

Expert News



2018/19

Providing you with updates on the latest news and developments here at Lynton

£0.5 Million Investment

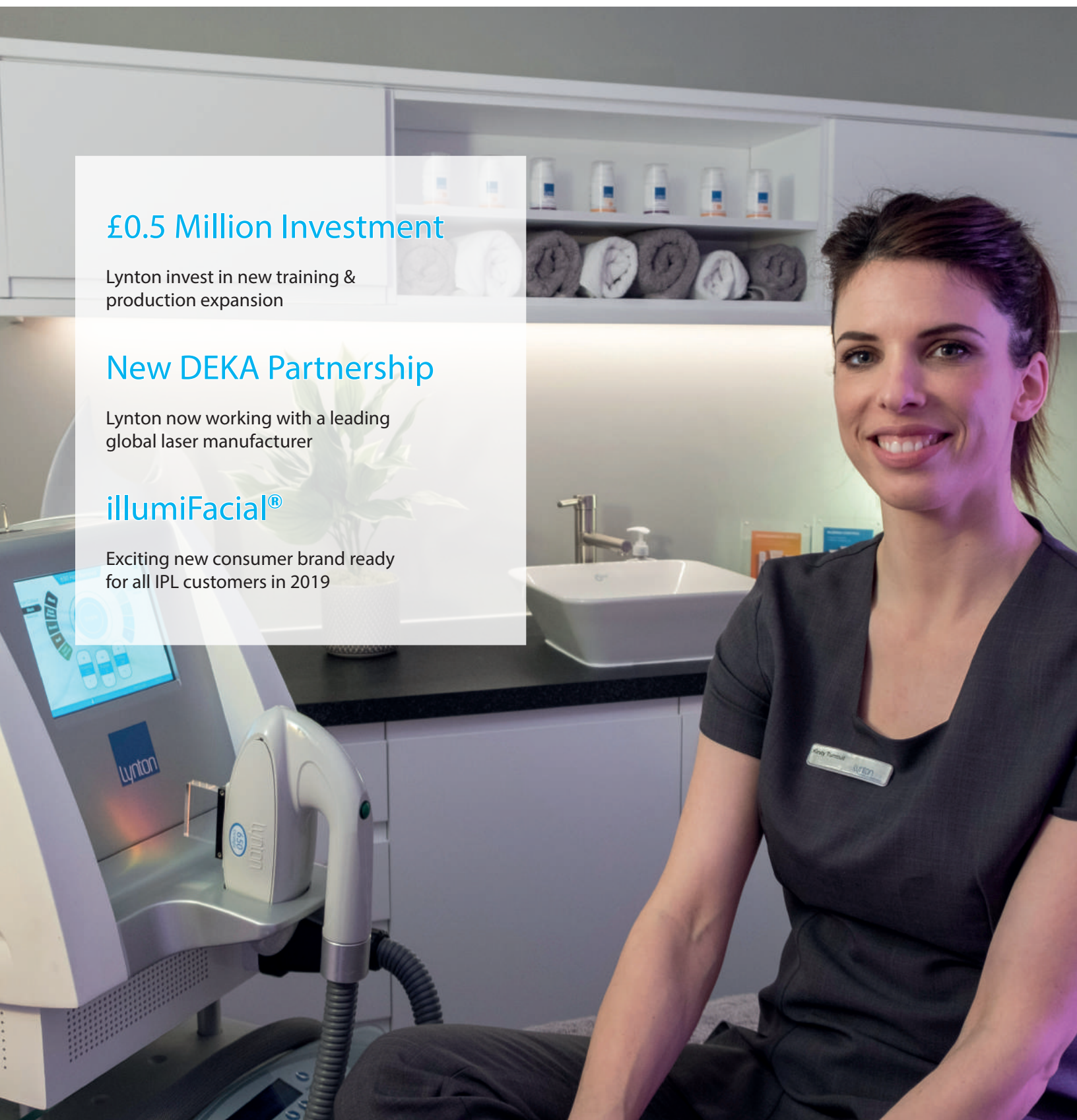
Lynton invest in new training & production expansion

New DEKA Partnership

Lynton now working with a leading global laser manufacturer

illumiFacial®

Exciting new consumer brand ready for all IPL customers in 2019



Message from the MD

A quick update from our Managing Director on the success seen in 2018 and what exciting developments we have for the year ahead



Dr Jon Exley, MD

Welcome to our Annual Review Newsletter, I hope that last year was as successful for you as it was for Lynton.

