



Paula was treated with CoolSculpting® on her lower abdomen and left flank.

Results may vary.

Indications

The CoolSculpting® procedure is FDA-cleared for the treatment of visible fat bulges in the thigh, abdomen and flank, along with bra fat, back fat, underneath the buttocks (also known as banana roll), and upper arm in patients with a Body Mass Index (BMI) of ≤ 30 and in submental and submandibular areas in patients with a BMI of ≤ 46.2 . It is also FDA-cleared to affect the appearance of lax tissue with submental area treatments.

Please see Important Safety Information throughout.

Treat to COMPLETE^{2.0}

Evolving our proven approach to treatment planning to help your patients achieve their desired outcomes



Glen was treated with CoolSculpting® on his lower flanks. Results may vary.

CHOOSING THE RIGHT TREATMENT PLAN MATTERS

We surveyed providers and patients to uncover important insights about treatment plans in the abdomen, the most commonly treated area.

Patients who received **7 to 8** treatments were more satisfied with CoolSculpting treatment than those who received 3 to 4 treatments or less^{1,*}

Patients who had **2+** sessions were more satisfied with the value of their treatment^{2,†}

*Online survey of Brilliant Distinctions® program members (n = 1242) who had received CoolSculpting treatment in the previous 12 months. The majority of patients surveyed were treated on the abdomen (n = 756).¹

†Survey of consumers who received CoolSculpting treatment in the previous 2 years. 91% of patients who received 2+ sessions (n = 83) were satisfied with the value for the price paid for treatment vs 71% of patients who received only 1 session (n = 29).²

Important Safety Information

CoolSculpting® is contraindicated in patients with cryoglobulinemia, cold agglutinin disease, or paroxysmal cold hemoglobinuria.

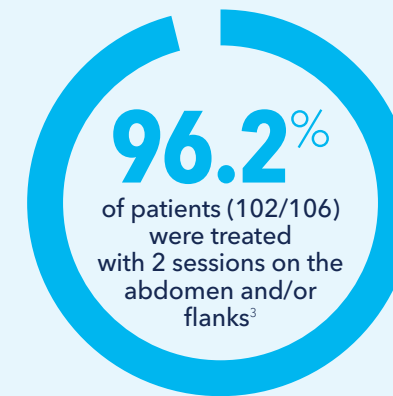
Ask your patient about any medical conditions including recent surgery, pre-existing hernia, and any known sensitivities or allergies.

Please see additional Important Safety Information throughout.

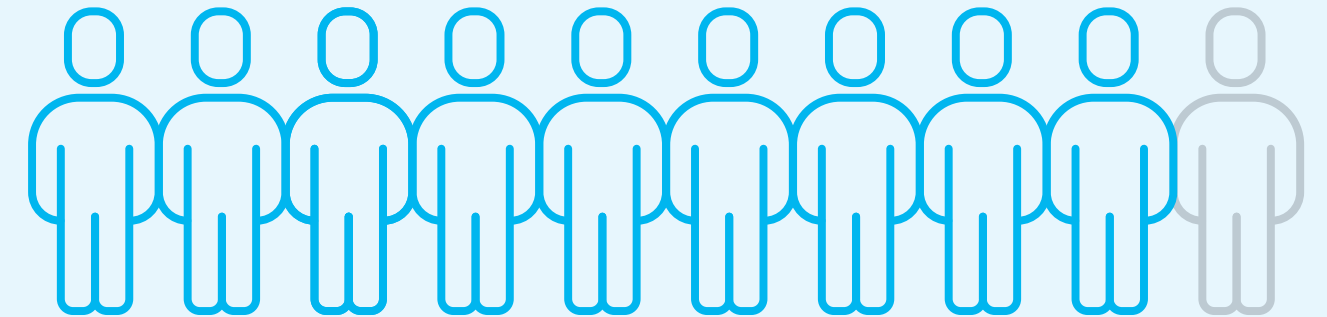
HELP DRIVE PATIENT SATISFACTION AND TREATMENT OUTCOMES WITH COOLSCULPTING

We conducted a clinical study to assess overall patient satisfaction with CoolSculpting treatments received on the abdomen and/or flanks.³

