

renuvion®



YOUR
PRACTICE
TOOLKIT

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WELCOME TO YOUR RENUVION PHYSICIAN TOOL KIT!

We are excited to support you in leveraging the powerful, cutting-edge technology that is Renuvion in your practice. This comprehensive tool kit has been designed to provide you with the resources and information needed to effectively promote Renuvion to your patients and the media. Whether you're sharing the benefits of Renuvion in person, online, or through your media channels, this kit will help guide you every step of the way.

Inside, you'll find essential materials that have been crafted to highlight Renuvion's unique advantages:

▶ PUBLIC RELATIONS TOOLS:

Including a press release template, fact sheet, PR FAQs, media training, and suggested pitch angles to help you position Renuvion as a leader in advanced cosmetic technology in your community.

▶ DIGITAL CONTENT RESOURCES:

From website FAQs to an overview of Renuvion treatments and recommended messaging angles, these assets are tailored to ensure your digital presence reflects the precision and innovation behind this technology.

▶ SOCIAL MEDIA BEST PRACTICES:

Social media is a key driver of patient engagement, and our guide provides best practices on how to optimize your posts, increase visibility, and reach new audiences effectively.

▶ EVENT-PLANNING PLAYBOOK:

An effective event-planning strategy is crucial for ensuring smooth execution, maximizing attendee engagement, and achieving desired outcomes, especially when integrating a new product into your practice, as it provides a structured approach to introducing the product, engaging potential patients, and building long-term success.

▶ OPTIMIZED RENUVION PRICING STRATEGY:

Integrating a new device into your practice can present challenges. To support you in seamlessly incorporating Renuvion, we have developed tailored pricing recommendations designed to enhance your integration process and maximize your practice's potential.

We understand the importance of providing patients with trusted, accurate information, and our goal is to empower you with the tools you need to build confidence in Renuvion as the #1 trusted body contouring solution¹ and the only device that is FDA-cleared to be used following liposuction². Should you need further assistance or tailored materials, please don't hesitate to reach out. We're here to ensure your success with Renuvion.

Thank you for being part of the Renuvion family and for helping us continue to redefine patient outcomes.



Disclaimer: Please be advised that our company is committed to adhering to FDA regulations in the language provided. However, as a physician, you are welcome to customize the content to align with the specific needs of your practice.



SECTION 01

PUBLIC RELATIONS



PRESS RELEASE

(FOR PLASTIC/COSMETIC SURGEONS)

Information in bracketed is customizable to your practice



RENUVION® NOW AVAILABLE AT {INSERT PRACTICE NAME}, {INSERT CITY}, {INSERT STATE}, {INSERT DATE} – {INSERT PHYSICIAN NAME}

We are proud to announce that we are now offering the number one most trusted body contouring technology by surgeons¹.

“By adding Renuvion to our offerings, we are now able to target loose skin directly at the source and take liposuction results to the next level,” said {INSERT PHYSICIAN NAME}. “{INSERT PRACTICE NAME} now provides a solution for patients seeking transformational, long-lasting, optimal results beyond what their current noninvasive treatments can offer, but with minimal downtime.

Renuvion uses controlled heat to treat loose skin, contracting the collagen bands that stretch when skin ages or when people experience weight gain. The wand is inserted under the skin and delivers a unique combination of radiofrequency energy and helium plasma to the collagen-rich tissue that’s a primary cause of loose skin. This energy contracts these collagen fibers and pulls the skin down closer to the muscle, for a more contoured appearance. Renuvion is the only device that is FDA-cleared to be used following liposuction and the only device that is FDA-cleared to contract soft subcutaneous tissue².

To schedule a consultation, please contact:
{INSERT CONTACT NAME} at {INSERT CONTACT PHONE NUMBER AND/OR EMAIL}.

For more information about {INSERT PHYSICIAN NAME}, please visit
{INSERT WEBSITE}.

For more information about Renuvion, please visit [Renuvion website].

{INSERT PHYSICIAN NAME OR PRACTICE NAME}
{INSERT COPY ABOUT YOURSELF AND/OR YOUR PRACTICE}

Our practice is dedicated to offering innovative solutions for treating loose skin and enhancing overall body contouring results, and Renuvion is a foundation of our advanced aesthetic treatments. With its ability to precisely target connective tissue and stimulate collagen production, Renuvion sets a new standard in minimally invasive surgery.

Media Contact

{INSERT FIRST AND LAST NAME OF MEDIA CONTACT}
P: {INSERT CONTACT PHONE NUMBER} | E: {INSERT CONTACT EMAIL}



RENUVION FACT SHEET

In an era where the standard of care relies on precision and durable results, Renuvion stands at the forefront of innovation, offering physicians an unparalleled tool to treat one of the most persistent challenges in cosmetic and plastic surgery: loose skin.

Renuvion’s groundbreaking technology allows physicians to go beneath the surface to address the problem of loose skin directly at the source. By combining the power of helium plasma and proprietary radiofrequency energy, Renuvion delivers controlled, precise heating to the subdermal layers, promoting soft subcutaneous tissue contraction and collagen production, ultimately improving the appearance of loose skin.

THE ORIGIN

Apyx Medical, formerly Bovie, was founded in 1978 and is a leader in the field of advanced energy technology. Renuvion, Apyx Medical’s safe and innovative body contouring³⁴⁵⁶ technology was originally born out of a hospital setting for surgical procedures but was soon realized to deliver life-changing solutions inside the body for aesthetic benefit.

Through detailed case studies, expert insights, and the science behind our technology, Renuvion is reshaping the possibilities in medical aesthetics and beyond.

PRODUCT DETAILS

- ✓ **CLEARED FOR USE** in over 65 countries and holds 10 unique FDA 510(k) clearances, with 6 of these obtained in just 13 months.
- ✓ **HOLDS OVER 92 CLINICAL PAPERS**, peer-reviewed studies, abstracts and posters, supporting safety and efficacy.

