

Social connections that truly matter

A guide to social posting for Allergan Aesthetics portfolio of products

Material provided by Allergan Aesthetics, an AbbVie company under Licensing agreement.
This content is intended for Sweden, Norway and Finland adult (>18yrs) audience only.

For further information about Allergan Aesthetics range of facial treatments, including safety
information, please visit www.juvederm.se, www.juvederm.fi, www.juvedermit.no

© 2024 AbbVie. All rights reserved. All trademarks are the property of their respective owners.



The available social media posts

We're excited to share a collection of ready-to-use social media content to help you promote Allergan Aesthetics portfolio products, focusing on multimodal LIFT-UP approach.

- 9 pre-designed social media assets with usage guidelines

In case of doubts, your representative can provide support and answer any questions.



How often to post

Keep it fresh, plan, and watch people get excited about what you share! Think beyond the typical post and embrace a tapestry of content that captivates, educates, and entertains.

More Frequent

- Engaging & intriguing content that talks about multimodal treatments and benefits associated with AA Signature, different products their results: **4-5 posts per month**
- Live sessions that address skin problems in the lower area of the face and engage with the audience about their skin problems and goals: **1-2 Live sessions per month**
- Patient pictures/cases (as allowed per country legislation): **2-3 posts per month**

These are your essential posts—the ones that directly help you in the social media journey and should be shared often.

Frequent

- Facts & insights about modular and personalised treatments, and their effects: **2-3 posts per month**
- Aspirational aesthetics facial imagery: **2-3 posts per month**
- Engaging with the audience using Instagram stories and features like polls and quizzes: **2-3 stories per month**

This type of content helps in keeping things interesting. Sharing it occasionally keeps the audience curious.

Less Frequent

- Treatment videos. These posts can highlight the various product combinations that people may use to define the areas of application: **1 post in 2 months**
- Testimonials videos of patients, if any, showcasing the benefits and results of their multimodal personalised treatment plan: **1-2 posts per month**

This content helps you stay active but isn't as critical. Share it less frequently to fill gaps in your schedule.

The available assets are based on 4 content pillars

Intriguing &
Relatable

Addressing
Concerns

Benefits &
Solution

Curiosity &
Engagement

The assets on the following slides, are categorised based on these pillars.
Note that the content may overlap between two or more pillars.



Models treated with Allergan Aesthetics facial treatment range.
Individual results may vary.

Content pillars

Intriguing & Relatable

- Content that sparks interest and connects with the audience's desires for subtle enhancements.
- Reassuring potential clients that treatments will enhance, not erase, their unique beauty.

Addressing Concerns

- Tackling common worries about natural-looking results.
- Providing reassurance and building trust.
- Offering solutions to specific problems people face and how can Juvéderm® VOLUMA® and HARmonyCa™ help them to address their needs

Benefits & Solution

- Showcasing the positive impact of treatments like JuvédermVOLUMA and HARmonyCa™
- Talking about the benefits of multimodal treatments and lasting effects.

Curiosity & Engagement

- Using open-ended questions to encourage interaction.
- Sharing intriguing facts and insights about the effects of ageing in the mid face.
- Showcase how personalised treatment plans can help achieve their aesthetic goals.

Visste du at...

fra 25 års alder reduseres kollagenproduksjonen med 1 % hvert år, noe som fører til redusert hudens elastisitet og fasthet...¹

og med aldring er det også mange som søker naturlig definisjon og en følelse av løft.²

Føles dette som deg?

Juvéderm VOLUMA with Lidocaine | HARmonyCa™

BESKRIVELSE:

Huden og strukturen i ansiktet endrer seg med tid og aldring, og det er helt naturlig. Vi er her for å veilede deg og fortelle hvordan JUVÉDERM® og HARmonyCa™ kan hjelpe deg med å bevare din naturlige skjønnhet på en myk og harmonisk måte, samtidig som de stimulerer kollagenproduksjonen for langvarige resultater. Ta kontakt med oss, vi tar vare på deg.

1. Rohrich RJ, Pessa JE. *Plast Reconstr Surg* 2007; 119:2219-2227. 2. Chiu A et al. *Clin Cosmet Investig Dermatol*. 2023;16:1521-32.

