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| **Scripts & Captions Key:**  **Behind the Scenes** - We often talk about “doubling down on content.” This is a strategy we use to make sure your best content works harder and smarter across platforms. Learn more about this process and why it is SO important [HERE](https://drive.google.com/file/d/1QvqdcIBC7cCDzXYxXoBOAZe8JFhxSYpU/view?usp=drive_link)  Red Text - Fill in the blank sections of scripts (or occasionally important notes for filming).  Green Text - Editing instructions for the editor (clients can ignore these)  **A-Roll:** This will be videos or clips where you will be talking to the camera and doing some action or task.  **B-Roll:** This will be videos or clips where you will be doing some action or task which will be relevant to the voiceover or portions of the script playing over it.  **Visual Hook** - the visual/action you perform when saying the hook  **Written Hook** - hook written on the screen in text (you do not need to say/do anything with this)  **Verbal Hook** - the hook you say  **Notes** - Breakdown of script, video type (ie. could be a voice over, talking back and forth, whiteboard, etc), video example of video type, any filming instructions you need to know, etc.  **Script** - What you say in the video, or the text on the screen if it is an audio + broll video. (SCRIPT NOTE: This is not set in stone please adjust to fit you and your business, you are the only you at the end of the day we will never be able to perfectly replicate your words. So please adjust it to feel authentic).  **Caption** - Description that will be used when posting. \***note**: please make sure to fill in any red text in the captions\*  **Video Tutorials:**   * [How to Review Scripts](https://drive.google.com/file/d/1500R3OO3taQ8XZf9d987GkaS9mF8vbHM/view?usp=drive_link) * [How to Film](https://drive.google.com/file/d/1R1MSjM_q2oKhEt94kMVTaH340pIf7jT-/view?usp=drive_link) |
| --- |

# **Short #1 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/1144011350812832?igsh=MW82aDlmeXRmNXdqcg%3D%3D)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Text on Screen:**
* 5 Reasons To Get Liquid Lipo For Your Double Chin
* 1. Look better in photos from any angle
* 2. Feel more confident inside and out
* 3. Take years off your appearance
* 4. Wink at yourself in the mirror
* 5. Wear any neckline and look good
* **Background Video:** 
  + Use b-roll the client provided that has someone looking in a mirror

**Caption:**

**CTA #1:**

No downtime. No surgery. Just confidence.

👉 Comment “GLOW” if you’ve been curious about fat dissolving injections and want to know if this is a good option for you!

#liquidlipo #nonsurgicalfatremoval #bellyfatreduction

**CTA #2:**

No downtime. No surgery. Just confidence.

👉 Follow for more honest education on non-surgical beauty treatments!

#liquidlipo #nonsurgicalfatremoval #bellyfatreduction

# **Short #2 (Education):**

**Notes:**

* **Video Format:** Stitch Video (Reaction)
* **Format Example:**[HERE](https://www.tiktok.com/@jordan_the_stallion8/video/7252488234213821742?is_from_webapp=1&sender_device=pc&web_id=7390786661159110174)
* **Instructions:**
  + We’ll have the prompt video play out first, followed by your reaction
  + Film yourself saying the script below
  + Viral Video Link - [HERE](https://www.instagram.com/reel/DFBCTUVsFw1/)
* **Subtopic:** Skin Tightening Treatments (Fibroblast, RF Microneedling, Microneedling, Chemical Peels)

**Script:**

* *Play this niche-related viral video (*[*VIDEO LINK)*](https://www.instagram.com/reel/DFBCTUVsFw1/) *entirely.*
* *We are going to have the video play first and then reacting to it*
* (film in selfie position)
* Fascinating, isn't it? Start walking around the medspa.
* Microneedling is a treatment that uses tiny needles to create micro-injuries in the skin, triggering your body’s natural healing process.
* Overlay this video [HERE](https://www.youtube.com/watch?v=GAjo9KjX-hk&t=98s) from 1:27 - 1:29 when the client says “Microneedling is …skin”.
* So what’s happening underneath?
* Your skin goes into repair mode and produces more collagen, which helps smooth and firm the skin.
* Overlay this video [HERE](https://www.youtube.com/watch?v=GAjo9KjX-hk&t=98s) from 1:34 - 1:36 when the client says “So what’s…smooth”.
* This boost in collagen helps reduce fine lines and improve texture, leaving your skin smoother and more youthful.Most people start seeing visible results within 4 to 6 weeks.
* Follow for more expert tips and real results on natural skin treatments tailored to your skin!

**Caption:**

Microneedling: The Secret to Radiant Skin 🫶🏼

Microneedling offers several notable benefits for skin rejuvenation, particularly in enhancing texture, reducing fine lines, and improving acne scars.

Here's a concise overview of these top benefits:

1.Smoother skin texture   
Microneedling stimulates collagen and elastin production, leading to a smoother and more even skin surface.

2.Reduction in Fine Lines and Wrinkles

By promoting collagen and elastin synthesis, microneedling can fill in fine lines and wrinkles, making them less deep and noticeable.