- ✓ **LEVERAGES ADVANCED TECHNOLOGY** with a unique combination of helium plasma and proprietary RF, utilizing higher temperatures for superior tissue contraction.
- ✓ **REAL-TIME TEMPERATURE CONTROL** ensures safe and consistent results.
- ✓ **TREATS LOOSE SKIN DIRECTLY** at the source by going beneath the surface to target the collagen fibers that stretch as we age and experience weight fluctuations. Ultimately stimulating neocollagenesis, a long-lasting collagen rebuilding process.
- ✓ **VERSATILE TECHNOLOGY** that can treat many different areas of the body.
- ✓ **MINIMALLY INVASIVE** procedure with minimal downtime and optimal results.

» **By highlighting Renuvion’s specific benefits and technological advantages, this fact sheet positions it uniquely in the market.**

RENUVION PUBLIC RELATIONS FAQs

What makes Renuvion unique?

Renuvion is the #1 most trusted body contouring technology by surgeons¹ and is globally recognized for its safety, precision, and ability to treat loose skin by directly targeting collagen-rich tissues. As the only FDA-cleared device for post-liposuction use and subcutaneous soft tissue contraction², it delivers transformative results. With over 92 clinical papers and the most peer-reviewed studies, Renuvion is widely used by plastic and cosmetic surgeons, making a significant impact on the physical and emotional well-being of their patients.

How long does the procedure take?

Renuvion adds only a few minutes per area to standard liposuction cases, typically taking around 15 minutes per treatment site, though this can vary by patient.

Is Renuvion painful?

Everyone has a different pain tolerance. Based on your individual preference, your physician will discuss the anesthesia options available and develop a post-op pain management plan that is unique to your needs.

What is recovery like?

Depending on the number of areas being treated and your discussed anesthesia plan, Renuvion for Body Contouring³⁴⁵⁶ recovery can be from a few days to a few weeks. Like any procedure, your treatment plan may result in a different level of recovery than someone else's. Recovery expectations should always be discussed with your provider depending on your unique needs.

How many treatments are needed?

Renuvion is a single treatment. Results may be seen in as little as days or weeks and will continue to improve throughout the healing process.

How long do the results last?

The duration of the results is dependent on each individual. We have seen patients satisfied with their Renuvion results as far as 8 years out and it can take 6 to 9 months for results to truly come to fruition².



MEDIA 101

Below are suggested best practices for media outreach to promote Renuvion in your practice.

When to reach out to journalists?

- Announce new treatments or products your practice is offering to patients.
- Engage journalists by connecting them with local patients who can share compelling and authentic personal stories.
- Leverage national news or trends by offering a local perspective to enhance media coverage.

Which journalists should you reach out to?

- Target medical, health, and science journalists, as well as feature or lifestyle journalists, who are typically most interested in aesthetic or healthcare stories.

How to contact journalists?

- Contact journalists via email or phone, with email being the preferred initial method for most.

- If you can't reach the journalist directly, call the general number and ask for the assignment editor to find the appropriate contact.
- Follow journalists and media outlets on social media to understand their coverage preferences; social media handles are often listed at the end of their articles.

Which tools to use for contacting journalists?

- Press Release: Use this to notify the media about a newsworthy topic, trend, or important update; emailing the press release is the most effective way to ensure quick delivery to journalists.
- Pitch Email: This is directed to a specific journalist with news, or a story idea tailored to their interests, media outlet, and audience, and may also include background information about your expertise.



MEDIA 101

DO & DON'T

DO:

- Follow up with a call to the journalist within a day or two of sending the press release or pitch email to gauge their interest.
- Focus on informing local patients about the availability of Renuvion in their area.
- Use clear, understandable language, avoiding technical verbiage that may not be familiar to journalists or potential patients.
- If asked a question beyond your expertise, acknowledge it and offer to follow up later, while steering the conversation back to what you know.
- Stay on message and ensure your key points are communicated clearly to both the journalist and their readers.
- Emphasize your key messages in responses, and gently correct any misinterpretations by the journalist.
- If faced with a complex or unclear question, restate it as you understand it and then address it directly.
- Be sure to capture and share strong before-and-after images that clearly demonstrate patient transformations using Renuvion. This will help media understand the device and all of its capabilities.

DON'T:

- You don't need to answer every question on the spot; if you don't have an answer, offer to investigate and follow up with the journalist.
- Avoid speaking on behalf of the industry, interpreting competitors' positions, or presenting yourself as an official spokesperson for Renuvion. Instead, share your personal perspective using phrases like "In my experience," "In my practice," or "Patients I've seen."
- Focus on educating the journalist about the procedure and your expertise rather than trying to "sell" your practice.
- Don't forget to educate journalists on Renuvion's FDA-clearances and science-backed data."

DURING THE INTERVIEW:

- Be yourself and be confident!
- Use clear, non-technical language that could be easily understood by a patient.
- Provide clear, concise responses.
- If there is a pause after your answer, remain silent; the journalist may be taking notes.
- If asked if you have anything to add, take the chance to reiterate and emphasize your key messages or services.

MORE TIPS:

- Follow up with a call to the journalist within a day or two of sending the press release or pitch email to assess their interest.
- Contact the journalist directly and avoid calling late in the afternoon when they are likely working on deadlines.
- Include content directly in the body of the email rather than as an attachment to prevent your email from being flagged as spam; only send attachments if specifically requested by the journalist.
- Be persistent but courteous; if a journalist declines your story, inquire if you can stay in touch for future opportunities or updates.

RENUVION PITCH ANGLES

The Negative Sides to Weight Loss that No One Talks About

- Leaning into the fact that people are unexpectedly left with loose skin and subsequently diminished confidence that comes with it.

The Crucial Step Post-Liposuction You Don't Want to Miss

- Increasing awareness that after liposuction, there will likely be loose skin leftover as a result of the fat removal and that will need to be treated with Renuvion. Most surgeons already incorporate this practice yet it is not widely known among consumers.

Fact or Fiction: 5 Common Body Shaping Myths or Misconceptions

- Share myths about body contouring (i.e. body contouring treatments should not be used for people with sensitive skin) and the reality (Renuvion for body contouring can be used on any skin type because the energy is being applied beneath the surface of the skin).

Here are the Top Wedding Prep Beauty Treatments To Get Within 6 Months of Your Wedding

- Renuvion is a one and done treatment with little down time, perfect for brides (or grooms!) to be.

