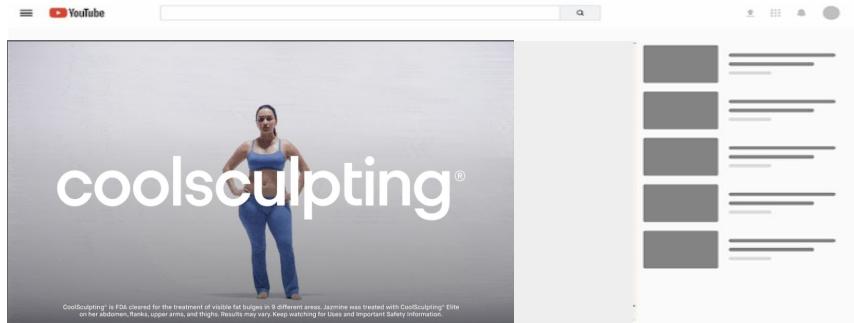


US-BC-SM-00411 - YouTube Video Submission Template

Title, Description, Thumbnail, Playlist Title

Playlist section title: The CoolSculpting® Journey



Jazmine's CoolSculpting® Journey | Own It. Sculpt It.



Subscribe

4

Share

Save

818 views Jul 20, 2022

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold.

Jazmine was treated with CoolSculpting® Elite on her abdomen, flanks, upper arms, and thighs. Results may vary. Keep watching for Uses and Important Safety Information.

— CoolSculpting® & CoolSculpting® Elite Uses and Important Safety Information

Uses and Important Safety Information

CoolSculpting® and CoolSculpting® Elite are FDA-cleared to treat visible fat bulges on the abdomen, flank, thigh, bra fat, back fat, upper arm, and under the buttocks, chin, and jawline. It is also FDA-cleared to affect the appearance of fat tissue with submental area treatments. CoolSculpting® and CoolSculpting® Elite are not treatments for weight loss. Tell your doctor if you are pregnant or have any medical conditions including recent surgery, pre-existing hernia, and any known sensitivities or allergies. Some common side effects include temporary numbness, discomfort, and swelling. Rare side effects may occur. CoolSculpting® and CoolSculpting® Elite may cause visible enlargement in the treated area after treatment, which will not resolve on its own and may require surgical intervention for correction. Ask your doctor if CoolSculpting® or CoolSculpting® Elite are right for you. See additional Important Safety Information at coolsculpting.com.

Intended for US Audiences Only.

— Subscribe: www.youtube.com/c/coolsculpting | Check out our website: coolsculpting.com

Follow CoolSculpting®

Instagram: <https://www.instagram.com/coolsculpting/>

Facebook: <https://www.facebook.com/CoolSculpting/>

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#CoolSculpting #CoolSculptingResults #BodyContouring

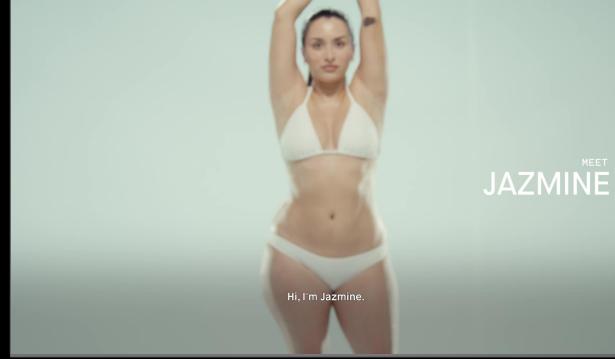
ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		



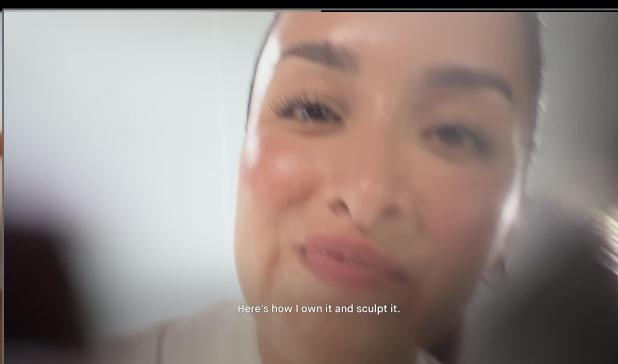
FRAME 1



FRAME 2

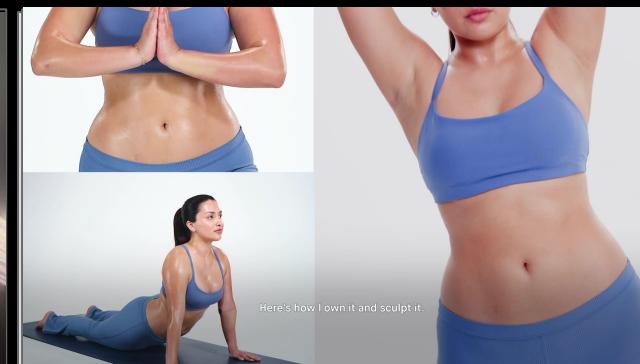


FRAME 3
SUPER: MEET JAZMINE
JAZ VO (00:20): Hi, I'm Jazmine.



FRAME 4

JAZ VO: Here's how I own it and sculpt it.



