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“Photetica® Will Do To The Medical Industry What Elon Musk And Tesla (TSLA) Did To The Automotive Industry!”

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AUSTIN, TX (June 12, 2014) “When Elon Musk, a man with no experience in the automotive industry, launched Tesla many people thought that he was crazy, especially industry executives in Detroit. But Elon Musk really didn’t care what his critics thought he made a decision to change the automobile industry and he did just that.

That’s what we’ll do to the medical industry; we will sell direct to customers using DRTV, direct mail, the Internet, and Home Shopping in Europe, North, Central and South America, Australia, China, Japan, South Korea and New Zealand . We won’t bill insurance companies or the government for reimbursement; that takes 80 percent of your time for 20 percent of your income. The squeeze isn’t worth the juice and it’s not necessary to succeed. Instead we will sell products and services direct, and get a minimum of 7:1 margins on everything we sell.

We will guarantee results and our customers’ satisfaction or refund their purchase. We will also design medical devices that don’t look like medical devices, the same approach that Apple (AAPL) took in designing computers that are beautiful, sexy and look more like a work of art than a computer. Once our customers are satisfied with our medical devices, or products, we’ll offer education and other consumable products to them to increase their quality of life, while increasing their lifetime value as customers. We’ll also do something special for Doctors globally that no one else offers, we’ll show them how to increase their advertising response and increase revenue per patient.” said DRTV and direct marketing expert, Brad Richdale®, CEO of [Photetica](#) from his office in Austin, Texas.

Richdale accidentally discovered what his company’s first technology acquisition could do for chemotherapy patients when a friend was diagnosed with Stage III Lymphoma. “She had no feeling in her hands and feet, a condition known as chemotherapy induced peripheral neuropathy (CIPN) and her neutrophil (a type of white blood cell) count was too low to continue chemotherapy. The drugs designed to boost her [neutrophil](#) count didn’t work. After five treatments she restored the feeling in her hands and feet, then resumed her treatment regimen successfully completing her treatment,” Richdale added.

CIPN is caused by the drugs that treat breast and other types of cancer. It’s one of the most common reasons that cancer patients stop chemotherapy due to the unrelenting chronic pain that it causes. Breast cancer patients are particularly susceptible to CIPN since the drugs proven to treat breast cancer according to www.cancernetwork.com cause CIPN IN 70-90 percent of breast cancer patients. The American Cancer Society claims 30-40 percent of all chemo patients get CIPN.

Photetica has spent the past five years and millions refining their intellectual property to focus on treating the side effects of chemotherapy drugs. The side effects include CIPN, pain, sleeplessness, nausea and depression.

About Photetica

Headquartered in Austin, Texas, Photetica is a pre-market medical device and direct sales organization. The company's flagship medical device, named Lazarus™, sends multiple wavelengths of low level laser light in a patented, computer controlled sequence into the hands, feet and face of patients. Richdale formed and funded Photetica to acquire the intellectual property from former CEO and Chairman of Ford, the late [Red Poling](#). Photetica is now in the clinical trial phase with its game changing medical technology designed to prevent and reverse chemotherapy side effects during chemotherapy treatment at a Rochester, Minnesota based Oncology research and treatment center.

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