DEFY SCARS

before they start

embrace®
ACTIVE SCAR DEFENSE

embrace® Active Scar Defense

MINIMIZE SCARS

TO **MAXIMIZE** YOUR SURGICAL RESULTS

embrace® is the first scar management product of its kind. Developed out of Stanford University by a team including Geoffrey Gurtner, MD, FACS and Michael Longaker, MD, FACS, embrace® is both FDA cleared and proven highly effective at preventing scar tissue formation.

Each embrace® dressing is an elastomeric device which precisely loads and controls tension, optimizing tension off-load with every dressing. Once applied, the dressing is held on the skin by a medical grade adhesive and delivers a consistent, compressive force that creates a mechanically privileged environment around the healing scar. embrace®'s Stress-Shield™ technology improves the appearance of scars after most surgical procedures, such as breast augmentations, face lifts, or even heart surgery. See how embrace® can make surgical scarring a thing of the past for your patients.

THE SCIENCE OF SCAR REDUCTION

- Wounds under tension are prone to exuberant scarring.
- Studies show that a low tension environment promotes better healing and reduces scarring.
- embrace® relieves tension across the newly formed scar.

1 Young, VL, et al., Insight into Patient and Clinical Concerns about Scar Appearance: Semiquantitative Structured Surveys. Journal of Plastic and Reconstructive Surgery, July 2009, 256-265.

FDA-cleared device combines benefits of:

STRESS-SHIELD TECHNOLOGY™

+ a silicone dressing

Pre-stretched Silicone Dressing

Delivers a compressive force that creates a mechanically privileged environment around the incision area

Medical Grade Adhesive

Ensures a secure hold and acts as an active barrier around the entire healing site

Patented Applicator

Provides precise and reliable strain with each dressing for consistently great results

Visual Guide

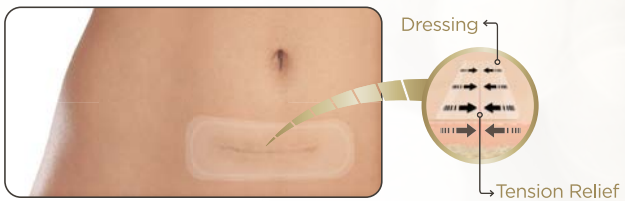
Aligns over incision site for quick and easy patient application—done in just minutes

embrace® Active Scar Defense *is a preventative scar system that actively shields a closed incision to help minimize scar formation*

EMBRACE® IN ACTION

see how it works

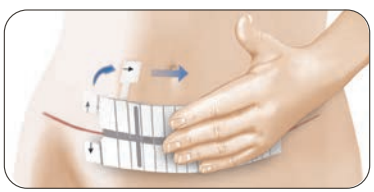
Unlike messy creams, gels and static sheeting, the embrace® device mechanically relieves skin's natural tension during the healing process. Its Stress-Shield™ Technology protects and stabilizes the site, providing uniform tension relief while helping diminish **visible, thick, raised scars.**



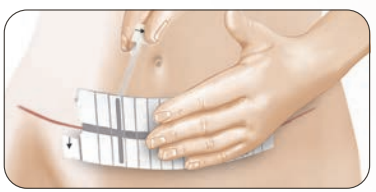
Pre-stretched silicone dressing delivers **ACTIVE TENSION RELIEF** *throughout multiple layers of skin*

APPLY IN 3 EASY STEPS:

1 Load tension



2 Apply & secure



3 Release

clinical results:
PROVEN EFFECTIVE
in multiple RCTs

Multiple peer-reviewed, randomized, controlled clinical trials have demonstrated that by relieving the tension created during the healing process for weeks after surgery, embrace® Active Scar Defense can dramatically and significantly reduce the appearance of scars.

