

MAP POLICY ENHANCEMENTS



We've done the research and it's time to break the cycle. The updated policy focuses on treatment packages to help more patients get CoolSculpting® and receive their recommended number of treatments. After hundreds of hours of research with our providers and thousands of responses from current CoolSculpting® users and potential CoolSculpting® consumers, the policy focuses on:

PATIENT SATISFACTION

Completing the recommended treatment plan will likely improve patient outcomes and may improve patient satisfaction. We're moving away from cycles and focusing on treatment packages to help patients achieve their desired outcomes.

#1

Stubborn body fat is the #1 aesthetic concern¹



Patients who received 5-8 treatments were more satisfied than those who received 4 treatments or less^{2,*}



8 out of 10 consumers who would consider CoolSculpting® are concerned about excess fat in the midsection^{3,†}

* Online survey of Brilliant Distinctions® program members (n = 1242) who had received CoolSculpting treatment within the previous year. The majority of surveyed patients received CoolSculpting® treatment on their abdomen.

† Online survey of consumers aged 18 to 74 with a household income of > \$50,000 (n = 1024 males and females considering NIBC in the next 2 years).

UNLOCKING POTENTIAL CONSUMERS

Lower cost treatment packages can help unlock more eligible consumers. We're providing pricing to help reduce consumer cost barriers. Doing this can double the potential consumers willing to pay for CoolSculpting®.

75 MILLION MEN AND WOMEN WOULD CONSIDER NONINVASIVE FAT REDUCTION^{4,‡}

4.1 MILLION ARE CONSIDERING NONINVASIVE BODY CONTOURING IN THE NEXT YEAR^{3,§}

241K are willing to pay **\$4K** or more



499K are willing to pay **\$3K** or more^{5,||}

‡ Based on a survey of consumers ages 18 to 75 with a BMI of 18.5 to 34.9 and an annual household income of \$35,000 or more. US population, age, and income data from 2018 US census projections.

§ Survey of consumers (n = 5854) ages 18 to 74 with a BMI of 18.5 to 30.0 and an annual household income of \$50,000 or more. US population, age, and income data from 2019 projections using 2018 census data.

|| Assumes 4.1M patients considering NIFR in the next year, 60% of patients requesting CoolSculpting are appropriate for treatment, and CoolSculpting® maintains 70% market share.

The ideal price point of **\$3,200 for 8 treatments** may activate those considering CoolSculpting® to pursue the treatment to help achieve their desired results.

Take advantage of the **updated MAP Policy** today to help more patients get CoolSculpting® and receive their recommended number of treatments, while also **unlocking potential new consumers.**

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.





2021 PROMOTIONAL MAP POLICY

COOLSCULPTING® HAS UPDATED THE 2021 PROMOTIONAL MAP POLICY TO ALLOW MORE FLEXIBILITY IN ADVERTISING.

The updated policy not only provides more options but also focuses on treatment packages. These packages can help make CoolSculpting® treatments more economically feasible to patients and help patients achieve their desired outcomes.

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

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.

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 and requires 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.

1. Data on file, Allergan, 2016; CoolSculpting® Consumer Awareness, Market Sizing, and Attitudinal Insights Study.
2. Data on file, Allergan, 2020; Brilliant Distinctions® Consumer Satisfaction Survey Results.
3. Data on file, Allergan, June 2020; Sizing Allergan® Noninvasive Body Contouring (NIBC) Opportunity.
4. Data on file, Allergan, 2018; Aesthetic Foundational: Sizing the Body Contouring Market.
5. Data on file, Allergan, 2020, Elite Top Down Forecast.
6. Data on file, Allergan, 2020; Patient Pricing Survey.

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TIER 1

STANDARD ADVERTISING

DO ADVERTISE:

- 25% off CoolSculpting®/CoolSculpting® Elite

DO NOT ADVERTISE:

- Specific price per treatment (cycle)
- Specific dollars off per treatment (cycle)

TIER 2

PACKAGE OF: 6-7 TREATMENTS

DO ADVERTISE:

- 35% off CoolSculpting®/CoolSculpting® Elite treatment package of 6-7 treatments (cycles)

DO NOT ADVERTISE:

- Specific price per treatment (cycle)
- Specific dollars off per treatment (cycle)

TIER 3

PACKAGE OF: 8+ TREATMENTS

DO ADVERTISE:

- 50% off CoolSculpting®/CoolSculpting® Elite treatment package of 8+ treatments (cycles)
- BOGO on CoolSculpting®/CoolSculpting® Elite packages of 8+ treatments (cycles)
- We've used 'midsection makeover' below, but you can name your package for your practice*
 - As low as \$3,200 for a midsection makeover
 - 50% off your midsection makeover
 - BOGO on your midsection makeover

DO NOT ADVERTISE:

- Specific price per treatment (cycle)
- Specific dollars off per treatment (cycle)
- Cannot be combined with any other promo offer

*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.