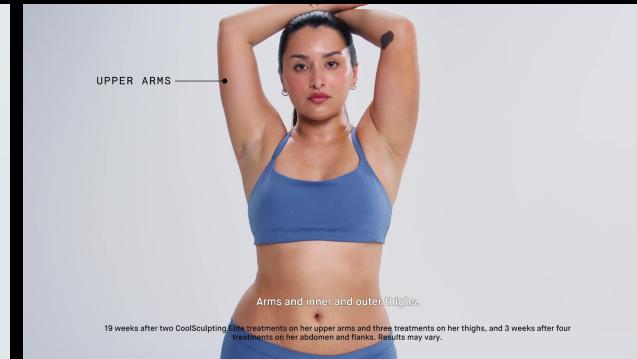
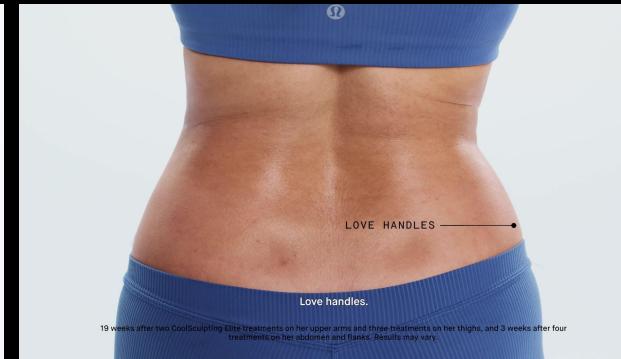
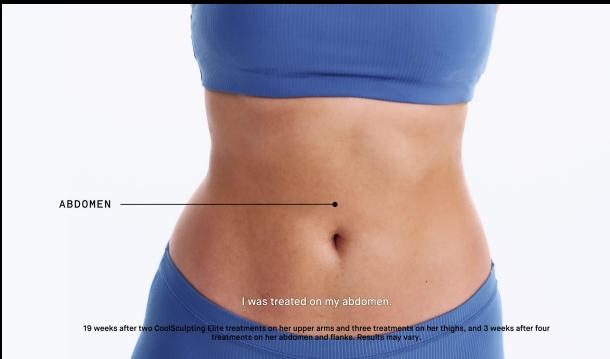
FRAME 5

JAZ VO: Here's how I own it and sculpt it.



FRAME 6

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 7
SUPER: ABDOMEN
JAZ VO: I was treated on my abdomen,

FRAME 8
SUPER: LOVE HANDLES
JAZ VO (00:20): love handles,

FRAME 9
SUPER: UPPER ARMS
JAZ VO: Arms

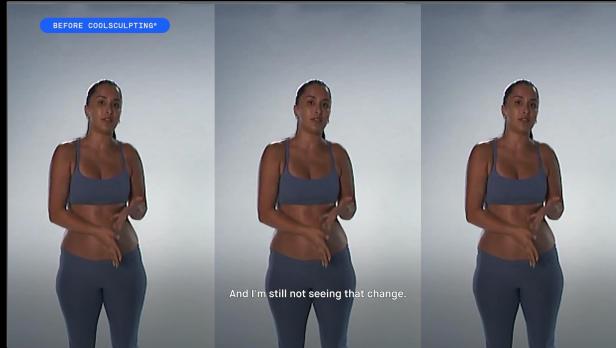


FRAME 10
SUPER: THIGHS
JAZ VO: and inner and outer thighs

FRAME 11
JAZ (10:00): I'm active.

FRAME 12
JAZ (10:00): I'm working out four to five times a week.

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		

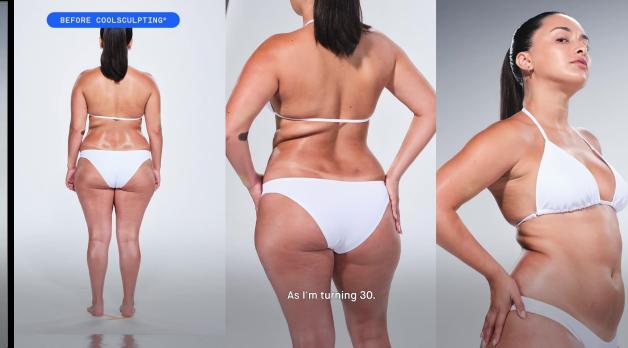


And I'm still not seeing that change.

FRAME 13

SUPER: Before CoolSculpting®

Jazmine VO (08:12): JAZ (10:00): And I'm still not seeing that change.



As I'm turning 30.

FRAME 14

SUPER: Before CoolSculpting®

JAZ VO (09:45): As I'm turning 30,

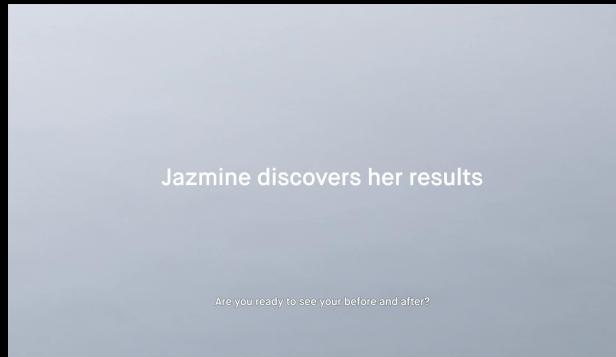


Stubborn fat is showing up in areas

FRAME 15

SUPER: Before CoolSculpting®

JAZ VO (09:45): stubborn fat is showing up in areas that I wasn't necessarily prepared for. While I own it, I also own the fact that I don't want it.



FRAME 16

SUPER: Jazmine discovers her results

ALICE VO: Are you ready to see your before and after?



FRAME 17

JAZ VO: Oh my god.



FRAME 18

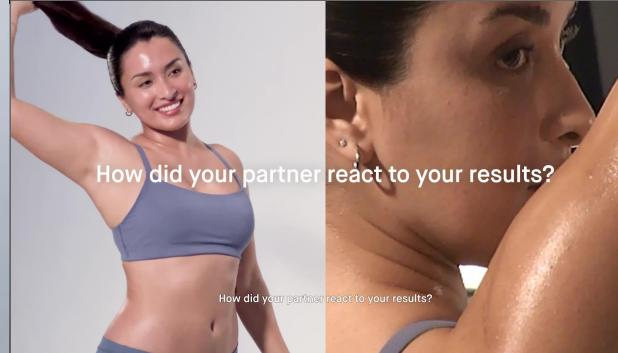
JAZ VO: Yes!

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		



I catch myself doing a double take.

19 weeks after two CoolSculpting Elite treatments on her upper arms and three treatments on her thighs, and 3 weeks after four treatments on her abdomen and flanks. Results may vary.



