

2023 Minimum Advertised Price (MAP) Guide

We've done the research and it's time to break the 'cycle' and transition to 'treatment plans.' Each time a single applicator is placed on a patient is a 'treatment,' while a personalized treatment plan consists of multiple treatments that may require two or more sessions to achieve desired results. This MAP policy focuses exclusively on personalized treatment plans to help CoolSculpting® patients achieve their desired outcomes.

MAP defines the minimum advertised price; however, it does not limit practices from promoting plans at higher prices.

8+ PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- Up to 50% off CoolSculpting® treatment plan of 8+ treatments
- BOGO on CoolSculpting® plan of 8+ treatments
- We've used 'midsection makeover' below but you can name your plan for your practice*
 - As low as \$3,200 for a midsection makeover with 8 treatments or more
 - 50% off your midsection makeover of 8+ treatments
 - BOGO on your midsection makeover of 8+ treatments
 - Up to half off on your midsection makeover of 8+ treatments

DO NOT ADVERTISE:

- Specific price per treatment
- Specific dollars off per treatment
- In combination with any other CoolSculpting® product offers

*CoolSculpting® treats visible fat bulges on 9 areas of the body including the abdomen. See below for full indication.

6-7 PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- 35% off CoolSculpting® plan of 6-7 treatment

DO NOT ADVERTISE:

- Specific price per treatment
- Specific dollars off per treatment

4-5 PERSONALIZED TREATMENT PLAN

DO ADVERTISE:

- 25% off CoolSculpting® treatment plan of 4-5 treatments
- We've used a few possible names below but you can name your package for your practice
 - 25% off your 'under the chin transformation' of 4-5 treatments
 - 25% off your 'upper arm transformation' of 4-5 treatment

DO NOT ADVERTISE:

- Specific price per treatment
- Specific dollars off per treatment

Policy Modification: ZELTIQ reserves the right at any time to modify, suspend, or discontinue this Policy in whole or in part, or to designate promotional periods during which the terms of the Policy change, or designate periods of time during which the Policy is not applicable.

Indications

CoolSculpting® treats visible fat bulges in the thigh, abdomen, and flank, along with bra fat, back fat, underneath the buttocks (also known as banana roll), and upper arm in patients with a Body Mass Index (BMI) of ≤ 30 and in submental and submandibular areas in patients with a BMI of ≤ 46.2 . It is also cleared to affect the appearance of lax tissue with submental area treatments.

See reverse side for Important Safety Information.

COOLSCULPTING® and the Snowflake Design are trademarks of Zeltiq Aesthetics, Inc., an AbbVie company, used under license by AbbVie Corporation. Material developed and funded by Allergan Aesthetics, an AbbVie company. The suitability of a CoolSculpting® treatment on an individual patient basis should always be considered as part of the assessment and consultation process. CoolSculpting® is not suitable for all patients. Please consult the Directions for Use prior to the procedure. Patient results may vary.

© 2023 AbbVie. All rights reserved. CA-CSC-230070

MAP

Advertising

Examples

OVERALL

Do Advertise

- Treatment plans as opposed to single treatments
- A realistic treatment plan that fully addresses the patient's goals
- A percent off a treatment plan
- Discount percentages are based on an MSRP (List) price per treatment of \$800 per treatment (per applicator)

Do Not Advertise

- Using the word 'cycle', instead say 'treatment'
- A single treatment, instead focus on a treatment plan
- A specific price per treatment—CoolSculpting® as low as \$XXX per treatment
- A specific dollar off per treatment—\$XXX off on CoolSculpting® treatments now
- A percent discount that is greater than the limits specified
- Any competitive statements—We'll match any price, guaranteed

*CoolSculpting® is cleared to treat visible fat bulges on 9 areas of the body including the abdomen. See reverse side for full indication.

Important Safety Information

During the procedure patients may experience sensations of pulling, tugging, mild pinching, intense cold, tingling, stinging, aching and cramping at the treatment site.¹ These sensations subside as the area becomes numb.¹ Following the procedure, typical side effects include redness, swelling, blanching, bruising, firmness, tingling, stinging, tenderness, cramping, aching, itching, skin sensitivity and numbness. Numbness can persist for up to several weeks. A sensation of fullness in the back of the throat may occur after submental treatment. The following rare side effects based on Zeltiq's post-market surveillance data have the following reported rates: paradoxical hyperplasia (1/3000 [0.033%]); late-onset pain (1/6000 [0.017%]); severe pain (1/6000 [0.017%]); hyperpigmentation (1/11000 [0.009%]); freeze burn (1/15000 [0.006%]); treatment area demarcation (1/20000 [0.005%]); vasovagal symptoms (1/30000 [0.003%]); subcutaneous induration (1/30000 [0.003%]); cold panniculitis (1/60000 [0.002%]) and hernia (1/185000 [0.001%]).^{1,2} The CoolSculpting® procedure is not for everyone. Patients should not have the CoolSculpting® procedure if they suffer from cryoglobulinaemia, cold agglutinin disease or paroxysmal cold haemoglobinuria, or if they are pregnant or lactating.¹ The CoolSculpting® procedure is not a treatment for obesity.³ CoolSculpting® is not a weight loss procedure and should not replace a healthy diet and active lifestyle. Please see the CoolSculpting® user manual for the full list of side-effects.¹

1. Allergan Inc. CoolSculpting® system user manual. BRZ-101-TUM-EN3-L. September 2021.

2. Allergan Inc. CoolSculpting® Important Safety Information (ISI) November 2021. Available at: <https://www.coolsculpting.com/important-safety-information/> [Accessed April 2023].

3. FDA 510(K) Summary Document. Jan 2020. Available at: https://www.accessdata.fda.gov/cdrh_docs/pdf19/K193566.pdf [Accessed May 2023].

PLAN OF 8+ TREATMENTS

Do Advertise

- 50% off your midsection makeover of* 8 or more treatments
- As low as \$3,200 for your tummy transformation of 8 treatments or more
- Buy 4, get 4 CoolSculpting® treatments free
- BOGO on 8 or more total CoolSculpting® treatments

Do Not Advertise

- 50% off in combination with any other offering - Get 50% off your midsection makeover (8+ treatments) and receive a \$200 off CoolSculpting® coupon

Example:



PLAN OF: 6-7 TREATMENTS

Do Advertise

- 35% off a CoolSculpting® package of 6-7 treatments

PLAN OF: 4-5 TREATMENTS

Do Advertise

- 25% off 4-5 CoolSculpting® treatments
- Buy 3 get 1 free on 4 CoolSculpting® treatments
- Buy one, get one at 50% off