In this prospective, nonrandomized, single-arm, open-label, multicountry, postmarketing study, patients aged 22 to 65 with a BMI of 18.5 to 30 received CoolSculpting treatments on their abdomen and/or flanks in an outpatient clinical setting (N = 112). Patients could receive up to 2 treatment sessions 8 weeks apart. The primary objective was to evaluate overall patient satisfaction for noninvasive fat reduction with CoolSculpting.^{3,*}



Almost **9 out of 10** of patients (89.6%; 95/106) reported being "satisfied" or "very satisfied" with their CoolSculpting treatment.^{3,†,‡}



97.2% of patients (103/106) noticed an improvement in how well their clothes fit over treated areas^{3,†,‡}

90.6% of patients (96/106) reported a "noticeable" or "very noticeable" fat reduction^{3,†,‡}

93.4% of patients (99/106) would recommend CoolSculpting to a friend^{3,†,§}

[†]Treatments were performed using the legacy CoolSculpting system.³

[‡]At 12 weeks after final treatment (at week 12 for patients receiving 1 treatment session and at week 20 for patients receiving 2 treatment sessions).³

[§]The primary objective to evaluate overall patient satisfaction was captured via a 4-item patient-reported outcome survey assessing patient satisfaction with treatment of the abdomen and/or flanks, visible fat reduction, improvement in fit of clothing, and overall effect of treatment.³

[§]Additional objectives to evaluate patient experience with CoolSculpting treatment were captured via a 3-item patient-reported outcome survey assessing participant comfort with the treatment (very comfortable, comfortable, uncomfortable, very uncomfortable), likelihood of having another fat reduction procedure on a different part of the body (very likely, likely, unlikely, very unlikely), and whether they would recommend the procedure to a friend (yes or no).³





Allegra was treated with CoolSculpting® on her lower abdomen. Results may vary.

UPDATED TERMINOLOGY FOR AN UPDATED APPROACH

It's time to break the "cycle"

To help patients better understand their treatment plan and achieve their desired outcomes with CoolSculpting, we are updating the way we talk about treatment. We're moving away from referring to single cycles to explain and discuss Personalized Treatment Plans.

PERSONALIZED TREATMENT PLAN

A customized plan based on a patient assessment that encompasses the number of treatments and sessions required to treat the patient's area of concern to completion.

SESSION

An office visit when a portion of the recommended CoolSculpting treatments are conducted.

TREATMENT

Each time a CoolSculpting applicator is placed on the body.

Important Safety Information (continued)

During the procedure patients may experience sensations of pulling, tugging, mild pinching, intense cold, tingling, stinging, aching, and cramping at the treatment site. These sensations subside as the area becomes numb. Following the procedure, typical side effects include temporary redness, swelling, blanching, bruising, firmness, tingling, stinging, tenderness, cramping, aching, itching, or skin sensitivity, and sensation of fullness in the back of the throat after submental or submandibular area treatment.

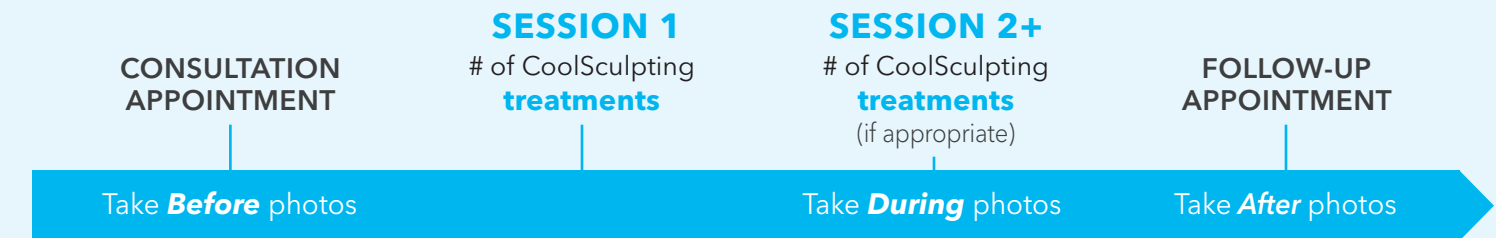
Please see additional Important Safety Information throughout.

INTRODUCING Treat to Complete 2.0

Treat to Complete drove appropriate patients toward 6 treatments in 1 area, like the abdomen and flanks. Recent research focused on patient satisfaction as a primary endpoint provides insight into how many sessions patients may need to reach their desired result.³ This helped us refine our transformation paradigm with Treat to Complete 2.0.

