

BRAND GUIDELINES

AlmaIQ™



ALMA IQ BRAND MESSAGING GUIDE

This section outlines the core messaging pillars for Alma IQ. Use this framework across all communication to ensure clarity, consistency, and brand integrity.

CORE MESSAGE

Alma IQ elevates every first engagement, revolutionizing the consultation process and setting new benchmarks for precision, trust, and transformative opportunity.



ALMA IQ BRAND MESSAGING GUIDE

MESSAGING PILLARS

SEE BEYOND THE SURFACE

UNVEILING THE INVISIBLE

Alma IQ empowers you with advanced imaging technology to reveal details of the skin that the naked eye cannot detect. By bridging the gap between what can be seen and what can be understood, it enhances your expertise, enabling informed and confident decisions.

BUILD TRUST THROUGH TRANSPARENCY

A SHARED JOURNEY

Alma IQ turns consultations into collaborative experiences. With patients seeing exactly what you see, discussions become clear, transparent, and meaningful. This openness strengthens relationships, builds trust, and ensures alignment in every step of the aesthetic journey.

EXPAND TREATMENT POSSIBILITIES

COMPREHENSIVE, HOLISTIC CARE

This same openness extends beyond trust, opening the door to broader treatment opportunities. Alma IQ's insights allow you to design more holistic and expansive treatment plans, elevating your status as an expert while driving measurable growth for your practice.

ALMA IQ BRAND MESSAGING GUIDE

USE GUIDELINES

Follow the structure:

SEE —————> **TRUST** —————> **EXPAND**

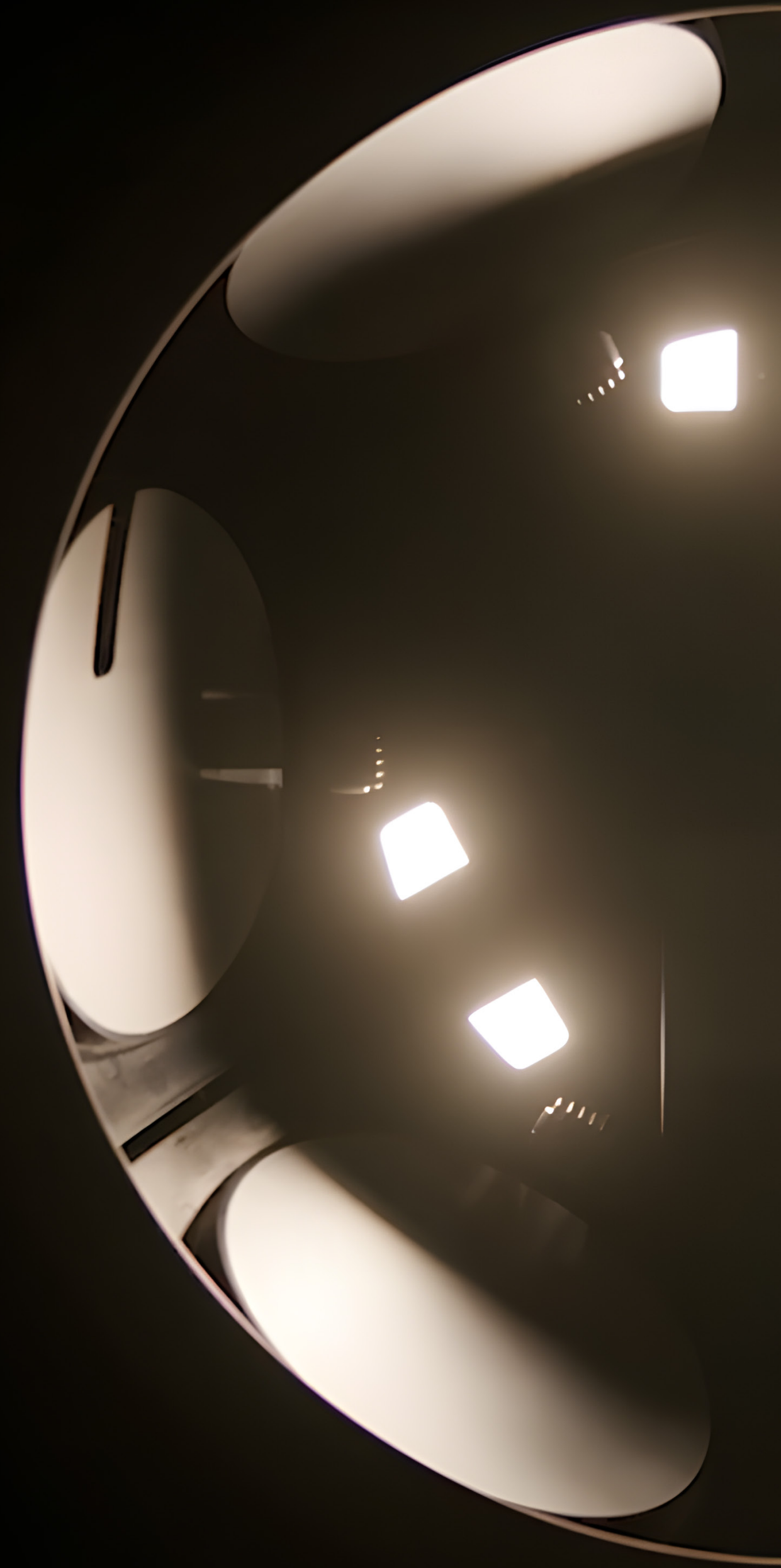
Always speak to **professional value**
and **patient connection**