*"We have tried and tested many scar products, but **none of them have the clinical research behind them** that embrace® Active Scar Defense does."*

– PLASTIC SURGEON, PHOENIX

*"The surgical scars are **significantly better** and the product intuitively makes sense."*

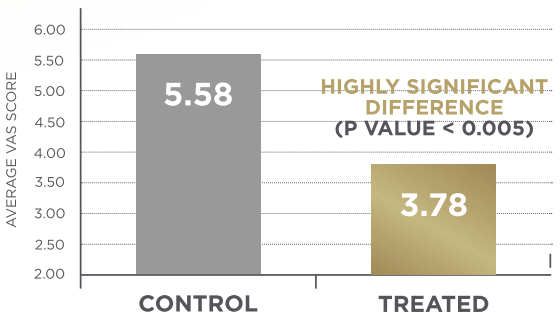
– PLASTIC SURGEON, LAS VEGAS

***"The concept definitely works.** The whole idea is now to offer this to as many patients as we can."*

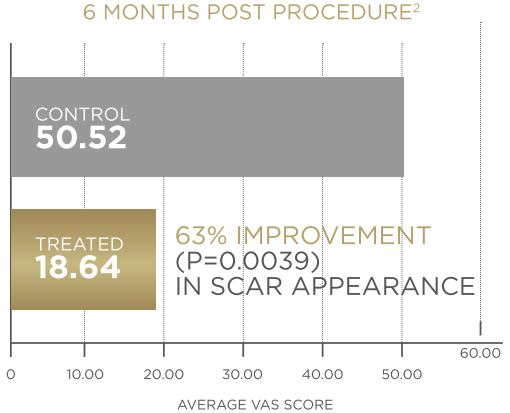
– PLASTIC SURGEON, BEVERLY HILLS

92% OF PATIENTS & PHYSICIANS RATED EMBRACE TREATED SCAR **AS BETTER OR MUCH BETTER**[2]

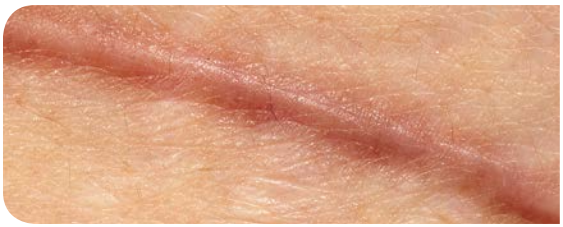
IMPROVE ANALYSIS RESULTS
6 MONTHS POST PROCEDURE[1]



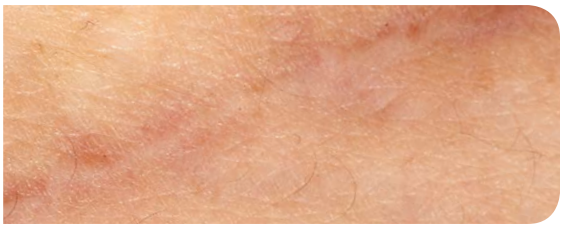
MONA LISA ANALYSIS RESULTS
6 MONTHS POST PROCEDURE[2]



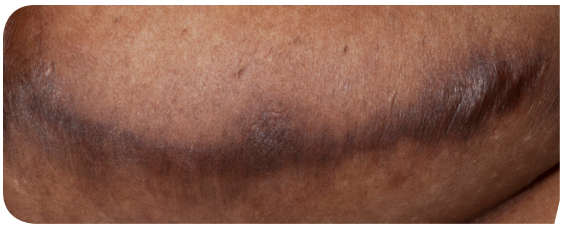
1 Lim AF, et al. The embrace Device Significantly Decreases Scarring Following Scar Revision Surgery in a Randomized Controlled Trial. Plast Reconstr Surg. 2014;133:398-405
2 Gurtner GC, et al. "Improving Cutaneous Scar by Controlling the Mechanical Environment: Large Animal and Phase 1 Studies." Annals of Surgery 254-2 (2011): 217-225.