How It Works

PERSONALIZED TREATMENT PLAN



- Based on your consultation and comprehensive assessment, develop a Personalized Treatment Plan that focuses on the patient's most concerning area first, which can be adjusted to accommodate specific aesthetic goals
- Help patients understand and commit to their Personalized Treatment Plan
- Ensure patients complete the appropriate number of treatments and sessions to achieve desired outcomes

KEY INSIGHT

To achieve their desired results, many patients may need 2 or more sessions.



HOW TO TALK TO PATIENTS ABOUT Treat to Complete 2.0

Below is sample dialogue providers can use with patients whose Personalized Treatment Plan includes 2 sessions. The dialogue focuses on the Personalized Treatment Plan instead of cycles.

Set up the conversation during your consultation

Patient "I want to know more about CoolSculpting®. Can it help me get rid of this extra fat?"

"Yes! CoolSculpting is a noninvasive way to reduce stubborn fat in 9 areas of the body to help achieve your body contouring goals. Let's get started by talking about your #1 area of concern. If you have other areas you want to treat, we can rank those as well."

Provider

Patient "The extra fat on my stomach bothers me the most. I've tried everything to get rid of it."

"I understand. That's a common area for stubborn fat. Let's do an assessment first to determine if you are a candidate for CoolSculpting treatment and how many treatments and sessions you might need. Then we can create your Personalized Treatment Plan."

Provider

Indications

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Important Safety Information (continued)

Rare side effects may also occur. Paradoxical hyperplasia (visibly enlarged tissue volume in the treated area) may develop 2-5 months after treatment and requires surgical intervention for correction.

Please see additional Important Safety Information throughout.

Introduce their Personalized Treatment Plan

"Based on my assessment, here is your Personalized Treatment Plan. To help get the look you want, your plan includes 2 sessions—meaning you'll come into the office twice for treatment."

"My patients who have completed their recommended treatment plan on their #1 area of concern are satisfied with their treatments. In a clinical study of 112 patients treated with CoolSculpting on the abdomen and/or flanks, approximately 90% were satisfied with their treatment and would recommend it to a friend.³"

Provider

"Check out these photos of my patients who had 2 CoolSculpting sessions. See their transformation over their first and second sessions? It's exciting!"

Patient "Those are the kind of results I'm looking for! How much will 2 sessions of CoolSculpting cost?"

"The price to complete your Personalized Treatment Plan comes to [\$XXXX]. We offer no-interest financing for CoolSculpting, which is a great option for many patients. You can see here how the monthly payments would fit in your budget."

Provider

Patient "I'm not sure I want to commit to that plan. Can we do 1 treatment and see how I like the results?"

"I have created your Personalized Treatment Plan based on your goals. By not completing the recommended plan, you may not get the results you're looking for. Let's focus on your desired outcome and committing to the treatment plan that can help you get there."

Provider

Patient "How much will it cost if I only do 1 session?"

"I've based your Personalized Treatment Plan on your goals. It's important to complete the full plan to achieve your desired results. The good news is, we offer a financing program that helps many patients complete their full Personalized Treatment Plan within their budget, with monthly payments as low as [\$XXX]."

Provider



ILLUSTRATE THE JOURNEY WITH BEFORE, DURING, AND AFTER PHOTOS

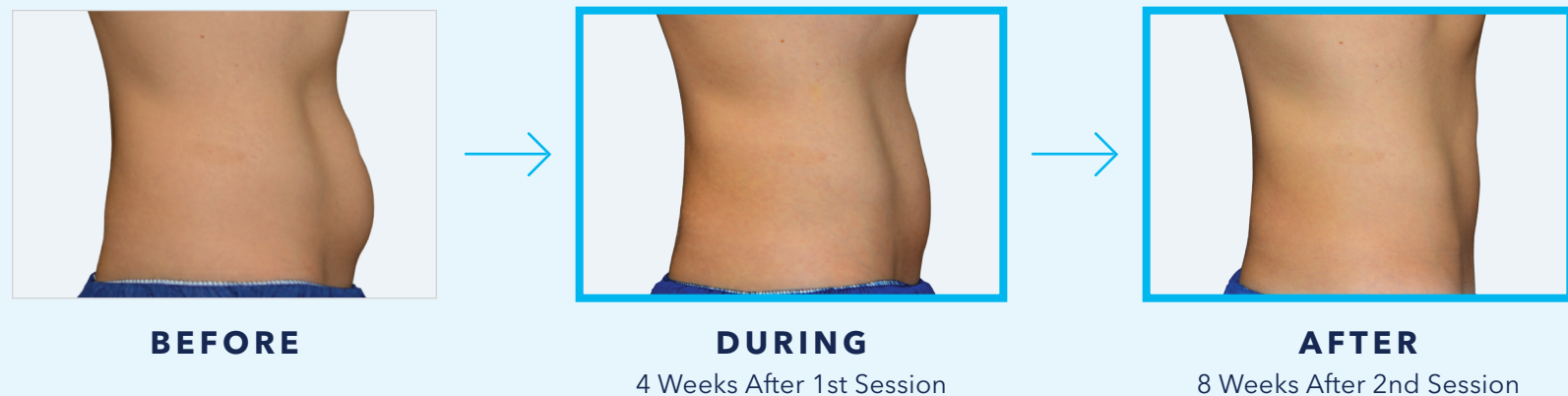
This comprehensive approach emphasizes the visual difference between each session, helping patients see the progression of results and understand why you've recommended 2 sessions (if appropriate).

