

glacialTM_{Rx}

Campaign Style Guide



Welcome

What is a Style Guide?

The purpose of this campaign style guide is to provide practices with clear direction and assets to use when creating marketing materials that promote Glacial Rx™.

In addition to visual assets, we've provided notes on tone of voice, personality and a campaign overview to help inform you on how to talk about Glacial Rx™ in various formats, from website copy to in-office posters to emails.

Campaign Overview

Unfair as it may be, appearance is a factor in every woman's success. And when women start to develop age spots, they're judged. But a woman who's in control doesn't let that happen. With the promise of a laser and the luxury of a facial, Glacial Rx™ adds a new treatment to her beauty bag of tricks that lets her show off everything but her age

By following these guidelines, we will maintain consistent brand messaging, which helps to spread the word about this revolutionary age spot removal treatment in a clear, consistent manner.

Ultimately, our goal is to empower you to grow your practice by offering the promise of younger-looking, spotless skin to as many people as possible.

Thank you for being part of the Glacial Rx™ team.

spots. Using groundbreaking cooling technology, Glacial Rx™ banishes age spots without the pain and hassle of heat.

Positioning Line:

Glacial Rx™ – Soothe your way to spotless skin.

Tone of Voice

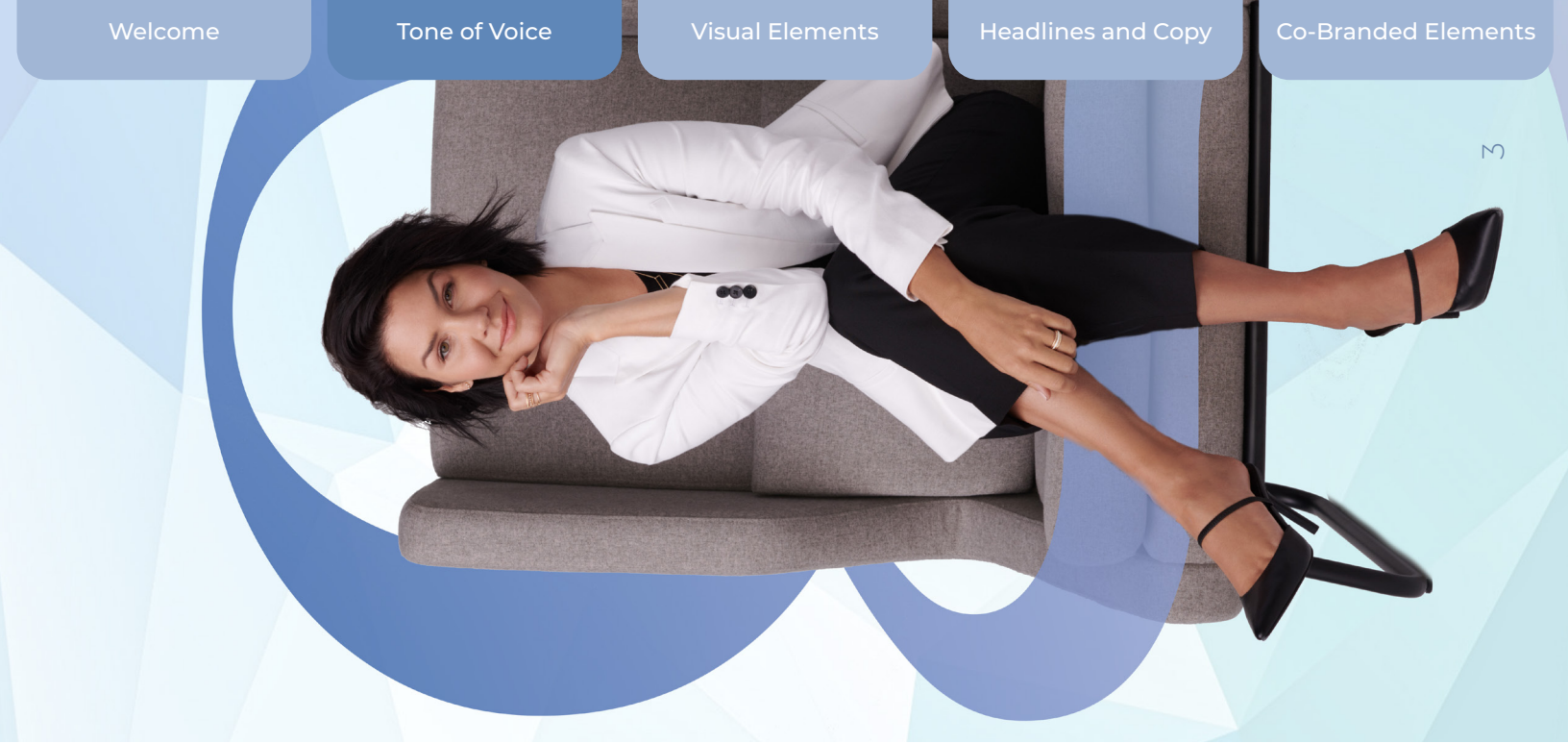
Visuals express the way a brand looks. Tone of voice expresses the way a brand sounds. Simply put, it's how a brand speaks with its audience.

