

WELCOME TO THE NEW ERA OF AESTHETICS

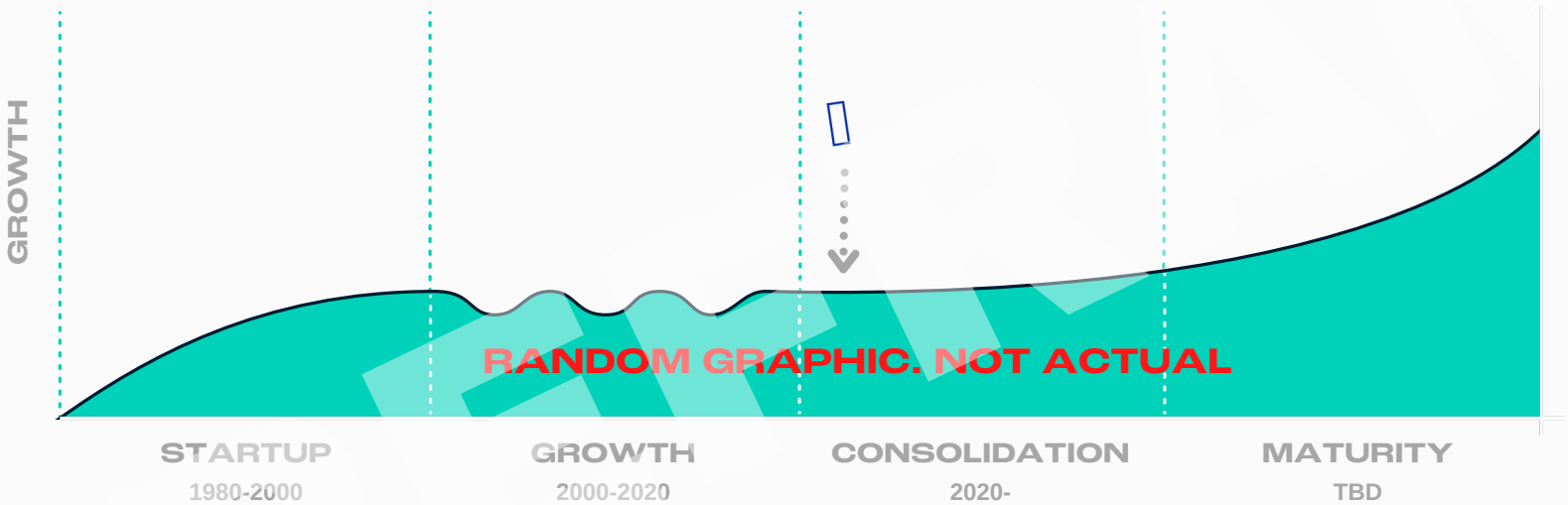
As the aesthetic industry officially enters its consolidation stage of growth, we're giving practices like yours the infrastructure and capital you need to make this next era of aesthetics your best. How? **Autonomous partnership.**



Play Video

THE AESTHETIC INDUSTRY IS GROWING UP. ARE YOU?

Our industry has officially entered its consolidation stage of growth. Through expansion, a new crop of investment-backed aesthetic practices have gained more muscle, market share, and value in the last few years than in the previous decade combined.