The last 12 months have been fantastic for Lynton and I've been delighted that, yet again, we experienced a record-breaking year for growth. During this time, Lynton has been busy seeking out new and exciting products & services to ensure we continue to offer the latest technology and the best customer support in the industry. So, we were very excited when we recently introduced our new partnership with the Italian Laser Manufacturer 'DEKA' – between us offering over 50 years of laser experience! We are supporting DEKA with their new revolutionary pain-free Alexandrite hair removal laser: Motus AY, as well as their new body shaping and fat reduction platform: ONDA. In addition to this new and revolutionary technology, we have also been working on our award-winning service support and are now promoting our newly improved Customer Support Portal. With easy access from the home page on our website, the Customer Portal is home

to a host of support materials, free help and guidance, as well as the convenience of Lynton's new Online Shop. And behind the scenes, the Lynton team recently settled into our new premises following a £500,000 refurbishment project, including a new state of the art 'Lynton Technology Centre' to accommodate our growing Research & Development team. Adjacent to this is our new 'Lynton Training Academy & Clinic' designed to accommodate a variety of theory and practical Laser and IPL based training courses. These investments will enable Lynton to continue supporting our ever-increasing number of customers, now and into the future! Speaking of which...lookout for more new and exciting launches in the coming months, including our new updated skincare range, along with our exciting new treatment protocol: : **illumifacial**®.

Lynton Partner with Global Manufacturer

We are delighted to announce that we have entered into a new partnership with the Italian laser manufacturer, DEKA.

In early 2018 we formed a new and exciting partnership with our Italian counterpart, laser manufacturer: DEKA. This partnership combines over 50 years worth of laser expertise and knowledge, helping all UK clinics now access DEKA's world-leading aesthetic technology portfolio, with the addition of our award-winning training and post-purchase support.

We have been supporting DEKA at a pivotal time in their history as they launch two revolutionary new systems: the worlds first and only 'pain-free' Alexandrite hair removal laser, the Motus AY, and their unique Coolwaves body shaping and fat reduction platform: Onda.

Paolo Salvadeo, General Manager of the El:En group, said "I am delighted that Lynton has agreed to launch the DEKA brand in the UK. We have been seeking a suitable partner in the UK market and to have the opportunity to work with an award-winning company like Lynton is incredibly exciting. We look forward to great success!".

Dr Jonathon Exley, Managing Director at Lynton: "I am delighted to announce this new

partnership with DEKA lasers, as it opens the necessary channels for UK clinics to introduce revolutionary new technology like the Motus AY, Onda and the established, market-leading SmartXide CO2 laser, but with the added support and reassurance of purchasing with Lynton".



Find out more at, lynton.co.uk/deka

£0.5 Million UK Expansion

2018 saw the completion and opening of our new state-of-the-art UK manufacturing & training facilities

24th of May 2018 saw the much-anticipated launch of our brand-new UK laser & IPL manufacturing and training facilities – The Lynton Technology Centre & The Lynton Training Academy.

In the early 90s, a small team of PhD. Physicists from The University of Manchester decided to commercialise their latest project - one of the worlds first laser & IPL technologies for aesthetic applications.

Fast forward 24 years, on the 24th of May 2018, Lynton reached yet another milestone in its history, as the company launched the all-new UK laser manufacturing and training

facilities – The Lynton Technology Centre & The Lynton Training Academy.

A range of industry colleagues attended the opening event, which consisted of Champagne and Canapés together with ‘Behind the Scenes’ tours. Guests were provided with the opportunity to gain insight into the workings of an ISO13485:2016 certified medical laser manufacturer, with a chance to

gain some ‘real hands-on’ experience of building, aligning and firing lasers.

Exponential growth and demand for Lynton manufactured laser & IPL devices has been the driving force behind our most substantial ever £500,000 investment, with expansion unfolding across all areas of the business.