Visuals and tone of voice are equally important in order for a brand to be uniquely recognizable and relate to its audience. If there's no connection, there's no loyalty. Consistency across all communications, no matter how big or small, is imperative in building and establishing a cohesive brand identity.

To achieve a distinct voice, we assign our brand human characteristics that help us connect with our audience in an authentic, approachable manner.

These guidelines serve to guide us in the creation of any piece of communication for the Glacial Rx™ brand, including emails, website copy, direct mail, and even a script for the front desk.

WE ARE	Enthusiastic	NOT	Cute
	Savvy		Snarky
	Empowering		Aggressive
	Welcoming		Exclusive
	Cutting-edge		Intellectual
	Smart		Condescending
	Fun		Flippant
	Sophisticated		Stuck up



Visual Elements

The visual elements of the Glacial Rx™ campaign are clean, bright and elegant. Cool shades of blue and crystal-shaped graphics evoke the cooling sensation of our treatment, while our photography represents our consumer's ideal self-image: confident, savvy and empowered.

The following example highlights how all of our visual elements come together.

“NEW” BADGE
This visual element should be used for the first few months of the campaign and through 2021.

PHOTOGRAPHY
Professionally shot photography that captures the essence of our target audience.

93% CHART
This powerful statistic highlights our product's effectiveness.

LOGO AND TAGLINE
The core of our brand and our value proposition.

“NEW” BADGE
NEW

**Show your savvy
Not your age spots**

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin – without heat or hassle.

**93%
of spots improved
at 2 months***

glacial_{Rx}
Smooth your way to smoother skin
glacialrx.com

glacial_{Rx}
(co-branded logo)

(co-branded message/CTA)

BEFORE TREATMENT
AFTER ONE TREATMENT
AFTER TWO TREATMENTS

TYPOGRAPHY
Our primary typeface is Montserrat.

THE Glacial Rx™ “g” GRAPHIC
The cool blue “g” frames and wraps around the model.

BACKGROUND VISUAL
Crystalline shapes in shades of blue.

BEFORE-AND-AFTER PHOTOS
Clearly shows a reduction in age spots after just one treatment.

CO-BRANDING AREA
You'll replace these gray boxes with your practice logo and customized message.

* Data on file with US, Irish, and Canada

Visual Elements

Typography

We rely on the versatile and elegant font Montserrat for our primary typeface in the co-branded campaign. This font is available for free at fonts.google.com/specimen/Montserrat.

Mm

HEADLINE TYPEFACE

Montserrat Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY TYPEFACE

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ALTERNATE HEADLINE TYPEFACE (FOR OFFICE APPLICATIONS AND EMAILS)

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ALTERNATE BODY COPY TYPEFACE (FOR OFFICE APPLICATIONS AND EMAILS)

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Visual Elements

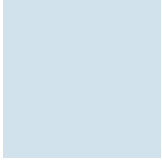
Color Palette

Glacial Rx™ uses two primary colors and a complementary range of secondary colors.

PRIMARY COLORS



PANTONE 7682 C
CMYK: 64 42 7 0
RGB: 103 134 184
HEX: #6786B8



PANTONE 9420 C
CMYK: 19 5 5 0
RGB: 209 226 236
HEX: #D1E2EC

SECONDARY COLORS



PANTONE 10392 C
CMYK: 69 57 52 30
RGB: 77 84 89
HEX: #4D5459



PANTONE 533 C
CMYK: 69 82 42 47
RGB: 32 41 69
HEX: #202945



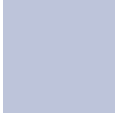
PANTONE 2745 C
CMYK: 99 100 18 19
RGB: 35 8 113
HEX: #230871



PANTONE 2726 C
CMYK: 80 69 0 0
RGB: 66 92 199
HEX: #425CC7



PANTONE 7681 C
CMYK: 43 28 6 0
RGB: 147 167 203
HEX: #93A7CB



PANTONE 7450 C
CMYK: 28 18 5 0
RGB: 189 195 218
HEX: #BDC3DA



PANTONE 552 C
CMYK: 27 9 9 0
RGB: 185 210 220
HEX: #B9D2DC

The Glacial Rx™ “g”

The lowercase “g” is used as an accent in our photographic elements. The “g” graphic should never be re-created, recolored or manipulated in any way.



Visual Elements

Background Visual

Our crystal graphic background invokes our name and the physical sensation of the treatment itself. In cases where the background interferes with type legibility, a white gradient can be used, especially in smaller size executions like display units.

BACKGROUND VISUAL, USUAL USAGE



BACKGROUND VISUAL, WITH WHITE GRADIENT



Visual Elements

Photography

Our photography represents our ideal target consumer – savvy and confident, with a knowing expression and spotless skin. Two types of photographs are provided on the provider portal: photos with a white background and composited photos with the “graphic and crystalline background, as shown on the following page. Do not modify the photographs in any way, other than resizing or cropping as needed.



