

# RESULTS

that speak for themselves

## embrace® ACTIVE SCAR DEFENSE

is a preventative device that actively shields damaged tissue to minimize scar formation. It's the only scar treatment of its kind that is clinically proven effective to significantly reduce the appearance of scars.

### REAL LIFE PATIENT EXAMPLES

#### ABDOMEN | 9 MONTHS



■ Without embrace®

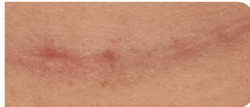


■ With embrace®

#### THYROID SCAR REVISION | 6 MONTHS



■ Without embrace®



■ With embrace®

#### ARM LIFT | 2 MONTHS



■ Without embrace®



■ With embrace®

#### BREAST SCAR REVISION | 6 WEEKS



■ Before embrace®



■ After embrace®

# IMPROVE

your scars today

*"Embrace® definitely improved the resulting scar, making it **THINNER, SOFTER AND LIGHTER**. I will be forever grateful for embrace®!"*

- Shannon, Nurse and Mother of embrace® patient

*"I have found it easy to use, **PAINLESS**, and well worth the purchase price. Not only does embrace® **DIMINISH SCARRING** but also rebuilds positive self-image...helping me embrace the best 'new me'!"*

- Lori, embrace® patient



[EmbraceScarTherapy.com](http://EmbraceScarTherapy.com)



1.855.722.7879



[youtube.com/EmbraceScarTherapy](https://youtube.com/EmbraceScarTherapy)

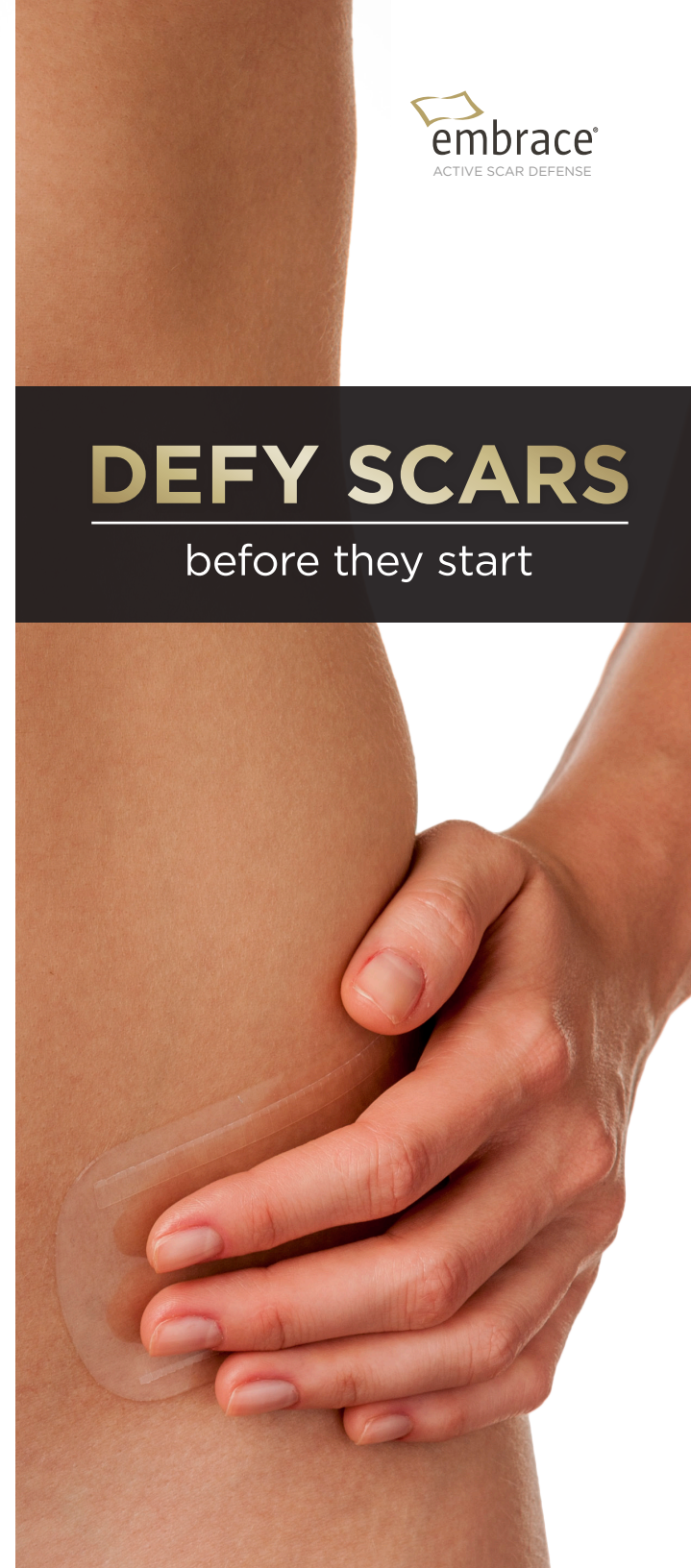


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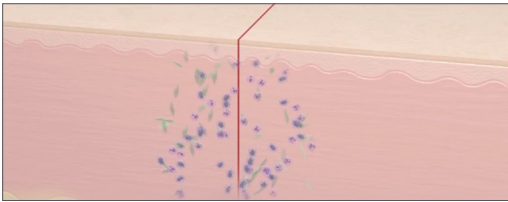
# DEFY SCARS

