



Key Messages

- 1. Toenail fungus is a prevalent condition that poses both physical and emotional problems for those affected**
 - a. Can cause nail deformity, pain or discomfort while wearing shoes, and in some cases, cause the nail to completely detach
 - b. Often perceived as a social stigma because of the unsightly appearance of the nails, and in some cases, foul odors resulting from the infection
 - c. Can cause embarrassment and diminish the quality of life by inhibiting routine social activities
 - d. Athletes and people with diabetes or other chronic conditions are at a higher risk of toenail fungus

- 2. Few alternative treatment options**
 - a. Topical treatments alone are generally not effective in treating toenail fungus because of insufficient nail plate penetration
 - b. Oral drugs are associated with a number of adverse side effects, including gastrointestinal disorders, skin disorders, headaches and abnormal liver function

- 3. GenesisPlus is a new approach to toenail fungus that puts patients' safety and comfort first**
 - a. Effective in clearing nails of both mild and severe forms of fungus
 - b. No anesthetics, no side effects and no patient downtime

Frequently Asked Questions

Q: How does GenesisPlus work?

A: GenesisPlus applies laser energy to the nail plate and surrounding tissue. The laser light gradually heats the fungus and promotes the growth of healthy, clear nails.

Q: Can you describe the causes, symptoms and prevalence of toenail fungus?

A: Toenail fungus is a very problematic condition that can cause both physical and emotional effects. It is a type of fungal infection, known medically as Onychomycosis, that affects about half of all Americans by age 70.¹ Fungus infection occurs when fungal debris becomes trapped under the nail, often as the result of an injury to the nail. It can be contracted in damp areas, such as public gyms, showers, or pools. Athletes and people who wear tight fitting shoes or hosiery, which can irritate the nails and retain moisture around them, are at a higher risk. Diabetics and people with other chronic conditions also have a higher risk of getting toenail fungus.

As toenail fungus grows and spreads deeper into the nail, it can cause the nail to swell and become discolored—depending on the type of fungus, the color of the toenail can vary between brown, yellow or white. The fungus can also cause the nail to thicken and to crumble, and in some cases, it will cause the nail

¹ http://www.foot.com/info/cond_toenail_fungus.jsp

1 Sources: Kemna, J Am Acad Dermatol 1996; Iorizzo, Curr Opin Infect Dis 2007; NB Therapeutics; Topica Pharmaceuticals; IMS Health as cited by Anacor Pharmaceuticals, Halcyon, *GlobalData

to completely detach. Toenail fungus also can be painful, causing irritation and burning in the infected area; sometimes, even wearing shoes becomes a painful ordeal for the person affected.

In addition to the physical effects of toenail fungus, it also can interfere with person’s social life. Some people, for example, avoid wearing toeless shoes or taking their shoes off around others because they are embarrassed about the appearance. In some cases, a person’s toenail fungus will also produce a foul odor, which can heighten the social stigma.

Q: What are the benefits of GenesisPlus compared with other treatment options?

A: Refer to table below

Comparison of GenesisPlus With Alternative Toenail Fungus Treatments		
Oral Drugs	Prescription Topicals	GenesisPlus
<ul style="list-style-type: none"> - Generally effective in treating nail fungus - Drug must be taken over long period of time (6-8 weeks) - Associated with a number of adverse side effects, such as gastrointestinal disorders, skin disorders, headaches and abnormal liver function - Not recommended for some patients who have poor health 	<ul style="list-style-type: none"> - Effectiveness is highly variable due to the fact that the drug does not sufficiently penetrate the nail plate to reach the underlying infection - Drug must be frequently applied to nails, often daily, over a long period of time 	<ul style="list-style-type: none"> - Effective in clearing nails of both mild and severe forms of fungus - New nail grows out clear - No significant side effects - As with oral drugs and prescription topicals, final results are achieved when the nail grows out, which can take a few months

Q: Are there other laser treatment options available? How is GenesisPlus different?

A: There are other laser treatment options available for toenail fungus, but GenesisPlus offers a fast, effective procedure for Onychomycosis that can be done over a patient’s lunch hour. They may then return to regular activities immediately after the 10-20 minute session.

From a physician perspective, an important benefit of GenesisPlus is the level of intelligence it provides during treatment. Its handpiece, for example, provides real-time temperature feedback and a visible aiming beam to ensure that affected area is being treated safely and effectively. GenesisPlus features a larger spot size for the treatments of warts and scars, and it doesn’t require the use of any costly consumables, such as cooling spray and toe clips.

Q: What is the level of demand for treatment of nail fungus?

A: Nail fungus affects about 30 million Americans,² and recent reports suggest that demand for treatments of the condition are climbing. It is estimated that Americans currently spend about \$2.1 billion³ annually on oral and topical prescriptions for nail fungus.³ That doesn't include the millions of dollars spent on home remedies like tea tree oil and therapeutic rubs. Despite the large demand, however, many of these consumers may be disappointed when they find these treatments have questionable results or cause unwanted side effects. That is why it is important for people with nail fungus to always discuss treatment options with a doctor.

Q: How is the procedure performed?

A: After an initial consultation with the patient, the physician determines if treatment with the GenesisPlus is appropriate. The procedure requires no anesthetics, and it typically takes about 40 minutes to treat all 10 nails. It is recommended that all of the nails be treated even if some of them have no visible signs of infection as fungus can be transmitted undetected. During treatment, the physician makes multiple passes with the laser over each toe, occasionally pausing to ensure patients are comfortable. There is no patient downtime following treatment. For a brief period of time following the procedure, it is recommended that patients periodically apply antifungal cream to prevent re-infection. Following treatment, the nails will eventually grow out appearing clearer and healthier than before.

Q: What are the costs of treatment?

A: The cost of a single treatment is \$400.00 if they are purchased separately. However, three treatments are recommended for the best results. Laser packages are available that are more economical and includes a Sterishoe and medications. Most patients show improvement after a single cycle of treatment. For more severe infections, multiple cycles of treatment may be required. The cost of additional treatments is reduced to \$300.00 each for patients that have purchased one of our laser packages.

Q: How can I find more information about GenesisPlus laser treatment?

A: More information is available at www.genesisplus.com

² http://www.medscape.com/viewarticle/407647_9

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3 Sources: Kemna, J Am Acad Dermatol 1996; Iorizzo, Curr Opin Infect Dis 2007; NB Therapeutics; Topica Pharmaceuticals; IMS Health as cited by Anacor Pharmaceuticals, Halcyon, *GlobalData