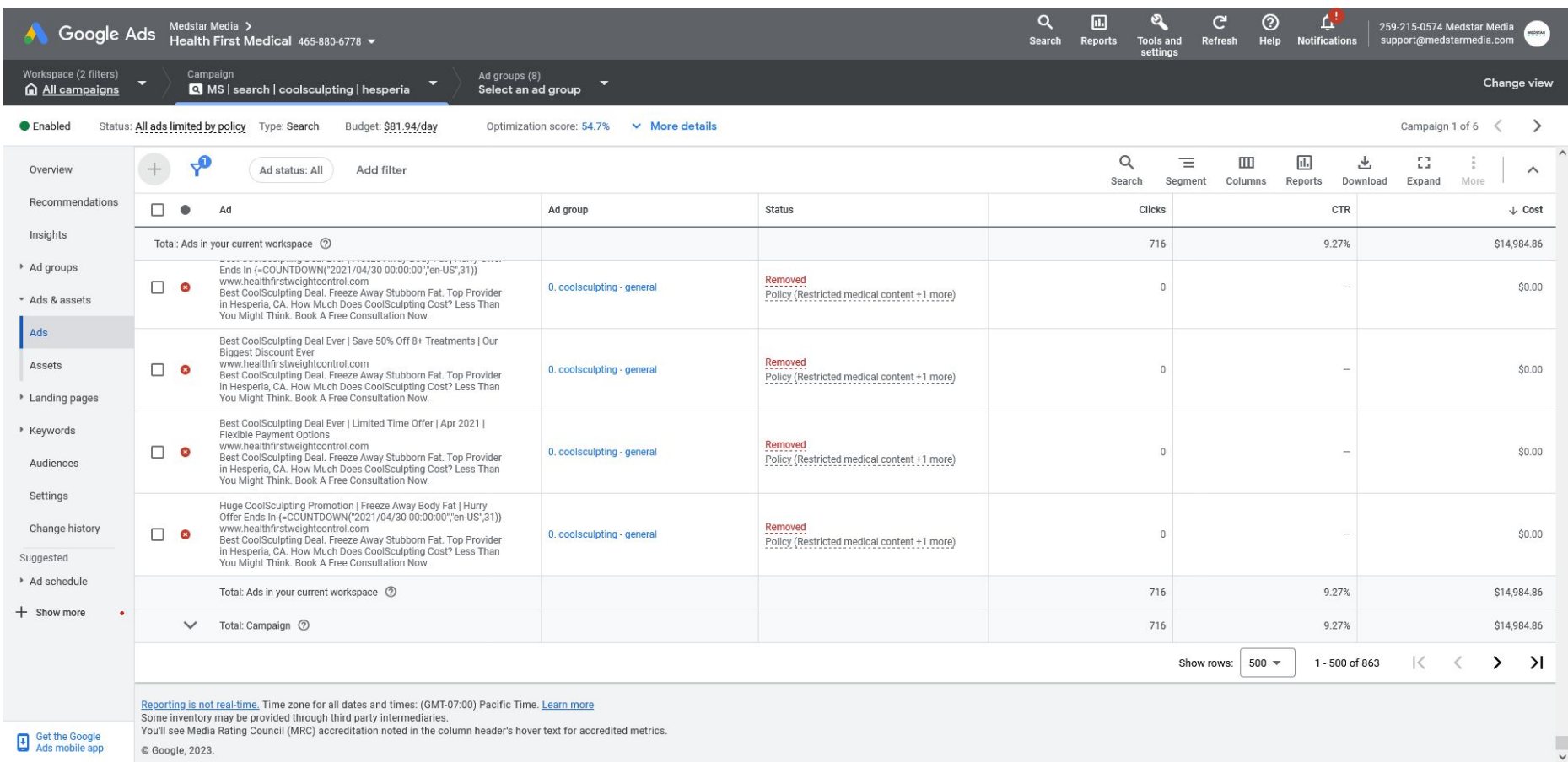
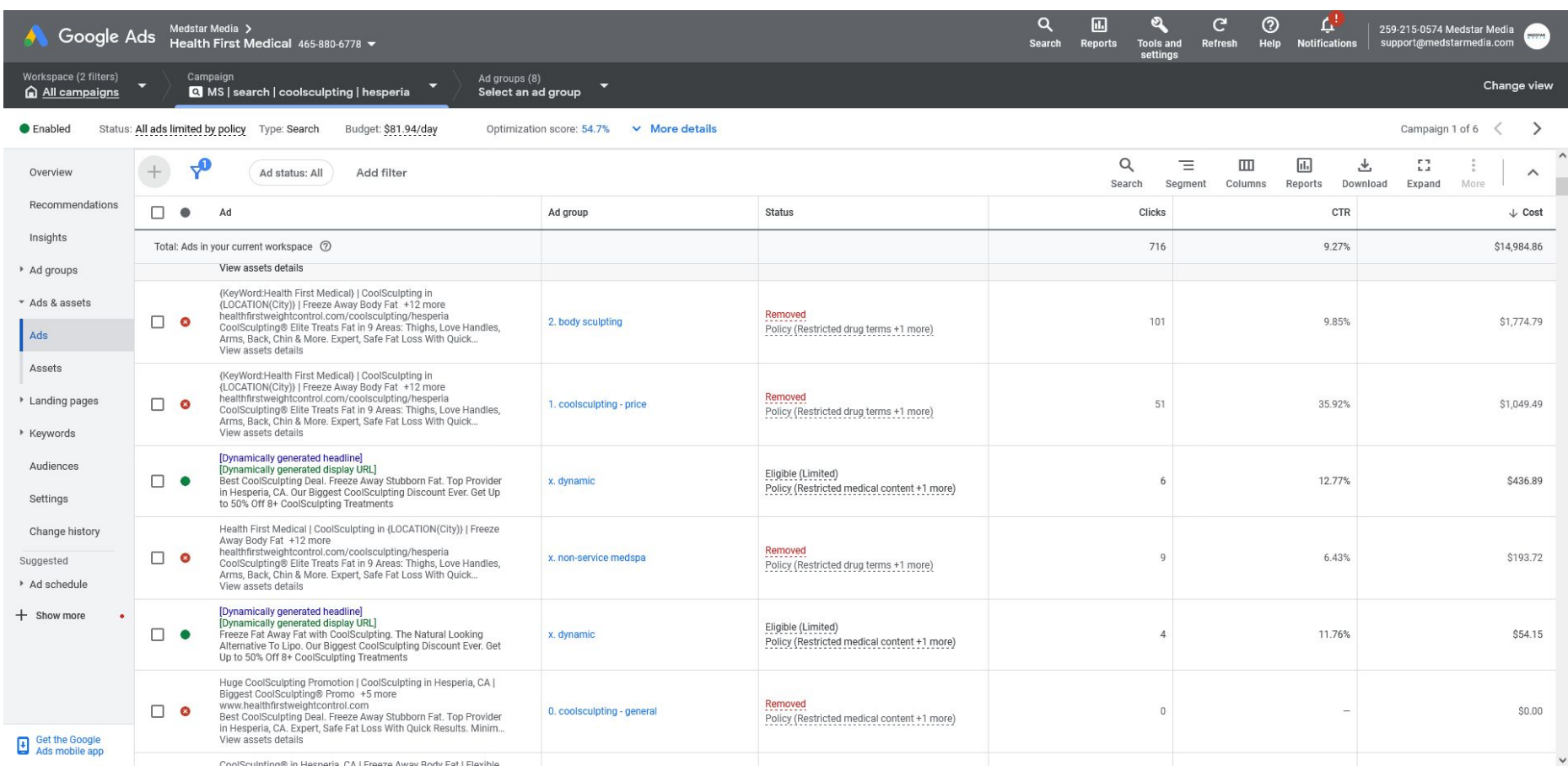
