

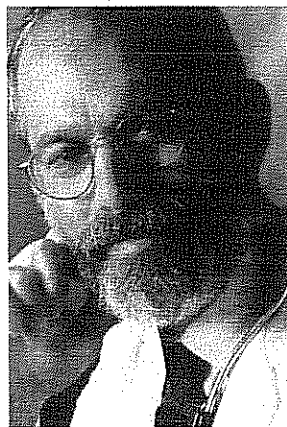
BCLEAR™ PHOTOCLEARING™ SYSTEM ADDRESSES INFLAMMATORY SKIN CONDITIONS

The BClear™ Targeted PhotoClearing™ System is a breakthrough, high-intensity, localized phototherapy device that addresses a previously unmet need for patients with inflammatory skin conditions. Until recently, patients affected with limited psoriasis, vitiligo or atopic eczema were forced to rely on topical medications that are inconvenient, messy and sometimes provide therapeutically unsatisfactory results. With the introduction of the BClear system, phototherapy is made safely available to the vast majority of mild-to-moderate skin disease sufferers who were previously unable or ineligible to receive full-body phototherapy treatments. The lightweight (35 lbs./16 kg.), compact and portable BClear system can be used to rapidly administer phototherapy treatments while sparing the healthy, uninvolved skin from unnecessary exposure. In addition, the high-dosage capabilities of the BClear allow thick

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and scaly plaques to be cleared in a fraction of the number of treatments typically required with conventional light-booths. Emil Tanghetti, M.D., director of the Center for Dermatology and Laser Surgery in Sacramento, California is extremely pleased with the BClear technology and treatment results. "As a single therapy for stable plaque-type psoriasis, most patients cleared within six to ten BClear treatment sessions." Echoing a common refrain shared amongst

many dermatologists, Dr. Tanghetti commented, "several of my patients were extremely frustrated, having previously tried a variety of topical agents without success." In contrast, BClear treatments quickly achieved the desired outcome of plaque clearance. "My patients are very satisfied with their disease improvement and rank BClear treatments highly when compared to other available therapies. Patient compliance has been outstanding because plaque clearing is achieved very quickly," remarked Dr. Tanghetti.

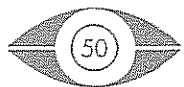


Emil A. Tanghetti, M.D.

WHEN TREATING patients with psoriasis, dramatic plaque thinning is often evident following the first or second treatment and clearances can be achieved within two to five weeks of initiating BClear treatments. Dr. Tanghetti added, "the

beam uniformity and 16 x 16 mm square spot make the BClear amenable to treating the groin, axilla and other body sites that are challenging to treat with topical medicines and conventional light-booth phototherapy. High-dosage treatments often lead to a rapid and more substantial plaque clearance. Treatment side effects were well tolerated and generally limited to moderate sunburn-type reactions that included erythema and transient hyperpigmentation. Also, disease remissions

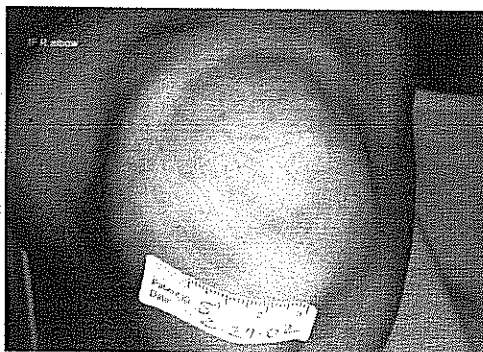
"High-dosage treatments often lead to a rapid and more substantial plaque clearance."



have been comparable to traditional UVB phototherapy techniques and normally last for several months. Furthermore, the selective targeting and high-dosage capabilities of the BClear system provide a useful adjunct when



Baseline



After Three BClear Treatments
Photos courtesy of Emil Tanghetti, M.D.

other treatments fail to clear recalcitrant plaques. Psoriasis patients who continued using topical medications were totally cleared after two or three BClear treatments."

DR. TANGHETTI has begun to use the BClear to treat patients with vitiligo. "With the BClear, we use a highly effective, narrow spectrum of light and treat only the lesions, much in the same way topical agents are used. Since

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vitiligo is a difficult disease to manage, precision targeted BClear phototherapy will be used to complement other therapeutic strategies. As with psoriasis, combination treatments with topical agents may generate superior results and be UVB dose sparing. I look forward to examining the full range of BClear capabilities on a variety of skin conditions," Dr. Tanghetti explained.

THE BCLEAR SYSTEM contains a high-intensity, incoherent light source that can be easily installed, removed or replaced by the user after 300 – 500 hours of operation. The BClear system's peak irradiance occurs between 311 – 315 nm, within the highly efficacious region of the psoriasis clearance action spectrum. A flexible, fiber-optic cable allows therapeutic light to be manually

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targeted to the lesions of interest without the side-effect risks of full-body exposures. Since the BClear is not a laser device, it can be operated by trained photo-technicians or nurse photo-therapists in all fifty states. Moreover, psoriasis, dermatitis and some vitiligo treatments are currently eligible to receive the recently expanded Medicare reimbursement rates. The BClear is a versatile device that allows treatments to be customized for psoriasis, vitiligo and eczema on patients of all skin phototypes.

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