

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.juvederm.no

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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.

Inlägg 1 Karusell

Curiosity & Engagement



CAPTION:

Huden och strukturen i ansiktet förändras med tiden och åldrandet, och det är helt naturligt. Vi finns här för att guida dig och berätta hur JUVÉDERM[®] och HArmonyCa[™] kan hjälpa dig att bevara din naturligaskönhet på ett mjukt och harmoniskt sätt samtidigt som de stimulerar kollagenproduktionen för långvariga resultat. Hör av dig till oss, vi tar hand om dig.

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.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.

Inlägg 2 (Karusell)

Intriguing & Relatable



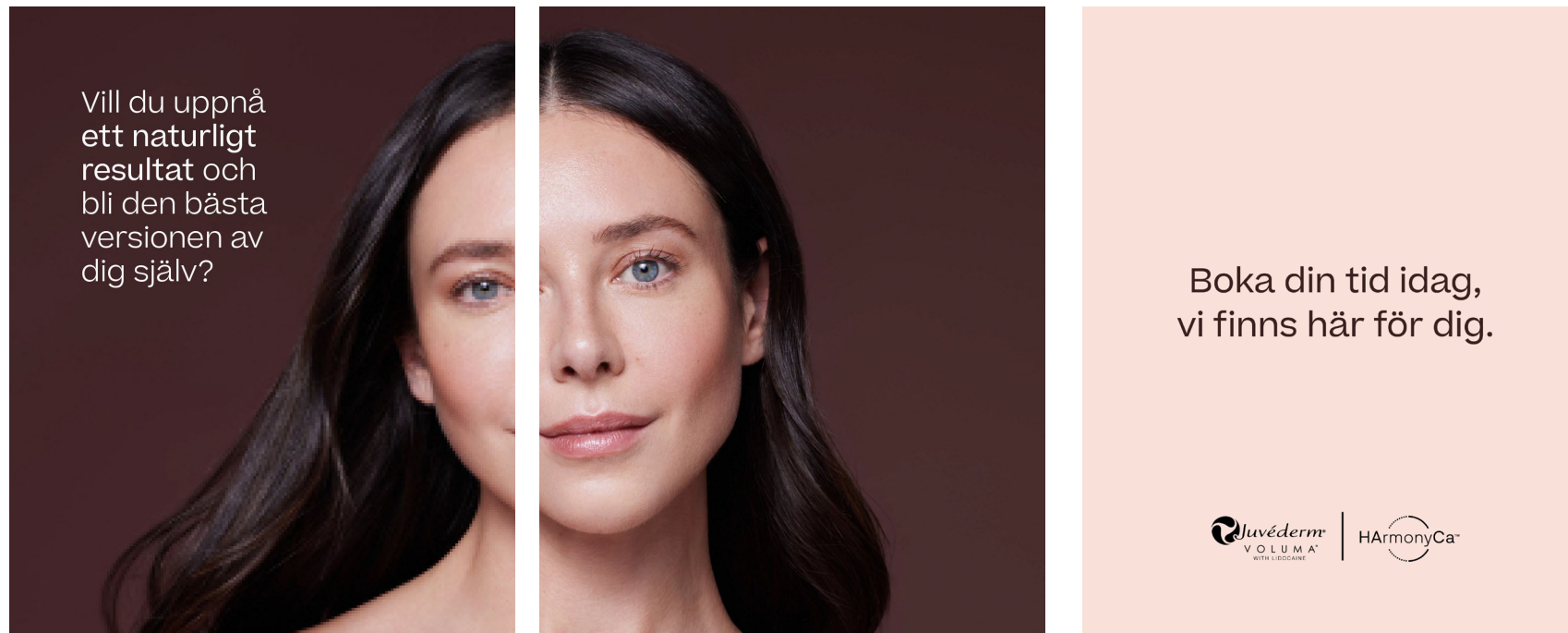
CAPTION:

Vi finns här för dig genom åldrandets förändringar och hjälper dig att bevara din naturliga skönhet. Tillsammans skapar vi en skräddarsydd behandlingsplan med Juvéderm® VOLUMA® och HARmonyCa™, som passar just dina 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.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.

