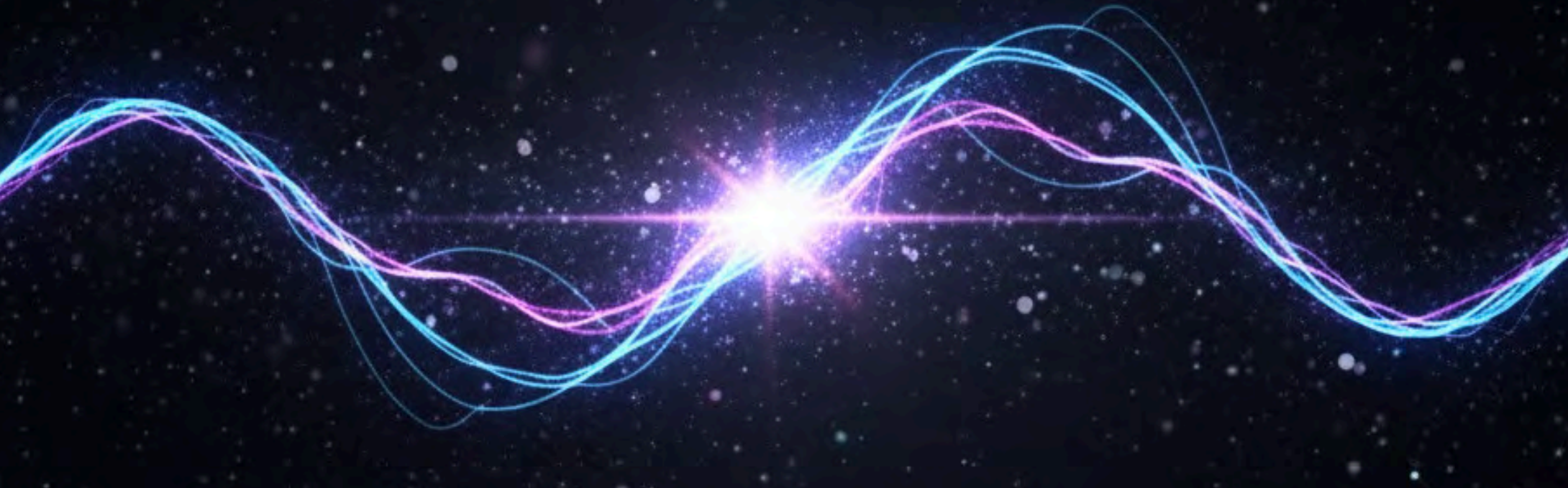


**What if one treatment step
could elevate every facial you offer?**





Olha Maikina

Co-Founder of Zemits, MD,
Educator, Product Director.

WHAT WE WILL COVER TODAY

- Understanding Cold Plasma
- The Evolution of Modern Esthetics
- Triple Skin Impact
- EvoPlasm Technology
- Universal Protocol Integration
- The Sandwich Facial Method
- Treatment Applications
- Pricing & High-Profit Add-Ons
- ROI & Implementation Strategy



Zemits EvoPlasm

Cold Plasma Technology
the Evolution of Skin Care





In physics, there are four states of matter:



SOLID



LIQUID



GAS



PLASMA

Ice → melts into water → heats into steam → and when you add energy to steam, it becomes plasma.



There are two types of plasma:

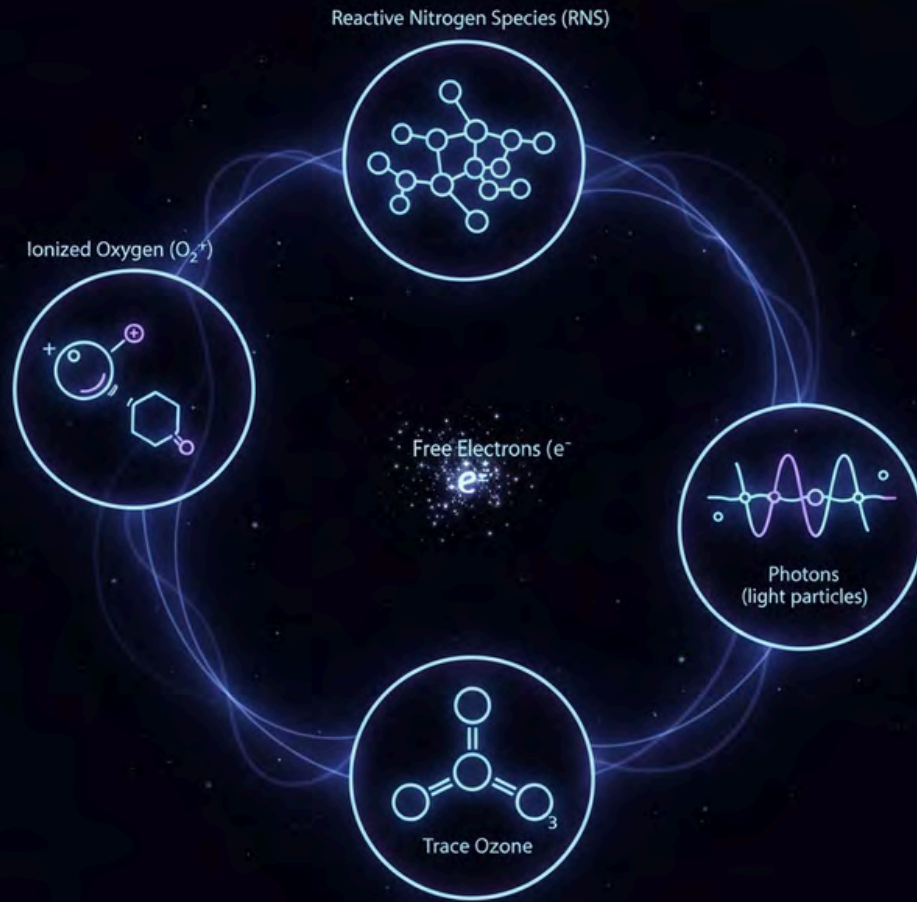
- Hot plasma (surgical, burning, ablative)
- Cold plasma – safe, non-invasive, gentle, and biologically stimulating

Cold plasma is what became accessible to estheticians only in recent years and now finally exists in a professional, elegant, controlled form with Zemits EvoPlasm.

So what is cold plasma?



**Plasma is basically a cloud of active, charged particles.
They are so energetic and so reactive that they start changing the environment they touch.
Operating at approximately 95–104 °F / 35–40 °C**



Cold Plasma is a soft, controlled energetic field made of:

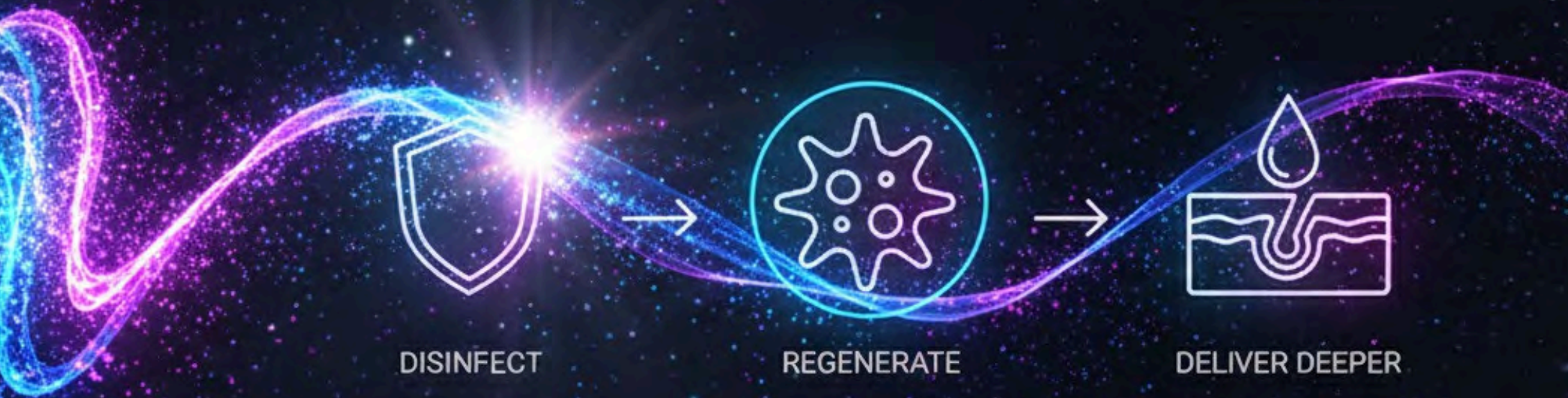
- ionized oxygen
- reactive nitrogen species
- electrons
- photons
- a small, safe amount of ozone