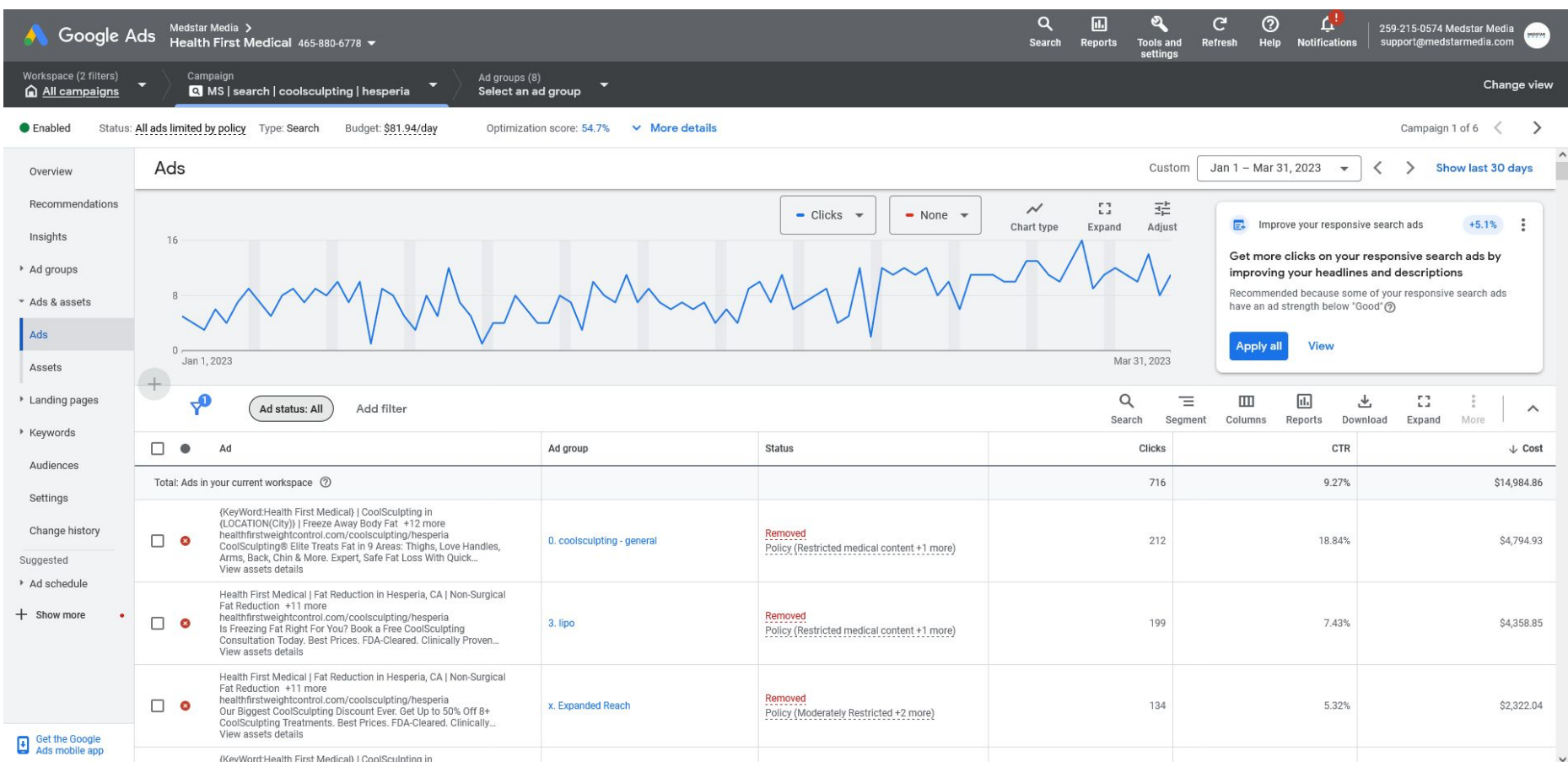
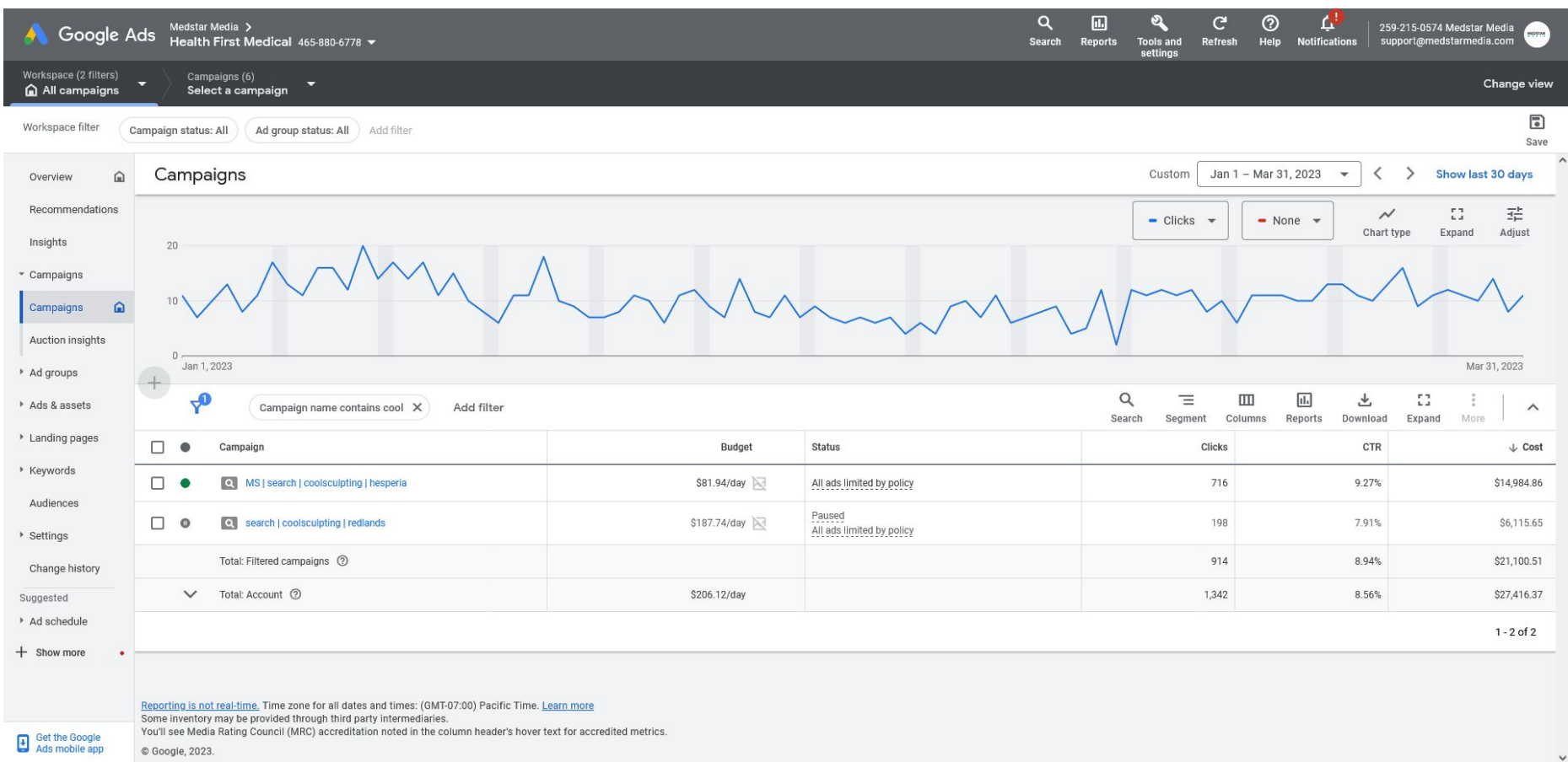


