

EMSCULPT®

BRANDING GUIDELINES

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MARKETING MESSAGE

WHAT IS EMSCULPT?

Emsculpt is the only procedure to help both women and men to build muscle and sculpt their bodies. In addition, the EMSCULPT creates the world's first non-invasive buttock lift.

BENEFITS:

Key Benefits:

1. The world's only procedure that simultaneously builds muscle and sculpts body.
2. Revolutionary solution for a non-invasive buttock lifting.
3. Backed by 13 clinical studies from across the United States.

More benefits:

1. **No downtime, no anesthesia** solution that expands addressable patient population by providing a unique solution for:
 - a) patients seeking improvement in **MUSCLE & BODY CONTOUR**
 - b) patients who are not a candidates for the current body-shaping procedures
 - c) patients looking for a non-invasive **BUTTOCK** lift alternative
2. Repeatable procedure **without consumables** ensures patient satisfaction and procedural adoption .
3. **Non-Thermal, Non-Ionizing, Non-Radiating** treatment eases safety concerns of the patients.
4. A whole new category of technology: **HIFEM®** procedure induces approximately **20,000** intense muscle **contractions per session**.
5. Workout without working out.

KEY MARKETING TAGLINES:

B2B

Abdomen: "Build muscle and sculpt your body"
Buttocks: "Non-invasive buttock lifting"

B2C

Abdomen: "Build muscle and sculpt your body"
(see below an example)
Buttocks: "Bring your booty back"



COLOR



AESTHETICS BLUE

Pantone: 299
CMYK: 80/20/0/0
RGB: 0/155/213
HEX: #009ddb



CORPORATE BLUE

Pantone: 2955
CMYK: 100/43/0/34
RGB: 0/100/152
HEX: #00568d

GRAPHIC ELEMENTS



AESTHETICS GRADIENT

Linear
Corporate blue 70%
Aesthetics blue 30%



WHITE FEATHER

Linear
White: cca 55%
Effect: Gradient Feather

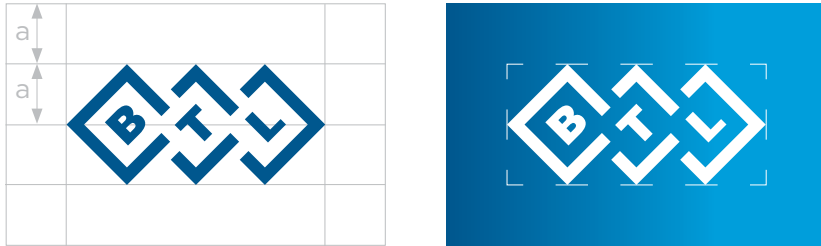


LINE

Color: Corporate blue
Stroke weight: 1 pt

LOGO

CORPORATE LOGO



Protection zone defined by half of the diamond logo height

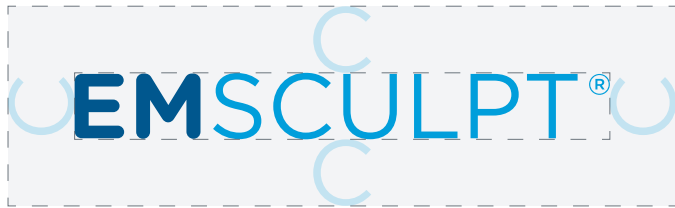
DEVICE LOGO



Protection zone defined by the logo height



LOGO USAGE



The **minimum** clear space around EMSCULPT logotype is equal to the width of the letter “C” in the EMSCULPT logotype. Always give the logo the breathing room it needs for maximum readability and impact.

The EMSCULPT name is federally registered trademark.

PRIMARY LOGO

The primary logo consists of the word "EMSCULPT" in a bold, blue, sans-serif font, followed by a registered trademark symbol (®). It is centered on a white background.

The primary 2-color logo on a white background is preferred.

SECONDARY LOGO

The secondary logo consists of the word "EMSCULPT" in a white, bold, sans-serif font, followed by a registered trademark symbol (®). It is centered on a solid blue rectangular background.

The white logo is intended for usage on color background.

The black logo consists of the word "EMSCULPT" in a bold, black, sans-serif font, followed by a registered trademark symbol (®). It is centered on a white background.

The black logo is intended for embossing an etching.

