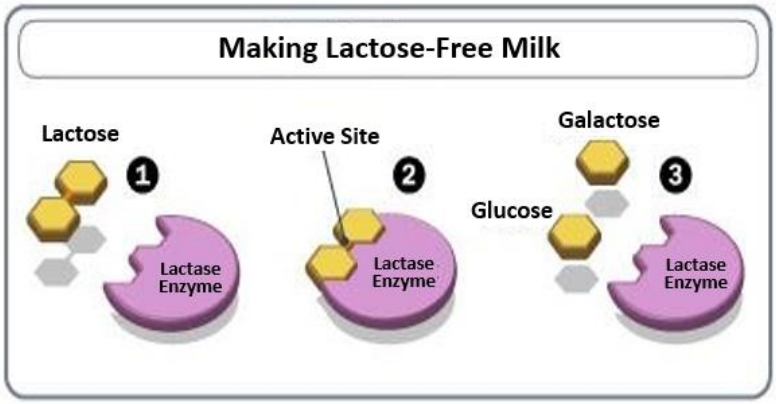
- **An Introduction Video**
- **A Website Resources Video**
- **Product Information**
- **Services Tools**
- **Advertising Tools**
- **Recorded PBSerum Webinars**
- **Recorded HD Products**
- **The Certification Agreement**
- **And more…**

PBSerum Bio-Genetic Enzymes

An enzyme is defined as any complex chemical produced by living cells that is a biochemical catalyst. It is almost always a protein and speeds up the rate of a specific chemical reaction. The molecules upon which enzymes may act are called substrates, and the enzyme converts the substrates into different molecules known as products.



An example of enzymes being used is in the production of lactose-free milk. Many people cannot digest lactose, the sugar that is found in milk. Even with the best filtering process, roughly 60% of the lactose in the milk remains. So, what they do is add the lactase enzyme (β-glucosidase or β-galactosidase) directly to the milk to break down the lactose. Lactase splits the remaining lactose molecules into glucose and galactose that are easily digested.



PBSerum Bio-Genetic Enzymes are the same as those produced by our body, therefore they have a high capacity of penetration and absorption. PBSerum enzymes are of bacterial origin and were developed through a complex biotechnological process exclusive to PBSerum. A key factor is the use of genetic DNA recombination technology, known as recombinant technology, to obtain enzymes synthesized by bacterial microorganisms, yet having the same structure and sequence as the human enzyme.

The Enzymes Used In PBSerum

There are four enzymes used in our eight PBSerum topical core products:

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1. LIPASES are enzymes that break down fats into smaller molecules such as fatty acids and glycerol. Our stomach cells make a small amount of lipase, called gastric lipase.

Our **"Lipase PB500"** enzyme dissolves locally accumulated fat. Found in our ***PBSerum Slim Topic***.

Lipase PB500

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2. COLLAGENASES are enzymes that break down the peptide bonds in collagen. Collagen, a key component of the animal extracellular matrix, is made through cleavage of pro-collagen by collagenase once it has been secreted from the cell. This stops large structures from forming inside the cell itself. Collagenase can be made by the body as part of it normal immune response.

Our **"Collagenase GH PB220"** enzyme dissolves adipose nodules in advanced cellulite. Found in our ***PBSerum* Smooth *Topic***.

Collagenase GH PB220

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3. HYALURONASES are a family of enzymes that catalyze the degradation of hyaluronic acid (HA). The three main types of hyaluronidases are two classes of eukaryotic endoglycosidase hydrolases and one prokaryotic lyase-type of glycosidase. By catalyzing the hydrolysis of hyaluronan, hyaluronidase lowers the viscosity of hyaluronan, thereby increasing tissue permeability. It is, therefore, used in medicine in conjunction with other drugs to speed their dispersion and delivery.

Our **"Hyaluronidase PB3000"** enzyme breaks the polysaccharides of any excessive concentration responsible for the **accumulation** of fluids. Found in our ***PBSerum Drain Topic***

Hyaluronidase PB3000

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4. KERATINASES are enzymes that support the enzymatic decomposition of keratin. Used to soften keratin, causing the outer layer of the skin to loosen and shed it improves the skin's moisture binding capacity, which is beneficial in treatments of dehydrated skin.

Our **"Keratinase PB333"** is an intelligent active ingredient that recognizes the skin's needs and only acts where required. Moreover, it enhances the efficacy of the other product components, multiplying their penetrating capacity by four. Its exfoliating effect encourages skin renewal, revitalizing it and increasing firmness. Found in <u>all our facial</u> products, allowing other ingredients better penetration and absorption.

