

\*Please keep in mind that legitimate and truthful comparisons of Cryoskin and Coolsculpting are fine, but never tell customers that Cryoskin is FDA approved and only use facts outlined in this document. The Elevator Pitch and Summary Table below should only be used to explain the difference between the two treatments to customers, and the comparisons should never be put in writing on any marketing materials (printed, website or social media).

### Coolsculpting vs. Cryoskin Elevator Pitch

- 1) Cryoskin is instant. Coolsculpting takes 12 weeks.
- 2) Coolsculpting hurts. 88% enjoy Cryoskin like a massage, 12% say bearable.
- 3) Coolsculpting has incidences of “shelving” (fat collecting in other areas due to the suction) and numbness. Cryoskin adverse effect very low (redness and numbness).
- 4) Coolsculpting charge \$600-1000 an applicator. Many need 4 applicators so \$4000 total. You can try Cryoskin for \$350 and a 5 pack is \$1500.
- 5) Coolsculpting and Cryoskin have similar fat loss in treated areas ~20%.  
Coolsculpting has many clinical studies and our results are based off of one clinical study (more to come though!).

### Coolsculpting vs. Cryoskin Summary Table

	<b>Coolsculpting</b>	<b>Cryoskin</b>
<b>Experience</b>	Customers report it is painful or just unpleasant depending on pain tolerance. A doctor or nurse practitioner applies the clamps and leaves the room for about an hour. Many customers are scared or not sure if what they are feeling is ok.	Most customers describe it as pleasant like an intense massage.
<b>Results</b>	Results take up to 2 weeks. 22% fat reduction in treated areas.	Immediate results. Clinical results using ultrasound machine show: 18.96% subcutaneous fat loss in treated areas 44% less visible fat 87.5% improvement in body shape 100% enhancement in skin quality
<b>Treatment Areas</b>	Bulges only as there must be enough fat to suction and clamp- e.g. stomach, double chin. Most customers do not have enough fat to do legs and arms.	You can sculpt the body you want. Treats bulges and circumference fat so can be used on any area of the body that has pinchable fat - e.g. Stomach, back, love handles, inner/upper/outer thighs, above the knees, arms, chin
<b>Price</b>	\$1400-\$6000	\$350 single session, 5 pack \$1500

<b>Mechanism</b>	Suctions and clamps fat and skin.	Uses an ultrasound-like wand.
<b>Side Effects</b>	Can cause displacement which requires plastic surgery to remove the butter like shelf. Also can cause redness and sensitivity. Numbness can last weeks.	Minimal. Some redness for a few hours after.
<b>Approvals</b>	FDA, CE	CE, European FDA equivalent. Not FDA approved.

### **Positioning Cryoskin with Coolsculpting**

Here are some ways to position with Coolsculpting if you have Coolsculpting as part of your practice:

- You can contour the body and make it your own after you do bulges on Coolsculpting- stomach, back, love handles, inner thighs, above the kneed, arms, chin. Generally lifting
- If did Coolsculpting and have sagging skin then Cryoskin great to tighten that skin
- If have both sagging/cellulite as well as stubborn fat doing a Cryoskin package can address both
- If pricing was a concern or they wanted to see if they could handle the cold then Cryoskin a better way to try because of money
- If they have low pain tolerance Cryosking can be a good option
- Older women that might get sagging from removed fat might be positioned more for Cryoskin
- Overall upkeep after Coolsculpting as many people don't eat healthy and fat cells come back