How did your partner react to your results?

How did your partner react to your results?



He has definitely seen a difference in me.

Results may vary.

FRAME 19

SUPER: BEFORE / AFTER (Clinical side-by-side B&A – profile abdomen)

JAZ VO (14:52): I catch myself doing a double take

FRAME 20

SUPER: How did your partner react to your results?
ALICE VO: How did your partner react to your results?

FRAME 21

JAZ VO: He has definitely seen a difference in me.



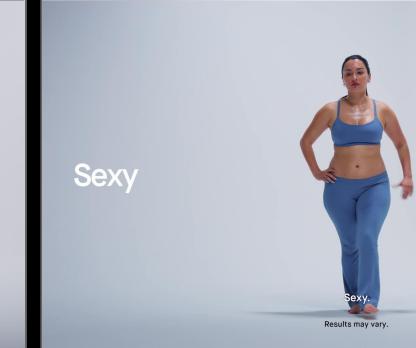
He's obviously noticed that.

Results may vary.



How would you describe CoolSculpting® in three words?

CoolSculpting® in three words?



Sexy

Sexy.

Results may vary.

FRAME 22

JAZ (07:18): He's obviously noticed that my body is looking a lot more sculpted.

FRAME 23

SUPER: How would you describe CoolSculpting® in three words?
ALICE VO: How would you describe CoolSculpting® in three words?

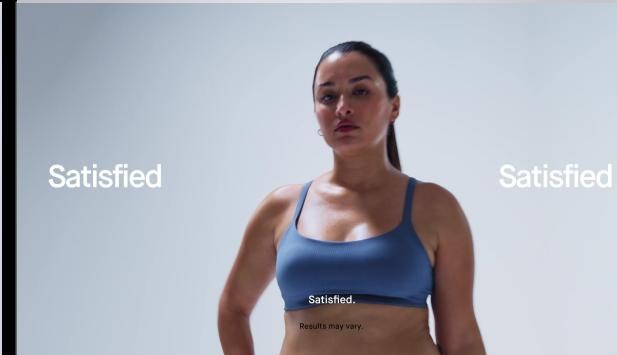
FRAME 24

SUPER: Sexy
JAZ (17:06): Sexy,

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 25
SUPER: Sculpted
JAZ (17:06): Sculpted,



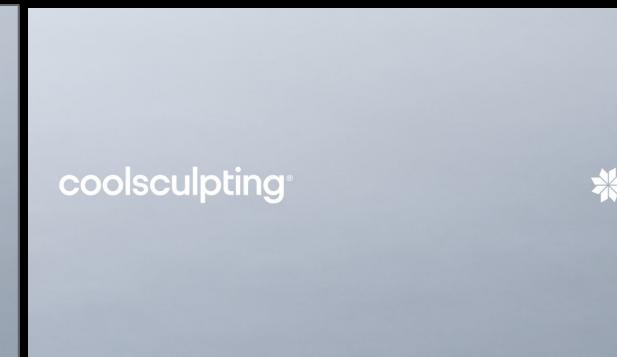
FRAME 26
SUPER: Satisfied
JAZ (17:06): satisfied.



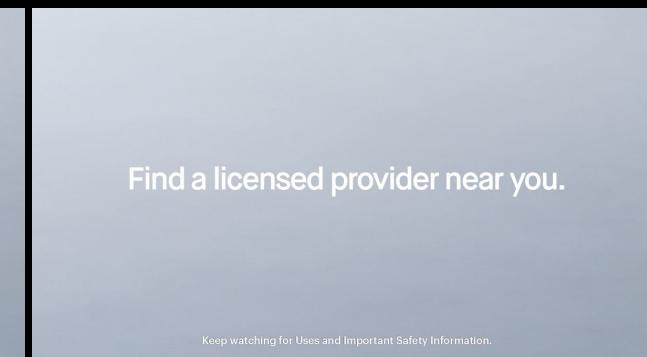
FRAME 27
SUPER: Own it. Sculpt it.
JAZ (17:06): Own it. Sculpt it.



FRAME 28



FRAME 29
SUPER: CS logo



FRAME 30
SUPER: Find a licensed provider near you.
VO: For more Important Safety Information, keep watching or visit CoolSculpting.com.

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	YOUTUBE	16:9	ORGANIC
ASSET TYPE:	VIDEO		

Uses
CoolSculpting® and **CoolSculpting® Elite** are FDA-cleared for the treatment of visible fat bulges in the submental (under the chin) and subabdominal (under the jawline) areas, thigh, abdomen, and flank, along with bra fat, back fat, underneath the bust, and in the knee/upper thigh (area roll), and upper arm. It is also FDA-cleared to affect the appearance of lax tissue with submental area treatments. **CoolSculpting®** and **CoolSculpting® Elite** are not treatments for weight loss.

Important Safety Information
This procedure is not for everyone. You should not be treated with **CoolSculpting®** or **CoolSculpting® Elite** if you suffer from cryoglobulinemia, cold agglutinin disease, or paroxysmal cold hemoglobinuria.

Tell your doctor if you are pregnant or have any medical condition, including recent surgery, pre-existing hema, and any known sensitivity to the treatment.

During the procedure you may experience sensations of pulling, tugging, mild pinching, intense cold, tingling, stinging, aching, cramping and discomfort at the treatment site. These sensations lessen as the area becomes numb. Following the procedure, typical side effects include temporary redness, swelling, blanching, bruising, firmness, tingling, tenderness, cramping, and/or pain. These sensations (aching, skin sensitivity, tingling, and numbness) can persist up to several weeks after treatment. You may also experience throat discomfort/soreness and sensation of fullness in the back of the throat after submental or subabdominal area treatment.

Rare side effects may happen in 1 to 10 out of 10,000 **CoolSculpting®** and **CoolSculpting® Elite** treatments (between 0.01% to 0.1%). One such rare side effect is a visible enlargement in the treated area, which may develop 2 to 5 months after treatment.