Highlight features only as they support
outcomes

Avoid inflated claims – focus on clarity,
strategy, and experience



VISUALITY



Logo

AlmaIQ™

AlmaIQ™

AlmaIQ™

Airmax/QTM

Prohibited Logo Uses

To maintain brand integrity, the following rules for use of the logo must be adhered to:

- Do not change the original logo color gradient.
- Do not rescale any element of the logo.
- Do not alter the logo's proportions or distort its shape.
- Do not place the logo on busy or distracting backgrounds that compromise its visibility.
- Do not add shadows, outlines, or other effects that change the logo's appearance.



Color Palette
Black is our primary color, representing clarity and simplicity. It establishes the foundation of our brand’s visual identity, offering a clean backdrop that fosters a harmonious synergy.

CMYK: 75 68 67 90
RGB: 0 0 0
Pantone: Black 6 c
#000000

CMYK: 13 10 10 0
RGB: 219 219 219
Pantone: 420 c
#dbdbdb

CMYK: 0 0 0 0
RGB: 255 255 255
Pantone: 000c
#ffffff



Typography

Poppins [Download font from here >>](#)

As a global company, we recognize the fact that different people need and want different solutions. Diversity and geography play a significant role in the definition and implementation of our solutions, and we are committed to providing top level products for the widest range of audiences worldwide. Each of our solutions is defined and designed to answer the needs of different genders, age groups, skin tones and specific indication.

