

## CareCredit and New Look Now Sign Marketing Agreement

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**Terms:**

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**Dateline City:**

COSTA MESA &amp; NEWPORT BEACH, Calif.

COSTA MESA & NEWPORT BEACH, Calif.--(BUSINESS WIRE [9])--CareCredit [10], a leading provider of patient financing, and New Look Now [11], an innovator of “before and after” cosmetic treatment simulations, today announced they have signed a marketing agreement. The agreement extends the awareness of the CareCredit health, wellness and beauty credit card for beauty-minded consumers who use New Look Now’s treatment visualizer to better understand their aesthetic options and book treatment consultations.

Endorsed by the American Society of Plastic Surgeons, New Look Now has completed 50,000+ simulations to date. Under the agreement, New Look Now consumers can apply for the CareCredit health, wellness and beauty credit card while reviewing their New Look Now treatment simulations online, during their practice visit, at an in-practice patient event, or when requesting an appointment with a provider. Consumers can access New Look Now’s visualizer from the comfort and privacy of their own home before ever visiting a doctor’s office.

CareCredit research\* shows that consumers research financing at nearly the same rate as the procedure itself. This is especially true in the cosmetic segment, where 92% of consumers researched the procedure and 86% considered financing. The same study found half (50%) would consider financing if it would enable them to get care immediately.

“The agreement with New Look Now allows us to better serve both consumers and providers by presenting popular financing options during the critical online research and decision-making phases, while offering providers who use the platform a seamless way to integrate CareCredit,” said Greg Pierce, senior vice president, CareCredit.

“With New Look Now’s treatment visualizer and instant access to the CareCredit application, patients can make quicker and more effective decisions to move forward with the right treatment plans,” said Devon Niccole, CEO, New Look Now. “This benefits both groups and makes the decision process easier.”

**About CareCredit**

For nearly 30 years, CareCredit [12], from Synchrony Financial (NYSE: SYF [13]), has helped millions of patients receive needed and desired care. CareCredit is a health, wellness and beauty credit card that can be used as a financing option at more than 185,000 healthcare practices nationwide. CareCredit is endorsed by the American Society of Plastic Surgeons, the largest plastic surgery specialty association in the United States, and is the preferred provider of the American Academy of Dermatology, the nation’s largest dermatology professional group. For more information on CareCredit, call 800-300-3046 or visit [www.carecredit.com](http://www.carecredit.com) [14].

**About New Look Now**

New Look Now is driving positive change in the way consumers make decisions about having aesthetic procedures. New Look Now is quickly emerging as the most trusted, web-based provider of “before and after Visualizers” for consumers, physicians, and manufacturers: educating and motivating consumers on their potential treatment options and linking them directly to the aesthetic experts who are qualified to discuss and deliver quality outcomes. New Look Now was founded in 2013 and is endorsed by the American Society of Plastic Surgeons. For more information on New Look Now, call 949-279-1163 or visit [www.newlooknow.com](http://www.newlooknow.com) [15].

\*The Consumers’ Path to Healthcare Purchases Study was conducted in Q3 2014 by Rothstein Tauber, Inc., on behalf of CareCredit, and included an online survey of nearly 2,000 consumers who had made an elective healthcare purchase in the past 12 months, or who were likely to make an elective healthcare purchase in the next 12 months.

**FOR MORE INFORMATION**

[www.carecredit.com](http://www.carecredit.com) [16] or [Facebook.com/CareCredit](https://Facebook.com/CareCredit) [17] or [Twitter.com/CareCredit](https://Twitter.com/CareCredit) [18]

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**Language:**

English

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