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.it

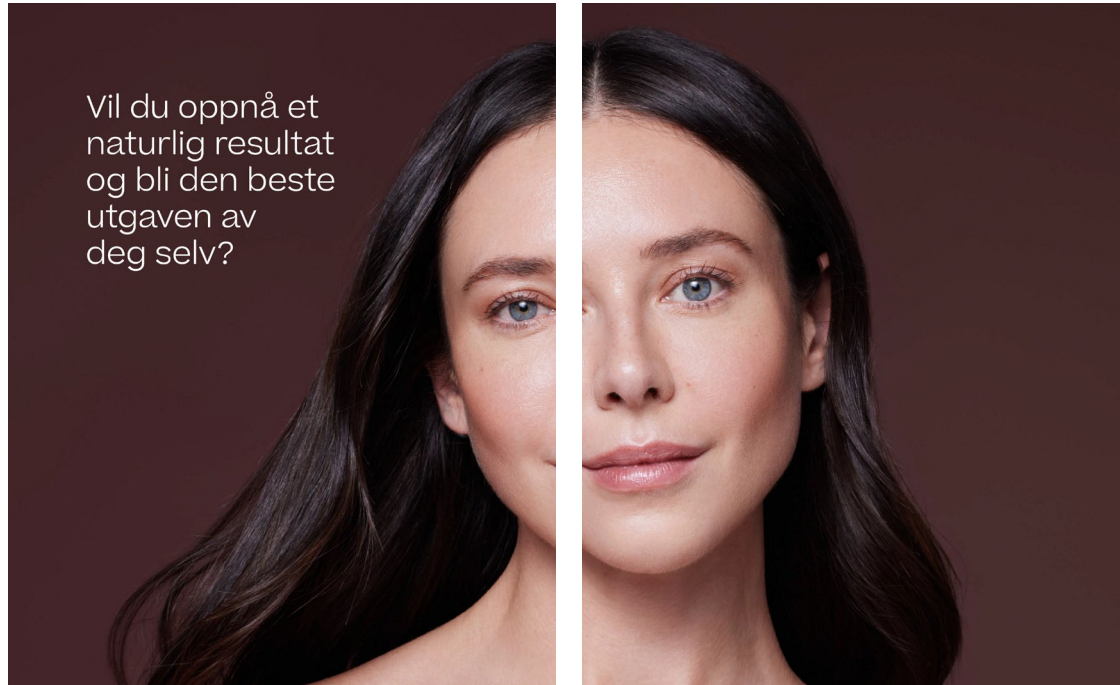
HARmonyCa™ Lidocaine is referred to as HARmonyCa™. HARmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HARmonyCa™ is a medical device Class III CE2409. HARmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HARmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.



BESKRIVELSE:

Vi er her for deg gjennom aldringens forandringer og hjelper deg med å bevare din naturlige skjønnhet. Sammen lager vi en skreddersydd behandlingsplan med Juvéderm® VOLUMA® og HArmonyCa™, som passer dine behov.

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.no
HArmonyCa™ Lidocaine is referred to as HArmonyCa™. HArmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HArmonyCa™ is a medical device Class III CE2409. HArmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HArmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.



BESKRIVELSE:

Med Juvéderm® VOLUMA® og HARmonyCa™ kan du gjenopprette volum og definere¹ ansiktet ditt på en naturlig måte, for resultater som føles som deg, samtidig som behandlingen stimulerer kollagenproduksjonen for en langvarig effekt².

1. Juvéderm® VOLUMA® with lidocaine Directions for Use. 73650RX10 Revision date 2019-09-09. 2. Rohrich RJ, Pessa JE. *Plast Reconstr Surg* 2007; 119:2219-2227

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.it
HARmonyCa™ Lidocaine is referred to as HARmonyCa™. HARmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HARmonyCa™ is a medical device Class III CE2409. HARmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HARmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.



BESKRIVELSE:

Med Juvéderm® VOLUMA® og HARmonyCa™ hjelper vi deg med å gjenopprette volum³ og fasthet⁴ i ansiktet uten å endre på det som gjør deg til den du er. Bestill en konsultasjon hos oss. Vi hjelper deg med å føle deg som ditt beste jeg.

1. Allergan Aesthetics. Data on File. The Lower Face Customer & HCP Journey: Qualitative Research Report. May 2024. American Society of Plastic Surgery. 2. Chiu A et al. Clin Cosmet Investig Dermatol. 2023;16:1521–32. 3. Juvéderm® VOLUMA® with lidocaine Directions for Use. 73650RX10 Revision date 2019-09-09. 4. Allergan Aesthetics. HARmonyCa™ Lidocaine IFU. M032 V01. 2021.