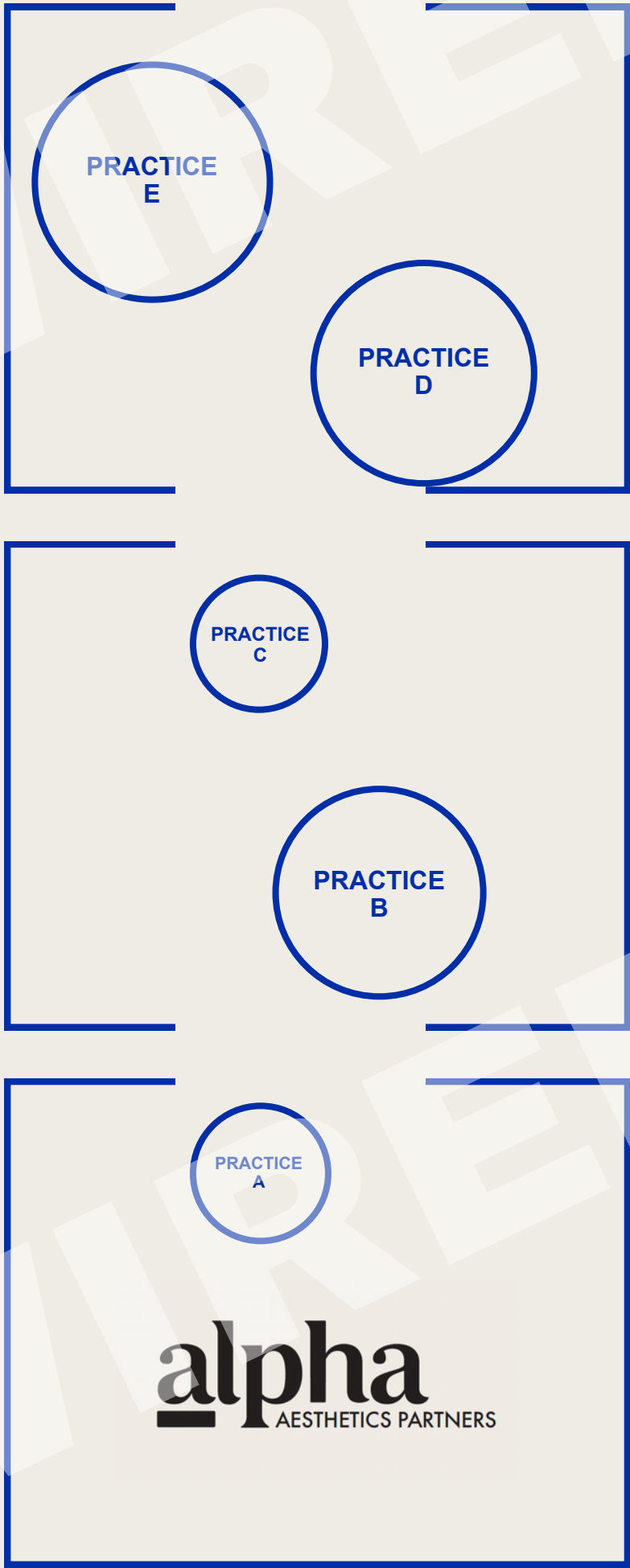
MORE SCALE. MORE ADVANTAGE.

In the era of consolidation, winners are using scale advantages to build bigger futures, faster.

- | | | | |
|------------------|------------------|-------------------|-------------------|
| Volume discounts | Bigger budgets | Easier recruiting | More profit |
| Higher margins | Better marketing | More technology | Higher multiples |
| Pricing power | More efficiency | More capital | Bigger valuations |

NEW ERA. NEW RULES. NEW OPPORTUNITIES.

The rules have changed, so we're changing with them. Through **autonomous partnership**, we're giving practices like yours the same scale advantages of a nationwide aesthetic chain without sacrificing the freedom of solo ownership. Step into the future with allies. Make this next era of aesthetics your best.



INVISIBLE UMBRELLA

An **autonomous partnership** is a group of independent aesthetic practices combined into a larger entity. Everyone keeps their brand, team, and autonomy but shares in scale economies as a larger entity: volume discounts, reduced operational costs, more profit, and shared resources.

UNDENIABLE MUSCLE

What kind of resources? Alpha's **autonomous partnership** is backed by private equity and supported by our internal growth incubator. Which means our partners get instant access to capital, operations, recruiting, marketing, legal, technology, business strategy, and more. Grow without restraints.

INFINITE UPSIDE

When we partner, we give you upfront cash to merge your practice under Alpha's umbrella, then you become an owner in Alpha. It's like trading in your single stock for a mutual fund: as Alpha grows, your equity position becomes more valuable (and less risky) than if you owned 100% of your practice.

MORE MUSCLE. MORE UPSIDE. SAME INDEPENDENCE.

Sound interesting? Keep scrolling.



GROW WITHOUT PAINS

We'll remove all barriers to growth so you can do the unthinkable, pursue innovation, and make this next era of aesthetics your best.

