



[ceocfointerviews.com](http://ceocfointerviews.com)

© All rights reserved

Issue: September 18, 2023

## **ISO Metrik Solutions' Groundbreaking Device Leverages Wolff's Law to Naturally Enhance Facial Bones, Muscles, and Skin Offering a Non-Surgical, Holistic Path to Facial Rejuvenation**



**Capri McGhee**  
**Founder**

**ISO Metrik Solutions**

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO: *Mr. McGhee, what is ISO Metrik Solutions?***

**Mr. McGhee:** ISO Metrik Solutions is a groundbreaking biomedical engineering firm that I founded with the vision of revolutionizing the field of facial fitness and anti-aging. We have developed the ISO Metrik Device, a cutting-edge technology that leverages the principles of Wolff's Law to stimulate bone and muscle growth in the face, resulting in enhanced bone density, firmer muscles, improved blood flow, and healthier skin. Our mission is to empower individuals to achieve a naturally youthful and vibrant appearance through non-invasive methods.

**CEOCFO: *How does it work?***

**Mr. McGhee:** The ISO Metrik Device operates based on Wolff's Law, a foundational principle in biomechanics. It incorporates controlled resistance into its customized exercises, specifically designed for facial muscles and bones. This controlled resistance prompts micro-tears within these tissues, stimulating the body's innate repair mechanism. Consequently, muscles and bones undergo a strengthening and densifying process, significantly enhancing their overall health.

In addition to the mechanical benefits, this process also amplifies blood flow to the targeted areas, which contributes to improved skin vitality. What's unique about the ISO Metrik Device is its versatility in usage. You can conveniently integrate it into your routine at home while watching TV, exercising, or simply relaxing on the couch. This innovative approach leverages the body's natural regenerative capacities to achieve unparalleled facial fitness and anti-aging outcomes.

**CEOCFO: *What is the device doing that allows this to happen?***

**Mr. McGhee:** The ISO Metrik Device applies targeted resistance to specific facial muscles and bones, following Wolff's Law. This controlled stress triggers micro-tears in the muscles and bones, initiating the body's natural healing process. As the muscles and bones repair themselves, they become stronger and denser, leading to improved facial tone and structure. Additionally, the increased blood flow to the area supports overall skin health and appearance. Essentially, the ISO Metrik Device leverages the body's innate regenerative capabilities to achieve visible and lasting facial fitness and anti-aging results.

**CEOCFO: *Is that the theory throughout the medical community, or do some people not recognize that is what's happening?***

**Mr. McGhee:** Wolff's Law is widely recognized and accepted throughout the medical and biomechanical communities. It is a fundamental principle that has been extensively studied and supported by scientific research. The law's concept of bones and tissues adapting to the mechanical forces placed upon them is well-established and forms the basis for various medical interventions and rehabilitation approaches.

Medical professionals, researchers, and experts in fields such as orthopedics, physical therapy, and biomechanics all acknowledge the validity of Wolff's Law. Its application goes beyond facial bones and is commonly used to understand bone remodeling and adaptation in various parts of the body.

**Maximize your profitability with anytime access your very own secure, online merchant portal! Leverage all the industry-leading perks, tools, and solutions you need to streamline your operations and take your business to a whole new level. Call NOW 727-480-7070**

While there might be differences in emphasis or interpretation in specific contexts, the underlying concept of bones responding to mechanical stress is a cornerstone of modern medical understanding. Therefore, the majority of the medical community recognizes and incorporates Wolff's Law into their practices, particularly in areas related to bone health, musculoskeletal rehabilitation, and tissue adaptation.

**"We've worked tirelessly to develop a revolutionary device that harnesses the power of Wolff's Law to transform facial fitness and redefine the anti-aging industry." Capri McGhee**

**CEOCFO: *What led you to look at this issue and develop this device?***

**Mr. McGhee:** My journey into developing the ISO Metrik Device was deeply personal. After experiencing weakened facial muscles due to a mini-stroke, I embarked on a mission to restore muscular control and reverse the effects of paralyzed facial muscles. During this process, I noticed the device was not only restoring muscle control but also removing facial wrinkles. This observation intrigued me and led me to delve deeper into the potential of combining muscle and bone stimulation for comprehensive facial rejuvenation. The desire to find a natural, non-invasive solution to combat the signs of aging motivated me to develop the ISO Metrik Device, a technology that leverages the body's own mechanisms for transformative results.