The Simpler Alternative to a “Mommy Makeover” featuring Renuvion

- Renuvion can help moms gain their confidence and sense of self back. Furthermore, moms are always on the go, so they need a treatment that doesn't keep them away from their mom duties, and Renuvion offers results with recovery period.

Renuvion: The Cost-Effective Alternative to Expensive Anti-Aging Routines

- Renuvion is a cost effective and solutions-oriented solution to tightening loose skin. It's a one and done treatment that actually delivers results versus treatments that require multiple sessions with far less effective results.

Patient Testimonials: “I Feel the Most Confident in My Body I've Ever Felt with Renuvion”

- Share quotes, feedback, and lifechanging stories from patients they've treated with Renuvion.



EMAIL MARKETING

Below are three email marketing campaigns designed specifically to help you promote Renuvion to your patients. Each campaign is designed to highlight Renuvion's innovative technology and unique benefits, making it easier for you to connect with patients and encourage them to explore this cutting-edge treatment option. These campaigns offer a strategic approach to patient communication, ensuring you have a variety of messages and touchpoints to effectively engage and drive interest in Renuvion.

Don't Miss Out: Renuvion is Now Available at [Practice Name] Campaign

GOAL:

Generate excitement about the introduction of Renuvion and create a sense of urgency for patients to book consultations.

EMAIL SEQUENCE: 2 EMAILS

- **Email 1:** "Introducing Renuvion: The Future of Body Contouring"

Dear [Patient's Name],

We are excited to announce the arrival of Renuvion, the latest and most advanced body contouring technology now available at [Practice Name]. With its cutting-edge technology, Renuvion offers precision, minimal downtime, and natural-looking results that can help you achieve your aesthetic goals.

Whether you're looking to address the loose skin on your face, neck, or body, Renuvion goes beneath the surface to target the problem of loose skin directly at the source. Be among the first to experience this innovative treatment and discover how Renuvion can help you lose the loose!

Don't wait— [Book Your Consultation Today] and secure your spot to experience the future of body contouring.

- **Email 2:** "Don't Miss Out on This Cutting-Edge Technology"

Dear [Patient's Name],

Just a quick reminder—Renuvion is now available at [Practice Name], and it's already making waves in the world of body contouring! If you've been considering ways to treat loose skin on your face, neck, or body, Renuvion could be the perfect solution for you.

This breakthrough technology delivers powerful results with minimal downtime, and our patients are already loving the natural, youthful results. Don't miss your chance to try it for yourself!

We're offering limited consultation slots, so **[Reserve Your Spot Now]** before they fill up. And to make your decision even easier, here's a glimpse of the stunning results you can expect:

[Insert Before & After Image or Testimonial]

Take the first step toward your aesthetic transformation today!

Renew You with Renuvion Campaign

▶▶ GOAL:

Educate patients about Renuvion's benefits for treating loose skin directly at the source and drive consultations.

EMAIL SEQUENCE: 3 EMAILS

- *Email 1: "Renew You with Renuvion"*

Dear [Patient's Name],

Are you ready to renew your look and regain your confidence? Introducing Renuvion, a state-of-the-art technology that targets loose skin at the source, offering a natural and youthful appearance without the need for invasive surgery. Renuvion is minimally invasive, has a short recovery period, and provides long-lasting results, making it an excellent alternative to excisional surgery.

Beyond the physical transformation, Renuvion can help you feel like the best version of yourself, allowing your inner confidence to shine through!

Ready to renew you? [Book Your Consultation Today] or call us at [practice number]

- *Email 2: "How Renuvion Works: A Closer Look"*

Dear [Patient's Name],

Let's dive into how Renuvion works. Using a unique combination of helium plasma and radiofrequency energy, Renuvion provides precise and effective results. This unique technology targets the problem of loose skin directly at the source, stimulating collagen production for a smoother, more contoured appearance.

Don't just take our word for it—our patients are seeing real results. Take a look at their journeys below:

[Insert Patient Testimonial]

See real patient results and find out why Renuvion is quickly becoming the go-to treatment for loose skin.

- *Email 3: "Your Path to Confidence Starts Here"*

Dear [Patient's Name],

We know you may have questions about Renuvion. Rest assured, this clinically backed technology is safe, effective, and trusted by doctors worldwide. With minimal downtime and precise results, Renuvion helps you achieve a more youthful appearance without the need for excisional surgery.

See for yourself!

[Insert Before/After Images]

Schedule your consultation now and start your path to renewed confidence today.

Renuvion for the Ozempic Body Campaign

GOAL:

Position Renuvion as the ideal treatment for patients experiencing loose skin after weight loss, particularly those who have used Ozempic or other semaglutide treatments.

EMAIL SEQUENCE: 3 EMAILS

- *Email 1: "Treating the Ozempic Body with Renuvion"*

Dear [Patient's Name],

Weight loss can be a life-changing journey, but sometimes it leaves behind loose skin, particularly for those who have used semaglutide treatments like Ozempic. This is often referred to as the "Ozempic Body." The good news is that Renuvion offers a solution!

Renuvion's advanced technology targets and treats loose skin, helping you achieve a smoother, more contoured appearance.

Learn how Renuvion can help you complete your transformation today.

- *Email 2: "Turn Weight Loss into a Full Transformation"*

Dear [Patient's Name],

After significant weight loss, loose skin can sometimes be the last obstacle between you and the body you've worked so hard to achieve. Renuvion is the perfect solution for targeting loose skin in common areas like the arms, abdomen, thighs, and neck.

Our patients are seeing incredible results with Renuvion, and you can, too! Check out their stories and stunning before-and-after photos below:

[Insert Patient Testimonial & Before/After Image]

See real patient transformations and learn how Renuvion can help you reach your ultimate body goals.

- *Email 3: "Get the Contoured Look You've Always Wanted"*

Dear [Patient's Name],

While shedding pounds is a major achievement, loose skin can sometimes hold you back from fully embracing your transformation.

Renuvion offers a minimally invasive, clinically proven solution to treat loose skin, giving you the smooth, sculpted appearance you've worked so hard for. With minimal downtime and long-lasting results, it's the perfect way to complete your transformation and take that inner confidence to the next level.

