



## PRESIDENT'S PROFILE

*Joe Proctor, President & CEO,  
Bellus Medical*

*In 2012, Joe Proctor started Bellus Medical when he noticed a need in the medical aesthetics industry: a need for a company that is patient-focused as well as product-focused. A company that could be a trusted partner to the medical practitioners and the patients they serve. In just five short years that focus has helped Bellus Medical grow into an industry leader and trusted provider. Learn more about Joe Proctor and his vision for Bellus Medical.*

### **MY SPECIALTY:**

During my career in medical aesthetics, I've developed an understanding of what it takes to get a product from concept to market. I've also learned that what I enjoy most is the relationships and collaboration I build with my customers. A great product is important, but it's the relationships that lead to success. It's about helping each medical practitioner we serve understand what the technology can do, how it can help improve patient lives, and how it can grow their business. It's a focus on relationships that led me to starting Bellus Medical.

### **WHAT SETS BELLUS MEDICAL APART:**

It goes along with our four guiding principles:

1. **Technology.** We are always researching new innovations and emerging technology to offer even better solutions. All product decisions are made with guidance from our team of doctors who are experts in the aesthetics field.
2. **Quality.** We lead with science and let the marketing follow. Because of this, Bellus Medical offers products of the highest quality and safety standards.
3. **Education.** Along with high-quality products, we offer education, training and support to ensure that our customers can help their patients achieve desired results. This strengthens our partnership and helps practitioners grow their patient base and their revenues.
4. **Customer service.** Through our 'customer first' commitment, we strive every day to exceed our customers' expectations by going above and beyond. I'm very proud of our team and the first-class service they provide, developing relationships with each and every person they come in contact with. A great experience is always our goal for our customers and it's something that differentiates us.

### **BIGGEST WIN SO FAR:**

1. Our flagship product, SkinPen®. When we launched SkinPen®, we wanted it to be the best and safest microneedling technology on the market and we've accomplished that.
2. Our quality systems. We're ISO Certified, we will have our CE mark, we're approved for international markets and we are manufactured in the USA. We've put processes in place to ensure that the products we offer are the best, the safest and of the highest quality.

### **CHALLENGES:**

Our vision is to lead the aesthetics industry by always doing the right thing. Right now, this industry is like the Wild West. We compete in a market where companies cut corners, skip steps, and they grow faster. But they manufacture in countries that don't have acceptable levels of quality control. Some products aren't sterile. Some products don't produce the promised results. That's a big challenge. Our integrity and commitment to quality takes more time up front to do our due diligence, but I know that we're doing the right thing in the long run and that's rewarding.

### **WHEN PEOPLE THINK OF BELLUS MEDICAL, I WANT THEM TO THINK:**

A trusted partner that offers quality in both products and service. I want practitioners to be confident in our products and to know that they will receive the support, education and training that they need. And I would like for patients to ask for Bellus Medical products because they are confident in the safety, quality and results they will receive.