



July 16, 2014

Dear CoolSculpting® Provider,

Because you are a valued business partner, we want to inform you about our latest social media promotion, which is designed to educate our social media following – nearly 70,000 and counting – that the CoolSculpting procedure is now FDA-cleared to treat the thigh. Although this is a corporate initiative, you have the option to leverage it for your own marketing efforts. We hope you will use the information and assets provided in this e-mail to share our summer sweepstakes with your friends and patients via your website, blog and social media platforms.

*The CoolSculpting Say Hi to Summer Thighs Sweepstakes has just launched and will run through August 10, 2014. One grand prize winner will receive (2) CoolSculpting thigh treatments and (1) \$500 shopping spree! There will also be (4) \$250 shopping spree prizes! Participants may enter daily for a chance to win, and each entry counts toward the CoolSculpting grand prize. There is a maximum of (12) entries per person.*

The CoolSculpting provider for the grand prize winner will be selected using the grand prize winner's residential zip code. If you are determined to be the nearest provider, you will have the option to choose if you would like to provide treatment. We would of course promote your practice in our social media efforts as the designated provider.

The sweepstakes is located on our Facebook page here:

[https://www.facebook.com/CoolSculpting/app\\_228910107186452](https://www.facebook.com/CoolSculpting/app_228910107186452)

Please see below for suggested social media posts that can easily be used to promote this sweepstakes within your own social media marketing efforts. You will also see a link to download a couple of images that you can use in your promotion as well.

#### **Sample Facebook Posts**

Don't fear your mirror this summer; instead enter the CoolSculpting® Say Hi to Summer Thighs Sweepstakes for your chance to win two CoolSculpting thigh treatments and a \$500 shopping spree!

<http://tinyurl.com/mdnlumf>

Sun is out, thighs are out! Rock those short shorts this summer and enter the CoolSculpting® Say Hi to Summer Thighs Sweepstakes to win two CoolSculpting thigh treatments and a \$500 shopping spree!

<http://tinyurl.com/mdnlumf>

#### **Sample Tweets**

Enter to win two CoolSculpting® thigh treatments & a \$500 shopping spree in their summer sweepstakes today! <http://tinyurl.com/mdnlumf>

Want sexy summer legs? Enter for a chance to win TWO CoolSculpting® thigh treatments and a shopping spree! <http://tinyurl.com/mdnlumf>



Here is a direct link to download promotional design assets to attach to your posts:

<https://www.dropbox.com/sh/264dku1axnis0a9/AACRoIVvzsKJP3HK99DTgCMa>

We will keep you posted on the progress of our sweepstakes and, if you have not already, please "[LIKE](#)" CoolSculpting on Facebook and "[FOLLOW US](#)" on Twitter for ongoing updates. You can easily "share" or "retweet" our posts to your followers to help us publicize this great promotion.

[Http://www.facebook.com/coolsculpting](http://www.facebook.com/coolsculpting)

<http://www.twitter.com/coolsculpting>

Please feel free to e-mail [marketing@zeltiq.com](mailto:marketing@zeltiq.com) with any questions. Thank you as always for your continued support.

Sincerely,  
Marketing Department  
ZELTIQ® Aesthetics, Inc.