# CoolSculpting Marketing Services Health First Medical Weight Loss Co-Op Q1 2023 Total Marketing Expenses (1/1/2023 - 3/31/2023)

**Total Google Ads: \$21,100.51**  
**Total Marketing Service Fees: \$ 9,500.00**  
**Total CoolSculpting Marketing Cost: \$30,600.51**



Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

### Responsive search ad

Assets Combinations

Your ads are all set! They'll have a higher chance of performing well.

**Ad strength** Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

**Search term categories your ad appears for**  
coolsculpting, coolsculpting near me, double (double chin removal), + 67 more

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All Add filter

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Safe + Effective Fat Reduction	-	Headline	None	0	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	1	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	33	Advertiser

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

Asset status: All Add filter

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.	Asset source
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	92	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	10	Advertiser
Freeze Stubborn Fat 2x Faster	Approved (limited)	Headline	None	4	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	4	Advertiser
CoolSculpting® Elite	Approved (limited)	Headline	None	16	Advertiser
Next-Generation Fat Reduction	Approved (limited)	Headline	None	3	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	1	Advertiser
(Keyword:Health First Medical)	Approved (limited)	Headline	None	426	Advertiser
Save 50% On 8+ Treatments	-	Headline	None	0	Advertiser
CoolSculpting in (LOCATION/CITY)	Approved (limited)	Headline	None	931	Advertiser
Top Provider in Hesperia, CA	Approved (limited)	Headline	None	114	Advertiser
Book Now for Up to 50% Off	-	Headline	None	0	Advertiser
Freeze Away Body Fat	Approved (limited)	Headline	None	241	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	17	Advertiser
50% off 8+ treatments	-	Headline	None	0	Advertiser

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

Asset status: All Add filter

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Impr.	Asset source
50% Off 8+ treatments	-	Headline	None	0	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	357	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	11	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	1,097	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Hesperia, CA.	-	Description	None	0	Advertiser
Target, Freeze, & Eliminate Fat in Half the Time. Improved Comfort. Larger Cooling Area.	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	-	Description	None	0	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	-	Description	None	0	Advertiser
CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Chin & More	Approved (limited)	Description	None	17	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	1,011	Advertiser

Show rows: 500 1 - 29 of 29

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)  
Some inventory may be provided through third party intermediaries.  
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.  
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Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

### Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Lead form Price App Promotion

Legacy All Location Affiliate location

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	MS   search   coolsculpting   hesperia	Campaign	Eligible	6	12.00%	\$150.79
Sitelink						
Current Specials	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	614	10.47%	\$13,392.01
Don't Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	583	10.45%	\$12,617.19
CoolSculpting CoolSculpting, Best Non-Surgical Fat Reduction Treatment. Learn More	MS   search   coolsculpting   hesperia	Campaign	Eligible	583	10.45%	\$12,617.19
5 Star Reviews See Why Health First Medical Is #1 Read Real Client Reviews.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	460	9.60%	\$10,034.69
About Us			Eligible (Limited)			

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

Asset status: All Asset type: All Add filter

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	255	8.30%	\$5,284.51
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	189	7.70%	\$4,502.97
Why Choose Us? Read About What Sets Us Apart from Other Medspas in California.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	170	7.31%	\$3,081.54
Callout						
FDA Cleared	MS   search   coolsculpting   hesperia	Campaign	Eligible	142	9.90%	\$3,526.76
Highlights: No Surgery	MS   search   coolsculpting   hesperia	Campaign	Eligible	133	10.75%	\$3,383.27
Freeze Your Fat	MS   search   coolsculpting   hesperia	Campaign	Eligible	129	9.94%	\$3,110.34
Liposuction Alternative	MS   search   coolsculpting   hesperia	Campaign	Eligible	112	9.80%	\$2,683.88
Nonsurgical Fat Reduction	MS   search   coolsculpting   hesperia	Campaign	Eligible	116	10.48%	\$2,623.76
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
50% Off On 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - Up to 50% off 8+			Removed			

