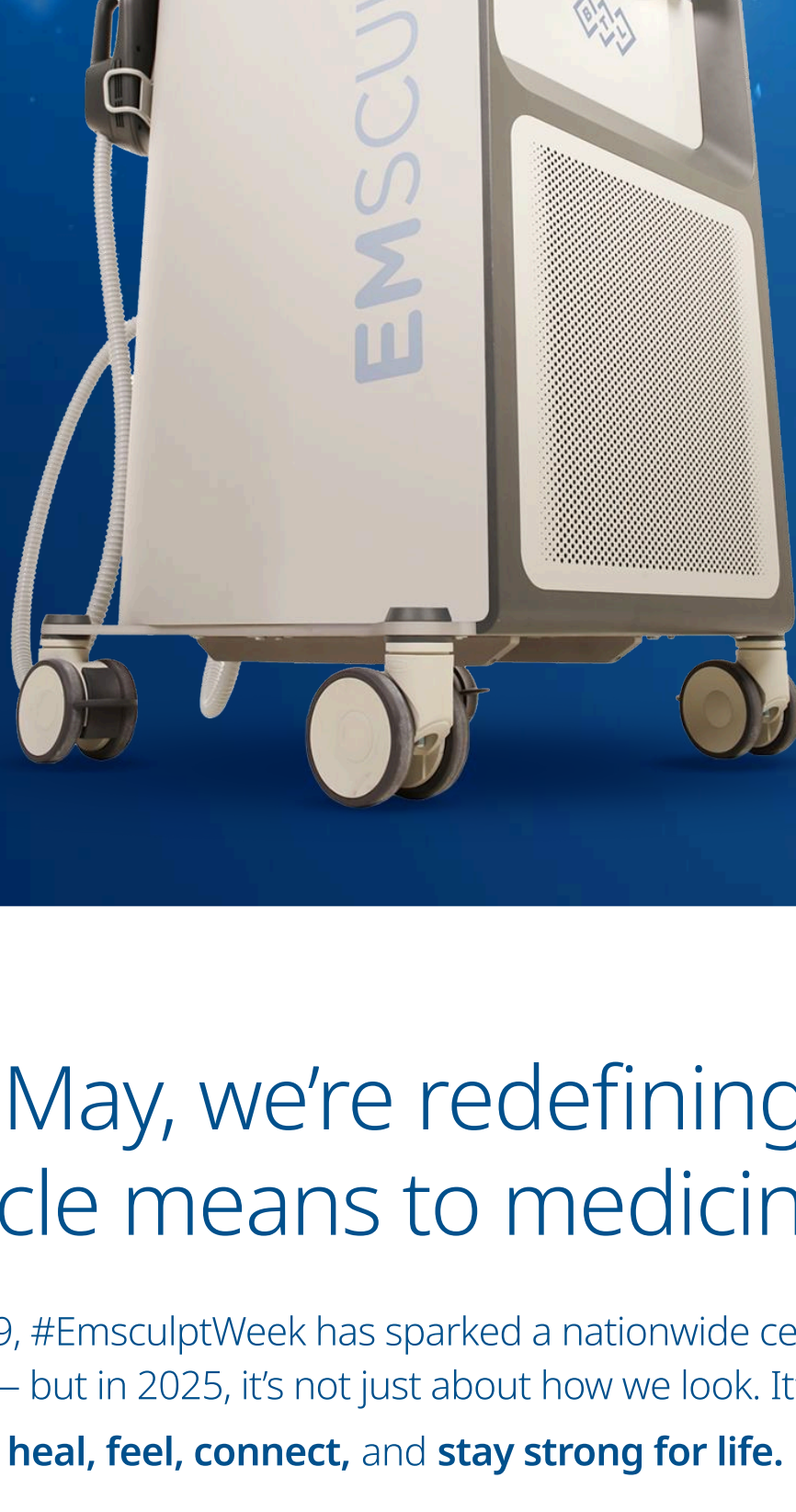




THE EVOLUTION CONTINUES.

IT'S TIME FOR #EMSCULPTWEEK

MAY 18TH-24TH, 2025



This May, we're redefining what muscle means to medicine.

Since 2019, #EmsculptWeek has sparked a nationwide celebration of strength — but in 2025, it's not just about how we look. It's about how we **move, heal, feel, connect,** and **stay strong for life.**

This year, we challenge every practice and patient to **Sculpt the Future of Wellness** — focusing on five powerful pillars:

Strength	Rehabilitation & Recovery	Body-Mind Connection (Exomind)	Combination Therapy	Prevention of Muscle Loss due to GLP-1 Use
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Get ready to share your stories. Spark conversations. Empower your patients. **And win some major prizes in the process.**

Provider Participation

Who can join?