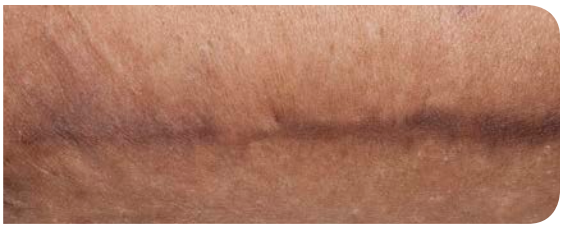
CONTROL | ABDOMEN | 6 MONTHS



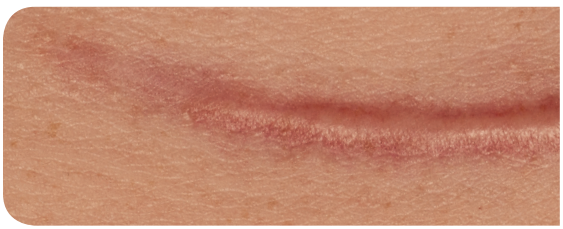
EMBRACE® | ABDOMEN | 6 MONTHS



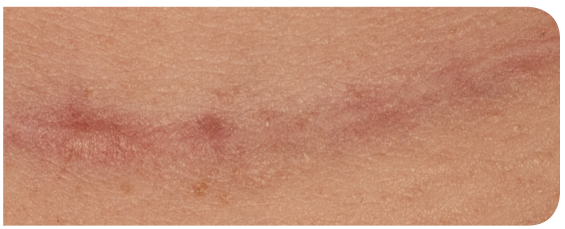
CONTROL | BREAST | 6 MONTHS



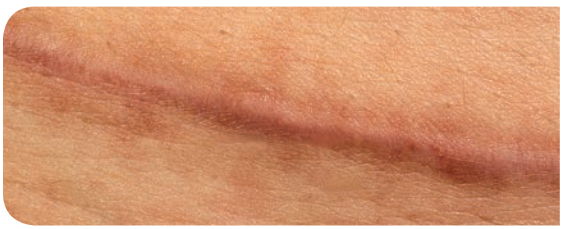
EMBRACE® | BREAST | 6 MONTHS



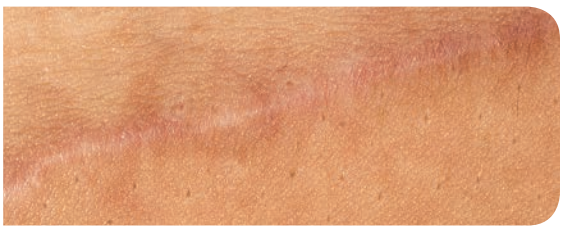
CONTROL | THYROIDECTOMY | 9 MONTHS



EMBRACE® | THYROIDECTOMY | 9 MONTHS



CONTROL | ABDOMEN | 6 MONTHS



EMBRACE® | ABDOMEN | 6 MONTHS

patient friendly:
PROVEN COMFORT
and confidence

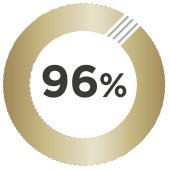
embrace® Active Scar Defense has been rated highly by patients, who say it provides a secure feeling in addition to effectively minimizing their scars. Unlike oily lotions and creams, embrace® devices are water-resistant and last an average of 10 days.

embrace® is typically applied 2-4 weeks after suture removal on a closed, dry incision. For best results, treatment is continued for 2 months. During this period, the dressing will actively relieve the skin's tension to safely and effectively manage the formation of scars and scar tissue. The result is a significant improvement in the appearance of scars.