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Added to	Level	Status	Clicks	CTR	Cost
Winter Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed Policy (Restricted medical content +1 more)	341	12.25%	\$7,840.18
Spring Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	75	12.30%	\$1,202.65
Winter Sale - 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	MS   search   coolsculpting   hesperia	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Business name						
Health First Medical	MS   search   coolsculpting   hesperia	Campaign	Eligible	0	-	\$0.00
Call						
(760)-948-0980	MS   search   coolsculpting   hesperia	Campaign	Eligible	115	10.43%	\$2,633.51
Business logo						

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign MS | search | coolsculpting | hesperia Ad groups (8) Select an ad group

Enabled Status: All ads limited by policy Type: Search Budget: \$81.94/day Optimization score: 54.7%

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Asset	Added to	Level	Status	Clicks	CTR	Cost
Call						
(760)-948-0980	MS   search   coolsculpting   hesperia	Campaign	Eligible	115	10.43%	\$2,633.51
Business logo						
H	MS   search   coolsculpting   hesperia	Campaign	Eligible	0	-	\$0.00
Total: Business name						
Total: Business logo						
Total: Sitelinks						
Total: Callouts						
Total: Structured snippets						
Total: Calls						
Total: Promotions						

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Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ads

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Health First Medical   Fat Reduction in Redlands, CA   Non-Surgical Fat Reduction +11 more	x. Expanded Reach	Not eligible Policy (Restricted medical content +1 more), Campaign paused	62	5.00%	\$1,832.14
Health First Medical   Fat Reduction in Redlands, CA   Non-Surgical Fat Reduction +11 more	3. lipo	Not eligible Policy (Restricted medical content +1 more), Campaign paused	62	7.53%	\$1,679.89
(Keyword: Health First Medical)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more	0. coolsculpting - general	Not eligible Policy (Restricted medical content +1 more), Campaign paused	48	20.17%	\$1,673.72

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Redlands, CA. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	x. dynamic	Not eligible Policy (Restricted medical content +1 more), Campaign paused	9	24.32%	\$373.01
Health First Medical   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more	x. non-service medspa	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	5	9.62%	\$251.14
(Keyword: Health First Medical)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more	2. body sculpting	Not eligible Policy (Restricted medical content +1 more), Campaign paused	6	7.89%	\$225.08
(Keyword: Health First Medical)   CoolSculpting in (LOCATION:City)   Freeze Away Body Fat +12 more	1. coolsculpting - price	Not eligible Policy (Restricted drug terms +1 more), Campaign paused	6	22.22%	\$80.67
Huge CoolSculpting Promotion   CoolSculpting in Redlands, CA   Biggest CoolSculpting® Promo +5 more	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
CoolSculpting® in Redlands, CA   Freeze Away Body Fat   Flexible Payment Options	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day

Overview Recommendations Insights Ad groups Ads & assets Ads Assets Landing pages Keywords Audiences Settings Change history Suggested Ad schedule Show more

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Flexible Payment Options	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Our Biggest Discount Ever	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Best CoolSculpting Deal Ever   Limited Time Offer   Apr 2021   Flexible Payment Options	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Best CoolSculpting Deal Ever   Save 50% Off 8+ Treatments   Flexible Payment Options	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more), Campaign paused	0	-	\$0.00
Total: Ads in your current workspace					
Total: Campaign					

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Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day More details Campaign 6 of 6

Overview Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Insights Assets Combinations

Ad strength Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All Add filter Download Expand

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	13	Advertiser
Health First Medical	Approved (limited)	Headline	None	Good	584	Advertiser
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	202	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	13	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	1	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	133	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	23	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day More details Campaign 6 of 6

Overview Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

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Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	13	Advertiser
Health First Medical	Approved (limited)	Headline	None	Good	584	Advertiser
Non-Surgical Lipo Alternative	Approved (limited)	Headline	None	Learning	202	Advertiser
No Surgery & Minimal Downtime	Approved (limited)	Headline	None	Learning	13	Advertiser
Freezing Fat Really Works	Approved (limited)	Headline	None	Learning	1	Advertiser
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	133	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	23	Advertiser
Get 50% Off 8+ Treatments	-	Headline	None	-	0	Advertiser

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day More details Campaign 6 of 6

Overview Responsive search ad Leave feedback Custom Jan 1 - Mar 31, 2023 Show last 30 days

Insights Assets Combinations

Ad strength Excellent

- Add more headlines
- Include popular keywords in your headlines
- Make your headlines more unique
- Make your descriptions more unique

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. [Learn more](#)

Asset status: All Add filter Download Expand

Ad may be limited by policy: Restricted medical content, Restricted drug terms

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Away Body Fat	Approved	Headline	None	Good	355	Advertiser
Located in Redlands, CA	Approved (limited)	Headline	None	Good	892	Advertiser
Fat Reduction in Redlands, CA	Approved (limited)	Headline	None	Learning	107	Advertiser
50% off 8+ treatments	-	Headline	None	-	0	Advertiser
50% Off 8+ Treatments	Approved (limited)	Headline	None	Learning	67	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Best	1,200	Advertiser
Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	Approved (limited)	Description	None	Learning	24	Advertiser
Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	-	Description	None	-	0	Advertiser
Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	Approved (limited)	Description	None	Learning	17	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 8+ Treatments of CoolSculpting.	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 8+ CoolSculpting Treatments	-	Description	2nd position	-	0	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 8+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Best	1,142	Advertiser

Show rows: 500 1 - 24 of 24

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Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day More details Campaign 6 of 6

Overview Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Insights Assets Combinations

Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Lead form Price App Promotion

Legacy All Location Affiliate location

Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
Structured snippet						
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat...	search   coolsculpting   redlands	Campaign	Eligible	3	16.67%	\$227.72
Sitelink						
Current Specials Dont Miss Our Specials & Exclusive Offers. Learn More Now.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	174	8.66%	\$5,464.03
CoolSculpting CoolSculpting. Best Non-Surgical Fat Reduction Treatment. Learn More	search   coolsculpting   redlands	Campaign	Eligible	160	8.23%	\$4,977.32
5 Star Reviews See Why Health First Medical Is #1 Read Real Client Reviews.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	132	8.16%	\$4,034.83
About Us			Eligible (Limited)			

Google Ads Medstar Media > Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Paused Type: Search Budget: \$187.74/day More details Campaign 6 of 6

Overview Assets Custom Jan 1 - Mar 31, 2023 Show last 30 days

Insights Assets Combinations

Assets

Table view Associations

Upgraded

All Business name Business logo Sitelink Callout Structured snippet Call Lead form Price App Promotion