**CEOCFO: *Do you fall under any regulatory category?***

**Mr. McGhee:** Yes, the ISO Metrik Device falls under the regulatory category of medical devices. It has been designed and developed following stringent regulations and standards set by relevant health authorities to ensure its safety, efficacy, and compliance. Our commitment to adhering to these regulatory standards underscores our dedication to providing a trustworthy and effective solution to our users.

**CEOCFO: *Are you looking to do this anywhere besides the US?***

**Mr. McGhee:** We have our patents in the US, Europe, Canada, Mexico, Japan, Thailand, South Korea, Vietnam, and China. This is a patent process all over the world. For our international market, we want to create strategic partnerships to help penetrate those markets.

**CEOCFO: *How are you reaching out to doctors and how do you get a foot in the door?***

**Mr. McGhee:** We're establishing relationships with doctors through targeted outreach efforts. This involves leveraging our network, attending medical conferences, and utilizing professional referrals. To get a foot in the door, we emphasize the value our ISO Metrik Device brings to their practice, showcasing how it complements their expertise and enhances patient care. This strategic approach helps us initiate meaningful conversations and partnerships with medical professionals.

**CEO CFO:** *How often is the device used, would a person use it on themselves; what are some of the variables?*

**Mr. McGhee:** The device is designed to be used at home, with sessions lasting around 15-20 minutes each. It offers the convenience of incorporating facial exercises into one's daily routine in the comfort of their own space.

The device is customized to each individual. That means that your device is going to just be for you. It is the same model as braces. We will then take external pictures of your face because we are tracking your bone and muscle growth and your skin. Once we do all that, you get sized. You will then come back to pick up your device and the doctor will already have your treatment plan together. What is going to happen is the doctor is going to increase the resistance to activate the bone and muscle growth. The device works from inside out, not outside in.



**CEO CFO:** *How easy is it to measure bone growth and muscle growth, and how subjective or precise is it?*

**Mr. McGhee:** Measuring bone and muscle growth is facilitated through medical imaging techniques like CT or DEXA scans. These methods provide objective and precise measurements, offering accurate insights into changes over time. The results are based on scientific measurements, reducing subjectivity in assessment and ensuring reliable tracking of progress.

**CEO CFO:** *Is your ISO Metrik Device in use today and what have you found when working with people?*

**Mr. McGhee:** Yes, the ISO Metrik Device is currently in use, and our experiences working with individuals have been incredibly promising. We've witnessed noticeable improvements in facial muscle tone, bone density, and skin appearance. Users consistently report enhanced self-confidence and a more youthful look. The device's unique approach, combined with dedicated use, has shown significant potential for transforming facial fitness and overall appearance.

**CEO CFO:** *Where and how does cost come into play?*

**Mr. McGhee:** The cost of the ISO Metrik Device is \$7,500, payable over 36 months or \$194 per month without finance charges, making it accessible to a wider range of individuals. Additionally, there is an initial non-refundable fee of \$500 to initiate the transformative journey. We believe in providing an innovative solution that is both effective and affordable, allowing more people to benefit from the device's potential to enhance facial fitness, bone health, and skin appearance.

**CEO CFO:** *Does this have applications for other parts of the body as well?*

**Mr. McGhee:** Absolutely, the principles underlying the ISO Metrik Device's approach have the potential for broader applications beyond facial fitness. Wolff's Law, which drives our device's effectiveness, is a fundamental biological concept that applies to bone and muscle growth throughout the body. While our current focus is on facial bone and muscle health, the same principles could be explored for other areas, offering new avenues for enhancing overall wellness and vitality. As we continue to innovate and research, we'll be excited to explore these possibilities and potentially expand our reach to benefit even more individuals.

**CEO CFO:** *You have something very special here!*

**Mr. McGhee:** Thank you for recognizing the uniqueness and potential of ISO Metrik Solutions. We've worked tirelessly to develop a revolutionary device that harnesses the power of Wolff's Law to transform facial fitness and redefine the anti-aging industry. The results we've seen and the positive feedback from users validate the effectiveness of our approach. With ISO Metrik, we're not just offering a product; we're offering a transformative solution that can truly make a difference in people's lives. We're excited about the journey ahead and the opportunity to share this special innovation with the world.