Ready to take the next step? Schedule your consultation today!



SECTION 02

DIGITAL CONTENT



WEBSITE FAQs

What is Renuvion?

- Renuvion is the #1 trusted body contouring technology by surgeons¹. It is the only device that is FDA cleared for use after liposuction, and FDA cleared for contracting subcutaneous soft tissue².

How does the technology work?

- The wand is inserted under the skin and delivers a unique combination of radiofrequency energy and helium plasma to the collagen-rich tissue that's a primary cause of loose skin. This energy contracts these collagen fibers and pulls the skin down closer to the muscle, for a more contoured appearance.

What is body contouring?

- Body contouring, also known as body shaping, is a procedure that improves body shape by addressing excess fat and sagging skin. For example, after significant weight loss or liposuction, loose skin can make it hard to appreciate the results. Renuvion helps by targeting loose skin directly, improving the overall contour and appearance³⁴⁵⁶.

Why is Renuvion used after Liposuction?

- During liposuction, fat cells are removed exposing the collagen network that makes up the connective tissue beneath the surface of the skin. Due to this space created between the skin and the muscle from the removal of fat, this allows Renuvion to function at its maximum potential delivering a unique combination of radiofrequency energy and helium plasma to the collagen-rich tissue that's a primary cause of loose skin. This energy contracts these collagen fibers and pulls the skin down, closer to the muscle, for a more contoured appearance, ultimately taking liposuction results to the next level.

Do you need to be under anesthesia for the procedure?

- Renuvion can be performed under both general and local anesthesia. It is always best to discuss these treatment options with your physician.

What areas of the body can Renuvion be used on?

- Renuvion is a versatile technology that is FDA-cleared to treat loose skin anywhere, as needed all over the body². Common treatment areas include the face and neck, pectoral area or

breasts, arms, abdomen, back and bra roll, and legs (inner thighs and knees).

How long does the procedure take?

- Renuvion adds about 15 minutes per treated area to a standard liposuction procedure, though this can vary by patient.

What is recovery like?

- Depending on the number of areas being treated and your discussed anesthesia plan, Renuvion for body contouring³⁴⁵⁶ recovery can be from a few days to a few weeks. Like any procedure, your treatment plan may result in a different level of recovery than someone else's. Recovery expectations should always be discussed with your provider depending on your unique needs.

How long do the effects last?

- The duration of results varies for each individual. We have seen patients remain satisfied with their Renuvion results for up to 8 years, though it can take 6 to 9 months for the full results to become fully apparent.

How safe is Renuvion?

- Renuvion stands out for its proven safety and effectiveness, thanks to its



unique energy delivery system. By precisely targeting loose skin, it minimizes unintended tissue damage. With multiple FDA-clearances, Renuvion delivers controlled heat with a low thermal profile, ensuring utmost safety during treatments. Moreover, Renuvion's impressive safety profile is underscored by a low major complication rate (MDR) of just 0.0014.

Who is the ideal candidate for the procedure?

- Renuvion is an excellent choice for those seeking to address skin laxity through a minimally invasive procedure. Whether caused by significant weight loss, pregnancy, or aging, Renuvion effectively treats loose, sagging skin on the face, neck, and body.

Can Renuvion be used on any skin type?

- Renuvion for body contouring³⁴⁵⁶ can be used on any skin type because the energy is being applied beneath the surface of the skin. However, Renuvion can also be applied topically to the face when using the dermal handpiece for Facial Renewal. This procedure is limited to patients with Fitzpatrick skin types I, II, or III.

What age is best for body contouring³⁴⁵⁶?

- While we can't stop the aging process, energy devices like Renuvion can contract soft tissues and initiate long lasting collagen rebuilding, known as neocollagenesis. Since everyone ages differently, it's essential to thoroughly discuss your health history with your physician.

Is Renuvion painful?

- Everyone has a different pain tolerance. Based on your individual preference, your physician will discuss the anesthesia options available and develop a post-op pain management plan that is unique to your needs.

TREATMENT OVERVIEW

What happens to our skin as we go through life?

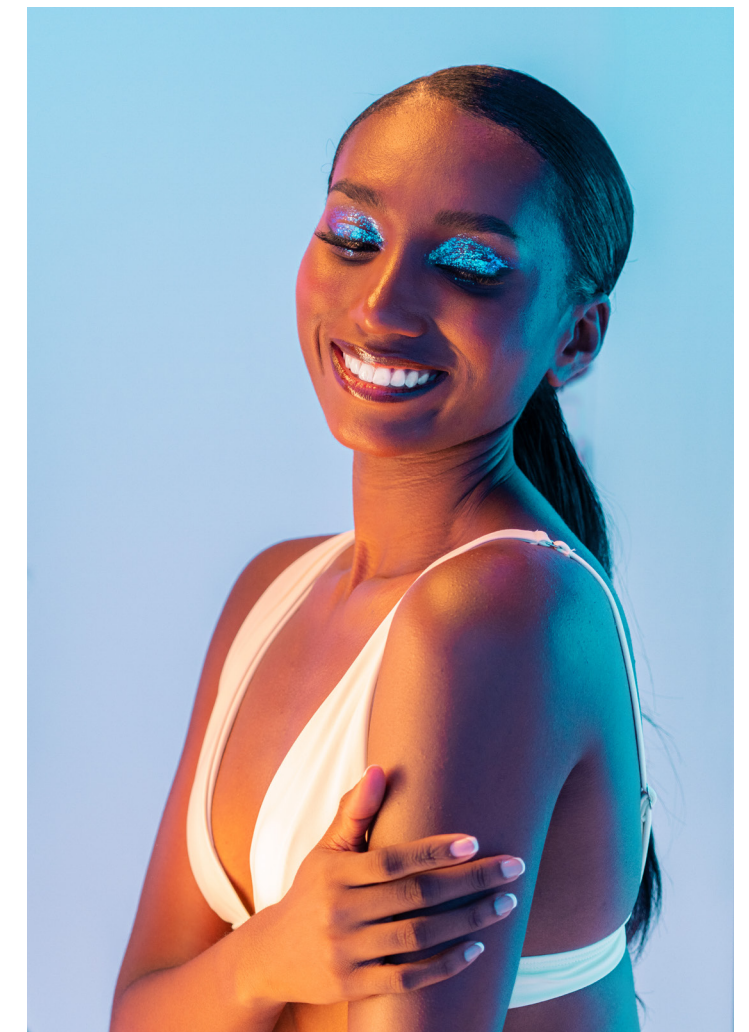
As we age, lose weight, or go through pregnancy, our skin often becomes loose and saggy due to decreased collagen and elastin production, which reduces elasticity and firmness. Rapid weight loss and pregnancy stretch the skin beyond its ability to retract, further contributing to sagging. The combined effect of these factors leads to a less resilient skin surface that struggles to maintain its shape.