Legacy All Location Affiliate location

Asset status: All Asset type: All Add filter Segment Columns Reports Download Expand More

Asset	Added to	Level	Status	Clicks	CTR	Cost
About Us Learn More About Our Team, Location and Available Beauty Treatments.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	59	6.01%	\$2,053.48
Book A Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	51	6.14%	\$1,857.62
Why Choose Us? Read About What Sets Us Apart from Other Medspas in California.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	53	6.58%	\$1,566.01
Callout						
FDA Cleared	search   coolsculpting   redlands	Campaign	Eligible	46	9.04%	\$1,627.35
Liposuction Alternative	search   coolsculpting   redlands	Campaign	Eligible	42	9.44%	\$1,374.48
Highlights: No Surgery	search   coolsculpting   redlands	Campaign	Eligible	41	9.21%	\$1,288.61
Freeze Your Fat	search   coolsculpting   redlands	Campaign	Eligible	36	7.47%	\$1,155.27
Nonsurgical Fat Reduction	search   coolsculpting   redlands	Campaign	Eligible	32	8.44%	\$957.48
Contact Us + Free Consult	Account	Account	Eligible	0	-	\$0.00
50% Off On 8+ Treatments	search   coolsculpting   redlands	Campaign	Removed	0	-	\$0.00
5-Star Rated Medspa	Account	Account	Eligible	0	-	\$0.00
Promotion						
Winter Sale - 1hr to 50% off 8+			Eligible (Limited)			

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Budget: \$187.74/day

Paused Type: Search

Asset	Added to	Level	Status	Clicks	CTR	Cost
Promotion						
Winter Sale - Up to 50% off 8+ Treatments	search   coolsculpting   redlands	Campaign	Eligible (Limited Policy (Restricted medical content +1 more))	130	9.96%	\$3,699.76
Winter Sale - 50% off 8+ Treatments	search   coolsculpting   redlands	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Fall Sale - Up to 50% off 8+ Treatments	search   coolsculpting   redlands	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Spring Sale - 50% off 8+ Treatments	search   coolsculpting   redlands	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Summer Sale - Up to 50% off 8+ Treatments	search   coolsculpting   redlands	Campaign	Removed Policy (Restricted medical content +1 more)	0	-	\$0.00
Call						
(909) 378-9075	search   coolsculpting   redlands	Campaign	Eligible	24	7.45%	\$1,178.13
Total: Business name				0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				174	8.55%	\$5,464.03
Total: Callouts				89	9.54%	\$2,852.14

Google Ads Health First Medical 465-880-6778

Workspace (2 filters) Campaign search | coolsculpting | redlands Ad groups (8) Select an ad group

Budget: \$187.74/day

Paused Type: Search

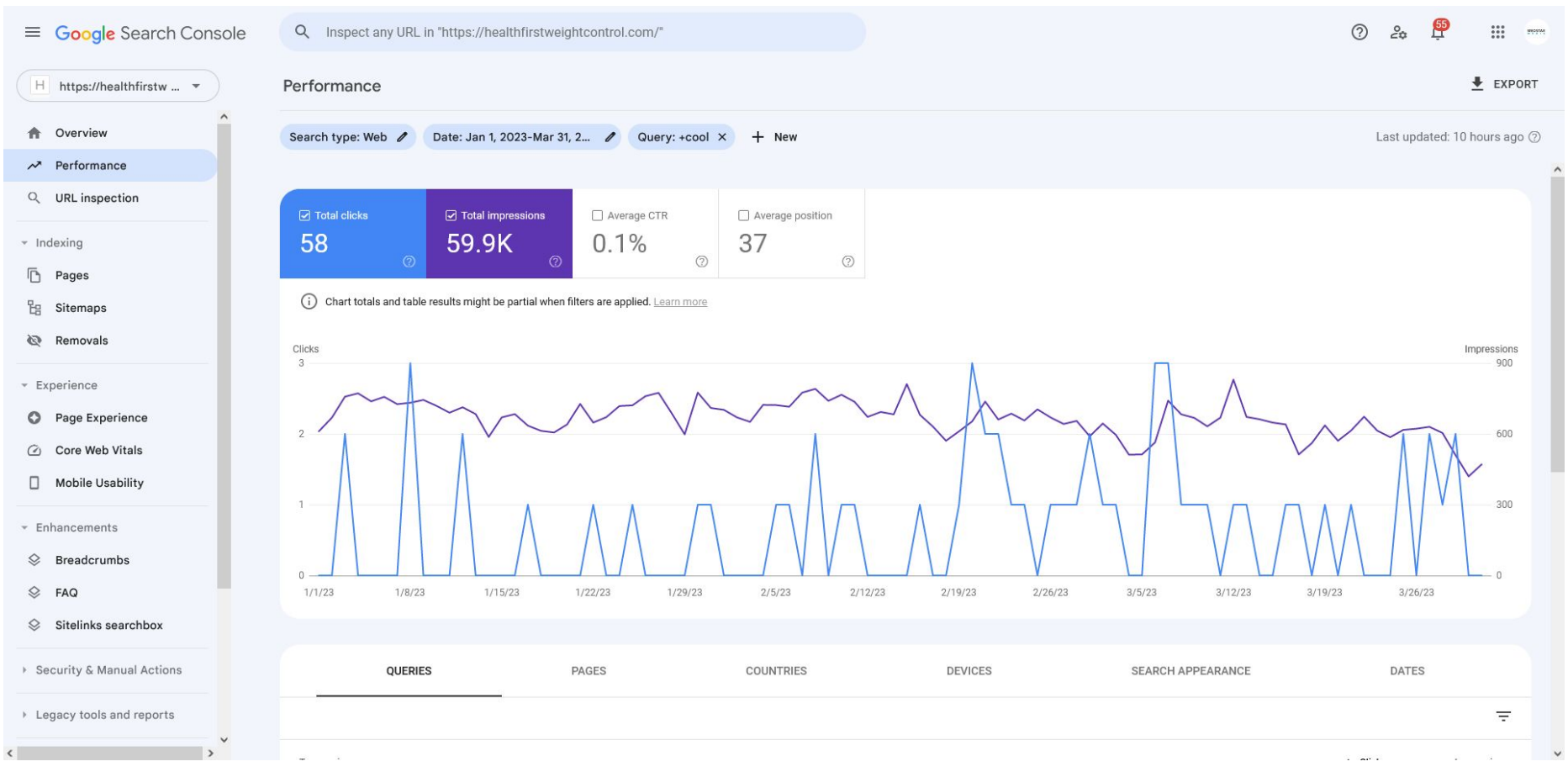
Asset	Added to	Level	Status	Clicks	CTR	Cost
Call						
(909) 378-9075	search   coolsculpting   redlands	Campaign	Eligible	24	7.45%	\$1,178.13
Total: Business name				0	-	\$0.00
Total: Business logo				0	-	\$0.00
Total: Sitelinks				174	8.55%	\$5,464.03
Total: Callouts				89	9.54%	\$2,852.14
Total: Structured snippets				3	16.67%	\$227.72
Total: Calls				24	7.45%	\$1,178.13
Total: Promotions				130	9.96%	\$3,699.76