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.no
HARmonyCa™ Lidocaine is referred to as HARmonyCa™. HARmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HARmonyCa™ is a medical device Class III CE2409. HARmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HARmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatite-based fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.

Inlägg 5 Karusell

Visste du at hud med et sunt utseende er mer ettertraktet enn noensinne?¹⁻³



Hvis du ønsker å oppnå følelsen av sunn hud, kom inn for en konsultasjon. Vi er her for å ta vare på deg.

CAPTION:

Vil du vite mer om hvordan du kan få huden din til å se sunnere ut?

Book en konsultasjon i dag og lær mer om hvordan en personlig, multimodal behandlingsmetode med produkter fra Allergan Aesthetics-porteføljen – AA Signature kan hjelpe akkurat deg!*

Model treated with products from Allergan Aesthetics facial treatment range. Individual results may vary.

1. Allergan Aesthetics. Data on file. REF-100241. Skin Health Media Statistics. August 2022.
2. Allergan Aesthetics. Data on file. Consumer Beauty Insights Survey 2021. August 2021.
3. Beauty Independent. Forget Beauty. These Days, Skincare Is All About Health. But What Exactly Is Skin Health? Available at: <https://www.beautyindependent.com/skincare-what-exactly-skin-health/>. [Accessed September 2024].

Video Reel 1

BESKRIVELSE:

Med Juvéderm® VOLUMA® og HARmonyCa™ tilbyr vi behandlinger med høykvalitetsprodukter¹ som hjelper deg med å bevare den følelsen du trives med. Vi forstår at det kan være overveldende når ansiktet aldres og endrer seg med årene. Derfor er vi her for å støtte deg med behandlinger som gjenoppretter volum², struktur² og elastisitet³, samtidig som de stimulerer langvarig kollagenproduksjon. Uten å endre på deg.

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.no

HARmonyCa™ Lidocaine is referred to as HARmonyCa™. HARmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HARmonyCa™ is a medical device Class III CE2409.

HARmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HARmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.

Intriguing & Relatable

Benefits & Solution

1. AbbVie. The highest standards of quality and safety. Available at: <https://www.abbvie.com/societal-impact/for-the-well-being-of-ourpatients/upholding-the-highest-quality.html>. [Accessed August 2023].
2. Juvéderm® VOLUMA® with lidocaine Directions for Use. 73650RX10 Revision date 2019-09-09.
3. Allergan Aesthetics. HARmonyCa™ Lidocaine IFU. M032 V01. 2021.
4. Rohrich RJ, Pessa JE. *Plats Reconstr Surg* 2007; 119:2219-2227.

Video Reel 2

BESKRIVELSE:

Hvis du ønsker å oppnå den beste hudkvaliteten for ansiktet ditt, kom inn for en konsultasjon hos (klinikkens navn). Vi hjelper deg med å imøtekomme dine behov gjennom en personlig, multimodal behandlingsmetode og produkter fra Allergan Aesthetics-porteføljen – AA Signature som kan hjelpe deg.*

*Behandlingsbeslutninger må vurderes og diskuteres som en del av konsultasjonen mellom helsepersonell og kunde før noen behandling utføres.

1. Humphrey S et al. Dermatologic Surgery. 2021;47(7):974-981.
2. Goldie K et al. Clin Cosmet Investig Dermatol. 2021;14:643-654.
3. Swift A et al. Aesthet Surg J. 2020;sjaa339.

BESKRIVELSE:

Med Juvéderm® VOLUMA® og HARmonyCa™ kan vi skreddersy en behandling som passer akkurat dine behov, for å gjenopprette struktur og elastisitet i huden som vi noen ganger mister med aldring. Behandlingen stimulerer også kollagenproduksjonen for en langvarig effekt.

Bestill en konsultasjon, så forteller vi mer og hjelper deg med å finne den rette løsningen.

