

**A P E X**



# WEB KIT USER GUIDE

**ASPEN** LASER

At Aspen Laser, we value each and every one of our clients, and we are committed to helping your clinic or practice operate at its highest level. Designed to be as user-friendly as possible, this Apex Web Kit will enhance your marketing efforts so that you can achieve the degree of success you deserve.

Simply follow these basic “copy and paste” guidelines, customize to suit your needs (as well as your level of expertise), and you’ll have an impressive and informative Apex marketing tool in no time! We’ve provided everything you need to get started, so... have fun and good luck!



### ► What’s Included:

- **General Specs + Guidelines**  
(This Page)
- **Recommended Layout**  
(PDF: Aspen\_Apex\_Layout)
- **Content Text**  
(Word Doc: Aspen\_Apex\_Text)
- **Individual Asset Files**  
(Folder: Aspen\_Apex\_Assets)
- **Social Media Posts (6 total)**  
(Located in Assets Folder)

## GENERAL SPECS AND GUIDELINES

### Recommended Layout:

For the purpose of brand consistency, we have provided a recommended layout that we ask that you (or your designer) use as a guide (**PDF: Aspen\_Apex\_Layout**). Set up at 1080px width, this layout is intended as a reference only, and does not reflect responsive configuration at the mobile level. We appreciate your efforts to adhere to this layout as closely as possible.

The Aspen logo must appear in the top banner graphic, as well as at the bottom of the content, as shown. The Aspen copyright notice **MUST** also appear within the vicinity of the content, as shown at the bottom of the layout.

### Font Usage:

The font family used in the layout is Montserrat (Light, Regular, Bold, Extra Bold), which is a readily-available Web-friendly font family. We ask that you use this font if possible, at least in the context of heads/subheads.

### Content Text:

Text for the content shown in our recommended layout can be found in the Word doc **Aspen\_Apex\_Text**. While we encourage that you personalize the content to reflect your practice, we ask that you adhere to the language of the content as closely as possible.

### Individual Asset Files

All photographs, supporting graphics and Aspen logos can be found in the folder **Aspen\_Apex\_Assets**. We recommend that the photos be cropped as shown on the recommended layout. The six social media posts are also located in the assets folder.

All of these assets have been licensed by or are the property of Aspen Lasers, so it is imperative that the Aspen copyright notice appears within the vicinity of the content, as shown at the bottom of the layout.

## Recommended Layout

**IMAGINE**  
a life without pain

With our Aspen Apex laser treatments, living a pain-free life isn't just a possibility, it's a reality.

**ASPEN LASER** Now available in our practice!

**RELIEF IS HERE.**  
Say hello to the Aspen Apex.

The world's first and only laser device of its kind, Aspen's Apex Laser System is shifting the paradigm for the treatment of pain and inflammation. That's why we couldn't be more pleased to offer this groundbreaking therapy to our patients.

**ASPEN APEX LASER THERAPY IS...**

**DRUG-FREE    SURGERY-FREE    PAIN-FREE**

**TREAT THE SOURCE**  
not just the symptoms

Aspen Laser Therapy has been clinically proven to not only reduce pain and inflammation, but to effectively treat their underlying causes. Among the myriad conditions for which Aspen Laser Therapy has been proven to be beneficial are:

- Post Injury Pain
- Joint Pain
- Chronic Tendonitis
- Bursitis
- Tendinitis
- Arthritis
- Back and Neck Pain
- Carpal Tunnel Syndrome
- Muscle Spasms
- Fibromyalgia
- Connective Tissue Injuries
- Sprains and Swells

**How does the Aspen Apex work?**

Aspen Laser Therapy (also known as photobiomodulation therapy or "PBMT") generates photochemical responses at the cellular level which increase circulation and cellular energy production while reducing inflammation and oxidative stress. PBMT also increases the rate and quality of tissue repair, improves muscle performance, enhances recovery and alleviates pain.

During each brief laser therapy session, the Aspen Apex uses a simple hand piece to deliver PBMT at a targeted, region-specific location. This allows for a more focused approach to treating specific areas of the body, helping to improve clinical outcomes and facilitating the healing process.

**THERAPEUTIC BENEFITS OF PBMT**  
Photochemical responses at the cellular level

- ENHANCED MITOCHONDRIAL HEALTH
- ENHANCED CELLULAR RESPIRATION
- ENHANCED BLOOD FLOW
- ENHANCED COLLAGEN PRODUCTION
- ENHANCED CELLULAR ENERGY PRODUCTION
- ENHANCED CELLULAR REPAIR AND REGENERATION
- ENHANCED CELLULAR SIGNALING AND COMMUNICATION

**How are treatments administered?**  
A hand held device is positioned directly on, or slightly above, the skin over the affected area, thereby delivering a gentle therapeutic beam.

**How long does a treatment take?**  
Depending on the condition, treatment times typically last only 5-10 minutes, but larger body areas may require a little more time.

**How many treatments will I need?**  
Your facility determines the number of treatments. On average, 6-8 treatments, once or twice weekly, generally take longer and may require 6-10 treatments as well as one or two follow-up treatments each month.

**Does the treatment hurt?**  
Absolutely not! Most patients experience a warm, often soothing sensation during treatment.

**BREAK FREE**  
from pain and inflammation

Whether you're recovering from an injury or dealing with a chronic condition, pain and inflammation can keep you back from the activities you love. Therapy with the Aspen Apex will help you to break free from the pain and start living the life you were meant to live. Even after your first session, you'll begin to feel better, perform better and live better!

To learn more or to schedule your Aspen sessions, contact our clinic today!

**ASPEN LASER**  
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Aspen\_Apex\_Layout.pdf

## Social Media Posts

**IMAGINE**  
a life without pain

**ASPEN LASER**  
Now available in our practice!

Apex\_Social-1.jpg

**Relief is Here.**  
Say hello to the Aspen Apex.

**ASPEN LASER**  
Now available in our practice.

Apex\_Social-2.jpg

**Treat the Source.**

**NOT**  
just the symptoms.

**ASPEN LASER**  
Now available in our practice.

Apex\_Social-3.jpg

**Break Free**  
from the pain

**ASPEN LASER**  
Now available in our practice.

Apex\_Social-4.jpg

**Meet Your New Best Friend.**  
And your pain's worst enemy.

**ASPEN LASER**  
Now available in our practice.

Apex\_Social-5.jpg

**Healing Begins Here.**

**ASPEN LASER**  
Now available in our practice.

Apex\_Social-6.jpg

All social media posts are set up at 1080 x 1080 and may be found in the Aspen\_Apex\_Assets folder. (These files are not editable.)

# **ASPEN** LASER

175 N 1800 W  
SUITE 108  
LINDON UT 84042

877.782.7736

**AspenLasers.com**