Show rows: 500 1 - 21 of 21

Reporting is not real-time. Time zone for all dates and times: (GMT-07:00) Pacific Time. Learn more

Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Search Console Inspect any URL in "https://healthfirstweightcontrol.com/"

Performance Search type: Web Date: Jan 1, 2023-Mar 31, 2... Query: +cool

Top queries

Query	Clicks	Impressions
coolsculpting near me	12	2,489
coolsculpting armpit fat	8	587
coolsculpting elite before and after	5	717
coolsculpting for armpit fat	4	904
coolsculpting elite results	4	274
coolsculpting before and after	3	10,268
coolsculpting elite	2	3,703
cool sculpting near me	2	661
cool sculpting	2	494
coolsculpting elite machine cost	2	87

Rows per page: 10 1-10 of 1000



AS FEATURED IN  
**Women's Health** **The New York Times** **SHAPE** **ELLE** **VOGUE** **GLAMOUR** **Forbes**

## COOLSCULPTING ELITE

TREATMENTS IN HESPERIA, REDLANDS,  
AND RANCHO CUCAMONGA, CA

CoolSculpting has been the #1 fat-freezing treatment since its release in 2012. Now, the makers of the original CoolSculpting are introducing CoolSculpting Elite! This new treatment uses the same cooling technology, introducing a new machine, ergonomically C-shaped applicators, and dual contouring capabilities. It's true. The new CoolSculpting Elite makes fat freezing more comfortable and effective with TWICE the amount of fat cells frozen in LESS treatment time.

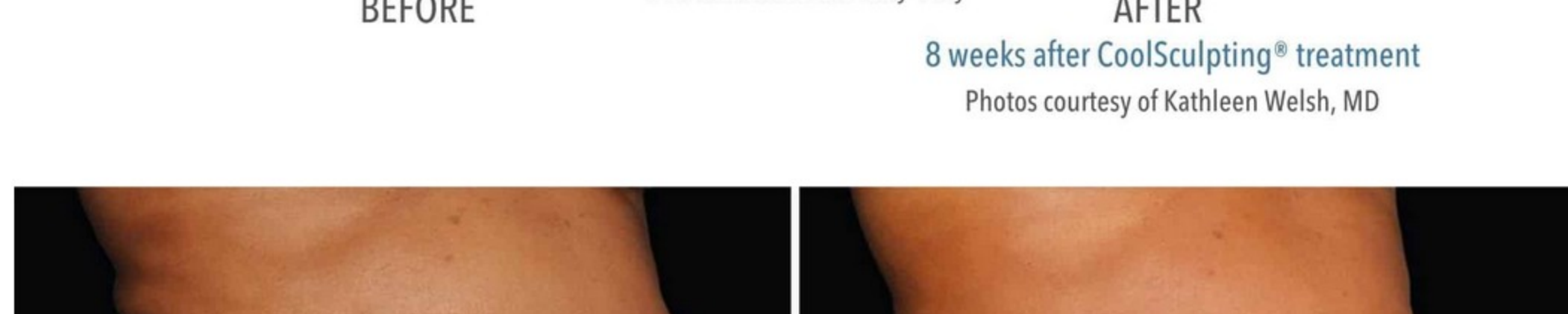
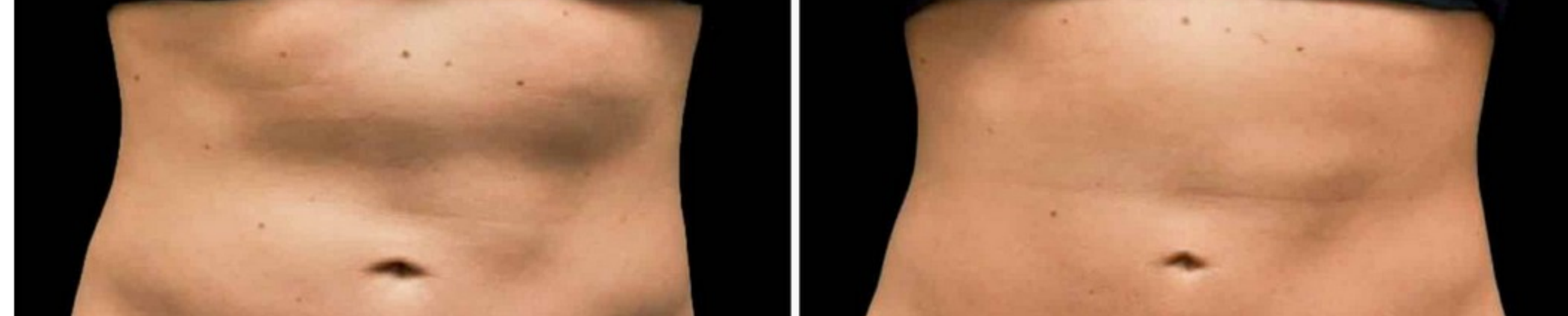
If you want to learn more about the newest way to freeze your fat cells, contour sleek curves, and achieve the body of your dreams, call Health First Medical Weight Loss and Skin Care now. We are proud to be the primary provider of CoolSculpting Elite in the San Bernardino area with 3 locations including Hesperia, Redlands, and Rancho Cucamonga. Call us at our Hesperia facility at (760) 437-6049, our Redlands facility at (909) 378-9075, or our brand-new state-of-the-art facility in Rancho Cucamonga, CA, at (909) 870-9040.

### COOLSCULPTING BENEFITS

- Reduces twice the amount of fat cells in less time
- Contours attractive body curves
- New C-shaped applicators
- Dual contouring
- FDA-cleared
- Safe and effective
- Natural-looking, lasting results

### COOLSCULPTING ELITE BEFORE AND AFTER\*

CoolSculpting Elite before and after images show how this new treatment helps patients achieve transformative fat reduction. As with any cosmetic treatment, results may vary. However, the CoolSculpting Elite before and after pictures show what is possible with this new treatment. Each patient achieves noticeable fat reduction on a higher caliber than those of the original CoolSculpting treatment.