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people,
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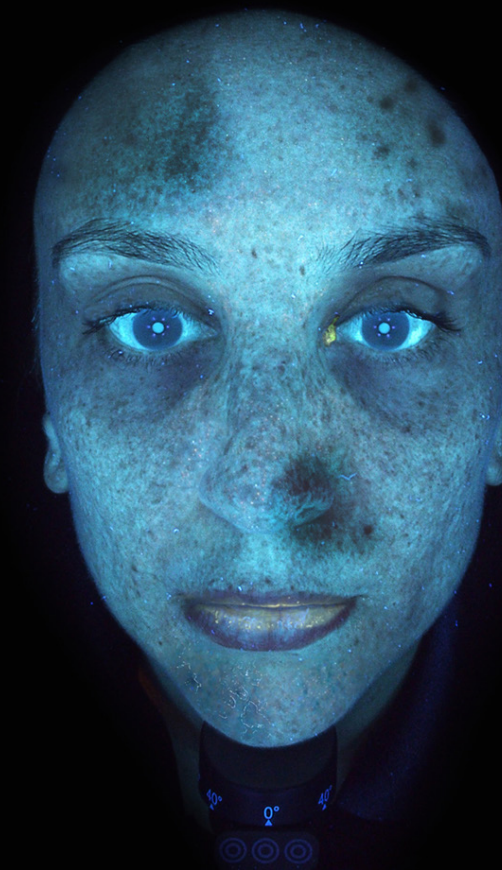
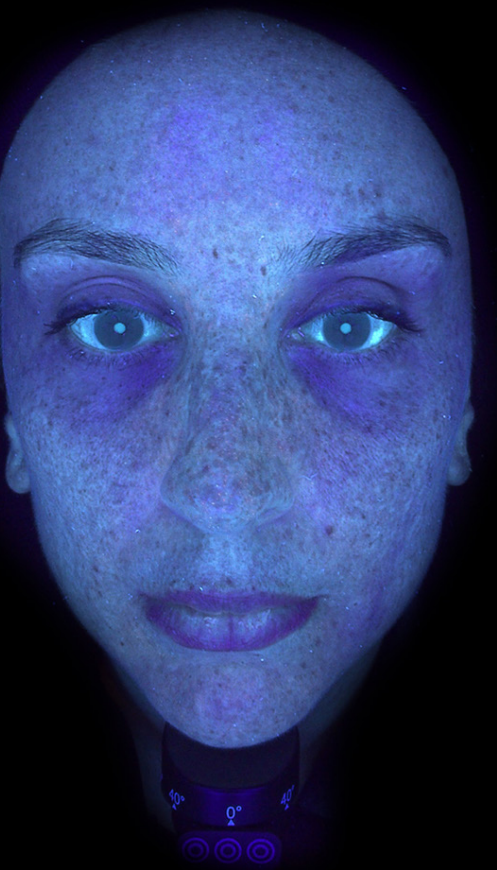
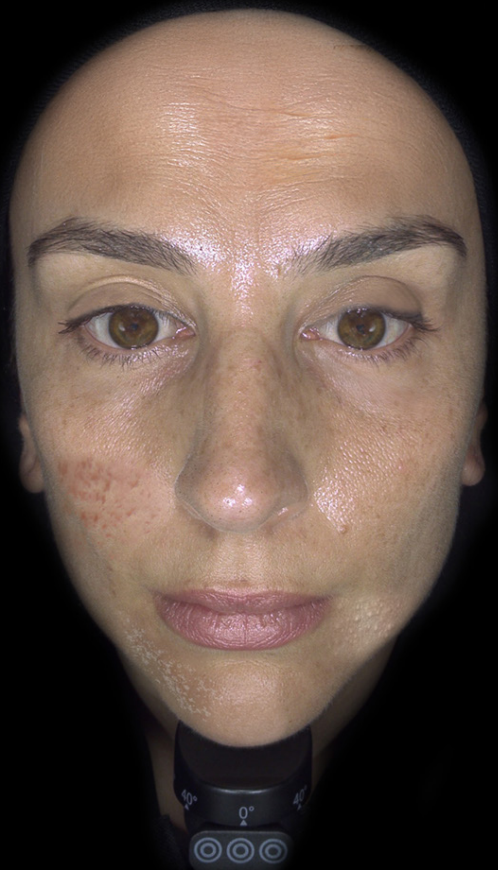
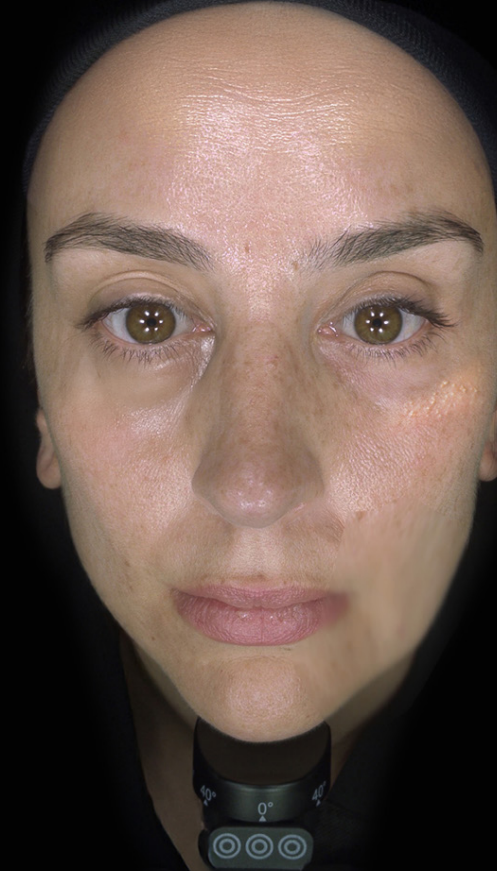
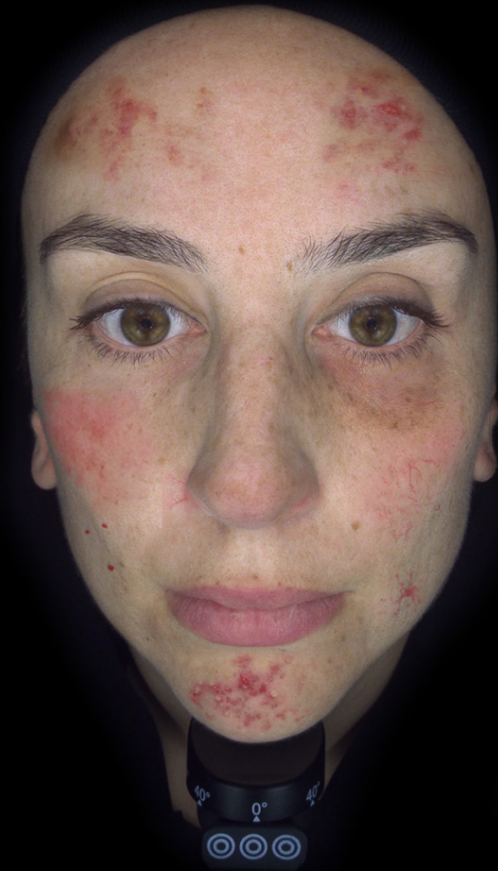
Product Photos



