

B-CURE<sup>®</sup>  
LASER



THE MOST  
CLINICALLY PROVEN  
MEDICAL DEVICE FOR  
TREATING PAIN AND  
WOUNDS AT HOME

经过临床验证的在家治疗疼痛和伤口的医疗设备



ABOUT  
GOOD ENERGIES  
关于好的能量



## KEY HIGHLIGHTS 关键信息

### GOOD ENERGIES



#### ERIKA CARMEL LTD. THE FOUNDERS

Michael and Zipi Schlosser  
founded Erika Carmel Ltd. (B-Cure  
Laser) in 2009.

140+  
employees



Run  
independent  
B2B and B2C  
sales  
operations



Scientifically  
proven  
clinical efficacy



250,000+  
devices sold



Registered  
patent



Future product  
pipeline under  
development





## OUR VISION

To lead through the development and marketing of innovative and advanced therapeutic products in the fields of orthopedic conditions, pain, wounds and dermatology.

引领骨科疾病、疼痛、伤口和皮肤病学领域创新和先进治疗产品的开发和营销。

We strive to improve patient quality of life, by shortening the healing process and improve patient wellbeing.

我们努力通过缩短愈合过程和改善患者福祉来提高患者的生活质量。







## [ OUR PROMISE

To spread Good Energies with  
the  
right partners around the  
world!

## [OUR INSPIRATION

”

The secret of change is to focus all of your energy not on fighting the old, but on building the new

”

- Socrates





# THE CHALLENGE PAIN & WOUND MARKET

## 挑战疼痛和伤口市场

- A comprehensive survey in 17 European countries showed that **20%** of the population suffers from chronic pain\*
- **20 million** people suffer from a diabetes-related ulcer every year\*\*
- The cost of care for a diabetic-related sore is **7-20K USD\*\***



**34%**

Of surveyed patients described their pain as severe\*



**78%**

Of surveyed patients reported that the treatment they received was not effective enough\*



**48K**

People in the USA die every year of pain medication overdose \*\*\*



People undergo lower limb amputation due to diabetes-related ulcers in the USA\*\*\*\*

\*Pain Alliance Europe (PAE) , 2017

\*\*Rogers LC, Lavery LA, Armstrong DG. how preventing amputations can save billions for the US Health-care System

\*\*\*Drug Overdose Deaths in the United States, 1999-2018 - CDC

\*\*\*\*Limb Loss Statistics - Amputee Coalition

## PAIN AND WOUND MANAGEMENT

### TRADITIONAL CARE传统的关于疼痛和伤口的管理以及治疗

#### Painkillers

Pain medication is the most common form of treatment prescribed.

Today, there is raised awareness to the negative side effects, especially addiction.



#### Physical Treatments

Physiotherapy, ultrasound, soundwaves, chiropractic, acupuncture, shiatzu and reiki.

All these require investment of time and money, and cannot be performed alone at home.



#### Phototherapy

Advanced, novel Low Level Laser Therapy (LLLT) device for pain and orthopedic problems, can be used in clinics, hospitals and at home.





## THE SOLUTION B-CURE LASER

The medical device essential in every home, clinic and hospital, to treat orthopedic ailments, pain, inflammation and non-healing wounds.

每个家庭、诊所和医院都必不可少的医疗设备，用于治疗骨科疾病、疼痛、炎症和无法愈合的伤口。



CLASSI

**B-CURE®**  
LASER  
Healthy Healing



SPOR

**B-CURE®** | **B-CURE®**  
LASER | LASER SPORT PRO  
**SPORT**



PR

**B-CURE®**  
LASER PRO



DENTA

**B-CURE®** | **B-CURE®**  
DENTAL LASER | LASER DENTAL PRO



VE

**B-CURE®** | **B-CURE®**  
LASER VET | LASER VET PRO

# WHAT IS B-CURE LASER? 什么是B-CURE激光

- A home-use medical device based upon Low Level Laser Therapy (LLLT) technology
- Clinically and scientifically proven efficacy
- Safe for use, no-known side effects
- Easy and convenient to use
- Cost-effective: one device for a range of regulatory approved uses