What Cold Plasma Is Not

- It does NOT burn the skin
- It does NOT do thermal resurfacing
- It is NOT a needle-based plasma pen

It enhances everything you already do

Triple Skin Impact



1

Antibacterial Action Cell Wall Disruption

How it works:

- Cold plasma creates charged oxygen and nitrogen molecules (RONS).
- These molecules attack bacterial cell membranes, creating micro-holes.
- The bacteria die instantly.
- Healthy human cells remain untouched.



100%
Bacteria

**-99%
REDUCTION**

Before
Plasma

After
Plasma

1%
Bacteria

Antibacterial Action

What this means for estheticians:

- up to 99% reduction of acne-causing bacteria
- immediate inflammation reduction
- visibly calmer skin
- perfect prep step for ANY facial
- safe for sensitive skin, rosacea, acne-inflamed skin

2

Collagen Activation Fibroblast Stimulation

How it works:

Cold plasma gives the skin a gentle controlled stress signal – without causing damage.

Fibroblasts detect this signal and begin producing more:

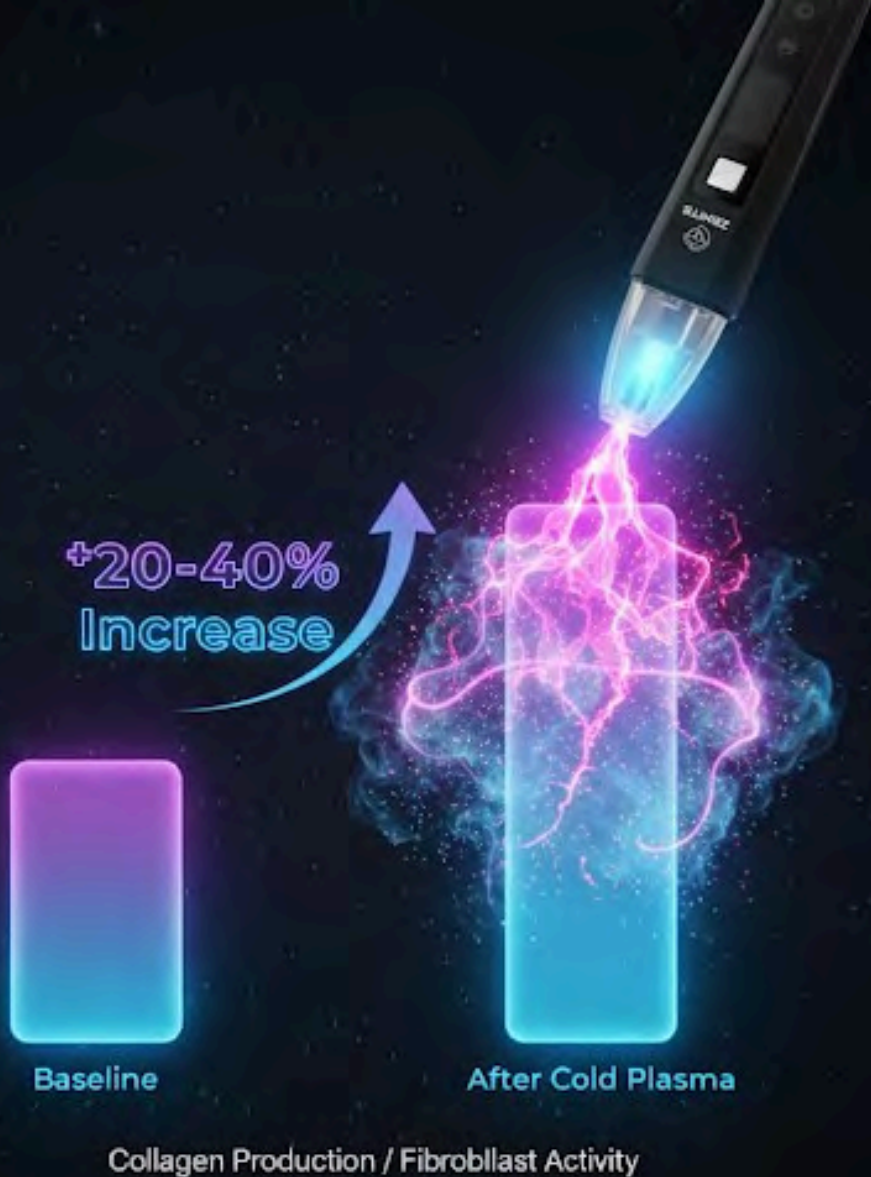
- collagen type I
- collagen type III
- growth factors
- tissue repair enzymes



