

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 templatized 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 to “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

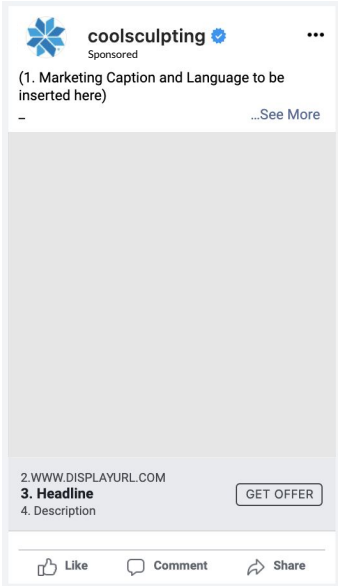
- New promotional URLs may be used in social media as long as the new URL has been approved in Vault as part of the approval of the new associated landing page (LP).
- In the LP Vault file, the Agency should include all new URLs and annotate in the Vault Description: "This landing page and associated 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: | PAID + ORGANIC - GLOBAL MOCKUP TEMPLATE | |
| PLATFORM TYPE: | FACEBOOK / INSTAGRAM/TIKTOK | IN FEED & IN FEED REPOST ON IGS |
| ASSET TYPE: | STATIC/VIDEO | |

This social media post leverages Social Media Template MBD-SM-164480

This asset will also be accessible via <https://www.allerganbrandbox.com>

SAMPLE MOCKUP: FACEBOOK IN FEED



FACEBOOK CAPTION SAFETY:

(1. Marketing Caption and Language to be inserted here)
#CoolSculpting

SAMPLE MOCKUP: TIKTOK FEED



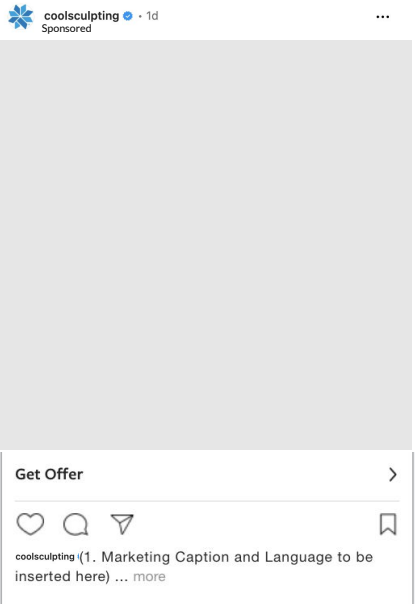
TIKTOK CAPTION SAFETY:

(1. Marketing Caption and Language to be inserted here)
#CoolSculpting

YOUTUBE SHORT CAPTION SAFETY:

(1. Marketing Caption and Language to be inserted here)
#CoolSculpting

SAMPLE MOCKUP: INSTAGRAM IN FEED



(1. Marketing Caption and Language to be inserted here)
#CoolSculpting

SAMPLE MOCKUP: INSTAGRAM IN FEED REPOST ON IGS



FRAME 2
FILE TYPE:
STATIC

1.II. ALTERNATIVE CAPTION CTA LANGUAGE

CATEGORY A: GENERIC COOLSCULPTING.COM ACTIONS

- Book a consultation today!
- Schedule an appointment today!
- Find a provider to see if CoolSculpting® is right for you!
- Schedule a consultation with your CoolSculpting® provider today!
- Click to see actual patients' before & afters
- Agency to identify new global options in red

ALTERNATIVE PAID MARKETING LANGUAGE
CATEGORY A: GENERIC COOLSCULPTING.COM ACTIONS

CTA BUTTON OPTIONS:

- Learn More
- Get Offer
- Apply Now

URL CTA BUTTON WILL LEAD TO:

- CoolSculpting.com
- New Landing Pages that this ad will lead to will come in subsequent submissions

2. DISPLAY URL OPTIONS:

- CoolSculpting.com

3. HEADLINE OPTIONS

- See if CoolSculpting® is right for you
- See if CoolTone® is right for you
- See whether it's right for you
- Book a consultation today
- Book a consultation with a provider
- Find a provider near you!
- Find a specialist
- Click to see before & afters
- Agencies to identify new global options here in red

4. DESCRIPTION OPTIONS

- See whether CoolSculpting® is right for you
- See whether CoolTone® is right for you
- Book a consultation today!
- Find a provider near you!
- Click to see before & afters
- Agencies to identify new global options here in red

ALTERNATIVE PAID MARKETING LANGUAGE
CATEGORY B: OFFER RELATED (NON-SWEEPS)

CTA BUTTON OPTIONS:

- Get Offer
- Learn More
- Book Now
- Sign Up
- Apply Now

URL CTA BUTTON WILL LEAD TO:

- New Landing Pages that this ad will lead to will come in subsequent submissions

2. DISPLAY URL OPTIONS:

- https://coolscul.pt/xxx
- coolsculpting.com

3. HEADLINE OPTIONS

- See if CoolSculpting® is right for you
- See whether it's right for you
- Book a consultation today!
- Save \$xxx on CoolSculpting®*
- Get \$xxx off*
- Get \$xxx off your CoolSculpting® treatment*
- Limited-Time Offer*
- Act now before your offer expires!
- Join Alle Today
- Join Alle
- Pay over time for CoolSculpting® treatments
- Get treated now, pay over time
- Plans starting as low as 0% APR

4. DESCRIPTION OPTIONS

- Sign Up to Save*
- Save on CoolSculpting®*
- Save on CoolTone®*
- Get CoolSculpting®*
- Get CoolTone®*
- Limited-Time Offer*
- Pay Your Way.
- Apply at No Risk Now

1.II. ALTERNATIVE CAPTION CTA LANGUAGE
CATEGORY A: GENERIC JUVEDERM.COM ACTIONS

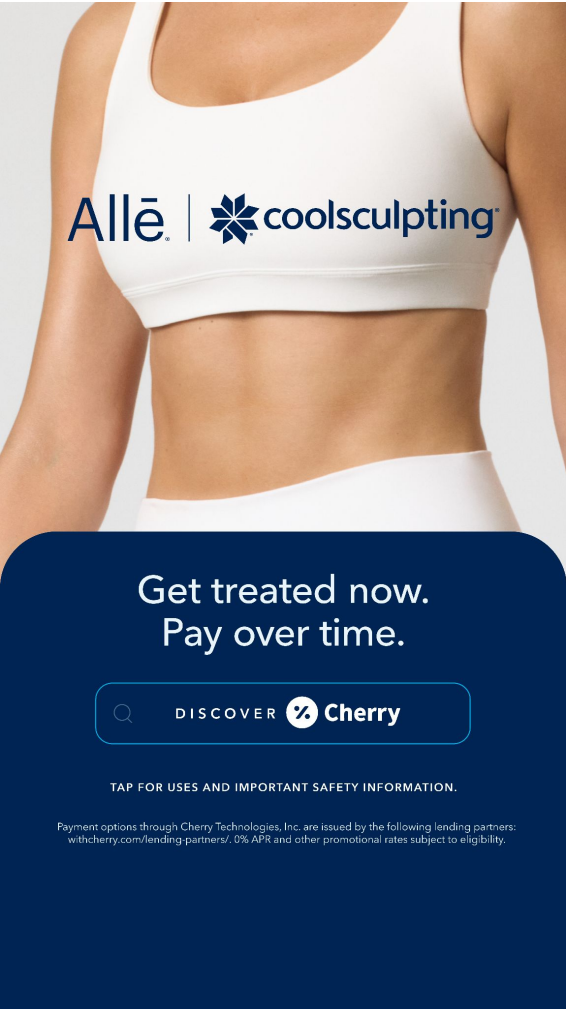
- *Terms and conditions apply.
- Save \$75 on CoolSculpting®* *Terms and conditions apply.
- Save \$100 on CoolSculpting®* *Terms and conditions apply.
- Learn more about CoolSculpting®* *Terms and conditions apply.
- Schedule a consultation with your specialist and save on CoolSculpting®* *Terms and conditions apply
- Save on your next CoolSculpting® treatment.* *Terms and conditions apply.
- Save \$75 on a CoolSculpting® treatment.* *Terms and conditions apply.
- Save \$100 on a CoolSculpting® treatment.* *Terms and conditions apply.
- Sign up and save \$75 on your next treatment!* *Terms and conditions apply.
- Sign up and save \$100 on your next treatment!* *Terms and conditions apply.
- Agency to identify new global options in red

| | | | |
|----------------|---|------------|----------------|
| ASSET NAME: | US-BC-SM-00209 - CS PATIENT FINANCING SOCIAL ASSETS TRACK 7 | | |
| PLATFORM TYPE: | INSTAGRAM | STORY 9:16 | ORGANIC & PAID |
| ASSET TYPE: | STATIC WITH ISI CARD | | |