*"I am **150% satisfied** with my results. Every week I could tell the difference."*

— MOMMY MAKEOVER PATIENT

- **2X AS OFTEN,** patients reported that the embrace® treated scar/side was less painful than the untreated scar/side[2]
- **90% OF PATIENTS** would recommend use of embrace®[3]



of the time patients rated the embrace® dressing as **COMFORTABLE TO WEAR**[1]

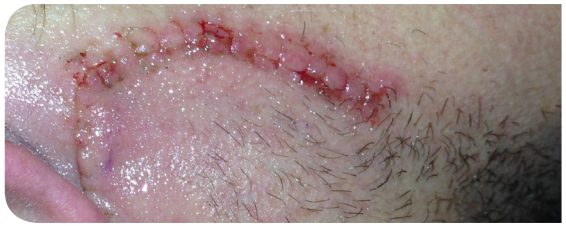
*"Having experience with healing of post-surgical scars in my career, **embrace® definitely improved the resulting scar, making it thinner, softer and lighter.** I will be forever grateful for embrace®!"*

— SHANNON, NURSE & MOTHER OF EMBRACE® PATIENT

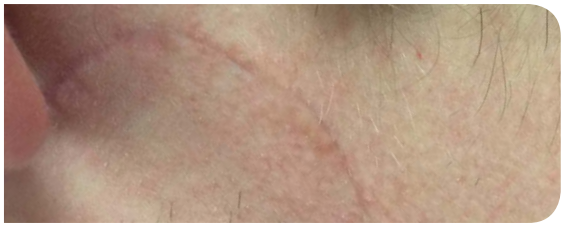
*"My scars are **flat, smooth, and not easily visualized**. What a great product to minimize scars!!! embrace® should be part of any and all post-op protocols."*

— EMBRACE® PATIENT, FLORIDA

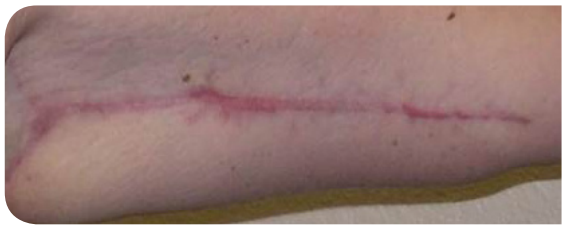
1 Lim AF, et al. The embrace Device Significantly Decreases Scarring Following Scar Revision Surgery in a Randomized Controlled Trial. Plast Reconstr Surg. 2014;133:398-405
2 Gurtner GC, et al. "Improving Cutaneous Scar by Controlling the Mechanical Environment: Large Animal and Phase 1 Studies." Annals of Surgery 254-2 (2011): 217-225.
3 Data on File #002



