



PROGRAM GUIDE

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COOLSCULPTING® REWARDS PROGRAM DETAILS

Accelerate your practice with more reward options and greater flexibility



COOLSCULPTING® REWARDS PROGRAM DETAILS

The program designed to take your practice further: The CoolSculpting® Rewards program is based on utilization to align with the growth and success of your practice. And we are excited to announce that the program continues to grow with our portfolio, so CoolSculpting® Elite, CoolSculpting®, and CoolTone® are all included.

Program rewards include instant rewards: Up to \$1,100 in merchandise credit, warranty discounts, and credit toward CoolSculpting® and CoolTone® consumable cards. You can also earn up to \$125,000 in co-op rewards to raise awareness for your CoolSculpting® business.

The CoolSculpting® Rewards Program gives you:

A BRAND PORTFOLIO

Which includes points for CoolSculpting® Elite, CoolSculpting®, and CoolTone®

EXPANDED POINT VALUES

Means you earn rewards faster

LASTING BENEFITS

No expiration dates on merchandise credits and consumable card credits

MORE TIME

To plan and execute your marketing with 6-month periods

ADDITIONAL REWARDS

Including instant rewards and co-op rewards

PROGRESS VISIBILITY

Nearly real-time with the utilization dashboard

MORE COOLSCULPTING® MEANS MORE REWARDS

Now your CoolSculpting® Elite, CoolSculpting®, and CoolTone® treatments will earn you utilization points, giving you more rewards. The program includes instant rewards, which can be used immediately, and co-op rewards which accumulate over a 6-month period and can be redeemed in the following 6-month period. Rewards are unlocked with as little as 100 utilization points in 6 months.

coolsculpting® ELITE					coolsculpting®					cooltone®														
1 CoolSculpting® treatment = 5 utilization points					1 CoolSculpting® treatment = 5 utilization points					1 CoolTone® treatment = 1 utilization point														
UTILIZATION POINTS	100	250	500	1000	TIER 1	1400	2300	3000	TIER 2	3500	4300	5000	6000	TIER 3	6300	8500	TIER 4	10500	12500	TIER 5	17500	21000	TIER 6	
Merchandise Credit	\$75		\$100	\$125		\$200				\$200					\$200		\$200		\$200		\$200		\$200	
Warranty Discount		25%				50%				75%														
Consumable Card Credit						\$1,000				\$1,500														
					\$10,000 Total Investment				\$30,000 Total Investment					\$70,000 Total Investment			\$120,000 Total Investment			\$200,000 Total Investment		\$250,000 Total Investment		
					\$5,000 Co-op				\$15,000 Co-op					\$35,000 Co-op			\$60,000 Co-op			\$100,000 Co-op		\$125,000 Co-op		



MERCHANDISE CREDIT

Deck out your practice and staff in CoolSculpting® merchandise. Includes scrubs, wall decals, blankets, and towels, to name a few.



WARRANTY DISCOUNT

CoolAssurance just got better. At just 250 utilization points, you earn a 25% discount.



CONSUMABLE CARD CREDIT

Save on your next CoolSculpting® or CoolTone® card order. Save \$1,000 when you reach 3,000 utilization points.

TAKE YOUR PRACTICE FURTHER

The program that gives you additional rewards and time to execute your plan

Maximum Instant Rewards include up to:

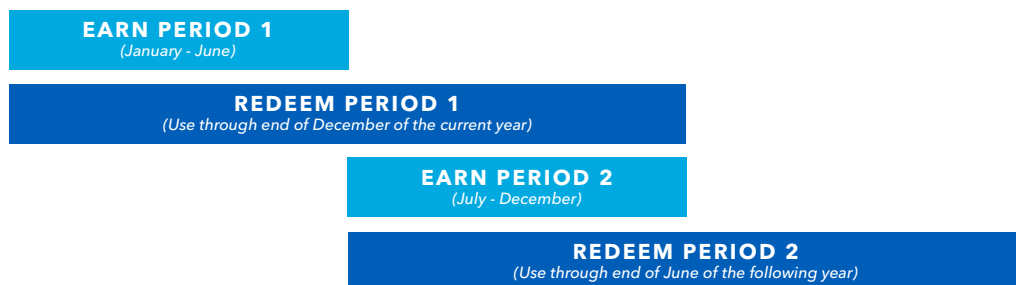
\$1,100 in Merchandise Credit*	75% Warranty Discount (\$3,750 value)	\$2,500 Consumable Card Credit*
--	--	---

Maximum Co-op Rewards include up to:

\$125,000 CO-OP DOLLARS TOWARD YOUR COOLSCULPTING® MARKETING ACTIVITIES



Instant Rewards: Earn now and redeem immediately*



Co-op Rewards: Earn over a 6-month period and redeem in the following 6-month period



*Merchandise credits and consumable card credits do not expire

UTILIZATION DASHBOARD AND MERCHANDISE STORE

Complete visibility to everything CoolSculpting® Rewards in one place



UTILIZATION DASHBOARD AND MERCHANDISE STORE

1 CoolSculpting® Rewards Utilization Dashboard

- Clear tracking of your utilization and CoolSculpting® rewards status
- Allows you to track:
 - Utilization points
 - Instant rewards available
 - Co-op dollars earned and available
 - Reward expiry
- Enhances co-op with:
 - Seamless ad pre-approval
 - Simplified reimbursement submissions
 - Visibility into your reimbursement status
 - Access to the merchandise store

Tip: Hover over certain sections or click the buttons for even more detail

Co-op Rewards

Co-op is eligible for a reimbursement of 50% of applicable marketing costs and is capped at the level of your maximum tier benefit. Use these funds to invest in internal and external marketing to accelerate your CoolSculpting® business.

\$8,747.00 AVAILABLE NOW	\$35,000.00 AVAILABLE NEXT PERIOD
\$16,253.00 USED THIS PERIOD	\$0.00 USED LAST PERIOD

Co-op Submissions

	REF	YEAR	PERIOD	INVOICE	MEDIA	INVOICE AMOUNT	APPROVED	REIMBURSEMENT AMOUNT	STATUS
Facebook Octo...	a330...	2020	H2	✓	✓	\$5,500	\$5,500	\$2,750	APPROVED
Google Adword...	a335...	2020	H2	✓	✓	\$12,000	\$12,000	\$6,000	PAYMENT
Facebook Septe...	a330...	2020	H2	✓	✓	\$11,000	\$11,000	\$5,500	PAYMENT
Magazine Septe...	a330...	2020	H2	✓	✓	\$3,500	\$3,500	\$1,750	PAYMENT
Google Adword...	a330...	2020	H2	✓	✓	\$1,000	\$0	\$0	REJECTED

