

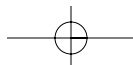
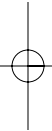
Canadian  **MEDICAL SPAS**[®]
The Healthy-Aging Business Review[™]

THE MEDICINE ENVIRONMENT OF THE FUTURE

FORMULA LIFE INC.
MESO-AESTHETICS



The advertisement features a central image of a woman lying down, receiving a facial treatment with a handheld device. To the left are two skin care products: a jar of 'nbe 2 BOT-CARE INTENSIVE CREAM' and a bottle of 'nbe 2 BOT-CARE BODY SERUM'. To the right is a large medical device on wheels, labeled 'nbe Oxy...life'. Below the main image are two small inset images showing skin before and after treatment, with an orange arrow pointing from the 'before' to the 'after' image. The 'nbe' logo is visible on the side of the medical device, and the 'Oxy...life' logo is in the bottom right corner of the advertisement.





Formula Life

Pioneers in Meso-Aesthetics

BY *JOYCE DALTON*

Formula Life Inc. (FL) was formed in 1996 and has continued to grow and flourish under the guidance of its' founder, director and master trainer, Liliana Dutka. Trained in holistic Natural Medicine as well as Pharmacy, Ms. Dutka introduced Meso-Aesthetics and FL is the only educator of this procedure in North America.

Today FL provides masters level education and training programs as well as aesthetics programs in Meso-Aesthetics and offers high quality, leading edge value in all its unique training programs, products and equipment. Formula Life is proud to offer a specialized line of professional use, clinical aesthetic products, Maystar, & select meso-aesthetic equipment (MBE) used by dermatologists and aesthetic professionals worldwide. FL works with

the Canadian Meso-therapy Association to develop proper clinical non-invasive skin care protocols.

Formula Life Institute is emerging as a world renowned and respected company for its pioneering advancements and work in Meso-Aesthetics. This Canadian company, located in Mississauga, Ontario, is a leading provider and educator of Professional Clinical Meso-Aesthetic products, training and equipment. They investigate, test, and then introduce proven, effective treatments and technologies throughout North America and Europe.

The medically trained staff creates a unique relationship with clients ensuring that Clinics, Medi-Spas and Spas follow skin treatment protocols that have a sound physiological and scientifically researched and tested basis. These are backed by



techniques, injections & aggressive peels are available, less invasive, non-ablative, painless & just as effective longterm skin treatments are now coming into higher and higher demand.

Formula Life encourages progressive oxygenated meso-aesthetic treatments, coupled with MayStar's targeted professional facial & body lines to address these needs and satisfy the demanding, even immediate requirements of aesthetic & dermatological clinical professionals. Professionals are trained to treat skin in a natural, non-invasive, holistic manner with a multi-modal approach that takes advantage of multiple synergies. This approach offers guaranteed positive, more immediate & longterm results.

Since 1989 Maystar, a European aesthetic company, has offered a high quality Meso-Aesthetic line of professional treatments. The Maystar product line is preferred by dermatologists and clinicians for its' sweeping range of products which are developed using quality natural ingredients and formulations. These products used in combination with MBE's aesthetic equipment are blazing new standards of excellence in the field of aesthetics.

comprehensive clinical studies. An important aspect of the services provided by FL is to help educate everyone to the benefits of proper skin care regimes. End-client education is an integral part of this success.

Formula Life knows that skin is an important vital organ which protects against the aggressive action of external agents. To achieve health and beauty, skin needs to be clean and cared for. Wrinkles are a natural part of aging and as you grow older, skin gets thinner, drier and loses its' elasticity. It becomes less able to protect itself from damage. Proper holistic skin care is necessary to combat the signs of aging & damage from internal & environmental factors.

The dedicated mission of Formula Life Inc. is to discover and develop the most effective man-made method of providing that vital protection which the body is challenged to provide. When you wish to improve the quality of patients' skin you now have a variety of options to consider which are designed to help eliminate or diminish imperfections and/or problem areas. While surgery, fillers, thread



MESO-AESTHETICS

Meso-Aesthetics is the professional's next step in offering intelligent, effective yet non-invasive aesthetic skin care treatments. MDs, NDs, Homeopaths and Clinical Aestheticians are trained to obtain more effective, more immediate and longer term results utilizing the holistic multi-modal treatment protocols. Specialized and unique diagnosis knowledge & techniques are used that ensure complete skin care issues are addressed. Specialized cleansing protocols are an important component of the program as well as top quality, natural ingredients with proven concentrated active principles to achieve optimum results. Deeper penetration & enhanced or super-charged absorption systems ensure superior & premium results are obtained. Finally, a properly prescribed home maintenance program will extend the length of term of the effects & in turn, client satisfaction. It is also important to note that no unnecessary fillers or additives are incorporated into the active components. Patients with a fear of needles and scalpels can put their minds to rest as there are absolutely no invasive instruments like needles or scalpels involved with these aesthetic treatments.

