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**FOR IMMEDIATE RELEASE****NIRA SKIN NOW OFFERING EQUITY CROWDFUNDING THROUGH STARTENGINE**

**Peabody, MA – January 8, 2020** – NIRA Skin ([www.NIRAskin.com](http://www.NIRAskin.com)), a new at-home skincare laser with 12 patents and FDA-clearance, is now offering the general public an opportunity to invest in their technology through crowdfunding at StartEngine. In order to scale marketing, research and development, operations, and production to meet demand to grow the company, Dermal Photonics Corp. (maker of NIRA Skin) is looking to raise \$1.07M. The Dermal Photonics campaign with StartEngine launches today (<https://www.startengine.com/nira-skin>) with the goal of raising \$1.07M with the opportunity start investing as little as \$250 to buy shares at \$1.06 per share.

The NIRA Skincare Laser noticeably reduces fine lines and wrinkles around the eyes with only 2 minutes of daily usage, all in the comfort of your own home. NIRA Skin's system is the first of its kind, delivering dramatic and lasting improvements by stimulating natural collagen production to renew skin without causing pain or redness. The NIRA Skincare Laser is FDA-cleared with proven safety and efficacy based on clinical studies that were reviewed and cleared by the US government.



The NIRA Skincare Laser, which uses cutting-edge semiconductor technology, is the most advanced at-home skincare laser on the market. NIRA is safe, affordable, and easy-to-use without any pain or redness. The technology works by reversing the loss of collagen using a non-fractional and non-linear laser fluence to gently heat the dermis above the point of heat-shock protein (HSP) formation, and just below the pain threshold. This provides comparable collagen production as compared to professional fractional lasers used by dermatologist, plus NIRA avoids the pain and erythema.

“We’re thrilled to start 2020 with massive growth from our initial launch of September 2019 and offer the general public the opportunity to invest at such an early stage in our growth through our StartEngine campaign,” says President & Founder David Bean. Bean is a seasoned entrepreneur who developed successful laser technologies for professional medical, surgical, military, and telecom systems. “The \$100B skincare market is ripe for disruption and with strong indicators from our clinical study, we are in a great position to become a market leader. We’re excited to expand our mission to bring professional dermatology at home to everyone not only in the US but across the Globe.”

The device is available for sale at [www.NIRAskin.com](http://www.NIRAskin.com) for \$399 or bundled with NIRA’S Advanced Hyaluronic Acid Serum for \$425. Free shipping and a 90-day, money back guarantee is included.

The StartEngine campaign launches today at <https://www.startengine.com/nira-skin> and backers will have the option to invest for as little as \$246.56. The StartEngine campaign will run for 90 days through April 7th, 2020. Special bonuses are offered to early investors. If they invest \$500 or more within the first 48 hours, they will receive \$500 worth of free product. And, if they invest \$500 or more within 3 to 7 days, they will receive \$450 in free product.

More information about NIRA Skin can be found at [www.NIRAskin.com](http://www.NIRAskin.com) and the equity crowdfunding campaign through StartEngine campaign can be found at: <https://www.startengine.com/nira-skin>

### **About NIRA**

NIRA Skin is committed to providing the newest generation skincare solutions to help improve the health and beauty of your skin. We believe everyone should have access to professional level skincare at home and at an affordable price. NIRA Skin brings you the same technology used by professionals into the home, with an easy-to-use program that is enjoyable to use and guarantees results.

[www.NIRAskin.com](http://www.NIRAskin.com)

### **About Dermal Photonics Corporation**

Dermal Photonics Corporation, maker of NIRA Skin, is a beauty and wellness company bringing professional skincare to the home market by using the latest science to create proven, effective anti-aging beauty products. Dermal Photonics believes that bringing science and nature together will yield the best and most beautiful results. Years ago, our founder was first to create the laser diode technology used in professional medical systems costing \$50,000 to over \$100,000. By harnessing innovations in microprocessor and semiconductor technology, we are now able to make this same technology affordable and simple to use for consumers.

Dermal Photonics Corporation is located in Peabody, Massachusetts, USA where all Dermal Photonics products are designed, assembled and manufactured. Dermal Photonics is committed to the highest levels of product quality and customer service.