How does Renuvion treat loose skin?

While we can't stop the aging process, energy devices like Renuvion offer a solution by contracting soft tissues and initiating the long-lasting collagen rebuilding process known as neocollagenesis. Renuvion goes beneath the surface and addresses the problem of loose skin directly at the source.

What is the treatment like?

Once you have confirmed your treatment plan with your physician, you will under either a local or general anesthetic to manage comfort.



After making small incision points, your physician will insert the Renuvion wand to deliver a unique combination of radiofrequency energy and helium plasma to the collagen-rich tissue that's a primary cause of loose skin. This energy contracts collagen fibers and pulls the skin down, closer to the muscle, resulting in a more contoured appearance.

The duration of the treatment depends on your personalized plan discussed with your physician, but generally, Renuvion adds only about 15 minutes per site.



SECTION 03

SOCIAL MEDIA BEST PRACTICES





SOCIAL MEDIA 101: THE AESTHETIC INDUSTRY

In today's fast-paced digital world, staying ahead of social media trends is crucial for physicians in the cosmetic and plastic surgery industry. Social media platforms serve as powerful tools for engaging with patients, sharing transformative results, and building a trusted online presence. By leveraging the latest trends, practices, and technologies, you can effectively promote your services and connect with potential patients.

To streamline your social media efforts, we've curated a selection of recommended tips, tricks, and tools for quick video editing, reposting, and content creation. Apps like **Canva** can help you design eye-catching graphics and posts effortlessly, while **CapCut** is perfect for editing videos to create engaging, shareable content. For high-quality photos and images, consider using **PicsArt** for professional-level editing on your smartphone. Of course, we can't forget the importance of scheduling content. **Later** can assist you in scheduling

and managing your posts across multiple social media platforms, making posting a breeze and ensuring your content remains consistent. These resources will help you produce high-quality content that resonates with your audience, maximizing your reach and impact.

Don't forget, authenticity is key in the world of aesthetics. Patients want to be able to relate to others who may be experiencing the same physical and emotional challenges. Focus on

creating genuine content that highlights real patient experiences and results. Transformational before-and-after images not only represent your skills, but also build trust and inspire potential patients to take the next step in their cosmetic journey. By emphasizing patient stories and the emotional impact of their transformations, you can create a compelling narrative that encourages engagement and drives consults.

FACEBOOK

Channel Function:

Secondary website to enhance brand information, engagement, and interest.

Drives website traffic, especially when supported by Facebook ads.

Audience:

Facebook tends to have an older audience compared to newer platforms, with a growing presence among those aged 45 and older.

Key Best Practices:

Content Creation:

Use short, compelling copy (140 characters or less) and always include a photo.

Post videos directly on Facebook, including Facebook Live, as videos are favored by algorithms and achieve better organic reach.

Boosting Visibility:

Boost posts with paid ads to increase content visibility, starting with budgets as low as \$1, since only a small percentage of your audience will see posts organically.

Follow. Engage. Share:

Follow: facebook.com/renuvion/

Drive Awareness: Engage with Renuvion's official Facebook page to promote your practice.

Share Content: Fresh content can be shared directly from the Renuvion page. You can add comments when sharing but it's not required.

INSTAGRAM:

Channel Function:

A photo-sharing app that lets users share pictures and videos publicly or privately.

Focuses on visual storytelling through a mobile platform.

Audience:

Instagram is popular with younger demographics, particularly millennials and Gen Z.

Key Best Practices:

Content Creation:

Post eye-catching photos and videos that represent your brand.

Use Instagram Stories and Instagram Live for behind-the-scenes content, as these formats are favored by the algorithm.

Hashtags and Location Tags:

Include 11 or more trending and location-based hashtags to boost engagement and update them regularly to avoid automation issues. Add location tags to your posts and interact with relevant hashtagged and geotagged content.

Reposting & Engagement:

Always ask for permission when reposting content and credit the original user in your caption.

Boosting Reach:

Use Facebook's ad platform to boost posts and increase reach and engagement on Instagram.

Follow. Engage. Share:

Follow: @renuvion

Engage: Interact with content on Renuvion's official brand page.

Share Content: Share approved content from the Renuvion website.

Repost Manually:

Find the photo you want to repost.

Take a screenshot of the image.

Open Instagram and select the camera button to post a photo.

Crop the screenshot so that only the photo remains, using your phone's editing tools if needed.

Enter your caption and credit the original creator by adding "Photo credit: @username" to the caption.

Click 'Share' to upload the post.

Repost Using an App:

Use free apps available for download to easily repost content on Instagram.

TIKTOK:

Channel Function:

TikTok allows users to create and discover engaging, algorithm-driven videos with creative tools, music, and effects.

It thrives on challenges, trends, and features like duets, while offering brands influencer collaborations and ad options (in-feed, hashtag challenges).

Key Best Practices:

Content Creation:

Focus on short, captivating videos that align with trending topics or challenges.

Optimize video quality with good lighting and clear audio to make your content stand out.

Trends & Hashtags:

Participate in popular trends, using trending sounds or hashtags to boost visibility.

Incorporate relevant and trending hashtags to enhance discoverability and reach a broader audience.

Posting & Engagement:

Post consistently to keep your audience engaged and attract new followers.

Engage with the community by responding to comments, interacting with other users' content, and collaborating with influencers.

Call-to-Action:

Include a call-to-action in your videos, encouraging viewers to follow, like, or share to boost engagement and growth.

Follow. Engage. Share:

Follow: @renuvion

Engage: Interact with content on Renuvion's official brand page.

