

Dear Valued Partner:

Thank you for your commitment to BELOTERO BALANCE® Dermal Filler. We appreciate the opportunity to work with you, and are pleased to announce the release of our new BELOTERO BALANCE E-Media Kit!

Within this kit you will find written content, images, illustrations, and more. All of these tools are developed to be incorporated directly into your practice's website while providing targeted BELOTERO BALANCE educational content – something both patients and search engines look for!

We understand the challenges in creating a website that delivers beautiful and meaningful content while ensuring the site is optimized for favorable search engine placement. Therefore, the assets in this kit have also been crafted with market research and Search Engine Optimization techniques (SEO) taken into consideration. Our intent is for you to leverage this kit to create a meaningful and SEO-enhanced BELOTERO BALANCE brand message on your website.

It is important for you to be able to deliver accurate, consistent, and relevant brand messaging around BELOTERO BALANCE Dermal Filler, therefore we ask that you carefully read the enclosed BELOTERO BALANCE E-Media Kit Implementation Instructions before incorporating these assets in your website. In addition to using the assets properly from a branding perspective, it is important for you to follow FDA laws that require truthful and accurate portrayals of BELOTERO BALANCE Dermal Filler, while also providing fair balance to your patients. Your use of the assets included with the BELOTERO BALANCE E-Media Kit is conditioned upon your compliance with the guidelines included within the Terms of Use.

In the end, this kit may help grow your BELOTERO BALANCE business, which may help grow your overall business as well. We appreciate your attention and cooperation, and we thank you for your partnership in building BELOTERO BALANCE Dermal Filler into a stronger and more valuable product in your practice.

Best Regards,

Pat Altavilla
Vice President of Global Marketing