Operations

CORNER THE MARKET WITH A BETTER PATIENT EXPERIENCE

We take HR, legal, accounting and <insert painful front office work> off your hands. You take more time on what matters most: like innovating, actualizing, and deepening the bonds between you and your patients.



Marketing

SCALE YOUR MARKETING, NOT YOUR RESOURCES

What got you here won't get you there. You need budget, scale, experience, speed, and sophistication to win in the era of consolidation. So we built our own in-house agency. And it's all yours.

Recruiting

ATTRACT, RETAIN, AND GROW THE BEST TALENT

Find the best. Keep the best. And never get poached by Big Med Spa again. How? On demand training (Alpha Academy), employee bonus programs, and our signature Pathway to Partnership™ program.



Profit

BECOME MORE RESILIENT TO PRICE COMPETITION

Since Alpha is a group of practices under one corporate umbrella, everyone benefits from economies of scale. Secure volume discounts, lower costs, and higher margins so you can price competitively at a profit.

Capital

GAIN ACCESS TO PRIVATE EQUITY, INSTANTLY

We're funded by private equity, which means we can remove many of the financial barriers to growth for you. More capital? New devices? Another location? Everything's possible. When you grow, we all grow.



Technology

INNOVATE FASTER WITH BETTER TECHNOLOGY

We're building proprietary software that connects all Alpha practices: identify overlooked market demand, benchmark performance nationally, innovate faster, and use data to level up in ways you never could before.



