

THE GOAT OF ALL GIVEAWAYS RETURNS #EMSCULPTWEEK

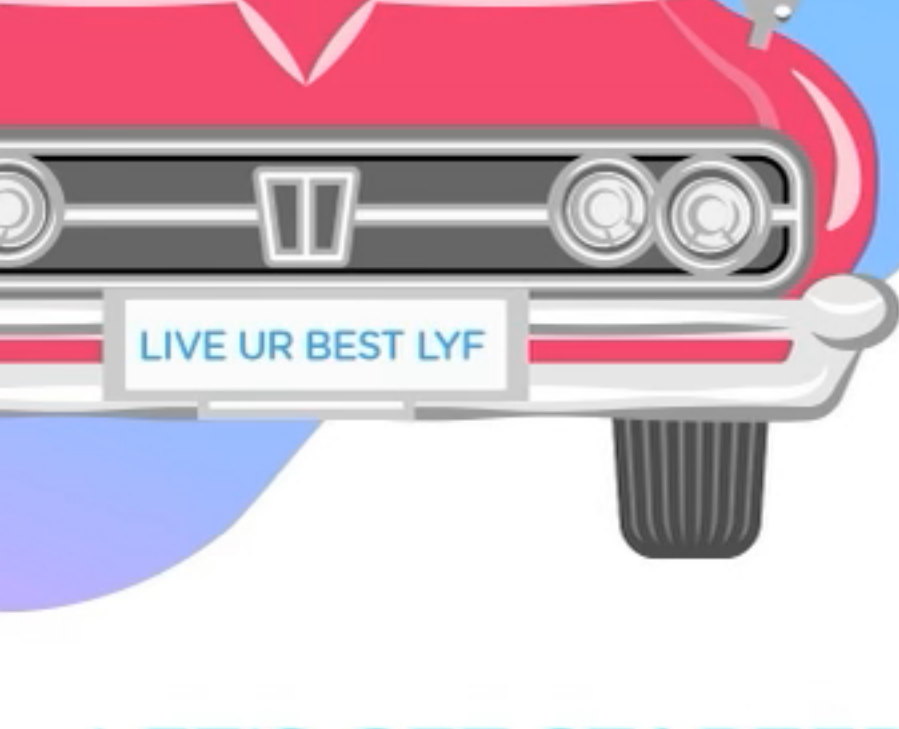
MAY
15-21ST,
2023

LET'S GET IT!

IT'S TIME!

NATIONAL EMSCULPT WEEK.

It's time to once again celebrate National Emsculpt Week! BTL founded Emsculpt Week in 2019 to celebrate innovative technology that builds muscle mass and spreads confidence. Each year over the course of the week of May 20th, we celebrate living our best lives with our patients, strengthening bodies and encouraging healthy aging. Our festivities have been growing each year, with over 5,000 social media posts in 2022. Let's make this year even more exciting! Come be part of our community and experience the joy of feeling strong and vibrant. Everyone wins, now and in life!



WHO CAN PARTICIPATE?

All Emsculpt Classic and Emsculpt Neo providers can be participants!

LET'S GET STARTED!

We want you to share fun and creative Instagram posts on your grids! Use the time between now and May 14th to think of fun engaging concepts. You can even produce posts to hold until **#EmsculptWeek**.

Publish your posts between May 15th - 21st and earn points in the drawing for each post made. There will be two point values for posts.

EARN 1 POINT

Post a picture/imagery with your device or a lifestyle post about how Emsculpt has made you stronger. Imagery can be of you, a team member, or a patient. **Collect 1 point per post.**

EARN 3 POINTS

Post a lifestyle reel or a reel featuring your device in any capacity. Get creative and have fun with reels! **Collect 3 points per reel.**

MUST TAG @BTLAESTHETICS AND HASHTAG #EMSCULPTWEEK TO ENTER

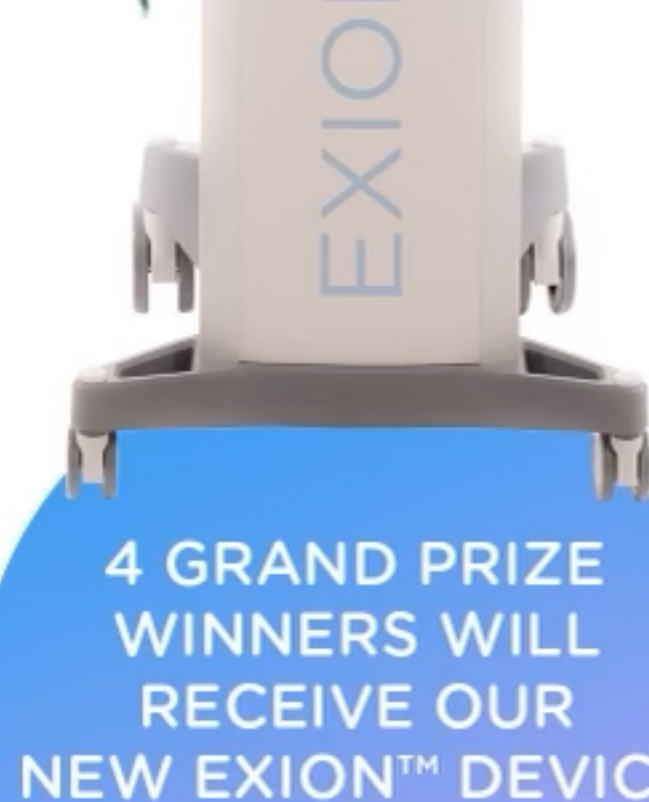
Be sure to tag the account **@BTLAesthetics** in your post and hashtag **#EmsculptWeek**. Failure to both tag and hashtag will result in zero entries for the post in question.