Visual Elements

Photography with Background and “g” Graphic

These composited images combine the approved photography with the background visual and the stylized “g” graphic. Use only the composited images provided on the provider portal. Do not attempt to create your own versions. Images may be cropped to fit for specific uses. We prefer that as much of the “g” graphic is visible as possible.



Visual Elements

Logo and Tagline

The Glacial Rx™ logo is the core of our brand identity. It should be used exactly as provided and never modified in any way, such as changing colors or stretching it. Never separate the “Rx” from the word “Glacial,” or use “Glacial” with other words, like “Glacial Deal,” etc. Glacial Rx™ should always include the ™ symbol. Please use the logo with tagline, unless reproducing it at a small size where the tagline is not legible: less than 1.5 inches wide in print, or 150px wide for screen-based uses, like websites or email.

LOGO AND TAGLINE LOCKUP

Maintain clear space around the logo that is equal to 1/8 the total width of the logo. No text or graphics should appear in this space.



LOGO WITHOUT TAGLINE (FOR SMALL SIZES)

Use when the logo will appear smaller than 1.5" wide in print or 150px wide on screens, like web or email.

glacial[™]R_x

“NEW” Badge

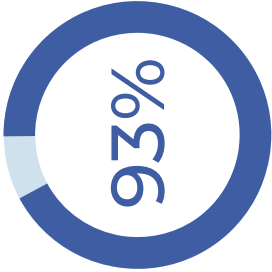
Include the “new” badge during the first few months of the campaign and through 2021. It should be placed in the upper left, top section of an ad or other promotion.



Additional Visual Elements

Here are some additional graphic elements that feature in the co-branded materials and can be used as needed.

93% Chart



of spots improved*
at 2 months*

* Data on file with R2 Technologies

Icons



Cool



Calm



Protect

Before-and-After Photos



These photos are our examples. Replace these with your own best before-and-after photos for your own promotional materials.

Comparison Table

	Glacial Rx™	LASER	FACIAL
FEELS GOOD	✓		✓
NO DOWNTIME	✓		✓
NO HEAT	✓		✓
PROVEN EFFECTIVE ON AGE SPOTS	✓	✓	
USES CRYOMODULATION™ TECHNOLOGY	✓		
CAN BE PERFORMED ANY TIME OF YEAR	✓		✓
FOR USE ANYWHERE ON THE BODY	✓		
NO SMOKY PLUME	✓		✓

Headlines and Copy

This section of the style guide lays out the approved headlines and copy that appear in the various designs. Do not modify the copy provided. Most designs include a placeholder where you may add copy specific to your individual practice. When developing copy, we encourage you to follow the Tone of Voice guidelines, outlined on page 3.

Main Headline Options

Show your savvy
Not your age spots

Show your style
Not your age spots

Show your wisdom
Not your age spots

Show your strength
Not your age spots

Secondary Headline Options

The promise of a laser
The luxury of a facial

Glacial Rx™ is changing the
face of aging

Headlines and Copy

Copy Options

We have provided copy options to be used in the individual pieces we have developed, as well as on your own website, front desk scripts, etc. Please use the copy exactly as written. For more personalized pieces such as email copy, individual practices can add some personalized elements, such as names of clientele.

How to describe Glacial Rx™:

Banish age spots with cooling technology that soothes as it reveals younger-looking skin. Patented cooling technology is revolutionizing age spot treatments, giving patients an effective yet enjoyable experience.

How to describe our difference:

Glacial Rx™ is the first age spot removal treatment that uses patented cooling technology to freeze melanin at the source, soothing your skin (how refreshing!) while effectively removing those annoying age spots.

How to describe Cryomodulation™:

How are age spots eliminated without heat? With Cryomodulation™. Simply put, Cryomodulation™ harnesses the power of cold to provide suppression of the production of melanin – which is the root cause of age spots. In addition, the cooling process delivers a refreshing sensation while reducing redness and inflammation and accelerating exfoliation to reveal brighter, more radiant skin.

How to describe the treatment process:

1. Cool: A trained professional will gently apply a cold plate to each spot for about 15 to 20 seconds. No topical anesthetics or numbing agents are needed.

2. Calm: The cooling handpiece reduces redness and puffiness as it gently moves across your face, clearing the way for your skin to better absorb potent topicals containing clinically proven actives.

3. Protect: Serums containing protective antioxidants and brightening agents are applied to shield your skin from environmental aggressors.

How to state claims:

- Glacial Rx™ system is FDA-cleared.
- Clinical trials observed minor side effects, mostly in the form of redness, which resolved on its own in a matter of days.
- Trial participants were able to return to normal activities immediately after treatment.
- Glacial Rx™ is for use in dermatologic procedures for the removal of benign lesions of the skin. The cooling feature temporarily reduce pain, swelling, and inflammation.
- 93% of spots improved at 2 months*

*Data on file with R2 Technologies

Disclaimer language:

Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.

How to define age spots:

Age spots, also known as sunspots, liver spots, and solar lentigines, are flat spots on the skin that are tan, brown, or black in color. While these benign lesions are common, their appearance can also be bothersome, to say the least.