Share Content: Share approved content from the Renuvion website.

Audience:

TikTok has a very young user base, particularly among Gen Z, but it's increasingly attracting millennials as well.

LINKEDIN

Channel Function:

Connects professionals for networking, job searching, and career development.

Allows users to share industry-related content, insights, and updates to establish expertise and engage with their network.

Serves as a platform for businesses to market their services, generate leads, and build brand awareness.

Key Best Practices:

Profile Optimization:

Ensure your profile is complete with a professional photo, detailed experience, and a compelling summary to attract connections and opportunities.

Incorporate industry-specific keywords in your profile to enhance discoverability and searchability.

Content Sharing & Engagement:

Post articles, insights, and updates that reflect your industry expertise and add value to your network.

Like, comment, and share others' posts to increase visibility and foster professional relationships.

Posting & Community Involvement:

Maintain a consistent posting schedule to keep your audience engaged and informed about your activities.

Participate in or create LinkedIn Groups related to your industry to network with like-minded professionals.

Call-to-Action:

Encourage your network to connect, follow, or engage with your content to expand your reach and influence.

Audience:

LinkedIn is used primarily by professionals, with a notable presence in the 18-24 and 55+ demographics as well.



SECTION 04

EVENT- PLANNING PLAYBOOK



EVENT-PLANNING 101: NEW PRODUCT LAUNCH

This playbook is designed to help you plan and execute a successful product promotion event that effectively explains the benefits of Renuvion to your patients while driving consults. Follow the steps outlined below to ensure a seamless event experience from start to finish.



Define Your Goals

- **Objective:** Determine the primary goals of your event. Are you aiming to educate patients, generate leads, or increase brand awareness for Renuvion?
- **Target Audience:** Identify your target audience (e.g., current patients, potential new patients, community members) to tailor your messaging and promotional strategies.

Set a Budget

- **Venue Costs:** Consider location rental fees, setup, and breakdown expenses.
- **Marketing Materials:** Budget for printed materials, signage, and digital marketing efforts.
- **Catering:** If providing refreshments, account for food and beverage costs.
- **Speakers & Demonstrations:** Allocate funds for expert speakers, demonstrations, or guest appearances.
- **Staffing:** Budget for any additional staff needed for the event.

Choose a Date and Venue

- **Date Selection:** Choose a date that allows sufficient time for planning and promotion (typically 6-8 weeks out). Avoid holidays or major local events.
- **Venue:** Select a suitable venue based on your expected attendance, accessibility, and atmosphere. Consider options like your practice, a community center, or a local hotel.

Plan the Event Format

- **Type of Event:** Decide on the format (e.g., open house, seminar, workshop, or demo day).
- **Agenda:** Create an agenda that includes
 - Welcome and introduction
 - Presentation on Renuvion (technology, benefits, and patient testimonials)
 - Live demonstrations (if applicable)
 - Q&A session
 - Networking opportunities
- **RSVP Management:** Set up an RSVP system (using online platforms like Eventbrite) to track attendees.



Prepare Materials and Setup

- Promotional Materials: Prepare brochures, flyers, and handouts that explain Renuvion and its benefits.
- Signage: Create banners or signs to guide attendees and highlight key information.
- Demonstration Setup: Ensure the treatment area is clean, well-lit, and equipped for live demonstrations.
- Technology Check: Test any audiovisual equipment, such as microphones, projectors, and screens, before the event.

Execute the Event

- Arrival: Arrive early to oversee setup and ensure everything is in place.
- Staff Briefing: Brief your team on their roles and responsibilities during the event.
- Engagement: Encourage staff to interact with attendees, answer questions, and collect contact information for follow-up.

- Follow-Up: Send a thank-you email to attendees post-event, including additional resources or a special offer for Renuvion consultations.

Evaluate and Improve

- Feedback: Collect feedback from attendees and staff to assess the event's success and areas for improvement.
- Performance Metrics: Evaluate the event based on attendance numbers, new patient leads, and overall engagement.
- Documentation: Document lessons learned and suggestions for future events to refine your promotional strategies.

» By following this playbook, you will be well-prepared to host a successful Renuvion product promotion event that informs and excites your patients.





SECTION 05

PRACTICE PROMOTIONS



HOLIDAY GLOW PACKAGE (WINTER PROMOTION)

Get holiday-ready with the ultimate glow-up package! Transform your look and enter the New Year feeling your best from the inside out.

Position Renuvion as the perfect treatment for those looking to achieve a radiant, youthful appearance before holiday gatherings and New Year celebrations. Offer a “Holiday Glow” package that includes Renuvion treatments with special pricing, bundled with a complimentary consultation and a skincare kit (e.g., recommended moisturizers, serums, wrinkle prevention products, retinols, etc.) to enhance overall results and prepare for those family gatherings over the holidays.

Here’s the incentive:

Patients who book during the promotional period receive a 25% discount on their treatment and a free skincare kit designed to enhance and prolong their post-treatment glow.



BLOSSOM EVENT (SPRING PROMOTION)

Spring into a new you! Renew your look with Renuvion.

As the season shifts and people prepare for spring, offer a “Spring Refresh” event. This can be a limited time offer where patients receive a discount on Renuvion procedures to treat loose skin and renew their overall appearance. Consider hosting an open house or virtual event where patients can learn about Renuvion, watch live demos, and meet the surgeon.

Here’s the incentive:

Attendees receive an exclusive discount on Renuvion treatments if they book at the event or within a specific timeframe following the event, plus a chance to win a complimentary post-treatment skincare session.

» Check out the events section for your very own event-planning check list!



SUMMER BODY PREP PACKAGE (SUMMER PROMOTION)

Radiate confidence this summer with Renuvion! Experience the transformational results with the #1 trusted body contouring technology¹ and take advantage of our exclusive seasonal savings to look and feel your best.

Target patients looking to feel confident in summer attire by promoting Renuvion as a body contouring solution to achieve that ultimate snatched look. Offer a special discount for those booking body contouring treatments in early summer months.

Here's the incentive:

Patients who book Renuvion treatments for body contouring receive a free follow-up session to enhance results or a complimentary summer-ready skincare package that includes medical grade SPF, Vitamin C infused serums, and a lasers & lights package of your choosing.