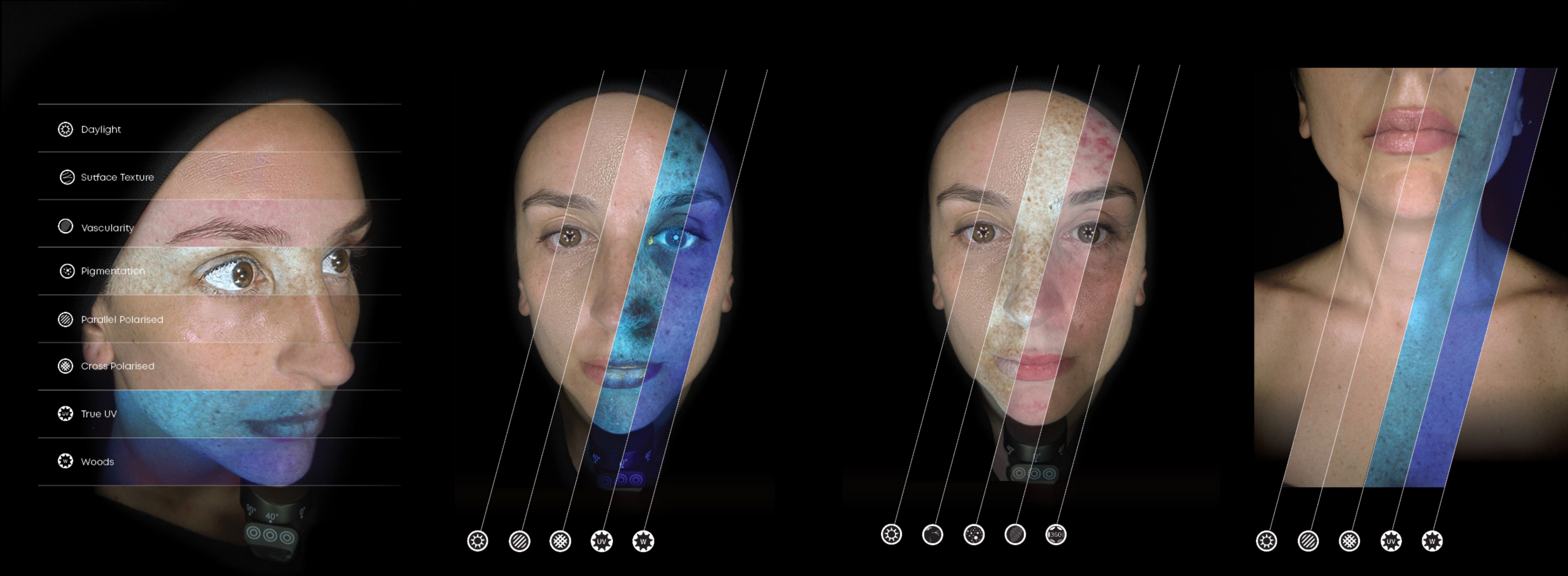
Product Photos



Filter Photos



Filter Photos



Alma IQ™



ELEVATE EVERY FIRST ENGAGEMENT

Alma
For You. For Life.

SEE BEYOND THE SURFACE

Guiding consultations step by step, Alma IQ empowers you with advanced imaging technology that reveals details of the skin the naked eye cannot detect. In less than 10 seconds, its advanced imaging and multi-light modes capture every detail of the skin, from surface texture to deeper layers.

