



**B-Cure Laser is a patented clinically proven home care medical device that effectively treats pain, orthopedic conditions and chronic wounds.**



**Presentation – June 2023**





## ABOUT GOOD ENERGIES

- Headquarters in Haifa, Israel with +60 employees, including management, R&D, sales, marketing, customer service and service lab.
- Over 250,000 devices sold in the Israeli market alone since 2009.
- The company supports an international distributing partner network for global access.
- The company's production line is at an outsourced manufacturing facility in China. Factory certification ISO 14385.
- There are new products in our pipeline.







GOOD  
ENERGIES®





# ABOUT B-CURE LASER

## A MUST-HAVE IN EVERY HOME!

- A HOME-USE medical device, most effective for treating chronic pain, orthopedic conditions, inflammation, sports injuries and wounds.
- Low Level Laser Therapy (LLLT) treats the pain and its source, utilizing a non-invasive bio-stimulating treatment.
- No known side-effects, with long lasting results, with as little as a few minutes use, twice a day.
- Highly cost effective – one device that provides a proven solution, for all ages for the whole family.
- B-Cure Laser is a Class 2a medical device marked CE 0197, cleared by Health Canada and ANVISA approval. Currently in submission process for FDA and CFDA clearance.





# THE CHALLENGE PAIN & WOUND MARKET

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



**80K**

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

### Painkillers

Pain medication is the most common form of treatment prescribed.

Today, there is raised awareness about 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.



CLASSIC

**B-CURE**<sup>®</sup>  
LASER  
Healthy Healing



SPORT

**B-CURE**<sup>®</sup> LASER **SPORT**  
**B-CURE**<sup>®</sup> LASER SPORT PRO



PRO

**B-CURE**<sup>®</sup>  
LASER PRO



DENTAL

**B-CURE**<sup>®</sup> DENTAL LASER | **B-CURE**<sup>®</sup> LASER DENTAL PRO



VET

**B-CURE**<sup>®</sup> LASER VET | **B-CURE**<sup>®</sup> LASER VET PRO



# B-CURE LASER'S CLINICAL TRIALS

B-Cure Laser's efficacy for the treatment of pain and wounds has been proven in **6 double blind clinical trials**.  
3 other clinical trials are in process.

A successful clinical trial\* involving **90 patients**, has shown that the efficacy of B-Cure Laser was similar to that of pain relief medication.

\*Del Vecchio et al., Joint-Related Pain (TMJ), Sapienza University, Rome Italy.

Published in: Cranio. 2019 Apr 19:1-10. doi: 10.1080/08869634.2019.1599174.

<https://www.ncbi.nlm.nih.gov/pubmed/30999823>



Joint-Related Pain (TMJ)  
Sapienza University  
Italy



Laminectomy  
Sao Paulo Hospital  
Brazil



Shoulder Surgery  
Holy Family Hospital  
Israel



Diabetic Wounds  
Hadassah Medical Center  
Israel



Dental Implantation  
PERM University  
Russia



Joint-Related Pain (TMJ)  
University of Parma  
Italy



## HOW DOES IT WORK?



Stimulates cell activity & strengthens cell signals that relieve pain, fight chronic inflammation and accelerate wound healing



Releases endorphins that relieve pain



Increases the production of ATP that accelerates wound healing and fights chronic inflammation



Stimulates blood and lymph flow that reduce edema and accelerate wound healing



Increases the formation of collagen & elastin, that accelerates wound healing



Increases efficiency of the body's natural immune system



# B-CURE LASER BENEFITS



## PROVEN EFFICACY

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



## 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  $4.5\text{cm}^2$ .



## 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.




# RECOMMENDATIONS



Trustpilot

Overview Reviews About



**GOOD ENERGIES LTD**  
Reviews 138 • Excellent  
★★★★★ 4.4

[bcurelaser.co.uk](https://bcurelaser.co.uk)



**Matt Dawson**  
Ex-UK Rugby Captain  
and TV personality



**Andrea McLean**  
Author and TV  
presenter



**Ulrika Johnson**  
TV Presenter and  
Journalist



**Matt Tebbutt**  
Chef & TV Presenter



**Kirsty Gallacher**  
TV Broadcaster



**Phil Tufnell**  
TV personality



**Hannah Cockroft**  
Paralympic Gold  
Medalist



**John Barnes**  
Former Football  
Player



**Anthea Turner**  
TV Presenter



**John Hartson**  
Former Football  
Player



**Will Bayley**  
Paralympic  
Champion



**Colin Hendry**  
Former Scotland Captain



**Ray Parlour**  
Former Arsenal Player



**Diana Moran**  
Journalist



**Winston Mckenzie**  
London Mayor Nominee



**Garry George**  
Churchill



**Bill Coleman**  
Chef



# B-CURE LASER INTERNATIONAL RECOGNITION



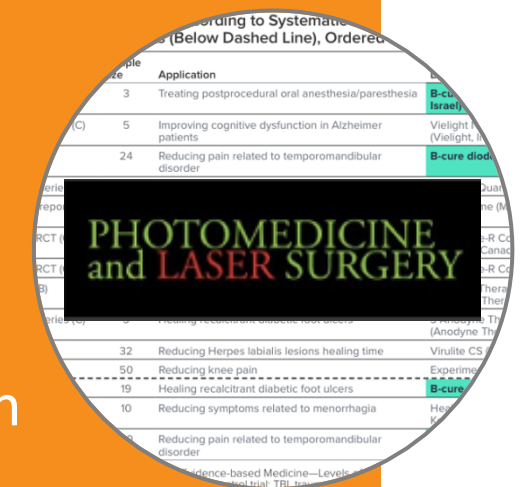
Official medical device for the Israeli delegation to the Olympic Games in Tokyo 2021 and Rio 2016

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 “Photomedicine and Laser Surgery”





# PROFESSIONAL RECOMMENDATIONS

International guidelines recommend the "use of low level laser therapy for treatment of Oral Mucositis".  
(November 2018)



American College of Physicians' guidelines include a "strong recommendation" for Low-Level Laser Therapy as a non invasive treatment for acute, subacute & chronic low back pain.  
(April 2017)



"We show that LLLT reduces pain immediately after treatment in acute neck pain and up to 22 weeks after completion of treatment in patients with chronic neck pain".  
(December 2009)





# B-CURE LASER GRANTED PATENTS

## 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





# THANK YOU!