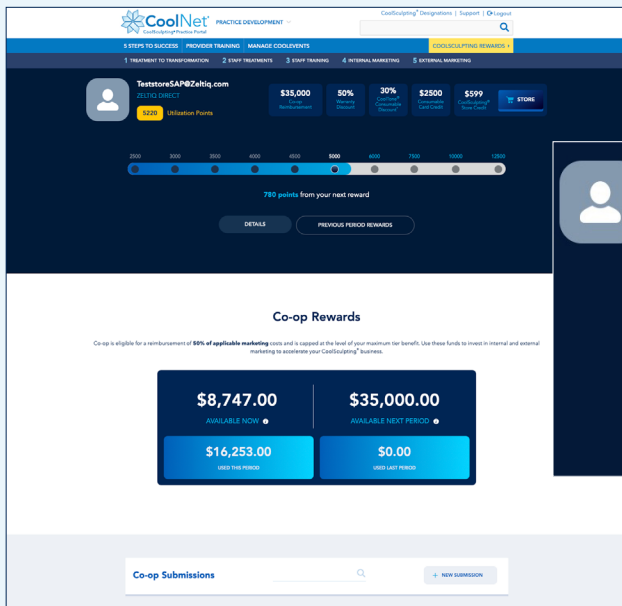
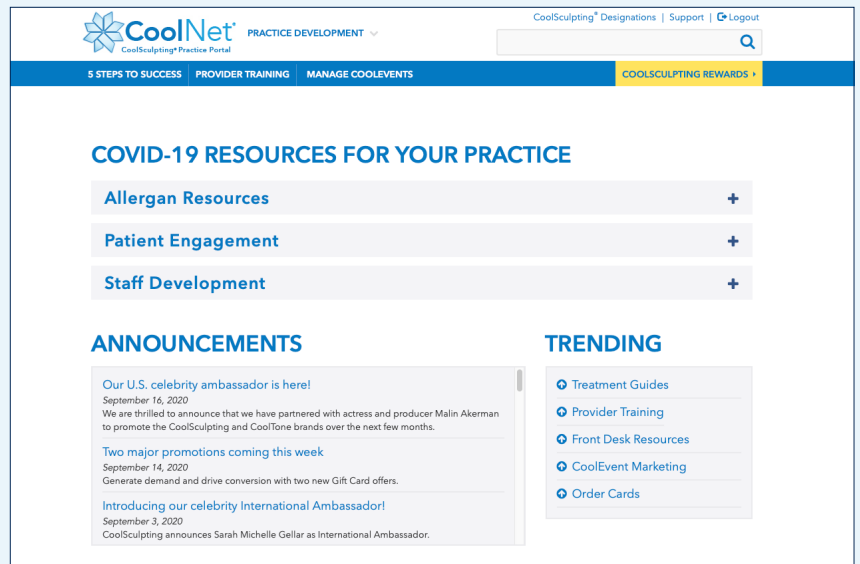
Ad Pre-Approval

	REF	YEAR	PERIOD	INVOICE	MEDIA	STATUS
Social Media 10.20.2020	a330000000074448162A	2020	H2	✓	✓	REJECTED

COOLSCULPTING® REWARDS UTILIZATION DASHBOARD

2 How to view your dashboard:

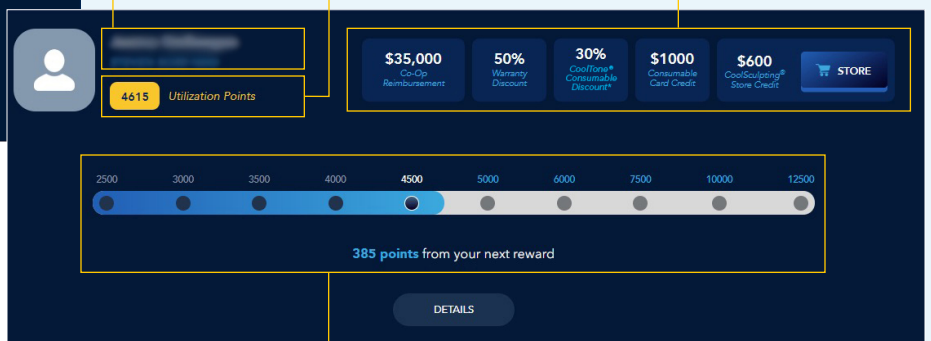
- Log in to CoolNet®
 - Click “CoolSculpting Rewards” in the upper right
- If you don't see the button:
 - Ask your PDM
 - Contact the co-op support team via the question mark in the bottom right
- Note: The first time you login, you will be prompted to allow access to your CoolNet® login information. Click “Allow”



User Contact Name SOLD TO Name

Number of utilization points in period

CoolSculpting® Rewards Badges

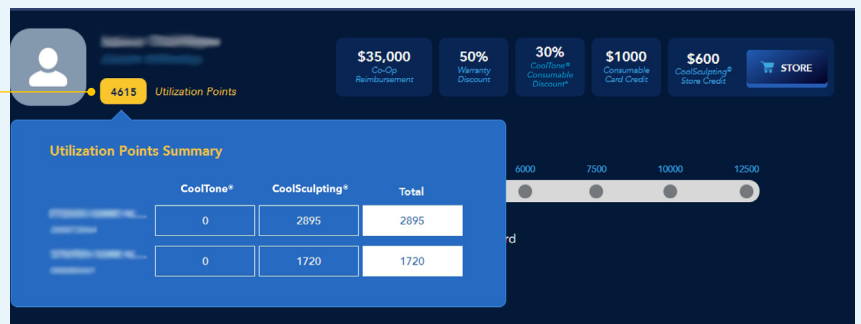


Progress bar based on account utilization

COOLSCULPTING® REWARDS UTILIZATION DASHBOARD

3 Hover state: Reward milestones

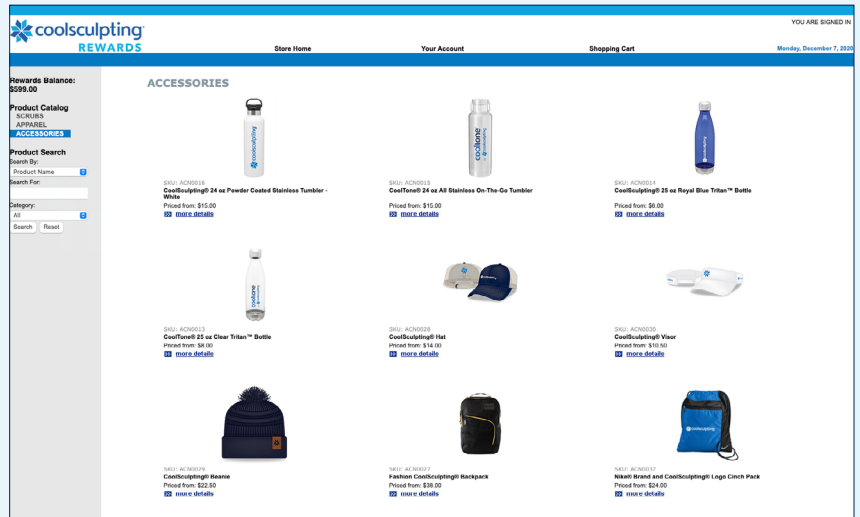
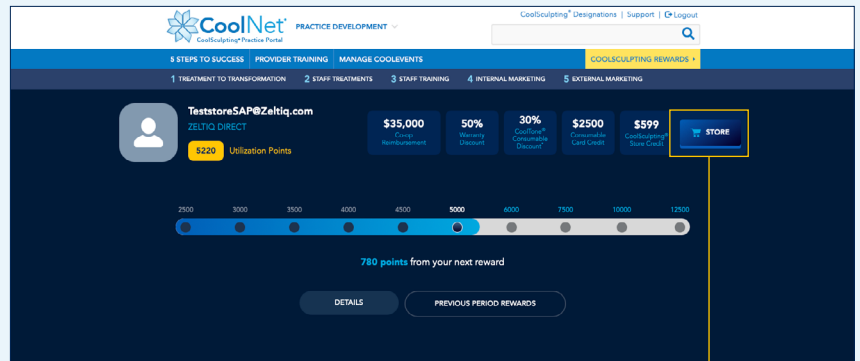
- Hovering over milestone will show the upcoming reward for each subsequent milestone
- "Details" button
 - Will provide full overview of Rewards Matrix
- Contribution by Ship-to and Product
 - Clicking on the points tab will show account breakdown ship-to and by product



COOLSCULPTING® REWARDS MERCHANDISE STORE

4 Branding your practice with your merchandise credits has never been easier

- Log in via the dashboard
- Click on **"STORE"**
 - Don't see the store button? Ask your PDM
- Select your item(s), then check out
- New items are added regularly, so check in to see what's new. Typical items include:
 - Scrubs
 - Shirt
 - Jackets
 - Robes
 - Blankets
 - More
- Don't have any merchandise credits? No worries, use a credit card instead
- Best of all, shipping is free!



