



# SILHOUETTE INSTALIFT™

Media Tool Kit

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## SILHOUETTE INSTALIFT™

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### Key Talking Points

These talking points will help you convey the main messages you want to communicate when you discuss Silhouette InstaLift™ with journalists, bloggers, producers, and patients. Please review these approved messages before you give an interview and refer back to them during your discussion.

- Silhouette InstaLift meets an unmet anti-aging need. Until now, no minimally invasive method for lifting and repositioning the subdermal (underlying) tissue of the face has been available.
- Silhouette InstaLift is a minimally-invasive solution that delivers a great option for patients who don't want to undergo a traditional facelift or deal with the ongoing maintenance required with injectables three to four times a year.
- The procedure helps increase and restore volume to the mid-face and cheek area for a natural looking, more youthful appearance.
- A huge part of the patient appeal is that the outcome is immediate, with results getting better over time.
- Long-lasting results that are complementary to other aesthetic treatments.
- FDA-cleared in April 2015.
- Average cost of the procedure: The procedure pricing varies by geographic region and number of sutures to be used. On average, the fee for Silhouette InstaLift is \$3,500 vs. the average cost of a facelift of \$12,000, according to Real Self.
- For more information: [instalift.com](http://instalift.com)

### How it Works

Silhouette InstaLift is a minimally-invasive, resorbable suspension suture with bi-directional cones. The sutures lift and reposition subdermal tissue while the bi-directional cones hold the suture and facial skin in an elevated position. The suture and cone material are both made of glycolide / L-lactide (PLGA) and over time they stimulate fibroblasts for gradual collagen maturation and are designed to reposition volume in the mid-face with a goal of a natural-looking result.

## Frequently Asked Questions

### Q. Is Silhouette InstaLift™ FDA cleared?

The product earned FDA-clearance in April 2015.

### Q. Who is a good candidate to have a Silhouette InstaLift procedure?

Silhouette InstaLift is the ideal minimally-invasive solution for many men and women who are interested in refreshing their appearance without major surgery, injections, or lasers. It offers a new and unique technology to lift sagging facial skin. Suitable candidates have good skin quality, with moderate sagging of the skin in the mid-face.

### Q. What are Silhouette InstaLift sutures made of?

Silhouette InstaLift sutures are made from glycolide / L-lactide (PLGA), a polymer that is frequently used in medical devices and is well tolerated by the body. The fully resorbable sutures have bi-directional cones; the sutures lift and reposition the tissue while the bi-directional cones hold the suture and facial skin in an elevated position.

### Q. What can Silhouette InstaLift do to improve my appearance?

Sagging facial skin is one of the major contributors to an aged and tired appearance. Silhouette InstaLift is a minimally-invasive procedure that redefines the contours of your mid-face by lifting the deeper layers of your skin for a more youthful look.

### Q. What areas of the face does Silhouette InstaLift treat?

The procedure lifts and restores contours to the mid-face and cheek area.

### Q. How is the Silhouette InstaLift procedure performed?

During the in-office procedure, a specially-trained physician will begin by marking the areas of desired lift on the patient. He / she will then gently insert a needle to a depth of 5mm and guide it through the subcutaneous tissue and extract at each bi-directional exit point. The sutures have bi-directional absorbable cones that hold them in place. The treatment is generally well tolerated by patients and typically takes 45 minutes.

### Q. Is general anesthesia required?

No. Your physician will only use a local anesthetic to numb the area before inserting the sutures.

### Q. How is Silhouette InstaLift different from Thread Lifts?

Silhouette InstaLift is an entirely new technology and procedure. Rather than just repositioning the skin, Silhouette InstaLift now focuses on the underlying layers of the skin, because that is what really causes sagging. Another important advance is that the sutures are not permanent; they are absorbed by the body over time. As they are absorbed, they stimulate collagen renewal, which helps achieve a lasting, natural look.



## SILHOUETTE INSTALIFT™

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### Frequently Asked Questions (cont.)

#### Q. How much does Silhouette InstaLift cost?

The procedure fee varies according to each patient's needs and the number of sutures required. The range in our practice is [insert fees here].

#### Q. Where can I have Silhouette InstaLift™ performed?

Silhouette InstaLift is only performed by qualified physicians who have undergone special, comprehensive training and are familiar with the techniques required.