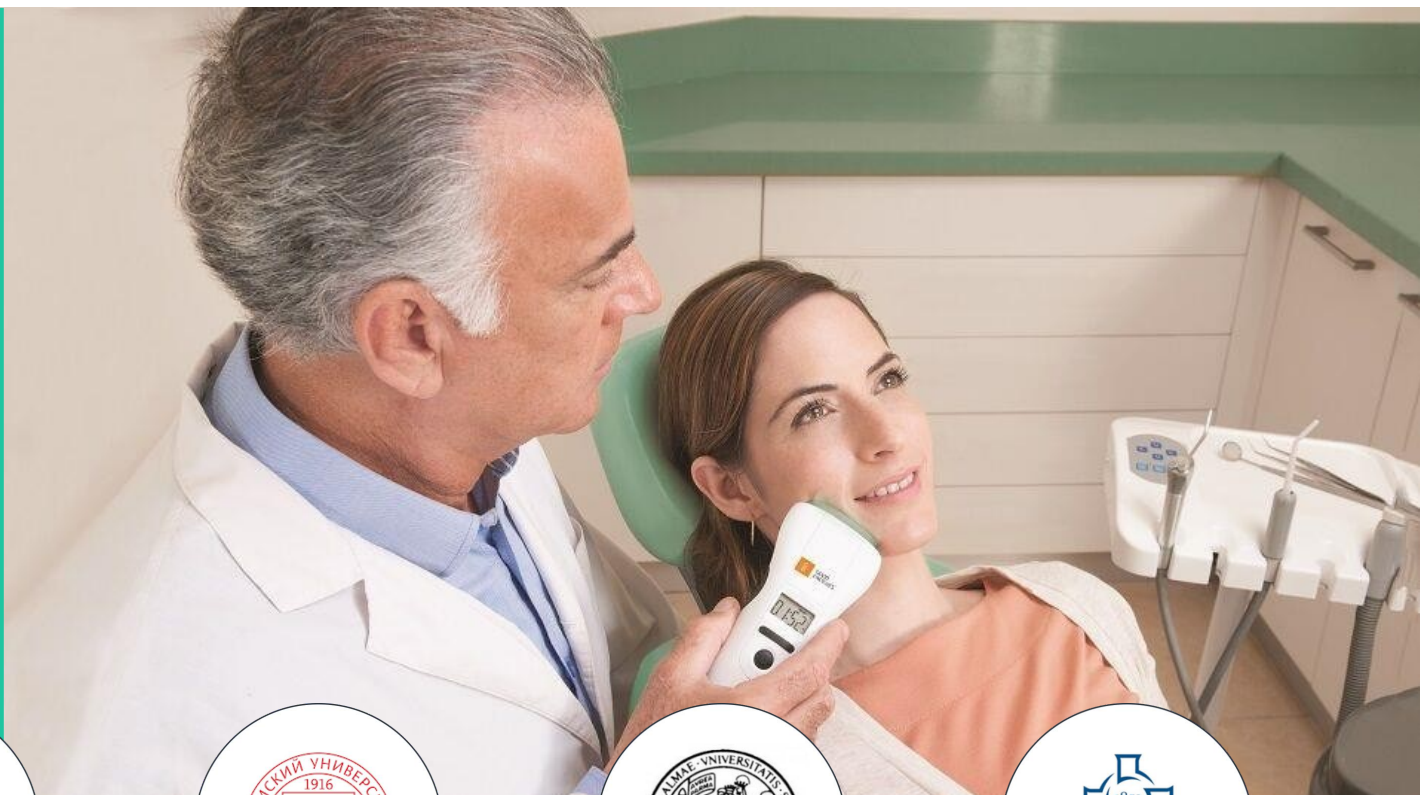




# B-CURE LASER CLINICAL RESEARCH

B-Cure Laser's clinical efficacy has been proven in five double-blinded clinical trials

B-Cure Laser的临床疗效已在五项双盲临床试验中得到证实



Joint  
Pain  
Rome  
Italy



Diabetic  
Ulcers  
Jerusalem  
Israel



Dental  
Implants  
Perm  
Russia



Joint Pain  
(TMJ)  
Parma  
Italy



Surgical Wound  
Healing  
São Paulo  
Brazil

# The Efficacy of B-CURE LASER is equivalent to drug therapy

B-CURE LASER的功效等同于药物治疗

## CLINICAL TRIAL OF 90 PATIENTS AFFECTED BY JOINT-RELATED PAIN (TMJ) 90 名受关节相关疼痛 (TMJ) 影响的患者的临床试验

The Mean VAS reduction of both the Laser group and the Drug group was almost equivalent and significant compared to the Placebo group.

