



Content Pointers

Make an introduction! Include your name, age, and how long you have been suffering from acne. Here are some prompts to get you started on the video:

- How long have you been suffering from acne?
- Can you share your acne experience (how did it make you feel, what did you go through on a daily with your acne)
- What other treatments have you tried previously?
- What made you decide to try AviClear?
- How do you feel about your acne results?
- How has AviClear improved your self-confidence?
- Have your friends or family noticed a difference in your skin since the AviClear treatment?
- What is one thing that you look forward to now with acne-free skin?
- Would you recommend AviClear to a relative or your best friend?

Social Media Messaging

We love reposting your content! In order to collaborate, we need to ensure we're using approved messaging on our channels. Here's a guide:

APPROVED MESSAGING

- The future of acne treatment
- Acne meets innovation
- Acne treatment just moved light-years ahead
- First 1726 nm FDA-cleared for the long term treatment of mild, moderate, and severe inflammatory acne
- Join the acne treatment revolution (B2B)
- Results that redefine what's possible
- Confidence with clearer skin
- Treat acne at the source
- Targets sebum (skin oil) the source of acne
- All skin types
- Treats mild, moderate, and severe acne

NOT APPROVED MESSAGING

- Clear skin in a flash
- Pain free
- Same results as accutane
- No side effects
- Therapy without pain mitigation
- FDA approved
- No downtime
- Acne cure
- Permanent results
- Treats all types of acne
- Results equal or better than isotretinoin / accutane
- Prescription-free
- No Topical, Non-Systemic, Chemical-free solution
- Free of harmful side effects



Content Pointers for Providers

Make an introduction! Include your name, your clinic's name, and how long you have been offering AviClear. Here are some prompts to get you started on the video:

- What made you decide to integrate AviClear into your practice?
 - How has AviClear impacted your practice and patient satisfaction?
 - Can you share a memorable patient success story with AviClear?
 - What feedback have you received from patients after their treatments?
 - How has AviClear helped you differentiate your clinic from others?
 - What changes have you noticed in your clinic's growth or patient retention?
 - Why would you recommend AviClear to other providers?
 - What do you enjoy most about offering AviClear to your patients?
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Before and After Criteria

- Noticeable clinical results
- High-resolution, unedited photos
- Consistency in photo elements, which include the following:
 - Lighting
 - Focus
 - Backdrop
 - Position/angle of the treatment area
- Consistency in patient appearance, which includes the following:
 - Makeup - No makeup should be worn in both the 'Before' or 'After' photos
 - Jewellery - It is preferred that jewellery is not worn, as it can be distracting from treatment results
 - Hair - Hair must be pulled back in all face photos