M.D. Dr Jon Exley opening the new facilities back in May



£500,000 facilities investment



Increase in manufacturing output
150%



Larger specialised training centre
125%

Dr Jonathon Exley, Managing Director at Lynton: “At Lynton, we pride ourselves on the quality, reliability and clinical capabilities of our UK-manufactured aesthetic equipment. Our launch event was a fantastic opportunity for all our customers and industry colleagues to celebrate this incredible achievement and milestone in the company’s history. We feel the behind-the-scenes access helps people see and experience the lengths and measures we adhere to in ensuring we meet the level of high-quality manufacture and service required by our customers”.

The new Cheshire-based manufacturing and training facilities have been designed to accommodate both the growing demand for Lynton’s aesthetic devices and training courses, but also to provide the resource and infrastructure required to remain a world-leader in development, innovation and manufacture in laser aesthetics, surgery and conservation.

Dr Sam Hills, Clinical Director at Lynton: “Due to record-high demand year-on-year for our

products and training courses, it became apparent that we would need to invest further in our manufacturing and training facilities, ensuring sustainable growth for Lynton moving forwards.

This expansion has allowed us to invest more into the training arm of the company, increasing our capacity with larger training rooms and facilities, having simply outgrown the old building, which now remains for manufacturing alone. The new, main training room can accommodate 20 – 30 people on any of our many courses, with increased capacity for seminars and three treatment rooms used for hands-on training sessions”.

Last year also saw us introduce more NVQ Level 3, 4 & 5 laser qualifications, written and run in conjunction with VCTC, CIBTAC & MATA. As well as facilitating these new qualifications, our new facilities also allow us to hold more of our industry renowned theory & practical based training courses, ran in conjunction with The University of Manchester.

MotusAY

'Pain-Free' laser hair removal is growing in demand. Find out more about the exciting new hair removal laser by DEKA: The Motus AY

The world's first 'Pain-Free' TRUE Alexandrite & Nd:YAG Laser: Motus AY

As part of our exciting new partnership with the global aesthetic laser manufacturer, DEKA, we have been supporting them in the UK launch of their revolutionary new 'Pain-Free' Alexandrite & Nd:YAG hair removal laser: The Motus AY.

The Motus AY is the world's first and only 'pain-free' laser hair removal platform to deliver the two gold-standard lasers - TRUE Alexandrite & Nd:YAG. For the first time, practitioners can now provide the efficacy of the Alexandrite laser on ALL skin types 1 - 6; not just the traditional 1 - 3.

The Motus AY uses a specialist 'Moveo' technology, based on four fundamental concepts: effectiveness, speed, safety and simplicity.

The traditional shot-by-shot method of an Alexandrite 755nm laser delivery sees the Alexandrite lose a vast amount of energy during treatments, sometimes as high as 32%. This traditional procedure can also be a slow and sometimes, very uncomfortable treatment.

The Motus AY's 'Moveo' technology works differently by delivering the Alexandrite

laser at an ultra-high repetition rate, using a large 20ml contact-cooled sapphire tip which stays in continuous contact with the skin. This dramatically reduces the energy that is typically reflected by the skin (32%) when using a standard Alexandrite laser. This, therefore, allows lower fluences (energy) to achieve the target temperature required for clinically-effective, long-term hair removal results.

Find out more at,
lynton.co.uk/motus



moveo



safety



simplicity



effectiveness



speed

Clinical Results



Under Arm Hair | Moveo Technology = 2x Treatments
Courtesy of Michela Troiano, M.D. and Prof. Paolo Bonan,



Fine Facial Hair | Moveo Technology = 1 Treatment
Courtesy of Michela Troiano, M.D. and Prof. Paolo Bonan,



DEKA
Innate Ability

TECHNOLOGY

NEW

3 New Skincare Additions

NEW additions to the specialist Lynton skincare range are now available on the Customer Support Portal

2018 saw the launch of three new products in our growing range of specialist skincare, including a cleanser, fruit-acid peel & activated stem cell serum.

Late last year we introduced some very exciting new additions to our specialist skincare range, to join our highly successful LIGHT SOOTHE & LIGHT PROTECT SPF 50 products. The Lynton Skincare portfolio now consists of a selection of unique products that have all been formulated to work in synergy with any aesthetic treatment, enhancing treatment outcomes and long-term results.