Please see full Important Safety Information for **CoolSculpting®** and **CoolSculpting® Elite** on CoolSculpting.com.

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coolsculpting® coolsculpting ELITE

FRAME 31

SUPER: CS: CSE ISI card

TEMPLATE GUIDELINES

The Veeva job number for this document, MBD-SM-164480, must be linked in the supporting documents of any job leveraging this template.

RED TEXT VS BLACK TEXT:

- Any language that was not originally included in the template must be indicated in Red for MLRC to review and identify as new text options.
- The language present in the template "Agencies to identify new option here in red" is simply a guide for where to insert new options, and is to be removed in submission if no new options are being included.
- Do not delete any black text options throughout this template unless explicitly requested by MLRC.

FILE TYPE:

- In top left corner, agency must indicate whether the asset is an image or a video on each slide and delete the irrelevant option.
- Any videos that are derived from previously MLRC-approved videos should be cross-annotated in the file, noting all changes from the approved version.

CREATIVE MOCKUP:

- Use the templated paid mockups for all social submissions. No changes are needed to the paid template mockup, and it will simultaneously get the creative approved for both paid and organic posts.
- Delete frames that are not necessary (ie, if you have a video with 3 frames, delete any frames in excess of 3)
- Indicate the thumbnail image for all videos by moving the "(Thumbnail image)" to the appropriate frame.

SAFETY INFORMATION & REQUIREMENTS

- Creative Safety:
 - Captions and Creative Videos/Images must state "Keep watching for Uses and Important Safety Information."
 - Use latest approved language from either CSC145254-v2 Abbreviated Safety Statement or CSC134515-v5_CoolSculpting and CoolSculpting Elite Combined Consumer ISI. Regulatory will assess during review which ISI is required.
 - Safety to fit on single card and must be 15-30 seconds long.
 - The safety card should appear as a continuation of the marketing message and must align brand colors and fonts with brand guidelines.
 - Include the formatted safety card with each submission.
- Audio Safety:
 - Social media videos that include audio claims should reference "stay to the end for Important Safety Information" or similar in the audio.
 - Additional submission process for video with audio claims has yet to be determined. Further discussions are required prior to submitting video with audio claims.

CATEGORIES:

- The categories and options are provided for paid use.
- Category A provides language to support generic actions that can be completed on coolsculpting.com.
- Category B provides language to support standard offer and promo actions. This language cannot be used to support sweepstakes offers at this time and sweepstakes language will need to be included in red as new options for review and approval.

Cross utilization of Category A and Category B items is not allowed. Category A options can only be combined with other Category A options. Category B options can only be combined with other Category B options.

CAPTIONS

Agency will enter in new Core Caption copy in Red. Leave Blue highlighted section as is for paid. The Blue section is the last sentence in a caption for paid use and can be replaced by any of the blue options in section 1ii.

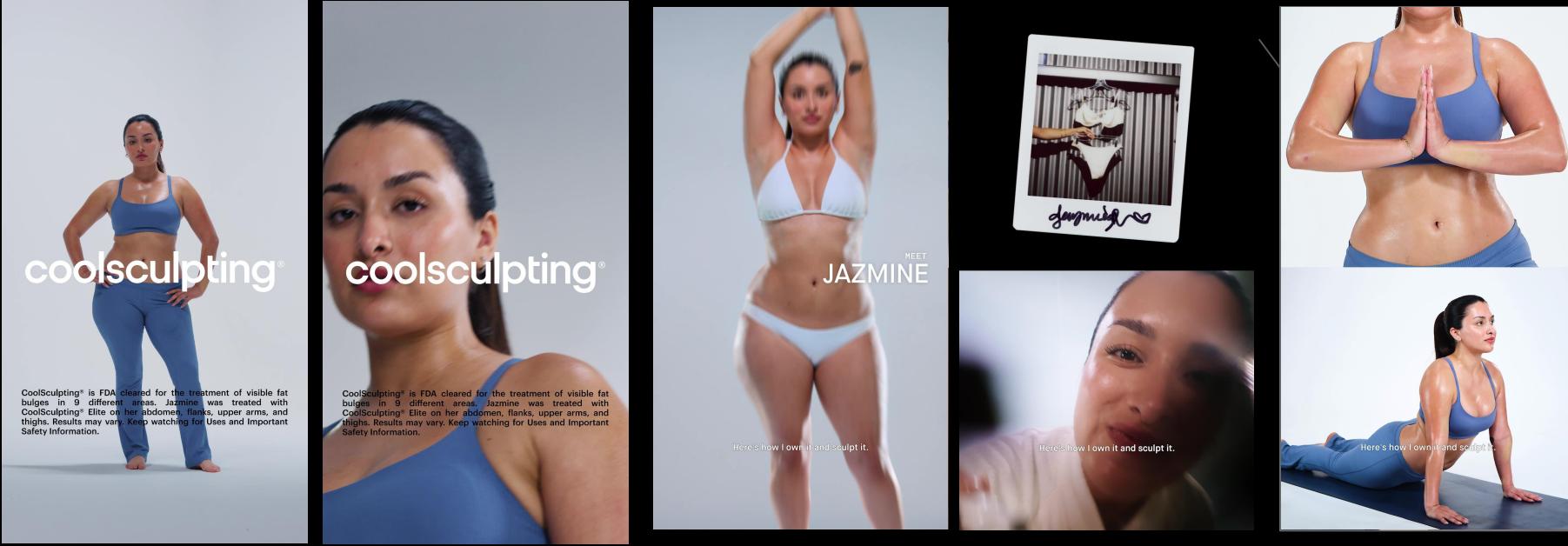
- Note: Agency cannot alter any of the Category B, Alternative paid caption CTA language in section 1ii for Offer campaigns. These provide legal balance for all standard offer situations.