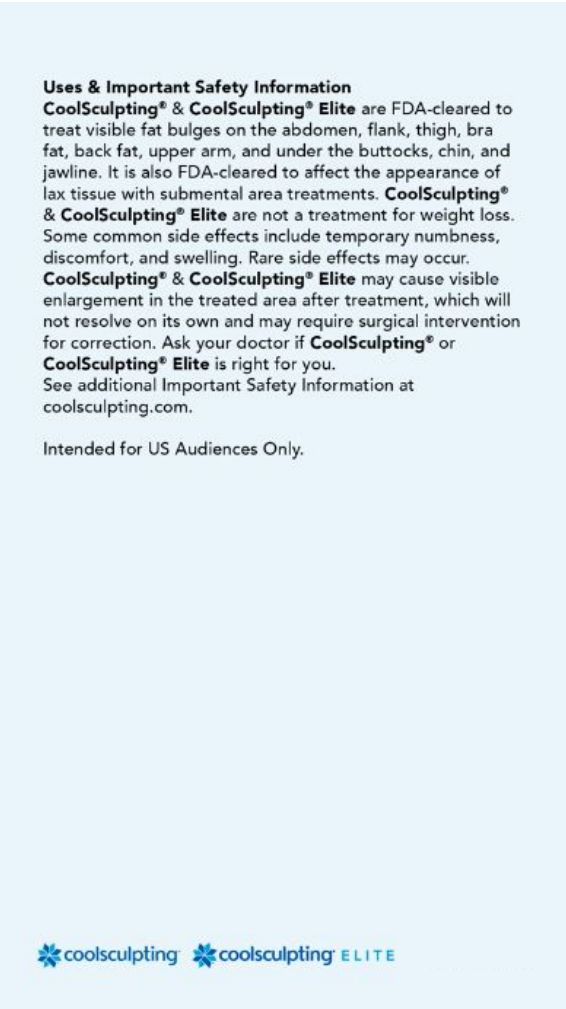
☐

For use on Allē Social

☐

For use on Allergan BrandBox

FRAME 1



FRAME 2

INSTAGRAM

 INSERT.URL.COM

Organic Link Out: Follows standard URL process, and is approved in LP submission.

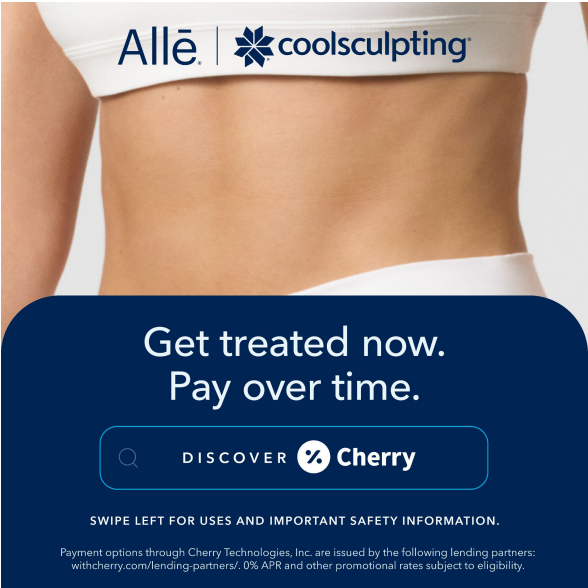
| | | | |
|----------------|---|-------------|----------------|
| ASSET NAME: | US-BC-SM-00209 - CS PATIENT FINANCING SOCIAL ASSETS TRACK 7 | | |
| PLATFORM TYPE: | INSTAGRAM | IN FEED 1:1 | ORGANIC & PAID |
| ASSET TYPE: | STATIC WITH ISI CARD | | |

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For use on Allē Social

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For use on Allergan BrandBox



FRAME 1
Thumbnail



FRAME 2

1. ORGANIC MARKETING CAPTION & LANGUAGE

1.i Cherry offers flexible payment schedules while you start on your body contouring goals. 📦 Apply within Allē to get started.

0% APR and other promotional rates subject to eligibility.

Apply Now at the #linkinbio

Swipe left for Uses and Important Safety Information.

Intended for US Audiences Only.

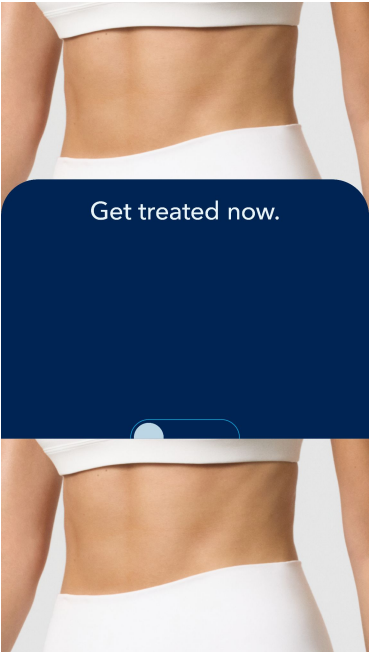
| | | | |
|----------------|---|--------------|----------------|
| ASSET NAME: | US-BC-SM-00209 - CS PATIENT FINANCING SOCIAL ASSETS TRACK 7 | | |
| PLATFORM TYPE: | INSTAGRAM/TIKTOK | REEL/TT 9:16 | ORGANIC & PAID |
| ASSET TYPE: | VIDEO WITH ISI CARD | | |

