



**ARRAY**<sup>™</sup>  
SKIN THERAPY  
Franchise Opportunity

# THE BRIGHT FUTURE OF THE LIGHT THERAPY INDUSTRY

Array Skin Therapy is the first independent light therapy clinic in an untapped market.

In a time of increasing demand for non-invasive, medication-free medical treatments, the global light therapy industry is growing rapidly. Array Skin Therapy is the only clinic to specialize solely in narrowband UVB light therapy to treat patients with symptoms of chronic autoimmune skin conditions, including psoriasis, eczema, vitiligo, and others. We have streamlined light therapy treatment to make it easier and more convenient than ever. Now, we're on a mission to ensure light therapy is easily accessible to all in need by franchising our concept.



Ready to learn more about the Array™ Skin Therapy franchise opportunity?

## IN THIS DOCUMENT:

- The history of Array Skin Therapy and our mission to make light therapy easily accessible to all in need
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# HISTORY OF LIGHT THERAPY

Medical light therapy for the treatment of skin disorders started in 1877 when it was discovered that light inhibited fungal growth in test tubes. Medical interest in treating skin diseases with light grew, culminating in the 1903 Nobel Prize in medicine being awarded to Niels Finsen for demonstrating that light could successfully treat lupus vulgaris, a common and disfiguring disorder at the time. Research continued and the *American Medical Association listed 34 skin conditions that could be treated with UV light therapy*. UV therapies were even used to treat tuberculosis in the 1950s until more effective antibiotics replaced them.

Today, 1 in 4 Americans are impacted by skin conditions.



## CURRENT STATE OF THE LIGHT THERAPY

Modern phototherapy began in the 1980s when narrowband UVB was discovered as an effective treatment for psoriasis. Today, *narrowband UVB light therapy is the treatment of choice* for people with moderate psoriasis.

*Light therapy is also an increasingly popular treatment for vitiligo, eczema, alopecia areata, and several other skin conditions.* Today, 1 in 4 Americans are impacted by skin conditions.

The rising incidence of skin-related disorders and increased awareness of light therapy treatment are driving growth of the industry. This is in part due to patient preference for non-invasive, non-medicated treatment options.

When patients gain awareness of narrowband UVB light therapy, they're eager to seek it out despite treatment being required multiple times per week. Oftentimes; however, patients are unable to access routine treatment because they are competing with aesthetic dermatology patients for appointments. Array Skin Therapy's specialized clinics save patients from having to navigate busy medical facilities by providing light therapy only, hassle-free.





# THE FUTURE OF THE LIGHT THERAPY INDUSTRY

According to Marketwatch, psoriasis treatment is the fastest growing segment of the light therapy market. This is due to the high volume of patients living with the physical and emotional impacts of psoriasis. Marketwatch also states that *approximately 10.1% of the US population have some form of eczema*, equating to 31.6 million Americans who could seek relief from *frustrating symptoms*. Vitiligo, another common skin disorder treated with light therapy, affects anywhere from .5% to 1% of the world's population.

Approximately 10.1% of the US population have some form of eczema alone.

*The light therapy industry is predicted to have a compounded annual growth rate (CAGR) of 5.1%.*

Because Array Skin Therapy is the only clinic that specializes solely in narrowband UVB light therapy, we are strategically positioned to fulfill the increased demand for treatment. Our hassle-free model increases patient adherence to treatment, resulting in improved health outcomes and quality of life.





# WHAT IS A FRANCHISE?

A franchise is a business that operates under the umbrella of a brand's trade name, but is independently owned by an investor who handles the day-to-day operations of their location. Business Format Franchising is the practice of licensing the umbrella brand's operation system and processes as well as delivering products and services as determined by the brand.

The franchise owner typically invests an initial amount, called a franchise fee, to secure their right to trade using the brand's name, products, services, and operating system. Additionally, franchise owners pay a percentage of gross revenue to the brand as a royalty for the duration of the franchise contract agreement.



*The light therapy industry is predicted to have a compounded annual growth rate (CAGR) of 5.1%.*

## FRANCHISING PROTECTIONS AND STATISTICS

Franchising is overseen by the Federal Trade Commission (FTC), which is a government agency that protects consumers and promotes marketplace competition. The FTC Franchise Rule states that franchise owners must receive all the relevant information they need to assess the benefits and risks of investing in a franchise agreement.

Array Skin Therapy is in compliance with FTC regulations and provides all material investment information in our Franchise Disclosure Document (FDD). We include the 23 specific pieces of material information the FTC requires in an FDD to protect potential investors and facilitate a fair and informed decision about franchising with Array Skin Therapy.



