



# **THE iS DIFFERENCE**

**(PRESENTATION SPEAKER NOTES)**

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## SLIDE 1

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**TITLE:** THE IS DIFFERENCE

**SUBTITLE:** N/A

**SPEAKER NOTES:** N/A



## SLIDE 2

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**TITLE:** OUR PEOPLE, OUR PRODUCTS, OUR COMPANY

**SUBTITLE:** N/A

**SPEAKER NOTES:**

We would like to introduce you to the founders of iS Clinical by Innovative Skincare:

Bryan Johns (right): CEO and Head of Research and Development.

Alec Call (left): Executive Vice President and COO.

Our people, products, and company culture all contribute to the iS Difference.

Our People: The people at iS Clinical are dedicated to the company and brand, as well as what iS Clinical represents in our industry.

We are extremely dedicated to the quality of our products, from their conception to their launch, and this dedication is second to none when it comes to the standards of quality set and maintained by our entire team. In order to lead and sell through science and education, our products are formulated with the highest quality, purity, and potency. We use pharmaceutical grade ingredients whenever possible.

Our Company: iS Clinical is privately owned meaning The Research Lab, Manufacturing, Packaging, and Shipping all stem from a single location. This provides a sense of family at INNOVATIVE SKINCARE, regardless of your position, as we all work together as an exceptional team. The iS Difference encompasses everything that sets us apart in the industry, influences our product formulations, company culture, and much more. Our founders envisioned a company that would enrich the lives of people worldwide while fostering a culture of gratitude and positivity.

## SLIDE 3

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**TITLE:** OUR MISSION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

Our Mission Statement was created by iS Clinical employees who embody the iS Difference every day. Our Mission Statement is what drives us to deliver clinically validated skincare products that improve the physical and emotional well-being of people around the world.

## SLIDE 4

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**TITLE:** 4 STEPS TO GREAT SKIN

**SUBTITLE:** N/A

**SPEAKER NOTES:**

An iS Clinical regimen follows four simple steps: Cleanse, Treat, Hydrate, and Protect.

These steps are fundamental and particularly beneficial to those embarking on a consistent skincare routine for the first time.

The first step, CLEANSE, is a crucial element in maintaining a clean, clear, and radiant complexion. Our cleansers are suitable for all skin types, genders, and ages, containing gentle yet effective resurfacing agents balanced with potent antioxidants and nourishing botanicals to remove excess oils, makeup, and debris without causing irritation or dryness.

The second step, TREAT, offers targeted solutions for specific skin concerns and conditions. Clinically proven to be powerful yet non-irritating, our TREAT products improve the appearance of aging skin, blemishes and enlarged pores, uneven tone and texture, dullness, redness and inflammation, and more.

The third step, HYDRATE, replenishes and balances the skin's hydration and moisture levels, enhancing smoothness, firmness, and resiliency. Our HYDRATE products dramatically improve skin hydration and texture, without clogging pores or feeling heavy. They are formulated to layer beautifully with our TREAT and PROTECT products, suitable for all skin types, ages, and genders.

The fourth step, PROTECT, is vital in safeguarding the skin from the sun's harmful rays. Our broad-spectrum UVA/UVB sunscreens protect against sunburn and photoaging while also providing the skin with powerful hydration and a luxurious moisturizer feel.

All iS Clinical products are multi-tasking and work towards improving the health of the skin. A good cleanser and sunscreen serve as anchors to a great skincare regimen, while the TREAT and HYDRATE categories offer customizable and targeted options to address specific concerns based on skin type and condition.

## SLIDE 5

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**TITLE:** OUR PRODUCTS

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS Clinical products are incredibly multi-tasking and cater to the preferences, budget, and lifestyle of minimalists and power users alike. Each product is designed to perform a primary function while also offering additional secondary and tertiary benefits, and sometimes more!

All iS Clinical products are designed to improve the overall health of the skin while minimizing inflammation. iS Clinical prioritizes formulating products that improve skin health without producing any inflammatory or harmful side effects. Once this foundation is established, we build further.

All iS Clinical products are safe, effective, and beneficial for all skin types, tones, ages, and genders.

The Brightening Duo is a great example of this. The brand has formulated two botanically-based brightening products with varying textures to suit any skin type, from dry and dehydrated to oily

and sensitive. These products are safe and effective for all skin tones as they do not contain any bleaching agents that could cause hypopigmentation or halo effects.