How to describe the benefits of Glacial Rx™:

Results are typical after a single treatment, and you can expect to see the full benefit of Glacial Rx™ within one to two months – and in some cases, even sooner.

- Feels good
- No downtime
- No heat
- Proven effective on age spots
- Uses Cryomodulation™ technology
- Can be performed any time of year
- No smoky plume

Co-Branded Elements

On the next few pages, we highlight the co-branded elements that can be used in conjunction with your practice branding. Most of these items require minimal customization, such as the addition of your logo and contact information.

MAGAZINE ADS

NEW



Show your savvy
Not your age spots

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin – without heat or hassle.

93%

of spots improved at 2 months*



Before treatment

After treatment

Before treatment

After treatment

Before treatment

After treatment

*Data as filed with FDA, 10/1/2019

glacial^{rx}

Soothe your way to spotless skin

glacialskin.com

(practice logo)

(practice message)

DIRECT MAIL POSTCARD

NEW



Show your savvy
Not your age spots

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin – without heat or hassle.

WEB BANNERS

NEW



Show your savvy
Not your age spots

SCHEDULE NOW >

glacial^{rx}

Soothe your way to spotless skin

(practice logo)

SOCIAL MEDIA IMAGES

SCHEDULE NOW

glacial^{rx}

Soothe your way to spotless skin



EMAIL TEMPLATES

NEW



Show your savvy
Not your age spots

Great news, (INSERT NAME).
Glacial Rx™ is the first age spot removal treatment that uses patented cooling technology to freeze melanin at the source, soothing your skin (now refreshing!) while effectively removing those annoying age spots.

Schedule an Appointment Now

Reach your skin goals with this revolutionary, in-office treatment that soothes as it banishes age spots without the heat or hassle of lasers.

93%

of spots improved at 2 months*



Before treatment

After treatment

Before treatment

After treatment

Before treatment

After treatment

*Data as filed with FDA, 10/1/2019

(practice message)

Schedule an Appointment Now

glacial^{rx}

Soothe your way to spotless skin

(practice logo)

Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.
glacialskin.com

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Co-Branded Elements

Magazine Ads

The assets provided are sized for standard 8.5x11 magazines. However, each publication may have specific sizes for each size of advertisement, so check with the publication and resize as needed.

FULL-PAGE “NEW” AD

NEW

Show your savvy
Not your age spots

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin – without heat or hassle.

93%
of spots improved
at 2 months*

glacialix
Soothe your way to spotless skin
glacialixskin.com

BEFORE TREATMENT AFTER ONE TREATMENT AFTER TWO TREATMENTS AFTER THREE TREATMENTS

(co-branded logo)
(co-branded message/CrA)

*Data on file with R2 Technologies

HALF-PAGE “NEW” AD

NEW

Show your savvy
Not your age spots

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin – without heat or hassle.

glacialix
Soothe your way to spotless skin
glacialixskin.com

(co-branded logo)
(co-branded message/CrA)

QUARTER-PAGE AD

NEW

Show your savvy
Not your age spots

Banish age spots with patented cooling technology that soothes as it reveals younger-looking skin.

glacialix
Soothe your way to spotless skin
glacialixskin.com

(co-branded logo)
(co-branded message/CrA)

We recommend running the ad with the “NEW” badge for the first few months of the campaign and through 2021. It features the main campaign visuals and preferred headline. The larger format of the full-page layout allows for the use of the 93% graphic and the before-and-after photographs.

The grey placeholder boxes are for you to place your practice logo and personalized copy. We recommend using a vector-based logo, such as .eps or .ai file format. Low-resolution .png or .jpg files will not print well. When placing copy, follow the Typography guidelines on page 4.

Co-Branded Elements

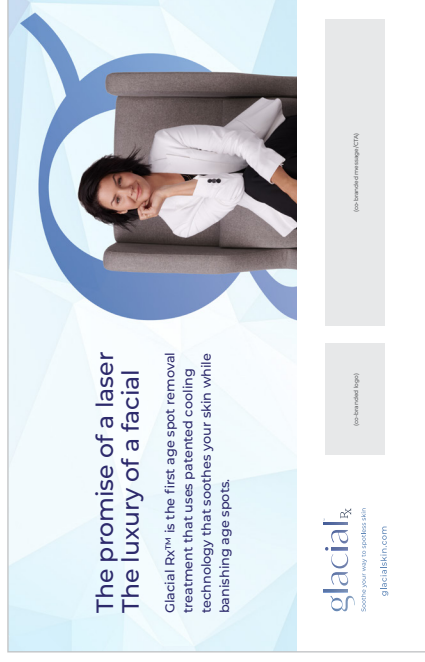
Magazine Ads

We have provided an alternate magazine ad to run as the campaign matures and more people become aware of Glacial Rx™.

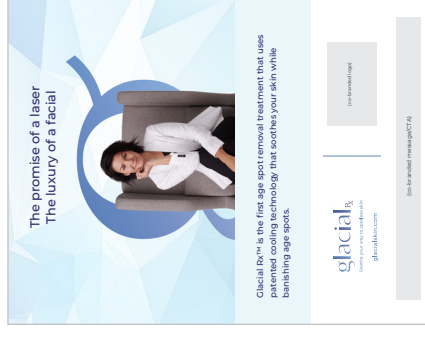
FULL-PAGE “LUXURY” AD



HALF-PAGE “LUXURY” AD



QUARTER-PAGE AD



This ad option features a different model and highlights the soothing feeling of the cooling technology.