**CEO CFO: *What have been some of the surprises as you have been developing your device and have reached the point where you are today at ISO Metrik?***

**Mr. McGhee:** Throughout the development of the ISO Metrik Device and the journey with ISO Metrik Solutions, there have been several surprising and exciting moments. One of the most gratifying surprises has been witnessing the transformative impact our device has on people's lives. Seeing individuals regain their confidence, experience improved facial fitness, and embrace a more youthful appearance has been truly inspiring.

Another surprise has been the incredible interest and support we've received from various medical professionals and experts in the field. The recognition of the potential benefits of our device from doctors, surgeons, and specialists has been motivating and affirming, highlighting the innovative nature of our approach.

Additionally, the positive response from our ambassadors, influencers, and partners has exceeded our expectations. Their enthusiasm and commitment to spreading the word about the ISO Metrik Device have played a significant role in our growth.

As we continue this journey, these surprises remind us of the immense potential of the ISO Metrik Device and the importance of our mission to redefine facial fitness and well-being.

**CEO CFO: *What you are doing easily understandable. Does this help when speaking to potential investors?***

**Mr. McGhee:** Absolutely, the simplicity and clarity of our approach are key strengths when communicating with potential investors. Our ISO Metrik Device operates on the principle of Wolff's Law, a well-established concept in medical science, making it easy for investors to grasp the underlying mechanism. This clarity not only builds their confidence in the technology but also helps them understand the potential impact on the anti-aging market. We believe that a straightforward and understandable concept enhances the appeal of our investment opportunity and fosters trust in the potential success of ISO Metrik Solutions.

**CEO CFO: *Are you leaving the rest of the world alone for now while you get established in the US?***

**Mr. McGhee:** Currently, our main priority lies in solidifying our position and impact in the US market. As we fine-tune our strategies and gain valuable insights within this landscape, we remain open to the possibility of extending our reach to other parts of the world. While focusing on making the ISO Metrik Device accessible and impactful for individuals in the US, we are also receptive to the potential for expansion to international markets. Our dedication to enhancing facial fitness, bone health, and skin vitality transcends borders, and we are open to engaging with both national and international investors who share our vision for a global impact.

**CEO CFO: *What if anything might people miss or misunderstand about ISO Metrik Solutions that they need to recognize, either from an investor perspective or patient perspective?***

**Mr. McGhee:** It's important to recognize that ISO Metrik Solutions represents more than just a cosmetic device; it embodies a paradigm shift in the way we approach anti-aging and facial wellness. From an investor's perspective, it's crucial to understand that our patented technology is not only disruptive but also supported by scientific principles. The impact extends beyond aesthetics, reaching into the realm of overall well-being. For potential patients, it's essential to grasp that the ISO Metrik Device is not a quick-fix solution, but a holistic approach that requires commitment and consistency. Results are based on Wolff's Law and are achieved through gradual, natural processes. Understanding this depth and dedication behind ISO Metrik Solutions is key to appreciating its potential to transform lives and redefine facial fitness.

**CEO CFO: *Why pay attention to ISO Metrik?***

**Mr. McGhee:** Paying attention to ISO Metrik is essential because it represents a groundbreaking solution at the intersection of science and beauty. The ISO Metrik Device leverages Wolff's Law to naturally enhance facial bones, muscles, and skin. This innovative approach is a departure from invasive procedures and topical treatments, offering a non-surgical, holistic path to facial rejuvenation. By focusing on the core structural elements of the face, ISO Metrik provides long-lasting results that align with the body's natural processes. This attention to detail and commitment to innovation make ISO Metrik a game-changer in the anti-aging and cosmetic industry, deserving of recognition and consideration.

**CEOCFO: *Final thoughts?***

**Mr. McGhee:** The ISO Metrik Solutions is dedicated to redefining the approach to facial fitness and anti-aging. Our revolutionary device, backed by Wolff's Law, offers a non-invasive and natural way to enhance facial bones, muscles, and skin. Through meticulous research and innovation, we've created a solution that addresses the root causes of aging, providing visible and lasting results. Our commitment to excellence, scientific rigor, and personalized care sets us apart in the industry. ISO Metrik empowers individuals to embrace their beauty and confidence, unlocking a brighter, more youthful future. We invite you to join us on this transformative journey and experience the remarkable potential of the ISO Metrik Device.