URLS

- New promotional URLs may be used in social media as long as the new URL has been approved in Vault as part of the approval of the new associated landing page (LP).
- In the LP Vault file, the Agency should include all new URLs and annotate in the Vault Description: "This landing page and associated URL may be used in any social media leveraging Social Media Template, MBD-SM-164480"
- The blue Instagram "insert.url.com" sticker appears on every organic IG story. "Insert.url.com" should be replaced with an approved URL, per the process noted above.

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		

For use on All
 For use on BrandBox



FRAME 1

FRAME 2

FRAME 3

FRAME 4

FRAME 5

1. MARKETING CAPTION & LANGUAGE

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

To learn more and find a licensed provider near you, visit the [#linkinbio](#).

Keep Watching for More Important Safety Information.

Intended for US audiences only.

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		

For use on All
 For use on BrandBox



FRAME 6

SUPER: ABDOMEN
 JAZ VO: I was treated on my abdomen,

FRAME 7

SUPER: LOVE HANDLES
 JAZ VO (00:20): love handles,

FRAME 8

SUPER: UPPER ARMS
 JAZ VO: Arms

FRAME 9

SUPER: THIGHS
 JAZ VO: and inner and outer thighs

FRAME 10

JAZ (10:00): I'm active.

1. MARKETING CAPTION & LANGUAGE
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PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		

For use on All
 For use on BrandBox



FRAME 11

JAZ (10:00): I'm working out four to five times a week.



FRAME 12

SUPER: Before CoolSculpting®
 Jazmine VO (08:12): JAZ (10:00): And I'm still not seeing that change.



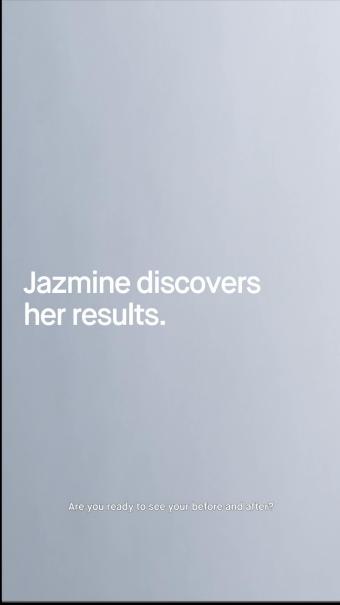
FRAME 13

SUPER: Before CoolSculpting®
 JAZ VO (09:45): As I'm turning 30,



FRAME 14

SUPER: Before CoolSculpting®
 JAZ VO (09:45): stubborn fat is showing up in areas that I wasn't necessarily prepared for. And while I own it, I also own the fact that I don't want it.



Jazmine discovers
her results.

Are you ready to see your before and after?

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For use on All
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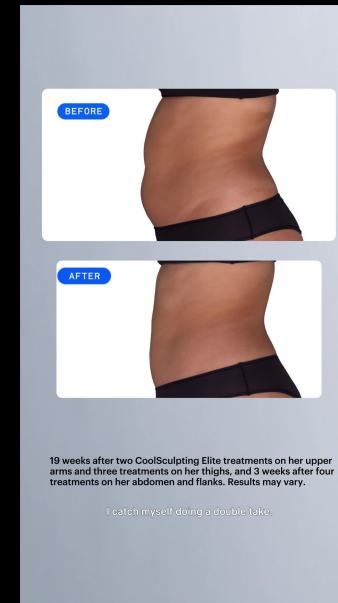
FRAME 16

JAZ VO: Oh my god.



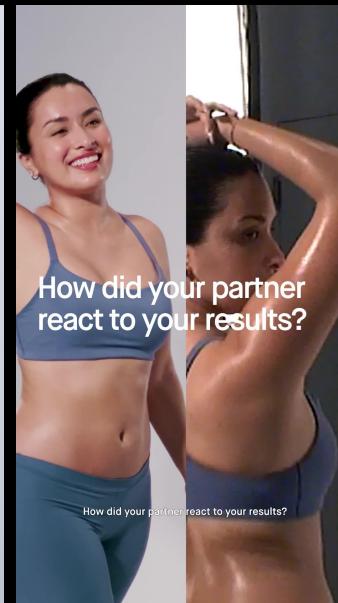
FRAME 17

JAZ VO: Yes!



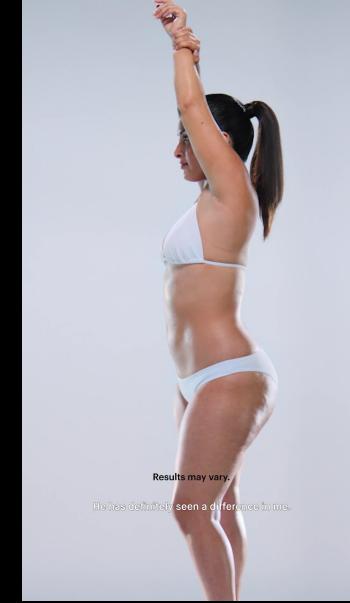
FRAME 18

SUPER: BEFORE / AFTER (Clinical side-by-side B&A - profile abdomen)
 JAZ VO (14:52): I catch myself doing a double take



FRAME 19

SUPER: How did your partner react to your results?
 ALICE VO: How did your partner react to your results?



FRAME 20

JAZ VO: He has definitely seen a difference in me.