# ARRAY SKIN THERAPY AS A FRANCHISE

Array Skin Therapy is the only practice in the United States that provides narrowband UVB and targeted NBUVB laser light treatment only, making us industry leaders in this space. With this timing, franchising opportunities are particularly exciting. Franchise investors have the chance to get in a rapidly growing industry early and become a part of a brand that is poised to become the household name in light therapy.

As more people discover Array Skin Therapy and become patients, their improved quality of life becomes free word-of-mouth advertising. The nature of light therapy requiring multiple treatments gives franchise owners and their teams the opportunity to build long-term relationships with their patients. Since skin conditions treated with light therapy are often chronic, patients are likely to return in the future if they develop a flare.

## THE ARRAY SKIN THERAPY FRANCHISE OPPORTUNITY

### MEET CEO KRISTEN MILLER

Kristen Miller is a family nurse practitioner with over 20 years of experience in treating people living with chronic diseases, as well as healthcare management. Kristen's career focus was determined after seeing the physical and emotional effects long term conditions can have on patients and their families. Kristen has devoted her career to inspiring hope in patients and families dealing with chronic conditions, as well as developing compassionate healthcare teams.

In 2010, Kristen noticed patients faced many barriers to receiving light therapy while working as a nurse practitioner at a large medical center light treatment facility. Barriers to care included difficulty scheduling appointments, long wait times, and expensive parking. Some patients in need of treatment were placed on a waitlist and never received a call.

Kristen recognized that an alternative model was needed to increase patient access to light treatment, thereby improving patient adherence and outcomes. In 2011 Kristen launched Array Skin Therapy, an independent light treatment service built with patient convenience in mind.



# IMPROVING PATIENT LIVES THROUGH ACCESSIBILITY

Array Skin Therapy franchisees have the opportunity to improve the quality of life for those living with frustrating symptoms of skin conditions. Prior to receiving treatment, our patients frequently report avoiding social activities and hobbies due to emotional and physical discomfort. Light treatment allows these patients to return to wholehearted living with renewed self-esteem.

*31.6 million Americans could seek relief from frustrating symptoms.*



## SUPPORTING OUR FRANCHISE OWNERS

When you become part of the Array Skin Therapy team, we provide support to help you build your business from the start.

### CLINIC SELECTION & BUILD-OUT GUIDANCE

As a franchise owner, you'll receive illustrated examples for your location's build-out, preferred fees on necessary equipment, and design assistance to create a comfortable environment where your patients will feel welcomed.

### PROFESSIONAL MARKETING SUPPORT

Most of your patients will arrive at Array Skin Therapy through a referral from local dermatologists. We help you develop local marketing campaigns and offer branded materials designed to build community and visibility for your Array Skin Therapy franchise location.

### INITIAL & ONGOING TRAINING

Our start-up training is comprehensive, designed to help you and your team implement Array Skin Therapy processes. We also provide ongoing on-site and remote support for any questions that arise during day-to-day operations.

### COMPREHENSIVE BUSINESS TOOLS & DOCUMENTATION

You'll have access to our confidential operations manual, an invaluable resource for normal operating procedures, reporting, best practices and more.



# REASONS TO INVEST IN AN ARRAY SKIN THERAPY FRANCHISE

The global light therapy market is projected to grow to over a billion-dollar industry in the coming years. Array Skin Therapy is in a strong market position since there are no other clinics in the US like us. By opening an Array Skin Therapy clinic you have the opportunity to improve lives in your community while serving an otherwise untapped market.



## AT ARRAY, WE:

- are a mission-driven company with a core set of beliefs that guide our operations.
- believe people with skin conditions shouldn't miss out on the things they love because of frustrating symptoms.
- believe in the transformative power of light therapy.
- believe light therapy should be accessible to all.



*If you wish to join our mission to make light therapy easily accessible to all in need, contact us to learn more about how to become a franchise owner.*





# ARRAY™

## SKIN THERAPY

a franchise opportunity

## JOIN US

### THE ARRAY GROUP

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This franchise sales information does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document (FDD). Certain states require that we register the FDD in those states. Such registration, or exemption, does not constitute approval of the information in the FDD by that state agency. The communications herein are not directed by us to the residents of any of those states. Moreover, we will not offer to sell franchises in those states unless we have registered the FDD (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law.

This franchise has been registered under the franchise investment law of the state of California. Such registration does not constitute approval, recommendation or endorsement by the commissioner of business oversight nor a finding by the commissioner that the information provided herein is true, complete and not misleading.