SECTION 06

RENUVION PRICING STRATEGY



INTEGRATING RENUVION

This section outlines three recommended pricing models designed to confidently integrate Renuvion into your practice. These models are developed based on feedback from Renuvion users and incorporate standard procedural approaches and techniques to ensure optimal integration and success.

How does Renuvion fit into your practice?

Offering Renuvion to your patients provides a significant advantage—achieving the best results with exceptional versatility. As a minimally invasive technology, Renuvion enables you to reduce time spent in the OR while maximizing your ROI. Whether used alongside standard liposuction, intermixed

in large cases or as a standalone treatment, Renuvion allows you to deliver superior outcomes more efficiently. Ultimately, this affords you the opportunity to charge premium rates and offer the best treatment options available. This not only enhances patient satisfaction, but also drives the growth of your practice.



INTEGRATED
PRICING MODEL



PREMIUM
PRICING MODEL



TIME-CENTRIC
PRICING MODEL



INTEGRATED PRICING MODEL

Incorporate the Renuvion add-on cost into the overall treatment price, positioning Renuvion as a standard option that provides patients with optimal results.

How does this benefit your practice?

Including the Renuvion price within the total treatment cost allows practices to make the device a standard part of their offerings, highlighting the ability to achieve optimal results without drawing attention to the extra expense. This strategy simplifies patient decisions and boosts treatment adoption. Including Renuvion in the overall treatment package

can increase revenue per procedure while maintaining a positive perception of cost for patients. It can also improve patient outcomes, leading to higher satisfaction and more referrals. By positioning Renuvion as a must-have option, your practice can stand out in the market, attract more patients, and encourage long-term loyalty.

INTEGRATED PRICING MODEL

TREATMENT AREA	TOTAL TREATMENT COST (RENUVION INCLUDED)	AVERAGE TIME	SUGGESTED HANDPIECE	ESTIMATED ROI W/RENUVION
Subcutaneous Lateral Browlift	\$4,500	15 min	Micro HP	\$4,000
Submental Region (Neck)	\$3,500	30 min	15 APR HP	\$3,000
Abdomen (upper & lower)	\$6,000	90 min	27 APR HP	\$5,500
Breast	\$4,000	45 min	27 APR HP	\$3,500
Upper Arms	\$4,000	45 min	27 APR HP	\$3,500
Inner Thighs	\$4,000	45 min	27 APR HP	\$3,500
Outer Thighs	\$4,000	45 min	27 APR HP	\$3,500
Medial Knees	\$3,500	30 min	15 APR HP / 27 APR HP	\$3,000
Anterior Knees	\$2,000	30 min	15 APR HP / 27 APR HP	\$3,000
Axillary fold (Bra line)	\$4,000	45 min	27 APR HP	\$3,500
Flanks	\$4,000	45 min	27 APR HP	\$3,500
Love Handles	\$5,000	60 min	27 APR HP	\$4,500
Chest (Gynecomastia)	\$7,500	90 min	27 APR HP	\$7,000

*Please note, the pricing model above is based on surgeon fees only and is a high-level example of an in-office pricing menu derived from US surgeon feedback.

*Please note, the estimated ROI is intentionally written as a general number only taking the highest Renuvion handpiece cost into account.

PREMIUM PRICING MODEL

This strategy offers a range of pricing options based on the treatment area, allowing your practice to cater to various patient needs and budgets.

How does this benefit your practice?

The premium pricing model delivers significant advantages to your practice, especially by offering tailored flexibility that enhances the patient experience. With structured pricing based on treatment with or without Renuvion, you can attract a broader range of patients while maintaining a focus on delivering high-value, premium services. This model allows your practice to capture maximum revenue potential by leveraging the psychological advantage of offering a premium treatment ultimately making it easier for patients to accept a higher price with Renuvion framed as a premium option.

Patients are drawn to the personalized options that fit their financial expectations, leading to increased satisfaction, loyalty, and referrals. This approach highlights the added benefits of advanced technologies and customized treatment plans, helping patients understand why higher-priced options deliver superior outcomes.

By moving beyond one-size-fits-all pricing, your practice can be positioned as a more patient-focused and premium provider, standing out in a competitive landscape.

Note, for procedures that include multiple treatment areas, consider charging \$2,000 for the first additional treatment site and another \$1,500 for any extra treatment sites per case.

PREMIUM PRICING MODEL

TREATMENT AREA	GENERAL TREATMENT COST	AVERAGE TIME	PREMIUM TREATMENT COST (+RENUVION)	AVERAGE TIME	SUGGESTED HANDPIECE	ESTIMATED ROI W/ RENUVION
Subcutaneous Lateral Browlift	\$3,500	15 min	\$4,500	15 min	Micro HP	\$4,000
Submental Region (Neck)	\$1,500	15 min	\$3,500	30 min	15 APR HP	\$3,000
Abdomen (upper & lower)	\$4,000	75 min	\$6,000	90 min	27 APR HP	\$5,500
Breast	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Upper Arms	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Inner Thighs	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Outer Thighs	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Medial Knees	\$1,500	15 min	\$3,500	30 min	15 APR HP / 27 APR HP	\$3,000
Anterior Knees	\$1,000	15 min	\$3,000	30 min	15 APR HP / 27 APR HP	\$3,000
Axillary fold (Bra line)	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Flanks	\$2,000	30 min	\$4,000	45 min	27 APR HP	\$3,500
Love Handles	\$3,000	45 min	\$5,000	60 min	27 APR HP	\$4,500
Chest (Gynecomastia)	\$5,500	90 min	\$7,500	90 min	27 APR HP	\$7,000

*Please note, the pricing model above is based on surgeon fees only and is a high-level example of an in-office pricing menu derived from US surgeon feedback.

*Please note, the estimated ROI is intentionally written as a general number only taking the highest Renuvion handpiece cost into account.

TIME-CENTRIC PRICING MODEL

This model charges patients based on the duration of their Renuvion treatment, factoring in the complexity of the procedure, patient condition, the cost of the handpiece, and the surgeon’s specialized expertise.

How does this benefit your practice?

