



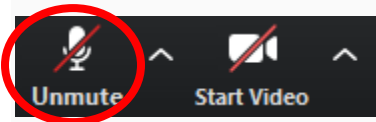
# Cosmedika USA, INC.

## 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

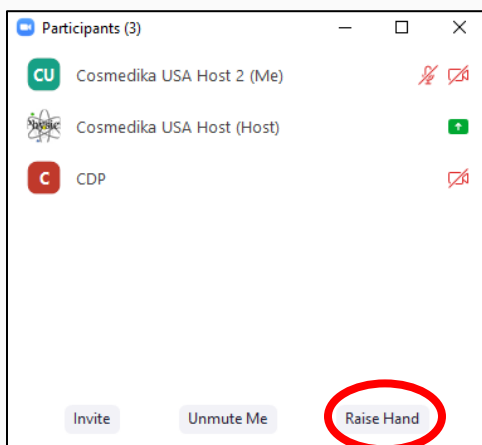
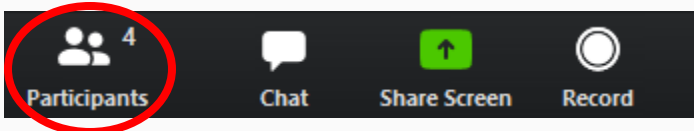
To unmute your microphone to speak and have everyone hear you, click the **Audio** button. A line through the mic means you are muted. No line through the mic means you can be heard by everyone in the webinar.



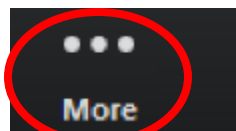
### Raise Hand

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, INC.

## PBSerum Cosmeceuticals Key Online Links

### 1. Cosmedika USA's eLearning Academy

**[cosmedikausatraining.com](https://cosmedikausatraining.com)**



From our training website, you can explore the science behind PBSerum Cosmeceuticals, learn how to apply the facial and body line, read testimonials from beauty professionals who are already involved, 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 on the Tools and Forms page items we added to teach you about PBSerum. 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.

From the website menu, click ***Event Calendar*** to see a list of available presentations you can attend to learn more about our products and program.

### 2. Cosmedika USA's online store

**[cosmedikausainc.com](https://cosmedikausainc.com)**



Once you are certified, you can start ordering product from here! Our store has facial line products, body line products, business materials, PBSerum tools, and more. Also, every item is 100% exclusive to our certified PBSerum specialists.

### 3. Support and Questions

**[info@cosmedikausatraining.com](mailto:info@cosmedikausatraining.com)**

Email address for Cosmedika USA Technical Support and Information.



## **Certificates**

To get your certificate, you must:

1. Sign the digital agreement found in the **Tools And Forms** area.
2. Complete your online course found in the **My Accounts** area.

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

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

#### **My Account**

This is the area from where you 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.

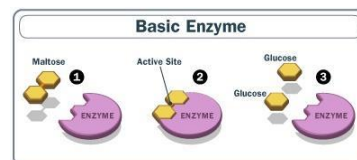
In Tools And Forms you will find six key sections:

1. **PBSerum Product Information** – Use the printable/downloadable information found here in conjunction with what you learn through your online courses and practical training to better understand how the PBSerum products work and how to use them.
2. **PBSerum Services Tools** – This section has printable/downloadable forms to help you organize your PBSerum Services business and to provide better PBSerum Cosmeceutical services to your clients.
3. **Advertising Tools** – This section has flyer, pamphlets, and other templates to help you promote your PBSerum services. The templates can easily be edited in Microsoft Word.
4. **Questions You May Have** – Here there is an option to submit to us a form with any questions you may have concerning PBSerum products or services.
5. **Services Locator** – This section has the option to submit the information needed to place you on our Services Location page. As a PBSerum Certified Licensee, we will help you promote your services via our various social media and online outlets.
6. **Certification Agreement** – This section has the button to get to the PBSerum Certification Agreement. The two requirements in getting your physical certificate are you must complete the online eLearning training and sign the PBSerum Certification Agreement. ***In addition, in order to purchase PBSerum products, you must sign this agreement.***



***PBSerum Bio-Genetic Enzymes***

An enzyme is defined as any complex chemical produced by living cells that is a biochemical catalyst. Bio-Genetic Enzymes are the same as those produced by our body, therefore they have a higher capacity of penetration and absorption.