The grey placeholder boxes are for you to place your practice logo and personalized copy. We recommend using a vector-based logo, such as .eps or .ai file format. Low-resolution .png or .jpg files will not print well. When placing copy, follow the Typography guidelines on page 5.

Co-Branded Elements

Direct Mail Postcard

The direct mail postcard features our preferred imagery and headline in a standard 5x7 format. Place your logo and personalized message on the back.

POSTCARD FRONT



POSTCARD BACK



The grey boxes on the right indicate where the postal indicia and target address will go. Remove those items before sending to print.

Co-Branded Elements

Web Banner Ads

We have created four versions of the banner ad in standard web banner sizes. You can insert your practice logo in place of the grey placeholder box.

300x600 TOWER



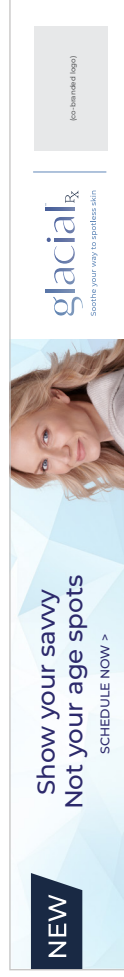
160x600 TOWER



300x300 SQUARE



728x90 HEADLINE



Co-Branded Elements

Social Media

Social media is one of the most powerful aspects of digital marketing because it helps you reach millions of potential customers. We encourage all practices to have a social media presence because it increases business visibility, allows you to directly engage and interact with customers, and it has also been proven to increase conversions to your website to ultimately set up more appointments.

To help your practice spread the word of Glacial Rx™, we have created images for 5 different social media campaigns: schedule now, show your savvy, show your style, the luxury, and the promise. All of which can be found inside the Glacial Rx™ Provider Portal.

Each of these 5 campaigns has the same image formatted to the recommended dimensions for each of the top platforms – Facebook, LinkedIn, Twitter, and Instagram, as well as a universal feature across all platforms, stories. Some of these images include space for you to add your practice logo, but would work equally as well without.

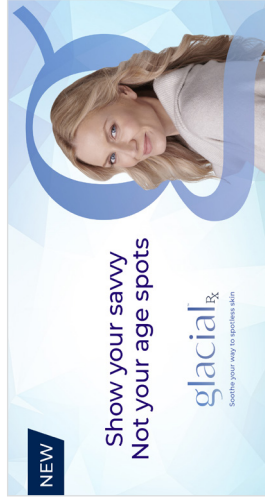


Co-Branded Elements

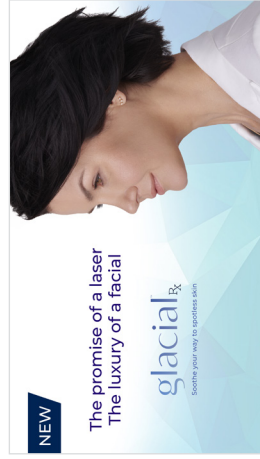
Social Media Images

We have created five versions of social media posts each provided in the recommended dimensions for the major platforms.

FACEBOOK / TWITTER 1200X630



LINKEDIN 1200X627



INSTAGRAM 1080X1080



Several of the social media images have space for you to add your practice logo if desired.

STORIES 1080X1920



Co-Branded Elements

Email Templates

Each email marketing program is different, and we understand that every practice will have a different method for creating and deploying email campaigns. To provide as much flexibility as possible, we have provided subject lines, preview text, individual images, and copy blocks to allow you to build the email campaigns using your preferred platform.

Emails can adopt a more conversational tone of voice. When possible, personalize the copy using your client's name and your practice name.

We have created example templates for 3 different campaigns: an introductory email, a practice promotion, and a follow-up.

In addition, we have provided two design options. A prescriptive option in which you simply add your practice logo and personalized copy, and a more design-flexible option, in which you would use your existing email assets and place Glacial Rx™-branded imagery and content inside your template.

The mockups on the following pages illustrate how we envision the emails appearing once you have built them in your preferred email marketing platform.

Welcome

Tone of Voice

Visual Elements

Headlines and Copy

Co-Branded Elements



Co-Branded Elements

Introductory Email (Prescriptive)

1. HEADER IMAGE

The header image should fill the full width of the viewing pane (width: 100%).

2. INTRODUCTION

Font: Arial, 14pt
Text color: #445DA1
Copy: Great news, (INSERT NAME),

Glacial Rx™ is the first age spot removal technology to freeze melanin at the source, soothing your skin (how refreshing!) while effectively removing those annoying age spots.

6. PRACTICE MESSAGE

Font: Arial, 14pt
Text color: #445DA1
Copy: Insert any personalized copy specific to your practice here.