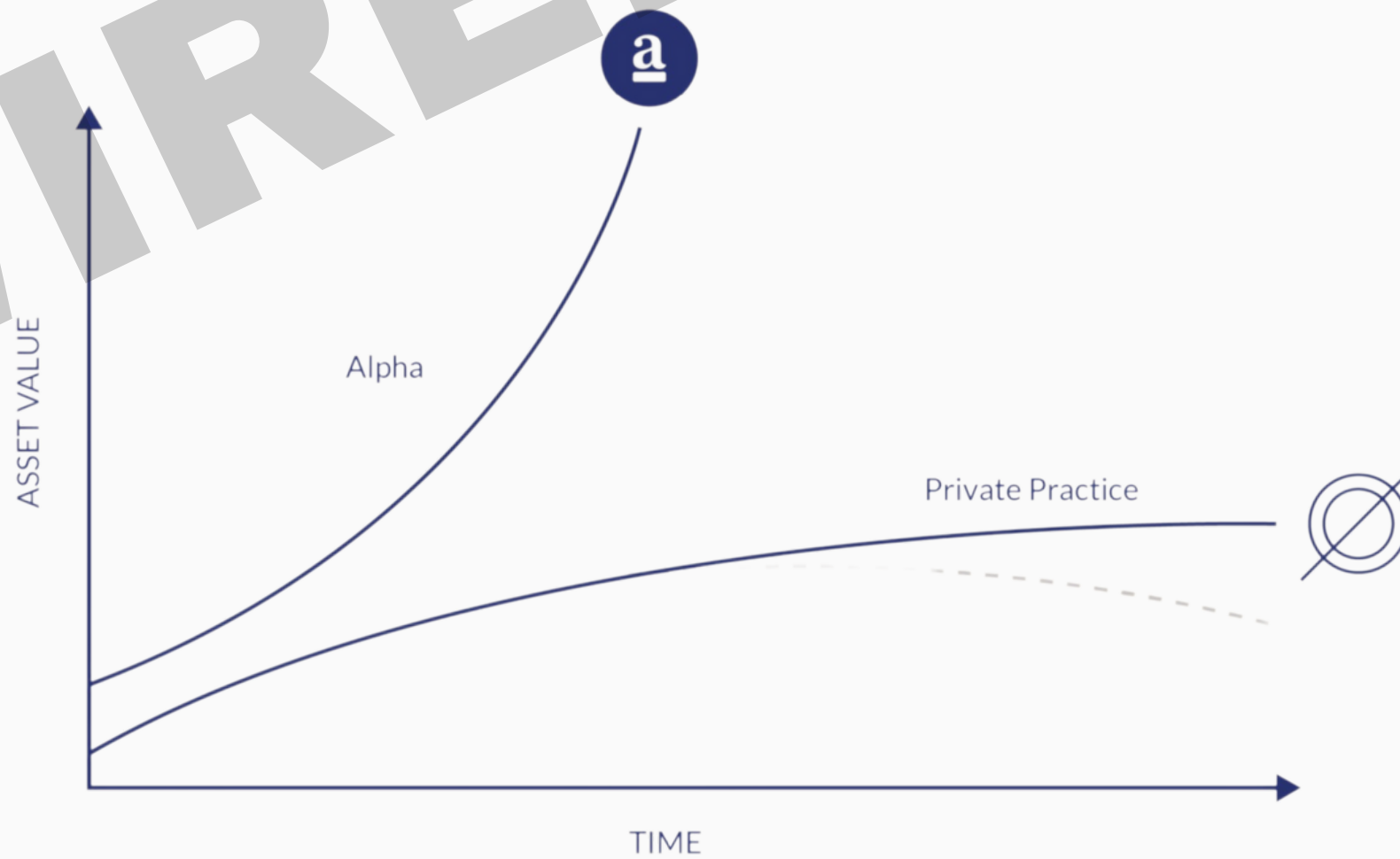
Support

GIVE YOUR PRACTICE INSTANT ALLIES

Partner with a diverse group of fellow practice owners and aesthetic industry experts all invested in each other's success. Share insights, expertise, techniques, and strategy. And never go at it alone again.

BUILD A BIGGER FUTURE, FASTER

What do you get when you pair more muscle, fewer restraints, and an equity position worth more than if you owned 100% of your practice? The bigger future you always wanted, but in half the time with a fraction of the risk.



HOW IT WORKS

We don't swallow your practice, change its name, and make you an employee of your own company like others do. We partner and build.

1

PARTNER WITH ALPHA

We give you cash for 100% of your practice and merge it under Alpha's umbrella. In exchange, you get Class A ownership shares in Alpha (and a massive financial upside).

2

KEEP YOUR INDEPENDENCE

Maintain your team, brand, vision, autonomy, and ownership mindset as an independent unit- only now with more support. Autonomy is correlative with success. And you've earned it.

3

ELIMINATE GROWTH BARRIERS

We offer a menu of resources, tools, capital, and strategic advisement so you can grow without restraints. Use all of it. Use some of it. Either way, you play Batman, we'll play Robin.

4

BUILD COMPETITIVE WALLS

Resurrect walls against competition and consolidation with lower costs, higher margins, increased profit, more muscle, and the support of a growing network of industry experts. Simple.

5

REACH YOURS GOALS, FASTER

As Alpha expands its network of practices while working with you to grow yours, your retained equity position becomes exponentially more valuable than solo ownership. The future you wanted, faster.

FAQ

What if I want to exit or retire?



What if I want to expand locations?



What if something happens to my practice (e.g. fire)?



How much will I earn as an owner operator?



What if I'm not happy?



Will I have to fire staff and gut my business?



WHO ARE YOU?

Partnership isn't for everyone. But if the next stage of your career includes one of the three goals below, we should probably talk.



SECURITY

De-risk ownership as the industry steps into a new era of competition with new market conditions.



GROWTH

Stay hungry. We'll remove all roadblocks in your way- from business strategy to capital to marketing.



FREEDOM

Tired of being the lynchpin of your entire business? Enlist an ally: keep your weekends and life without sacrificing your career.

WHO'S BACKING US?

Alpha is backed by the Thurston Group- a private equity firm who specializes in healthcare consolidation. They wrote the book on **autonomous partnerships**.

Together, we're bringing the same approach to aesthetics.

ENDO

**ORTHOPEDIC
SURGERY**

**GENERAL
DENTAL**

**MENTAL
HEALTH**

**ORAL
SURGERY**

**ORTHO
DONTIC**

MEET YOUR FUTURE ALLIES

Alpha, meet Alpha.



JOHN WHEELER
JOHN WHEELER
JOHN WHEELER



REGINALD RICE MD FACS
ESTHETICS CENTER
26 YEARS



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THE FUTURE IS BIG. DON'T ACT SMALL.

Force consolidation on your own terms. Make this next era of aesthetics your biggest. Step into the future with allies.

START NOW