

EMSCULPT neo®



THE TWO STEP EMSCULPT NEO® BOOST REIMBURSEMENT PROCESS

Who is Eligible?

Any EMSCULPT NEO client that received reimbursable marketing dollars at the time of sale.

Guidelines

- You may use a BTL generated or custom creative. Regardless of the creative origin, it must adhere to the EMSCULPT NEO logo usage policy and approved messaging.
- Creative must feature only EMSCULPT NEO and your practice. Only exception is open house creative that does not include other non-BTL body devices.
- Creative must include the EMSCULPT NEO logo.

The 2 Step Process - Simplified

1. Submission:

Log on to btlboost.com. Submit proof of completed work along with a copy of the paid invoice. First time users of btlboost.com will need to submit a completed W9.

2.Reimbursement:

Payment will be made within 30 days upon submission of all the documents. Keep in mind, submissions must occur prior to 90 days post installation of your EMSCULPT NEO.



LESS **Fat**

30
minutes

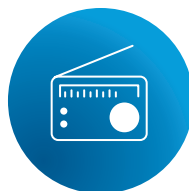
Muscle MORE

Proofs that Will Be Considered:



TV

video file for each unique segment featuring EMSCULPT NEO



Radio



Pre-Recorded
Script for each unique piece and accompanying audio file



Live
Audio file



Billboard

Creative proof with location of billboard identified



Newspaper

Creative proof and photo/screenshot of ad in paper



Magazine

Creative proof and photo/screenshot of ad including page number and date of magazine



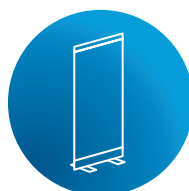
Influencers

Creative proof and photo/screenshot of the article including date of release



Mall Kiosks

Creative proof with photo at location



Gym or Movie Theater advertising

Creative proof and photo at location



Subscription Service

Consistent writing throughout the document



Proofs that Will Be Considered:



Waiting Room Education Services

Touch M.D. and Friend Media – creative copy of presentation



PPC/Banner Ads/Facebook & Instagram Advertising

Creative proof of ad, as well as online report, date range for the period and screenshot of the display ad on a given site.



Landing Page

Creative proof and completed url



Eblasts

Creative proof of eblast as well as stats



EMSCULPT NEO Swag

Creative proof of swag along with photo of swag in use



Open Houses

Photos of reimbursable items

PROOFS THAT WILL BE DENIED



SEO Services



Websites beyond EMSCULPT NEO landing page

Submitting for Reimbursement



Log into BTL BOOST.com and click “Get Started” to submit for reimbursement. Be sure to provide a W9, supporting proof and copy of invoices.

Logo Usage:



See the End of the Document for Details

Messaging Guidelines:

1. Do not set unrealistic expectations such as “no pain”.
2. Do not provide absolutes such as, “forever or permanent”.
3. Do not promote off-label body areas.

EMSCULPT NEO® is intended for non-invasive lipolysis (breakdown of fat) of the abdomen and reduction in circumference of the abdomen with Skin Type I to Skin Type III. Emsculpt Neo is also cleared for improvement of abdominal tone, strengthening of the abdomen muscles and development of firmer abdomen. Strengthening, toning, firming of buttocks, thighs, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms.

4. Do not promise unrealistic outcomes.
5. Make sure to add “Courtesy of” and credit respective physician on any set of Before & After photos used.

Reimbursement Do's and Dont's

Always:

1. Use the appropriate EMSCULPT NEO Logo
2. Add the registered trademark symbol (®) after the first instance of the brand name.
3. Be honest and only advertise the FDA cleared areas.
4. Advertise EMSCULPT NEO and the practice only.

Under No Circumstances:

1. Refer to EMSCULPT NEO as a “weight loss” procedure.
2. Set unrealistic expectations
3. Misspell EMSCULPT NEO (All the letter must be capitalized: EMSCULPT NEO)

Remember failure to comply with the above guidelines will result in denial of your reimbursement claim

Have Questions?