8. Glacial Rx™ LOGO

10. FOOTER AND LEGAL

Font: Arial, 11pt
Text color: #445DA1
Copy: Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.
glacialskin.com

NEW

1

Show your savvy
Not your age spots

2

Great news, (INSERT NAME),
Glacial Rx™ is the first age spot removal treatment that uses patented cooling technology to freeze melanin at the source, soothing your skin (how refreshing!) while effectively removing those annoying age spots.

3

Schedule an Appointment Now

4

Reach your skin goals with this revolutionary, in-office treatment that soothes as it banishes age spots without the heat or hassle of lasers.

5

BEFORE TREATMENT

AFTER ONE TREATMENT

AFTER TWO TREATMENTS

AFTER THREE TREATMENTS

AFTER FOUR TREATMENTS

AFTER FIVE TREATMENTS

AFTER SIX TREATMENTS

AFTER SEVEN TREATMENTS

AFTER EIGHT TREATMENTS

AFTER NINE TREATMENTS

AFTER TEN TREATMENTS

93%

of spots improved
at 2 months*

*Data on file with R2 Technologies

6

(practice message)

7

Schedule an Appointment Now

8

glacial_{Rx}

Soothe your way to spotless skin

9

(practice logo)

Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.

glacialskin.com

10

3. CALL-TO-ACTION BUTTON

Arial Bold, 14pt - Background Color: #688BC3 - Text Color: #FFFFFF

4. SECOND COPY BLOCK

Font: Arial, 14pt
Background Color: #E9F6FA
Text Color: #445DA1
Copy: Reach your skin goals with this revolutionary, in-office treatment that soothes as it banishes age spots without the heat or hassle of lasers.

5. IMAGE SECTION

93% chart & before and after photos provided as .png images.

7. SECOND CALL TO ACTION

9. PRACTICE LOGO

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Co-Branded Elements

Introductory Email (Flexible)

1. PRACTICE BANNER

The standard email header banner for your practice

2. Glacial Rx™ HEADER IMAGE

3. INTRODUCTION

Font: Arial, 14pt
Text color: #445DA1
Copy: Great news, (INSERT NAME),
We wanted to let you know first. There's a new way to banish age spots. Glacial Rx™ uses cooling technology that soothes as it reveals younger-looking skin.

7. Glacial Rx™ LOGO AND URL LOCKUP

8. PRACTICE MESSAGE

Font: Arial, 14pt
Text color: #445DA1
Copy: Insert any personalized copy specific to your practice here.

10. PRACTICE LOGO AND FOOTER

Insert your logo and standard email footer here.

1

(practice banner)

2

NEW

Show your savvy
Not your age spots

3

Great news, (INSERT NAME),
We wanted you to be the first to know that there is a new way to banish age spots. Glacial Rx™ uses cooling technology that soothes as it reveals younger-looking skin.

4

Schedule an Appointment Now

5

Glacial Rx™ is a revolutionary, in-office treatment that uses cooling technology, not the heat or hassle of lasers, to effectively remove age spots.

6

93%

of spots improved
at 2 months*

BEFORE TREATMENT

AFTER ONE TREATMENT

BEFORE TREATMENT

AFTER ONE TREATMENT

BEFORE TREATMENT

AFTER ONE TREATMENT

glacial_{Rx}

Soothe your way to spotless skin

glacialskin.com

7

8

(practice message)

9

Schedule an Appointment Now

10

(practice logo & footer)

4. CALL-TO-ACTION BUTTON
Arial Bold, 14pt - Background Color: #688BC3 - Text Color: #FFFFFF

5. SECOND COPY BLOCK
Font: Arial, 14pt
Background Color: #E9F6FA
Text Color: #445DA1
Copy: Glacial Rx™ is a revolutionary, in-office treatment that uses cooling technology, not the heat or hassle of lasers, to effectively remove age spots.

6. IMAGE SECTION
93% chart & before and after photos provided as .png images.

9. SECOND CALL TO ACTION

23

Co-Branded Elements

Introductory Email

SUBJECT LINE OPTIONS

Now there's a cool way to banish age spots

No-heat age spot removal

Banish age spots without heat or hassle

What? Laser-free age spot removal?

Say goodbye to age spots

No more age spots, no more heat

We're changing the face of aging

Banish age spots with ❄️ not 🔥🔥

no to ⚡ yes to ❄️

👩 A better way to spa day 🧖

✨ Spotless skin that shines ✨

🧖 spa day with Glacial Rx™

🧊 Cool way to remove age spots 🧊

PREVIEW TEXT OPTIONS

Banish age spots with cooling technology

Soothing, cooling age spot removal treatment feels like a facial

Soothe your way to spotless skin

Remove your age spots while treating yourself

Banish age spots without the heat or hassle of lasers

CALL-TO-ACTION OPTIONS

Schedule Now

Start Soothing

Get to Know Glacial Rx™

YES – Banish My Age Spots

Co-Branded Elements

1. HEADER IMAGE

The header image should fill the full width of the viewing pane (width: 100%).

