

## Who We Are

**Science-backed Skincare:** The first and only brand to use platelet-derived exosomes in a take-home treatment.

**Founders:** Developed by internationally recognized physicians in regenerative medicine.

## What is an Exosome?

Exosomes are tiny, naturally occurring messengers that transfer signals between cells, playing a crucial role in skin restoration and repair. The exosomes in ( plated )™ products carry a single powerful message—“renew and regenerate”.

## What ( plated )™ Does for Your Skin

### Key Benefits:

- Supports the skin's natural renewal process
- Reduces wrinkles, redness, and dark spots
- Improves tone, texture, and firmness
- Enhances skin's glow and luminosity
- Cuts downtime post-procedure by 50%

### Clinically Proven:

- Backed by 15 years of research and over 10 peer-reviewed studies
- Named one of TIME's Best Inventions of 2024

## Where ( plated )™ Exosomes Come From

- **Source:** Platelets are sourced exclusively from FDA-regulated donation banks in the USA.
- **Process:** Surplus transfusion-grade platelets are carefully processed to extract trillions of exosomes.
- **Safety & Stability:** The purification process ensures no DNA fragments, guaranteeing complete safety and product stability.

## PRODUCT OVERVIEW

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### INTENSE Serum (\$258 | 15ml)

**1+ trillion exosomes per bottle, 15+ billion exosomes per pump**

**Who It's For:** Advanced skin-aging concerns

**What It Does:** Targets deep wrinkles, redness, and uneven skin tone. Lightweight, quick absorbing formulation



### DAILY Serum (\$258 | 30ml)

**1+ trillion exosomes per bottle, 7.5+ billion exosomes per pump**

**Who It's For:** Anyone seeking pre-juvenation or a radiant, healthy glow—a budget-conscious option

**What It Does:** Hydrates and enhances skin tone, texture, and radiance. Features a thicker, more emollient formula compared to our INTENSE Serum



### CALM Serum (15ml)

**1+ trillion exosomes per bottle, 15+ billion exosomes per pump**

**Who It's For:** Ideal for pre/post-procedure care or soothing sensitive, irritated skin

**What It Does:** Pretreats skin for procedures, and enhances post-treatment recovery



## HAIR Serum (\$379 | 30ml)

**2+ trillion exosomes per bottle**

**Who It's For:** Anyone with thin/thinning hair and looking to improve scalp health

**What It Does:** Supports scalp renewal and fuller-looking hair, with premium scalp conditioning ingredients



## EYE Serum (\$138 | 8ml)

**500+ billion exosomes per bottle**

**Who It's For:** Individuals looking to address fine lines, puffiness, and dark circles around the eyes

**What It Does:** Hydrates, brightens, and smooths the delicate eye area for a refreshed, youthful appearance

## APPLICATION INSTRUCTIONS

**General:** Always apply to clean skin/scalp as the first step in your routine

### INTENSE/DAILY:

Apply one pump 1x daily (morning or night)

### CALM:

**Pre-treatment:** Use once daily, 7-10 days before a procedure

**Post-treatment:** Use 2-3 times daily or as needed

### HAIR:

Apply one dropper full across troubled areas of the scalp daily (a little goes a long way)

### EYE:

Apply up to 1 pump, 360° around eye area (morning or night)

## FAQs

### Is it safe for all skin types?

Yes, it's gentle and effective for everyone.

### Does it create sun sensitivity?

(plated)™ is designed to support skin renewal and resilience without causing sun sensitivity. Unlike traditional exfoliating or retinol-based products that can leave skin more vulnerable to UV damage, (plated)™ enhances the skin's natural repair mechanisms.

### How long before I see results?

**INTENSE/DAILY:** Optimal results in **6-8 weeks**

**HAIR:** Visible results in **3-6 months**

**CALM:** Discernible post-procedure recovery **in a few days**

**EYE:** Noticeable results within **4 weeks**

## How to talk about it

“New frontier in skincare, supporting repair and renewal at the cellular level.”

“Clinically proven to enhance skin tone, fine lines, texture, and luminosity.”

“The take-home treatment for smoother, firmer, glowing skin.”

“Named one of TIME’s Best Inventions of 2024. It’s a revolution in regenerative skincare.”

“Exosomes are an emerging non-negotiable in your skincare—just like vitamin C and sunscreen.”

“Backed by peer-reviewed research, (plated)™ delivers science-driven, visible results.”

“Transform your skin at home with award-winning regenerative science.”