Brightening Complex is a moisture-rich formula that blends botanical brighteners, Glycerin, Squalane, and Imperata Cylindrica Root Extract to add essential moisture and optimize collagen synthesis for multiple benefits. Brightening Serum is a powerful, gentle, and lightweight serum that is preferred by oily and sensitive skin types but is an excellent choice for all skin types looking to improve uneven skin tone and hyperpigmentation.

With iS Clinical, there are no wrong answers, only better ones! Since all iS Clinical products are designed to improve the overall health and functions of the skin, consumers will benefit from adding any iS Clinical product to their regimen. By simply swapping a client's current cleanser and sunscreen for Cleansing Complex and Extreme Protect SPF 30, they will begin to experience positive changes in their skin!

For example, clients with redness and inflammation will benefit from an antioxidant serum such as Super Serum Advance+ and see positive changes in their skin. However, for redness, inflammation, and sensitivity, Pro-Heal Serum Advance+ is the best choice as it has calming, soothing, and anti-inflammatory effects that provide even better results.

## SLIDE 6

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**TITLE:** OUR INGREDIENTS

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS Clinical prioritizes the use of pharmaceutical-grade ingredients whenever possible. These ingredients are regulated as drugs by the FDA, ensuring that each component is 99.9% pure, unmixed, legally compliant with what the manufacturers disclose, and scientifically proven to perform as indicated. Pharmaceutical-grade ingredients must contain no fillers, additives, binders, dyes, or other chemicals or inactive components, making them the purest form of an ingredient available.

*Pharmaceutical Ingredients Statement:*

*Our botanically-based products are formulated utilizing a meticulous selection of superior-quality ingredients, including those that exhibit a purity grade meeting USP (United States Pharmacopeia) standards. "USP" standards signify the established requirements for "pharmaceutical-grade" ingredients, which are scientifically proven not to contain fillers or impurities. Reducing as much as possible the number of impurities and inconsistencies in our high-performance cosmetic formulas helps significantly improve the efficacy, quality, stability, and safety of our products.*

The Mass Spectrometer, a scientific instrument that measures the exact molecular composition of a substance, analyzes these ingredients. They come with a Certificate of Analysis outlining their contents. In contrast, cosmetic-grade ingredients are not subjected to Mass Spectrometer analysis and do not come with a Certificate of Analysis.

Botanical ingredients, which are more easily recognized by the body, are frequently employed in iS Clinical products. They are more effective and gentle on the skin than synthetic ingredients.

Additionally, many ingredients are bioidentical, meaning they have the same molecular structure as a substance produced in the body, making them more effective.

iS Clinical's ingredients are globally and ethically sourced to ensure that the best ingredients available are used in its products. Depending on availability, the regions iS Clinical sources from may vary.

iS Clinical's products combine traditional botanical medicine and ingredients that have been used for thousands of years with the latest science and formulation technology to create

effective products that produce results without the side effects or downtime typically experienced with many skincare products.

iS Clinical retail and professional products are non-systemic. With the exception of Prodigy Peel Systems, they do not enter the bloodstream, making them safe for pregnant and nursing women. Hormonal acne or melasma during pregnancy can be managed safely with products like Active Serum and our Brightening Duo. Regimen compliance is easy since consumers do not have to discontinue the use of any iS Clinical products during pregnancy or nursing.

(iS Clinical always recommends that the mother or mother-to-be follows the guidance of their physician, pediatrician, and/or OB-GYN during this time.)





## SLIDE 7

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**TITLE:** CLINICAL STUDIES

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS Clinical, in addition to complying with FDA regulations, conducts its own clinical testing and independent studies to assess the purity, potency, and efficacy of its products from formulation to application. This commitment to scientific inquiry has been a fundamental aspect of our approach since our inception.

Our clinical studies are conducted by impartial third-party scientific institutions worldwide, and are double or triple-blinded to eliminate the possibility of bias from participants, experimenters, or researchers. Furthermore, we test the final formulation, not individual ingredients, as efficacy and performance can change depending on how ingredients interact with one another.

We employ this practice because every product is composed of multiple ingredients that must be combined perfectly to achieve a final product that delivers results to the site of action in the skin. In conducting independent, peer-reviewed, and blinded clinical studies, we attain a solid foundation to substantiate our claims with science. Thanks to our Clinical Director, Dr. Charlene DeHaven, we are able to present the study outcomes to our employees and Partners around the world in a clear and straightforward summary format with corresponding video content.