When presenting photos, talk about results, not treatments. Remind patients that 2 treatment sessions may be needed to achieve their desired results. This is your opportunity to connect with the patient about the results you've achieved as a provider and build excitement about the transformation with visuals the patient can relate to.

Capture your patient's complete transformation by including a **During** image after the first session and an **After** image following the second session.

Show the Journey!

6 CoolSculpting® treatments on the abdomen and flanks over 2 sessions



Results and patient experience may vary.
Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

KEY INSIGHT

Before-during-and-after photos are the #1 tool practices use to communicate the value of CoolSculpting to patients.

Important Safety Information (continued)

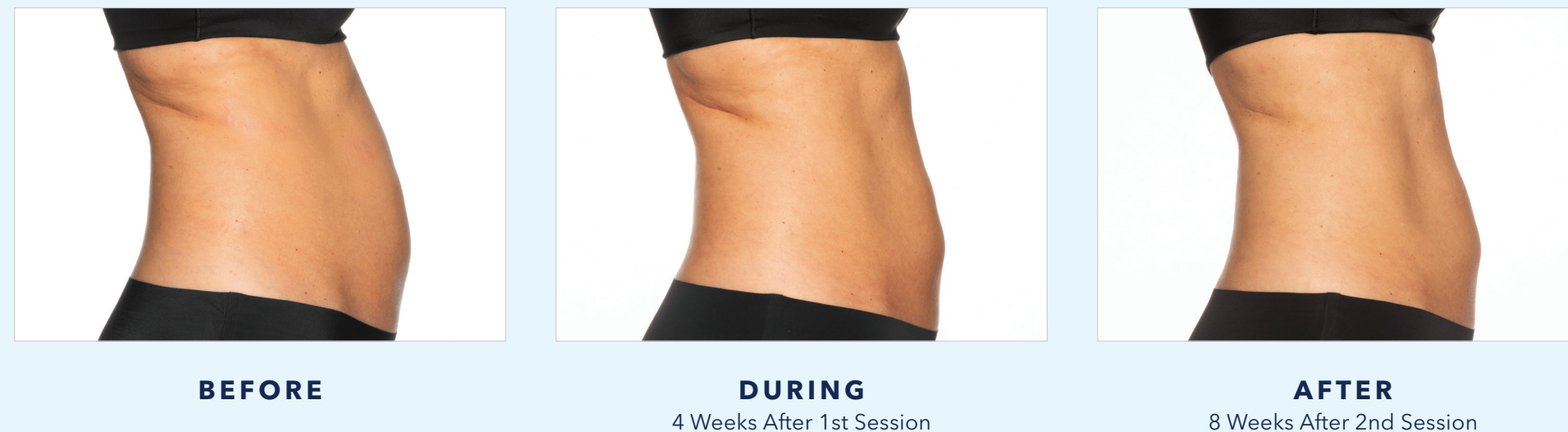
As with any medical procedure, a consultation should be done by a licensed healthcare professional to determine if the patient is a candidate for treatment. Consult the CoolSculpting® System User Manual for a complete list of Contraindications, Warnings, Precautions, and potential side effects. Treatment applications that deviate from the guidelines are not recommended.

Please see additional Important Safety Information throughout.