2. INTRODUCTION

Font: Arial, 14pt

Text color: #445DA7

Copy: Hey (name),

Have you heard of Glacial Rx™? It's the revolutionary NEW cooling technology that:

- banishes age spots from the source
- works without the heat or hassle of lasers

As one of our favorite clients, we're ecstatic to let you know this amazing age spot removal treatment is now available right here at (name of practice).

6. SECOND COPY BLOCK

Font: Arial. 14pt

Background Color: # E9E6FA

Text Color: #445DA7

Copy: If you're over your age spots (and we know you are), there's never been a better time to do something about them. Schedule your Glacial Rx™ treatment today and soothe your way to spotless skin.

8. Glacial RX™ Logo

10. FOOTER AND LEGAL

Font: Arial, 11pt

Text color: #445DA7

Copy: Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.

glacialskin.com

1

Show your wisdom
Not your age spots

2

Hey (name).

Have you heard of Glacial Rx™? It's the revolutionary NEW cooling technology that:

- banishes age spots from the source
- works without the heat or hassle of lasers

As one of our favorite clients, we're ecstatic to let you know this amazing age spot removal treatment is now available right here at (name of practice).

3

Schedule Your Treatment Today

4

(practice promotion)

	Glacial Rx	LASER	FACIAL
FEELS GOOD	✓		✓
NO CLINICAL DOWNTIME	✓		✓
NO HEAT	✓		✓
PROVEN EFFECTIVE ON AGE SPOTS	✓	✓	
USES CRYOMODULATION™ TECHNOLOGY	✓		
CAN BE PERFORMED ANY TIME OF YEAR	✓		✓
FOR USE ANYWHERE ON THE BODY	✓		
NO SMOKY PLUME	✓		✓

5

6

If you're over your age spots (and we know you are), there's never been a better time to do something about them. Schedule your Glacial Rx™ treatment today and soothe your way to spotless skin.

7

Schedule Your Treatment Today

8

glacial_{Rx}

Soothe your way to spotless skin

9

(practice logo)

10

Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.

glacialskin.com

Co-Branded Elements

Promotion Email (Flexible)

1. PRACTICE BANNER

The standard email header banner for your practice

2. Glacial Rx™ Header Image

3. INTRODUCTION

Font: Arial, 14pt
Text color: #445DA1
Copy: Hey (name),

Since you are one of our favorite clients, we're ecstatic to let you know about a revolutionary new way to treat age spots. Glacial Rx™ uses patented cooling technology to banish age spots at the source – without the heat or hassle of lasers.

6. Glacial Rx™ LOGO AND URL LOCKUP

8. PRACTICE PROMOTION

Font: Arial, 14pt
Text color: #445DA1

Copy: Insert copy specific to the promotion your practice is offering here.

11. PRACTICE FOOTER

Insert your logo and standard email footer here.

(practice banner)

1

Hey (name),

Since you are one of our favorite clients, we're ecstatic to let you know about a revolutionary new way to treat age spots. Glacial Rx™ uses patented cooling technology to banish age spots at the source – without the heat or hassle of lasers.



**Show your wisdom
Not your age spots**

Schedule Your Treatment Today	Glacial Rx	LASER	FACIAL
FEELS GOOD	✓		✓
NO CLINICAL DOWNTIME	✓		✓
NO HEAT	✓		✓
PROVEN EFFECTIVE ON AGE SPOTS	✓	✓	
USES CRYOMODULATION™ TECHNOLOGY	✓		
CAN BE PERFORMED ANY TIME OF YEAR	✓		✓
FOR USE ANYWHERE ON THE BODY	✓		
NO SMOKY PLUME	✓		✓

6

glacial^{Rx}
Soothe your way to spotless skin
[glacialskin.com](#)

(practice logo)

8

(practice promotion)

9

Experience Glacial Rx™ today and soothe your way to spotless skin.

11

(practice footer)

10

Schedule Your Treatment Today

4. CALL-TO-ACTION BUTTON

Arial Bold, 14pt - Background Color: #688BC3 - Text Color: #FFFFFF

5. COMPARISON CHART

Provided as a .png image.

7. PRACTICE LOGO

9. SECOND COPY BLOCK

Font: Arial, 14pt

Text color: #445DA7

Copy: Experience Glacial Rx™ today and soothe your way to spotless skin.

10. SECOND CALL TO ACTION

Co-Branded Elements

Promotion Email

SUBJECT LINE OPTIONS

This special will melt away soon

👋 Say goodbye to age spots with this promo 🍷

👋 Make it a Glacial Rx™ spa day ❄️

PREVIEW TEXT OPTIONS

Banish age spots with cooling technology

Soothing, cooling age spot removal treatment feels like a facial

Soothe your way to spotless skin

Remove your age spots while treating yourself

Banish age spots without the heat or hassle of lasers

CALL-TO-ACTION OPTIONS

Schedule Now

Start Soothing

Get to Know Glacial Rx™

YES – Banish My Age Spots

Co-Branded Elements

Follow-Up Reminder Email (Prescriptive)

1. HEADER IMAGE

The header image should fill the full width of the viewing pane (width: 100%).