与安慰剂组相比，激光组和药物组的平均VAS降低几乎相等且显著。

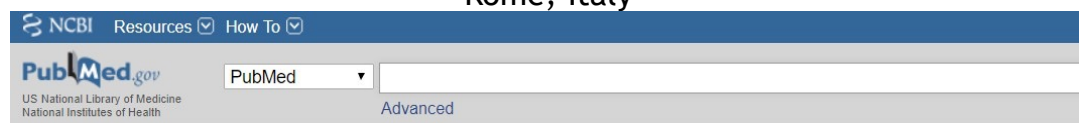
Published: CRANIO, April 2019 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC659823>



SAPIENZA  
UNIVERSITÀ DI ROMA

## B-Cure Laser: A new home protocol of LLLT in patients affected by joint-related pain (TMJ)

Del Vecchio A., Fioravanti M., Boccassini A., Di Paolo C., Romeo U.  
Department of Oral and Maxillo Facial Sciences | Sapienza University of Rome, Italy



Format: Abstract

Send to

Cranio. 2019 Apr 19;1-10. doi: 10.1080/08869634.2019.1599174. [Epub ahead of print]

**Evaluation of the efficacy of a new low-level laser therapy home protocol in the treatment of temporomandibular joint disorder-related pain: A randomized, double-blind, placebo-controlled clinical trial.**

Del Vecchio A<sup>1</sup>, Fioravanti M<sup>1</sup>, Boccassini A<sup>2</sup>, Gaimari G<sup>1</sup>, Vestri A<sup>3</sup>, Di Paolo C<sup>2</sup>, Romeo U<sup>1</sup>.

Author information

### Abstract

**OBJECTIVE:** This study analyzed a home, low-level laser therapy (LLLT) protocol to manage temporomandibular joint disorders (TMJDs)-related pain.

**METHODS:** Ninety TMJD patients (12M, 78F) between 18 and 73 years were randomly subdivided into three groups. Study group (SG) received 1-week home protocol LLLT by B-cure Dental Pro: 808 nm, 5 J/min, 250 mW, 15 KHz for 8', 40 J each, over pain area, twice daily. Placebo group (PG) followed the same protocol using sham devices. Drugs group (DG) received conventional drugs. Pain was evaluated by visual analog scale (VAS) before and after therapy.

**RESULTS:** Statistical analysis showed that treatment was effective ( $F(2,83) = 4.882$ ;  $p = .010$ ). Bonferroni post-hoc analysis indicated a lower pain decrease in PG. SG registered a 34-point decrease per patient, while in PG and DG, the reduction was 25.6 and 35.3, respectively.

**CONCLUSION:** The study supports the efficacy of home LLLT management of TMJD related pain.

**KEYWORDS:** Temporomandibular disorders; laser; laser therapy; low-level laser therapy; pain management; photobiomodulation

PMID: 30999823 DOI: [10.1080/08869634.2019.1599174](https://doi.org/10.1080/08869634.2019.1599174)



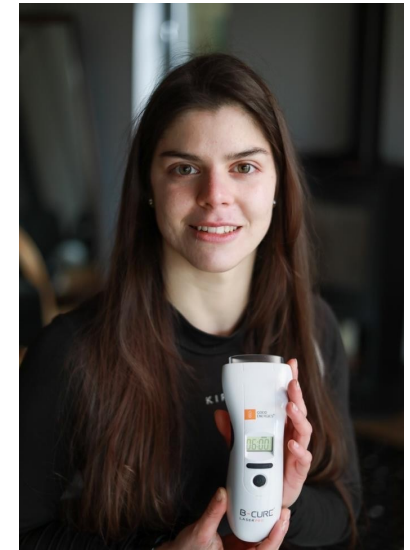
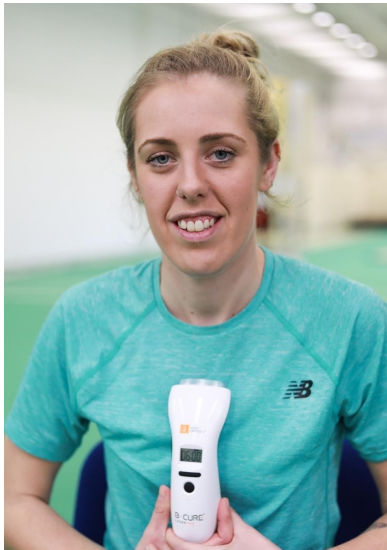
GOOD  
ENERGIES

