
From: cindy@fromstarttoperfection.com
To: paige@p2lic.net
Subject: FW: Lipotron 3000 pricing effective Feb 15, 2009
Date: Wed, 4 Feb 2009 11:52:59 -0600

Warm regards,

Cindy Kappel
Advanced Aesthetic Concepts, L.P.
307 W. 7th Street, Suite 220
Fort Worth, TX 76102
Tel # 817-386-5021 Ext 104
Fax # 817-386-5024
cindy@fromstarttoperfection.com

From: Cindy Kapel [mailto:cindy@fromstarttoperfection.com]
Sent: Wednesday, February 04, 2009 11:53 AM
To: 'Cindy Kapel'
Subject: RE: Lipotron 3000 pricing effective Feb 15, 2009

Paige,

It is actually \$5000 and not \$6500. I have to be honest with you when I tell you I just don't think it's justified and you should take some of that hit with us. If our margins are decreased as a result so should yours be. The lack of FDA approval is a HUGE problem and will become even more so as the months drag by and as a result we are not in a position to raise the cost of the unit even by \$5000 even with additional warranty...it's just not compelling enough. And because we cannot raise the cost we cannot request a deposit amount sufficient enough to cover your invoice in full which means we would have to fund the difference on every unit. We just are not in a position to do that. And, I now do know you have far more flexibility with the manufacturer for payment than I have been previously led to believe. So, I am not asking you to do the impossible. It just means you have to now take some of your profit at the back end of the sale like everyone else. Bottom line...we are your customer Paige...and we have been a good customer....you have benefited from this relationship as well as us...and I just don't think it's too much to ask you to bend a little for once.

Thanks! Let me know your thoughts...

Warm regards,

Cindy Kappel
Advanced Aesthetic Concepts, L.P.
307 W. 7th Street, Suite 220
Fort Worth, TX 76102
Tel # 817-386-5021 Ext 104
Fax # 817-386-5024
cindy@fromstarttoperfection.com

From: Cindy Kapel [mailto:cindy@fromstarttoperfection.com]
Sent: Wednesday, February 04, 2009 11:27 AM
To: 'Paige Peterson'
Subject: RE: Lipotron 3000 pricing effective Feb 15, 2009

Paige,

Without FDA approval???? Seriously???? \$6,500? Training was only \$1,500 on our part and I see no reason why we should be responsible for the entire \$3,000 amount (and it does appear we are with that price increase). Hmmmm.....Just to make sure I understand you are going to invoice us \$51,500 plus shipping???? And, because we cannot raise the price to our customers due to the lack of FDA approval we are supposed to take that \$6500 hit....all things considered...is that really fair????

Just saying....

Warm regards,

Cindy Kappel
Advanced Aesthetic Concepts, L.P.
307 W. 7th Street, Suite 220
Fort Worth, TX 76102
Tel # 817-386-5021 Ext 104
Fax # 817-386-5024
cindy@fromstarttoperfection.com

From: doublep@msn.com [mailto:doublep@msn.com] **On Behalf Of** Paige Peterson
Sent: Wednesday, February 04, 2009 11:09 AM
To: Mark Durante; Cindy Kapel
Subject: Lipotron 3000 pricing effective Feb 15, 2009

Hello Mark and Cindy,

Reveco has decided to include the 3 year warranty as standard on all sales from this point forward. There was an increase to the transfer price which will be \$51,500 plus shipping, from February 15, 2009.

All units are to be invoiced including training and warranty these are not to be broken out from the unit.

If training is sold seperately it is \$1500/day.

Call if you have any questions.

Paige

P2 LLC
Paige Peterson
tel 713 689 4200 fax 832 202 0293
email paige@P2LLC.net & doublep@msn.com



Think Green - don't print this email unless you really need to

What is the status on Steve Overlys shipment? He is concerned and even asked if he could talk to the manufacturer directly to track the order. I told him I would find out from you today and let him know tomorrow. Will arrive today. I will call Steve

1. Could you give me the details of carrying this product ourselves like we spoke about last week. Most importantly, do we have to carry it and ship it from our office location? This is the only negative that I see. Right now we have a drop ship relationship with all of our manufacturers. Let me know if this would be the case here as well. Will know about this by week's end. Am trying to work out a drop ship for both of us. Currently they want us to carry and ship.
2. Will you be making contact with Dr. Gum the cardiovascular doctor who wants to help with a study and see the results before investing? Yes, she is on the list somewhere toward the top
3. Will you call Dr. Robertson, our medical director so she knows what level of participation in her study you want since she is getting such a great deal on the system? Need contact info
4. Where do we stand on FDA approval? Do you expect it in December still, and if so, how many more days do we have to wait to hear the final verdict. We have some doctors that will buy the unit with this approval before the price goes up. We might be able to time some more sales in the short time period. No FDA approval yet. We are still telling everyone we expect it in Feb. Pushing the 179 deduct is the best route at the moment
5. What is the pricing for December? same
6. Do we still need to focus on a 2 day training program? I talked to Steve Overly at the San Antonio location, and he wondered what the 2nd day was for because it was more of him doing procedures than it was training. He thought he was being evaluated on the 2nd day with you over his shoulder, but he said it was quite the opposite. Let me know the format, so that I do not mislead them on the 2nd day expectations. Second day is still in play. I tried a different format with Steve. Not happy with the results because he continues to have lots of questions and does not have the confidence to make decisions, as the others do. I will continue to answer his questions, as should you.
7. Will all units be shipped this week, because I have 2 more deposits that will come in this week if that is the case? Yes, all units are shipping this week.
8. Please let Dr Duran know training is on, I just need to confirm a location - email or phone message. But I have to locate my phone charger. No juice at the moment.

Hope you had fun over the holidays. Welcome back to training after training after training. See you soon.

To Greater Success,

Mark S. Durante
Business Development Director
Advanced Aesthetic Concepts, L.P.
(P) 800-337-0745 ext. 101
(F) 817-386-5024
(C) 682-551-4384
(E) mark@fromstarttoperfection.com