### THE ORIGINAL COOLSCULPTING VS COOLSCULPTING ELITE

CoolSculpting, the revolutionary body contouring treatment, hit the industry back in 2010. At the time, it was the only FDA-cleared treatment to reduce fat using the advanced cooling technology known as Cryolipolysis.

The original CoolSculpting machine targets a stubborn bulge with one applicator, isolating a persistent bulge of fat. This applicator subjects the bulge to calibrated cold temperatures that effectively freeze the fat cells underneath without harming overlying skin or tissue.

Afterward, the body's immune system naturally gathers and disposes of the dead cells via the lymphatic system. Once fat cells are gone, they can never re-grow. CoolSculpting provides patients with natural-looking, long-lasting fat reduction results.

### NEW & IMPROVED COOLSCULPTING ELITE

CoolSculpting Elite improves upon the popular fat reduction procedure with re-engineered applicators, larger cooling panels, and the capacity to use two applicators simultaneously.

### NINE TREATMENT AREAS

The nine treatment areas include:

- abdomen (a.k.a. "belly fat")
- flanks (a.k.a. "love handles")
- thighs (inner and outer thigh fat)
- upper arms
- armpit area (a.k.a. "bra bulge")
- below the buttocks (a.k.a. "banana roll")
- back
- chin
- jawline area (for neck fat and a double chin)



### RE-DESIGNED APPLICATORS

The CoolSculpting Elite applicators feature several engineering improvements. The improvements include a new C-shape design. The redesigned applicator helps conform to the natural curves of the patient's physique for a more ergonomic fit.

### LARGER COOLING PANELS

The new applicator features 18% larger cooling panels. These eliminate more fat cells than the older applicators.

### DUAL APPLICATOR CAPABILITY

The most significant difference between CoolSculpting Elite and the original machine is the introduction of dual applicator capability. The original device only targets one area of the body, using one applicator at a time.

In comparison, the new Elite machine comes with two applicators. This permits patients to treat two areas during one treatment. Dual applicators double the results in half the time.

### COOLSCULPTING VS LIPO

Before introducing non-invasive, nonsurgical body contouring, people had to undergo invasive surgeries to reduce fat cells. While liposuction is a popular and effective fat-reduction treatment, it is a serious procedure with several drawbacks, including incisions, anesthesia, and a long, complicated recovery. Now, thanks to innovative cooling technology, people can reduce fat cells in a comfortable 30-minute process known as CoolSculpting.

CoolSculpting is the best nonsurgical way to reduce fat cells using cooling technology. Treatments are short and comfortable. Best of all, they involve no incisions, sutures, anesthesia, or a complicated recovery. In fact, CoolSculpting has minimal downtime. This means you don't miss a beat after your cooling cycles. As a result, you can enjoy fat reduction and resume your daily activities.

### FINDING THE BEST COOLSCULPTING ELITE PROVIDER

CoolSculpting Elite is a technique-sensitive treatment. The more knowledgeable and skilled the treatment specialists, the more phenomenal the results. Since CoolSculpting Elite is a unique body sculpting treatment, it is essential to research and find the most reputable provider. Health First Medical Weight Loss and Skin Care is one of the leading facilities in the area that offer this body sculpting treatment. We have an entire staff of exceptional specialists who know how to use CoolSculpting Elite to help each patient achieve fat reduction that is unparalleled.

In addition, Health First Medical Weight Loss and Skin Care provides optimal CoolSculpting services tailored to fit each patient's needs. When patients first visit our facility for inquiry about treatments, they will meet with one of our personalized and knowledgeable staff members. We will devise and discuss the fully customized treatment plan created specifically with their body in mind during the visit.

### COOLSCULPTING SIDE EFFECTS AND RISKS\*

CoolSculpting is a safe, FDA-cleared treatment. It is non-invasive, with minimal discomfort and downtime. The risk of severe events is low. After the fat-freezing treatment, the immune system takes over, collecting and disposing of destroyed fat cells. This immune response may cause redness, bruising, tenderness, and swelling in the treatment area. These side effects are typically mild. They dissipate on their own within a week or two after the procedure. As always, experiences will differ per person.\*\*

### COOLSCULPTING ELITE CANDIDACY

You might wonder if CoolSculpting Elite is right for you. Sadly, CoolSculpting Elite will not be a good fit for everyone. An ideal CoolSculpting Elite candidate is a healthy adult experiencing stubborn bulges they cannot reduce with diet or exercise. Only ideal candidates can expect to experience optimal fat freezing results. If you question your candidacy, it is best to speak with a licensed CoolSculpting provider. Learn if CoolSculpting Elite is right for you by speaking to a fat-freezing specialist at Health First Medical Weight Loss and Skin Care, located in Hesperia and Redlands, CA and now Rancho Cucamonga, CA. During a complimentary consultation with our team of experts, a specialist will evaluate your body and let you know what CoolSculpting can do for you. You will also be able to ask questions, learn more about cryolipolysis, and get pricing information.

### WHY CHOOSE HEALTH FIRST MEDICAL WEIGHT LOSS AND SKIN CARE

Health First Medical Weight Loss and Skin Care is the only certified CoolSculpting practice in High Desert. Our leading practitioner, Dr. Leonard Schulkin, has over 24 years of experience. We are dedicated to helping you look and feel better than ever, and we have an extensive menu of medical aesthetics and weight loss services in order to help you reach your goal. Book with us today to start your fat-freezing journey.

### COOLSCULPTING ELITE FAQS

- ▶ HOW MANY TREATMENTS WILL I NEED?
- ▶ DOES COOLSCULPTING ELITE HURT?
- ▶ ARE COOLSCULPTING ELITE RESULTS PERMANENT?
- ▶ WILL COOLSCULPTING ELITE HELP ME LOSE WEIGHT?

### COOLSCULPTING IN CALIFORNIA

Experience fat freezing and body contouring available with Health First Medical Weight Loss and Skin Care. We are the primary provider of CoolSculpting Elite, now conveniently yourself in three locations, Hesperia, Redlands, and Rancho Cucamonga, CA.

Schedule your consultation today to discover how CoolSculpting Elite can contour the body of your dreams and achieve impressive fat reduction without invasive pain, surgery, or a long recovery.

Call one of luxury facilities now to schedule your appointment!