B-CURE  
LASER



# B-CURE LASER

## ESSENTIAL IN EVERY HOME



ONE MEDICAL DEVICE THAT HELPS THE WHOLE FAMILY

## HOW DOES IT WORK?



Stimulates cell activity & strengthens cell signals that relieve pain, fight chronic inflammation and accelerate wound healing  
刺激细胞活性并强化细胞缓解疼痛、战斗的信号



Releases endorphins that relieve pain  
释放缓解疼痛的内啡肽



Increases the production of ATP that accelerates wound healing and fights chronic inflammation  
增加ATP的产生，加速伤口愈合和对抗慢性炎



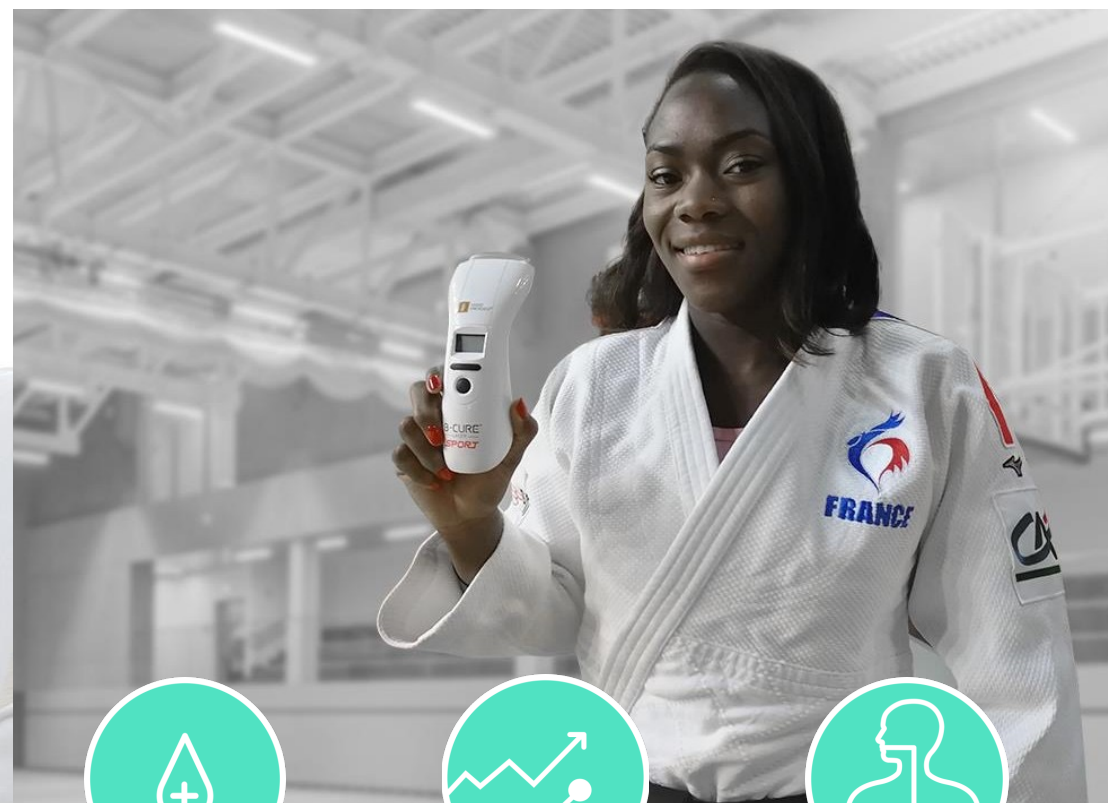
Stimulates blood and lymph flow that reduce edema and accelerate wound healing  
刺激血液和淋巴流动减少水肿并加速伤口愈合



Increases the formation of collagen & elastin, that accelerates wound healing  
增加胶原蛋白和弹性蛋白的形成，加速伤口愈合



Increases efficiency of the body's natural immune system  
提高身体自然免疫系统的效率







GOOD  
ENERGIES

B-CURE<sup>®</sup>  
LASER



## B-CURE LASER

### BENEFIT



#### PROVEN EFFICACY

For treating pain, orthopedic conditions, inflammation, sports injuries and



#### SAFE

For use by all family members of all ages, without the need for protective goggles.