## SLIDE 8

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**TITLE:** IN-HOUSE PRODUCT DEVELOPMENT, PRODUCTION AND DISTRIBUTION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

All iS Clinical products are still developed, produced and distributed from our original headquarters in Los Angeles, CA. This allows for full control over the quality of our products from formulation to distribution.

iS Clinical is committed to maintaining the highest quality standards, surpassing the mandatory FDA requirements for cosmetics. Bryan chooses to adhere to the FDA's criteria for drug manufacturing, which are considerably more rigorous with regards to sanitation protocols, purity, and efficacy.

Cosmetics companies mostly operate on an honor system where they are trusted to label their ingredients accurately. However, many companies fail to comply with this standard. For instance, labeling a product as a "Retinol Moisturizer" when only a few drops of Retinol is present in a 50-gallon drum is technically enough to qualify for that label.

At our company, we take quality control very seriously. Our state-of-the-art manufacturing facilities include specialized instruments to filter and purify the air and water, ensuring that our products remain free of contaminants. All personnel working in the facility wear gloves and hairnets to prevent cross-contamination, and our products receive white-glove treatment! To maintain the highest possible standards, our products are always packed with gloved hands to ensure that there are no fingerprints on the packaging.

We have our own in-house laboratory where we conduct research, develop, and formulate our products. To ensure consistent product stability, we conduct tests by placing our products in refrigerators and ovens for three months at a time and test them under various conditions.

We also use darkened glass bottles to mitigate the effects of light exposure, and to ensure that the bottles remain stable and do not degrade over time like plastics can.

Our ingredients go through a rigorous mixing process in our compounding tanks to ensure the best possible formulation. We use a "bench to batch" approach, where each ingredient is mixed separately and at different temperatures and speeds to achieve proper solubility. This process is similar to baking a cake from scratch!

Once the product has been mixed, it enters sterile automated filling lines, where it is packaged.

We are committed to sustainable efforts and have worked to convert our packaging to recyclable materials to reduce waste. We remain up-to-date with ongoing research around the world to ensure that our products are the very best available.



## SLIDE 9

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**TITLE:** iS CLINICAL AROUND THE WORLD

**SUBTITLE:** N/A

**SPEAKER NOTES:**

A truly global company, iS Clinical is now in over 120 countries!

The white countries represent current iS Clinical markets.

In 2017, iS Clinical was available in 37 countries. 7 years later in 2025, we have expanded to over 120 countries around the world!

No matter the climate, country, or skin condition, iS Clinical's products will improve the appearance of the skin by increasing overall skin health

Being able to distribute in over 100 countries is a testament to the safety of our products and ingredients as well.

Many countries ban ingredients that are deemed safe in the US, but our products are accepted worldwide as being safe and effective.

## SLIDE 10

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**TITLE:** IMPROVING THE PHYSICAL AND EMOTIONAL WELL-BEING OF PEOPLE GLOBALLY

**SUBTITLE:** N/A

**SPEAKER NOTES:**

These images depict the results of Mohs surgery performed on a patient's upper lip to remove a cancerous lesion. Additionally, a skin graft was performed to aid in the healing process.

By the third day post-surgery, the patient began using Cleansing Complex and hydrogen peroxide to cleanse the wound twice daily.

1 drop of Super Serum Advance+ was applied to the scar, followed by SHEALD Recovery Balm as needed throughout the day.

Remarkably, after just 22 days, the scar is barely visible with minimal makeup. Surgical scars of this nature typically take an extended period to heal, often months if not years, and visible scarring is to be expected. However, the use of Super Serum Advance+ and SHEALD Recovery Balm resulted in almost complete healing of the skin, with minimal signs of scarring in just over 3 weeks.

For more information, view the “Wound Healing and iS Clinical Products” video on [www.isclinicaledu.com](http://www.isclinicaledu.com).

<https://isclinicaledu.com/courses/skin-concerns/lessons/wound-healing-and-is-clinical-products/>

## SLIDE 11

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**TITLE:** IMPROVING THE PHYSICAL AND EMOTIONAL WELL-BEING OF PEOPLE GLOBALLY

**SUBTITLE:** N/A

**SPEAKER NOTES:**

These photos are from a woman in South Africa whose 2-year-old son accidentally pulled a boiling tea kettle off the stove and sustained severe burns.

While he was still in the hospital, she began applying SHEALD Recovery Balm to his burns and in just 1 month, he has almost made a full recovery free of scarring.

It is important to note that the child's attending physician expected him to be scarred for life from these burns. This demonstrates the healing power of SHEALD Recovery Balm, and the gentle yet effective nature of iS Clinical products.