Inlägg 3 Karusell

Intriguing & Relatable



CAPTION:

Med Juvéderm® VOLUMA® och HArmonyCa™ kan du återskapa volym och definiera¹ ditt ansikte på ett naturligt sätt, för resultat som känns som du, samtidigt som behandlingen stimulerar kollagenproduktionen för en långvarig effekt².

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

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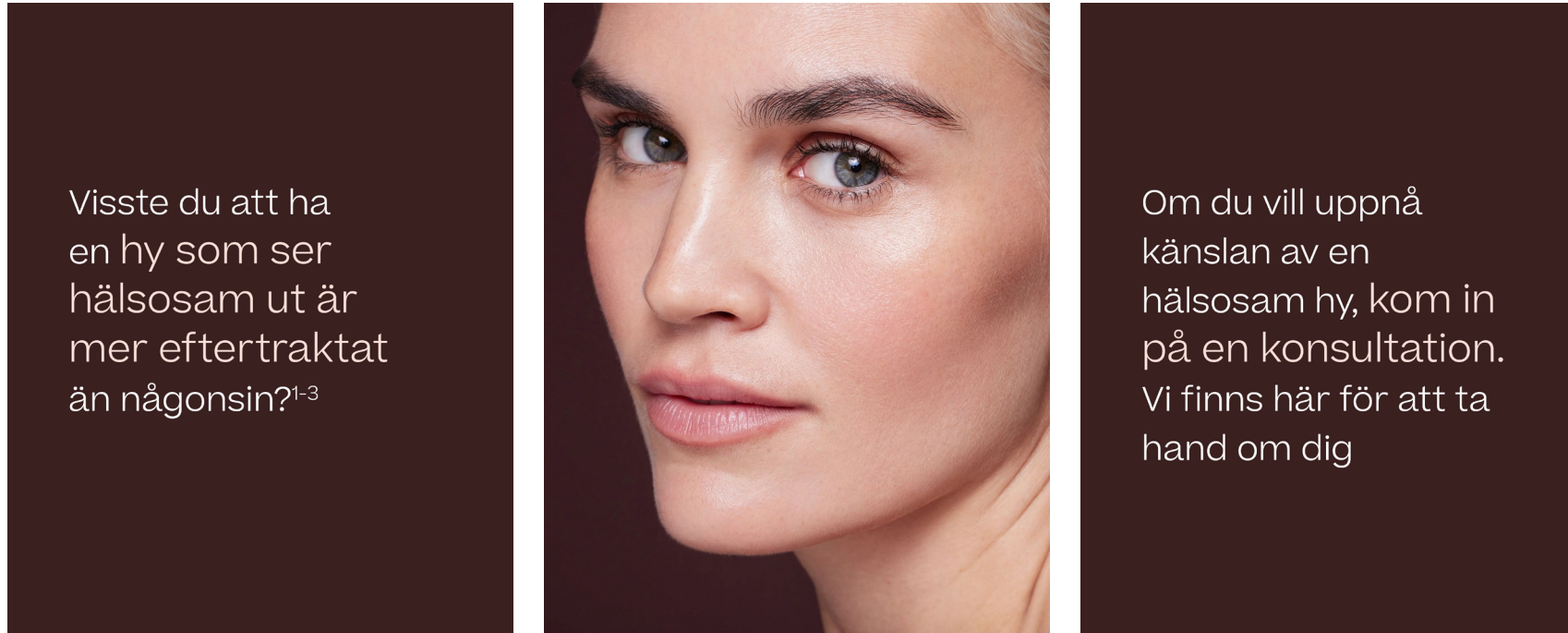


CAPTION:

Med Juvéderm® VOLUMA® och HARmonyCa™ hjälper vi dig att återställa volymen³ och fastheten⁴ i ansiktet utan att förändra det som gör dig till den du är. Boka en konsultation hos oss. Vi hjälper dig att känna dig som ditt bästa jag.

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.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 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.



CAPTION:

Vill du veta mer om hur du kan få din hy att se mer ett hälsosam ut? Boka en konsultation idag och lär dig mer om hur en personlig, multimodal behandlingsmetod med produkter från Allergan Aesthetics-portföljen – AA Signature kan hjälpa just dig!*

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

CAPTION:

Med Juvéderm® VOLUMA® och HARmonyCa™ erbjuder vi behandlingar med högkvalitativa produkter¹ som hjälper dig att bevara den känsla du trivs med. Vi förstår att det kan kännas överväldigande när ansiktet åldras och förändras med åren. Därför finns vi här för att stötta dig med behandlingar som återställer volym², struktur² och elasticitet³, samtidigt som de stimulerar långvarig kollagenproduktion⁴. Utan att förändra dig.