Collagen Activation

Scientific numbers:

- fibroblast activity increases by 20–40% in studies
- collagen production rises within 7–14 days
- skin becomes stronger, tighter, smoother



3

Deeper Absorption Skin Permeability

How it works:

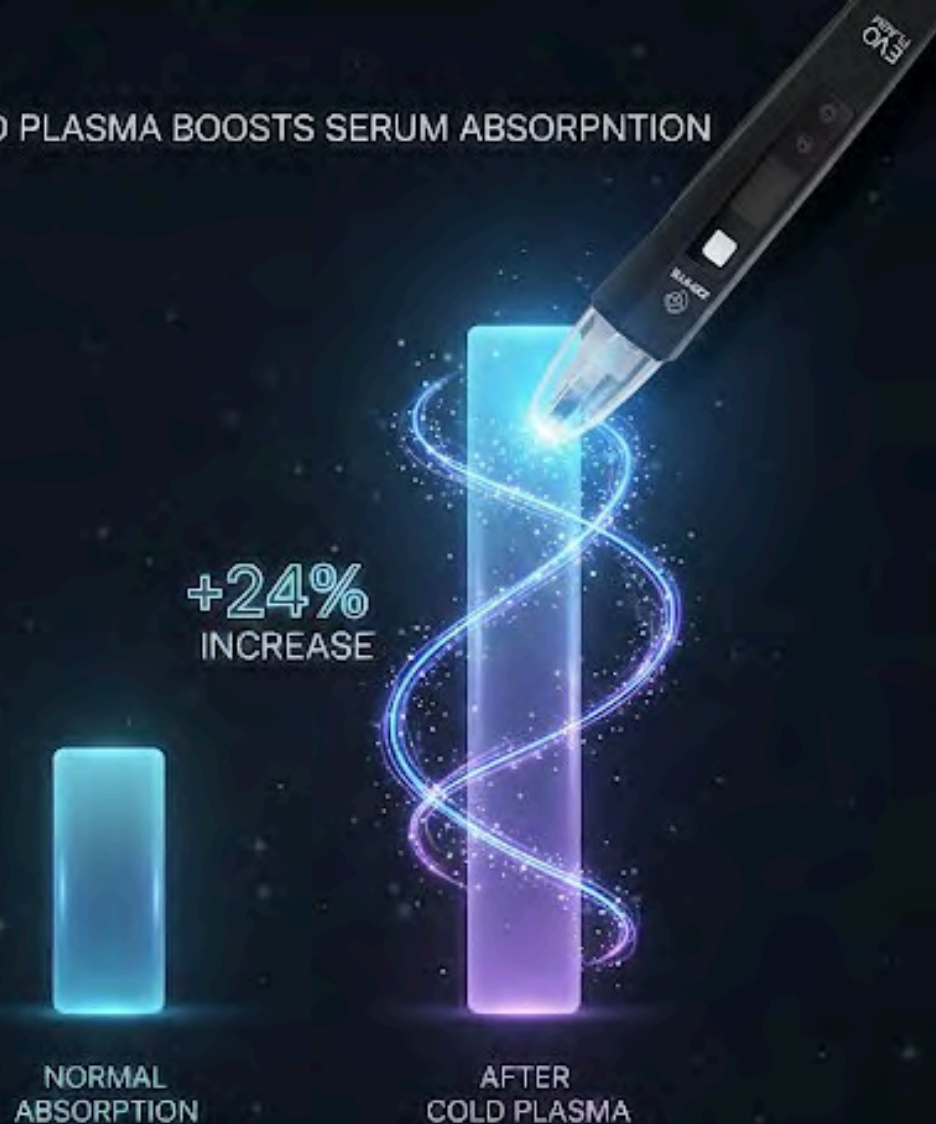
Cold plasma temporarily changes the top layer of the skin:

- it becomes more hydrophilic
- softer
- more permeable
- with improved microcirculation

The skin becomes ready to “drink in” serums.