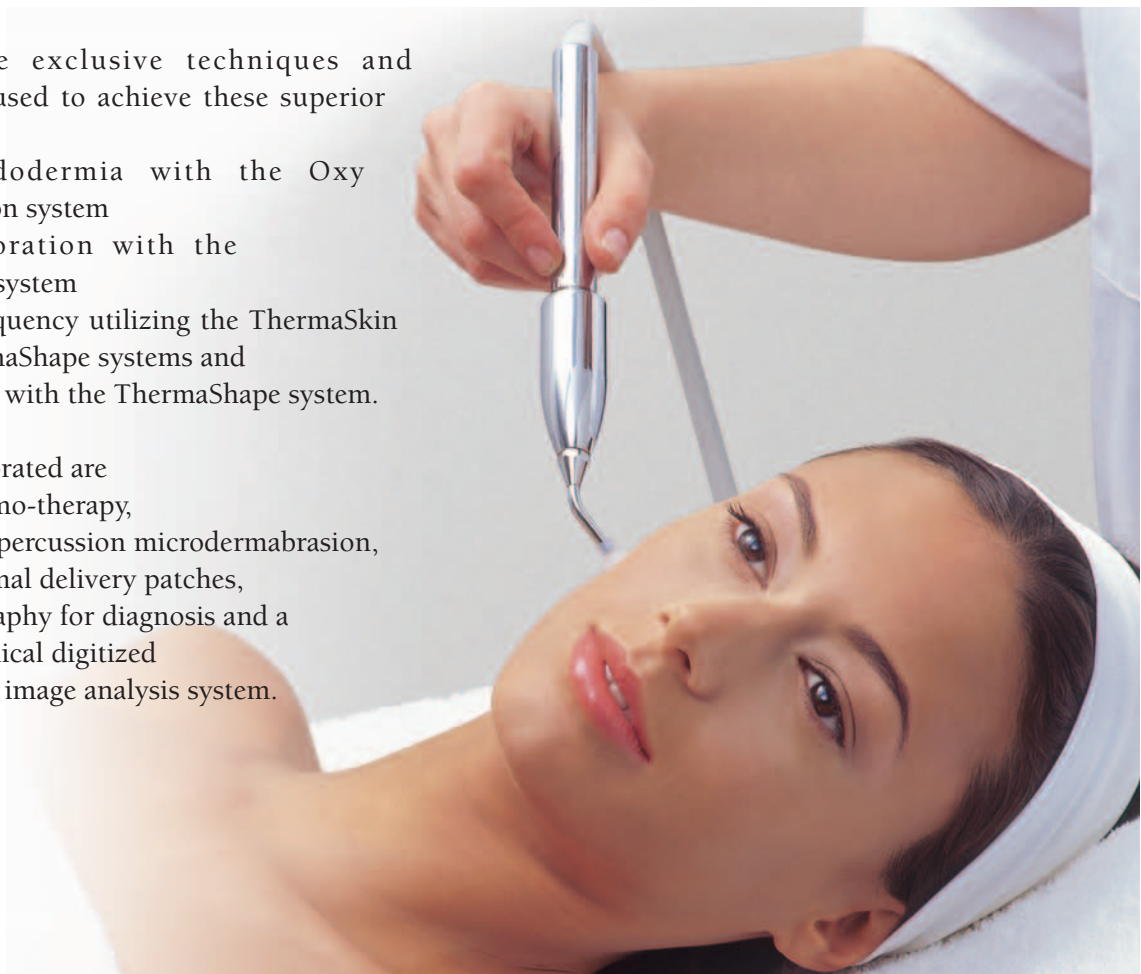
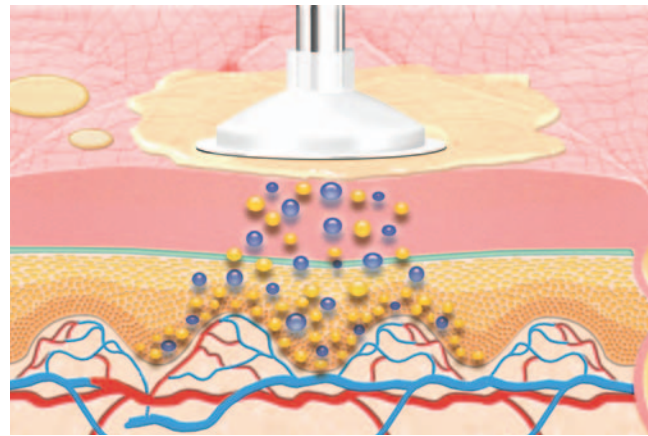
Among the exclusive techniques and technologies used to achieve these superior results are:

- Oxy Endodermia with the Oxy Megastation system
- Electroporation with the Synergica system
- Radio Frequency utilizing the ThermoSkin and ThermoShape systems and
- Cavitation with the ThermoShape system.

