

**Ticker symbol**  
OTC BB: FCSC

**Web site**  
<http://www.fibrocellscience.com>

### Market Overview

- In 2010, total expenditures for aesthetic procedures in the U.S. were almost \$10.7B <sup>(1)</sup>
- From 1997 to 2010 the total number of aesthetic procedures increased from ~2.1M to ~9.3M procedures (~12.5% CAGR) <sup>(1)</sup>
- Non-surgical aesthetic procedures rose from ~1.1M to ~7.7M over the same period (~16% CAGR) <sup>(1)</sup>
- From 2005 to 2010, over 70M people in the U.S. alone will receive cosmetic facial procedures for which they will pay over \$60B <sup>(2)</sup>
- In 2010, there were ~24,500 physicians practicing dermatology and plastic surgery in the U.S. <sup>(1)</sup>

### Market Growth Drivers

- Aging U.S. population of “baby boomers”
- Growing number of patients strive to improve their appearance through less invasive and more natural procedures
- Impact of managed care and reimbursed policies on physician economics, motivating physicians to establish or expand the menu of elective procedures
- Broadening base of practitioners performing cosmetic procedures beyond dermatologists and plastic surgeons to non-traditional providers
- Technological advancement will drive effectiveness and acceptability of aesthetic treatments

### Company Profile

Fibrocell Science, Inc. is an autologous cellular therapeutic company focused on the development of innovative products for aesthetic, medical and scientific applications. Fibroblasts are responsible for the production of collagen and contribute to the formation of connective tissue fibers. We believe that these cells have a broad application.

Our vision is to develop and bring the value of these unique fibroblast cells to the medical and scientific community. Longer term, we are researching the potential to biotransform autologous dermal fibroblasts to “factor-free” induced pluripotent stem (iPS) cells capable of differentiation in multiple cell types for toxicologic, research and therapeutic use.

### Investment Highlights

- Proprietary, autologous cellular technology platform with broad market potential
- FDA approved lead product LAVIV™ for facial wrinkles and nasolabial folds
- Robust intellectual property with 30 foreign patents and 10 U.S. patents
- State of art manufacturing facilities
- Established a joint venture with Hefei Meifu Bio-Tech Limited Co. for developing and marketing autologous fibroblast therapies in Asia, excluding Japan
- Seasoned management team and advisory board
- Completed \$22.8 million private placement

### Fibrocell Technology Process

*Creating unique value proposition currently non-existing in the market*

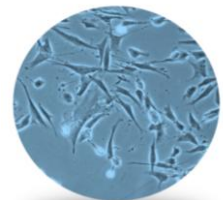
#### EXTRACTION

- A small sample of cells is removed from behind the ear from a small skin punch biopsy with the use of local anesthetic
  - The location is chosen due to limited exposure to the sun and to avoid creating a visible scar
- The sample is sent to the Fibrocell laboratory



#### PURIFICATION & CULTURING

- A proprietary manufacturing process expands fibroblasts from the sample into tens of millions of new cells in 90 days
- Fibroblasts are tested by quality control and released by quality assurance prior to shipment
- Cells are frozen for use in potentially multiple treatment sessions