COOLSCULPTING® REWARDS REDEMPTION

Your reward redemption is just a few clicks away.

1. Simply log in to AllerganDirect.com Bill Pay

2. Select the Invoices you wish to pay, then click 'Proceed to Payment'



3. If you have credits available, a pop-up will appear

4. Click on the credits you would like to use; when you do, they will move to the top of the list. Then click 'Payment Information' and proceed as usual



If you need help with payments call Allergan Direct at **1.855.246.3728**, Monday through Friday, 8 am to 6 pm CT

1

DOCUMENT	PO NUMBER	DUE DATE	AMOUNT	PAYMENT AMOUNT	ACTIONS
<input type="checkbox"/>	1074604533	Purchase Order 2	09/26/2019	\$16,196.00	
<input type="checkbox"/>	1074604534	Purchase Order	09/26/2019	\$6,010.00	

2

DOCUMENT	PO NUMBER	DUE DATE	AMOUNT	PAYMENT AMOUNT	ACTIONS
<input checked="" type="checkbox"/>	1074604533	Purchase Order 2	09/26/2019	\$16,196.00	
<input checked="" type="checkbox"/>	1074604534	Purchase Order	09/26/2019	\$6,010.00	

Selected Items

Document	Payment Amount
INV 1074604534	\$6,010.00
INV 1074604533	\$16,196.00
Payment Total:	\$22,206.00

3

AVAILABLE CREDITS

Please select the available credit(s) you would like to apply toward this payment.

CM	-\$278.50	3061271856	BRST	08/21/2017
Other	-\$239.18	13060722	BRST PROD TRANSFER	06/15/2019
CM	-\$1,152.00	3061569883	5/3/19	09/03/2019
CM	-\$24.00	3061571593	5/3/2019	09/09/2019

Showing 4 of 4

4

AVAILABLE CREDITS

Please select the available credit(s) you would like to apply toward this payment.

CM	-\$24.00	3061571593	5/3/2019	09/09/2019
CM	-\$278.50	3061271856	BRST	08/21/2017
Other	-\$239.18	13060722	BRST PROD TRANSFER	06/15/2019
CM	-\$1,152.00	3061569883	5/3/19	09/03/2019

Showing 3 of 3

CO-OP OVERVIEW AND PROCESS

A complete guide to everything co-op



CO-OP OVERVIEW AND PROCESS

Follow these steps for a seamless co-op experience.

Program Overview:

- Eligible for 50% ad reimbursement up to the achieved tier level
- Ads must meet guidelines for reimbursement
- Ads must follow the Minimum Advertised Price (MAP) Policy
- Must have a W9 on file

Co-op Process:



PREAUTHORIZATION

Submit the ad(s) via the dashboard for review and pre-approval (See directions on [page 23](#)).



SUBMISSION

After ad(s) runs, submit copies of paid invoices and acceptable media proofs via the dashboard (See [page 24](#) for submission details and [page 16](#) for proofs).



REIMBURSEMENT

Monitor the dashboard for submission status. Once approved, reimbursement will be provided via the means requested in less than 30 days from submission.

CO-OP ADVERTISING REQUIREMENTS

CoolSculpting® and CoolTone® advertisements **must comply** with all **co-op guidelines**. CoolSculpting® and CoolTone® advertisements must comply with all co-op requirements and the **MAP Policy**. All ads **must be pre-approved** by submitting via the CoolSculpting® Rewards Dashboard (see **page 24** for detailed directions).

ALWAYS:

- Use the CoolSculpting® logo or CoolTone® by CoolSculpting® logo
- Only advertise CoolSculpting®, CoolTone®, and the practice
- Be on-label; ie, advertise only FDA-cleared areas of the body
- Include the registered trademark symbol after every use of “CoolSculpting®” and after every use of “CoolTone®”
- Include abbreviated Important Safety Information for the brand(s) being advertised (see **pages 20** and **21**)

NEVER:

- Refer to CoolSculpting® as a “weight loss” procedure
- Set unrealistic expectations
- Misspell CoolSculpting® (always use a capital C and a capital S when written)
- Misspell CoolTone® (always use a capital C and a capital T when written)
- Shorten CoolSculpting® (leave off the “ing” or separate CoolSculpting® into two words)
- Advertise any other brands, even other Allergan Aesthetics brands
- Use the term “DualSculpting” as it leads to brand confusion (instead use the term “Dual CoolSculpting®”)

CO-OP ACCEPTABLE ADVERTISING AND PROOFS



Newspaper

- Tear sheet from newspaper or photograph of ad showing page and date of newspaper. If available, please provide the URL to the ad
- Proof required every time ad runs

Magazine

- Tear sheet from publisher or screenshot from digital issue or photograph of ad
- Must receive tear sheet for each unique issue. If available, please provide the URL to the ad
- Proof must clearly show ad, page #, and date of magazine

Pull-up Banners

- Photo of banner
- No proof needed if ordered from Allergan Aesthetics

Mailer

- Photocopy of mailer or “press proof” from printing company
- Documentation for associated postage costs and/or mailing list costs

Pay-Per-Click (PPC): Social, Yelp, Search, Banner Ads, and Reputation

- Screenshot of online report showing displayed ad(s), PPC costs, and run dates. If available, also include an Excel (.csv) file of the ad campaign
- Date range must be adjusted for the time period
- Screenshot of display ad on advertised site. Screen shot must display entire ad
- Partial ads sent in for review will not be accepted

Website

- URL for the website created
- URL should not include any Allergan Aesthetics trademarks within the domain

E-mail Blast

- Full e-mail blast that was sent

Radio

PRE-RECORDED RADIO/ STREAMING SPOTS

- Script from radio station or audio file for each unique ad that runs
- Each script and audio file should match the Ad-ID/Spot Title on the official itemized invoice

LIVE SPOTS

- Script or talking points provided by station

Billboard

- Photograph of actual billboard or Proof of Performance (POP) from billboard company
- Each billboard/panel ID must have its own proof

TV

- Video file for each unique TV ad. If available, please provide the URL to the ad
- Each file should match the Ad-ID/Spot Title on official itemized invoice

Must include abbreviated Important Safety Information for the brand(s) being advertised (see [pages 20](#) and [21](#))

CO-OP APPROVED MESSAGING



CoolSculpting® Elite Guidelines

DO

Do use terms that imply lasting results such as “eliminate, get rid of, freeze away.”

DO

Do use qualifying terms such as “typically, may, most, often, usually, many, and majority.”

DO

Do credit the owning physician and include treatment parameters when using any before, during, and after photos supplied by CoolSculpting® Elite.

DON'T

Don't use absolutes such as “permanent, forever.”

DON'T

Don't set unrealistic expectations such as “no pain, immediate results, and XX% reduction.”

DON'T

Don't promote off-label areas.

DON'T

Don't use the term “QuadSculpting” as this causes brand confusion. Instead, refer to it as “Quad CoolSculpting® Elite” and call out the benefits of treating two or more areas at the same time such as “saves time as compared to using 1 applicator.”

DON'T

Don't promise unrelated outcomes such as more fit, more toned, healthier, weight loss, or a treatment for obesity.