Keratinase PB33

PBSerum Cosmeceuticals

Body Line Product	Active Components
PBSerum Slim Topic	***Lipase PB500***, Hyaluronic Acid
PBSerum Smooth Topic	***Collagenase GH PB220***
PBSerum Drain Topic	***Hyaluronidase PB3000***

Facial Line Product	Active Components
Renewal Vit Equilibrium Complex	***Keratinase PB333***, Vitamin A, Vitamin C, Vitamin E
Renewal Multi Vit Complex	***Keratinase PB333***, ***Lipase PB500***, Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B5, Vitamin B6
Renewal Vit Radiant Complex	***Keratinase PB333***, Vitamin C
Wrinkle Hyaluronic Complex	***Keratinase PB333***, Hyaluronic Acid BPM
Extreme Firmness Complex	***Keratinase PB333***, ***Collagenase GH PB220***, DMAE, Hyaluronic Acid BPM, Vitamin C

COSMEDIKA USA, INC.

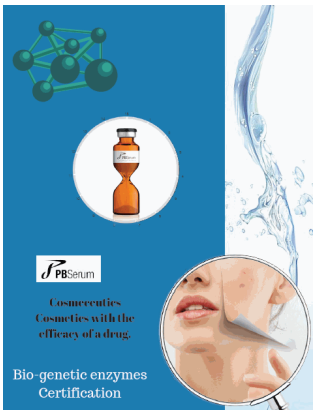
PBSerum Products Summary

Item	Recommended For	Benefits
Body Line (Professional use only)		
PBSerum Slim Topic	• Localized fat • Adipose cellulite	• Reduces localized fat • Smoothing effect • Moisturizes the skin
PBSerum Smooth Topic	• Advanced orange peel • Rebel fibrous cellulite	• Reduce orange peel • Smoothing effect • Anti-cellulite effect in one step
PBSerum Drain Topic	• Liquid retention • Edematous cellulite	• Reduces liquid retention • Smoothing effect • Draining effect in one step
Home Care Body Line (Designed for home use)		
Easy Touch Lift	• Flaccidity caused by: ◆ Weight loss ◆ Pregnancy ◆ Lack of exercise	• Increase firmness • Increase skin tone • Increase elasticity
Easy Touch Smooth	• Orange peel • Fibrous cellulite	• Reduce orange peel • Smoothing effect • Anti-cellulite effect in one step
Easy Touch Drain	• Liquid retention • Edematous cellulite	• Reduces liquid retention • Smoothing effect • Draining effect in one step
Face Line (Professional use only)		
Renewal Vit Equilibrium Complex	• Aged skin • Spots and scars • Sun damage	• Removes hardness, spots and roughness in the skin • Repairs hyperkeratosis and scars • Rejuvenate the skin
Renewal Multi Vit Complex	• Oily skin • Minor irritations • Acne tendency	• Eliminates superficial fat • Roughness and spots reduction • Prevents dermatitis • Revitalizing effects
Renewal Vit Radiant Complex	• Dull skin • Superficial blemishes	• Removes Superficial blemishes • Lights up the skin • Increases skin´s firmness
Wrinkle Hyaluronic Complex	• Wrinkles • Dry and dehydrated skin • Dry and wrinkled skin	• Reduces wrinkles • Deeply hydrates the skin • Renews the skin
Extreme Firmness Complex	• Advanced facial flaccidity • Skin firmness and elasticity loss • Wrinkles	• Firmness and skin tone improvement • Elasticity and brightness • Wrinkles reduction • Tightening and smoothing effect • Renews and moisturizes the skin

Pricing And Revenue Examples For PBSerum Sessions

	Example 1	Example 2	Example 3
Daily Revenue			
Treatment Fee	150.00	175.00	200.00
Treatment Time Per Session	1 hr	1 hr	1 hr
Treatments Per Day	2	2	2
Additional Daily Income	300.00	350.00	400.00
Less Product Expense	(80.00)	(80.00)	(80.00)
Net Daily Revenue	220.00	270.00	320.00
Weekly Revenue			
Treatment Fee	150.00	175.00	200.00
Treatment Time Per Session	1 hr	1 hr	1 hr
Treatments Per Day	2	2	2
Days Per Week	5	5	5
Additional Weekly Income	1,500.00	1,750.00	2,000.00
Less Product Expense	(400.00)	(400.00)	(400.00)
Net Weekly Revenue	1,100.00	1,350.00	1,600.00
Monthly Revenue			
Treatment Fee	150.00	175.00	200.00
Treatment Time Per Session	1 hr	1 hr	1 hr
Treatments Per Day	2	2	2
Days Per Month	20	20	20
Additional Monthly Income	6,000.00	7,000.00	8,000.00
Less Product Expense	(1,600.00)	(1,600.00)	(1,600.00)
Net Monthly Revenue	4,400.00	5,400.00	6,400.00
Annual Revenue			
Treatment Fee	150.00	175.00	200.00
Treatment Time Per Session	1 hr	1 hr	1 hr
Treatments Per Day	2	2	2
*Days Per Year	250	250	250
Additional Monthly Income	75,000.00	87,500.00	100,000.00
Less Product Expense	(20,000.00)	(20,000.00)	(20,000.00)
Net Annual Revenue	55,000.00	67,500.00	80,000.00