COLD PLASMA BOOSTS SERUM ABSORPTION



Deeper Absorption

What studies show:

- commercial data: up to +24% increased penetration in the first hours
- clinical study with Vitamin C showed:
- serum applied after cold plasma works significantly better during 12 hours after cold plasma treatment

Sandwich Protocol



Sandwich Protocol Examples:

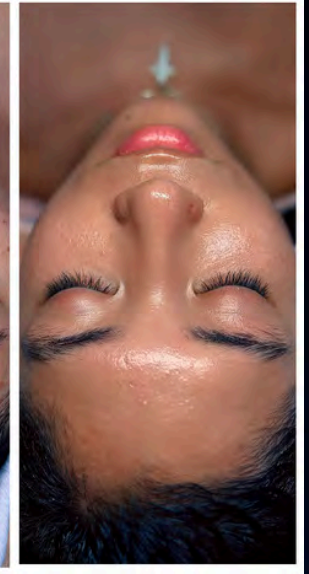
- Plasma + Microneedling + Plasma
- Plasma + RF MicroNeedling + Plasma
- Plasma + HydroDiamond
- Plasma + Oxygen Infusion
- Plasma + LED Therapy/ Cold/
Microcurrent/ Dermaplaning

These combos offer:

- faster healing
- less discomfort
- stronger results
- reduced inflammation
- higher client satisfaction
- premium upcharge potential

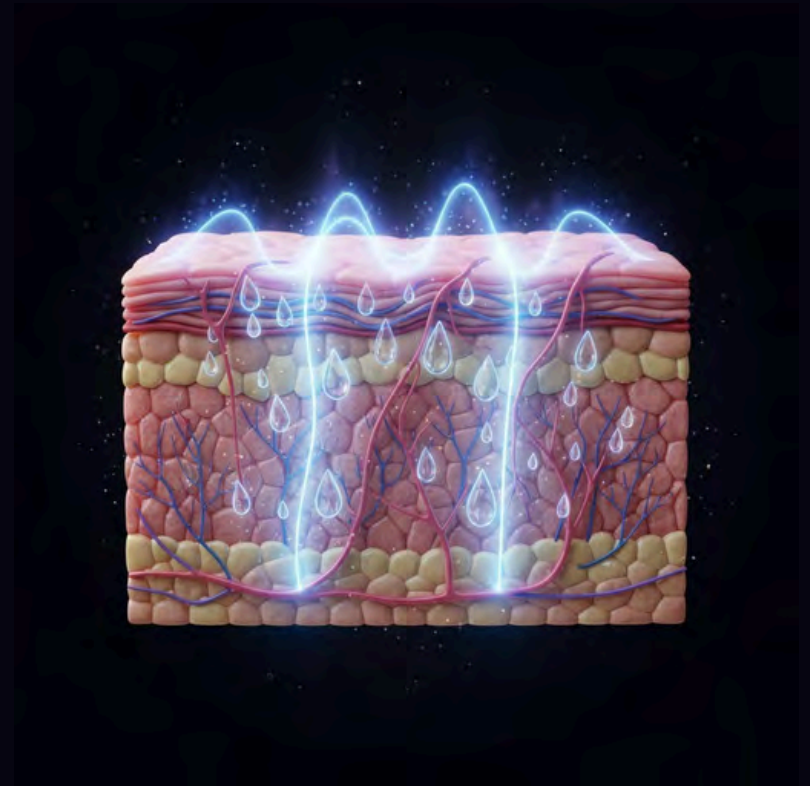
Clinical Results

by Gina Maltese



COLD PLASMA BENEFITS FOR:

1. ACNE
2. FINE LINES / WRINKLES
3. HYPERPIGMENTATION
4. REDNESS / ROSACEA
5. DRYNESS
6. DULLNESS
7. ENLARGED PORES
9. UNEVEN TEXTURE
10. HAIR LOSS



Universal Use:

All Skin Types, All Areas

EvoPlasm can be used on:

- sensitive skin
- rosacea
- acne
- teen skin
- mature skin
- men
- neck & décolleté
- scalp (hair protocols!)
- back & shoulders (body acne)
- hands (anti-aging)

The more zones → the more revenue.