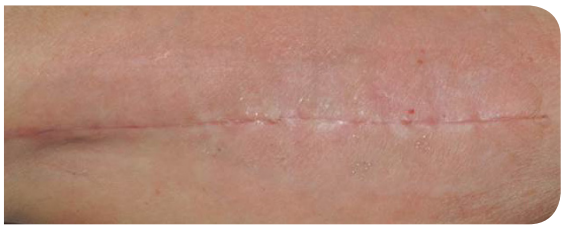
POST-OP | PAROTIDECTOMY | 2 WEEKS



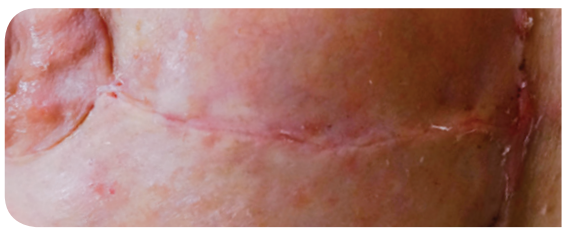
EMBRACE® | PAROTIDECTOMY | 3 MONTHS



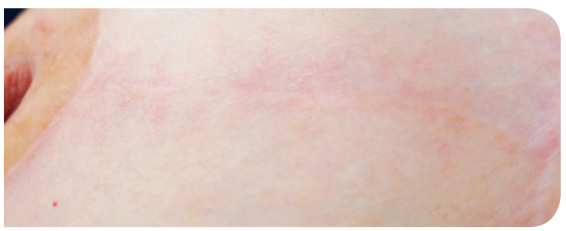
UNTREATED SCAR | BRACHIOPLASTY | 2 MONTHS



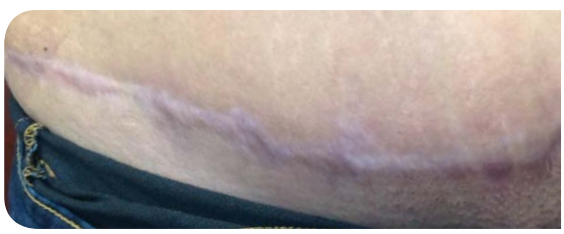
EMBRACE® | BRACHIOPLASTY | 2 MONTHS



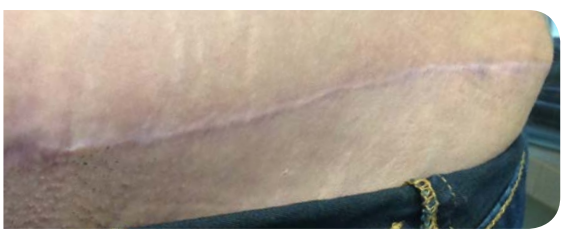
POST-OP | MASTOPEXY



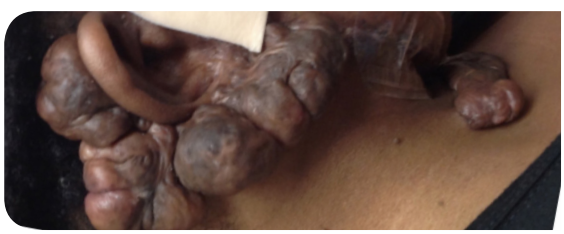
EMBRACE® | MASTOPEXY | 8 WEEKS



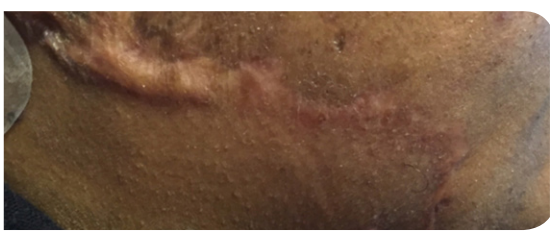
TREATED WITH SKIN MEDICA | ABDOMEN



TREATED WITH EMBRACE® | ABDOMEN



PRE-OP | KELOID REMOVAL



EMBRACE® | KELOID REMOVAL | 7 MONTHS

make your work
EVEN MORE EXCEPTIONAL
with embrace®

Provide your patients with the best opportunity to minimize post-surgical scarring by offering **embrace® Active Scar Defense** *in your practice. Contact the embrace® Sales Professional in your region today to learn more about receiving embrace® samples, staff in-servicing, product literature, and support materials.*

- **Clinically Proven.** Developed at Stanford University by world-renowned scar experts and proven in published clinical trials to visibly reduce scarring.
- **Unique Mechanism of Action.** Patented silicone dressing protects and offloads tension from the incision area to relieve pain and minimize scar tissue from forming.
- **Easy and Convenient.** Applied in 3 simple steps and lasts an average of 10 days.
- **Patient Satisfaction.** In a clinical trial, 92% of patients and doctors rated embrace® treated scars better or much better than non-treated scars;[1] 90% of patients stated that they were likely or very likely to recommend embrace®.[2]

1 Data on File #002
2 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

MEET THE FOUNDERS

scar experts at stanford university

Neodyne Biosciences, the makers of embrace® Active Scar Defense, is an evidenced-based company developing and commercializing innovative devices to minimize scar formation, restoring both function and aesthetic appearance.