Also incorporated are

- LED chromo-therapy,
- Glass ball percussion microdermabrasion,
- Trans-dermal delivery patches,
- Thermography for diagnosis and a
- Topographical digitized skin tester image analysis system.

The Meso treatments are sought by clients who want face lift and toning, face moisturizing and face sculpting. Improvements are made to sagging skin on the neck. More immediate & dramatic effects can also be achieved in body sculpting, body shaping and cellulite treatments. The effects are maintained longer, usually 6 months or more and the dramatic effects such as wrinkle erasure is on a level which is usually obtained through injections.



MBE SYNERGICA

Preparing the skin for Meso-Aesthetics

Skin penetration with cosmetics has always been the main obstacle to overcome in aesthetics. Maya Beauty Engineering (MBE) developed Synergica from medical research to overcome this daunting obstacle.

Specialized energy and light create the magic of this new machine. The Synergica incorporates the principles of Electroporation, known as ionic stimulation, Electro-Osmosis and LED-Chromotherapy.

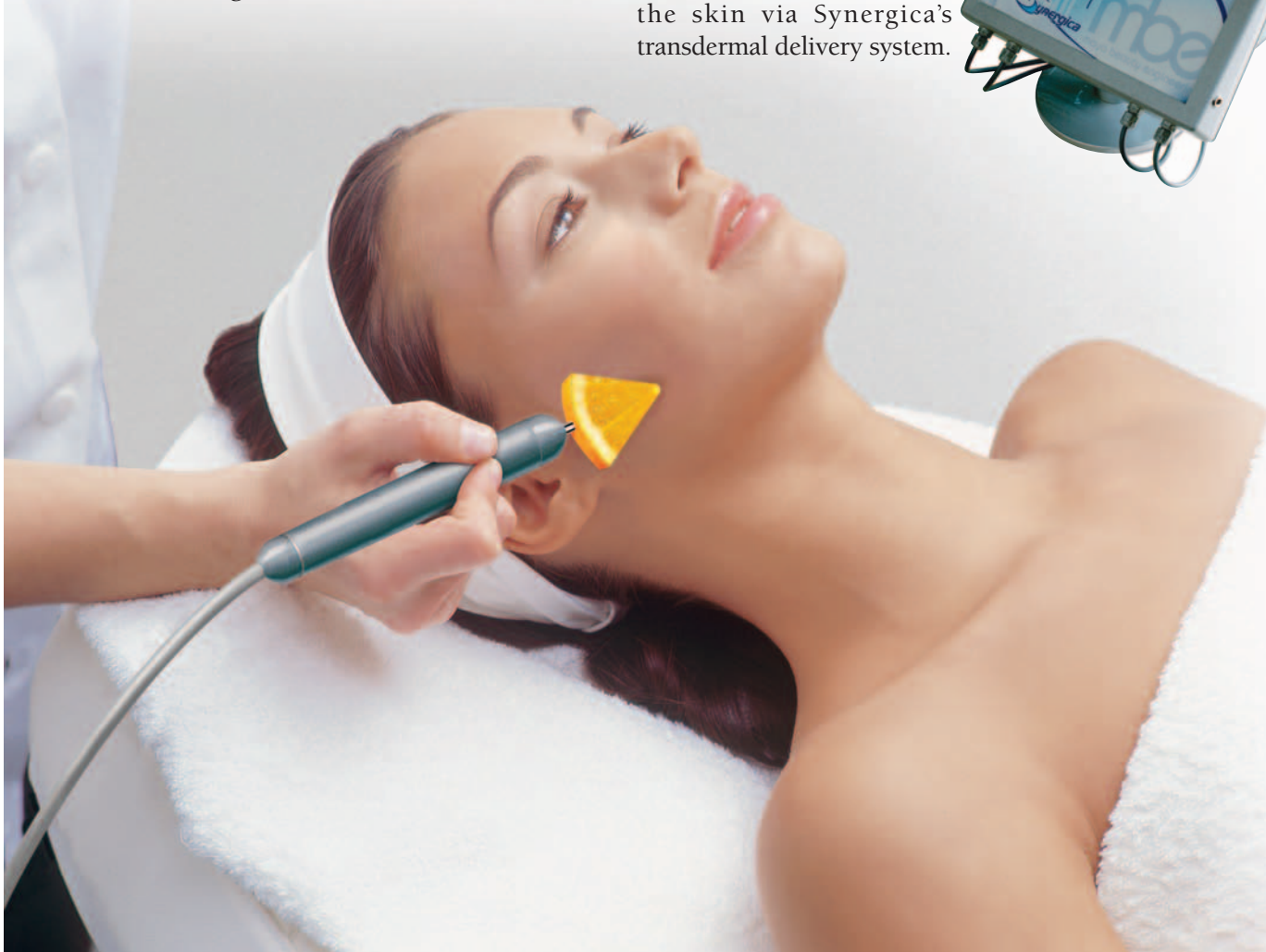
Special wave forms and LED pulsed light temporarily increases the permeability of the cellular structures by means of electrical impulses. This is a profitable, compact, very effective machine featuring 11 different programs. This is the technique used to help specially prepared cosmetic compounds to penetrate the skin. The process is aided by a supercharged electro-osmosis phenomenon. This means that even large molecule substances such as