WHAT THIS MEANS FOR ESTHETICIANS?

THE NEW INCOME POWER TOOL



High Profit

Near Zero Consumables
cost per treatment: \$0–1

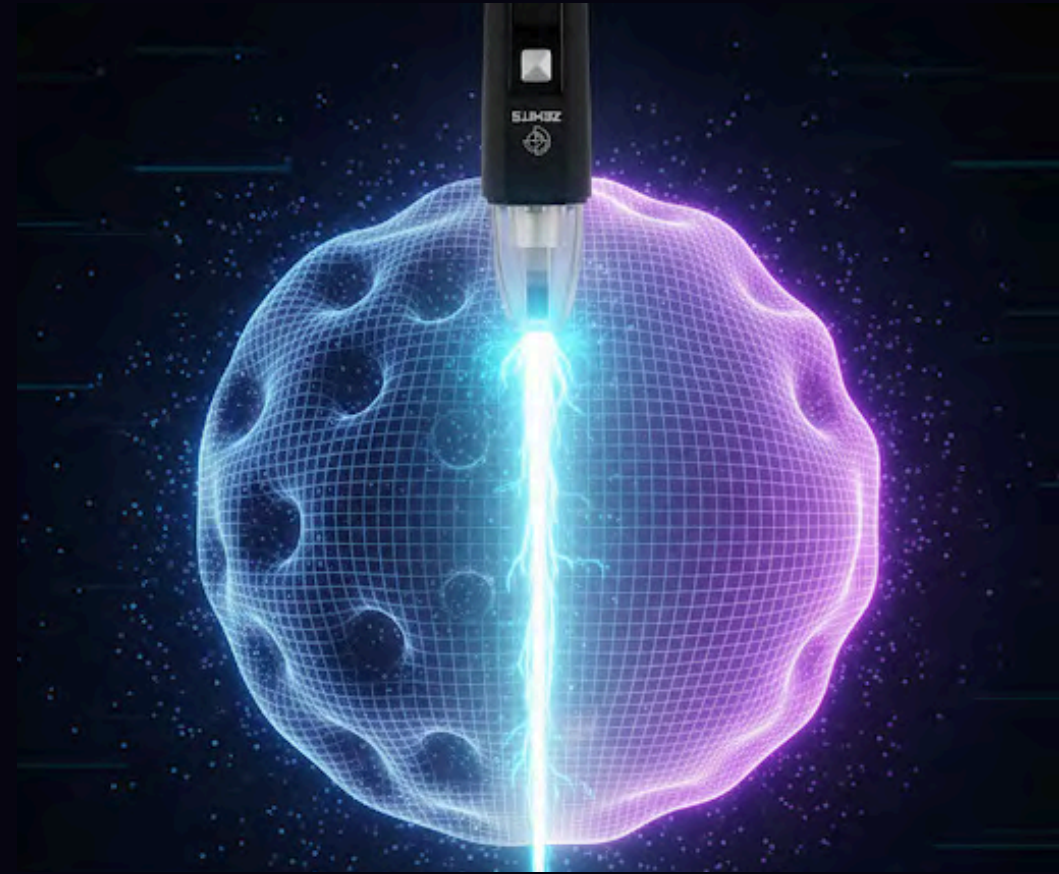
Time: 5–15 minutes

Add-on price: \$30–60

Standalone session: \$120–180

ROI:

One EvoPlasm device pays for itself in 10–15 treatments.



THE MONEY MATH

Let's calculate conservatively:

If an esthetician offers cold plasma as a \$40 add-on to 3 clients/day for 22 days/month:

$\$40 \times 3 \times 22 = \$2,640$ extra per month just from add-ons.

If even 20 clients/month buy a \$150 full treatment:

$\$150 \times 20 = \$3,000$ per month

Total potential:

$\approx \$5,600$ additional income every month from ONE small device.





FAST



PAINLESS



ZERO
CONSUMABLES



BOOSTS
EVERY FACIAL



**If I could choose only one universal step to add
to every treatment...
it would be this.**