What You Get With Your Facial Certification Purchase



1. Certification that authorizes you to legally purchase Facial PBSerum directly from Cosmedika USA or one of our licensed distributors. Cosmedika USA is FDA approved to import PBSerum which means brining PBSerum into the USA outside Cosmedika USA equates to violating federal import laws.

2. Coverage by our product liability insurance if something negative were to happen related to the product.

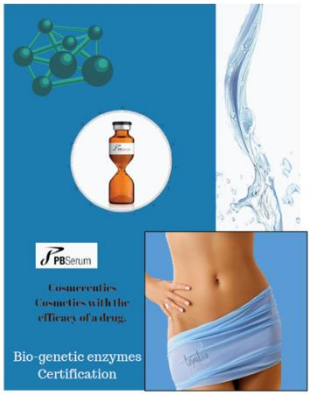
3. Assurance you are getting “Real PBSerum Product” and not some cheap knock off or imitation product.

4. Access to eLearning - Courses which form the basis of your PBSerum knowledge, advanced instructional information, and services material.

5. PBSerum Services Organization Binder - Our exclusive 3-ring binder for PBSerum Licensees explains how to dive right into your PBSerum Services business and what resources are available to you.

6. Life-time Support - Continuous access to all our available resources as long as you remain in good standing.

What You Get With Your Body Certification Purchase



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PBSerum Plan Of Action

Item	Description
❑ Attend Or Watch One Of Our Recorded Webinars	Our webinars are a great source for the latest information on PBSerum. If not able to attend one of our live PBSerum Webinars, you can watch one of our recorded webinars at your leisure from our training website https://cosmedikausatraining.com/webinars/. These recorded webinars serve as a great review and reinforcement for our PBSerum Licensees. Usually, we post our latest PBSerum Webinar recording if there are no technical issues with it. Watch our recorded HD Webinar to learn about how HD products complement PBSerum facial products at https://cosmedikausatraining.com/webinars-hd/
❑ Purchase Your Certification Course(s)	If not yet a PBSerum Licensee, **you need to purchase the body, facial, or both certifications**. If you already paid for PBSerum Certification and you need your online course activated or help to get into your online training account, contact us at info@cosmedikausatraining.com and we will assist you.
❑ Sign The Digital PBSerum Certification Agreement	**Signing the PBSerum Certification Agreement allows you to purchase product and gives you protection under our product liability insurance.** If not yet done, click the **Tools and Forms** button in the My Account area, and click the **Certification Agreement Form** button at the bottom of the Tools and Forms page. You must be logged into your account at cosmedikausatraining.com in order to sign the agreement. ***Note: if you have completed your course(s) and do not have access to the online store at cosmedikausainc.com, it is most likely because you have not yet signed the agreement.***
❑ Complete Your eLearning Course(s)	Complete your course(s) in the Cosmedika USA eLearning Academy cosmedikausatraining.com. The courses form the basis of your PBSerum knowledge and must be completed along with signing the PBSerum Certification Agreement to be covered by our PBSerum Liability Insurance. The courses take 2 to 4 hours each to complete.
❑ Master The Tools And Forms Area	While the PBSerum certification courses serve as your base knowledge, the Tools and Forms area at cosmedikausatraining.com/tools-and-forms/ is the **"heart"** of the eLearning academy. Review the instructional information and services material found in this area often as it is updated regularly. Much of this information can be downloaded and printed.

Item	Description
❑ Go Through Your PBSerum Services Organization Binder	Our exclusive 3-ring binder for PBSerum Licensees explains how to dive right into your PBSerum Services business. Use it to formulate a solid plan for your PBSerum Services business. It has much of the information found in the **"PBSerum Product Information"** and **"PBSerum Services Tools"** sections of the Tools and Forms area in hard-copy form.
❑ Place Your Listing In Our Services Locator And Follow Us On Social Media	We can help promote your PBSerum Services business through our various social media and online outlets. For us to do this, fill out our Services Locator Submission form and join our social media outlets. In order for you to qualify for our Services Locator, you must be a licensed Physician, Nurse, Barber, Cosmetologist, or Esthetician in good standing with your state and PBSerum Certified. To get your information posted, go to our training website at https://cosmedikausatraining.com/services-locator-submission/

Notes: