

Fotona[•]
choose perfection

DISTRIBUTOR WELCOME PACK



WELCOME TO FOTONA

At Fotona we pride ourselves on delivering the "highest performance best made laser systems in the world". Fotona has been in the business of manufacturing lasers since 1964. This makes Fotona one of the oldest laser manufacturers in the world.

Our extensive experience has taught us that to thrive in this ever evolving industry it is imperative to keep ahead of the competition by striving for perfection. It is this philosophy that has helped Fotona exceed market demands and become the manufacturing brand of choice.

Medical professionals and their patients are today much more aware of the superior clinical results that can only be achieved through the use of lasers. Improved results especially through less invasive treatments are growing demand which market researchers believe will in turn continue to drive market growth in the future.

Fotona produces world recognized award-winning laser and energy based devices, offering practitioners the widest range of treatment indications.

"If you wish to offer the very best then look no further and join our global family of distribution partners."

We look forward to working with you.

Kind regards,



dr. Matjaž Lukač, president

Since
1964



Fotona
choose perfection

FOTONA DISTRIBUTOR SUPPORT

At Fotona we offer our partners a great deal of help and support to ensure that we succeed through co-operation. We will support you all the way!

KEY ACCOUNT MANAGEMENT & CUSTOMER SUPPORT

Your dedicated Key Account Managers (KAM's) will be your day to day Fotona liaison offering all manner of support including:

- Distribution Agreement Contract and Pricing
- Product & Application Education
- Sales Education
- Administration (including product registration)
- Customer Service
- Promotional Event Management & Marketing Support
- Other support tasks including leasing with other departments...

ORDERS & DISPATCH

When making orders all information is sent directly to our orders department who will liaise with KAM & Dispatch to provide information on:

- Invoicing
- Availability of products ordered
- Delivery time frames
- Urgent deliveries
- Communicating with & liaising with logistics companies
- Import & Export documentation
- Other administrative duties....

CLINICAL APPLICATION SPECIALIST SUPPORT

The clinical support team is dedicated to supporting your sales, clinical education team including your customers with activities such as:

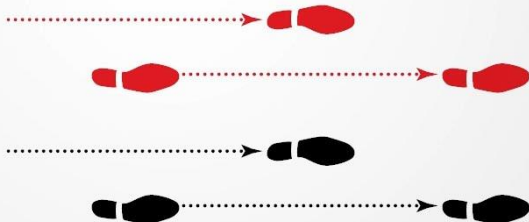
- Clinical support and education
- Treatment support and queries
- Adverse event support & management
- Pre & post treatment management advice
- Working with Clinical experts to establish best treatment protocols
- Advice and support related to clinical cases and treatments....

SERVICE SUPPORT

Our technical service support team will offer your service agents a number of support functions including:

- Servicing advise and support
- Warranty replacement support
- Repair & Invoicing of our of warranty parts
- Time lines of repairs
- Service Education & Support
- Many other service related support activities...

We're with you. Every step of the way.



SUPPORTED
ALL THE WAY

Fotona
choose perfection

ONE FAMILY TOGETHER, PHILOSOPHY

Our distribution partners are the heart of our business and a part of our "One Family Together" philosophy! We encourage distributors to communicate, share best practice and help each other. We are one team and working together we are stronger.



Mr. Cliff Magneson - National Dental Inc.,
Canada

"We have been the exclusive distributor of Fotona dental lasers for many years now. With time we have seen our business grow in Canada and today are one of the biggest dental laser suppliers. **For more than 25 years, we have specialized in providing Canadian dentists the top innovations from around the world and I can truly say that working with Fotona has been some of the most rewarding.** Our clients typically have one application in mind when they begin to look for a laser for their practice and are overwhelmed by the range of applications in every area of dentistry that Fotona brings to the table. This technology is a game-changer in endo, perio, restorative, surgery and airway management and it really becomes the perfect tool that makes everything in dentistry more predictable for the clinician and less traumatic for the patient. **Fotona's commitment to an evidence based approach in everything they do ensures that procedures are safe, efficient, predictable and elevate the standard of care.** Patients today are in search of the most advanced, minimally invasive treatments and dentists are in search of tools that extend their range of treatments. Fotona as a manufacturer brings these two things together allowing us to become simply educators and solution providers.



Mrs. Marta Monteiro Goncalves -
Lasermaq, Portugal

"In my opinion the dentistry market is a market in constant evolution and, therefore, very open to the introduction of new technologies. **The laser in dental medicine is an obvious answer,** as it implies numerous advantages when compared to traditional techniques, in addition to opening space for new clinical applications. **When dentists realize this, selling is very easy.** But of course it is very important to have the right partner and **Fotona made the best and most reliable dental lasers in the world.**

I have been selling dental lasers for 8 years now and I am very happy with the business. I have to thank Fotona team and my expert educators for this success."

One family, together



WHY DENTAL LASER DISTRIBUTION?



**Mr. Paul Baltas – Innovative Medical Technologies Pty Ltd.,
Australia & New Zealand**

"The award winning **Fotona LightWalker** is the only platform in the world to offer the two most valuable **wavelengths** combining both an Erbium YAG and Neodymium laser in a single compact platform boasting performance and power levels unseen before. Fotona's engineers managed to effectively create a "tunable" and incredibly versatile high-performance platform.

A clinic that invests in a Lightwalker is effectively getting over **6 x Lasers in one** including:

- **All Tissue Laser** that cuts hard tissue more comfortably & faster than any comparable Erbium platform
- **Perio Laser** with FDA approval for Bone regeneration, new procedures & periimplantitis
- **Endo Laser** using SWEEPS technology enabling Endodontists to save compromised teeth
- **Aesthetic Laser** for skin tightening, lip plumping, scars, wrinkles, vascular & much more...
- **Therapeutic laser** for Low Level & High Intensity Therapy for pain management & Photobiomodulation
- **Sleep Medicine Laser** to assist with snoring & sleep disordered breathing without pain or surgery

A Fotona LightWalker Laser is a game changer. It is the single most valuable piece of technology a clinic could add into its practice. It is not often you can say that one device can have such a profound impact on the quality of life of patients in both their oral health, sleep, pain recovery as well as their self-esteem by improving their overall appearance. **For a practitioner prepared to invest the time to become a LightWalker Laser Dentist the rewards are limitless."**

 LightWalker®



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choose perfection

WHY FOTONA LASERS?

Fotona is today recognized as a major global player in the medical laser industry. This is especially true in dentistry where Fotona has the highest performance and widest range of laser products. Dental laser systems have been a core part of our medical product line since the beginning.

"Fotona offers the widest range of dental laser products in the industry, catering for every specialty, budget and need."

Fotona is also recognized as a true pioneer in laser dentistry, having contributed to many technological developments in this field. Indeed Fotona was and continues to be the first and only manufacturer to offer Twinlight Er:YAG & Nd:YAG combined laser in the world. It is this passion to striving for perfection that sets Fotona apart from the competition.



(Er:YAG & Nd:YAG)

● LightWalker®



(Er:YAG & Diodes)

SkyPulse®



(Diodes)

XPulse®

Committed to designing, manufacturing and delivering:

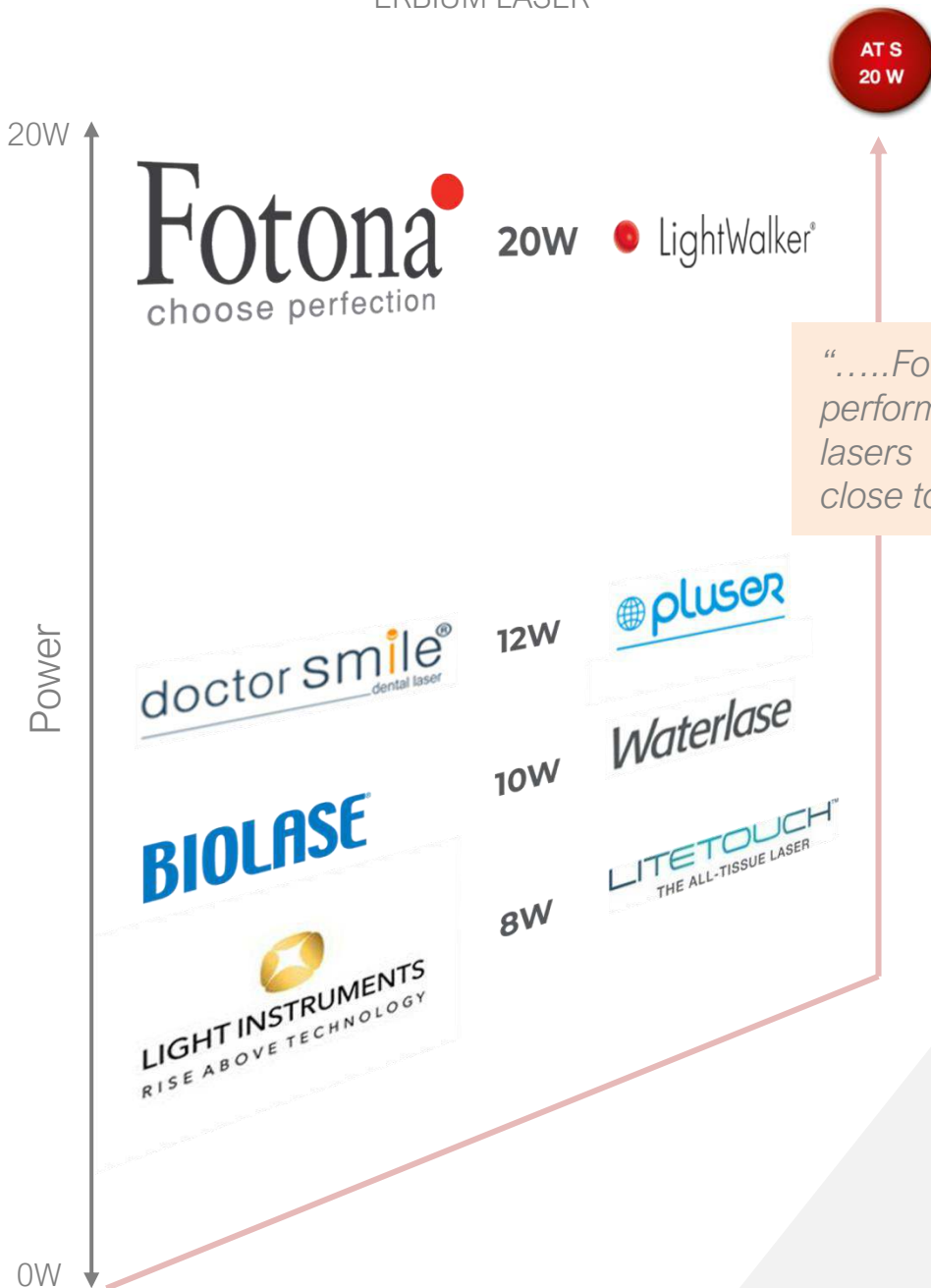
**The Highest Performance
Best Made Laser Systems in the World**

Fotona
choose perfection

FOTONA LASERS "BEST BY FAR"

Fotona offers the only TwinLight combined Er:YAG & Nd:YAG laser and it also offers the most powerful Erbium dental laser systems in the world. Fotona dental lasers simply outperform the competition!

COMPETITOR COMPARISON ERBIUM LASER



".....Fotona offers unmatched performance there are no other lasers in the market that come close to what they offer."



Dr. Ilay Maden, UK

DENTAL MARKET TRENDS?

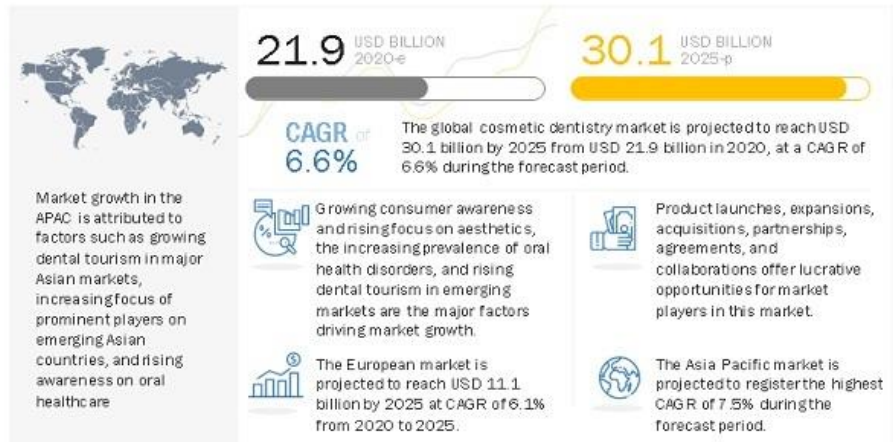
DENTAL MARKET IS GROWING, ALSO IN AESTHETIC DENTAL BUSINESS

There has been a general trend of growth in the dental industry over the past decade. This trend is expected to continue growing as people are more educated and aware of the importance of good dental health. Aesthetic dental and cosmetic procedures are more common among dental practitioners and is also a big growth area especially with laser. Below are some statistics showing market growth:



Source: Maximize Market Research

Global Cosmetic Dentistry Market Trends



Source: Markets and Markets –cosmetic dentistry market report

Trends

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choose perfection

WHY DENTISTS NEED LASERS?

HOW LASERS CAN CHANGE A DENTAL PRACTICE

Lasers are now commonplace in many dental clinics, however, not all lasers are made equal or indeed have the same capabilities. Fotona offers dental practitioners the widest range of applications. Our lasers can help grow your practice, improve outcomes and deliver better results to patients. Most commonly reported laser treatments and reported benefits from our users are:

- Hard & Soft Tissue Cutting
- Tooth Desensitization
- Superior Periimplantitis Management
- Gingivectomy
- Dental & Facial Aesthetics
- Non-invasive Snoring Treatment
- Gingiva Depigmentation
- Crown, Veneer and Bracket debonding
- Herpes & Aphthae Treatment
- Less Need for Anesthesia
- Child Friendly – Turbine Noise and Vibration Free “Drilling”
- Faster Tooth Whitening with no post-op hypersensitivity
- Faster Healing / Recovery & less down time
- Less Bleeding & Suturing
- Quicker & more effective ENDO treatments (great disinfection even in lateral canals)
- Less Need for Periodontal Surgery



Conservative Dentistry



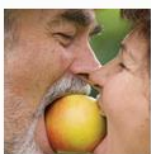
Endodontics



Implantology



Oral Surgery



● LightWalker®

Fotona
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WHAT DENTISTS SAY?



Dr. Angie Papas, Australia

The LightWalker eliminates the need for the drill - in most cases - and also eliminates the need for giving an anesthetic. I know my patients feel very happy when I talk to them about applying the laser in other dental modalities like the perio and root canals. But where I get the most excitement from them is actually when I do fillings with a laser and I can actually numb the teeth with a laser. And that has been one of the bestselling treatment applications for me because, even though I didn't do any external marketing and we just educated our patients about it, these people, once they received the first treatment and I did the fillings with a laser or numb their teeth. I have done crown preparations without an anesthetic, just purely numbing them with the laser, because these people were just really, really scared of needles. And they couldn't believe it. So they went out there and spread the word for me.

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Dr. Nitish Kamboi, India

When a patient comes to us - from a business perspective - he wants hassle-free work. He wants dentistry that can last for a longer time. We can help our patients. We can take a holistic approach. So, from a business point of view, I'm doing a lot of conservative approaches. For example, if a patient comes for implant exposure, if somebody has placed the implant, I can help that patient with an Er:YAG laser by not doing a second state of surgery. So the best business model I produce in front of a patient is that whenever the patient comes to us I always offer a drugless, a sutureless, a drillless and no-vibration dentistry. We always have an upper-hand. Plus, we always take a holistic approach. This is what we tell a patient. That there is no cutting... We always are responsible for taking care of the healing part also. So this is the business model I give to the patient and this is how I tell my patient that we are taking a holistic approach.

"I always offer a drugless, sutureless, drillless and no-vibration dentistry. We always have an upper-hand. Plus, we always take a holistic approach."



Dr. Michal Nawrocki, Poland

Every application used with the laser is more comfortable to the patient. So, when I'm focusing on implantology, my patients really appreciate the fact that I'm able to do an immediate implantation. For me, the bestselling application is immediate implantation. Very often, when the tooth is fractured and you have to extract the root, there is a granulation soft tissue. With the laser I'm able to clean it thoroughly. I can disinfect the bone. So it's quite safe and predictable to do immediate implantation.

"Every application used with the laser is more comfortable to the patient. So, when I'm focusing on implantology, my patients really appreciate the fact that I'm able to do an immediate implantation."

WHAT DENTISTS SAY?



Dr. Alan Dalessandro, USA

"Being a periodontist for many many years and seeing results with routine perio, I was a little discouraged. So I decided to look into lasers. Fotona wasn't the first laser I bought. It was the third laser I bought. But it was definitely the best choice. First of all, it has two excellent lasers in one box and it's the wavelengths that you need to treat periodontitis and periimplantitis amongst a myriad of different things including soft tissue treatment, decardegating bone, decardegating extraction sockets, treating necrosis etc. The Fotona laser far exceeds any other laser on the market not only in quality but also in its power. There are so many lasers that are so underpowered on the market."



Dr. Ilay Maden, UK

The more we can provide information for the patients about what the laser is, what it does and the advantages and benefits, the more patients are interested in the treatments. It can be anything from crown lengthening to deep pigmentation, from periodontal treatment, which can be a big issue for many patients, to snoring. If you just look at the business perspective, adding on what you are not already doing is probably the best option. If you're not doing any facial aesthetics, you start doing that with our LightWalker. I think that's a big change. For me it's been snoring because I wasn't into sleep medicine, sleep dentistry a few years back. The more I learn about it, the happier I am both as a practitioner as how I can help the patients, and also business-wise. Return of investment is quite straightforward with the LightWalker because, with any kind of treatment, we have big advantages. And it's easy for the patients to understand what they are. They are happy to have those treatments.



Dr. Jeanette Rindeskog, Sweden

"I have a colleague that worked close to me and she has been working with lasers since the 90s. She got a Fotona laser and she called me and said: "You have to try this!" So I went to her place, I tried it and I bought one. Then I started with a Fotona Fidelis III d and then I upgraded it to LightWalker because I just loved it. I think it's very easy to use. I like the thought of two wavelengths so I can switch easily when I need to. I like the pre-programmed applications that make my life very easy when I use the laser, which I do every day. "

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"I like the pre-programmed applications that make my life very easy when I use the laser, which I do every day."

GENERAL DENTAL PRACTITIONERS

HOW GENERAL DENTAL LASER TREATMENTS CAN CHANGE A PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

CONSERVATIVE DENTISTRY:

Caries removal (minimal invasive, selective, disinfection, no smear layer)
 Removal of all-ceramic Crowns and Veneers and Bracket debonding (faster, crown can be reused, less fractures)
 Desensitization of hypersensitive teeth (more effective than conventional)

PERIODONTAL & SURGICAL:

Periodontitis treatment (better results than conventional, less need for surgery),
 Gingivectomy (better visibility, faster healing),
 Apicoectomy surgery , Osseus crown lengthening (no flap lengthening, good for deep caries lesions)
 Periimplantitis treatment (removing calculus and granulations without damaging the implant).
 Implant release, Contouring and resection of oral osseous tissue (bone),
 Removal of cysts, polyps, hyperkeratosis, oral leukoplakia and other lesions

ENDODONTICS:

SWEEPS (fast, most efficient endo irrigation, better results)

PEDIATRIC DENTISTRY:

No drill cavity preparation. Pulpotomy, Frenulotomy, Tooth release

AESTHETIC DENTISTRY:

Treating gingival hyperpigmentation
 Laser tooth whitening (wow effect, 2x faster than conventional, less sensitivity)

NON-ABLATIVE REJUVENATION:

Non-invasive snoring treatment,
 Intra Oral Tightening

AESTHETICS:

Intra Oral Rejuvenation of Labialfolds
 Skin Peeling & Resurfacing
 Skin Rejuvenation
 Periocular Rejuvenation

NEODYMIUM LASER (Nd:YAG 1064 nm)

CONSERVATIVE DENTISTRY:

Desensitization of hypersensitive teeth

PERIODONTAL & SURGICAL:

Gingivectomy and incisions,
 Sulcus troughing prior impressions or scanning
 Periodontitis treatment
 Treatment of aphthous ulcers,
 Treatment of Herpes simplex I and II lesions,
 Hemostasis,
 Periimplantitis treatment

AESTHETICS:

Hair Removal,
 Skin Tightening,
 Wrinkles,
 Inflammatory Acne Vulgaris,
 Vascular Lesions; Hemangiomas

PHOTOBIMODULATION & PAIN MANAGEMENT:

Pain reduction, wound healing, oral mucositis



PERIODONTISTS

HOW LASER PERIO. TREATMENTS CAN CHANGE YOUR PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

PERIODONTAL & SURGICAL:

Periodontitis treatment (better results than conventional, less need for surgery)

Gingivectomy (better visibility, faster healing),
Apicoectomy surgery , Osseus crown lengthening
(no flap lengthening, good for deep caries lesions)

Periimplantitis treatment (removing calculus and granulations without damaging the implant).
Implant release, Contouring and resection of oral osseous tissue (bone)

ENDODONTICS:

SWEEPS (most efficient endo irrigation, better results, using water from handpiece for pulp cleaning)

NEODYMIUM LASER (Nd:YAG 1064 nm)

CONSERVATIVE DENTISTRY:

Desensitization of hypersensitive teeth

PERIODONTAL & SURGICAL:

Periodontitis treatment
Periimplantitis treatment
Gingivectomy and incisions,
Sulcus troughing prior impressions or scanning
Treatment of aphthous ulcers,
Treatment of Herpes simplex I and II lesions,
Hemostasis

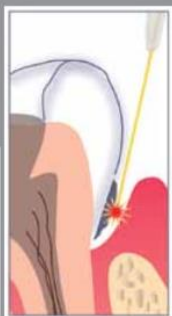
PHOTOBIMODULATION & PAIN MANAGEMENT:

Pain reduction, wound healing, oral mucositis

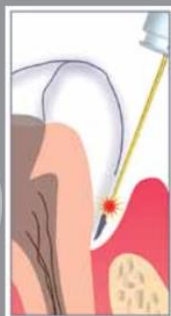


Dr. Alan Dalessandro, USA

“Lasers are really an essential part of periodontics, I believe. After using lasers in periodontics for 10 years I couldn't imagine one day trying to do periodontics without a laser. I'd be back in the stone age.”



Step 1: Nd:YAG removes the diseased epithelial lining.



Step 2: Er:YAG removes calculus from the root surface.



Step 3: Nd:YAG coagulates and leaves a stable fibrin clot.

ENDODONTIST

HOW LASER ENDO. TREATMENTS CAN CHANGE YOUR PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

ENDODONTICS:

SWEEPS

(Fiber tip is placed only in the coronal part
Acoustic shock waves spread in all directions of the
rootcanal system)

OTHER BENEFITS:

Caries removal
Removal of all-ceramic Crowns and Veneers
(faster, crown can be reused, less fractures, better
visibility for endo treatment)
Gingivectomy and Crown lengthening (restoring tooth
for endodontic isolation)
Apicoectomy surgery

NEODYMIUM LASER (Nd:YAG 1064 nm)

CONSERVATIVE DENTISTRY:

Desensitization of hypersensitive teeth

PERIODONTAL & SURGICAL:

Gingivectomy and incisions,
Sulcus troughing prior impressions or scanning
Incision and drainage of abscess,

PHOTOBIMODULATION & PAIN MANAGEMENT:

Pain reduction, wound healing.

“SWEEPS is a must have for endodontists.
It is **simply the best available irrigation
method!**“

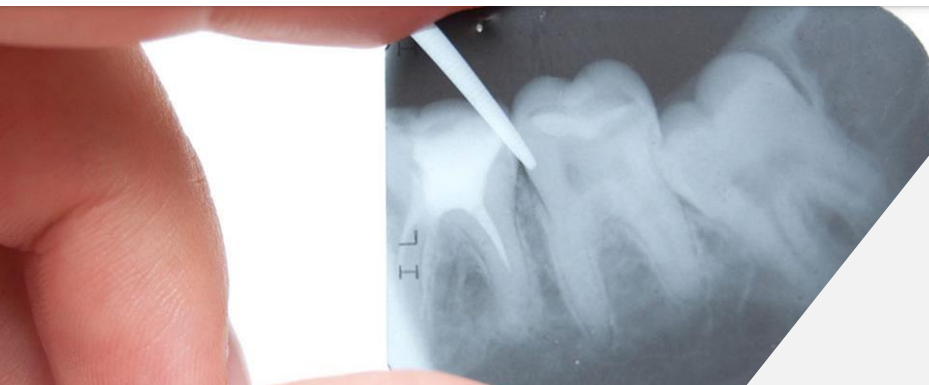


Dr. Valerie M. Kanter – USA

"For the use of erbium yag wavelength and the Fotona laser in endodontics there is no question that I use it on every single patient. I don't have to select on which patient it will be used for. I simply change the settings when needed. I am proud to say that there is not one endodontic case that is not treated with laser."



Dr. Giovanni Olivi - Italy



PEDIATRIC DENTISTRY

HOW LASER PEDIATRIC TREATMENTS CAN CHANGE YOUR PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

PEDIATRIC DENTISTRY:

No drill cavity preparation, Pulpotomy
 Frenulotomy, Tooth release
 Direct pulp capping,
 Enamel roughening,
 Fissure sealing
 Gingivectomy (better visibility, faster healing)

ENDODONTICS:

SWEEPS (most efficient endo irrigation, better results, using water from handpiece for pulp cleaning)

NEODYMIUM LASER (Nd:YAG 1064 nm)

CONSERVATIVE DENTISTRY:

Desensitization of hypersensitive teeth

SURGICAL:

Gingivectomy and incisions,
 Treatment of aphthous ulcers,
 Treatment of Herpes simplex I and II lesions,
 Hemostasis

PHOTOBIMODULATION & PAIN MANAGEMENT:

Pain reduction, wound healing, oral mucositis



Dr. Irene Klinkisch - Germany

My little patients are often very afraid of dentists because they had bad experiences and so when they come to me the laser is something new something interesting. The sound of the laser for example when I do a filling. I don't have the drilling sounds it is different its softer for them. Often they loose their anxiety and I do lip ties or a frenectomy. I don't need much anesthesia and the children are happy. Its a soft way to treat children and with the laser we get a lot of patients also the parents come for treatments.

DRUGLESS
 DRILLLESS
 FEARLESS



DENTAL HYGIENE

HOW LASER HYGIENE TREATMENTS CAN CHANGE YOUR PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

PERIODONTAL HYGIENIST:

Periodontitis treatment (better results than conventional, less need for surgery),
 Sulcular debridement,
 Removal of subgingival calculi in periodontal pockets with periodontitis
 Periimplantitis treatment (removing calculus and granulations without damaging implant)

CONSERVATIVE DENTISTRY:

Fissure sealing
 Desensitization of hypersensitive teeth (more effective than conventional)
 Laser tooth whitening (wow effect, 2x faster than conventional, less sensitivity)

NEODYMIUM LASER (Nd:YAG 1064 nm)

CONSERVATIVE DENTISTRY:

Desensitization of hypersensitive teeth

PERIODONTAL:

Sulcular debridement or soft tissue curettage,
 Periodontitis treatment
 Treatment of aphthous ulcers,
 Treatment of Herpes simplex I and II lesions,
 Periimplantitis treatment

PHOTOBIMODULATION & PAIN MANAGEMENT:

Pain reduction, wound healing, oral mucositis



Dr. Kinga Grzech-Lesniak - Poland

"I use Fotona LightWalker for every periodontal case and I could no longer imagine using just conventional therapy. "

PREVENTIVE
DENTISTRY



AESTHETICS, SNORING & PAIN MANAGEMENT

HOW LASER AESTHETIC TREATMENTS CAN CHANGE YOUR PRACTICE?

ERBIUM LASER (Er:YAG 2940nm)

Aesthetics & Dermatology:

- Skin resurfacing & rejuvenation
- Skin Tightening & Wrinkle reduction
- LipLase (non-invasive lip plumping)
- Snoring and Sleep Apnea Treatment
- Periocular Rejuvenation (non-invasive Blepharoplasty)
- Scar revision, Skin tags, Warts, Epidermal nevi
- Thread Veins (vessel coagulation)

NEODYMIUM LASER (Nd:YAG 1064 nm)

Aesthetics & Dermatology:

- Hair Removal
- Acne Treatment
- Spider veins
- Skin rejuvenation, tightening
- Non-ablative wrinkle reduction
- Vascular lesions
- Onychomycosis, Verrucae and warts



Dr. Harvey Shiffman - USA

"Nightlase helps by creating a gentle heating of the tissue where collagen contracts and it initiates the formation of new collagen. This creates an opening of the airway helping with breathing day and night. It prevents snoring and helps with sleep apnea. I have done 5 TV interviews in the US discussing this popular nightlase therapy."

NIGHTLASE®

Snoring Treatment



Fotona3D®

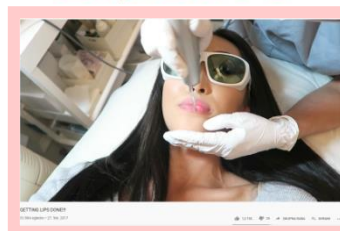
Non-Invasive Face Lifting



Aesthetic treatments
for all skin types.

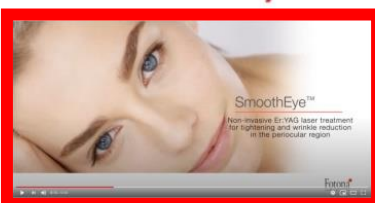
LipLase™

Non-Invasive Lip Plumping



SmoothEye™

Periocular Rejuvenation



SALES TRAINING

AT FOTONA WE HELP TO EDUCATE YOUR SALES STAFF

It is no secret that any sales person is only as good as the information they are able to deliver to potential customers. With this in mind Fotona has developed a structured sales program where sales staff will learn all about our laser products, treatments, sales techniques, promotional advice, marketing and brand positioning. We also include a Fotona factory tour where we show the how much work goes into making a premium laser. Visiting Fotona is also a way for our distribution partners to meet other members of the Fotona team such as; sales, marketing, service, orders and accounts.

Our aim is to ensure that we provide exceptional education and empower your sales team to feel confident and able to sell Fotona products. The sales training program takes 2 days and also includes hands on laser training so that sales staff have an experience of using the laser which we find really helps when showcasing the products features and benefits.

“The sales training was a great opportunity to really learn hands on about the laser products and applications. It is so important to gain that understanding quickly. As sales people we can feel comfortable in front of potential buyers explain all aspects of the device. The factory tour was one of the high points as we understood just how much effort goes into making every system. The Fotona staff were very friendly and we had a great time.”

Mr. Wiechert ten Dolle, Dalton Surgical, The Netherlands



Grow your results by
growing your sales people

TRAINING COURSES & WORKSHOPS

HOW AND WHERE CAN WE RECEIVE APPLICATION TRAINING?

Fotona periodically runs training courses and workshops at its Laser and Health Academy (LA&HA) Institute facility in Ljubljana, Slovenia or partner facilities with accredited LA&HA educators. At Fotona we understand the value of ensuring that practitioners are fully trained and educated in order to perform treatments without hesitation and with the best possible treatment results.

It is for this reason that Fotona made a very large investment in creating a state of the art training center called the LA&HA Institute. We also understand that it may not be practical or logistically viable for all distributors to send customers to be trained here, therefore, we have developed a comprehensive training program where clinicians can become key opinion leaders and educators in their own territory.

Equally Fotona runs online live webinars to support practitioners and offer support this way. Apart from this we also run regional events such as IFW (Europe), Super Symposium (USA) & APAC Meeting (ASIA). In addition to these meetings we also run bespoke local training courses where needed and have a team of KOL's that travel and educate others.

No matter what the needs of your clients may be we will always do our best to ensure we provide the necessary training and education to support your clinicians.



Dr. Mihael Vrčkovnik, Slovenia

"The best way to maintain laser skills and professional development is actually to use the laser. If you use it, then you know what you can get out of the laser, of course. But, you need to have some theoretical knowledge which we got in the Laser & Health Academy. First, I went to some courses. Then, I bought myself a laser because I knew that the laser is the future of dentistry, at least on the supportive side. And then you need to use it, use it, use it."



LA&HA
Institute

Fotona
choose perfection

LA&HA MASTER'S PROGRAM

HOW TO BECOME A CERTIFIED LASER DENTAL EXPERT?

For those dental laser practitioners that have an interest in further education and perfecting their skills there is fantastic opportunity to join the growing number of LA&HA dental masters. The Laser and Health Academy (LA&HA) offers a comprehensive Master's Program that provides everything you need to know to become a skilled laser specialist.

Key benefits of the LA&HA Master's Program include:

- Up to 200 hours of active training by high-level industry experts and skilled professionals in multiple fields of dentistry
- Module-based training in a supportive and highly functional educational setting with the most efficient and up-to-date laser technologies
- Hands-on clinical training sessions with close supervision at advanced and highly experienced dental laser centers.

As we're adapting to the Corona-virus, we too have transferred a portion of our classes to online learning portals, to make them accessible to our enrolled students for the time being. This temporary solution will enable both students and lecturers to share knowledge freely and in a safe manner.



Dr. Lilli Ann Fernando, Philippines

Getting out of my comfort zone with new technology, being committed to continuous education and being ready and willing to adapt to changes in workflow to address changing times are key to professional development. The best decision I've made was to enroll myself for the Master Program of LA&HA. It's a comprehensive program that has enlightened my confidence in treating patients.

Dr. Bradley Labrecque, Canada

"As a previous laser user having the LightWalker in my practice allowed me to get the procedures done more accurately and with the Mastership it has taught me the absolute protocols that are research based to give me the best results possible. And this is what I want to pass on to my patients."



LA&HA Master's Program in Laser Dentistry

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TECHNICAL SERVICE TRAINING

Attending a technical service training course is key to ensuring that lasers sold in your market can be installed correctly and maintained as and when required. While Fotona produces high performance reliable laser systems like any technical product it does require regular maintenance and servicing.

Fotona offers a comprehensive technical service training course to all distribution partners. It is imperative that at least one technician attends the advanced technical service training course. This course takes approximately 5 working days.

Our technical service support team are available for additional help if required. Fotona offers a professional technical service training program and full manufacturer certification on successful completion of the course. Fotona also provides all the necessary tools to perform on site repairs. We look forward to you attending.



Mr. James Rickard
Service Manager
IMT Ltd. - Australia

"As an experienced Fotona service engineer I can testify to the high quality of Fotona lasers. Indeed, I have seen much fewer issues with Fotona lasers in comparison to other products in the market. Nevertheless, all lasers do require repairs and servicing. As such our recommendation is to keep a stock of spare parts just in case so that you can help your customers as quickly as possible. Clinics depend on the laser for their income and so any down time no matter how short means a loss to their business. **Our strength is in being able to react quickly and efficiently by making the necessary diagnostics and as soon as possible.** Having the correct Fotona manufacturer recommended service tools at hand at all time is also very useful. Our dedication to providing the highest level of service to our clients is a big reason why we have high customer retention and receive a lot of referral business. **Word of mouth is the best form of advertising & sales."**



**Authorised
Service Provider**

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INTERNATIONAL FOTONA WEEKEND (IFW)

ANNUAL DISTRIBUTOR MEETING

The famous **IFW** has now been running for many years. It takes place annually in May and always in the beautiful country of Slovenia where Fotona lasers come from. IFW is an opportunity for all our business partners to meet face to face and it is the setting of new product launches. We also hold discussions on new technologies and treatment indications and an opportunity for system, application and sales training. But above all its an opportunity for everyone meet socially.



Each year a number of distributors from our global family are invited to share their experiences and successes. This is an invaluable opportunity to learn best practice in terms of sales, marketing, training, education and promotional activities. Networking with other distributors and key opinion leaders is critical to success.

As part of the IFW, Fotona also hosts the annual Laser and Health Symposium also known as **LA&HA Symposium** a two day event where doctors from all over the world showcase their research results and offer guidance on best practice. This truly is the Fotona event of the year!

We welcome you to join our global family!

One family, together




international
FOTONA WEEKEND **2020**

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FOTONA TV

KEEP UP TO DATE WITH FOTONA TV

This year Fotona launched its very own TV channel which is available to on line to all Fotona distributors. Its focus is on providing the most up to date information and news on all things Fotona.

What can you expect on Fotona TV:

- News
- New Product Launch Information
- Latest Technological & Treatment developments
- Social Media posts
- Promotional & Training Events
- Laser System handling

and much more.....

Always stay in touch with Fotona TV!



FOTONA TV NEWS

Prof. dr. MATIJA JEZERŠEK, PhD

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MY FOTONA

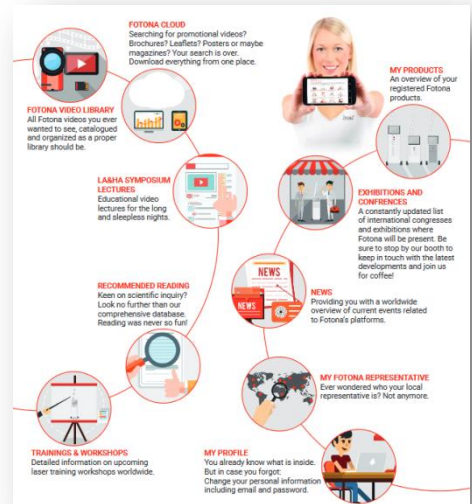
MY FOTONA – YOUR PERSONAL ONLINE DIRECTORY

My Fotona is an online directory to help you access all manner of valuable information. Not only is this the location of Fotona TV but it also holds information such as:

What is available on My Fotona:

- Fotona Video Library
- Fotona TV
- Webinars & Training & Workshops
- Fotona Cloud (Marketing Materials)
- Fotona Spare Parts Store
- Service FAQ
- Service Proficiency Assessment
- LA&HA Clinical Notes
- LA&HA Symposium Lectures
- Fotona Distributor News Announcements
- Recommended Reading
- Exhibitions & Conferences
- News
- Regulatory Information

and much more...



Fotona Video Library



Fotona TV - Aesthetic 01



Fotona TV - Dental 01



Fotona TV - Gynecology 01



Online IFW 2020 - Day 1



Online IFW 2020 - Day 2



StarWalker® PQX

- My Fotona Home
- Fotona Video Library
- Fotona Cloud
- Fotona Spare Parts Store
- Service FAQ
- Service Proficiency Assessment
- LA&HA Clinical Notes
- LA&HA Symposium Lectures
- FDN Announcements
- Recommended Reading
- Webinars & Training & Workshops
- Exhibitions & Conferences
- News
- Regulatory Information
- Your Profile
- Log Out

FOTONA APP

FOTONA APP IS AVAILBALE ON ALL SMART PHONES

This unique encyclopedia of information is available to all Fotona distributors and system owners. The app provides a great deal of information including:

- News
- Events
- Case Studies - Casebook
- Favourite treatments

and much more....

Fotona at Your Fingertips

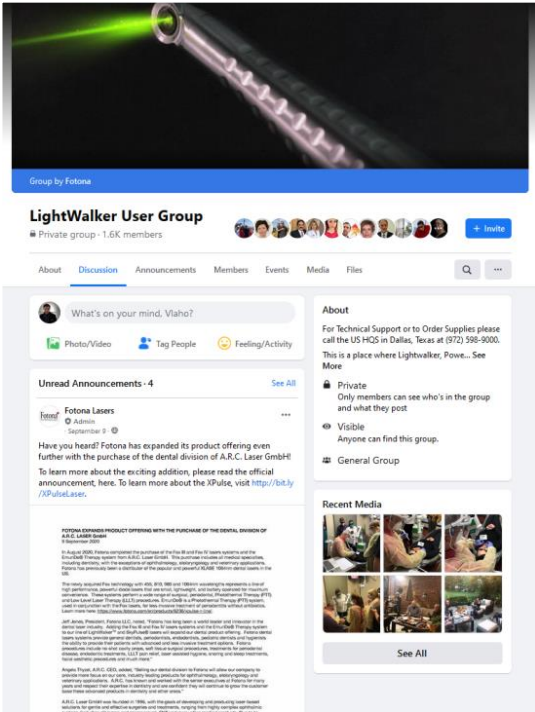
- **460+** Videos
- **160+** Presentations
- **140+** Published Cases from 74 Clinical Experts
- **260+** LA&HA Symposium Video Lectures
- **100+** Hours of Video Content



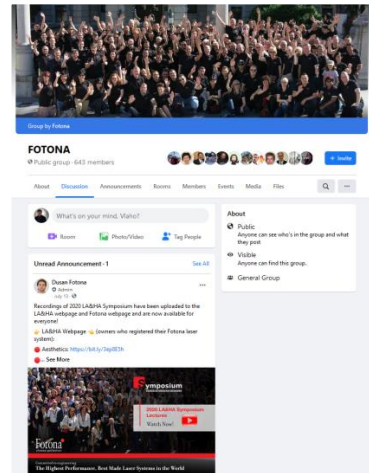
Fotona App 

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FOTONA SOCIAL MEDIA SUPPORT



With Fotona facebook user groups it is easy to find support from fellow distributors and practitioners. With thousands of members on various social media platform your customers will be keen to join other like-minded laser practitioners.



Dr. Damir Šnjarić, Croatia

I would really like to emphasize our personal contacts. So throughout the social networks, throughout the Facebook groups that we have, throughout the personal contacts which I have with practitioners, with lecturers I would say that this kind of exchange of information is something which really helps me the most to educate myself on a daily basis.



WELCOME
TO THE
FUTURE

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WELCOME TO FOTONA