A time-based pricing model for Renuvion offers several benefits for practices, ensuring a more accurate reflection of the costs and expertise involved in each procedure. By structuring pricing around the time required for treatment, practices can account for key variables such as the complexity of the patient’s condition, the precision needed to achieve optimal results, and the surgeon’s overall experience and specialized training.

This model also incorporates the cost of the Renuvion handpiece, ensuring practices can recover the investment in advanced, innovative tools while providing exceptional care. Since each

patient’s needs vary, time-based pricing allows for customized treatment plans without relying on a flat rate. This enables the practice to charge for both simpler and more intricate procedures, enhancing profitability while maintaining transparency for the patient.

Additionally, time-based pricing encourages efficiency, helping surgeons manage their time and resources effectively, while patients appreciate the fairness of being charged based on the actual effort and time invested in their care. Ultimately, this approach leads to patient loyalty, trust and reinforces the value of choosing Renuvion for premium, results-driven treatments.

TIME-CENTRIC PRICING MODEL

PROCEDURE TIME	GENERAL TREATMENT COST	PREMIUM TREATMENT COST (+RENUVION)	ESTIMATED ROI W/ RENUVION
15 min	\$500	\$2,500	\$2,000
30 min	\$1,500	\$3,500	\$3,000
45 min	\$2,500	\$4,500	\$4,000
60 min	\$3,500	\$5,500	\$5,000
75 min	\$4,500	\$6,500	\$6,000
90 min	\$5,500	\$7,500	\$7,000

*Please note, the pricing model above is based on surgeon fees only and is a high-level example of an in-office pricing menu derived from US surgeon feedback.

*Please note, the estimated ROI is intentionally written as a general number only taking the highest Renuvion handpiece cost into account.

DISCLAIMERS:

CONTOURING:

The Renuvion APR Handpiece is intended for the delivery of radiofrequency energy and/or helium plasma where coagulation/contraction of soft tissue is needed. Soft tissue includes subcutaneous tissue. The Renuvion APR Handpiece is intended for the coagulation of subcutaneous soft tissues following liposuction for aesthetic body contouring. The Renuvion APR Handpiece is indicated for use in subcutaneous dermatological and aesthetic procedures to improve the appearance of lax (loose) skin in the neck and submental region. The Renuvion APR Handpiece is intended for the delivery of radiofrequency energy and/or helium plasma for cutting, coagulation and ablation of soft tissue during open surgical procedures. The Renuvion APR Handpiece is intended to be used with compatible electro-surgical generators owned by Apyx® Medical. Not all indications are approved in all markets; check with your local sales representative for further information.

As with any aesthetic procedure, individual results may vary. As with all energy devices there are inherent risks associated with its use. Risk associated with the use of the Renuvion APR may include: helium embolism into the surgical site due to inadvertent introduction into the venous or arterial blood supply system, unintended burns (deep or superficial), pneumothorax, temporary or permanent nerve injury, ischemia, fibrosis, infection, pain, discomfort, gas buildup resulting in temporary and transient crepitus or pain, bleeding, hematoma, seroma, subcutaneous induration, pigmentation changes, increased healing time, scarring, asymmetry and/ or unacceptable cosmetic result. Please see the instructions for use for more detailed information.

FACIAL RENEWAL:

The Renuvion Dermal Handpiece is indicated for dermatological procedures for the treatment of moderate to severe wrinkles and rhytides, limited to patients with Fitzpatrick skin types I, II, or III. The treatment is achieved through controlled heating of the outer layers of the skin so that part or all of the epidermis becomes non-viable and there is controlled thermal modification to the underlying dermis.

Warning: Application of more than one treatment pass in the perioral area, on the forehead, and along the jawline has been associated with hypertrophic scarring.

Risks associated with the use of the Renuvion Dermal System include but are not limited to hypertrophic scarring, milia/acne, telangiectasia (spider veins), skin discoloration/ hypopigmentation, dormant infection reactivation, infection, bruising or bleeding. As with any procedure, individual results may vary. As with all energy devices there are inherent risks associated with its use, refer to the IFU for further information.

References:

1. 4 out of 5 surgeons agree Renuvion is the #1 trusted body contouring technology. Results based on a 2024 Renuvion Physician survey conducted by Wakefield Research. Data on File.
2. FDA 510(k) Premarket Notifications K230272 & K223262.
3. Body contouring is a broad term that includes many technologies and surgical techniques. Body contouring procedures are intended to provide aesthetic reshaping rather than a change in physical weight. Skin laxity is a type of body contouring according to the American Board of Cosmetic Surgery. Skin laxity is the quality of looseness or drooping in the skin. Skin laxity can be treated with surgical lifts, which remove some skin, or newer radiofrequency therapies. Renuvion improves skin laxity by improving the shape of the underlying tissues through minimally invasive techniques (i.e. coagulation/contraction of subcutaneous tissues). Refer to the Instructions for Use for the full indications for use of the Renuvion APR and dermal Handpieces on the last page. (<https://www.americanboardcosmeticsurgery.org/the-abcs-of-cosmetic-surgery/body-contouring-terms-to-know/>)
4. Body contouring, or body sculpting, refers to surgical procedures that improve the appearance of skin and tissue after weight loss. Refer to the Instructions for Use for the full indications for use of the Renuvion APR Handpiece. (<https://www.hopkinsmedicine.org/health/treatment-tests-and-therapies/body-contouring#:~:text=Body%20contouring%2C%20or%20body%20sculpting,tissue%20after%20major%20weight%20loss.>)
5. Body contouring is a medical or surgical procedure that aims to reshape an area of the body. It may involve procedures that: Get rid of extra skin, eliminate excess fat, reshape or contour the area. Refer to the Instructions for Use for the full indications for use of the Renuvion APR Handpiece. (<https://my.clevelandclinic.org/health/treatments/21525-body-countouring>)
6. Surgical body contouring following weight loss addresses excess sagging skin and fat while improving the shape of the underlying support tissue. The result is a better proportioned appearance with smoother contours. Refer to the Instructions for Use for the full indications for use of the Renuvion APR Handpiece. (<https://www.plasticsurgery.org/cosmetic-procedures/body-contouring>)