DON'T

Don't say CoolSculpting® Elite improves confidence or improves quality of life.

DON'T

Don't compare CoolSculpting® Elite to other treatments or say it's more effective or provides better results.

CoolSculpting® Elite Messaging

WHAT IS THE COOLSCULPTING® ELITE PROCEDURE (TREATMENT)?

- It is FDA-cleared (cleared by the FDA)
- It reduces stubborn fat (unwanted fat) without surgery
- It is the only nonsurgical way to eliminate unwanted fat cells using a patented, cold technology
- It is the only FDA-cleared treatment to reduce fat using cold technology
- It is a revolutionary body contouring treatment (procedure) designed to freeze away stubborn fat cells from your body
- Selectively targets and removes (eliminates) unwanted (stubborn) fat cells
- It is a surgery-free body sculpting treatment that eliminates unwanted fat cells from your body
- Nonsurgical (noninvasive) fat reduction
- It is a safe way to remove (eliminate) unwanted fat cells from your body without surgery
- Eliminates fat with the most advanced CoolSculpting® system yet*
*Treats 2x the stubborn fat at once with dual applicators.
(Note this claim and footnote if used would need to be verbatim)
- The future of noninvasive fat reduction has arrived

WHAT ARE THE BENEFITS OF THE COOLSCULPTING® ELITE PROCEDURE?

- No knives or anesthesia
- Eliminate unwanted fat cells without surgery and little to no downtime
- Sculpts your body without surgery
- Reduces/eliminates unwanted fat from your body
- Clinically proven, safe, and effective
- Noninvasive treatment
- Little to no downtime
- No special diet, no special exercise program, no supplements
- Results may be seen as early as 1 to 3 months after treatment
- The one and only treatment FDA-cleared to eliminate stubborn fat in 9 different areas
- Innovative, nonsurgical way to contour your body
- Targets 2x the stubborn fat at once with new dual applicators
- Reimagined dual applicators can now target 2 areas of stubborn fat at once
- Scientifically proven to eliminate up to 20-25% of treated fat cells for good
- Treatment requires no surgery and little to no downtime, so you can get back to your busy day

REQUIRED Abbreviated Important Safety Information to be included in your ad:

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

If **CoolSculpting® Elite** and **CoolTone®** are mentioned on the same advertisement, the mandatory disclaimer is also required:

The safety and efficacy of CoolSculpting® and CoolTone® in combination have not been evaluated by the FDA.

See [pages 20](#) and [21](#) for more details.



CO-OP APPROVED MESSAGING



CoolSculpting® Guidelines

DO

Do use terms that imply lasting results such as “eliminate, get rid of, freeze away.”

DO

Do use qualifying terms such as “typically, may, most, often, usually, many, and majority.”

DO

Do credit the owning physician and include treatment parameters when using any before, during, after photos supplied by CoolSculpting®.

DON'T

Don't use absolutes such as “permanent, forever.”

DON'T

Don't set unrealistic expectations such as “no pain, immediate results, and XX% reduction.”

DON'T

Don't promote off-label areas.

DON'T

Don't use the term “DualSculpting” as this causes brand confusion. Instead, refer to it as “Dual CoolSculpting®” and call out the benefits of treating two or more areas at the same time such as “saves time as compared to using 1 applicator.”

DON'T

Don't promise unrelated outcomes such as more fit, more toned, healthier, weight loss, or a treatment for obesity.

DON'T

Don't say CoolSculpting® improves confidence or improves quality of life.

DON'T

Don't compare CoolSculpting® to other treatments or say it's more effective or provides better results.

CoolSculpting® Messaging

WHAT IS THE COOLSCULPTING® PROCEDURE (TREATMENT)?

- It is FDA-cleared (cleared by the FDA)
- It reduces stubborn fat (unwanted fat) without surgery
- It is the only nonsurgical way to eliminate unwanted fat cells using a patented, cold technology
- It is the only FDA-cleared treatment to reduce fat using cold technology
- It is a revolutionary body contouring treatment (procedure) designed to freeze away stubborn fat cells from your body
- Selectively targets and removes (eliminates) unwanted (stubborn) fat cells
- It is a surgery-free body sculpting treatment that eliminates unwanted fat cells from your body
- Nonsurgical (noninvasive) fat reduction
- It is a safe way to remove (eliminate) unwanted fat cells from your body without surgery

WHAT ARE THE BENEFITS OF THE COOLSCULPTING® PROCEDURE?

- No knives or anesthesia
- Eliminates unwanted fat cells without surgery
- Sculpts your body without surgery
- Reduces/eliminates unwanted fat from your body
- Clinically proven, safe, and effective
- Noninvasive treatment
- Little to no downtime
- No special diet, no special exercise program, no supplements
- Results may be seen as early as 1 to 3 months after treatment

REQUIRED Abbreviated Important Safety Information to be included in your ad:

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.

If **CoolSculpting®** and **CoolTone®** are mentioned on the same advertisement, the mandatory disclaimer is also required:

The safety and efficacy of CoolSculpting® and CoolTone® in combination have not been evaluated by the FDA.

See [pages 20](#) and [21](#) for more details.



CO-OP APPROVED MESSAGING

cooltone®

CoolTone® Guidelines

DO

Do use qualifying terms such as “typically, may, most, often, usually, many, and majority.”

DO

Do credit the owning physician and include treatment parameters when using any before, during, and after photos supplied by CoolTone®.

DON'T

Don't use absolutes such as “permanent, forever.”

DON'T

Don't set unrealistic expectations such as “immediate results.”

DON'T

Don't promote off-label areas. Don't indicate CoolTone® improves “the core” or improves posture or builds muscle.

DON'T

Don't promise unrelated outcomes such as more fit, healthier, weight loss, or a treatment for obesity.

DON'T

Don't say CoolTone® improves confidence or improves quality of life.

DON'T

Don't compare CoolTone® to other treatments or say it's more effective or provides better results.

CoolTone® Messaging

WHAT IS THE COOLTONE® PROCEDURE (TREATMENT)?

- It tones and strengthens your abs, buttocks, and thighs without surgery
- Improves tone and definition in the abs and thighs
- It's FDA-cleared (cleared by the FDA)
- It's a surgery-free toning treatment
- Nonsurgical muscle conditioning and toning

WHAT ARE THE BENEFITS OF THE COOLTONE® PROCEDURE?

- Strengthen, tone, and firm your abdomen, buttocks, and thighs
- Firmer and more toned glutes
- Results typically can be seen after 4 treatments over a 2-week period

REQUIRED Abbreviated Important Safety Information to be included in your ad:

CoolTone® is FDA-cleared to strengthen, tone, and firm the abdomen, buttocks, and thighs. Common side effects include muscle, joint or tendon pain, muscle spasm, and skin redness.

If **CoolSculpting®/CoolSculpting® Elite and CoolTone®** are mentioned on the same advertisement, the mandatory disclaimer is also required:

The safety and efficacy of CoolSculpting® and CoolTone® in combination have not been evaluated by the FDA.

See [pages 20](#) and [21](#) for more details.



CO-OP IMPORTANT SAFETY INFORMATION REQUIREMENTS

What Is a Claim?

MANDATORY FOR CO-OP ADVERTISEMENTS* All advertisements must include the abbreviated Important Safety Information if the ad makes a claim (in words or imagery) relating to the use, benefits, efficacy, or safety of CoolSculpting® Elite, CoolSculpting®, or CoolTone®.

coolsculpting® ELITE

Examples of CoolSculpting® Elite claims include:

DISCUSSION OF WHAT COOLSCULPTING® ELITE DOES:

- Eliminates fat with the most advanced CoolSculpting® system yet*

*Treats 2x the stubborn fat at once with dual applicators.

