CHERRY IMAGING

CAPTURE. ANALYZE. TRACE
The Problem

Medical aesthetic treatments have improved dramatically over the past 25 years YET we are still using NON-OBJECTIVE and INACCURATE IMAGING to evaluate and track treatments over time for both body and face. Aesthetic medicine is the only medical specialty that operates without objective, traceable and quantitative measurements.
Current Imaging Solutions

How is It done today:

- Non-objective 2D imaging-
  - Dependent and sensitive to ambient light
  - Varies according to patient positioning

- No convenient solution - No solution for body and face in 1 product, occupies significant floor space and extra rooms

- When 3D images are used, they show gross topography but cannot show detailed quantitative structures and measurements (e.g. wrinkle depth, skin texture, cellulite, stretch marks and more)
Our innovative, handheld device captures thousands of three-dimensional images from multiple field views and multiple angles, all within a single, one-click scan.

- A single portable handheld visual scan device for face and body – Fast simple and user friendly
- Built-in Objectivity - Consistent integrated lighting and Integrated optical GPS, No patient positioning or lighting adjustments necessary
- Proprietary “Optical GPS” enables accurate tracking of position on any body part
- “Optical GPS” ensures accurate 3D tracking over time
- 100 micron accuracy level – 1,000 high resolution images stitched into one integrated high accuracy 3D image
- Proprietary software Trace™ for Automated skin analysis - Various measurement modules optimized for procedures such as: fillers and toxins, skin rejuvenation, pigmentation, body shaping and more
Cherry is creating the most cutting-edge aesthetic imaging platform on the market, bringing accuracy, objectivity, and traceability to the hands of dermatologists and their patients.
**Filler Migration and Volume Loss Tracking Over Time**

**8cc (Unilateral) Injection In a 70 Yo Patient**

Immediately After | 3 Days follow up | 4 Weeks follow up | 5 Weeks follow up | 7 Weeks follow up

| Volume (cc) | 1.9 | 1.8 | 1.4 | 1.3 | 1.1 |

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WRINKLE TRACKING OVER TIME, CHERRY WRINKLE APP

16CC (FULL FACE) INJECTION ON A 70 YEAR PATIENT

Immediately After  3 Days follow up  4 Weeks follow up  5 Weeks follow up  7 Weeks follow up
Body Measurement

Cherry can accurately measure abdominal circumference over time.
Body Volume Measurement

Cherry can accurately measure abdominal circumference over time.

Body Volume Measurement - 129 CC lost volume in treated area.
Body - Cellulite measurements
CHERRY PIGMENTATION MEASUREMENT
CHERRY PIGMENTATION MEASUREMENT, SUPERFICIAL MEASUREMENT APP
CHERRY PIGMENTATION MEASUREMENT, DEEP PIGMENTATION (MELASMA) APP
The Proof
System Accuracy

The following results were published in *Dermatology Surgery.*

A range of 25 simulated volumes using modeling clay were weighed by a high-precision scale and then scanned by Cherry to assess accuracy of the software’s measurements.
“With Cherry Imaging I can EASILY & conveniently obtain OBJECTIVE SCIENTIFIC MEASUREMENTS that impact my research and interaction with patients ”

— Dr. Roy Geronemus
Laser and Skin Surgery Center of New York
A New World for Aesthetic Medicine

Cherry has created the best imaging system for the aesthetic market with proprietary state of the art optical design, hardware and software for a new imaging experience for physicians that want objective and real results for their patients, for optimization of their aesthetic procedures and for helping physicians in managing their patient relationship.

- One hand held system for all aesthetic imaging needs: Face, Body and any other skin/body parts
- Large area coverage with 100 micron accuracy
- Easy to use, NO need for patient positioning or alignment to “before” photos. No need for a dedicated room in the clinic
- Built-in Objectivity - Integrated illumination system, insensitive to room lightning conditions, positioning excellent illumination repeatability
- Accurate tracking over time with fully automated alignment algorithms
- Software package optimized for aesthetic procedures: fillers and toxins, skin wrinkles and skin roughness, high resolution volume measurements for body and face, pigmentation analysis and tracking over time
ABOUT THE TEAM

Dr. Shimon Eckhouse
Chairman

Co-founder of Syneron and the inventor of elos and IPL technology.

Chairman and co-founder of more than 10 companies: Syneron Ltd., CardioDex Ltd., NanoCyte Ltd., Navotek Ltd., Tulip Ltd., Rapid Medical Ltd., Opticul Diagnostic Ltd., RealView Ltd., and the Chairman of Orsense Ltd.

PhD in physics UI, Califirona

Dr. Vardit Eckhouse
CEO & Co-founder

Electro-optics expert. Designed and developed stereoscopic optical systems for different medical applications.

15 years of experience in research and development of complicated optical systems.

PhD in physics from the Weizmann Inst. of Science.

Dr. David Aziz
Optical designer & Co-founder

Optical engineer with established expertise and extensive experience in the development of optical measurement systems. He has been designing and building optical systems for the past 25 years.

Has designed a number of 3D imagining systems, including interference microscopes for industrial surface measurements, confocal microscopes for cellular imaging, and stereoscopic camera-based systems for dental and skin imagining.

PhD in optical sciences from University of Arizona.

Adi Eckhouse Barzilai
CMO MBA

Adi was the co-founder and CEO of RealFace, an AI tech startup company that was acquired by Apple.

Adi is a marketing executive whom started her career in brand management at P&G. In the years before co-founding Realface, Adi was the VP of Marketing and Business Development at Syneron Beauty and was part of the founding team within Syneron Medical to open the Home-Use device unit.

MBA from Columbia University and B.Sc. in Computer Science

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What’s in the box?

Cherry scanner

Trace by Cherry software

6 core i7 tailored lap top