1. Clarifying Cleanser:

A refreshing and clarifying cleanser that penetrates into the pores, washing away surface impurities for a deep cleansing effect, which leaves the skin silky smooth.

2. Tri-Fruit Acid Peel

Renews and smoothes skin texture, helping reduce the appearance of lines & wrinkles, reducing the incidence of breakouts and blemishes.

3. Activated Stem Cell

A unique and patented anti-oxidant serum, with a combination of three plant stem cells within an activated oxygen delivery system.



illumiFacial®

Your Natural 'Filter'

Your Natural Filter - an exciting new combination treatment for ALL Lynton IPL customers

One of the fastest growing consumer trends in recent years sees people using numerous 'filters' to improve the general tone and appearance of their skin - usually 'a must do' before sharing an image of themselves on social media channels.

As all our IPL customers know, Lynton IPL technology presents the perfect treatment for anyone looking to achieve the type of results a typical social media 'filter' may provide - a clearer, brighter, more even skin tone!

The new illumiFacial® is the 'next generation' of the highly successful 'Photofacial' treatment, using a new and unique combination of specialist Lynton skincare together with our powerful, medical-grade Lynton IPL technology. This quick and straightforward facial treatment dramatically improves skin tone and appearance, helping your clients skin feel and look its best.

illumiFacial® addresses the key aspects of premature ageing, promoting fibroblast activity, resulting in subtle restructure and evening out of mottled pigmentation and broken thread veins. The facial is a combination of both Lynton IPL, alongside a selection of new skincare products.

The illumiFacial® product pack includes; 1x 500ml LIGHT SOOTHE, 1x 500ml LIGHT PROTECT, 1x 500ml Facial Cleanser, 1x 300ml Tri-Fruit Acid Peel and 3x 30ml Stem Cell Serum.

This package is priced at **£422 + VAT** which should allow a minimum of 36 treatments, making an average of **£7,164.00** in revenue.

Alongside the treatment package, you will receive a new marketing pack, which includes various new illumiFacial® specific marketing tools e.g. social media images, A2 posters, patient leaflets etc. Customers will also benefit from a large-scale investment into consumer-focused marketing campaigns throughout 2019/2020, helping drive traffic directly to their businesses.

Find out more at,
lynton.co.uk/skincare

Customer Portal Revamp

Order skincare, literature, posters and download all our marketing guides and artwork for free - at your own convenience!

Summer 2018 saw the launch of our NEW Customer Support Portal & Online Shop

In 2018, we launched the new and improved Customer Support Portal & Online Shop. The new portal has been designed to offer 24-hour support to all our customers, containing everything you need as a busy laser/IPL practitioner.

In the 'Free Support' section of the portal, there are extensive clinical, training and marketing support tools, all free to read and download, e.g. print-ready and editable artwork for A2 treatment posters & consultation forms, together with bespoke marketing help guides, written specifically for all Lynton customers.

As well as a vast array of free content to aid your business, the new Portal also provides access to a bespoke online shop. This again provides around the clock availability to order anything you may need, for example, Lynton skincare, extra display units, eye-wear, consultation forms etc. It's all under one roof!

If you're not yet registered on our Customer Portal, please take 2 minutes to do so, following the directions on the right.



60 Second Portal Registration

1. Visit lynton.co.uk/support
2. Select the **'Register/New Customer'** button on the left-hand side of the screen
3. Enter your name, clinic, email and **set-up a password**
4. Ignore the last box, named **'Instant Access Code'**
5. Select **'Register'**

You have now successfully registered for the Portal. A member of the team will verify your application shortly.



Events 2019

We are regular exhibitors at trade shows & conferences around the UK & Ireland - this is the perfect chance to see our extensive range of products all in one place.

Professional Beauty Excel London | Stand 051

24th - 25th February 2019

Aesthetic Medicine Live Olympia, London | Stand K16

23rd - 24th March 2019

BMLA Conference London Heathrow | Stand 1

8th - 10th May 2019

Aesthetic Medicine North Manchester Central | Stand C14

29th - 30th June 2019

Olympia Beauty Olympia, London | Stand D100

29th - 30th September 2019

CCR Olympia, London | Stand D15

10th - 11th October 2019

Professional Beauty North Events City, Manchester | Stand K34

13th - 14th October 2019

Dates for our 2019 Customer Workshop to be announced soon - follow us on social media & visit lynton.co.uk/news for details

Medical-Devices Accreditation

Lynton continues to stay 'ahead of the game' with the renewal of our ISO 13485:2016 medical devices accreditation, ensuring compliance before the expected introduction of EU Regulation in 2020.