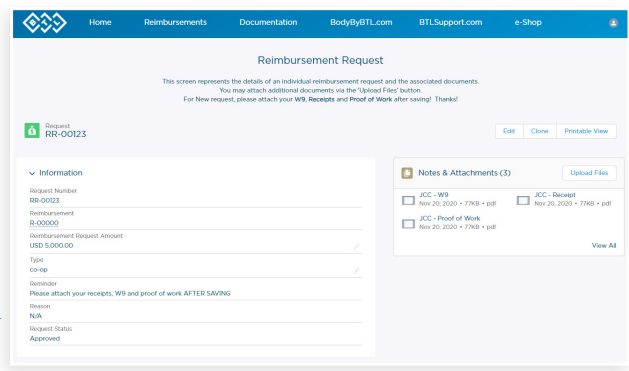
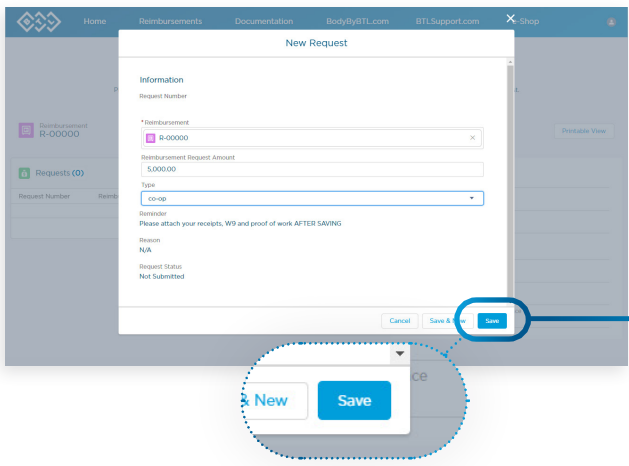
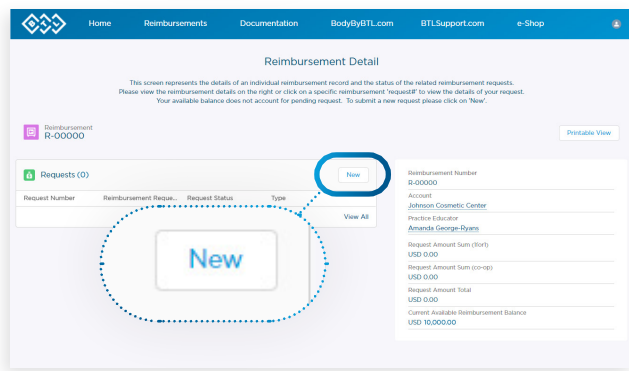
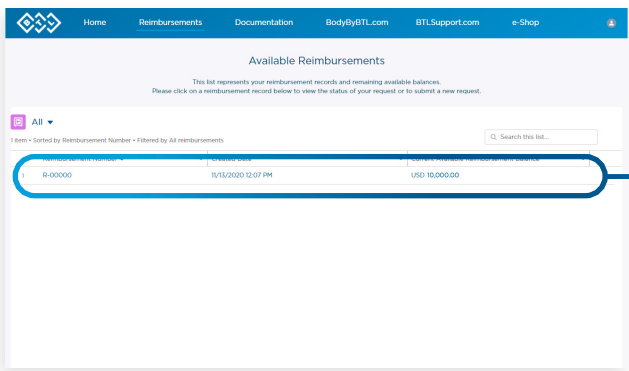
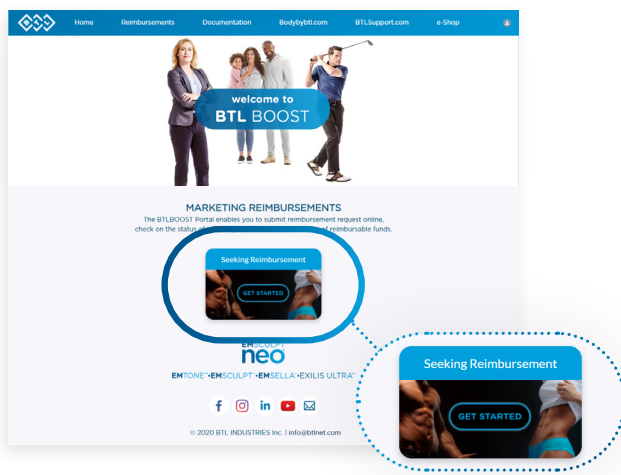
Contact:

* Name: _____

* Email address: _____

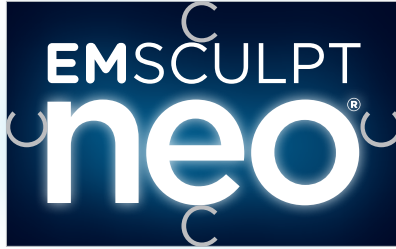
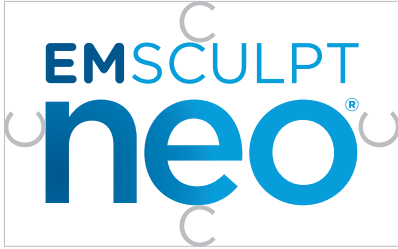
* Cell number: _____

Reimbursement Claim - BTL BOOST portal



Device Logo

Primary Logo



Mind the Minimum Size

The **minimum size** of the logotype is **18 mm, 0.709 inches (51 px)**

Minimal **protection zone** around the logo is defined by the **hight of C in the EM-SCULPT** logo
 The EMSCULPT NEO name is federally registered trademark

All logos should consistently maintain maximum legibility and contrast.

Two Blue logo:
 EM - Corporate Blue
 SCULPT - Aesthetics Blue
 NEO - Circle Gradient (Corp./ Aest. Blue)
 Negative logo (white) with Glow blue effect

Written Form of Logo

EMSCULPT NEO

Never Creates NEW Logos!

Do not use the logo without registration marks

Do not distort the logo

Do not rotate the logo

Logo Usage

For legibility, the full logomark should be used in a **minimum width of 0.709 inches / 18 mm**.
For web application the **minimum width is 51 px @ 72dpi, reflecting the protection area**.


Standard ad sizes examples:



Leaderboard Small Banners - 468 x 60 px



Mobile Banner - 320 x 50 px



Large Mobile Banner - 320 x 50 px



Inline Rectangle - 300 x 250 px



Wide skyscraper
Vertical rectangle
120 x 600 px



Wide skyscraper
Vertical rectangle
160 x 600 px

Logo Usage

The EMSculpt NEO logomark should be 4/5 of 1/3 including the protection zone of the width on large scale printed pieces and digital billboards.



EMSCULPT
neo[®]

Digital Bulletin + 1400 x 400 px



EMSCULPT
neo[®]

Bulletin - 48' w x 14' h



EMSCULPT
neo

Jr. Poster - 12' w x 6' h

Results and patient experience may vary. EMSculpt NEO[®] is intended for non-invasive lipolysis (breakdown of fat) of the abdomen and reduction in circumference of the abdomen with Skin Type I to Skin Type III. EMSculpt NEO[®] is also cleared for improvement of abdominal tone, strengthening of the abdominal muscles and development of firmer abdomen. Strengthening, toning, firming of buttocks, thighs, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms. ©2020 BTL Group of Companies. All rights reserved. BTL[®], EMSculpt NEO[®] and EMSculpt[®] are registered trademarks in the United States of America, the European Union, or other countries. The products, the methods of manufacture or the use may be subject to one or more U.S. or foreign patents or pending applications. Trademarks EMSculpt[®], EMSculpt NEO[®], Emsella[®], EMTone[®], EMBODY[®], and HIFEM[®] are parts of EM[™] Family of products. Data on File.

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