2. INTRODUCTION

Font: Arial, 14pt

Text color: #445DA1

Copy: Hi again, (INSERT NAME),

We know how well you take care of your skin. So we'd love for you to experience Glacial Rx™, the first age spot removal treatment that uses patented cooling technology to freeze melanin at the source, soothing your skin while banishing age spots. With cooling technology, there's no heat or hassle. Just spotless skin.

6. PRACTICE MESSAGE

Font: Arial, 14pt

Text color: #445DA1

Copy: Insert any personalized copy specific to your practice here.

8. Glacial Rx™ LOGO

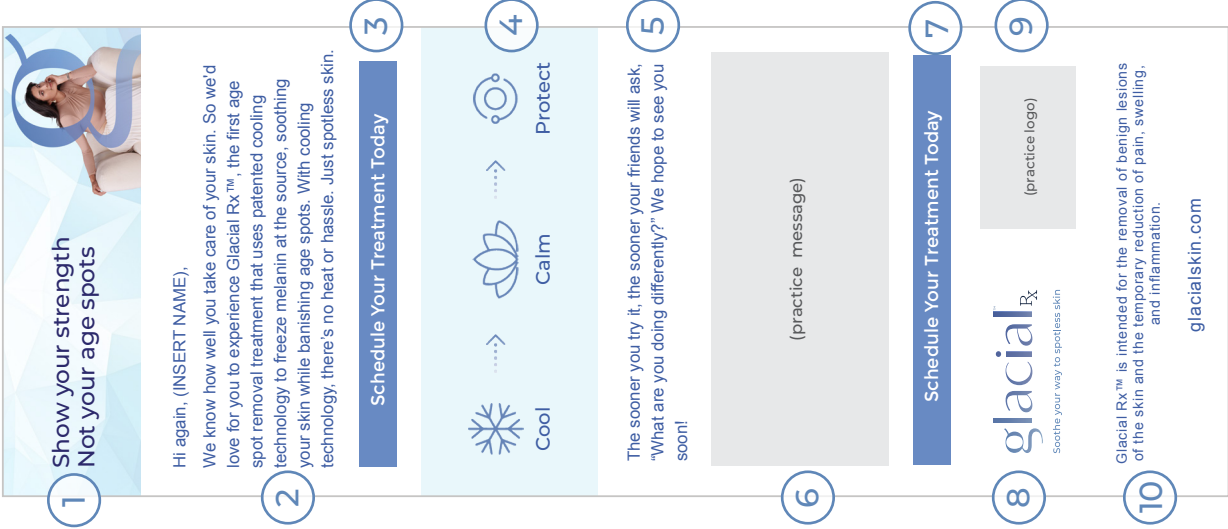
10. FOOTER AND LEGAL

Font: Arial, 11pt

Text color: #445DA1

Copy: Glacial Rx™ is intended for the removal of benign lesions of the skin and the temporary reduction of pain, swelling, and inflammation.

glacialskin.com



3. CALL-TO-ACTION BUTTON

Arial Bold, 14pt - Background Color: #688BC3 - Text Color: #FFFFFF

4. IMAGE SECTION

Cool, Calm, Protect graphic provided as .png file.

5. SECOND COPY BLOCK

Font: Arial, 14pt
Background Color: #E9F6FA
Text Color: #445DA1

Copy: The sooner you try it, the sooner your friends will ask, "What are you doing differently?" We hope to see you soon!

7. SECOND CALL TO ACTION

9. PRACTICE LOGO

Co-Branded Elements

Follow-Up Reminder Email (Flexible)

1. PRACTICE BANNER

The standard email header banner for your practice

2. Glacial Rx™ HEADER IMAGE

3. INTRODUCTION

Font: Arial, 14pt

Text color: #445DA1

Copy: Hi again, (INSERT NAME),

We both know those age spots aren't going to remove themselves! So it's a good thing we have just the thing to take care of them. Discover the soothing, cooling experience of Glacial Rx™ – the first age spot removal treatment that soothes as it effectively removes age spots.

6. Glacial Rx™ LOGO AND URL LOCKUP

7. PRACTICE MESSAGE

Font: Arial, 14pt

Text color: #445DA1

Copy: Insert any personalized copy specific to your practice here.

9. PRACTICE LOGO AND FOOTER

Insert your logo and standard email footer here.



Co-Branded Elements

Follow-Up Reminder Email

SUBJECT LINE OPTIONS

Those spots won't remove themselves

Age spots still hanging around?

Spotless skin this way ➡

Have you signed up for spotless skin yet?

❄️ Cryomodulation™. ❄️❄️ Your face's best friend. 🌟🌟

Still curious about ❄️ Glacial Rx™ ❄️?

You've got age spots. We've got answers.

Unwanted age spots? We can help.

CALL-TO-ACTION OPTIONS

Schedule Now

Start Soothing

Get to Know Glacial Rx™

YES – Banish My Age Spots

PREVIEW TEXT OPTIONS

Banish age spots with cooling technology

Soothing, cooling age spot removal treatment feels like a facial

Soothe your way to spotless skin

Remove your age spots while treating yourself

Banish age spots without the heat or hassle of lasers