All Emsculpt Neo and Emsculpt Classic providers are welcome!

How to enter & win

Earn points by posting between May 18–24th, 2025 on Instagram.

Earn 1 Point

Post a photo of yourself, a team member, or a patient with your device. You can also share a testimonial or Before & After.

Themes: strength, recovery, aesthetics, or wellness.

Earn 3 Points

Post a reel that creatively showcases:

- Show how Emsculpt helps preserve muscle during GLP-1 therapy.
- Share a powerful patient story of rehab, recovery, or comeback.
- Highlight how Emsculpt contributes to your patients' confidence, vitality, and pursuit of happiness.
- Capture a body-mind wellness moment that speaks to strength beyond aesthetics.
- Reveal your go-to combination therapy protocol that delivers results.

BE bold, emotional, clever, or educational —BE unforgettable.



Important!

Posts must tag **@BTLAesthetics** IN your post and use **#EmsculptWeek** to be counted.

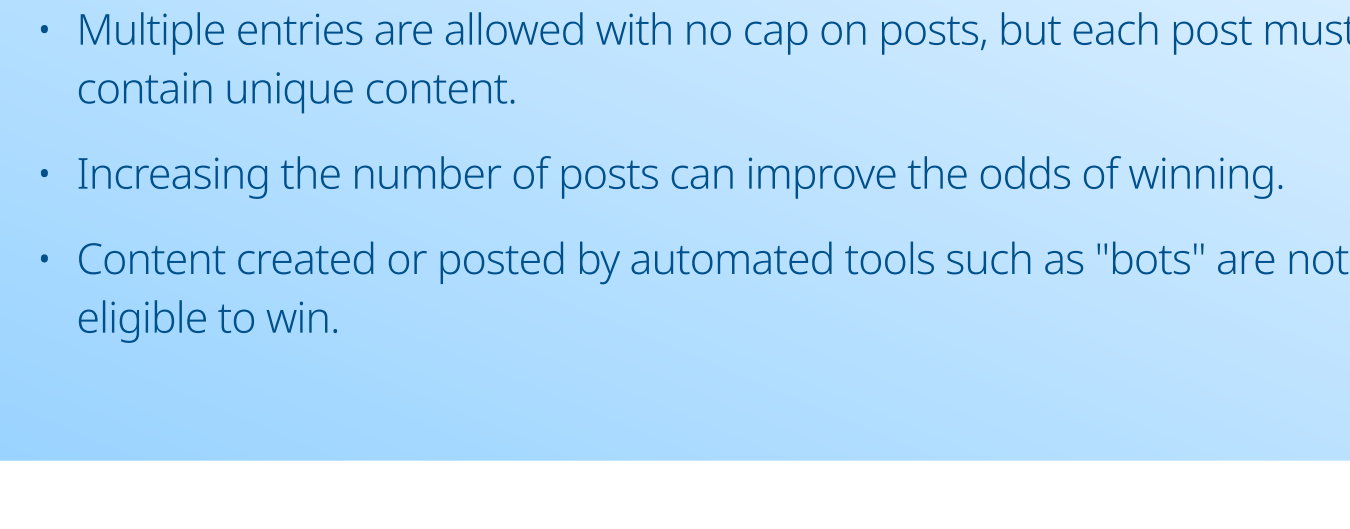
PRIZES

For Providers



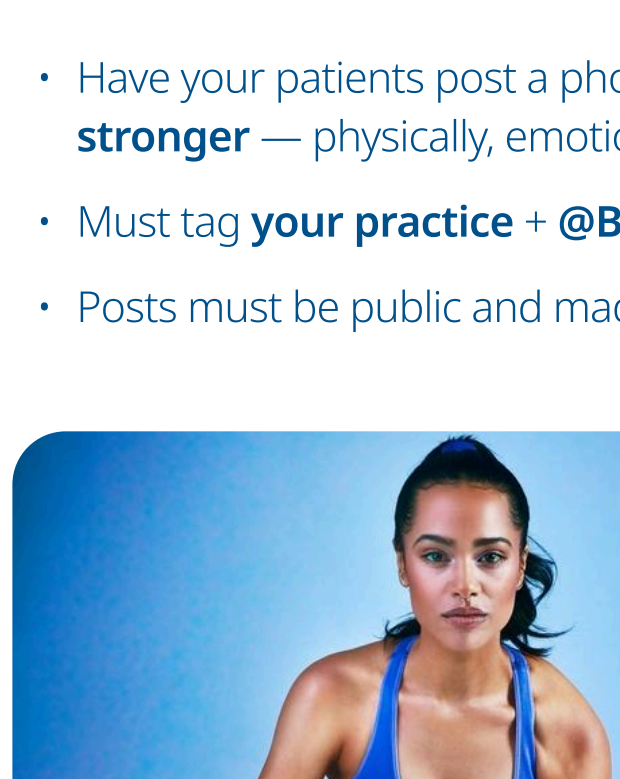
4 Grand Prize Winners

Win an **EXION DEVICE** with your choice of the small or RF Microneedling applicator!



5 Runner Up Winners

Receive an **Emsculpt applicator set of your choice** (Large, Small, or Edge for Neo)



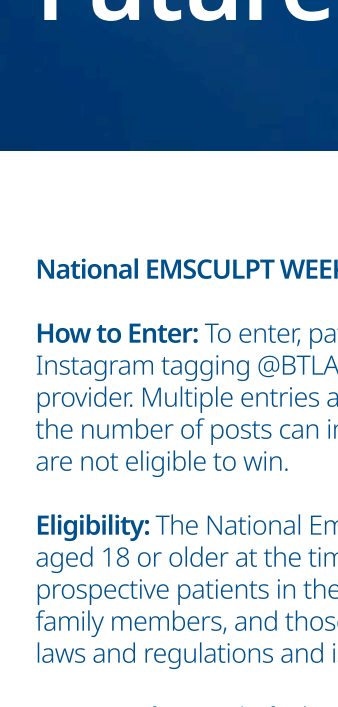
Aesthetician Love - 4 Winners

For once the pampering goes to the providers. Four lucky aestheticians will win **\$1,000 gift cards** to treat themselves -- because self-care isn't just for clients.



Exclusive Swag Bags - 10 Winners

Ten lucky winners will score exclusive swag bags filled with **Emsculpt-branded goodies** -- because what's a celebration without a little merch magic?



Daily Prizes

10 random participants each day will receive a **pack of 100 patient brochures** and 3 additional random participants will receive an **Emsculpt Swag Bag**.

Winners will be announced June 16, 2025

via **@BTLAesthetics** on Instagram.

How to enter:

- Patient and medical provider participants must create and post original content on Instagram tagging **@BTLAESTHETICS** and **#EMSCULPTWEEK**
- Patient participants must also tag their medical provider.
- 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.

Patient Giveback: Stronger Together

5 Patient Makeovers with EMSCULPT NEO

Give back to your community: Patient Entries