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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

CAPTION:

Om du vill uppnå den bästa hudkvaliteten för ditt ansikte, kom in för en konsultation på (klinikens namn). Vi hjälper dig tillgodose dina behov med en personlig, multimodal behandlingsmetod och produkter från Allergan Aesthetics-portföljen – AA Signature som kan hjälpa just dig.*

*Behandlingsbeslut måste bedömas och diskuteras som en del av konsultationen mellan vårdpersonal och kund innan någon behandling ges.

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.

CAPTION:

Med Juvéderm® VOLUMA® och HARmonyCa™ kan vi skräddarsy en behandling som passar just dina behov, för att återställa struktur¹ och elasticitet² i huden som vi ibland förlorar med åldrandet. Behandlingen stimulerar även kollagenproduktionen för en långvarig effekt³.

Boka en konsultation så berättar vi mer och hjälper dig hitta rätt lösning.

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

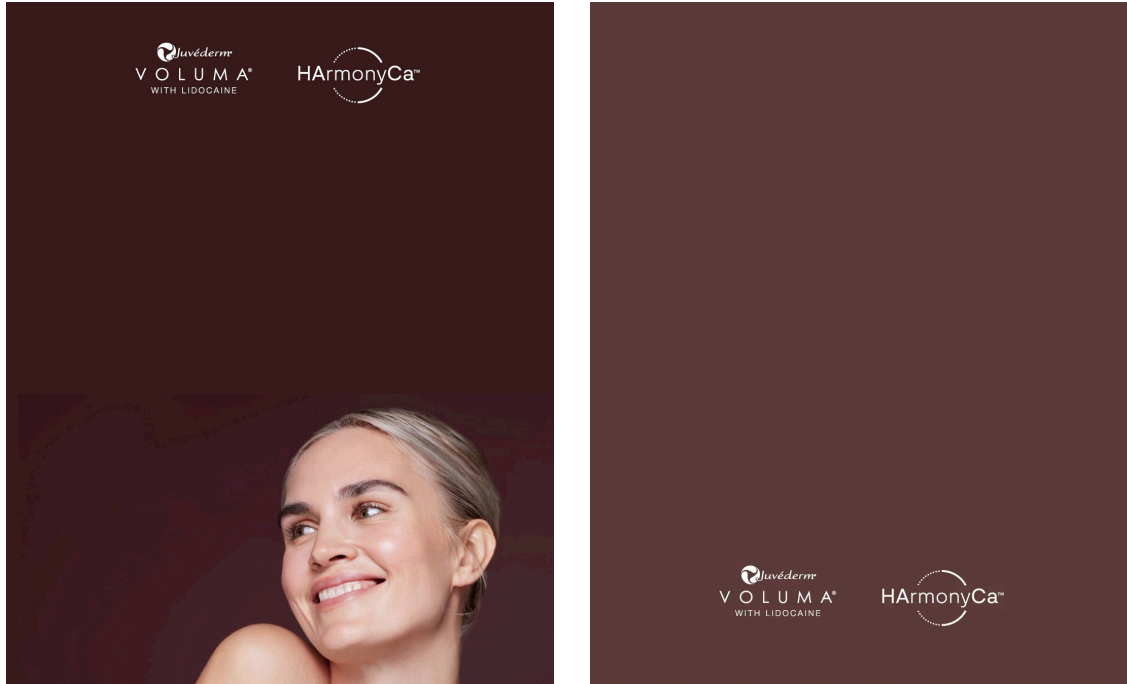
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Video 2 Karusell

Intriguing & Relatable

Benefits & Solution



CAPTION:

Känner du att ditt ansikte har förlorat volym och spänst? Vi finns här för att guida dig.
Boka en konsultation så berättar vi mer om hur Juvéderm® VOLUMA® och HArmonyCa™
varsamt kan hjälpa dig att framhäva din naturliga skönhet, på ditt sätt.

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Thank you

Allergan Aesthetics

an AbbVie company