

# Social connections that truly matter

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## 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](http://www.juvederm.se), [www.juvederm.fi](http://www.juvederm.fi), [www.juvederm.no](http://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.



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

# 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**

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.

Vidste du,  
at ...

fra 25 års alderen falder  
kollagenproduktionen med  
1 % hvert år, hvilket fører  
til nedsat hudelasticitet og  
fasthed...

og med alderen er der også  
mange, der søger

*naturlig  
definition*

og en følelse af løft.

Kan dette lyde  
som dig?



### BESKRIVELSE:

Hudens struktur i ansigtet ændrer sig med tiden og aldring, og det er helt naturligt. Vi er her for at guide dig og fortælle, hvordan JUVÉDERM® kan hjælpe dig med at bevare din naturlige skønhed på en blød og harmonisk måde, samtidig med at de stimulerer kollagenproduktionen for langvarige resultater. Kontakt os, vi passer på dig.

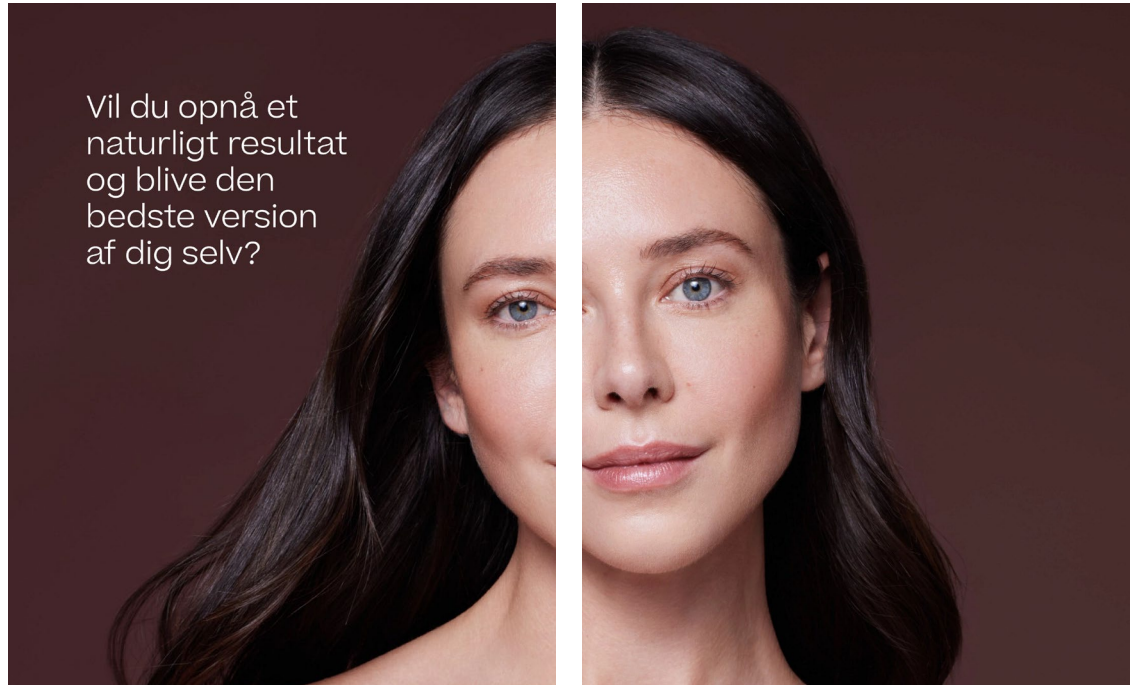
JUVÉDERM® is a medical device Class III CE0334. License details and indications may vary between countries - please consult individual product "Directions for Use". The most commonly reported side effects with JUVÉDERM® injectable gels included redness, swelling, pain, tenderness, firmness, lumps/bumps,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



### BESKRIVELSE:

Vi er her for dig gennem aldringens forandringer og hjælper dig med at bevare din naturlige skønhed. Sammen skaber vi en skræddersyet behandlingsplan med Juvéderm® VOLUMA®, som passer til dine behov.

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Vil du opnå et naturligt resultat og blive den bedste version af dig selv?

Book din tid i dag, vi er her for dig.