We're not just sculpting bodies — we're building community strength. Invite your patients to join the celebration!

How to enter:

- Have your patients post a photo or reel that represents **how they feel stronger** — physically, emotionally, or socially.
- Must tag **your practice + @BTLAesthetics** and use **#EmsculptWeek**.
- Posts must be public and made between **May 18–24, 2025**.

Patient Prizes

5 patient winners will be randomly selected to receive a complimentary series of **Emsculpt treatments** at your practice.*

*Participants must not have contraindicated conditions (e.g., metal implants). Prizes have no cash value and are non-transferable.

It's almost time to **Sculpt the Future of Wellness!** Let's Go!

National EMSCULPT WEEK Sweepstakes Official Rules

How to Enter: To enter, patient and medical provider participants must create and post original content on Instagram tagging **@BTLAESTHETICS** and **#EMSCULPTWEEK**; patient participants must also tag their medical provider. 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 Emface 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 18, 2025, at 12:00 AM EST and ends on Saturday, May 24, 2025, at 12:00 PM PST.

Prizes:

* Four (4) winners will receive a BTL Exion multiplatform system with their choice of the small or RF Microneedling applicator.

* 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) patient makeovers (4 treatments each with Emsculpt Classic or Emsculpt Neo, valued at \$3,200).

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

For treatment winners, BTL will only cover the costs of the chosen treatments and only for the treatment provider identified in the winning post. Treatment winners must agree to the terms of the treatment provider before receiving treatment and provide truthful information regarding their medical history and contraindications, such as metal implants. While the treatment winner is a candidate for the treatment is determined in the discretion of the medical provider; BTL does not guarantee that the treatment winner will be a candidate for the treatment. BTL does not guarantee treatment results. All taxes and fees associated with prize receipt and use are the sole responsibility of the winners. Odds of winning depend on the number of eligible entries received during the sweepstakes period. 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.