DRUMROLL...THIS YEARS PRIZES!

For every post shared to your Instagram grid between **May 15th and May 21st**, your practice will be entered into a draw to win a wide variety of **awesome prizes!**

All entrants will receive a pack of patient brochures



4 GRAND PRIZE WINNERS WILL RECEIVE OUR NEW EXION™ DEVICE WITH RF MICRONEEDLING APPLICATOR!



5 RUNNERS UP WILL RECEIVE AN EMSCULPT APPLICATOR OF YOUR CHOICE!

BONUS 1

For every 1k North American Posts we will donate **\$5k** to the **Billie Jean King WOMEN'S SPORTS FOUNDATION!**

BONUS 2

BTL will determine the 3 most creative posts and provide an **influencer** for their bus tour event.

DEETS YOU SHOULD KNOW!

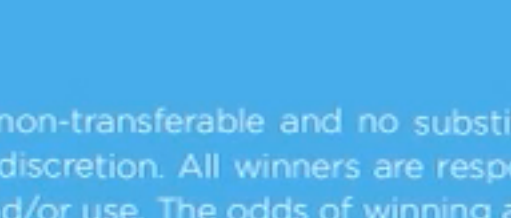
Be sure to tag the account **@BTLAesthetics** in your post and hashtag **#EmsculptWeek**. Failure to both tag and hashtag will result in zero entries for the post in question.

Entries will be compiled over the week, and at the end of the week we will randomly select 4 grand prize winners and 5 runner ups. Regardless of this, everyone's a winner -- participants who post at least once using the **#EMSCULPTWEEK** hashtag and tag **@BTLAesthetics** will receive a set of brochures as a participation prize.

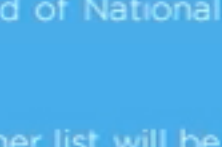
All prize winners will be announced on June 15th, at 12 PM PST via the **@BTLAesthetics** Instagram page in the form of an Instagram post on the grid. BTL will work with the Grand Prize and Runners Up to claim their prize.

THAT'S A WRAP, NOW GO CRUSH IT!

Winners will be chosen at random. Winners will be announced on **June 15th, 2023** on the **@BTLAesthetics** Instagram page.



BODYBYBTL.COM



IMPORTANT INFORMATION
For All Prizes: Prizes won are non-transferable and no substitution will be made except if provided at the sponsor's sole discretion. All winners are responsible for the taxes and fees associated with prize receipt and/or use. The odds of winning a prize depend on the number of eligible entries received during the events entry period. There is a limit to one prize per person. All winners will be selected based on randomized selection at the end of National Emsculpt Week.

Winner List: For a winner list, visit <https://www.bodybybtl.com/contest>. The winner list will be posted after winner confirmation is complete.

DISCLAIMER
EMSCULPT NEO®
Your results may vary. You may feel intense heat during the treatment, but it should never be painful. If you experience pain during the treatment, immediately discontinue the treatment and speak with your treatment provider. Treatment should not be applied over clothing or scar tissue, or if you have electronic or metal implants. As with any heat-based therapy, burns may result. As with any medical procedure, ask your doctor if the Emsculpt NEO® procedure is right for you. Emsculpt NEO® is indicated for non-invasive lipolysis (breakdown of fat) of the abdomen and thighs and reduction in circumference of the abdomen and thighs with Skin Type I to Skin Type VI; and for non-invasive lipolysis (breakdown of fat) of the upper arms limited to skin types II and III and BMI 30 or under. Emsculpt NEO® is also indicated for improvement of abdominal tone, strengthening of the abdominal muscles, development of firmer abdomen; strengthening, toning, and firming of buttocks, thighs, and calves; and improvement of muscle tone and firmness, for strengthening muscles in arms.

EXION
Your results may vary. During the treatment, you may feel heat, but you should never feel an unpleasant burning or pain sensation. Treatment should not be applied if you have electronic or metal implants. Side effects may include temporary damage to natural skin (crust, blister, and burn). As with any medical procedure, ask your doctor if the BTL EXION™ procedure is right for you. BTL EXION™ is indicated to provide heating for the purpose of elevating tissue temperature for selected medical conditions such as temporary relief of pain, muscle spasms, and an increase in local circulation. BTL EXION™ is indicated for use in dermatological and general surgical procedures for electrocoagulation and hemostasis. ©2023 BTL Industries, Inc. and affiliated companies. All rights reserved. BTL® and BTL EXION™ are trademarks in the United States of America, the European Union, or other countries. The products, the methods of manufacture, or the use may be subject to one or more U.S. or foreign patents or pending applications, see www.btl.net.com/patents.