

## FROM TIPS TO TRANSFORMATION

A behind the scenes story of the birth of Face-Rx

Musely is sporting a brand new look! It's an exciting time for our company, and you'll see our change is beyond skin-deep, literally! We've changed our focus, and more importantly, our offering to better reflect the way we help our customers—and it all started from our beloved tips - you may have known us from our original name of Trusper, or Tips. Musely began as a community where you could create and share tips and now, we've uncovered THE GREATEST TIP OF ALL!

In late 2018, one of these tips caught the eyes of my wife Cherry and I, after we failed to get rid of dark spots and deep wrinkles from years of intense sun exposure from hours spent on the golf course and gardening. The tip was about prescription skincare treatments from our friend and renowned dermatologist, Dr. Marie Jhin. We visited her practice in the Bay Area and after being written a prescription, both mine and Cherry's skin went through an unbelievable transformation.

After seeing Dr. Jhin, Cherry's dark spots and melasma were gone, and wrinkles significantly decreased, as well as my sun spots and drooping eyelids. We both noticed that the prescription left us with new layers of skin on our face and neck, and our pores got finer. Our dry faces were replaced with smooth, soft and glowing skin. We were both TRANSFORMED in less than two months. The treatment? It included a prescription for tretinoin, hydroquinone, among others that can only be obtained through visits to the doctor and pharmacy. By the way, Cherry spent tens of thousands of dollars over the years on multiple laser treatments & OTC products for her melasma but nothing worked.

To us this was more than just a tip—this was the tip of the iceberg! We were so thrilled with the impact that we wanted to share our transformation with the entire Musely community. We want to make Dr. Jhin and her treatment accessible for everyone. We also wanted to make it ten times cheaper and faster than physically visiting a doctor and pharmacy. We wanted to share the same advice that we received from Dr. Jhin over the 2-month treatment period.

Nine months later, Face-Rx was born! Musely engineers built an online telemedicine platform. A dozen of the country's top board-certified dermatologists joined Dr. Jhin to form what is now known as The Musely Medical Board. They developed special formulas that can be customized for each individual. A patient would receive a treatment prescribed and dispensed by their derm and pharmacist just for them! Musely also developed eNurse, an extension to the existing Musely tips app, to allow the same MD and pharmacist to support the patient during the 60-day treatment period.

Thanks to Face-Rx, dermatologists can now oversee treatment for multiple patients at the same time from anywhere. Users can finish their doctor visit within minutes from the comfort of their home and receive their treatments at their doorstep within days.

We're so happy to finally introduce you all to Face-Rx. We can't wait for you to try it!

Warm regards,



Jack Jia  
Founder & CEO of Musely