The logo consists of the word "EMSCULPT" in a blue, bold, sans-serif font, followed by a registered trademark symbol (®). It is centered on a light gray rectangular background.

The logo consists of the word "EMSCULPT" in a white, bold, sans-serif font, followed by a registered trademark symbol (®). It is centered on a solid blue rectangular background.

All logos should consistently maintain maximum legibility and contrast.

NEVER CREATE NEW LOGOS

The logo consists of the word "EMSCULPT" in a blue, bold, sans-serif font. The registered trademark symbol (®) is missing. It is centered within a thin black rectangular border.

Do not use the logo without registration marks



Do not place the logo on background images

The logo consists of the word "MSCULPT" in a blue, bold, sans-serif font. The 'E' is missing and the letters are slightly distorted. It is centered within a thin black rectangular border.

Do not distort the logo

The logo consists of the word "EMSCULPT" in a blue, bold, sans-serif font, followed by a registered trademark symbol (®). The entire logo is rotated diagonally. It is centered within a thin black rectangular border.

Do not rotate the logo

LOGO USAGE

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

The **minimum size** of the logotype is 18 mm.

EMSCULPT®

0.709 inches (51 px)

STANDARD AD SIZES EXAMPLES:

EMSCULPT®

Leaderboard Small Banners - 468 x 60 px

EMSCULPT®

Mobile Banner - 320 x 50 px

EMSCULPT®

Large Mobile Banner - 320 x 50 px

EMSCULPT®

Inline Rectangle -
300 x 250 px

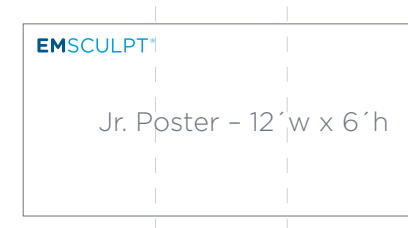
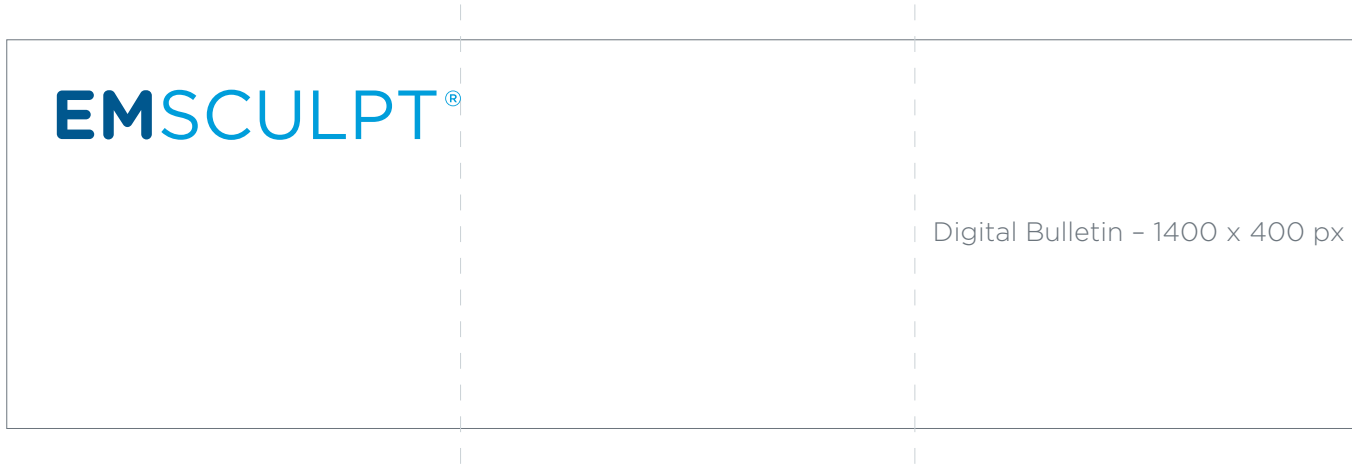
EMSCULPT®

Wide skyscraper
Vertical rectangle
160 x 600 px

LOGO USAGE

Print and digital billboard logo size requirements and examples.

On large scale printed pieces and digital billboards the horizontal logomark should be 1/3 of the width.