before they start



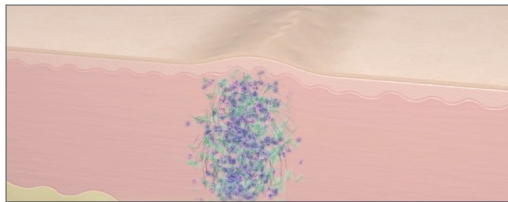
## how do SCARS FORM?

Scars are a result of the skin's natural healing process after injury or surgery. They form in three distinct phases:



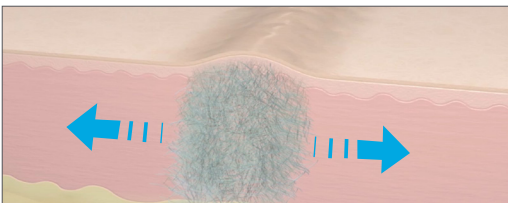
### 1) INFLAMMATORY PHASE

This phase lasts between three to five days, with reparative cells entering the area to initiate the healing process.



### 2) PROLIFERATIVE PHASE

Cells called fibroblasts rapidly divide to produce a matrix of collagen. This forms the structure for scar tissue to grow on and fills in the gap made by the wound.



### 3) REMODELING PHASE

Once the wound is closed, the scar tissue filling the wound is restructured, and new, stronger collagen replaces the pre-existing collagen. During this phase, tension pulling on the skin can lead to widened, thickened and darker scars.

## clinically proven to MINIMIZE SCARS

# 92%

OF PATIENTS & PHYSICIANS  
RATED THE EMBRACE® TREATED SCAR AS  
**BETTER OR MUCH BETTER**<sup>1</sup>



of the time patients rated  
the embrace® dressing as  
**COMFORTABLE TO WEAR**<sup>2</sup>

# 2x

**AS OFTEN, PATIENTS**  
REPORTED THE EMBRACE® TREATED SIDE OF SCAR  
AS **LESS PAINFUL** THAN THE UNTREATED SIDE<sup>3</sup>

<sup>1</sup> Data on File #002

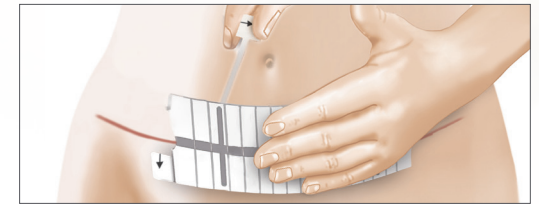
<sup>2</sup> Lim AF, et al. The embrace Device Significantly Decreases Scarring Following Scar Revision Surgery in a Randomized Controlled Trial. *Plast Reconstr Surg.* 2014;133:398-405.

<sup>3</sup> Gartner GC, et al. "Improving Cutaneous Scar by Controlling the Mechanical Environment: Large Animal and Phase 1 Studies." *Annals of Surgery* 254-2 (2011): 217-225.

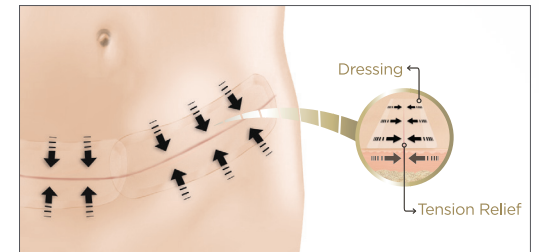
## how does EMBRACE® WORK?

Unlike messy creams, gels, and silicone sheeting, embrace® mechanically relieves the skin's natural tension while healing. Once applied, its Stress-Shield™ Technology protects and stabilizes the site, providing uniform tension relief while helping **diminish visible, thick, raised scars.**

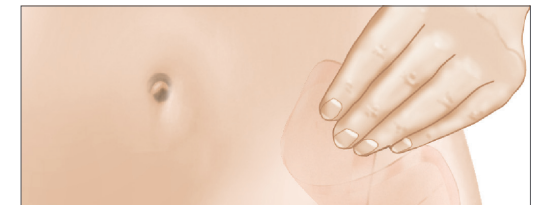
**STEP 1:** Apply embrace® dressing to the scar



**STEP 2:** embrace® actively relieves the skin's tension



**STEP 3:** Each dressing lasts an average of 10 days and is then discarded. For best results, continue treatment for 2 months.



*For complete instructions, refer to the **Instructions For Use** found inside the embrace® packaging.*