1. MARKETING CAPTION & LANGUAGE

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

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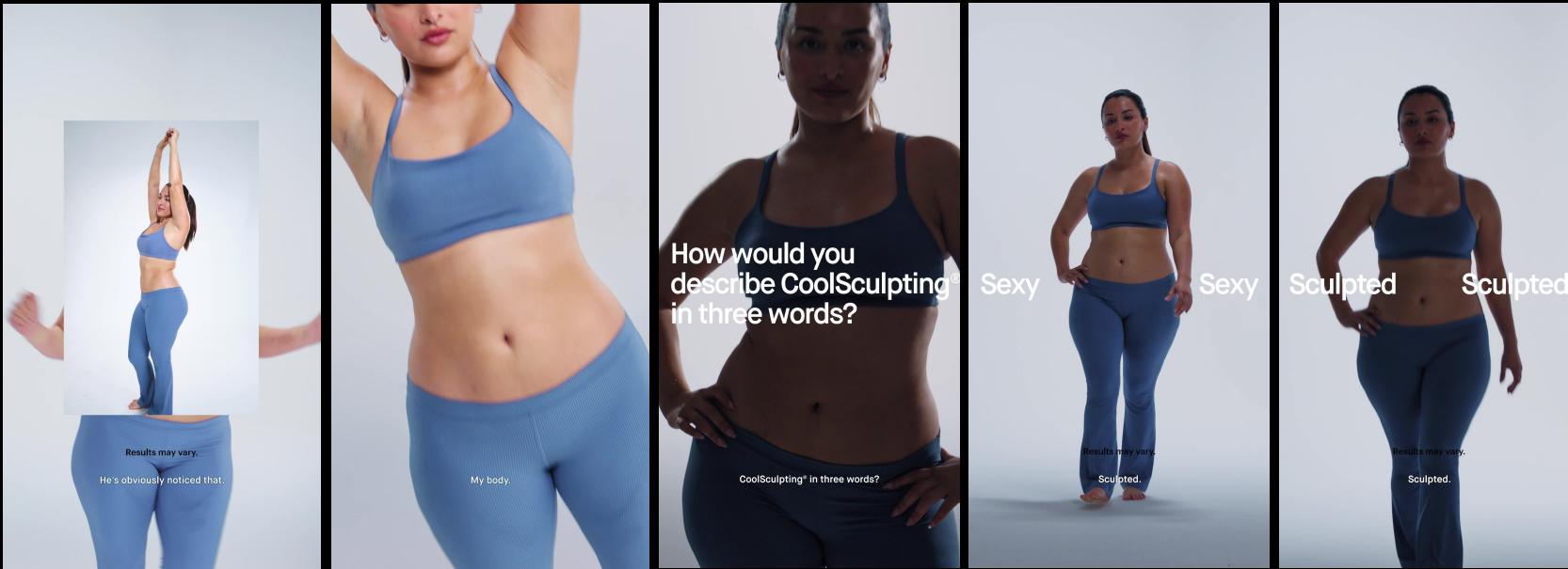
ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		



For use on All



For use on BrandBox



FRAME 21

JAZ (07:18): He's obviously noticed

FRAME 22

JAZ (07:18): that my body is looking a lot more sculpted.

FRAME 23

SUPER: How would you describe CoolSculpting® in three words?
ALICE VO: How would you describe CoolSculpting® in three words?

FRAME 24

SUPER: Sexy
JAZ (17:06): Sexy,

FRAME 25

SUPER: Sculpted
JAZ (17:06): Sculpted,

1. MARKETING CAPTION & LANGUAGE

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

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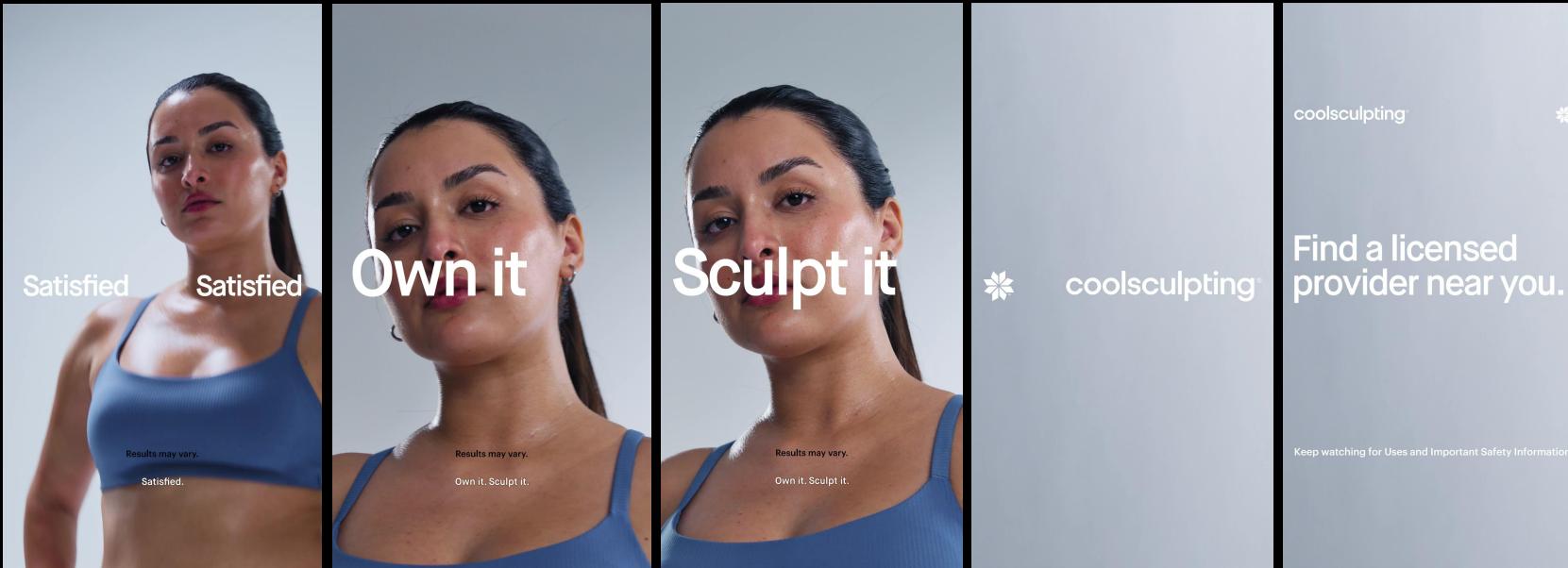
ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		



For use on All



For use on BrandBox



FRAME 21

SUPER: Satisfied
JAZ (17:06): satisfied.

FRAME 22

SUPER: Own it.
JAZ (17:06): Own it.

FRAME 23

SUPER: Sculpt it.
JAZ (17:06): Sculpt it.