1. Juvéderm® VOLUMA® with lidocaine Directions for Use. 73650RX10 Revision date 2019-09-09. 2. Allergan Aesthetics. HARmonyCa™ Lidocaine IFU. M032 V01. 2021. 3. Rohrich RJ, Pessa JE. Plats Reconstr Surg 2007; 119:2219-2227

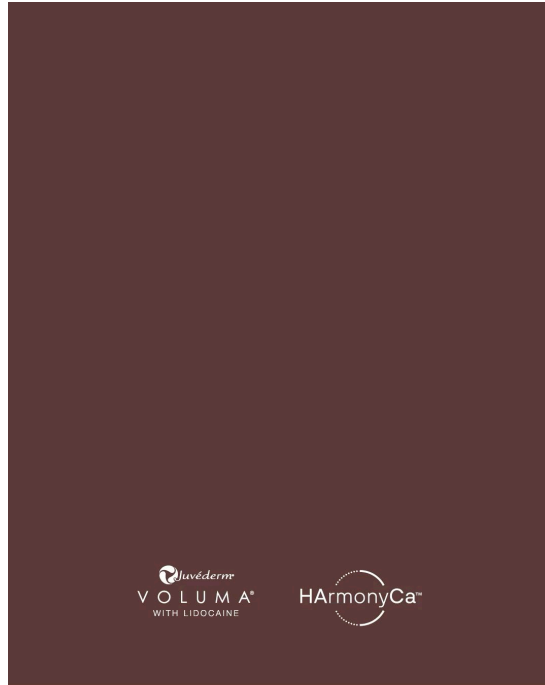
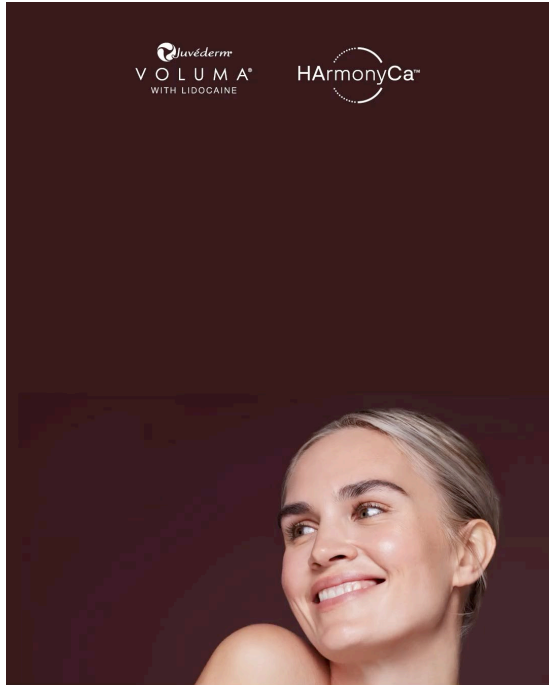
JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvederm.it

HARmonyCa™ Lidocaine is referred to as HARmonyCa™. HARmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HARmonyCa™ is a medical device Class III CE2409. HARmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HARmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.

Video 2

Intriguing & Relatable

Benefits & Solution



BESKRIVELSE:

Kjenner du at ansiktet ditt har mistet volum og spenst? Vi er her for å veilede deg.

Bestill en konsultasjon, så forteller vi mer om hvordan Juvéderm® VOLUMA® og HArmonyCa™ skånsomt kan hjelpe deg med å fremheve din naturlige skjønnhet, på din måte.

JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps, bruising, discoloration, and itching. www.juvederm.se www.juvederm.dk www.juvederm.fi www.juvedermit.no
HArmonyCa™ Lidocaine is referred to as HArmonyCa™. HArmonyCa™ is a dermal filler intended for facial soft tissue augmentation and should be injected into the deep dermal and sub-dermal layers HArmonyCa™ is a medical device Class III CE2409. HArmonyCa™ injection may be accompanied with mild discomfort; administration of anesthetics should be considered. As with all transcutaneous procedures, injection of HArmonyCa™ carries a risk of infection. To reduce this risk, common practice of such procedures should be followed. If nodules appear, patient should massage the treated area. Patient should be informed that the injected material may be palpable for a long period after treatment. Common postoperative adverse events include erythema, edema (swelling), pain, tenderness, and itching. Treatment site reactions typically resolve within 24-48 hours and swelling within a week. Less common adverse events associated with dermal fillers in general and calcium hydroxyapatitebased fillers in particular include hematoma, seroma, extrusion, induration, skin pigmentation, fistula formation, inflammatory reaction, infection, allergic reaction, migration, persistent nodules, granulomas, necrosis and blindness. See IFU for a full list of contraindications, precautions and undesirable effects. CaHA, calcium hydroxyapatite; HA, hyaluronic acid.

Thank you

Allergan Aesthetics

an AbbVie company