#### INNOVATION

International breakthrough, very large coherent laser beam with a treatment area of 4.5cm<sup>2</sup>.



#### PROFIT

The B-Cure laser technology offers high potential profit for our distributors and benefits to our patients.



#### STRONG IP

Which surpasses competitors through advanced technology. Registered patents.





MORE THAN  
**250,000**  
DEVICES SOLD  
(correct March  
2021)

# MARKET SURVEY SHOWS SIGNIFICANT DECREASE IN INTOLERABLE PAIN

市场调查显示

A sample of 10,000 B-Cure Laser patients were randomly selected out of

# 10,000

B-Cure Laser patients, to participate in an independent market survey.

# 70%

of the patients were satisfied with the device.

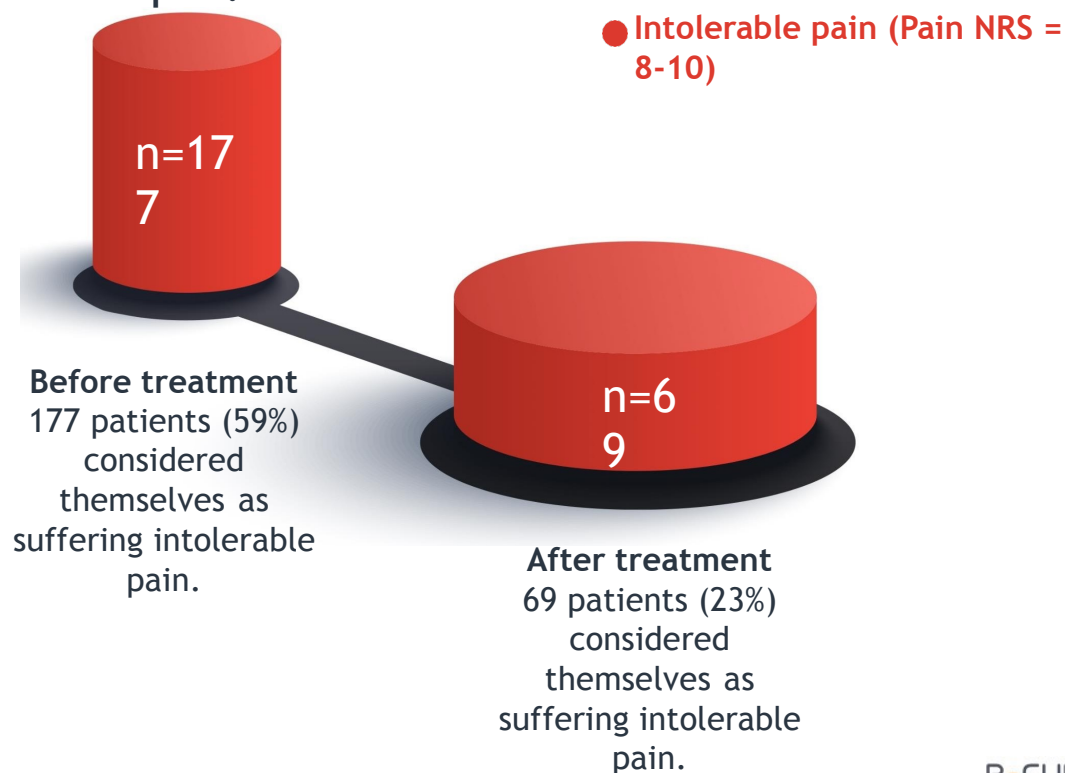
Analysis by Dr. L. Gavish, The Hebrew University of Jerusalem, Israel, August 2017, Israel



Geocartography Knowledge Group

Analysis by L. Gavish, Faculty of Medicine, The Hebrew University of Jerusalem, Israel

