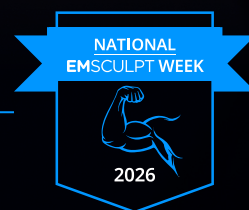


# May the **Strength** Be with You

National Emsculpt Week

May 17 → 23, 2026



# National Emsculpt Week

May 17 → 23 | 2026

This May, we are celebrating more than aesthetics.

We are celebrating stronger bodies. Stronger movement. **Stronger confidence. Stronger lives.**

- The mom carrying her kids without thinking twice.
- The golfer getting back on the course.
- The patient rebuilding muscle after GLP-1 weight loss.
- The woman thriving through menopause.
- The athlete chasing performance.
- The couple transforming together.
- The everyday person simply wanting to feel stronger, move better, and enjoy life more fully.

This year, we want to see how **EMSCULPT NEO helps patients live stronger for life.**



## Stronger for Life.

Muscle for the Moments That Matter.

@emsculptneo | #emsculptweek



# Show Us

Real People. Real Movement. Real Emotion. **Real Strength.**

## Through IG posts, consider:

- Reels
- Lifestyle footage
- Patient testimonials
- Before-and-after moments
- Functional wellness stories
- GLP-1 comeback stories
- Menopause and postpartum stories
- Athletic footage
- Couples transformations
- Combo therapy stories
- Open house footage
- Funny or viral content
- Real-life wins



## What's in It for You?

# Two Ways to Win

## 1 | Sweepstakes Drawings

Every post earns entries. The more you post, the more chances you have to win.

### 1 Point

- Static image
- Team photo
- Device photo
- Before-and-after photo
- Patient quote graphic

### 3 Points

- Reel
- Feature multiple patients or team members
- Viral or funny reel
- Reel with lifestyle footage
- Patient testimonial
- Bus tour or open house reel

### 5 Points

- Reel explaining and or demonstrating the mind muscle connection
- Functional wellness story
- GLP-1 story
- Menopause or postpartum story
- Combo therapy story
- Workout or athletic content
- Emotional transformation reel
- Athletic performance reel
- Couples transformation story
- Reel with a strong hook and storytelling



### Grand Prize Winners

**3** Medical Minute TV Features  
(\$10k value each)



### Runner-Up Winners

**5** Emsculpt Neo Applicator Set  
prize packages

*Winner chooses preferred  
applicator set*



### Additional Winners

- **4** \$1,000 makeover or shopping spree winners
- **10** swag bag winners

# Two Ways to Win

## 2 | Category Awards

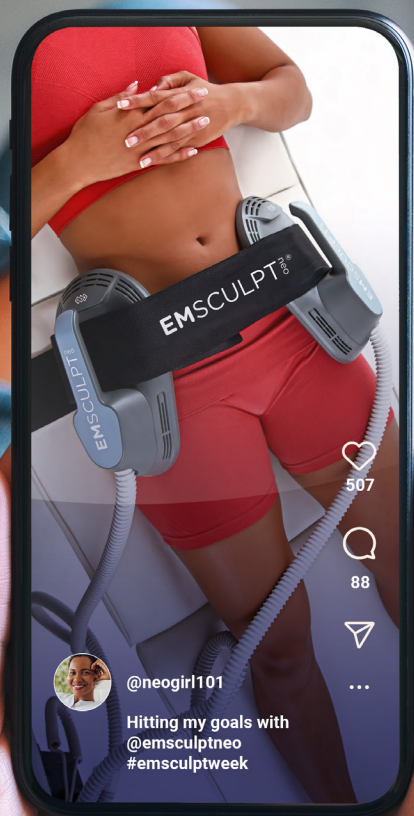
Clinics can also compete for judged awards celebrating creativity, storytelling, and participation.

### Award Categories

- Best Functional Wellness Reel
- Best GLP-1 Comeback Reel
- Best Postpartum or Menopause Reel
- Best Athlete or Weekend Warrior Reel
- Best Clinic Team Participation or Most Inspiring Story

### Category Prizes

- **THE EMSCULPTIE AWARD**
- **\$4,000 STRONGER FOR LIFE WELLNESS ESCAPE**



# Daily Prompts

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**SUNDAY** → Strongest Version of Me

**MONDAY** → Move Better Monday

**TUESDAY** → Transformation Tuesday

**WEDNESDAY** → Wellness Wednesday

**THURSDAY** → Throwdown Thursday

**FRIDAY** → Flex Friday

**SATURDAY** → Stronger Together Saturday

## How to Enter

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- Post during **May 17-23, 2026**
- Tag **@EmsculptNeo**
- Use **#EmsculptWeek**

## Best Practices

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- Reels perform best.
- Hook viewers in the first 1-2 seconds.
- Show real people and real movement.
- Use captions on screen.
- Keep videos short.
- Focus on how Emsculpt Neo improves life — not just appearance.

Every post counts.  
Every story matters.  
**Every reel is a chance to win.**





# Show Us What **Strength** Really Looks Like.

## National EMSCULPT WEEK Sweepstakes Official Rules

**How to Enter:** To enter, medical provider participants must create and post original content on Instagram tagging @EMSCULPTNEO and #EMSCULPTWEEK.

Multiple entries are allowed with no cap on posts, but each post must contain unique content. Increasing the number of posts can improve the odds of winning. Content created or posted by automated tools such as "bots" are not eligible to win.

**Eligibility:** The National Emsculpt Week Sweepstakes is open to legal residents of the United States and Canada, aged 18 or older at the time of entry. Eligible participants include practitioners offering Emsculpt therapies and prospective patients in the US and Canada without metal implants. Employees of BTL Industries, their immediate family members, and those in their household are not eligible. The Sweepstakes is subject to federal, state, and local laws and regulations and is void where prohibited. No purchase is necessary.

**Sweepstakes Period:** The Sweepstakes begins on Sunday, May 17, 2025, at 12:00 AM EST and ends on Saturday, May 23, 2025, at 11:59 PM PST.

### Prizes:

- \* Three (3) winners will receive a Medical Minute TV Feature valued at \$10k each.
- \* Five (5) winners will receive their choice of a set of large, small or Edge applicators.
- \* Four (4) aestheticians or providers will win a \$1,000 gift card for a makeover.
- \* Ten (10) Emsculpt swag bags.
- \* Five (5) Emsculptie Awards
- \* Five (5) Weekend Wellness Escapes valued at \$4,000 each.

Prizes are non-transferable and cannot be redeemed for cash.

Limit one prize per person.

**Restrictions:** Prizes cannot be transferred or substituted, except at the sole discretion of the sponsor.

**Random Selection:** Winners will be selected via a random drawing at the end of the National Emsculpt Week event.

**Sponsor:** The sponsor of this Sweepstakes is BTL Industries, located at 362 Elm Street, Marlborough, MA 01752.

Void Where Prohibited: The contest is void outside of the US and Canada and where prohibited by law.