☐ For use on Allē Social

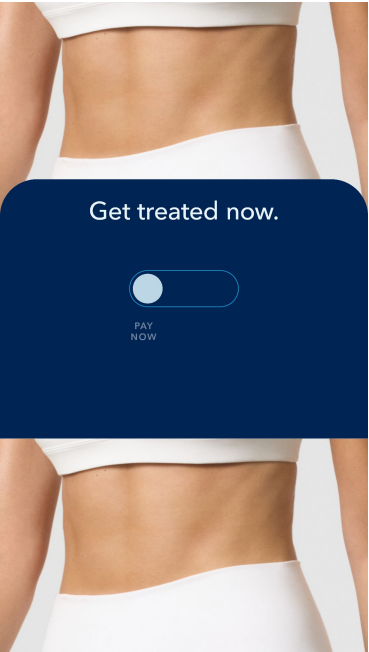
☐ For use on Allergan BrandBox



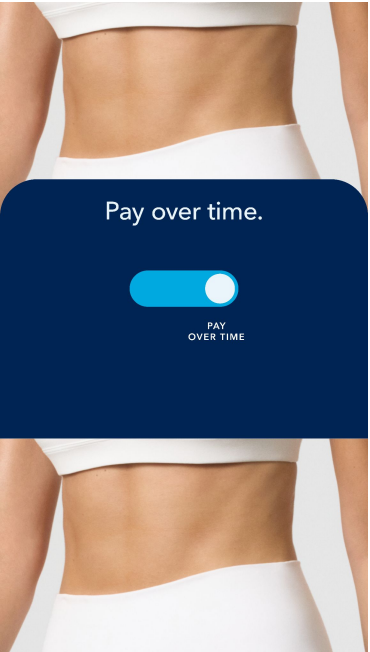
FRAME 1



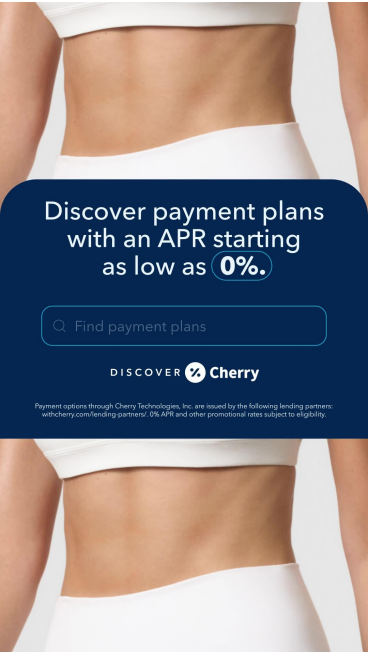
FRAME 2



FRAME 3



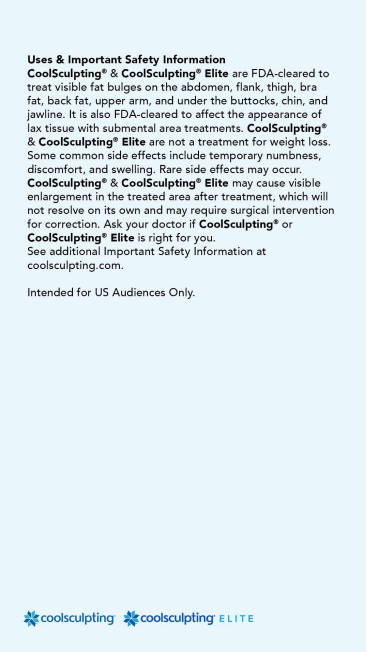
FRAME 4



FRAME 5



FRAME 6



FRAME 7

1. ORGANIC MARKETING CAPTION & LANGUAGE

Cherry offers flexible payment schedules while you start on your body contouring goals. 📦 Apply within Allē to get started.

0% APR and other promotional rates subject to eligibility.

Apply Now at the #linkinbio

Keep watching for Uses and Important Safety Information.

Intended for US Audiences Only.

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*0% APR and other promotional rates subject to eligibility. Exact terms and APR depend on credit score and other factors. Payment options through Cherry Technologies, Inc. are issued by the following lending partners: withcherry.com/lending-partners/.

