

*luma*<sup>™</sup> introduces...  
THERAPEUTICS

## Evan Anderson, Founder, CEO

After trying multiple existing options for treating his own psoriasis, Evan began tinkering with coal tar, occlusive dressings and light therapy inspired by the incredible clinical results of the Goeckerman regimen. From that inspiration the team developed the illuvinate<sup>™</sup> system, giving millions access to this treatment paradigm in the comfort of their own homes.

"I was surprised by the speed of the treatment and even more surprised when it remained in remission for over two years. Since then I have dedicated myself to making this therapy available to other psoriasis sufferers."



Our new patented system is backed by strong clinical data. Coal tar micro-globules are suspended in a hydrogel. Our app customizes the treatment to your patients' skin type and condition using UVB LED Light.

Illuvinate will fit comfortably into your patients' lifestyle because the light operates hands-free and automatically, so the patient can watch TV, work on their computer, read a book or just relax while their treatment is delivered.

illuvinate<sup>™</sup>  
Hydrating Technology & Light Therapy



10 Rollins Road, Suite 120  
Millbrae, CA 94030  
[www.lumatherapeutics.com](http://www.lumatherapeutics.com)  
650.204.5567 ext. 1006

# ARE YOU READY TO GIVE YOUR PATIENTS POWER OVER THEIR SKIN?

## Do you have patients that are frustrated with their current psoriasis treatment?

Luma Therapeutics is proud to announce the launch of illuvinate™, an innovative and modern twist on a very safe and effective treatment called the Goeckerman regimen, invented over 100 years ago by a dermatologist at the Mayo Clinic.

Optimizing the benefits of the Goeckerman regimen, illuvinate enables your patients to perform therapy in 6 weeks in the comfort of their own homes. Customized to each lesion through your prescription that is fed into Luma's patented algorithm, the mobile app automatically guides your patient easily through each step in their treatment, enabling them to take photos of each lesion to record their progress.



## ILLUVINATE™ TECHNOLOGY



### Narrowband UVB Light

UVB light suppresses the overactive immune cells from releasing growth factors in a psoriasis lesion. The illuvinate system contains advanced LEDs that emit narrowband UVB light.



### Moisture Retaining Hydrogel

Occlusion restores the natural function of the skin by preventing water loss. The illuvinate hydrogels increase the skin's temperature, pH, and hydration, helping the skin retain moisture, decrease inflammation and restore skin cells. Our hydrogels are engineered to provide maximum comfort and light access.<sup>1</sup>



### Customized App

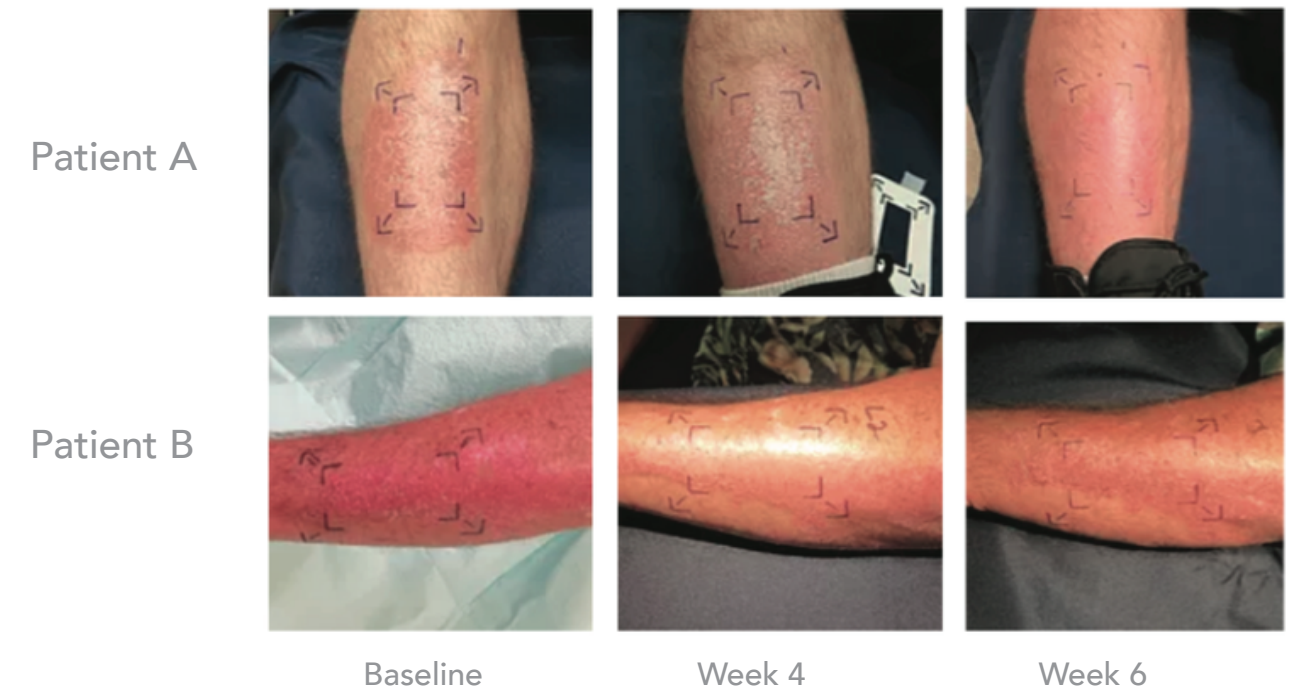
Starting with guidelines set by the American Academy of Dermatology, our system quickly customizes the amount of light delivered to each lesion through an app on the user's phone, following your prescription protocol. Because each person is different and each lesion on their skin responds differently, our app learns over time how each lesion responds to the light treatment.

1. DHF0613-A Clinical Summary - Occlusion and Therapeutics in Plaque Psoriasis

## THE ILLUVINATE™ ADVANTAGE

Our proprietary occlusive hydrogel technology with coal tar micro-globules affixes easily to your patient's skin and stays comfortably in place for several days. The light attaches to the hydrogel via magnets, to hold it conveniently in place. With your prescription and illuvinate's smart phone app, they will receive a personalized treatment plan to deliver a precise dose to each lesion. Their therapy is automatically modified based on the treatment of each lesion.

## CLINICAL TRIAL RESULTS



## SIMPLE. EFFECTIVE. CONVENIENT.

We're partnering with a few physicians to launch illuvinate in Northern California. We provide Concierge level care to your patient, minimizing the burden on you and your staff.

### Dermatologists

Evaluates patient, writes prescription and submits via e-fax to Luma

Determines if they want a staff member to attend patient trainings

Considers if they'd like to sell hydrogel patches from their office

### Luma Therapeutics

Calls patient to review prescription, schedule patient training and take payment

Trains patient in dermatologist's office, helping perform 1st treatment

Provides Concierge level customer support throughout therapy session

### Patients

Works with Luma to schedule training session to take place after prescription written

Returns light and phone rental to Luma

*OPTIONAL: Patient can begin treating lesions with hydrogel patches for 2 to 3 weeks before adding UVB Light Module*