BUILD TRUST THROUGH TRANSPARENCY

Alma IQ enhances your expertise, acting as a catalyst that elevates consultations to profound connections. It guides you through the consultation process, transforming skin analysis into a dialogue that is both intuitive and engaging. Patients actively participate by seeing exactly what you see – this openness strengthens relationships, builds trust, and ensures alignment at every step of the aesthetic journey.

EXPAND TREATMENT POSSIBILITIES

This same openness extends beyond trust, seamlessly transitioning into opportunities for more holistic care. Alma IQ's intelligence uncovers potential treatment areas that may not have been immediately visible, enabling practitioners to craft detailed and expansive care plans. By tracking the skin's dynamic nature over time, this skin journey fosters collaboration between practitioner and patient, enabling joint monitoring and treatment adjustments as the skin evolves. Whether your patient arrives with a single concern or is seeking comprehensive care, Alma IQ ensures that no opportunity is missed, making their journey more personalized and rewarding.



- 01 Daylight
- 02 Surface texture
- 03 Pigmentation
- 04 Vascularity
- 05 Cross polarized
- 06 Parallel polarization
- 07 True UV-mode
- 08 Woods light
- 09 360 light mode
- 10 360 grey

EVERY LAYER. EVERY INSIGHT.

LOOK AT THE SURFACE

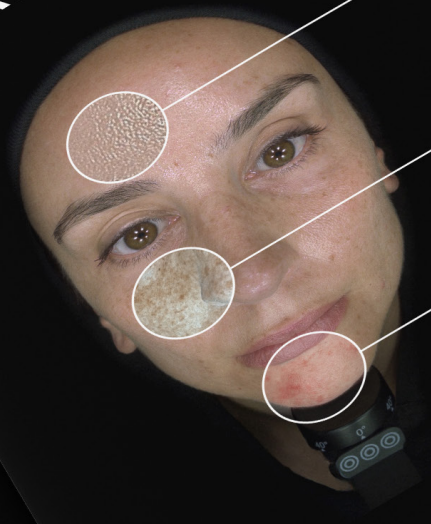


Parallel Polarized
Utilizes surface reflections for detailed analysis of the skin's microrelief, revealing surface texture, fine lines, and pores.

Cross Polarized
Suppresses surface reflections to expose pigmentation irregularities, vascular conditions, and deeper skin structures.

Daylight
Simulates natural daylight to provide an accurate representation of the skin's overall appearance and color.

LOOK BENEATH THE SURFACE



Texture
Accentuates the visibility of fine lines, roughness, and skin texture for targeted assessment of surface irregularities.

Pigmentation
Highlights melanin distribution to detect uneven skin tone, hyperpigmentation, and discoloration.

Redness (Vascularity)
Enhances visibility of vascular activity, including redness, inflammation, and capillaries.

LOOK BEYOND THE SURFACE



True UV
Exposes underlying pigmentation, sebaceous activity, and acne-related bacteria through fluorescence imaging.

Woods
Illuminates skin hydration, oil balance, and structural irregularities, offering an overview of skin health.

naIQ™

ENGAGEMENT

Alma IQ™



Elevate Every First Engagement

Alma IQ is an advanced imaging and analysis platform that transforms consultations with your patients by revealing the unseen, building trust, and expanding treatment possibilities - from the very first interaction.

Every great transformation begins with a moment of clarity. Alma IQ delivers that moment by unveiling the unique story of each patient's skin, and serving as the compass that guides both patients and practitioners, on a shared journey of discovery and transformation.



360° Light Technology

Alma IQ's 360° Light Technology adjusts illumination to reveal aging effects in detail, aiding in the design of precise treatment plans.



Ten Specialized Light Modes

Alma IQ uses advanced filters like True UV and polarized light to uncover detailed skin characteristics, such as pigmentation, redness, and texture.



Precision Beyond the Face

Alma IQ captures high-definition images of the neck and décolleté with clarity, enabling comprehensive treatment plans for volume and structure.



Intelligent Treatment Guidance & Reports

Programmed with Alma's portfolio, Alma IQ generates detailed reports and visual treatment guides, helping practitioners select the right platforms and applicators. Personalized plans based on skin type, concerns, severity, and downtime ensure recommendations are both practical and precise.



