



REACHING YOUR COOLSCULPTING® PATIENT SEGMENTS

PATIENT SEGMENT AND PROFILE	SAMPLE ADVERTISING COPY
<p>HIGH VOLUME USERS</p> <ul style="list-style-type: none">» Spending \$5,000 or more annually in injectables» Previous surgical (i.e. breast augmentation, facelift, liposuction) patients» Spending \$2,000 or more annually in facials, creams, etc.	<p>NO SURGERY. NO DOWNTIME. UNMISTAKABLE RESULTS</p> <p>With more than 1 million procedures performed, CoolSculpting® isn't a fad - it's the FDA-cleared way to eliminate stubborn fat from your stomach, waistline and thighs. And the CoolSculpting procedure requires no surgery or downtime, so you're in and out of the office like always.</p> <p>Join us for our Cool Event where you can learn more about CoolSculpting, meet others who have had it done, and see a live demonstration of the procedure. Get ready to feel your best from head to toe.</p>
<p>ACTIVE REFERRERS</p> <ul style="list-style-type: none">» All patients that refer friends and family into your practice <p>DID YOU KNOW?</p> <p>In the average aesthetic practice, 40-50% of their new patients are referred by existing patients</p>	<p>LET US INTRODUCE YOU TO SIMPLE NEW WAYS TO LOOK YOUR BEST, NO SURGERY REQUIRED</p> <p>Proven in more than 1 million procedures performed to date, the CoolSculpting procedure helps eliminate stubborn fat by freezing fat cells, safely and simply. Non-surgical treatments don't require downtime and can target the stomach, waistline, and thighs.</p> <p>Join us for our Cool Event where you can learn more about CoolSculpting, meet others who have had it done, and see a live demonstration of the procedure. It's easy to feel good from every angle.</p>
<p>WOMEN</p> <ul style="list-style-type: none">» Target age range: 30-65 years old» Prior aesthetic procedures may include injectables, laser hair removal, skin rejuvenation lasers, or surgical procedures	<p>ALL THE RIGHT CURVES IN ALL THE RIGHT PLACES</p> <p>Whether it's your stomach, thighs, or waistline, the CoolSculpting procedure can help you feel better in your clothes and in the mirror. Proven in more than 1 million procedures performed worldwide, the CoolSculpting procedure eliminates fat cells safely and simply, without surgery or downtime.</p> <p>Join us for our Cool Event to meet others who've loved the results of CoolSculpting and get a firsthand look during a live demonstration of the procedure. Look great, feel great from every angle.</p>



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<p>MOMMIES</p> <ul style="list-style-type: none">» Target age range: 30-45 years old» Interested in mommy makeovers, liposuction, liposuction alternatives to “lose the baby belly fat”» Prior aesthetic procedures may include injectables, laser hair removal, skin rejuvenation lasers, microdermabrasion or facials	<p>CONGRATULATIONS ON YOUR BOUNCING LITTLE BUNDLE</p> <p>Now we'll help your body bounce back.</p> <p>Even eating right and exercising sometimes isn't enough to get rid of stubborn post-baby fat. Let the CoolSculpting® procedure do the work so you can get back to your baby in no time. Proven in more than 1 million procedures performed worldwide, the CoolSculpting procedure safely and simply eliminates stubborn fat without surgery or downtime.</p> <p>Join us for our Cool Event, meet other moms who've experienced the benefits, and get a firsthand look at the CoolSculpting procedure during a live demonstration.</p>
<p>MEN</p> <ul style="list-style-type: none">» Target age range: 35-65 years old» Prior aesthetic procedures may include injectables, laser hair removal, skin rejuvenation lasers, or surgical procedures	<p>NOT LOVING THOSE LOVE HANDLES?</p> <p>It's time to get the results you're looking for with FDA-cleared CoolSculpting. Using advanced cooling technology, the CoolSculpting procedure eliminates stubborn fat from your waistline without surgery or downtime. And with more than 1 million procedures performed to date, the results of CoolSculpting have been proven time and time again.</p> <p>Join us for our Cool Event and get a firsthand look at the CoolSculpting procedure during a live demonstration. There's a lot to love about losing fat without surgery</p>
<p>RE-ENGAGING PREVIOUS COOLSCULPTING PATIENTS</p> <ul style="list-style-type: none">» Your first 100 CoolSculpting patients (satisfied but could benefit from additional treatments)» Patients who have had less than 4 cycles	<p>SEEING LESS OF YOURSELF? THAT'S SIMPLY THE BEGINNING.</p> <p>Congratulations on your first CoolSculpting treatment. By now, you're seeing firsthand the results that can come from just one procedure. But the CoolSculpting procedure can help shape your body in so many more ways.</p> <p>Join us at our Cool Event to learn more about the benefits of additional treatment for the stomach, thighs, and waistline. You'll also meet others who've had a variety of treatments. It's easy to feel good from every angle.</p>

Patient results and experience may vary. In the U.S., the CoolSculpting procedure for non-invasive fat reduction is cleared for the flank (love handle), abdomen, and thigh. The CoolSculpting Procedure for non-invasive fat reduction is available worldwide. ZELTIQ, CoolSculpting, the CoolSculpting logo, and the Snowflake design are registered trademarks of ZELTIQ Aesthetics, Inc. © 2014. All rights reserved. IC1840-A