**60% of the patients who had suffered intolerable pain (8-10 NRS), experienced a significant pain decrease to bearable pain.**







RECOGNITION

# B-CURE LASER INTERNATIONAL RECOGNITION 国际上面的认可



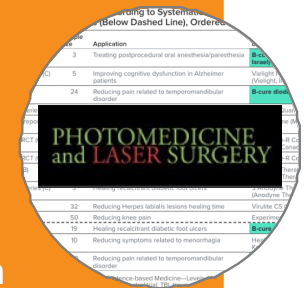
Official medical device for the Israeli delegation to the Olympic Games in Tokyo 2021 and Rio 2016

Selected as 1 of 5 leading innovative technologies, representing Israel at the Israeli China economic treaty negotiations in 2017



1st Place  
“Most Innovative Product” at Medica 2014, the largest medical exhibition in the world

B-Cure Laser efficacy was reported in 4 of 14 publications, selected in a systematic literature review, on effective light therapy technology for home use self treatment of pain and wounds, in the US medical publication





# PROFESSIONAL JUDO WORLD CHAMPION 专业柔道世界冠军

AGBEGNENOU CLARISSE  
WOMEN JUDO WORLD  
CHAMPION  
(2014, 2017, 2018, 2019)



"I can definitely say it was one of the best decisions I've made in my life. I used the device two-three times a day and within a few days the pain decreased significantly. From not being able to move my arm, I quickly managed to make movements and return to training. **B-Cure Laser Sport** helped me return to routine faster than the "usual recovery" applying my standard care treatments. surprising even my doctors. I started training again very quickly."

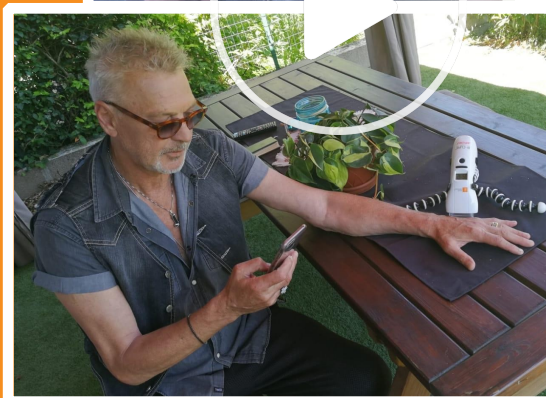






FOOTBALL  
UEFA CHAMPION  
UEFA足球冠军

STEFANO TACCONI  
FORMER JUVENTUS  
GOALKEEPER  
(1983-1992)

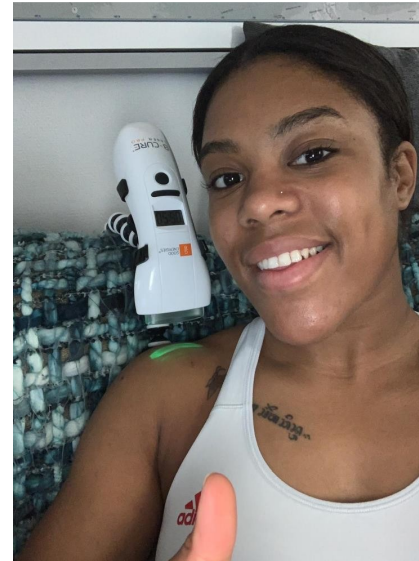


“A few months ago I heard about a device called **B-Cure Laser Sport**, which treats both the pain and the source of the problem with soft laser technology. What convinced me the most was that the device was tested here in Italy and proved to be effective in a clinical trial. No side effects, short treatment time, and I could treat myself anywhere, at any time, at home and even while traveling.

I began to treat myself with **B-Cure Laser Sport** and used it for the pains I had on both my legs and back. After several days of treatments at home I began to feel better - the pain decreased significantly and so did my mobility. I'm thrilled to recommend it to everyone, not only to professional athletes like me, but to anyone suffering from chronic pain, muscle aches, arthritis, orthopedic pain, and sport injuries.”

