

MAP POLICY



We've done the research and it's time to break the 'cycle' and transition to 'treatment plans.' Each time a single applicator is placed on a patient is a 'treatment,' while a personalized treatment plan consists of multiple treatments that may require two or more sessions to achieve desired results. The updated MAP policy focuses exclusively on personalized treatment plans to help CoolSculpting® patients achieve their desired outcomes.

MAP defines the minimum advertised price; however, it does not limit practices from promoting plans at higher prices.

8+ PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- Up to 50% off CoolSculpting®/CoolSculpting® Elite treatment plan of 8+ treatments
- BOGO on CoolSculpting®/CoolSculpting® Elite plan of 8+ treatments
- We've used 'midsection makeover' below but you can name your plan for your practice*
 - As low as \$3,200 for a midsection makeover with 8 treatments or more
 - 50% off your midsection makeover of 8+ treatments
 - BOGO on your midsection makeover of 8+ treatments
 - Up to half off on your midsection makeover of 8+ treatments

DO NOT ADVERTISE:

- Specific price per treatment
- Specific dollars off per treatment

*CoolSculpting® Elite is FDA-cleared to treat visible fat bulges on 9 areas of the body including the abdomen. See below for full indication.

6-7 PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- 35% off CoolSculpting®/CoolSculpting® Elite plan of 6-7 treatments

DO NOT ADVERTISE:

- Specific price per treatment or treatment package
- Specific dollars off per treatment

4-5 PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- 25% off CoolSculpting®/CoolSculpting® Elite treatment plan of 4-5 treatments
- We've used a few possible names below but you can name your package for your practice
 - 25% off your 'under the chin transformation' of 4-5 treatments
 - 25% off your 'upper arm transformation' of 4-5 treatments

DO NOT ADVERTISE:

- Specific price per treatment or treatment package
- Specific dollars off per treatment

Discount percentages are based on an MSRP (List) price per treatment of \$800 per treatment (per applicator).

Policy Modification: ZELTIQ reserves the right at any time to modify, suspend, or discontinue this Policy in whole or in part, or to designate promotional periods during which the terms of the Policy change, or designate periods of time during which the Policy is not applicable.

Indications

CoolSculpting® and CoolSculpting® Elite are 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.

Important Safety Information

CoolSculpting® and CoolSculpting® Elite are contraindicated in patients with cryoglobulinemia, cold agglutinin disease, or paroxysmal cold hemoglobinuria.

See next page for additional Important Safety Information.

MAP ADVERTISING EXAMPLES

OVERALL

Do Advertise

- Treatment plans as opposed to single treatments
- The number of treatments included in your advertised package
- A realistic treatment plan that fully addresses the patient's goals
- A percent off a treatment plan

Do Not Advertise

- Using the word 'cycle', instead say 'treatment'
- A single treatment, instead focus on a treatment plan
- A specific price per treatment—CoolSculpting® as low as \$XXX per treatment
- A specific dollar off per treatment—\$XXX off on CoolSculpting® treatments now
- A percent discount that is greater than the limits specified
- Any competitive statements—We'll match any price, guaranteed
- Financing options that indicate a specific dollar value per CoolSculpting treatment
- Percentage off or dollar off discounts in combination with other CoolSculpting promotions, discounts, or offers (Allē promotions that include CoolSculpting are allowed)

PLAN OF: 8+ TREATMENTS

Do Advertise

- 50% off your midsection makeover of* 8 or more treatments
- As low as \$3,200 for your tummy transformation of 8 treatments or more
- Buy 4, get 4 CoolSculpting® treatments free
- BOGO on 8 or more total CoolSculpting® treatments

Do Not Advertise

- 50% off in combination with any other offering - Get 50% off your midsection makeover (8+ treatments) and receive a \$200 off CoolSculpting® coupon

Example:



The image shows a promotional advertisement for CoolSculpting. At the top left is the CoolSculpting logo, a stylized snowflake. To the right is a photograph of a woman in a dark blue bikini holding a yellow beach towel, standing on a beach with waves in the background. The text in the center reads "50% Off" in large, bold, dark blue letters, followed by "CoolSculpting® treatment package of 8+ treatments" in smaller, dark blue text. At the bottom, in small white text, it says "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."

PLAN OF: 6-7 TREATMENTS

Do Advertise

- 35% off a CoolSculpting® package of 6-7 treatments

PLAN OF: 4-5 TREATMENTS

Do Advertise

- 25% off 4-5 CoolSculpting® treatments
- Buy 3 get 1 free on 4-5 CoolSculpting® treatments
- Buy one, get one at 50% off on 4-5 CoolSculpting® treatments

*CoolSculpting® Elite is FDA-cleared to treat visible fat bulges on 9 areas of the body including the abdomen. See reverse side for full indication.

Important Safety Information (continued)

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

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.

Rare side effects may also occur. Paradoxical hyperplasia (visibly enlarged tissue volume in the treated area) may develop 2 to 5 months after treatment, will not resolve on its own, and may require surgical intervention for correction.

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. For a complete list of Contraindications, Warnings, Precautions, and Potential Side Effects, consult the **CoolSculpting®** System User Manual and the **CoolSculpting® Elite** System User Manual. Treatment applications that deviate from the guidelines are not recommended.

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CSC142344-v4 04/22