**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***.

**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 its normal immune response.

Our “**Collagenase CoL GH PB2200**” enzyme dissolves adipose nodules in advanced cellulite. Found in our ***PBSerum Smooth Topic***.

**3. HYALURONASES** are a family of enzymes that catalyze the degradation of hyaluronic acid (HA). Karl Meyer classified these enzymes in 1971 into three distinct groups, a scheme based on the enzyme reaction products. The three main types of hyaluronidases are two classes of eukaryotic endoglycosidase hydrolases and a prokaryotic lyase-type of glycosidase. By catalyzing the hydrolysis of hyaluronan, a constituent of the extracellular matrix (ECM), 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 polysaccharids of any excessive concentration responsible for the accumulation of fluids. Found in our ***PBSerum Drain Topic***

**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 all our facial products to allow other ingredients better penetration and absorption.

**Bio-Genetic Enzymes Used In PBSerum Cosmeceuticals**

Body Line Products	Active Components
PBSerum Slim Topic	<b><i>Lipase PB500</i></b> , Hyaluronic Acid
PBSerum Smooth Topic	<b><i>Collagenase CoL GH PB220</i></b>
PBSerum Drain Topic	<b><i>Hyaluronidase PB3000</i></b>

Facial Line Products	Active Components
Renewal Vit Equilibrium Complex	<b><i>Keratinase PB333</i></b> , Vitamin A, Vitamin C, Vitamin E
Renewal Multi Vit Complex	<b><i>Keratinase PB333</i></b> , <b><i>Lipase PB500</i></b> , Vitamin B1, Vitamin B2, Vitamin B3, Vitamin B5, Vitamin B6
Renewal Vit Radiant Complex	<b><i>Keratinase PB333</i></b> , Vitamin C
Wrinkle Hyaluronic Complex	<b><i>Keratinase PB333</i></b> , Hyaluronic Acid BPM
Extreme Firmness Complex	<b><i>Keratinase PB333</i></b> , <b><i>Collagenase CoL GH PB2200</i></b> , DMAE, Hyaluronic Acid BPM, Vitamin C



