

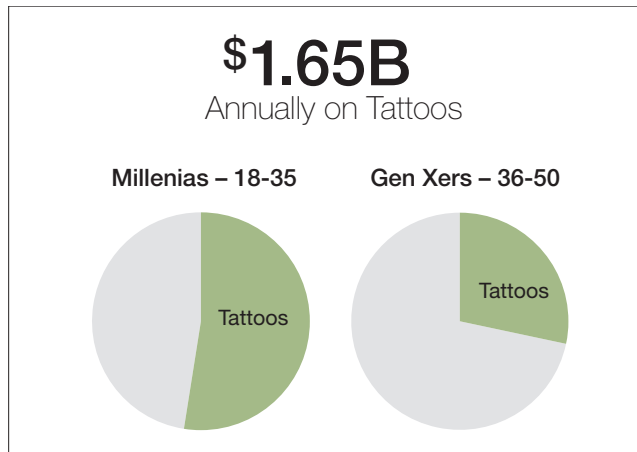
Innovative Laser Treatments Help People Move Past Tattoo Regret

Tattoos are a way for people to make a visible statement about their identity and their values. However, a growing number of consumers with tattoos are finding that as they age, their tattoos no longer reflect their lifestyle, their values, or their aesthetics. In fact, tattoo removal is expected to be an \$83 million industry by 2018.¹

The growing number of individuals with tattoo regret offers you a way to grow your cosmetic practice, as laser treatments can remove unwanted tattoos and give patients a renewed sense of satisfaction with their bodies and help them enter a new phase of their life.

Ink, Ink Everywhere

There was a time when tattoos were associated with drunken sailors, bikers, and convicts. However, tattoos have become so mainstream over the past several decades that they are now a \$1.65 billion industry in the United States. Roughly 45 million people in the U.S. are tattooed.² Nearly half of Millennials (18-35) and more than one third of Gen Xers (36-50) have at least one tattoo. Of the total number of people with tattoos, 69% have two or more.³

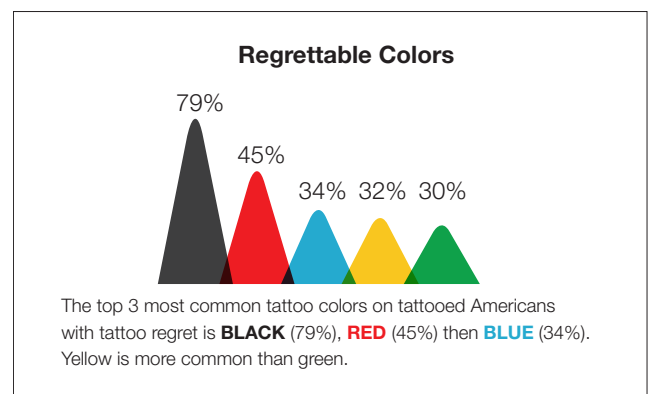
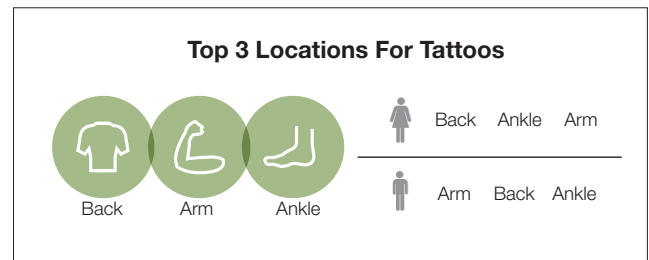


Who's Got Them, Where They Put Them, and What Colors They Use

Of the population surveyed, 31% of women had tattoos, compared with 27% of men.⁴ In regard to race, 37% of Black people reported having tattoos, as compared with 26% of White people and 31% of Latinos. Tattoo prevalence was highest (39%) among people in the household income range of \$35-49K and second highest (36%) among those with a household income of less than \$35K.⁵

Body placement of tattoos varies slightly between women and men. Most common locations for women,

in order, are back, ankle, and arm. Men most commonly get tattoos on their arm, followed by the back, then the ankle. Black is the most common tattoo color among those with tattoo regret, with 79% percent of tattooed Americans having black ink in their tattoos, followed by red (45%) and blue (34%).⁶



Self-Image and the Perceptions of Others

Tattoos are very much connected with a person's image and attributes. Tattooed adults report feeling sexy (33% of those surveyed), attractive (32%), more rebellious (27%), and more spiritual (20%). Surprisingly, and most important, most tattooed consumers state that having a tattoo hasn't made them feel any different.⁷

Because tattoos are so prevalent, most people are accepting of tattoos in general. However, people who

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have no tattoos have stronger opinions and perceptions of tattooed individuals. Forty-five percent of non-tattooed individuals think that people with tattoos are more rebellious than people without tattoos. Non-tattooed adults also report that people with tattoos are less attractive (47%) and less sexy (44%) than people without tattoos. In addition, 29% of non-tattooed people surveyed think that those with tattoos are less intelligent than those without tattoos.⁸

Further, visible tattoos may still have a negative impact on one's career. Forty-two percent of people of all ages think visible tattoos are inappropriate at work, and 37% of HR managers felt that tattoos were the third most likely physical characteristic to affect career potential.⁹

Buyer's Remorse

While most tattoo consumers are pleased with their body ink, almost one quarter of tattooed Americans (23%) state that they have tattoo regret. Tattoo regret has risen significantly—three years ago, only 14% of people with tattoos who were surveyed stated that they regretted their decision.¹⁰ Women tend to regret their tattoos more than men (29% vs. 23%).¹¹ The top causes of tattoo regret are listed below (in no ranked order)¹²:

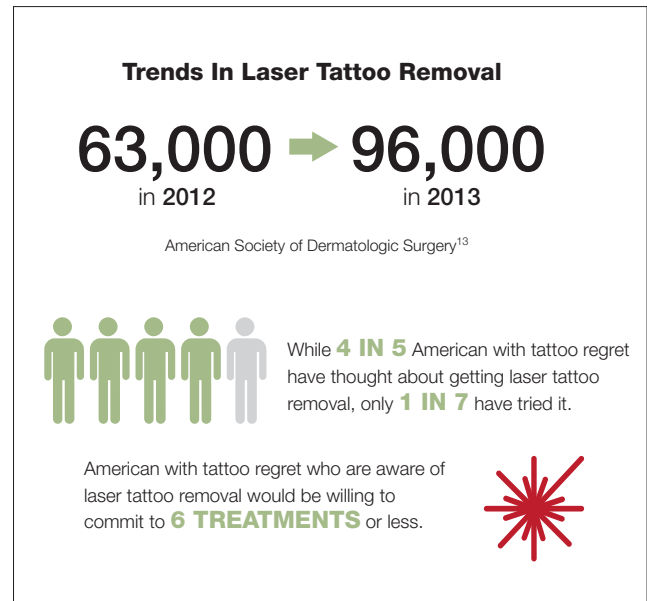
- Too young when they got the tattoo
- Personality changes/Doesn't fit my present lifestyle
- Got someone's name that I'm no longer with
- Poorly done/Doesn't look professional
- Isn't meaningful.

With more Millennials having more than one tattoo, and with "too young" being a primary reason for tattoo removal, aging Millennials represent a growing market for tattoo removal treatments.

Taking Action on Tattoo Regret

Tattoo removal is becoming more popular among consumers. In 2013, ASDS dermatologists performed nearly 96,000 laser- or energy-based tattoo removal procedures, up from 63,000 in 2012.¹³ While 4 in 5 Americans with tattoo regret have thought about getting laser tattoo removal, only 1 in 7 have tried it. Cost and number of treatments required are key factors in decision making. Consumers with tattoo regret who are aware of laser tattoo removal would be willing to commit to up to 6 treatments. Regarding price, almost

three quarters of those surveyed thought that treatment costs up to \$1,500 were not too expensive.¹⁴



How Laser Tattoo Removal Works

Tattoos comprise thousands of ink particles suspended in the skin. Normal human bioprocesses remove foreign particles from the skin, but tattoo particles are too big to be removed. With laser treatments, tattoo pigment particles are broken into smaller pieces that can be removed by human processes.

Although clinical researchers first experimented with lasers on tattoos in the late 1960s, it wasn't until the 1980s that lasers became a viable, safe method for tattoo removal. Successful laser tattoo removal depends on four factors:

- Penetration: The laser light must go deep into the skin to reach the tattoo pigment.
- Absorption: The color of the laser light must be more highly absorbed by the tattoo pigment than the surrounding skin. Different tattoo pigments therefore require different laser colors.
- Duration: The laser pulse must be very quick (nanoseconds to picoseconds) so that the tattoo pigment is heated to fragmentation temperature before its heat can dissipate to the surrounding skin and cause burns or scarring.
- Intensity: Each laser pulse must deliver enough energy to fragment the pigment. If not, no removal will take place.

The enlighten™ Platform: Complete Tattoo Removal in Fewer Treatments

Tattoo removal is a high-value cosmetic service that you can add to your practice, whether you're a dermatologist or general practitioner. If you're ready to take the next step, consider the platform characteristics that will produce the best result, with the best value and least discomfort for patients.

Cutera's enlighten offers industry-leading power, treatment depth, and speed for the most efficient and complete tattoo removal results. It can remove all ink colors on any skin type so in fewer treatments than traditional tattoo removal technologies. It is the market's first triple wavelength and dual pulse duration laser platform. Varying wavelengths allows the platform to use large spot sizes to achieve maximum penetration of the laser colors. enlighten's third wavelength is specifically designed to treat lighter pigment and dermal pigmented lesions on challenging skin types, including Asian skin. In addition, enlighten's variable pulse durations (2 ns and 750 ps) enable a faster, more efficient clearance of pigmented lesions and tattoo ink, regardless of density. These factors mean that your patients experience faster treatments, with less discomfort and very little downtime.

The enlighten platform can also be used more broadly to treat a range of pigment and aesthetic concerns, safely and effectively. It is the only picosecond device on the market that incorporates a nonfractional, nonthermal approach to skin revitalization—PICO Genesis. Another

important benefit of PICO Genesis is that it doesn't require a separate hand piece or consumable.

Learn More

The enlighten platform provides better results in half as many treatments for laser tattoo removal, which saves patients time and money. Helping people remove their tattoos can make them more confident and less embarrassed. Laser tattoo removal can also serve as an effective lead-in procedure to introduce people to additional services that help them look and feel better, such as pigment removal, PICO Genesis skin revitalization, hair removal, vascular lesion removal, and more.

To learn more about how enlighten's wide range of treatment applications can help you grow your practice, visit www.cutera.com.

More than **5 IN 6**
Americans with tattoo regret
that are aware of **laser tattoo removal desire**
better laser tattoo removal solutions.

 40% fewer treatments	 ALL skin types	 ALL ink colors
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