TIKTOK CAPTION & SAFETY:

Cherry offers flexible payment schedules while you start on your body contouring goals. 📦 Apply within Allē to get started.

0% APR and other promotional rates subject to eligibility.

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Keep watching for Uses and Important Safety Information.

Intended for US Audiences Only.

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*0% APR and other promotional rates subject to eligibility. Exact terms and APR depend on credit score and other factors. Payment options through Cherry Technologies, Inc. are issued by the following lending partners: withcherry.com/lending-partners/.

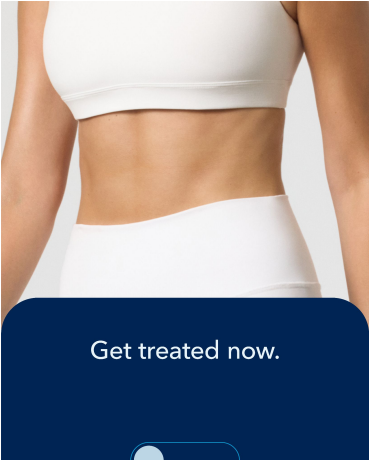
| | | | |
|----------------|---|-------------|----------------|
| ASSET NAME: | US-BC-SM-00209 - CS PATIENT FINANCING SOCIAL ASSETS TRACK 7 | | |
| PLATFORM TYPE: | FACEBOOK | IN FEED 4:5 | ORGANIC & PAID |
| ASSET TYPE: | VIDEO WITH ISI CARD | | |

☐ For use on Allē Social

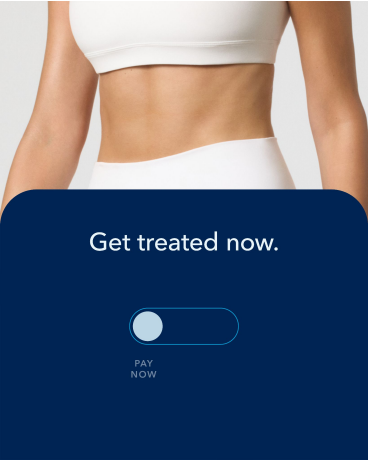
☐ For use on Allergan BrandBox



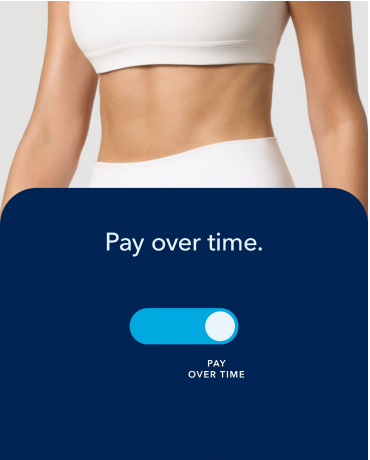
FRAME 1



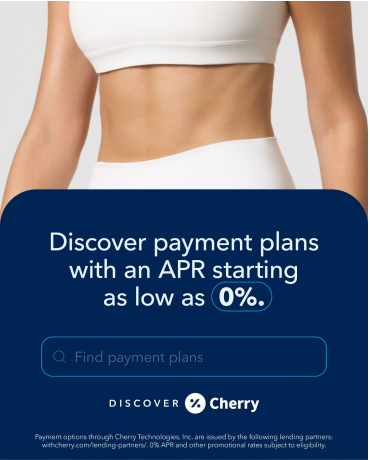
FRAME 2



FRAME 3



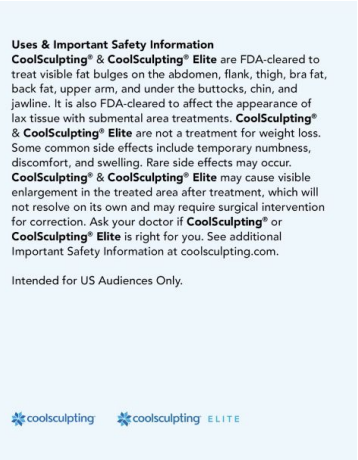
FRAME 4



FRAME 5



FRAME 6



FRAME 7

1. ORGANIC MARKETING CAPTION & LANGUAGE

1.i Cherry offers flexible payment schedules while you start on your body contouring goals. 📺 Apply within Allē to get started.

0% APR and other promotional rates subject to eligibility.

Apply Now at <https://coolscul.pt/3yYsrbN>

Keep Watching for Uses and Important Safety Information.

Intended for US Audiences Only.

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*0% APR and other promotional rates subject to eligibility. Exact terms and APR depend on credit score and other factors. Payment options through Cherry Technologies, Inc. are issued by the following lending partners: withcherry.com/lending-partners/.