TYPEFACE

GOTHAM

Gotham Rounded Medium

Gotham Rounded Bold

Gotham Light

Gotham Book

Gotham Medium

SECONDARY TYPEFACE

ARIAL

Arial Bold

Arial Regular

Headline 1

A WHOLE NEW CATEGORY
OF TECHNOLOGY

Claim

BRING YOUR BOOTY BACK

Sub Claim

NO NEEDLES - NO DOWNTIME

Description 1

**VISIT [EMSCULPT.COM](https://www.emsculpt.com)
TO FIND YOUR PROVIDER**

Description 2

BEFORE

Body text

The **EMSCULPT** creates the world's first non-invasive buttock lift procedure.

IMAGE PHOTOS

BUILD MUSCLE & SCULPT YOUR BODY or BRING YOUR BOOTY BACK - FULL BODY

Male, female or both theme

DOWNLOAD ON SUPPORT

Marketing Tools - Branding Materials - Images & Videos - Beauty Shots



BEFORE AND AFTER PHOTOS - CARDS

Default size (Developed for Leaflet)

DOWNLOAD ON SUPPORT

Marketing Tools - Branding Materials - Images & Videos - Before & After Photos

BEFORE

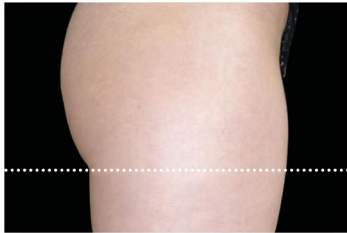


AFTER **EMSCULPT**

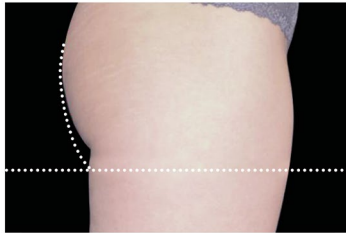


AFTER 4th TREATMENT, COURTESY OF: BRIAN KINNEY, M.D.

BEFORE



AFTER **EMSCULPT**



4 WEEKS AFTER 4th TREATMENT, COURTESY OF: RADINA DENKOVA, M.D.

GOTHAM LIGHT + LOGO GOTHAM ROUNDED BOLD

Layout:

- Same in all materials
- Minimum size of set in One sheeter
- Maximum size in Roll-up banner
- Number of treatments and courtesy of are placed under the photo

GOTHAM LIGHT

Photos:

- Black background (#000000)
- Selected properly
- Color correction if needed
- Unified look

VIDEOS

FORMAT

MP4, min. 1920x1080 px (Full HD).

SOURCE FILES

Always share the source files with Prague team. Source file is meant as project in Adobe Premiere or Aftereffects as well as raw footage without unnecessary useless parts.

VIDEO CATEGORIES

- 1) Product / Booth - follow the recommendations mentioned below.
- 2) Testimonials - follow the recommendations mentioned below.
- 3) Viral - follow the recommendations mentioned below.
- 4) Social Media Ads - follow the recommendations mentioned below.

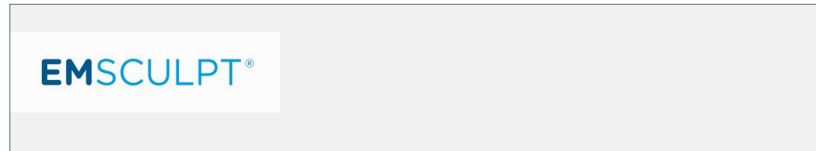
PLACEMENT

At the beginning of the video, the product logo must always be displayed on a white stripe - opacity 80%, which should transform to a watermark without the white stripe (keep the watermark logo visible until the OUTRO is shown). Place the product logo to the upper left .

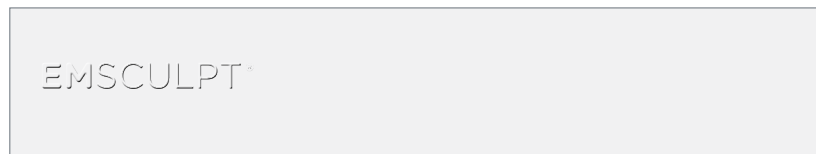
DOCTOR'S NAME

Place the white stripe to lower right (opacity 80%). The font color is corporate blue.

Beginning of the video



After 4 seconds



Doctor's name



TYPEFACE

Gotham and Gotham Rounded. Gotham Rounded for emphasized statements. If unavailable use Arial.