# PROFESSIONAL JUDO WORLD MEDALIST 专业柔道奖牌获得者

NEKODA DAVIS  
BRITISH DOUBLE WORLD  
MEDALIST (2017, 2018)



“

“This device is amazing, helps me with my pain instantly. It is so quick and easy to use! Approved by my surgeon and physio so I have no worries. I hope to recover quicker due to this device. A massive thank you to **B-Cure Laser** for trusting me with your devices to try out. (They came all the way from Israel and personally handed to me) Also a big thank you to Yarden Gerbi who introduced me to the wonders of this device and the lovely people the company”

”



# BASKETBALL ARMANI OLIMPIA MILANO

GIUSTINO CERATOI  
OLIMPIA MILANO  
TRAINER



“I have received a recommendation for the **B-Cure Laser Sport** device from a colleague from another basketball team and treated athletes about three months ago for tendons in the knees, back, elbow, and epicondylitis, as well as chronic infections. My impression is very positive. To this day, I have used mainly expensive and stationary devices in the clinic which did not provide the availability and mobility of the **B-Cure Laser Sport** and this is, in my opinion, it's the biggest advantage. An athlete and basically any person suffering from pain can treat themselves before and after training or a competition, while traveling abroad or even at home. As soon as the athlete has been injured, they can immediately start treating themselves and if they are suffering from chronic pain, the athlete can use the device two or even four times a day and can get faster healing results”

**B-CURE**  
LASER

## PROFESSIONAL RECOMMENDATIONS 专业推荐

"We highly recommend the **B-Cure Laser Sport** as part of an effective treatment for physical trauma, sports injuries and post-surgical recovery. The treatment with **B-Cure Laser** has significantly reduced the use of anti-inflammatory medicines which are known to have many side effects."



**Dr. Luba Galitskays,**  
Israeli Olympic team  
physician, Wingate  
Institute

"**B-Cure Laser Sport's** exceptional efficacy has been proven by clinical trials and I highly recommend it as part of treatment protocols for the management of muscle strains and sport injuries."



**Richard Reff, MD.**  
Board of Directors of the  
**United States Olympic  
Committee**

"After 4 years of experience with **B-Cure Laser** as a doctor I can highly recommend to use laser therapy for all sports injuries and also for Chronic pains of muscles and joints... The main advantage is that it is a home-based laser treatment."



**Gavornikova Dagmar, MD.**  
Chairman, Slovakian Olympic  
team



VATICAN PHARMACY  
VATICAN CITY STATE梵  
蒂冈药房  
梵蒂冈城邦



Serving an average of more than 2,000 clients a day, the Vatican Pharmacy may be one of the world's busiest in-person dispensaries of pharmaceuticals, over-the-counter medicines, soaps, and elixirs.

**B-Cure Laser** was successfully launched in the Vatican Pharmacy on April 2019

# PAIN AND WOUND MANAGEMENT GLOBAL MARKET疼痛和伤口管理 全球市场



\$71  
B

## Pain reduction

Global pain reduction market in 2019 was estimated at **71 billion USD**. Forecasted to reach **91 billion USD** by 2027 (3.4% CAGR)\*



\$20  
B

## Wound care

Global chronic wound care market in 2019 was estimated at **19.8 billion USD**

Forecasted to reach **24.8 billion USD** by 2024 (4.6% CAGR)\*\*

**RESEARCH AND MARKETS**  
THE WORLD'S LARGEST MARKET RESEARCH STORE

\* <https://www.alliedmarketresearch.com/pain-management-therapeutics-market>

\*\*<https://www.researchandmarkets.com/reports/4846314/wound-care-market-by-product-foams#pos-16>



# B-CURE LASER GRANTED PATENTS 激光授权专利

## Patent protected technology

Electro-optic mechanism that enables free flow of the laser beam.

Covers a large treatment area of 4.5 cm<sup>2</sup>, with an effective coherent beam



## Patent registration

Patent registered in significant countries including: USA, Canada, China, Brazil, Europe and Israel



## No need for protective eyewear

Thanks to the patented, innovative electro-optics mechanism



## B-CURE LASER OUR HORIZON

The present is ours to share now.

With **new products and services in our pipeline**, we continue to blend our innovative technology with true caring, striving towards a better future.

**Good Energies** make wonderful things happen, for **all** involved. **B-CURE LASER**





We invite you to join  
our team and actively  
contribute to our  
vision of filling our  
world with Good  
Energies....

THANK  
YOU