## SLIDE 12

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**TITLE:** PHILANTHROPY

**SUBTITLE:** N/A

**SPEAKER NOTES:**

Beyond the skincare industry, iS Clinical is also involved in the medical community, (breast cancer research in particular) to help heal and strengthen the skin and the spirit of those undergoing cancer treatments.

The iS Cancer Care program began in 2003 and features a special selection of products that specifically address the unique skincare concerns of cancer patients and treat issues such as acne, chafing, uneven complexion, burns, and scar tissue in an effort to create vibrant and healthy skin.

The iS CANCER CARE™ PROGRAM is designed to assist with both the physical and emotional challenges of patients dealing with cancer. The program provides skincare solutions and education programs for patients at every stage of their cancer journey.

The program is recognized throughout some of the most acclaimed cancer treatment centers in US, and uses specially designed treatment protocols, training, patient support and transformative skin regimens for those experiencing the symptoms and side effects of cancer and treatment therapies.

The iS CANCER CARE Partner Certification Program began in 2013 and includes over 100 iS CANCER CARE Certified Partners throughout the US.

Bryan and Alec currently serve as part of the National Breast Cancer Coalition (NBCC) and participate in lobbying Congress for Breast Cancer Research Funding each year. All profits of the sale of Poly-Vitamin Serum in October are donated to the NBCC.

The NBCC's advocacy has resulted in over \$4 billion in federal funding for breast cancer research!

iS Clinical also contributes to veteran's organizations like Stars for Stripes who works to bring celebrity entertainment to troops overseas, adoption organizations, and organizations like Double Standards that raise awareness of women's rights, health and empowerment.

## SLIDE 13

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**TITLE:** EDUCATION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

The dynamic Education Team at iS Clinical is committed to providing ongoing training and education for our internal teams, domestic and international Partners alike. In addition, they create adaptable educational resources that enhance learning experiences that can be modified to meet the unique needs of diverse learners.

Their goal is to not only increase knowledge and expertise but also promote hands-on experience to ensure that all individuals have the necessary tools to succeed in their roles. The Education Team works closely with Clinical Director Dr. Charlene DeHaven to stay ahead of the curve with the latest advancements in technology and ingredients used in our products. This collaboration allows for the creation of innovative educational content that is both engaging and informative. The team also takes into account the different learning styles of individuals and tailors their approach accordingly, whether it be through visual aids, interactive sessions, or hands-on demonstrations. At iS Clinical, we believe that education is key to success, and our Education Team is dedicated to providing industry-leading training to our teams and Partners worldwide.

To contact the Education Department, please email us at: [education@innovativeskincare.com](mailto:education@innovativeskincare.com)



## SLIDE 14

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**TITLE:** EVENTS AND PRODUCTION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS Clinical's Advanced Seminars offer an opportunity to learn new skills, gain advanced product and industry knowledge, and connect with like-minded individuals. These seminars cover a wide range of topics, from business building to personal development and more.

Attending educational events and seminars can help you stay up-to-date with the latest trends in the industry, as well as provide you with valuable networking opportunities. Whether you are looking to advance your career or simply expand your iS Clinical offerings, attending educational events and seminars is a great way to invest in yourself and your future.

## SLIDE 15

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**TITLE:** iS CANCER CARE SPA DAY 2023

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS CANCER CARE SPA DAY 2023

This video was taken at the 2023 iS Cancer Care Spa Day at the Saul and Joyce Brandman Breast Center, Cedars-Sinai Medical Center in Los Angeles CA. The iS Cancer Care Spa Days are events where many professionals -- including aestheticians, massage therapists, physical therapists, nutritionists, surgeons, oncologists, and radiation oncologists -- have volunteered their time to support patients experiencing cancer treatments. The iS Cancer Care Spa Days have been held since 2003 in the United States at locations including the Washington Cancer Institute in Washington DC, UCLA Revlon Breast Center in Los Angeles, and Cedars-Sinai Medical Center in Los Angeles. These are organized and sponsored by iS Clinical, with our skincare products donated and their use explained to attendees. Cancer patients experience many skin issues, in addition to the difficulties of cancer treatment itself. These events are a time of giving and support for those who need it the most at this difficult time.

## SLIDE 16

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**TITLE:** PUBLIC RELATIONS

**SUBTITLE:** N/A

**SPEAKER NOTES:**

Public Relations is a strategic communication process that organizations use to build relationships with the public, promote their brand, and manage their reputation. This field involves a variety of different tactics, including media relations, social media management, event planning, and more.