REAL RESULTS WITH Treat to Complete 2.0

ABDOMEN

8 CoolSculpting treatments on the abdomen over 2 sessions



"I'm ready to go buy crop tops! I absolutely love my results, and it was well worth it."

Results and patient experience may vary.
Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

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REAL RESULTS WITH Treat to Complete 2.0

ABDOMEN AND FLANKS

14 CoolSculpting® treatments on the abdomen and flanks over 2 sessions



BEFORE



DURING

4 Weeks After 1st Session



AFTER

8 Weeks After 2nd Session

"After having the treatments and seeing the results, I thought, 'I should have done this a long time ago!'"

Results and patient experience may vary.

Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

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REAL RESULTS WITH Treat to Complete 2.0

ABDOMEN AND FLANKS

16 CoolSculpting treatments on the abdomen and flanks over 2 sessions



BEFORE



DURING

4 Weeks After 1st Session



AFTER

8 Weeks After 2nd Session

"I've noticed a difference in how my pants fit. So that's a happy surprise!"

Results and patient experience may vary.

Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

Important Safety Information (continued)

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REAL RESULTS WITH Treat to Complete 2.0

FLANKS

8 CoolSculpting® treatments on the flanks over 2 sessions



BEFORE



DURING
4 Weeks After 1st Session



AFTER
8 Weeks After 2nd Session

*"It looks great now.
I'm going to go back and get my abdomen done!"*

Results and patient experience may vary.
Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

Important Safety Information (continued)
Rare side effects may also occur. Paradoxical hyperplasia (visibly enlarged tissue volume in the treated area) may develop 2-5 months after treatment and requires surgical intervention for correction.

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REAL RESULTS WITH Treat to Complete 2.0

BRA AREA AND FLANKS

12 CoolSculpting treatments on the bra area and flanks over 2 sessions



BEFORE



DURING
4 Weeks After 1st Session



AFTER
8 Weeks After 2nd Session

*"Four months to see results vs 20 years of being bothered by the fat on my back.
CoolSculpting is well worth the investment."*

Results and patient experience may vary.
Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

Important Safety Information (continued)
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REAL RESULTS WITH Treat to Complete 2.0

UPPER ARMS

8 CoolSculpting® treatments on the upper arms over 2 sessions



BEFORE



DURING

4 Weeks After 1st Session



AFTER

8 Weeks After 2nd Session

“After seeing my treatment results, my girlfriends have asked where they can get this done. I would absolutely recommend CoolSculpting to them.”

Results and patient experience may vary.

Before-during-after photos courtesy of Bodify® and Steven Sorr, NMD.

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TREATMENT PLANS MAY BE AS EASY AS 1, 2, 3!

We conducted extensive market research to understand patient satisfaction and treatment pricing:

- Cost is the #1 issue for patients not receiving their recommended number of treatments, according to providers^{4,*}
- 2x more patients were willing to pay \$3,000 or more for satisfactory nonsurgical fat reduction results than were willing to pay \$5,000 or more^{5,†}

When developing midsection treatment plans, think of this simple 1-2-3 reminder:

1	ONE body area
2	TWO treatment sessions[‡]
3	for \$3,200

*Online survey of aesthetic providers (n = 204).⁴

[†]Survey of consumers (n = 264) likely to receive nonsurgical fat reduction (NSFR) in the next 3 months who answered the question: What is the maximum amount you are willing to pay to achieve a satisfactory result with NSFR/body contouring treatment?⁵

[‡]Not all patients will need 2 or more treatment sessions. Recommend the number of treatments and treatment sessions appropriate for the patient.

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Help patients achieve their desired results and satisfaction with CoolSculpting®

Use Treat to Complete 2.0 to create Personalized Treatment Plans



Important Safety Information (continued)

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References: **1.** Data on file, Allergan, August 7, 2020; Brilliant Distinctions® Consumer Satisfaction Survey Results. **2.** Data on file, Allergan, May 2018; Final CoolSculpting® Situational Analysis. **3.** Data on file, Allergan, June 15, 2020; International CoolSculpting®: Prospective, Multi-Country Study to Evaluate Subject Satisfaction for Non-Invasive Fat Reduction in Abdomen and/or Flanks (iCOOL) Clinical Study Report. **4.** Data on file, Allergan, May 30, 2019; CoolSculpting® HCP ATU Final Report. **5.** Data on file, Allergan, 2020; Patient Pricing Survey.