FRAME 24

SUPER: CS logo

FRAME 25

CONSUMER SUPER: Find a licensed provider near you.
VO: For more Important Safety Information, keep watching or visit CoolSculpting.com.

1. MARKETING CAPTION & LANGUAGE

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

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PLATFORM TYPE:	IG/TT/FB	9:16	ORGANIC/BB
ASSET TYPE:	VIDEO		



For use on All



For use on BrandBox

coolsculpting



Book a
consultation
today.

Keep watching for Uses and Important Safety Information.

FRAME 26

BRANDBOX SUPER: Book a consultation today.
VO: For more Important Safety Information, keep
watching or visit CoolSculpting.com.

FRAME 27

SUPER: CS: CSE ISI card

1. MARKETING CAPTION & LANGUAGE

Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

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ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	IG	9:16	ORGANIC
ASSET TYPE:	VIDEO		



For use on All



For use on BrandBox



FRAME 1

FRAME 2

1. MARKETING CAPTION & LANGUAGE

#AD Meet Jazmine – a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️ ✨

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ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	FACEBOOK	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 1



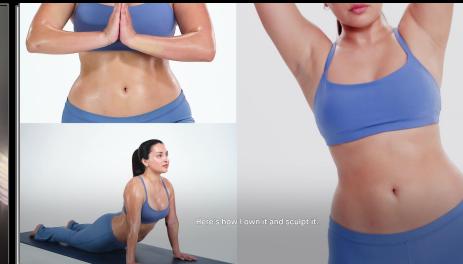
FRAME 2



FRAME 3
SUPER: MEET JAZMINE
JAZ VO (00:20): Hi, I'm Jazmine.



FRAME 4
JAZ VO: Here's how I own it and sculpt it.



FRAME 5
JAZ VO: Here's how I own it and sculpt it.



FRAME 6

1. MARKETING CAPTION & LANGUAGE

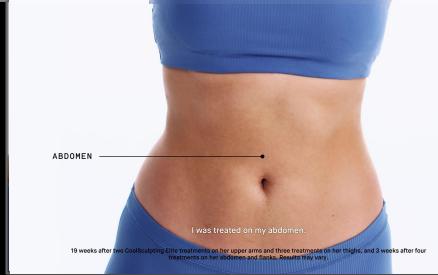
Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

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PLATFORM TYPE:	FACEBOOK	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 7
SUPER: ABDOMEN
JAZ VO: I was treated on my abdomen,



FRAME 8



FRAME 9
SUPER: UPPER ARMS
JAZ VO: Arms



FRAME 10
SUPER: THIGHS
JAZ VO: and inner and outer thighs



FRAME 11
JAZ (10:00): I'm active.



FRAME 12
JAZ (10:00): I'm working out four to five times a week.

1. MARKETING CAPTION & LANGUAGE

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PLATFORM TYPE:	FACEBOOK	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 13
SUPER: Before CoolSculpting®
Jazmine VO (08:12); JAZ (10:00): And I'm still not seeing that change.



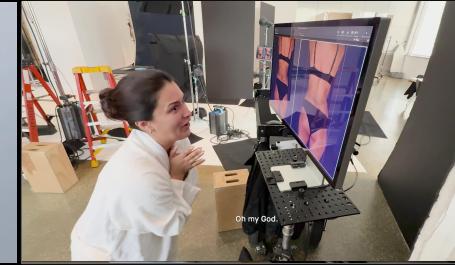
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FRAME 16
SUPER: Jazmine discovers her results
ALICE VO: Are you ready to see your before and after?



FRAME 17
JAZ VO: Oh my god.



FRAME 18
JAZ VO: Yes!

1. MARKETING CAPTION & LANGUAGE

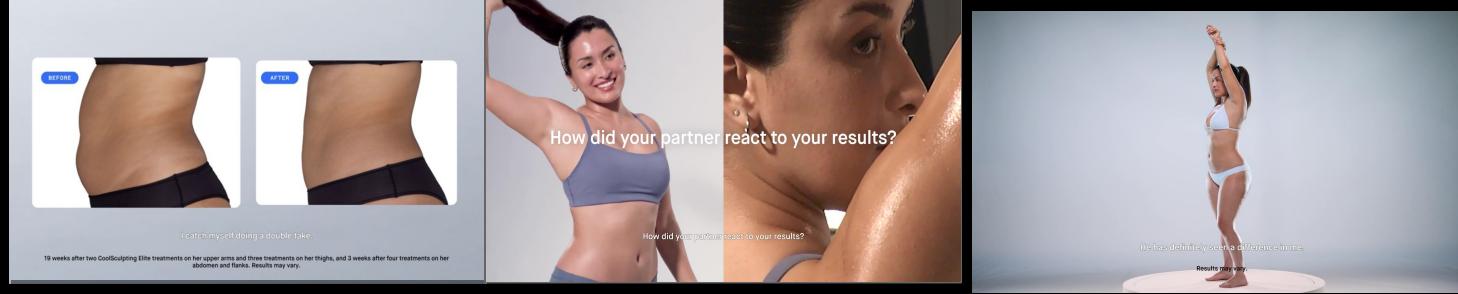
Meet Jazmine — a go-getter who's sculpting her body her way. Watch her transformation unfold. ❤️✨

To learn more and find a licensed provider near you, visit the [#linkinbio](#).

Keep Watching for More Important Safety Information.

Intended for US audiences only.