The Public Relations team at iS Clinical is dedicated to establishing and nurturing lasting connections with prominent celebrities, influencers, and distinguished professionals in the industry.

In today's fast-paced digital world, public relations professionals must be adept at using a variety of different communication channels to reach their target audience. This requires creativity, flexibility, and a deep understanding of the shifting media landscape, particularly in the context of social media...

“Since the brand's inception, media and VIP relations have been at the forefront of building the brand's exposure and recognition. We've had the great privilege of learning that many celebrities and other VIPs have used the iS CLINICAL products and treatments to great benefit in their skincare regimen.

Leading with exceptional formulas and incomparable results, iS Clinical products truly speak for themselves and have allowed us to approach our Public Relations initiatives in a completely organic and unpaid manner. This organic approach has provided us a unique advantage in the market, leading with education and results which have in turn garnered some of the highest media impression statistics in the market!” –Matt Holloway, PR Director

## SLIDE 17

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**TITLE:** SOCIAL MEDIA

**SUBTITLE:** N/A

**SPEAKER NOTES:**

Innovative Skincare is committed to creating consistent and enticing digital content across our social media channels. We encourage you to follow along on our social media profiles:

- FACEBOOK: /iSCLINICAL
- INSTAGRAM: @iSCLINICAL
- YOUTUBE: @iSCLINICAL

**iS Clinical never pays or barbers for celebrity or influencer endorsements! Our testimonials are completely unsolicited.**

As a company built on ethics, it is important that Innovative Skincare employees are extremely careful with the information that is shared with our partners and consumers. We are extremely proud of the relationships we have made with celebrities and other notable people over the years and pride ourselves on ensuring those relationships are used ways that are both beneficial and ethical.

Remember: iS Clinical employees and Partners are never to tag or hashtag any celebrities mentioned when re-sharing or posting about these organic press mentions. It is best to simply mention the source, for example, “as seen in Vogue” or “as seen in Harper's Bazaar.”

**Additional information on social media guidelines:**

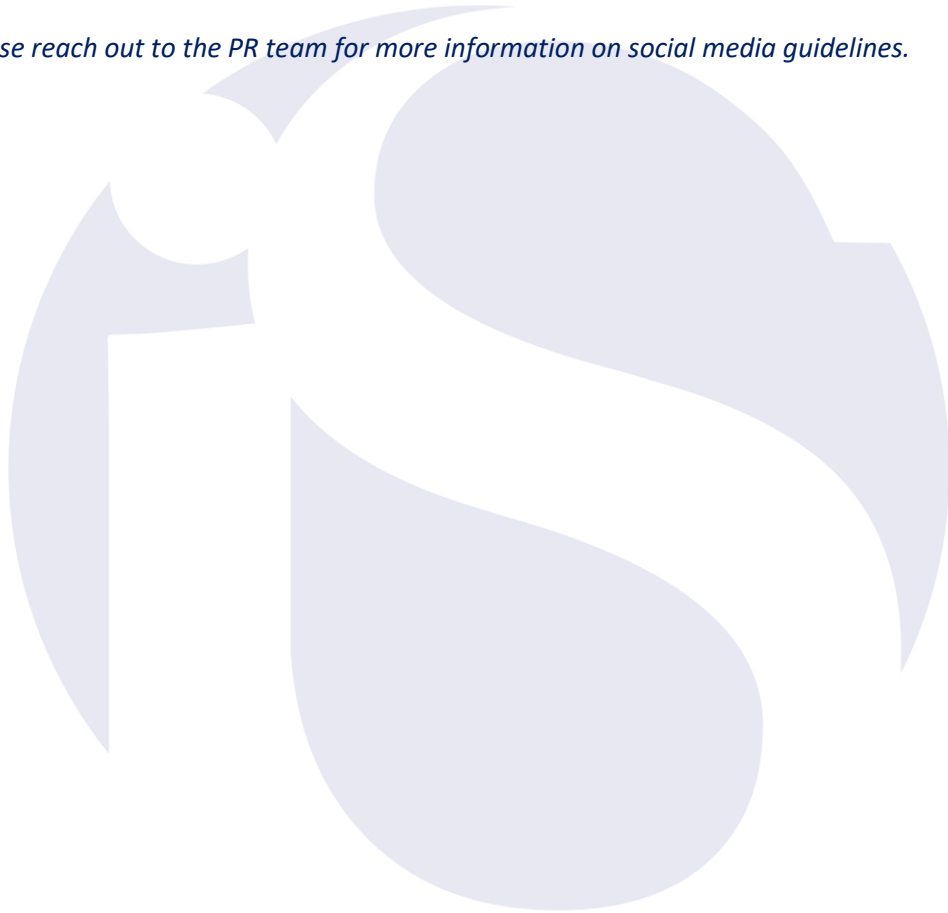
Since Innovative Skincare's inception, we've had the great privilege of learning that many celebrities and other VIPs have used our products and treatments to great benefit in their skincare regimens. Although this is great feedback, many press outlets over the years have misrepresented some of the celebrity's use of our products.

