



PROSPECTIVE PATIENT MESSAGING

Does your office offer CoolSculpting?

» Yes, we've had incredible interest in CoolSculpting since we first started offering the procedure [last month, six months ago, last year, etc.]! I'd be happy to schedule a consultation with you and [insert physician name]. He/she can answer all of your questions and determine if you are a good candidate for losing stubborn fat with CoolSculpting. Do mornings or afternoons work better for you? [If the practice is certified, it would be great to "drop" this and identify itself as a certified CoolSculpting Center.]

What is CoolSculpting? Can you tell me more about it?

» CoolSculpting is a breakthrough, non-invasive procedure that uses cooling technology to noticeably eliminate fat without surgery. [Insert physician name] will determine if you are a good candidate and work with you to determine the best treatment plan during a one-on-one consultation.

What happens during the procedure?

» Using a technology developed by Harvard scientists, CoolSculpting targets and freezes fat cells causing their natural death in the treatment area. It's completely non-invasive so there is no cutting, no needles and no anesthesia. Patients typically read, work on their laptops, listen to music or relax during the procedure.

Is CoolSculpting safe? Painful? Are there side effects?

» CoolSculpting is FDA-cleared for the flanks and proven safe. Some patients may experience temporary pain or discomfort. [Insert physician name] can talk to you more about what to expect during and after treatment when you meet for your consultation.

How long is each treatment?

» During your consultation, [insert physician name] will discuss how much time should be allotted based on your individual treatment plan. A typical treatment can last between one and three hours.

How much does CoolSculpting cost? How many treatments will I need?

» The price for CoolSculpting varies, depending on your areas of concern, the number of treatments needed and your ultimate goals. [Insert physician name] would need to assess you in person to help estimate the cost. [Reference any discounts/specials if appropriate.] Typically, you'll see a noticeable reduction of fat in the treated area after one visit, but you may appreciate even more fat reduction with additional treatments.

Are CoolSculpting results permanent? How long do results last?

» CoolSculpting results are lasting, as long as you maintain your healthy lifestyle. The fat cells that are eliminated from CoolSculpting do not return.

THE MAIN COOLSCULPTING® MESSAGE

CoolSculpting is the safe, non-invasive way to reduce fat in common trouble areas that tend to be diet- and exercise-resistant.

Researchers at the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston, a teaching affiliate of Harvard Medical School, developed the patented technology behind CoolSculpting that cools fat and destroys fat cells, resulting in an undeniable reduction of fat in the treated areas.



PROSPECTIVE PATIENT MESSAGING CONT.

Am I a good candidate for CoolSculpting?

- » CoolSculpting is not a weight loss solution for people who are obese, or a substitute for surgical methods such as liposuction. Good candidates have noticeable bulges in certain areas they'd like to get rid of. [Insert physician name] will determine if treatment is right for you during a one-on-one consultation.

What are the specific areas of the body that are being treated with CoolSculpting?

- » CoolSculpting is FDA-cleared for love handles. During your consultation, [insert physician name] will be able to determine your treatment plan based on your assessment.

IT ALL BEGAN WITH NOT-SO-CHUBBY CHEEKS



The revolutionary technology behind CoolSculpting was born from the simple observation that children who ate a lot of popsicles had dimpling in their cheeks due to a loss of fat from the excessive exposure to cold.

This idea led to the innovative cooling process developed by scientists at the Wellman Center for Photomedicine at Massachusetts General Hospital in Boston, a teaching affiliate of Harvard Medical School.

HERE'S THE SKINNY ON COOLSCULPTING



CoolSculpting is the proven non-surgical fat reduction treatment that delivers undeniable results. It's FDA-cleared, safe and backed by clinical testing. You can lose that stubborn fat without special diets, surgery, supplements or downtime.

CoolSculpting works best on those who are within 1-20 pounds of their target weight and enjoy an active lifestyle, but can't seem to lose pockets of stubborn fat around their middle. It is not a silver bullet for obesity, it's a solution for reclaiming the slimmer version of yourself when diet and exercise aren't enough.

With more than 140,000 treatments performed worldwide, CoolSculpting is proven safe and effective for getting you back the body you deserve.

IT'S TIME TO SETTLE THE SCORE WITH MUFFIN TOPS, LOVE HANDLES AND THAT SPARE TIRE WITH COOLSCULPTING. NATURALLY.