the hyaluronic acid necessary for effective, long-term moisturizing can now penetrate deeper into the most vital layers of the skin.

Yellow, red and blue LED Chromotherapy can be highly efficacious for a wide range of skin flaws on both the face and body — such as lack of firmness, wrinkles and stretch marks.

Synergica is the only system which can work with fresh fruits on the face and body thus performing a true, natural vitamin in anti-aging fruit enzyme treatment, while maintaining the natural power of the enzymes.

Formula Life has also developed a series of new “tasty” jellies based on these powerful fruit properties and vitamins which can be flushed into the skin via Synergica’s transdermal delivery system.

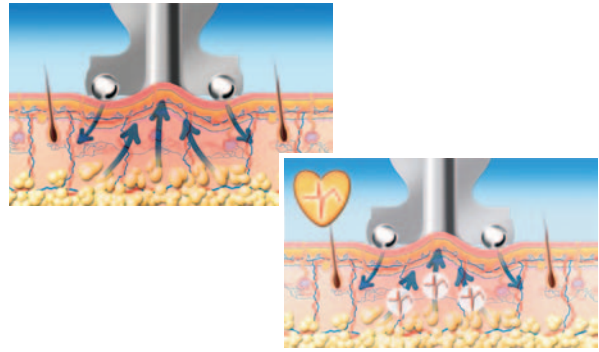


OXY MEGASTATION

Needle-less Mesotherapy

Oxygen is a necessity of life...our blood delivers oxygen to skin tissues, yet as we age, this system becomes more and more challenged, and less and less effective and efficient. Physicians specialized in the treatment of burns and skin injuries and plastic surgeons have detected a long time ago the positive effects of oxygen in the increase of the blood circulation and of the metabolic activity of the cells, as well as in its antibacterial properties. With aging, the capillaries located in the dermis progressively lose their own elasticity and the ability to release oxygen to the tissues, thus creating a lack of balance in the cell exchange between oxygen and carbon dioxide and, therefore, slowing down the cell regeneration process, leading to sagging, poor looking skin. Poor circulation can also lead to unsightly cellulite.

Skin care professionals, while trying to achieve the same positive effects, are now including the oxygen-based treatments within their traditional



facial & body treatments. FL's MBE OxyMegastation, awarded the Prix de l'Innovation at the Esthetique Nouvelle show (Paris) is a staple treatment system of many Medi-Spas...

Oxy Megastation supplies a powerful multi-functional tool, which, allows Medi-Spas to offer the best skin care owing to the use of a rich concentrate of pure oxygen as an essential component of skin treatments. OxyMegaStation offers,

- Pulsating or heart-beat synchronized vacuum massage (drainage),
- OxyEndodermia's patented two-dimensional tissue stimulation,
- Oxygenated GBP Microdermabrasion
- Oxygen Infusion,
- Oxygen Spray and
- Oxy-Aromatherapy.

FL is the only company/educator who has combined the protocols of needle injections with Oxygen Infusion techniques giving superb results!

The oxygenated glass ball percussion GBP microdermabrasion is favoured for its progressive resurfacing, inert glass balls, and for giving clients minimal down-time.

Goodbye Needle!



Finally an alternative to Botulin Toxin injections!