#### Q. Who is a non-ideal patient?

The Silhouette InstaLift device should not be used in patients with any known allergy or foreign body sensitivities to plastic biomaterial or in situations where internal fixation is otherwise contraindicated, (e.g. infection). The device should also not be used in patients appearing to have very thin soft tissue of the face in which the implant may be palpable.

#### Q. What are the side effects that might happen with this procedure?

After placement, patients may experience a minimal acute inflammatory tissue reaction. Symptoms may include minor pain, swelling and bruising. Material sensitivity / allergic reactions should be reported to Silhouette Lift Inc. Implantation of foreign materials in tissue can result in histological reactions. Other potential side effects include sensory nerve injury, asymmetry or banding.

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### Keyword Suggestions for SEO

- Suture lift
- Suture suspension lift
- Threadlift
- Thread Lift
- Silhouette Lift
- Silhouette InstaLift
- InstaLift US
- Non-surgical facelift
- Minimally-invasive facelift
- Silhouette InstaLift suture
- Advanced suspension technology
- Barbed suture lift
- Face suture suspension
- Mini facelift
- String facelifts
- Suspension lifts
- Silhouette InstaLift reviews
- Anti-aging treatment
- Face lifting
- Cone lift
- Silhouette Lift sutures
- Biodegradable suture lift
- Sagging skin treatment
- Non-invasive facelift



# SILHOUETTE INSTALIFT™

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## Social Media Hashtags

Please use these hashtags when posting about Silhouette InstaLift™ on Facebook, Twitter, and Instagram.

#silhouetteinstalift  
#silhouettelift  
#silhouetteAST  
#instalift

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## Silhouette InstaLift Social Handles

Like or follow Silhouette InstaLift on these channels. Repost content to your own accounts to amplify the consumer communication to your patients.

Facebook



/Silhouetteinstalift

Twitter



@instaliftus

Instagram



@Silhouetteinstalift

YouTube



/SilhouetteInstaLift



SILHOUETTE INSTALIFT™

## Silhouette InstaLift™ Image and Video Library



SILHOUETTE INSTALIFT™

Product Logo Link



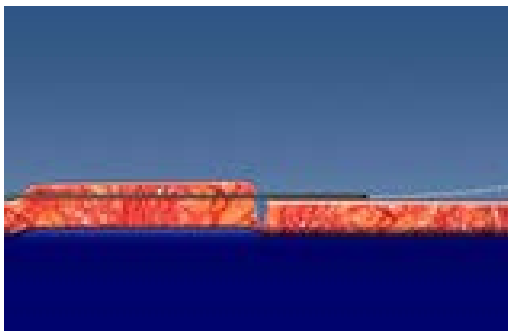
Package Link



Magnified Suture Image Link



Suture Image Link



Video of Suture Placement Link



## SILHOUETTE INSTALIFT™

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### Physician Landing Page: Silhouette InstaLift™

(Header image with headline) SILHOUETTE INSTALIFT™ - The Newest Procedure to Lift Sagging Facial Skin

(Subhead)(Insert practice name) is excited to offer this new minimally-invasive technique to lift sagging facial skin.

We are excited to announce that we now offering Silhouette InstaLift™ - the latest facial rejuvenation procedure.

Sagging skin is one of the major contributors to an aged and tired appearance. Silhouette InstaLift is a simple, in-office procedure to re-contour your face by lifting the deeper layers of your skin for a more youthful appearance.

Our physician(s) have received comprehensive training on this breakthrough anti-aging treatment. We can answer all of your questions about the procedure and create a treatment plan to ensure you achieve the natural-looking results you desire.

During a short in-office procedure, (doctor name) will insert the patented Silhouette InstaLift sutures to lift the deeper layers of the skin in your mid-face or cheek area. The treatment does not require general anesthesia, and typically takes 45 minutes. You will see results right away and recovery time is minimal.

The unique Silhouette InstaLift sutures are naturally absorbed by your body over time. The sutures will naturally be absorbed by your whole body while stimulating the production of collagen to aid in healthy skin renewal for natural-looking, long lasting results. Call us now for a consultation at (practice name) or complete the following consultation form to find out if Silhouette InstaLift is right for you.