GEOFFREY GURTNER, MD, FACS

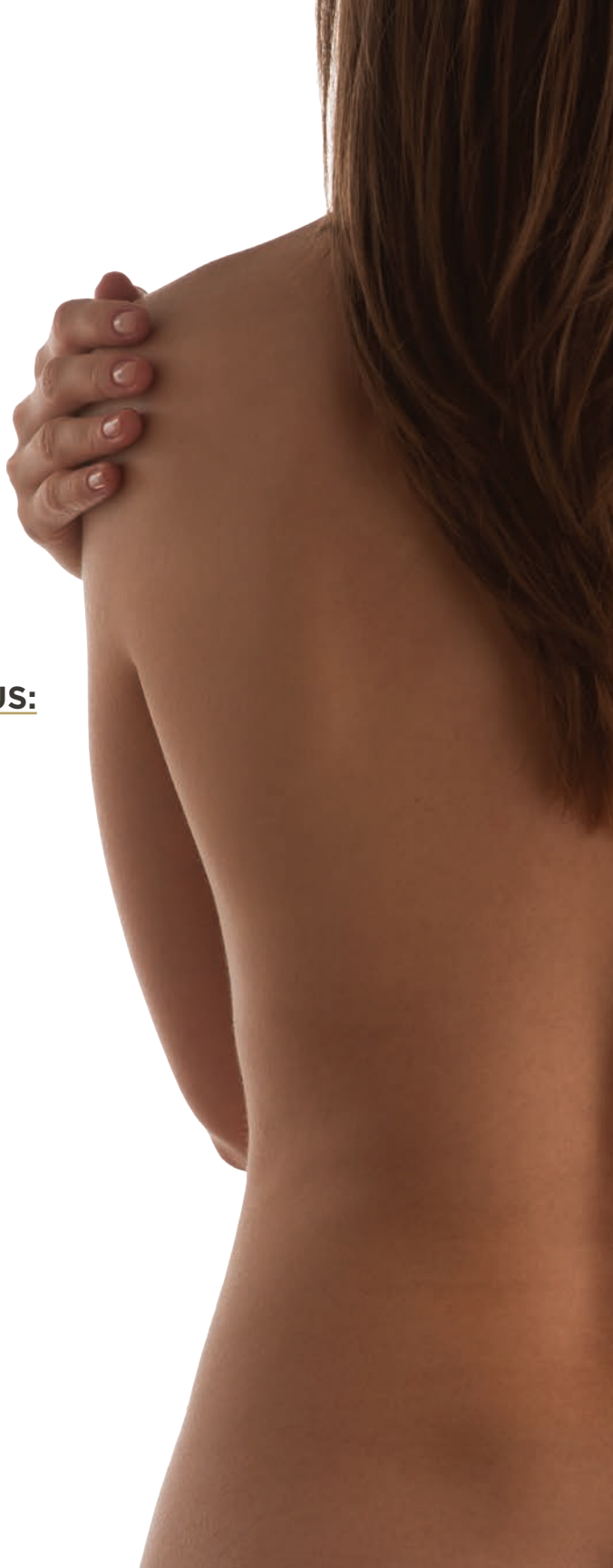
JOHNSON & JOHNSON PROFESSOR
STANFORD UNIVERSITY SCHOOL OF MEDICINE

Dr. Gurtner is Professor of Surgery and Materials Science Engineering at Stanford University and serves as the Associate Chairman for Research in the Department of Surgery. Dr. Gurtner is a scientist and entrepreneur who has launched start-up companies in the aesthetic, wound healing and cardiovascular fields. He also is a member of the Stanford Cancer Institute. Dr. Gurtner was awarded the James Barrett Brown Award in 2009 and 2010 and has been named "researcher of the year" by the ASPS, AAPS and numerous other professional organizations.

MICHAEL LONGAKER, MD, FACS

DEANE P. & LOUISE MITCHELL PROFESSOR
STANFORD UNIVERSITY SCHOOL OF MEDICINE

Dr. Longaker is the Deane P. and Louise Mitchell Professor of Surgery and the Director of Children's Surgical Research in the Department of Surgery at the Stanford School of Medicine. Dr. Longaker's extensive research experience includes specific focus on the biology underlying the differences between fetal and post-natal wound healing, the biology of keloids and hypertrophic scars, and the cellular and molecular events that surround osteogenesis with respect to craniofacial development. Dr. Longaker has authored or co-authored 1,100 journal articles to date.



FOR MORE INFORMATION, PLEASE CONTACT US:

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