SUBTITLES

Characters per line: 40 (including spaces), Max. 2 lines, Center aligned.
Characters: Arial, white, 43 pt.
Background color: black, opacity 80%.

MUSIC/VIDEO FOOTAGE

Always use free or licensed music and video footage.

OUTROS

At the end of the video there must be the product logo, main claim, BTL logo, website and **appropriate disclaimer**.
All - aligned on the left position, white background. (see picture).

Product logo: height 60 px, position 960x371 px.

Main claim: size 58 pt, position 960x580 px.

BTL logo: dimensions 152 (w) x71,2 (h) px, position 960x649 px.

Disclaimers: size 18 pt, position 960x1023 px.

Subtitles



OUTRO - End of the video

An outro screen for the EMSculpt video. The background is white. On the left side, the text reads: "EMSCULPT®", "BUILD MUSCLE & SCULPT YOUR BODY", and "VISIT EMSCULPT.COM TODAY". Below this text is the BTL logo, which consists of three blue squares arranged in a triangle, each containing a white letter: 'B', 'T', and 'L'. On the right side of the screen is a photograph of the EMSculpt machine, a tall, silver, upright device with a control panel at the top. At the bottom of the screen, there is a small disclaimer in a very small font: "Results and patient experience may vary. Patients shown in the B&A pictures are within +/- 5 lbs of their original weight unless specified. As with any medical procedure, ask your doctor if the EMSculpt procedure is right for you. EMSculpt® is intended for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen, Strengthening, toning, firming of buttocks, thighs, and calves, improvement of muscle tone and firmness, for strengthening muscles in arms. ©2019 BTL Group of Companies. All rights reserved. BTL® and EMSCULPT® are registered trademarks in the United States of America, the European Union, and other countries. The products, the methods of manufacture or the use may be subject to one or more U.S. or foreign patents or pending applications. Trademarks EMSCULPT®, EMSELLA®, EMTONE®, EMBODY®, and HIFEM® are parts of EM® Family of products."

APPROPRIATE DISCLAIMER

B2C:

Results and patient experience may vary. Patients shown in the B&A pictures are within +/- 5 lbs of their original weight unless specified. (use only if this statement can be proven by our data on file + if relevant to the product e.g. EMSELLA does not have any BAs, for EMTONE / Cellulite it might not be relevant too).

As with any medical procedure, ask your doctor if the Emsculpt procedure is right for you.

Always include FDA clearance

Emsculpt® is intended for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen. Strengthening, toning, firming of buttocks, thighs, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms.

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Include only registered trademarks used in the specific piece

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Trademarks EMSCULPT®, EMSELLA®, EMTONE™, EMBODY®, and HIFEM® are parts of EM™ Family of products.

B2B:

Results and patient experience may vary. Patients shown in the B&A pictures are within +/- 5 lbs of their original weight unless specified. (use only if this statement can be proven by our data on file)

Not relevant for B2B. As with any medical procedure, ask your doctor if the Emsculpt procedure is right for you.

Always include FDA clearance

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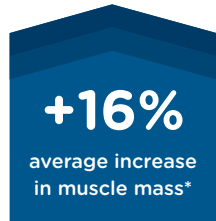
ICON SYSTEM



ATTRACTS NEW PATIENTS



THE ALL-NEW PROCEDURE:
NON-IONIZING
NON-RADIATING
NON-THERMAL



ATTRACTS NEW PATIENTS



NON-INVASIVE
BUTTOCKS PROCEDURE



More than 53 offices around the globe



1,500 employees worldwide



More than 300 engineers



2 focused divisions: medical and aesthetics



CLINICALLY TESTED*



NO SURGERY & NO ANESTHESIA

Color: White on corporate or light blue (or Inverse variant) | Lines and shapes: Rounded
Typography: Gotham Medium Rounded or Gotham Medium | Motive: Stylized and Simplified as much as possible, Easy to understand | Description: Brief as possible, 30 characters (in English original) | Description style: Gotham Medium Rounded or Gotham Medium, Align center and under the icon, Align left and next to the icon.

LEAFLET

Logo is placed in upper left corner.

Under the logo is placed product claim and subclaim.

Footer with diamond logo and SM icons.

WORLD'S FIRST & ONLY **EMSCULPT®**

BUILD MUSCLE & SCULPT YOUR BODY
NO SURGERY - NO DOWNTIME

EMSCULPT is the only procedure to help both women and men build muscle and sculpt their body without needles and anesthesia.

