



iinnLight Corporate Backgrounder

Leaders in Light Therapy Solutions

iinnLight provides energizing light therapy technology which enables spas to powerfully contribute to the wellness revolution and seamlessly increase profits by delivering the world's first Molecular Massage™. iinnLight Pro™ is the company's debut product that energizes, relieves stress, and rejuvenates skin in one light session. Spa guests who experience iinnLight's Molecular Massage also report a visible reduction in the appearance of fine lines and wrinkles. iinnLight therapy is often considered part of an overall wellness regime since light naturally stimulates the immune system.

iinnLight is a private company founded in 2006 and is headquartered in Laguna Beach, California.



Market Opportunity

The wellness market is a \$1 trillion industry and 48 million consumers plan to purchase anti-aging products in the next 12 months. Propelling the spa industry are 32 million active spa goers who receive 131 million procedures every year. iinnLight is poised to capitalize on these opportunities with its unique solution that addresses women's increasing demand for wellness, beauty and stress relief.

In the U.S. in 2007, 14,600 spas generated \$12 billion in revenue and the industry is growing approximately 20% every year. In the midst of this massive market potential, day spas are facing a critical, long-term labor shortage. Spending for "pampering" activities is declining in a sagging economy and spa revenue streams are becoming stale. iinnLight Pro offers spas a compelling competitive edge to distinguish themselves from other spas and deliver new services without hiring new employees, and achieve a quick payback and sizable return on investment.

Optimizing Light to Transform and Energize Lives

iinnLight's patented therapeutic delivery system emanates three specific wavelengths of modulated light controlled by proprietary software algorithms. During each 30-minute session, the light is absorbed into the body's tissue then translated into energy which



stimulates growth, repair and regeneration of the body. iinnLight Pro specifically stimulates the immune system to promote the most natural form of healthy aging.



The stand-alone delivery system enables spa employees to easily maneuver iinnLight Pro in and between rooms and for the comfort of their guests. Guests are not required to undress and a Molecular Massage can be easily delivered during a 30-minute “lunch time” session.

Partners in Light

iinnLight is extremely committed to its customers' success and provides expert marketing support, comprehensive training, and five-star product support.

Executive Management

- Kathleen Buchanan, Chief Executive Officer
- Marc Kelly, Chief Financial Officer
- Curt Morgan, Director of Engineering
- Margaret Long, Director of Marketing and Training
- Jeff Coffman, Director of Sales

Advisory Board Members

Mellen-Thomas Benedict
Steven Haltiwanger, M.D.
Bruce Sargeant
Colleen Edwards

Expertise

Inventor; Principal Researcher
Board-Certified in Neurology and Naturopathic Medicine
President, Source Scientific
President, PowerMark

Media Contact

Gina Ray
PowerMark
949-370-0941
gray@thepowermarkgroup.com