Note this claim and footnote if used would need to be verbatim.

- The future of noninvasive fat reduction has arrived

MENTION OF COOLSCULPTING® ELITE BENEFITS:

- The one and only treatment FDA-cleared to eliminate stubborn fat in 9 different areas
- Innovative, nonsurgical way to contour your body
- Targets 2x the stubborn fat at once with new dual applicators
- Reimagined dual applicators can now target 2 areas of stubborn fat at once
- Scientifically proven to eliminate up to 20-25% of treated fat cells for good
- Treatment requires no surgery and little to no downtime, so you can get back to your busy day

coolsculpting

Examples of CoolSculpting® claims include:

DISCUSSION OF WHAT COOLSCULPTING® DOES:

- Freezes away unwanted fat
- Uses cryolipolysis technology to eliminate fat cells in the treated area

MENTION OF COOLSCULPTING® BENEFITS:

- Little to no downtime
- Reduces unwanted or stubborn fat
- FDA-cleared, safe, and effective
- Results may be seen as early as 1 to 3 months after treatment
- Treated fat cells, once eliminated, are gone for good
- Up to 20-25% fat reduction in the treated area

cooltone®

Examples of CoolTone® claims include:

DISCUSSION OF WHAT COOLTONE® DOES:

- Conditions and strengthens muscle fibers
- Tones, firms, and strengthens treated muscles
- CoolTone® is a great, nonsurgical way to tone, firm, and strengthen your abs, buttocks, and thighs

MENTION OF COOLTONE® BENEFITS:

- FDA-cleared, safe, and effective
- Tones treated areas (abs, buttocks, and thighs)
- Firms and strengthens treated muscles
- Results typically seen after 4 treatments over a 2-week period

Examples of visual claims include: Showing before, during, and after photos (benefits), or imagery of a patient being treated with CoolSculpting® Elite, CoolSculpting®, or CoolTone® (use)

REQUIRED ABBREVIATED IMPORTANT SAFETY INFORMATION

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

REQUIRED ABBREVIATED IMPORTANT SAFETY INFORMATION

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.

REQUIRED ABBREVIATED IMPORTANT SAFETY INFORMATION

CoolTone® is FDA-cleared to strengthen, tone, and firm the abdomen, buttocks, and thighs. Common side effects include muscle, joint, or tendon pain, muscle spasm, and skin redness.

If CoolSculpting® /CoolSculpting® Elite and CoolTone® are mentioned on the same advertisement, the mandatory disclaimer is also required:
The safety and efficacy of CoolSculpting® and CoolTone® in combination have not been evaluated by the FDA.



CO-OP IMPORTANT SAFETY INFORMATION REQUIREMENTS

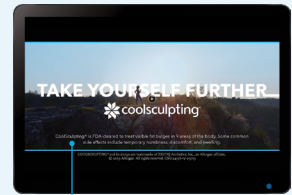
EXAMPLES OF ADVERTISEMENTS: How best to incorporate the abbreviated Important Safety Information in CoolSculpting® Elite, CoolSculpting®, and CoolTone® advertisements.



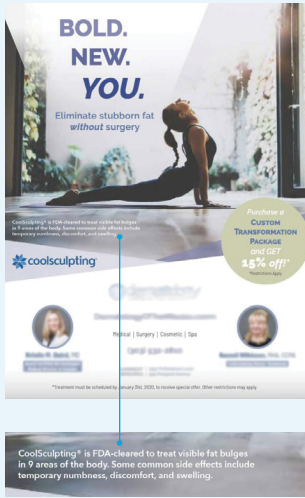
Static Social Ad Example: Abbreviated Important Safety Information should be prominent and legible.



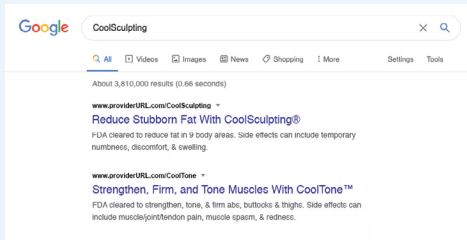
Radio Commercial Example: Abbreviated Important Safety Information must be read audibly and intelligibly.



TV/ Video Example: Abbreviated Important Safety Information can be included as voiceover and/or on-screen text. Copy should be prominent and legible.



Full Page Ad Example: Abbreviated Important Safety Information should be comparable in prominence to the font size as body text.



Google Ad Example: For CoolSculpting® Elite, CoolSculpting®, and CoolTone®, branded co-op paid search ads.



Landing Page Example: With abbreviated Important Safety Information, the font size should be comparable in prominence to the body copy on the page.

CO-OP SUBMISSION CHECKLIST

All advertisements must:

- Adhere to the current **MAP policy** (see CoolNet® for the latest MAP Policy)
- Adhere to the **approved messaging** (see [pages 17, 18, and 19](#))
- Include required **Important Safety Information** (see [pages 20 and 21](#))
- Ad is **solely focused** on CoolSculpting® Elite, CoolSculpting®, or CoolTone® (no other products including Allergan Aesthetics branded products)
- If CoolSculpting®/CoolSculpting® Elite and CoolTone® are mentioned on the same advertisement, the mandatory disclaimer is also required (see [page 20](#))

Required when submitting for reimbursement:

- W9** is on file (send to CoolSculptingCo-op@allergan.com)
- Copy of itemized **invoice** or receipt
- Proof of **performance** (see [page 16](#))
- Total charges** related to CoolSculpting® Elite, CoolSculpting®, and CoolTone®



ONLINE PROCESS

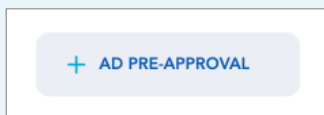


Submitting an Ad Pre-Approval

All ads must be pre-approved to ensure co-op reimbursement

Follow these steps to submit for pre-approval:

- Log in via the CoolSculpting® Rewards Dashboard (see [page 8](#))
- Scroll to the bottom and click “+ Ad Pre-Approval”



- Complete the form with all media types
- Click Save Media
- Review your submission, click submit

Most ads will be reviewed within 3 business days

Ad Pre-Approval							+ AD PRE-APPROVAL
	REF	YEAR	PERIOD	INVOICE	MEDIA	STATUS	
Social Media 10.20.2020	833074000001668QAA	2020	HZ	✓	✓	✗ REJECTED	

Ad Pre-approval Deal Preview Confirmation

Enter title here

NAME: teststoreGAP@zetliq.com ORGANIZATION: ZELTIQ DIRECT SUBMISSION DATE: 11/28/2020 SOLD TO: TBD-USA SHIP TO: Test-Co1

Media details

MEDIA 1

MEDIA TYPE: Select Media ADD A FILE

DESCRIPTION: Placeholder text

CANCEL

+ ADD MEDIA

CANCEL SAVE MEDIA

ONLINE PROCESS

1 Log in to CoolNet®

<http://coolnet.coolsculpting.com>

Click "CoolSculpting Rewards"

COOLSCULPTING REWARDS ▶

If you don't see the button:

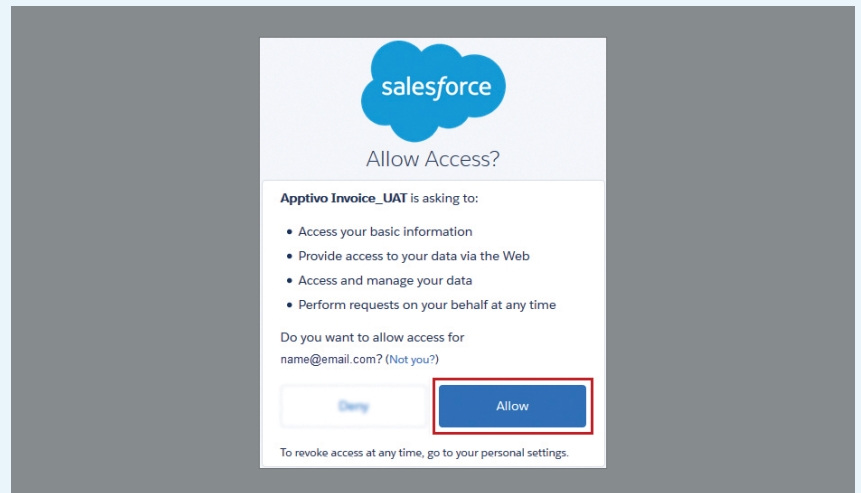
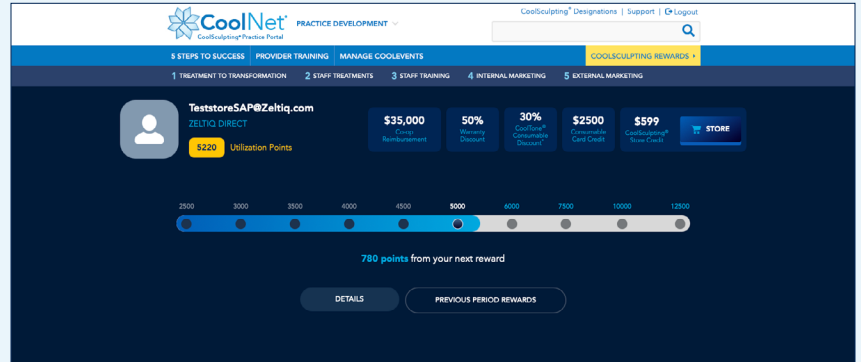
- Ask your PDM
- Contact the co-op support team via the question mark in the bottom right

You will be prompted to allow access to your CoolNet® login information

Click "Allow"

Allow

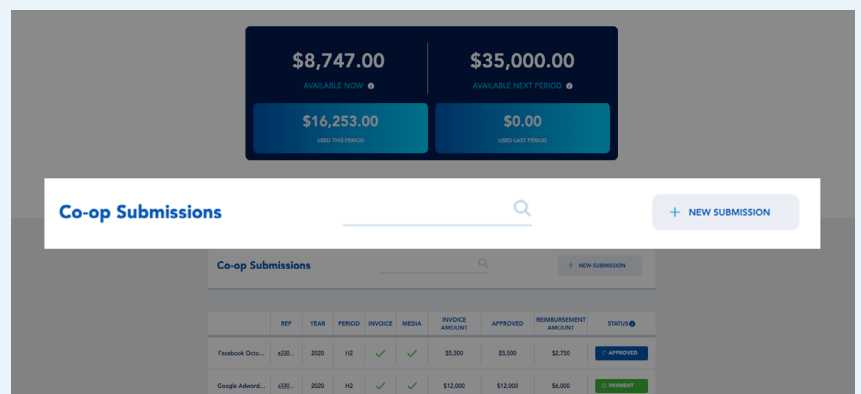
This message will only be displayed the first time you log in to the portal



2 To start a new submission:

Click on the "New Submission" button located below the user dashboard

+ NEW SUBMISSION



ONLINE PROCESS

3 New Submission: Details

- 1. Title:** Begin by typing a name for your co-op submission. For example: "Spring Magazine Ad 2020"
 - 2. Media Type:** Select the media type on the drop-down menu. If uploading multiple media types, use one line for each media type. Additional lines can be added by clicking the "Add media" button
 - 3. Amount:** Enter the dollar amount of the CoolSculpting® advertisement. Do not include non-CoolSculpting® related charges
 - 4. Invoice File:** You can add multiple itemized invoices to each entry. Order forms, bank/credit card statements, etc, will not be accepted
 - 5. Proof of Performance:** Upload the corresponding proof of performance file(s). See [page 16](#) for acceptable proofs
 - 6. Submission Period:** Select the appropriate submission period for which you are claiming co-op
 - 7. Upload W9:** During this process, you may also upload an updated W9 to have on file
- Please note, this is only required once with your first submission.**

Tip: Please note that multiple media types can be added into one co-op submission. For example, if you have search, radio, and social—all three can be submitted in one reimbursement. If multiple files, add via a compressed or zip folder.

Co-op Submission

Detail
Preview
Confirmation

Enter title here

NAME	ORGANIZATION	SUBMISSION DATE	SOLD TO #	SHIP TO
teststoreSAP@zeltiq.com	ZELTIQ DIRECT	11/28/2020	TBD-USA	Test-Co1

Media details

MEDIA 1

MEDIA TYPE

Select media type

AMOUNT

\$ 0.00

INVOICE FILE

↑ ADD A FILE

1 file required

PROOF OF PERFORMANCE

↑ ADD A FILE

1 file required - additional files allowed

PERFORMANCE URL

Enter URL

SUBMISSION PERIOD

Previous Period
 Current Period

CANCEL

W9 FILE

↑ ADD A FILE

+ ADD MEDIA

Co-Op Amount Available
\$8,747.00

CANCEL

SAVE MEDIA

ONLINE PROCESS

4 New Submission: Preview

On the Preview co-op submission page, you will have the following options before final submission:

Cancel: Cancels any changes or uploads that may have been made. All items will be lost

Submit: Once all files have been uploaded and you are ready to send to Allergan Aesthetics, hit Submit. Once you submit, you will receive a confirmation by email. You will not be able to edit or add any new files or information

Note: Please do not back out or exit your browser until you receive a confirmation message that your information has been received

5 New Submission: Confirmation

You will see a confirmation message once your co-op request is submitted.

When your claim is received and acknowledged by the co-op team, the status will change to **'PENDING'**. During this stage, the co-op team is reviewing your co-op submission and ensuring that it meets all areas of eligibility to qualify for co-op reimbursement.

You may check your dashboard page for real-time updates on your co-op claim status.

Your claim's status will update to **'APPROVED'** or **'REJECTED'** based on the information collected during the review process.

	REF	YEAR	PERIOD	INVOICE	MEDIA	INVOICE AMOUNT	APPROVED	REIMBURSEMENT AMOUNT	STATUS
Facebook Octo...	a330...	2020	H2	✓	✓	\$5,500	\$5,500	\$2,750	APPROVED
Google Adword...	a330...	2020	H2	✓	✓	\$12,000	\$12,000	\$6,000	PAYMENT
Facebook Sept...	a330...	2020	H2	✓	✓	\$11,000	\$11,000	\$5,500	PAYMENT
Magazine Septe...	a330...	2020	H2	✓	✓	\$3,500	\$3,500	\$1,750	PAYMENT
Google Adword...	a330...	2020	H2	✓	✓	\$1,000	\$0	\$0	REJECTED

COOLSCULPTING® REWARDS ADDITIONAL RESOURCES

A suite of tools are available to support your practice



COOLSCULPTING® REWARDS ADDITIONAL RESOURCES



CoolNet®

One-stop shop for all resources, tools, and templates



Best Practices ToolKit

A marketing framework designed to guide you while remaining flexible to your practice

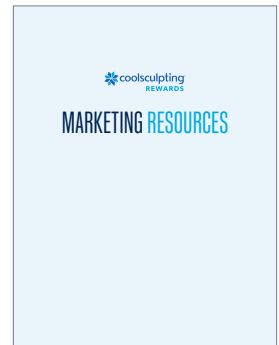
Marketing Resources

DIY RESOURCES

Free or cost-effective tools to boost your marketing

VENDOR DIRECTORY

A tool for those who desire professional marketing help



LOGO USAGE AND STYLE GUIDE

Principles that guide how we appear visually in any given context



LOGO USAGE AND STYLE GUIDE

CoolSculpting® Elite Primary Logo Basics

The CoolSculpting® Elite logo is made up of 2 elements: The CoolSculpting® “wordmark” and the product name. Treat them as a single logo. The logo should be used whenever marketing CoolSculpting® Elite.