VISIT [EMSCULPT.COM](https://www.emsculpt.com) TO FIND YOUR PROVIDER

EMSCULPT.COM | INFO@EMSCULPT.COM

BEFORE **AFTER EMSCULPT** **BEFORE** **AFTER EMSCULPT**

12 WEEKS AFTER 4th TREATMENT, COURTESY OF: SHARAK AGHA, M.D. AFTER 8th TREATMENT, COURTESY OF: DAVID E HENK, M.D.

Results and patient experience may vary. Patients shown in the B&A pictures are within +/- 5 lbs of their original weight unless specified. As with any medical procedure, ask your doctor if the EmSculpt procedure is right for you. EmSculpt® is intended for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen. Strengthening, toning, firming of buttocks, thighs, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms. ©2019 BTL Group of Companies. All rights reserved. BTL® and EMSCULPT® are registered trademarks in the United States of America, the European Union, and other countries. The products, the methods of manufacture or the use may be subject to one or more U.S. or foreign patents or pending applications. Trademarks EMSCULPT®, EMSELLA®, EMTONE™, EMBODY™, and HIFEM™ are parts of EM® Family of products.

Image photo

Footer

Before and After photos



Flabby muscles? Extra inches?
SCULPT'EM



Workout Without Working out

"Emsculpt was amazing! It feels like you are doing thousands of crunches. I was like Wow this really really works!"

Sarhai, Manhattan, NY

Ask your provider TODAY!

Results and patient experience may vary. Patients shown in the B&B pictures are within 1/2-1 lb. of their original weight unless specified. As with any medical procedure, ask your doctor if the Emsculpt procedure is right for you. Patient's name has been changed for their privacy.

Emsculpt® is intended for improvement of abdominal tone, strengthening of the abdominal muscles, development of lower abdomen. Strengthening, toning, firming of buttocks, hips, and calves. Improvement of muscle tone and firmness, for strengthening muscles in arms.

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*Data on File.

Emsculpt_BTL_PMA_ENUS003_700-750CMFADNUS003

BUILD MUSCLE & SCULPT YOUR BODY

NO SURGERY - NO DOWNTIME



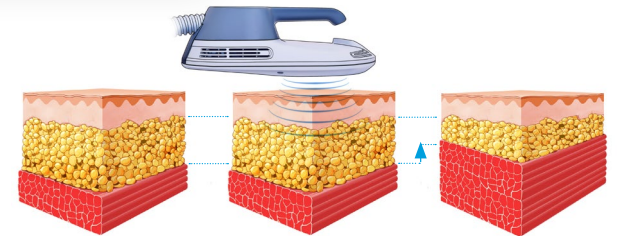
EMSculpt®



CLINICALLY TESTED*



NO SURGERY & NO ANESTHESIA



BEFORE
Skin, fat and muscle form your overall body appearance.

DURING
The skin remains unaffected while the energy penetrates to fat and muscle layers.

AFTER
This results in substantial improvement of your appearance.

ACTIVE

The EMSculpt is the world's only non-invasive procedure to efficiently build your muscles. Restore your core and get your flat, sculpted abs back.

- **What does it FEEL like?**
The EMSculpt procedure feels like an intensive workout. You can lay down and relax during the treatment.
- **Does it really WORK?**
YES! EMSculpt has been clinically tested for safety and efficacy through thirteen clinical studies.*
- **How fast will I see RESULTS?**
You begin to feel tangible results right after the treatment. Positive results are usually reported two to four weeks after the last session and continue to improve for several weeks following the treatments.

STAND INSERT



EMSCULPT®


BUILD MUSCLE & SCULPT YOUR BODY
NO SURGERY - NO DOWNTIME


BOOK A CONSULTATION

WORKOUT WITHOUT WORKING OUT!

Practice Logo

[Practice Name]
[Address] [City, State Zip]
[(000) 000-0000]
[practicewebsite.com]





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BEFORE AFTER




12 WEEKS AFTER 4th TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER



12 WEEKS AFTER 4th TREATMENT, COURTESY OF MARK DEBELLS, M.D.

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BEFORE AFTER EMSCULPT



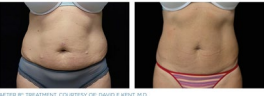
12 WEEKS AFTER 4th TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER EMSCULPT




12 WEEKS AFTER 4th TREATMENT, COURTESY OF LASKY AESTHETICS

BEFORE AFTER EMSCULPT




AFTER 1st TREATMENT, COURTESY OF DAVID KENT, M.D.