# Cosmedika USA, INC.

## PBSerum Products Summary

Item	Recommended For	Benefits
<b>Body Line (professional use only)</b>		
PBSerum Slim Topic	<ul style="list-style-type: none"> <li>Localized fat</li> <li>Adipose cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Reduces localized fat</li> <li>Smoothing effect</li> <li>Moisturizes the skin</li> </ul>
PBSerum Smooth Topic	<ul style="list-style-type: none"> <li>Advanced orange peel</li> <li>Rebel fibrous cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Reduce orange peel</li> <li>Smoothing effect</li> <li>Anti-cellulite effect in one step</li> </ul>
PBSerum Drain Topic	<ul style="list-style-type: none"> <li>Liquids retention</li> <li>Edematous cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Reduces liquids retention</li> <li>Smoothing effect</li> <li>Draining effect in one step</li> </ul>
<b>Home Care Body Line (designed for home use)</b>		
Easy Touch Smooth	<ul style="list-style-type: none"> <li>Orange peel</li> <li>Fibrous cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Reduce orange peel</li> <li>Smoothing effect</li> <li>Anti-cellulite effect in one step</li> </ul>
Easy Touch Drain	<ul style="list-style-type: none"> <li>Liquids retention</li> <li>Edematous cellulite</li> </ul>	<ul style="list-style-type: none"> <li>Reduces liquids retention</li> <li>Smoothing effect</li> <li>Draining effect in one step</li> </ul>
<b>Face Line (professional use only)</b>		
Renewal Vit Equilibrium Complex	<ul style="list-style-type: none"> <li>Aged skin</li> <li>Spots and scars</li> <li>Sun damage</li> </ul>	<ul style="list-style-type: none"> <li>Removes hardness, spots and roughness in the skin</li> <li>Repairs hyperkeratosis and scars</li> <li>Rejuvenate the skin</li> </ul>
Renewal Multi Vit Complex	<ul style="list-style-type: none"> <li>Oily skin</li> <li>Minor irritations</li> <li>Acne tendency</li> </ul>	<ul style="list-style-type: none"> <li>Eliminates superficial fat</li> <li>Roughness and spots reduction</li> <li>Prevents dermatitis</li> <li>Revitalizing effects</li> </ul>
Renewal Vit Radiant Complex	<ul style="list-style-type: none"> <li>Dull skin</li> <li>Superficial blemishes</li> </ul>	<ul style="list-style-type: none"> <li>Removes Superficial blemishes</li> <li>Lights up the skin</li> <li>Increases skin's firmness</li> </ul>
Wrinkle Hyaluronic Complex	<ul style="list-style-type: none"> <li>Wrinkles</li> <li>Dry and dehydrated skin</li> <li>Dry and wrinkled skin</li> </ul>	<ul style="list-style-type: none"> <li>Reduces wrinkles</li> <li>Deeply hydrates the skin</li> <li>Renews the skin</li> </ul>
Extreme Firmness Complex	<ul style="list-style-type: none"> <li>Advanced facial flaccidity</li> <li>Skin firmness and elasticity loss</li> <li>Wrinkles</li> </ul>	<ul style="list-style-type: none"> <li>Firmness and skin tone improvement</li> <li>Elasticity and brightness</li> <li>Wrinkles reduction</li> <li>Tightening and smoothing effect</li> <li>Renews and moisturizes the skin</li> </ul>

**You have three options to purchase PBSerum Products once you are certified:**

1. The quickest and most convenient way to purchase product is to go to [cosmedikausainc.com](http://cosmedikausainc.com) (our online store). Here you can place orders, track your orders, view purchase history, and more!
2. Placing a phone order with our product distribution center (Jazz-Z Beauty) by calling 562-698-2900. You will need your certification number (BGST ID #) on hand each time you place an order.
3. Stopping by our product distribution center (Jazz-Z Beauty) to make an in-person purchase at 2300 Pellisier Place, Suite B - City of Industry, CA 90601



## Pricing And Revenue Examples For PBSerum Sessions

	Example 1	Example 2	Example 3
<b>Daily Revenue</b>			
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
<b>Weekly Revenue</b>			
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
<b>Monthly Revenue</b>			
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
<b>Annual Revenue</b>			
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



**PBSerum Plan Of Action**

Item	Description	Completed Date
<input type="checkbox"/> Signed Digital Agreement	Signing the PBSerum Certification Agreement allows you to purchase product (cosmedikausatraining.com/tools-and-forms/)	
<input type="checkbox"/> Completed eLearning Course(s)	Cosmedika USA eLearning Academy courses need to be completed to receive certificate (cosmedikausatraining.com/my-account)	
	Body Course	
	Face Course	
<input type="checkbox"/> Tools and Forms	Review Instructional information/material offered through the Cosmedika USA eLearning Academy (cosmedikausatraining.com/tools-and-forms/)	
<input type="checkbox"/> PBSerum Services Organization Binder	Use our exclusive 3-ring binder on how to dive right into your PBSerum program	
<input type="checkbox"/> Attended Presentation/Webinar/Demo	PBSerum presentations or practical classes  Location: _____  Instructor: _____	
	Location: _____  Instructor: _____	
	Location: _____  Instructor: _____	