Data You Can Trust

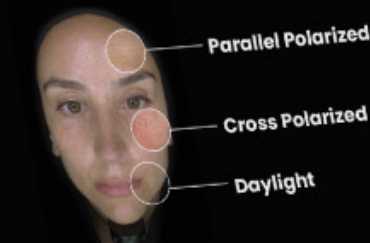
Alma IQ ensures consistent, reliable, and accurate high-quality imagery for confident decision-making supported by advanced imaging technology.



Real-Time Analysis

Fully integrated with iOS, Alma IQ offers instantaneous, visually compelling consultations. Its real-time imaging streamlines the process, enhancing both efficiency and patient engagement.

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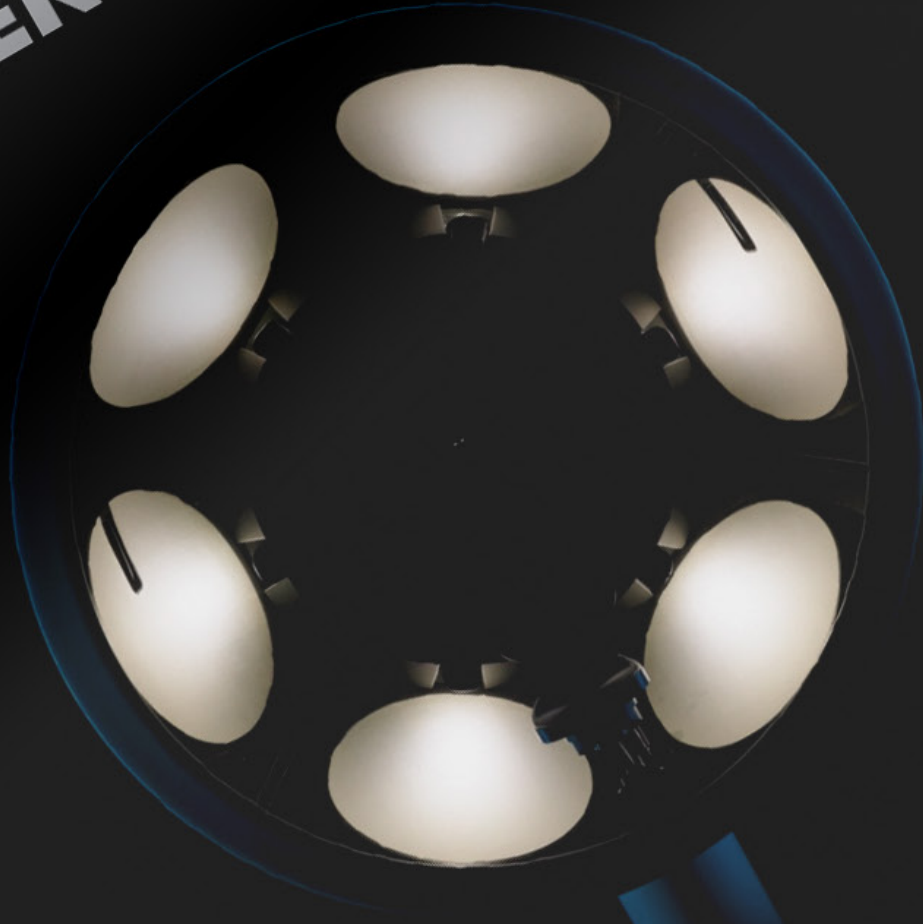