**CONSULTATION FORM:** \* Indicates required field

- \* First Name:
- \* Last Name:
- \* Age: (drop down)
- \* Gender: (drop down)
- \* Email:
- Phone:
- Comments:

(Insert legal disclaimer)



## SILHOUETTE INSTALIFT™

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### Physician Blog Copy: Silhouette InstaLift™

(Headline) A NEW Way to LIFT Sagging Facial Contours

We have recently introduced [Silhouette InstaLift™](#), the breakthrough facial rejuvenation procedure that lifts sagging facial skin without the need for surgery, scars, or general anesthesia.

It is a simple, in-office procedure to re-contour your face by lifting the deeper layers of your skin. We will insert fine [Silhouette InstaLift](#) sutures to lift the deeper layers of the skin in your mid-face or cheek area. The treatment is well tolerated by patients, no general anesthesia is required, and typically takes 45 minutes. You will see results right away. There may be some mild swelling or redness for a few days, and you can get back to your normal routine with minimal downtime.

The unique [Silhouette InstaLift](#) sutures and cones are naturally absorbed by your body over time. This process stimulates the production of collagen, one of the building blocks of skin that diminishes with age.

Contact us now to schedule a consultation to find out if [Silhouette InstaLift](#) is right for you. (Insert phone, email, website, address, etc.)

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### Physician eBlast Copy: Silhouette InstaLift™

(Headline) WHAT'S NEW? Silhouette InstaLift™

[Silhouette InstaLift™](#) is the breakthrough facial rejuvenation procedure you have read about in *Town & Country* and seen on *THE DOCTORS TV Show* that lifts sagging facial skin without the need for major surgery, scars, or general anesthesia.

This in-office procedure re-contours your mid-face and cheeks by gently lifting the deeper layers of your skin with resorbable sutures. The treatment is comfortable, requires no general anesthesia, and typically takes 45 minutes. You will see results right away and the recovery time is minimal. Over time, the sutures will naturally be absorbed by your body, while stimulating the production of collagen to aid in healthy skin renewal for natural-looking, long lasting results.

Contact us now to schedule a consultation to find out if [Silhouette InstaLift](#) is right for you. (Insert phone, email, website, address, etc.)





## SILHOUETTE INSTALIFT™

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# Physician Press Release Copy: Silhouette InstaLift™

For Immediate Release

Date

For more information, contact (name, phone, email)

(Doctor / Practice name) Is now offering Silhouette InstaLift™

### Trailblazing Technology Offers a New Way to Lift Sagging Skin

(Dateline - City name, today's date): Dr. (doctor name) announces the availability of Silhouette InstaLift, a minimally-invasive skin lifting procedure, at (his / her) private practice, (practice name). Celebrated as "The Facelift of the Future," Silhouette InstaLift is a procedure that re-contours the face by lifting the deeper layers of skin in the mid-face for a more youthful look.

For the first time in the States, Silhouette InstaLift gives both men and women a safe and effective solution to reversing facial sagging without surgery. While wrinkles, brown spots, and lost volume can be treated with current anti-aging methods, there hasn't been a minimally-invasive method for lifting sagging skin and the underlying tissue available until now.

"Silhouette InstaLift targets and fulfills a growing need in the explosive anti-aging category," says Dr. (doctor name). "Silhouette InstaLift is a game-changing, minimally-invasive solution for patients who don't want to or who cannot undergo a traditional facelift, or deal with the long-term maintenance of injectables."

The procedure helps increase volume while restoring the contours of the mid-face and cheek areas gradually and naturally. During this simple, in-office procedure, the physician lifts the deeper layers of the skin. The treatment is comfortable and typically takes 45 minutes. Results will be visible immediately and improve over a three-month span, with lasting lifting effects.

Silhouette InstaLift technology is made from glycolide / L-lactide (PLGA), a biomedical co-polymer that is well tolerated by the body. Over time, the sutures will naturally be absorbed by your body while stimulating production of collagen to aid in healthy skin renewal for natural-looking, long lasting results.

To find out if Silhouette InstaLift is right for you, schedule a consultation by contacting us.

(Practice information here)

(Insert practice phone number, email, website, address, etc.)