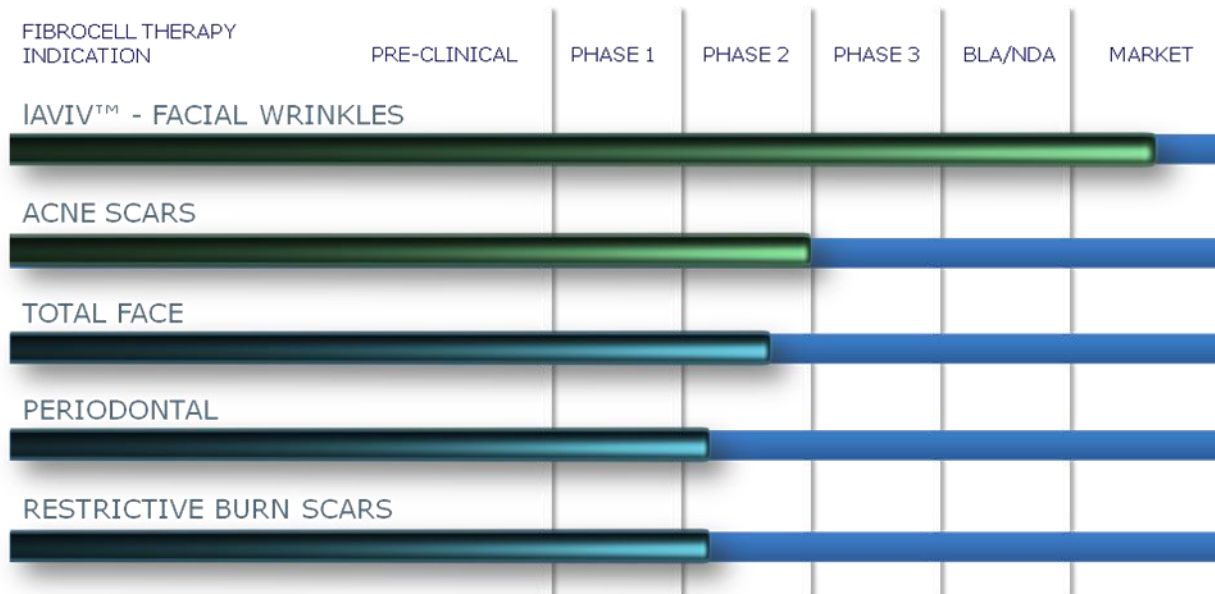
#### INJECTION

- Only 3 treatments within 12-week period are required
- Results are visible by the time of 3<sup>rd</sup> procedure



(1) *The American Society for Aesthetic Plastic Surgery, 2010*

(2) *Kalorama Information, the independent research firm*

**Growth Opportunities Based on Core Technology**

**Industry Leading Medical Advisory Board**

<b>Robert S. Langer, Sc.D</b> Fibrocell's Chief Scientific Advisor	<ul style="list-style-type: none"> <li>An engineer and the David Koch Institute Professor at the Massachusetts Institute of Technology.</li> <li>Faculty member of the Harvard-MIT division of Health Sciences and Technology.</li> <li>He is widely recognized and cited researcher in biotechnology, especially in the fields of drug delivery systems and tissue engineering.</li> <li>His research laboratory at MIT is the largest biomedical engineering in the world.</li> <li>He is considered a pioneer of many new technologies, including transdermal delivery systems, which allow the administration of drugs or extraction of analytes from the body through the skin without needles or other invasive methods.</li> </ul>
<b>William K. Boss, M.D.</b>	<ul style="list-style-type: none"> <li>Expert in Fibroblasts &amp; Autologous Therapy.</li> <li>Certified by the American Board of Plastic Surgery, Dr. Boss has been a practicing surgeon for more than 20 years (currently serving at the Cosmetic Surgery Center).</li> <li>He earned his medical degree at the University of Medicine and Dentistry of New Jersey after graduating Magna Cum Laude from Drew University.</li> <li>Studied at Harvard University before completing his plastic surgery training at Yale University.</li> <li>Served as Acting Chairman of the Department of Plastic Surgery of Hackensack University and a Clinical Professor at the University of Medicine of New Jersey.</li> </ul>
<b>Daniel D. Lozano, M.D., M.B.A, F.A.C.S.</b>	<ul style="list-style-type: none"> <li>Expert in Burn Repair.</li> <li>A surgeon at the Surgical Specialists of the Lehigh Valley and also serves as Medical Director of the Regional Burn Center and Chief, Division of Burn for the Lehigh Valley Hospital &amp; Health Network.</li> <li>Earned his medical degree from the University of California San Francisco and his master's degree in business administration from George Washington University.</li> <li>Did his surgical training at the University of Nevada School of Medicine and his burn fellowship at the Regional Burn Center of the University of California San Diego (UCSD) Medical Center.</li> </ul>
<b>James A. Byrne, Ph.D.</b>	<ul style="list-style-type: none"> <li>Expert in both human genetics and nuclear reprogramming.</li> <li>Assistant Professor at the Department of Molecular and Medical Pharmacology, University of California</li> <li>Earned his post-doctoral fellow in nuclear transfer and nuclear reprogramming at University of Cambridge, UK and was a Keilin Senior Research Scholar.</li> <li>Served as a post-doctoral fellow in nuclear reprogramming at Oregon National Primate Research Center and as a post-doctoral research associate in nuclear reprogramming at Sanford University.</li> </ul>
<b>Stefan Gruenwald, MD, PhD.</b>	<ul style="list-style-type: none"> <li>More than two decades of expertise in molecular and cellular biology, as well as biotechnology and genetic research.</li> <li>Specialized in mergers and acquisitions within the life sciences arena and in 2000, Ccofounded Orbigen.</li> <li>He was Vice President of Research and Development at PharMingen.</li> <li>He played a leading role in negotiating the triple merger between Orbigen, Biocarta and Jingmei, the second largest biotechnology reagent company in China at the time.</li> </ul>

**Contact Information**

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*Except for historical information contained herein, the statements in this fact sheet are forward looking and made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. A fuller discussion of Fibrocell Science's risks and uncertainties are described in the Company's periodic filings with the Securities and Exchange Commission.*