Hesperia (760) 437-6049 | Redlands (909) 378-9075 | THE NEW Rancho Cucamonga (909) 870-9040

SCHEDULE A FREE CONSULTATION

## SAVE 50% OFF

8 TREATMENTS OR MORE

Hesperia - (760) 437-6049 | Redlands - (909) 378-9075  
Rancho Cucamonga - (909) 870-9040

name: \_\_\_\_\_  
email: \_\_\_\_\_  
phone: \_\_\_\_\_

Please select a location \_\_\_\_\_

Please tell us which areas you would like to target and the best time to contact you to schedule your free consultation.

GET COUPON

Limited time offer. Deal expires in:  
**06 : 11 : 07 : 52**  
DAYS HRS MINS SECS

By submitting this form you agree to be contacted via phone/text/email.



Health First Medical Weight Loss & Skin Care has made it for the 2nd year in a row to Allergan's Top 250 in the nation!

### COOLSCULPTING ELITE CERTIFIED PROVIDER



#### SOURCES:

- \* Cryolipolysis For Noninvasive Body Contouring, *Clinical, Cosmetic, and Investigational Dermatology*, 2014.
- \*\* Safety, Tolerance, And Patient Satisfaction With Noninvasive Cryolipolysis. *Dermatologic Surgery*, 2013.
- † Long-term efficacy follow-up on two cryolipolysis case studies: 6 and 9 years post-treatment. *Journal of Cosmetic Dermatology*, 2016.

#### Disclaimer

\*\*CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.

\*Promotions: We offer CoolSculpting promotions (save 50% off 8 treatments or more) limited time only. Terms and Conditions Apply.

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6466949450  
support@medstarmedia.com

# SALES RECEIPT

**BILL TO**

William Schuller III  
Health First Medical Weight  
Loss and Skin Care  
16061 Bear Valley Rd #7  
Hesperia, CA 92345

**SALES #** 2014  
**DATE** 01/01/2023

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DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	2	1,500.00	3,000.00
	<b>Monthly Mgmt Service Proration</b>		2	-500.00	-1,000.00
TOTAL					2,000.00
BALANCE DUE					<b>\$0.00</b>

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No additional transfer fees or taxes apply.  
Payment services brought by:  
Intuit Payments Inc.  
2700 Coast Avenue, Mountain View, CA 94043  
Phone number 1-888-536-4801  
NMLS #1098819

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**Medstar Media, INC.**

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support@medstarmedia.com

# SALES RECEIPT

**BILL TO**

William Schuller III  
Health First Medical Weight  
Loss and Skin Care  
16061 Bear Valley Rd #7  
Hesperia, CA 92345

**SALES #** 2049  
**DATE** 02/01/2023

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul>	2	1,500.00	3,000.00
	<b>Monthly Mgmt Service Proration</b>		2	-500.00	-1,000.00

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TOTAL 2,000.00  
BALANCE DUE **\$0.00**

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No additional transfer fees or taxes apply.  
Payment services brought by:  
Intuit Payments Inc.  
2700 Coast Avenue, Mountain View, CA 94043  
Phone number 1-888-536-4801  
NMLS #1098819

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**Medstar Media, INC.**

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South Jordan, UT 84095

+1 6466949450

support@medstarmedia.com

# INVOICE

**BILL TO**

William Schuller III  
Health First Medical Weight  
Loss and Skin Care  
16061 Bear Valley Rd #7  
Hesperia, CA 92345

**INVOICE #** 2082

**DATE** 02/09/2023

**DUE DATE** 02/09/2023

**TERMS** Due on receipt

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Content Creation + Search Engine Optimization (SEO) - Monthly</b>	<p><a href="https://healthfirstweightcontrol.com/">https://healthfirstweightcontrol.com/</a></p> <ul style="list-style-type: none"> <li>• Unique SEO content creation and strategic content placement (up to 1,250 words)</li> <li>• Monthly keyword and competitive research</li> <li>• On-page optimization including meta tags, header tags, and other elements for up to two hours per month</li> <li>• Google Business posting updates</li> <li>• Online directory and citation maintenance</li> </ul> <p>3 locations:</p> <p><b>HESPERIA LOCATION</b> 16061 Bear Valley Rd, Suite 1 Hesperia, CA 92345</p> <p><b>REDLANDS LOCATION</b> 9980 Alabama St, Suite F2 Redlands, CA 92374</p> <p><b>RANCHO CUCAMONGA</b> *new location</p> <p>Base Fee \$2250 a month. A \$500 discount will be applied as a token of appreciation for your loyalty to our monthly ad management service.</p>	1	1,750.00	1,750.00

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PAYMENT  
BALANCE DUE

1,750.00  
**\$0.00**

**Medstar Media, INC.**

10808 S. River Front Parkway Suite 3020  
South Jordan, UT 84095  
+1 6466949450  
support@medstarmedia.com

# SALES RECEIPT

**BILL TO**

William Schuller III  
Health First Medical Weight  
Loss and Skin Care  
16061 Bear Valley Rd #7  
Hesperia, CA 92345

**SALES #** 2084  
**DATE** 03/01/2023

---

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	<b>Digital Marketing Monthly Management</b>	<ul style="list-style-type: none"><li>• Monthly management of Google Ads / Social Media Ads</li><li>• Optimize campaigns for conversions monthly</li><li>• Monitor budget and adjust bids to gain better ROI</li><li>• Manage keyword selection and audience targeting</li><li>• Conversion Tools + Lead Nurture Technology</li></ul> Base Fee for two locations \$2847 - VIP Discount -\$847	1	2,000.00	2,000.00
	<b>Content Creation + Search Engine Optimization (SEO) - Monthly</b>	<ul style="list-style-type: none"><li>• Unique SEO content creation and strategic content placement (up to 1,250 words)</li><li>• Monthly keyword and competitive research</li><li>• On-page optimization including meta tags, header tags, and other elements</li><li>• Google Business posting updates</li><li>• Online directory and citation maintenance</li></ul>	1	1,750.00	1,750.00

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Phone number 1-888-536-4801  
NMLS #1098819

Referral Program

TOTAL  
BALANCE DUE

3,750.00

**\$0.00**

Our best clients come from our best clients. Refer a similar business in aesthetics and if they partner with us, get \$500 off your next invoice and your referral \$300 off their first invoice.

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No additional transfer fees or taxes apply.

Payment services brought by:

Intuit Payments Inc.

2700 Coast Avenue, Mountain View, CA 94043

Phone number 1-888-536-4801

NMLS #1098819

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