BEFORE AFTER EMSCULPT



1 WEEK AFTER 4th TREATMENT, COURTESY OF WELER PLASTIC SURGERY




BEFORE AFTER EMSCULPT




6 WEEKS AFTER 2nd TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER EMSCULPT




8 WEEKS AFTER 4th TREATMENT, COURTESY OF LASKY AESTHETICS

BEFORE AFTER EMSCULPT




6 WEEKS AFTER 2nd TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER EMSCULPT



8 WEEKS AFTER 4th TREATMENT, COURTESY OF SEASIDE AESTHETICS





EMSCULPT®


BUILD MUSCLE & SCULPT YOUR BODY
NO SURGERY - NO DOWNTIME


BOOK A CONSULTATION

WORKOUT WITHOUT WORKING OUT!

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EMSCULPT®


BRING YOUR BOOTY BACK
NO NEEDLES - NO DOWNTIME

BOOK A CONSULTATION

WORKOUT WITHOUT WORKING OUT!

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BEFORE AFTER EMSCULPT




12 WEEKS AFTER 4th TREATMENT, COURTESY OF LASKY AESTHETICS

BEFORE AFTER EMSCULPT




12 WEEKS AFTER 4th TREATMENT, COURTESY OF SUNBEL CHLORHUI, M.D.

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BEFORE AFTER EMSCULPT




6 WEEKS AFTER 2nd TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER EMSCULPT




8 WEEKS AFTER 4th TREATMENT, COURTESY OF LASKY AESTHETICS

BEFORE AFTER EMSCULPT




6 WEEKS AFTER 2nd TREATMENT, COURTESY OF SAMARA AGHA, M.D.

BEFORE AFTER EMSCULPT



8 WEEKS AFTER 4th TREATMENT, COURTESY OF SEASIDE AESTHETICS



HALF PAGE ADS



BRING YOUR BOOTY BACK

NO NEEDLES - NO DOWNTIME

LIMITED TIME OFFER.
SCHEDULE YOUR FREE CONSULTATION TODAY!

Practice Logo

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BUILD MUSCLE & SCULPT YOUR BODY

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BUILD MUSCLE & SCULPT YOUR BODY

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SCHEDULE YOUR FREE CONSULTATION TODAY!

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BUILD MUSCLE & SCULPT YOUR BODY

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LIMITED TIME OFFER.
SCHEDULE YOUR FREE CONSULTATION TODAY!

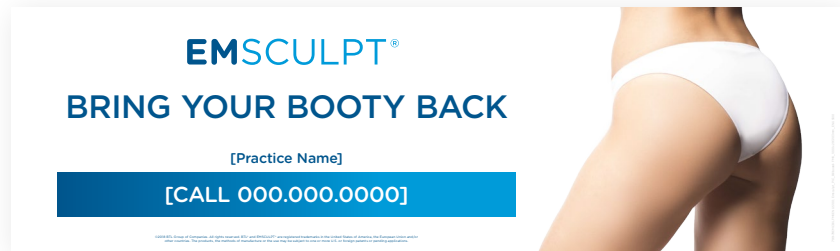
Practice Logo

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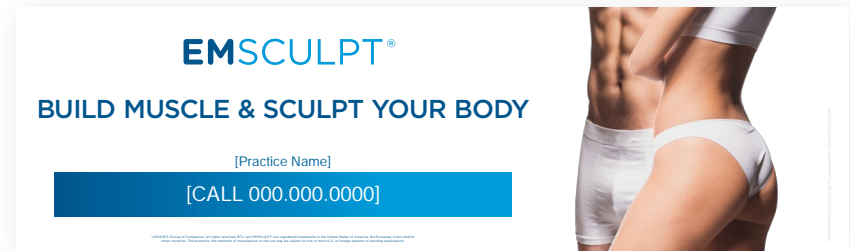
BILLBOARDS



EMSCULPT®
BRING YOUR BOOTY BACK

[Practice Name]
[CALL 000.000.0000]

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EMSCULPT®
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