LTW International is committed to seeing our customers succeed, which is why we have developed marketing tools with the idea of driving customers to your facility. The nature of your business, the clientele you serve and where you are located will determine what marketing resources may prove to be of the utmost benefit to you. In your media kit, you will find the following:

- ✓ Sample Press Release – alert the media by sharing your state-of-the-art treatments
- ✓ Sample Radio Scripts – 30 second copy & 60 second copy
- ✓ Sample Letter to Potential Customers - send to current/potential clients
- ✓ Postcards – can be used in lieu of or as a supplement to the media letter
- ✓ Brochures – hand out to all clients currently receiving services of any kind
- ✓ Poster – for display in your lobby, treatment rooms, etc.

LTW International also receives many requests from consumers looking for a LIGHTWAVE treatment provider in their area. This is another way we assist in driving customers to your location. As a result, it becomes very important to always update us in the event you experience a change in your phone number, move to another location, or would simply like to change the contact name for your organization. The warranty registration card, located in the media kit, serves as our validation of your information as well as provides us with permission to refer clients to your facility. If at any time this information needs updating, please give us a call.

Many of our clients express an interest in placing their own customized ad in the local paper or via a local trade publication. If you wish to use any of our before and after photos, all we ask is that we have final approval on the marking material prior to its distribution. We need to make certain that all claims made with regard to a LIGHTWAVE treatment are factual and supported by clinical data.

We would like to take this opportunity to once again thank you for your business and we appreciate your trust in our ability to provide you with the very best service possible while still providing superior products. Please call us toll-free at 1-866-999-6954 should you need to order any additional marketing supplies or if we can be of any assistance at all.

Best Regards,

LTW's Customer Service Team
1-866-999-6954
www.mylightwave.com