- Logo will **be used on ALL corporate branded material**
- Use on glacier white, dark blue gradient, royal blue to cool blue gradient, and images where the logo is legible



Minimum width: 1.25 inches OR 120 pixels

Logo Clear Space Usage

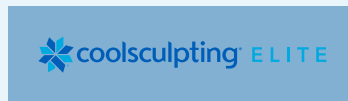
The minimum clear space around the CoolSculpting® Elite logo is equal to the width of the letter “o” in the CoolSculpting® wordmark. Always give the logo the breathing room it needs for maximum impact.



Logo Usage on Color



Logo Don'ts



DO NOT compromise the legibility of the full color logo by placing it on the navy gradient, royal blue gradient, or a dark solid background.

DO NOT rotate, stretch, or alter the logo in any way.

DO NOT alter or rearrange the product name in any way.

LOGO USAGE AND STYLE GUIDE

CoolSculpting® Primary Logo Basics

The CoolSculpting® logo is made up of 2 elements: The “snowflake” design mark and the logotype. Treat them as a single logo. The CoolSculpting® name and logo are federally registered trademarks.

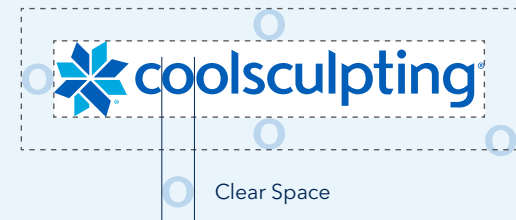
- Primary logo will **appear on ALL branded pieces**
- Use on royal blue, icy blue, glacier white, dark blue gradient, royal blue to cool blue gradient, and images where the logo is legible



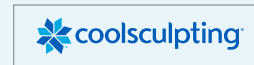
Minimum width: 1.375 inches OR 99 pixels

Logo Clear Space Usage

The minimum clear space around the CoolSculpting® logo is equal to the width of the letter “o” in the CoolSculpting® logotype. Always give the logo the breathing room it needs for maximum impact.



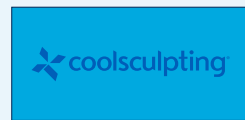
Logo Usage on Color



Logo Don'ts



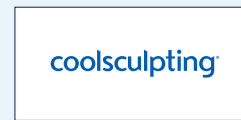
DO NOT use logo on an image that is busy or cluttered.



DO NOT use primary logo on a fill color where the logo is not legible.



DO NOT rotate, stretch, or alter logo artwork in any way.



DO NOT use the CoolSculpting® wordmark without the Snowflake icon.



DO NOT alter or rearrange the Snowflake icon in any way.

LOGO USAGE AND STYLE GUIDE

CoolTone® Primary Logo Basics

The CoolTone® by CoolSculpting® logo is made up of 2 elements: The "CoolTone®" logotype and CoolSculpting® logo. Treat them as a single logo.

The CoolTone® and CoolSculpting® names and logos are federally registered trademarks.

- If CoolSculpting® logo is not present, the **COMBINED** logo mark below **MUST BE USED**
- Use on glacier white, dark blue gradient, navy blue, and images where the logo is legible



Logo Clear Space Usage

The minimum clear space around the CoolSculpting® logo is equal to the width of the letter "o" in the CoolSculpting® logotype. Always give the logo the breathing room it needs for maximum impact.



Logo Usage on Color



Logo Don'ts



DO NOT use primary logo on a fill color where the logo is not legible.

DO NOT rotate, stretch, or alter logo artwork in any way.

DO NOT alter or rearrange the CoolTone® logo and CoolSculpting® logo in any way.

COLOR PALETTES

Primary Palette

Primary colors are the main color palette and used on all materials.

- If using full darker solid background colors, use white text for the most contrast
- Use darker colors for headlines and subheadlines on white, mid-tone blue, and glacier white backgrounds



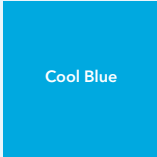

Secondary Palette

Secondary colors are used to accentuate information, give visual interest, and create more contrast between design elements.





- Use accent colors to create emphasis on text, number callouts, and add depth to the layout
- Use navy blue for body text and footers

CoolSculpting® Elite Color Palette

Primary

			
Royal Blue	Glacier White	Cool Blue	Navy Gradient
PMS 300C CMYK: 99 50 0 0 RGB: 0 94 184 HEX: 005EB8	PMS 2995 at 10% CMYK: 7 0 0 0 RGB: 234 245 251 HEX: EAF5FB	PMS 2995C CMYK: 83 1 0 0 RGB: 0 169 224 HEX: 00A9E0	Blue Gradient Left to right: Navy to Royal Blue

Secondary

			
Mid-Tone Blue	Navy Blue	Cool Gray	White
PMS 544C CMYK: 24 4 0 0 RGB: 189 214 230 HEX: BDD6E6	PMS 655C CMYK: 100 89 36 37 RGB: 0 37 84 HEX: 002554	PMS Cool Gray 9 CMYK: 30 22 17 57 RGB: 117 120 123 HEX: 75787B	PMS Cool Gray 11 CMYK: 66 57 51 29 RGB: 84 86 90 HEX: 54565A

COLOR PALETTES

Primary Palette

Primary colors are the main color palette and used on all materials.

- If using full darker solid background colors, use white text for the most contrast
- Use darker colors for headlines and subheadlines on white, icy blue, or glacier white backgrounds

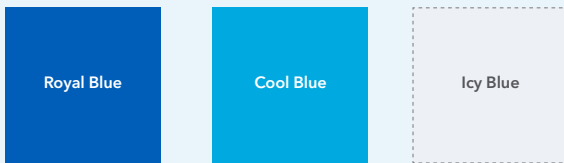
Secondary Palette

Secondary colors are used to accentuate information, give visual interest, and create more contrast between design elements.