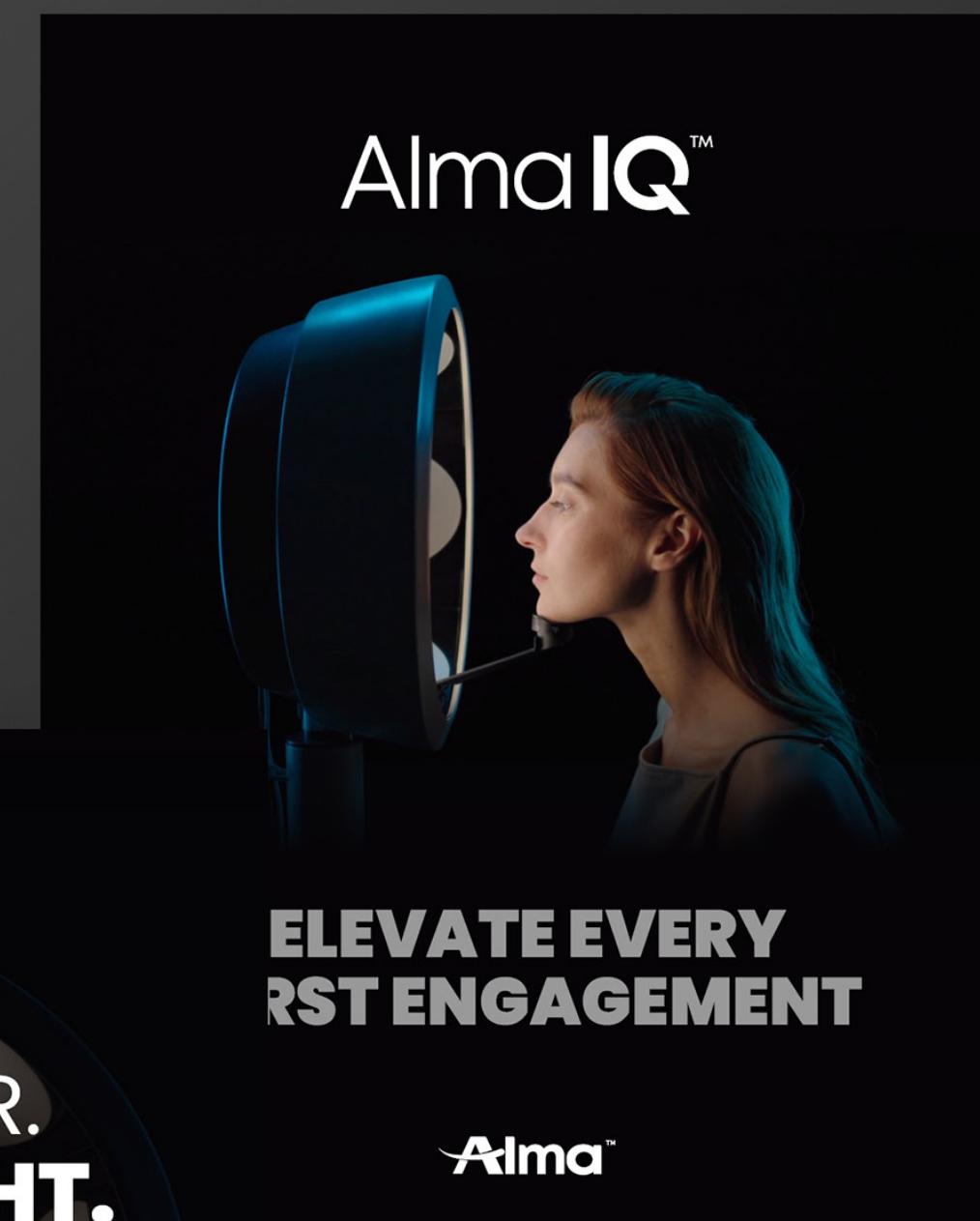
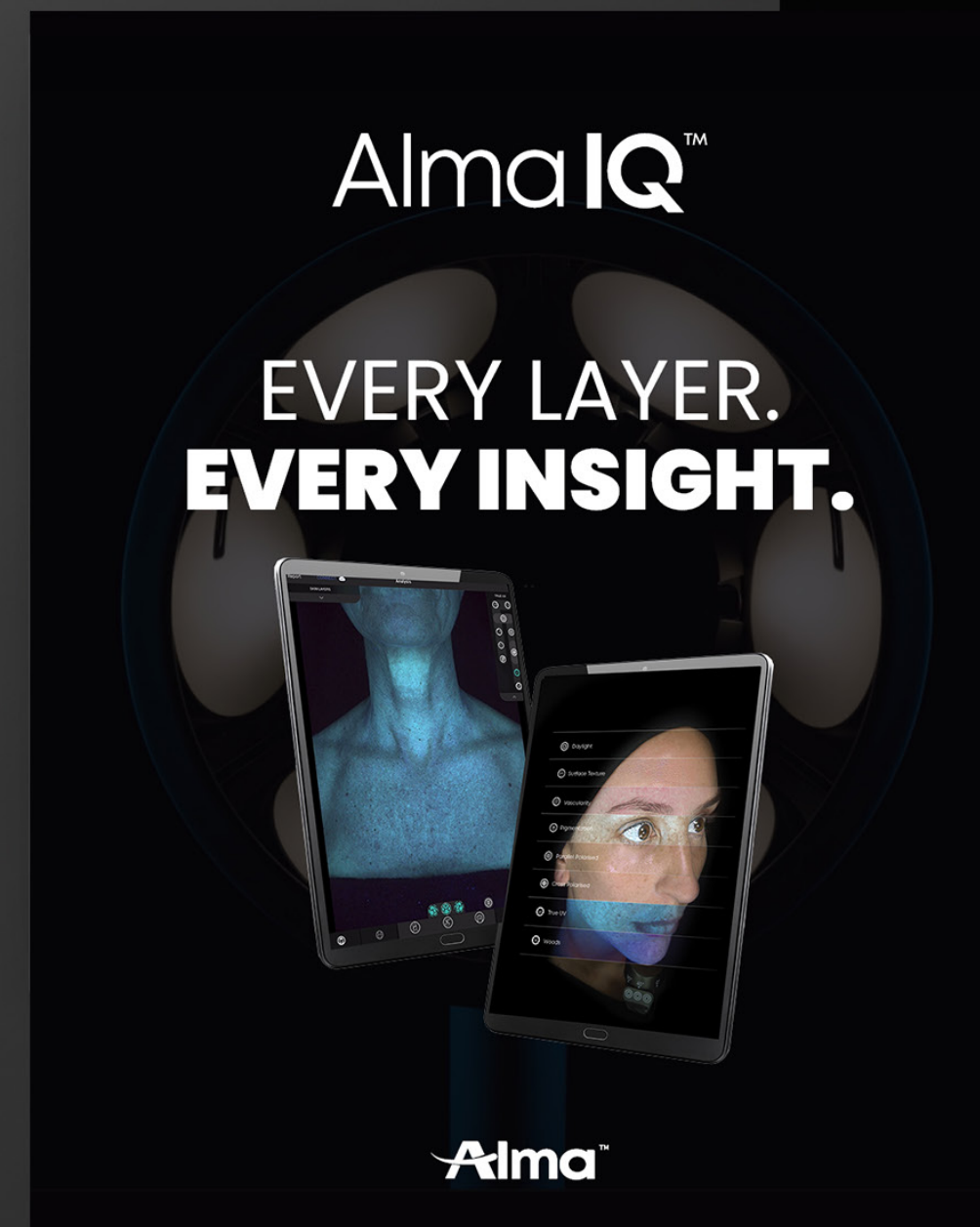
*Alma IQ is not a medical device and does not diagnose or treat any medical condition. It is a software platform for aesthetic practitioners to: 1. visually assess skin appearance; 2. communicate with their patients about skin concerns; 3. create and store personalized aesthetic treatment plans. Note: The terms "patient" and "treatment" are used within the context of the practitioner-patient relationship and are not related to the use of Alma IQ. *Always consult with a healthcare professional for medical advice.