 **Juvéderm®**  
VOLUMA®  
WITH LIDOCAINE

### BESKRIVELSE:

Med Juvéderm® VOLUMA® kan du genoprette volumen og definere dit ansigt på en naturlig måde, for resultater der føles som dig, samtidig med at behandlingen stimulerer kollagenproduktionen for en langvarig effekt.

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### BESKRIVELSE:

Med Juvéderm® VOLUMA® hjælper vi dig med at genoprette volumen og fasthed i ansigtet uden at ændre det, der gør dig til den, du er. Book en konsultation hos os. Vi hjælper dig med at føle dig som dit bedste jeg.

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Vidste du, at en hud med et sundt udseende er mere eftertragtet end nogensinde?



Hvis du ønsker at opnå følelsen af en sund hud, , så kom ind til en konsultation. Vi er her for at tage os af dig.

### BESKRIVELSE:

Vil du vide mere om, hvordan du kan få din hud til at se sundere ud? Book en konsultation i dag og lær mere om, hvordan en personlig, multimodal behandlingsmetode med produkter fra Allergan Aesthetics-porteføljen – AA Signature kan hjælpe netop dig!\*

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

## Video Reel 1

BESKRIVELSE: Med Juvéderm® VOLUMA® tilbyder vi behandlinger med høj kvalitetsprodukter, som hjælper dig med at bevare den følelse, du trives med. Vi forstår, at det kan være overvældende, når ansigtet ældes og ændrer sig med årene. Derfor er vi her for at støtte dig med behandlinger, der genskaber volumen, struktur og elasticitet, samtidig med at de stimulerer langvarig kollagenproduktion. Uden at ændre på dig.

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Intriguing & Relatable

Benefits & Solution



## Video Reel 2

### BESKRIVELSE:

Hvis du ønsker at opnå den bedste hudkvalitet for dit ansigt, så book en konsultation hos (klinikkens navn). Vi hjælper dig med at imødekomme dine behov med en personlig, multimodal behandlingsmetode og produkter fra Allergan Aesthetics-porteføljen – AA Signature, som kan hjælpe dig.\*

\*Behandlingsbeslutninger skal vurderes og diskuteres som en del af konsultationen mellem sundhedspersonalet og kunden, før en behandling udføres.

## Video 1

Intriguing & Relatable

Benefits & Solution

### BESKRIVELSE:

Med Juvéderm® VOLUMA® kan vi skræddersy en behandling, der passer til dine behov, for at genskabe struktur og elasticitet i huden, som vi nogle gange mister med alderen. Behandlingen stimulerer også kollagenproduktionen for en langvarig effekt.

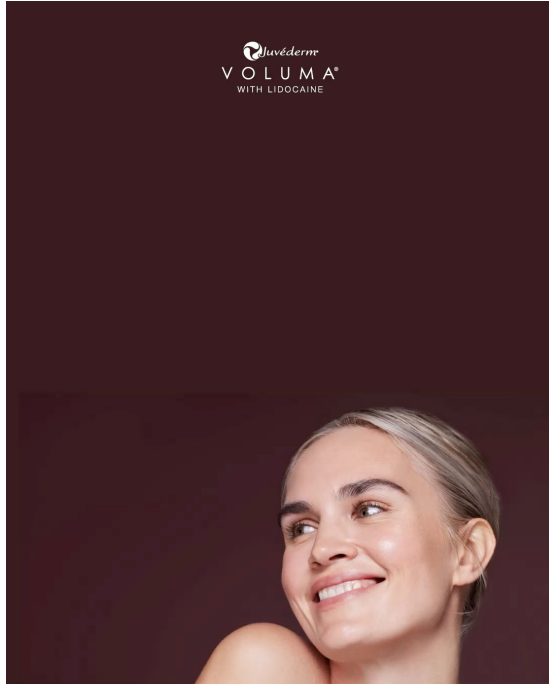
Book en konsultation, så fortæller vi mere og hjælper dig med at finde den rette løsning.

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## Video 2

Intriguing & Relatable

Benefits & Solution



### BESKRIVELSE:

Kender du følelsen af, at dit ansigt har mistet volumen og spændstighed? Vi er her for at guide dig.

Book en konsultation, så fortæller vi mere om, hvordan Juvéderm® VOLUMA® forsigtigt kan hjælpe dig med at fremhæve din naturlige skønhed på din måde.

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# Thank you

# Allergan Aesthetics

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