This is a standard that represents requirements for a comprehensive quality management system for the design and manufacturer of medical devices. This exceptional quality of manufacturer allows all Lynton users to achieve outstanding, medical-grade treatment results.

We are required to document; service procedures, reference materials and service measurements when performing service activities to ensure product requirements are met. As a company, we retain five years' worth of records for our medical Laser systems, and document procedures to define the controls needed for the security, storage and integrity of these records.



The UK's Largest Laser & IPL Dedicated Training Academy

2018 saw the launch of our all-new, specialist laser & IPL training facility in Holmes Chapel, Cheshire



Due to unprecedented high demand for our specialist laser & IPL training courses and qualifications in 2017, we identified that significant investment was required for a new, larger training facility. This investment saw us relocate from our old centre in Cheadle to the new Lynton Training Academy, situated adjacent to our new, larger manufacturing units in Holmes Chapel, Cheshire.

This new, purpose-built academy offers delegates access to the UK's largest laser & IPL dedicated training facility, comprising

of one large seminar room, set-up with state-of-the-art audiovisual technology, and three individual practical treatment rooms - offering a unique 'in-clinic' experience. Dr Sam Hills, Clinical Director at Lynton: "With the addition of our new Level 3, 4 & 5 qualifications and the growing demand for our theory & practical based courses, the new facilities were simply the natural next steps for our training programme and set-up. We are receiving excellent feedback from delegates, who all mention that the practical training rooms we provide are way beyond anything else they have experienced".

2019 also sees the addition of Free-Of-Charge Clinical Update Training Courses for all our customers*. These Clinical Update courses have grown in popularity as they provide all our customers with the perfect outlet to improve their practical and theoretical knowledge, enhancing their all-round ability in aesthetic treatment. Clinical Update Training also provides an opportunity for all our customers to meet members of the Lynton team and network with other customers, discussing their own experiences with their Lynton equipment.

***Clinical Update Training courses are now free-of-charge to all Lynton customers who hold any Lynton service contract or are within their initial warranty period. T & Cs Apply.**

25% Masterclass Discount Code: 25TC

Valid on Masterclass Training Courses Only - 31st March 2019.
Subject to T & Cs.

EXPERTS IN AESTHETICS
The Lynton Training Academy

Course Dates 2019

March - December 2019



To find out more on new Level 3, 4 & 5 Qualifications, visit lynton.co.uk/laserqualifications

Core of Knowledge



5th March 2019 | 1x Day

London, MSE Meeting Rooms | £250 + VAT

Laser Applications in Thoracic Surgery

5th July 2019 | 2x Day

Coombe Abbey Country House Hotel | £250 + VAT



Clinical Update Training

1st April 2019 | 1x Day

The Lynton Training Academy | *FOC

Skin & Laser Application



9th July 2019 | 3x Day

The Lynton Training Academy | £700 + VAT

Core of Knowledge



3rd April 2019 | 1x Day

The Lynton Training Academy | £250 + VAT

Core of Knowledge



11th September 2019 | 1x Day

The Lynton Training Academy | £250 + VAT

Tattoo Removal Masterclass

13th May 2019 | 1x Day

The Lynton Training Academy | £250 + VAT

Clinical Update Training

4th November 2019 | 1x Day

The Lynton Training Academy | *FOC

Skin & Laser Applications



14th May 2019 | 3x Day

The Lynton Training Academy | £700 + VAT

Skin & Laser Applications



12th November 2019 | 3x Day

The Lynton Training Academy | £700 + VAT

Hair Removal Masterclass

20th May 2019 | 1x Day

The Lynton Training Academy | £250 + VAT

Book today at,
lynton.co.uk/training



EXPERTS IN AESTHETICS

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01477 536976 | Service (Parts & Lamps)

01477 536972 | Accounts (suppliers)

01477 536973 | Accounts (customers)

01477 536975 | Marketing



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