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www.almalasers.com

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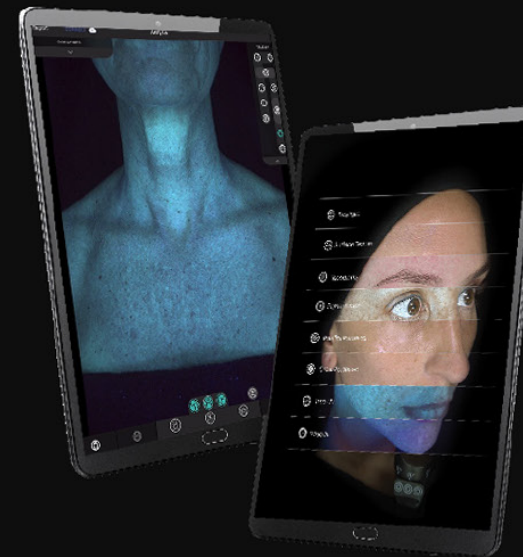
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ELEVATE EVERY FIRST ENGAGEMENT

This next-generation platform reveals what the eye can't - giving practitioners the clarity, trust, and tools to build personalized treatment plans from the very first scan.

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Alma IQ is redefining the way aesthetic consultations begin. Powered by cutting-edge imaging technology and advanced analysis filters, this next-generation platform reveals what the eye can't - giving practitioners the clarity, trust, and tools to build personalized treatment plans from the very first scan. With 360° light analysis, real-time reports, and seamless integration with Alma platforms, Alma IQ transforms data into action.

Alma™ For You. For Life.

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AlmaIQTM

THANK YOU!