ASSET NAME:	US-BC-SM-00411 - CS Jazmine Testimonial Video		
PLATFORM TYPE:	FACEBOOK	16:9	ORGANIC
ASSET TYPE:	VIDEO		



FRAME 19

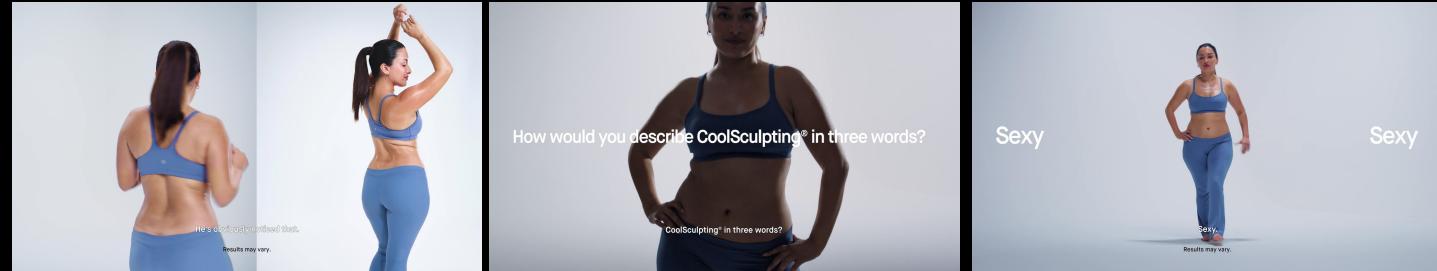
SUPER: BEFORE / AFTER (Clinical side-by-side B&A – profile abdomen)
JAZ VO (14:52): I catch myself doing a double take

FRAME 20

SUPER: How did your partner react to your results?
ALICE VO: How did your partner react to your results?

FRAME 21

JAZ VO: He has definitely seen a difference in me.



FRAME 22

JAZ (07:18): He's obviously noticed that my body is looking a lot more sculpted.

FRAME 23

SUPER: How would you describe CoolSculpting® in three words?
ALICE VO: How would you describe CoolSculpting® in three words?

FRAME 24

SUPER: Sexy
JAZ (17:06): Sexy,

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FRAME 19

SUPER: BEFORE / AFTER (Clinical side-by-side B&A – profile abdomen)

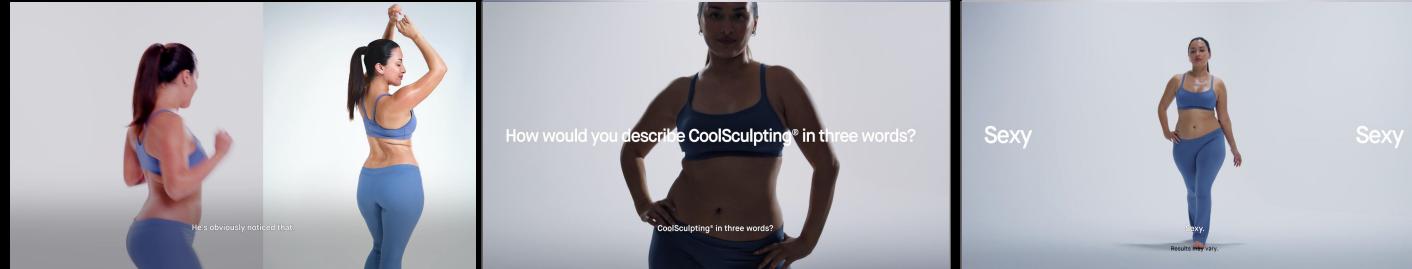
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FRAME 25
SUPER: Sculpted
JAZ (17:06): Sculpted,



FRAME 26
SUPER: Satisfied
JAZ (17:06): satisfied.



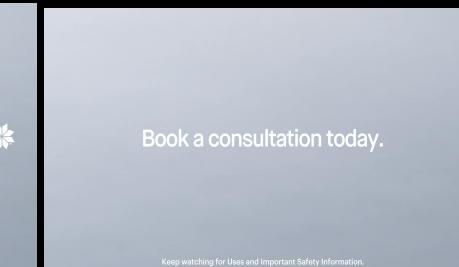
FRAME 27
SUPER: Own it. Sculpt it.
JAZ (17:06): Own it. Sculpt it.



FRAME 28



FRAME 29
SUPER: CS logo



FRAME 30

SUPER: Find a licensed provider near you.
VO: For more Important Safety Information, keep watching or visit CoolSculpting.com.

1. MARKETING CAPTION & LANGUAGE

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Uses
CoolSculpting® and **CoolSculpting® Elite** are FDA-cleared for the treatment of visible fat bulges in the submental (under the chin) and submandibular (under the jawline) areas, thigh, abdomen, and flank, along with bra fat, back fat, underneath the bust, and in the knee/upper arm (trifecta lift), and upper arm. It is also FDA-cleared to affect the appearance of lax tissue with submental area treatments. **CoolSculpting®** and **CoolSculpting® Elite** are not treatments for weight loss.

Important Safety Information
This procedure is not for everyone. You should not be treated with **CoolSculpting®** or **CoolSculpting® Elite** if you suffer from cryoglobulinemia, cold agglutinin disease, or paroxysmal cold hemoglobinuria.

Tell your doctor if you are pregnant or have any medical conditions including recent surgery, pre-existing hema, and any known or suspected cryoglobulinemia or paroxysmal cold hemoglobinuria.

During the procedure you may experience sensations of pulling, tugging, mild pinching, intense cold, tingling, stinging, aching, cramping and discomfort at the treatment site. These sensations lessen as the area becomes numb. Following the procedure, typical side effects include temporary redness, swelling, blanching, bruising, firmness, stinging, tenderness, cramping, and/or aching. These sensations (aching, skin sensitivity, tingling, and numbness) can persist up to several weeks after treatment. You may also experience throat discomfort/soreness and sensation of fullness in the back of the throat after submental or submandibular area treatment.

Rare side effects may happen in 1 to 10 out of 10,000 **CoolSculpting®** and **CoolSculpting® Elite** treatments (between 0.01% to 0.1%). One such rare side effect is a visible enlargement in the treated area, which may develop 2 to 5 months after treatment, will not resolve on its own, and may require surgical intervention for correction.

Please see full Important Safety Information for **CoolSculpting®** and **CoolSculpting® Elite** on CoolSculpting.com.

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coolsculpting® coolsculpting ELITE

FRAME 31

SUPER: CS: CSE ISI card

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