- Use accent colors to create emphasis on text, number callouts, and add depth to the layout
- Use dark gray for body text and footers

CoolSculpting® Color Palette

Primary



PMS 300C
CMYK: 99 50 0 0
RGB: 0 94 184
HEX: 005EB8

PMS 2995C
CMYK: 83 1 0 0
RGB: 0 169 224
HEX: 00A9E0

PMS 656 at 50%
CMYK: 5 3 0 0
RGB: 237 240 245
HEX: EDF0F5

Secondary



PMS 7548C
CMYK: 0 23 100 0
RGB: 255 198 0
HEX: FFC600

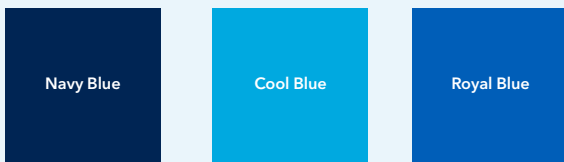
PMS 655C
CMYK: 100 89 36 37
RGB: 0 37 84
HEX: 002554

PMS Cool Gray 9
CMYK: 30 22 17 57
RGB: 117 120 123
HEX: 75787B

PMS Cool Gray 11
CMYK: 66 57 51 29
RGB: 84 86 90
HEX: 54565A

CoolTone® Color Palette

Primary

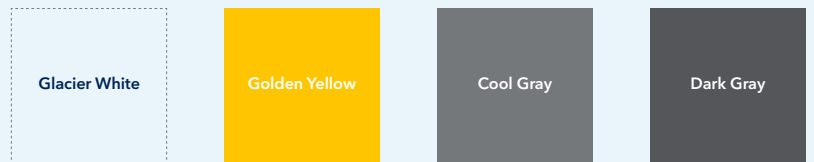


PMS 655C
CMYK: 100 89 36 37
RGB: 0 37 84
HEX: 002554

PMS 2995C
CMYK: 83 1 0 0
RGB: 0 169 224
HEX: 00A9E0

PMS 300C
CMYK: 99 50 0 0
RGB: 0 94 184
HEX: 005EB8

Secondary



PMS 2995C at 10%
CMYK: 7 0 0 0
RGB: 234 245 251
HEX: EAF5FB

PMS 7548C
CMYK: 0 23 100 0
RGB: 255 198 0
HEX: FFC600

PMS Cool Gray 9
CMYK: 30 22 17 57
RGB: 117 120 123
HEX: 75787B

PMS Cool Gray 11
CMYK: 66 57 51 29
RGB: 84 86 90
HEX: 54565A

DIGITAL AD REQUIREMENTS

For legibility, the full CoolSculpting® or CoolTone® by CoolSculpting® logomark should be used in a minimum width of 1.375 inches/35 mm. For web application, the minimum width is 99 pixels @ 72 dpi.

Standard Ad Size examples:

Mobile Banner
320 x 50 pixels



Small Full Banner - 468 x 60 pixels



Large Mobile Banner
320 x 100 pixels



Leaderboard - 728 x 90 pixels



Half Page Ad
Vertical rectangle
300 x 600 pixels



Wide Skyscraper
160 x 600 pixels



Medium rectangle
300 x 250 pixels



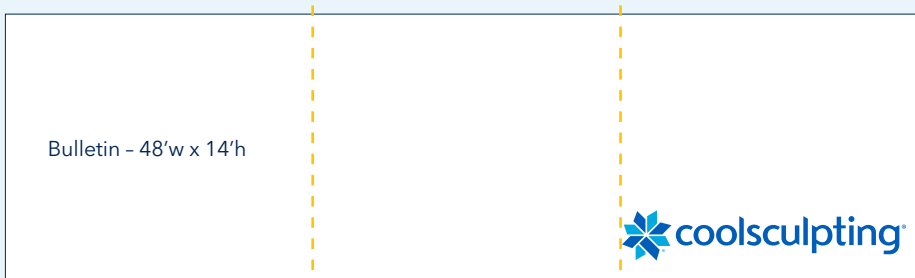
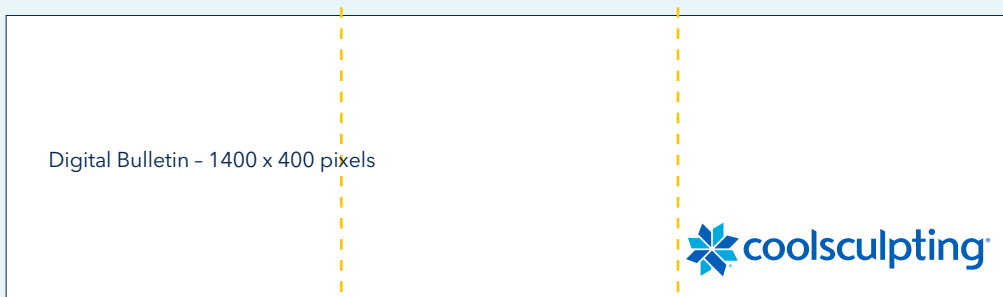
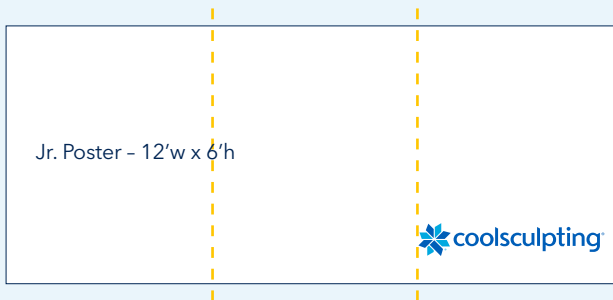
Square Pop-Up
300 x 300 pixels



PRINT AND DIGITAL BILLBOARD REQUIREMENTS

On large scale printed pieces and digital billboards, the full CoolSculpting® or CoolTone® by CoolSculpting® logomark should be 1/3 of the width.

Standard Ad Size examples:



Actual logo size = 189.3" w x 33.5" h

INDICATIONS AND IMPORTANT SAFETY INFORMATION

CoolSculpting® Elite Indications

CoolSculpting® Elite is 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.

CoolSculpting® Elite Important Safety Information

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

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® Elite** System User Manual. Treatment applications that deviate from the guidelines are not recommended.

CoolSculpting® Indications

The CoolSculpting® procedure is 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.

CoolSculpting® Important Safety Information

CoolSculpting® is contraindicated in patients with cryoglobulinemia, cold agglutinin disease, or paroxysmal cold hemoglobinuria.

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 2-5 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. Consult the CoolSculpting® System User Manual for a complete list of Contraindications, Warnings, Precautions, and potential side effects. Treatment applications that deviate from the guidelines are not recommended.

CoolTone® Indications

The CoolTone® device is indicated for improvement of abdominal tone, strengthening of the abdominal muscles, and development for firmer abdomen. CoolTone® is also indicated for strengthening, toning, and firming of buttocks and thighs.

CoolTone® Important Safety Information

CoolTone® treatment is contraindicated in placing the active applicator over metal, electrical, or electronic implants/devices in the treatment area like cardiac pacemakers, cochlear implants, intrathecal pumps, implanted defibrillators, implanted neurostimulators, drug pumps, or hearing aids.

CoolTone® is also contraindicated in placing the active applicator over menstruating uterus, over areas of the skin that lack normal sensation, and in patients with fever, malignant tumor, hemorrhagic conditions, epilepsy, recent surgical procedure, pulmonary insufficiency, or pregnancy.

CoolTone® should be used with caution in patients with Graves' disease, active bleeding disorders, or seizure disorders.

Women who are close to menstruation may find that it comes sooner, or cramping is increased or intensified with CoolTone® treatments, therefore, it is recommended to not undergo treatment during this time of the month.

CoolTone® should not be used in the heart or head areas, areas of growth plate, over the carotid sinus nerves, or over the neck or mouth. CoolTone® should not be applied over swollen, infected, inflamed areas or skin eruptions. Caution should be used for patients with suspected or diagnosed heart problems.

Ensure that persons with pacemakers are not present in vicinity of the device during treatment.

Common adverse effects may include, but may not be limited to muscular pain, temporary muscle spasm, temporary joint or tendon pain, and local erythema or skin redness.

Consult the CoolTone® User Manual for a complete list of Contraindications, Warnings, Precautions, and potential side effects. Treatment applications that deviate from the guidelines are not recommended.





NEED HELP?

CONTACT

CoolSculptingCo-op@allergan.com
888.935.8471 (Option: 1,3)

CoolSculpting® Rewards Terms and Conditions

[CLICK HERE](#)

https://drive.google.com/file/d/1GmvdA0FFK8RzsnF5PCcRPH6_DdPQVCaD/view