THERMA-SHAPE

Immediate Firming/Lifting Effect

FL's Radio frequency treatments, ThermaSkin and ThermaShape systems are the ultimate in beauty treatment solutions. They are proving to be extremely effective and popular methods being used today for surgery-alternative body and face care. This technology allows energy as heat to be carried deep into the skin without altering the epidermis in any way. The radio frequency produces a number of beneficial biological effects which include a skin tensor effect, a wrinkle filler effect, a firming effect, microcirculation stimulation, increased oxygen supply and cell nutrition, increased cellular metabolism, reduced veno-lymph stasis phenomenon, improved drainage, accelerated fat metabolism, effective firming, stimulation of fibroblasts and improving skin tone.

The uniqueness of this MBE technology is that clinicians can obtain the necessary high temperatures without a burning sensation.

Therma-Skin is an exclusive new device used for treating signs of facial aging. Thanks to its innovative synergy of radio frequency and photo dynamics this

highly effective technology leaves skin looking younger, lifted, softer and more velvety.

Wrinkles, couperosis and slack skin are the main facial skin flaws that affect women, often starting around the age of 30. Compared to the numerous cosmetic treatments available on the market and other devices based on outdated technology, **Therma-Skin** is the most effective and highly advanced long-term solution for treating this kind of problem.

This combination action is a highly advanced, clinically proven solution for rejuvenating the face. The treatment is simple, painless, noninvasive and requires no recovery time. This therapy can also be used on a wide variety of skin as it is non-surgical and non-ablative. Results are observed from the very first sessions.

Therma-Shape, combining radio-frequency, LED chromotherapy (red, yellow, blue) and cavitation in its protocols, provides exciting results that has Medi-Spas booking full body sculpting packages months in advance. Exclusive training and protocols are provided by Formula Life medically trained staff.

Some Formula Life Success Stories

Michelle Grant, director of the Aesthetic & Laser Treatment Centre (Fort McMurray) first discovered Formula Life when attracted by their attractive Caviar Therapy marketing. Impressed with their professional approach & support, she took the full Meso-Aesthetic Masters Program, and has never looked back.

"Under her watchful guidance and never ending encouragement and support, I gained the knowledge and confidence that enabled me to "step out on my own". " (Liliana's) background in naturopathic medicine only gives more credence to her credibility as an educator. ... I am always kept up to date on new products and equipment... (Liliana) has guided me through decisions regarding skin care, body treatments, products and equipment. Using Maystar and MBE Products & Equipment (Oxy Megastation and Synergica) has been exciting and challenging... The options for face and body are endless. In my search for an educator, I found a friend and mentor in Formula Life."



Michelle Grant

Dr. Michael Rahman, ND was looking for a partner & support when adding research & study-driven Aesthetics treatments & technologies to his popular Pinewood Naturopathic Clinic & Training Institute (Toronto). Working with Formula Life he successfully incorporated Meso-Aesthetics into his Mesotherapy practice...

"From the beginning we have had solid interest in the treatment program. People book 8 – 10 sessions as soon as they see the potential before/after picture results!...For fat & cellulite, the BodyStar serums, with many of the same high quality ingredients used in Mesotherapy, provide virtually immediate visible effects...we can obtain a significant reduction in wrinkles, ...provide a "natural face lift,...without needles, liposuction, sutures or Botulin Toxin...I highly recommend OxyLife with OxyEndodermia from Formula Life Inc...the training & related products offered by Formula Life Inc. are well above the standards expected in clinical professional aesthetic care."

Meso-Aesthetics with

Formula Life Inc.



WRINKLES

ACNE SCARS

NECK

BREAST &

DECOLTE

WELL-BEING

PROGRAM

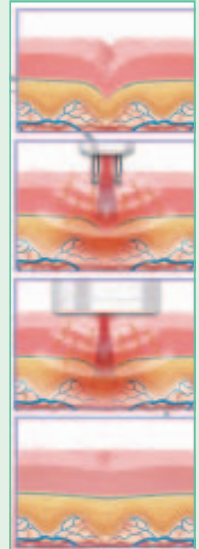
CELLULITE

STRETCH Marks

therma-SKIN[®]

Radio Frequency

Photo Dynamic Energy



Simple, painless, non-invasive

Visible results from the very first sessions!

therma-SHAPE[™]

Radio Frequency

Ultrasound

Photo Dynamic Energy

- SKIN ATONY
- DRAINAGE
- STRETCH-MARKS
- ADIPOSE TISSUE
- FLABBY EDEMATOUS CELLULITE
- FIBROUS CELLULITE
- FIBROMYOLOGY
- THERMORELAX



“The plastic surgery can definitely wait...”

Approved by the Canadian Mesotherapy Association.