While we can't control what press says, we can – and MUST – control what comes from corporate and ensure celebrity names are used in the correct manner. For example, although Gwyneth Paltrow and Halle Berry have used our products in the past, it doesn't necessarily mean they use the products now. It would be OK to say that Gwyneth and Halle HAVE used the products, but it would NOT BE OK to say they ARE using the products or claim that they feel any particular way about the products (e.g. “they love our products”).

Also, some news articles mention that these celebrities regularly receive our Fire & Ice Facial treatment but that is not necessarily always the case. Please check with Innovative Skincare's PR Team to confirm celebrity name permissions, especially around USA-based celebrities. At the end of the day, it usually comes down to how something is worded – and this can mean the difference between a great marketing campaign and a lawsuit.

“Our nationwide 2021 media impressions totaled an incredible 13.2 billion media impressions total! Our social media presence has grown exponentially throughout the years with daily engagements and content publishing consistency on Instagram, YouTube, Facebook, and more. For 2021, increase in followers on Instagram totaled over 28,000 with impressions coming in over 16 million across the Instagram platform alone.” – Matt Holloway, PR Director

*Please reach out to the PR team for more information on social media guidelines.*



## SLIDE 18

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**TITLE:** AWARD-WINNING FORMULAS

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**iS Clinical Awards and Accolades:**

**Cleansing Complex:** New Beauty Best Post-Procedure Cleanser, Harper's Bazaar Best Cleanser for Oily Skin and Combination Skin, Dermascope Favorite Medical Grade Cleanser, Grazia's Most Loved Brands 2022, Dayspa Magazine Professionals Choice Awards for Acne, Marie Claire 2023 US Skin Awards

**Cleansing Complex Polish:** Marie Clair 2023 Prix D'Excellence Beauty Award, New Beauty Best Face Scrub

**Tri-Active Exfoliating Masque:** 2022 InStyle Best Beauty Buys (Best Mask for Oily Skin), Men's Journal Best Summer Skincare Products, askmen Best Exfoliating Mask

**Active Serum:** 2021 InStyle Best Beauty Buys (Best Serum for Oily Skin), Dayspa Magazine Best Serum, Hollywood Life Best Serum: Guy Pick, Men's Fitness Best Do-It-All Night Product, Harper's Bazaar Best Problem Solver, Harper's Bazaar UA Beauty Top 50, Grazia's Most Loved Brands 2022, Askmen Best Face Serums and Oils

**Hydra-Cool Serum:** Dayspa Magazine Professionals Choice Awards for Acne Serum

**Super Serum Advance+:** 2023 New Beauty Reader's Choice Winner

**Youth Body Serum:** 2023 InStyle Best Beauty Buys

**Extreme Protect SPF 30:** Marie Claire 2023 US Skin Awards

**Active Peel System:** Marie Claire 2022 Beauty Game-Changers Award, 2022 Health Beauty Award for Peels, Danish Beauty Award Face Care Product of the Year, Allure 2022 Best of Beauty Award for Best Peel

**Youth Eye Complex, Youth Complex, and Youth Serum:** Dayspa Magazine Professionals Choice Awards for Anti Aging

**Youth Intensive Crème:** The Skincare Professionals Awards 2019 Moisturizer of the Year

**Brightening Complex and Brightening Serum:** Dayspa Magazine Professionals Choice Awards for Brightening

## SLIDE 19

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**TITLE:** THANK YOU

**SUBTITLE:** N/A

**SPEAKER NOTES:**

The iS Difference is what sets iS Clinical apart, influencing everything from product formulations to company culture and beyond.

iS Clinical is a company that prioritizes innovation and strives to cultivate a culture of gratitude and positivity. The team is committed to producing products of the highest quality that incorporate the most advanced formulation technology and premium ingredients. As a privately owned company, all stages of research, manufacturing, packaging, and shipping occur in a single location. iS Clinical's versatile products are ideal for all skin types, tones, ages, and genders worldwide, making them a truly global, inclusive brand for all.