



Selectif™ pro

The New Sound of
Professional Hair Removal



Appliconix
Beauty made by sound

Next Generation Long Term Hair Removal Solution

Selectif™ Pro is the industry's first clinically proven ultrasound-based hair removal solution. Powered by IMPRESA™ Technology, Selectif pro is the next generation of long term hair removal devices. It enables precise eyebrow contouring and pain free treatment of sensitive areas like the upper lip, chin, underarms and bikini line. Treatments are safe and free of side effects. Results are independent of hair color and skin tone, allowing the aesthetic professional to treat a wide variety of clients.

A Sound Investment

Selectif™ Pro offers extensive benefits for both the aesthetic professional and client. An attractive, lightweight, and competitively priced device, it fits into any spa or salon environment. Its unique technology and user-friendly design ensure professional results from the very first use. This powerful combination results in a short learning curve that yields a very fast return on investment.

Selectif™ Pro. Turning up the Volume on your Practice.

Ability to treat any hair color and skin tone combination for a wider variety of clients.

Competitive advantage offering the most advanced technology in hair removal.

Fast Return on Investment with an easy to use, cost effective device.

Specialty treatments that complement existing hair removal methods.

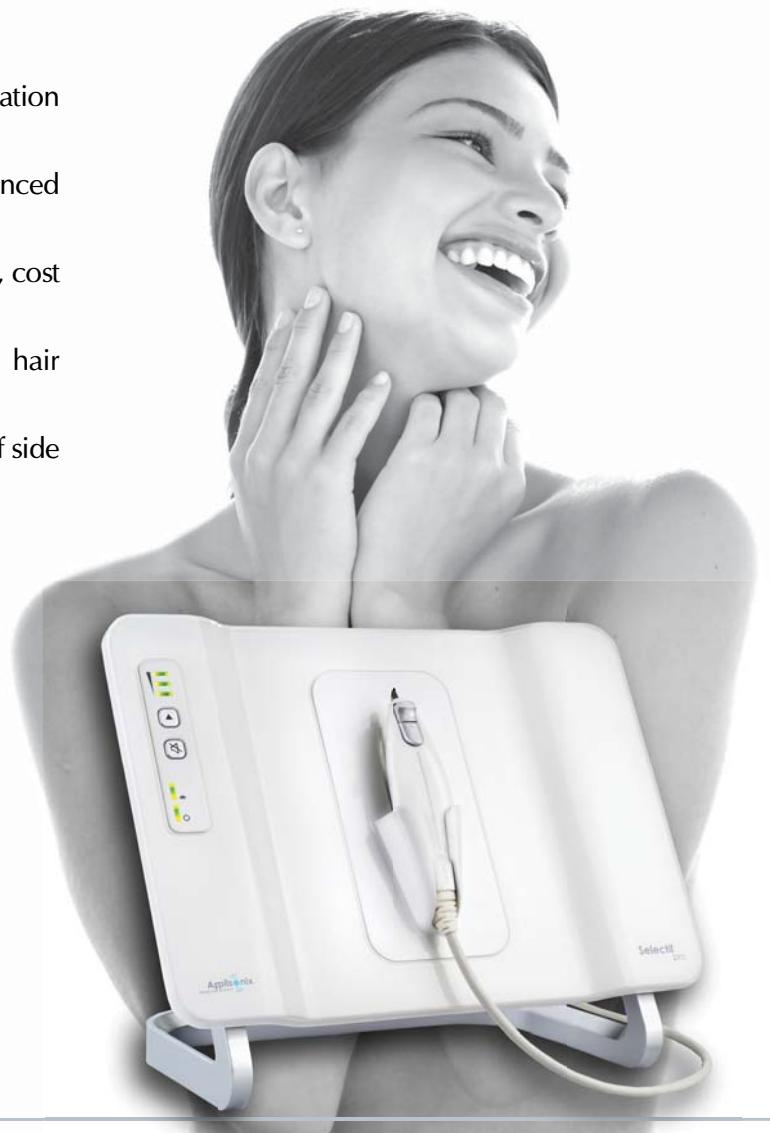
Peace of mind by providing safe treatments, free of side effects.



Applisonix is the proud recipient of the prestigious 2008 Frost & Sullivan European Technology Innovation Award for IMPRESA™ Technology, the latest breakthrough in hair removal.

"Applisonix has developed an innovative ultrasound platform that could potentially change the way hair removal is done"

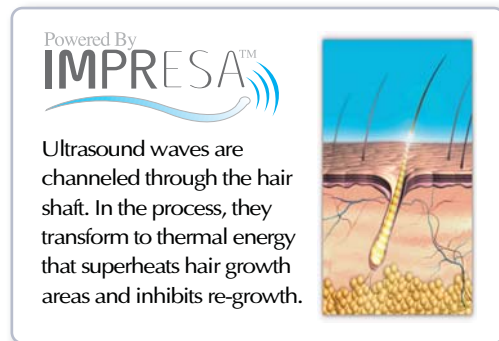
(Sharon Mathews, Healthcare Research Analyst for Frost & Sullivan's Technical Insights team)



IMPRESA™ Technology. Ultra-safe. Ultra-effective. Ultra-versatile. Ultra-sound.

IMPRESA™ - IMmediate, PREcise, and Selective Acoustics is the first to employ the clinically proven safe and effective ultrasound technology for hair removal. All hair, regardless of color, shares similar structural characteristic. IMPRESA™ relies on this shared similarity to channel sound energy through the hair shaft - selectively.

IMPRESA's ultrasound waves are bound to the hair shaft and do not dissipate into the skin. This pinpoint precision enables treatment of highly sensitive areas like eyebrows or the upper lip and bikini without side effects.



Clinically Proven

In controlled clinical studies, IMPRESA™ compares favorably with top professional laser systems showing an average of 38% hair reduction after initial treatment.

Dark skin

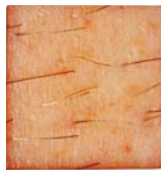


Before



After

Blonde hair



Before



After

“ . . . IMPRESA's results compare favorably with the best results achieved by commercial light based systems, without any side effects, and regardless of hair and skin color.”

Prof. Cassuto (Milan, Italy).

Selectif™ Pro. Hair Removal. Any color. Any time. Any place

Clinically proven long term results on any hair color and skin tone combination including blond and white hair on dark skin.

Precise eyebrow contouring with long term results.

Safe treatment of sensitive areas like the face, underarms and bikini line without pain or side effects.

Intuitive and simple operation that offers professional results from the first use.



Selectif™ Pro Technical Specifications

Parameter	Value / Data
Inlet voltage	100-230 Volt, 50-60Hz, Max 1A
Power supply	Medical Grade
Mode of operation	Ultrasound
Maximum electrical output power	Max 12 W
Output frequency	100 KHz - 1MHz
Pulse duration	0.5 - 2 sec
Accessory options	Foot pedal connector
Weight	Main Unit < 5 Kg. Applicator < 150 gr.
Dimensions	Main Unit - 320x180x250 mm Applicator - 150x30x20 mm
Conformity to rules	IEC/EN60601- 1: 1990/A1: 1993/A2: 1995 Standard 7 Power Input; 15-Voltage limitation (Part1); 18- Earthing; 19- Leakage Currents, 20- Dielectric Strength, 36-Radiated and Conducted Emissions

About Applisonix

Applisonix is a publicly traded aesthetic device company focused on the development and marketing of innovative and safe solutions that are effective, affordable, and suitable for everyone.

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