3.Improvement of Acne Scars

Microneedling is effective in reducing the appearance of acne scars by breaking down scar tissue and encouraging the development of new, healthy skin. This process leads to smoother skin over time.

Follow for more expert tips and real results on natural treatments tailored to your skin!

#microneedling #medspatreatments #nonsurgicalbeauty

# **Short #3 (Education):**

**Notes:**

* **Video Format:** Green Screen
* **Format Example:** [HERE](https://www.instagram.com/reel/DDWwZtZi4Jt/)
* **Instructions:** 
  + Film yourself sitting down or standing saying the script under “Script” straight to the camera
  + We will edit in the “Green Screen Image/Videos” with the correlating “Script” section during the editing process
* **Subtopic:** Anti-aging strategies without surgery
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
  + Feel free to adjust sentences based on your opinion on this and medical expertise.

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * [Green Screen Image/Video Link](https://i2-prod.irishstar.com/article35283146.ece/ALTERNATES/s1200d/0_Kris-Jenner-surgery_Mirror_MAIN.jpg) | * **Written Hook:** Kris Jenner Got The Lindsay * **Verbal Hook:** Kris Jenner Got The Lindsay * And she looks incredible. |
| * [Green Screen Image/Video Link](https://i2-prod.irishstar.com/article35283146.ece/ALTERNATES/s1200d/0_Kris-Jenner-surgery_Mirror_MAIN.jpg) * Circle with red color the areas the client is talking about. | * She’s likely had a facelift and neck lift. * And of course, the hair, styling, and lighting create a combination of things that make her look flawless overall. |
| * Full screen of client. | * But not everyone wants to go the surgical route. * So here are 3 non-surgical treatments I always recommend to my clients: |
| * [Green Screen Image/Video Link](https://cambridgeclearbeauty.co.uk/wp-content/uploads/2021/02/peels-header-img-768x432-3.png) | * #1 Chemical Peels. * These help resurface the skin, improve texture, and brighten dull areas. |
| * [Green Screen Image/Video Link](https://milada.com/st-maarten/wp-content/uploads/sites/3/revslider/microneedling/needling.png) | * #2 Microneedling which stimulates collagen for firmer, smoother skin. |
| * [Green Screen Image/Video Link](https://www.drumedcosmetics.com.au/wp-content/uploads/2024/01/Fat-dissolving-injection.png) | * #3 Injectable Fat Dissolvers. These target stubborn areas like the double chin without surgery. |
| * Full screen of client | * **CTA#1:** Want a more defined jawline without surgery? Comment “GLOW” and I’ll send you details on our non-surgical fat dissolving treatment! * **CTA#2:** Want natural results without going under the knife? Follow for more natural skin treatments education! |

**Caption:**

**CTA#1:**

Kris Jenner looking amazing at the age of 69✨

Want a more defined jawline without surgery? Comment “GLOW” and I’ll send you details on our non-surgical fat dissolving treatment!

#microneedling #medspatreatments #nonsurgicalbeauty

**CTA#2**

Kris Jenner looking amazing at the age of 69✨

Want natural results without going under the knife? Follow for more natural skin treatments education!

#microneedling #medspatreatments #nonsurgicalbeauty

# **Short #4 (Storytelling):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Written Hook: 3** Most Common Mistakes After Fat Dissolving Injections
* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Hey **(name),** what are the most common mistakes women make after getting fat dissolving injections
* **Interviewee:** 
  + Great question! The first and most common is that they wait for immediate results and fail to adhere to the treatment plan because they feel “it didn’t work”. Patience is key.
  + Second, is ignoring the lifestyle between treatments, like poor diet, lack of exercise or even excessive alcohol consumption. The treatment works best when it’s supported by the right lifestyle choices
  + And lastly ignoring post care treatment, which slows recovery and the overall results. It’s important to wear compression garments, stay hydrated and gently massage the area
  + Follow for more expert tips and insights on non surgical treatments!

**Caption:**

**3** Most Common Mistakes After Fat Dissolving Injections 😀

Follow for more expert tips and insights on non surgical treatments!

#nonsurgicalbeauty #liquidlipo #commonmistakes

# **Short #5 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* For this script have a second person to showcase the areas.

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook:** * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). For this script have a second person to showcase the areas. * Talking directly to the camera. | * **Written Hook:** 5 Areas Of Liquid Lipo Treatment * **Verbal Hook:** 5 Areas Of Liquid Lipo Treatment |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link).Dot the jawline on Person 2 gently while explaining, facing the camera occasionally. | * For jawline * Helps melt the extra fat in your jaw, so your face looks slimmer and more shaped. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Dot the cheek fat on Person 2 gently while explaining, facing the camera occasionally. | * For cheek fat * Makes your cheeks less puffy and shaped. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Dot the double chin on Person 2 gently while explaining, facing the camera occasionally. | * The most common, double chin * Targets stubborn fat beneath the chin to enhance jawline definition and create a sleeker profile. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Dot the belly fat on Person 2 gently while explaining, facing the camera occasionally. | * Also, belly fat * Reduces the appearance of bra bulges for a cleaner silhouette under clothes. |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Dot the back fat on Person 2 gently while explaining, facing the camera occasionally. | * And for back fat * Reduces the appearance of bra bulges for a cleaner silhouette under clothes. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera. | * **CTA #1:**So which area would you like to shape first? Comment “GLOW” to book an appointment with our expert team! * **CTA #2:** Want more expert tips and treatment breakdowns? Follow us to learn more about non-surgical sculpting! |

**Caption:**

**CTA #1:**

5 Areas Of Liquid Lipo Treatment ✅

So which area would you like to shape first? Comment “GLOW” to book an appointment with our expert team!

#nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA #2:**

5 Areas Of Liquid Lipo Treatment ✅

Want more expert tips and treatment breakdowns? Follow us to learn more about non-surgical sculpting!

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #6 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + 2 Vitamin C serums (one generic and one branded from a brand that you recommend )
* **Subtopic:** Beauty Products
* We’ll script examples, but feel free to change with your actual recommendations

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **Visual Hook:**   + **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Hold a glass with water while adding a few drops inside from the generic Vitamin C serum | * **Written Hook:** This Is A Vitamin C Serum * **Verbal Hook:** This Is A Vitamin C Serum |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Hold a second glass of water adding a few drops of the second serum (branded one) | * And this is also a Vitamin C Serum |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Hold the glass with the generic vitamin c inside * Edit a zoom in effect to show the water inside | * This one turns the water cloudy. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Hold the glass with the branded vitamin c * Edit a zoom in effect to show the water inside | * This one keeps the water clear which could mean it’s oxidized or poorly formulated. |
| * **A-ROLL:** When you say this line/section, film with an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link) Holding the two glasses together in front of you very close to the camera * Make a split screen side by side to show the two glasses filled with water and serum | * Now this cloudiness means that this serum can cause skin irritation |
| * Keep split screen side by side to show the two glasses filled with water and serum | * Whereas this serum improves (in 1 short sentence mention the benefits of the serum you recommend) |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Hold the glass with the clear water. | * Choosing the right Vitamin C isn’t just about glow, it's about long-term skin health. * A well-formulated serum like [brand name] gives you real results, minus the irritation. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera | * Follow us for expert tips on picking the safest products for radiant skin! |

**Caption:**

The Truth About Your “Glow” Product 🌟

Follow us for expert tips on picking the safest products for radiant skin.

#beautyproducts #beforeandafter #nonsurgicalbeauty

# **Short #7 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/1209553047295438/?hl=en)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* Make sure the audio with clips are synced

**Script:**

* **Text on Screen:** What if you could slim your double chin... during your lunch break?
* **Background Video:** 
  + **B-ROLL:** Provide us with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Showing patient’s right or left side with marks on it (marking the specific areas of the chin)
  + Edit a zoom in effect after 1 second of showing what is mentioned above and keep the zoom in effect for another 1 second
* **Text on Screen:** No surgery. No downtime.
* **Background Video:** 
  + **B-ROLL:** Provide us with a short clip of the process with one of your patients
  + Play this for 2 seconds
* **Text on Screen:** Just a slimmer, sculpted jaw
* **Background Video:** 
  + **B-ROLL:** Provide us with a different clip of the process (it can be the same client just different angle)
  + Play this for 2 seconds
* **Text on Screen:**
* Liquid Lipo is your answer
* Read the caption 👇
* **Background Video:** 
  + **B-ROLL:** Provide us with a different clip of the process (showing the the equipment, or you can show the client smiling after the process)
  + Play this for 2 seconds

**Caption:**

**CTA #1:**

What if you could slim your double chin... during your lunch break 😀

So why should you do a double chin treatment with a liquid lipo?

💫Non-surgical & minimal downtimeNo scalpel, no scars,perfect for busy clients.

💫Targets stubborn fatEspecially effective for double chin, jawline, belly, back, and love handles areas that resist diet/exercise.

💫Refines and definesEnhances contour in the treated area, especially popular for achieving a more sculpted jawline and chin.

💫Natural results over time Fat is permanently eliminated gradually, leading to a smoother, more natural transformation.

👉We help women slim stubborn areas like the double chin, without surgery, scars, or downtime! Comment “GLOW” and I’ll send you details!

#beautyproducts #beforeandafter #nonsurgicalbeauty #liquidlipo

**CTA #2:**

What if you could slim your double chin... during your lunch break 😀

So why should you do a double chin treatment with a liquid lipo?

💫Non-surgical & minimal downtimeNo scalpel, no scars,perfect for busy clients.

💫Targets stubborn fatEspecially effective for double chin, jawline, belly, back, and love handles areas that resist diet/exercise.

💫Refines and definesEnhances contour in the treated area, especially popular for achieving a more sculpted jawline and chin.

💫Natural results over time Fat is permanently eliminated gradually, leading to a smoother, more natural transformation.

👉 Are you a mom who doesn’t feel confident in her skin? Follow for more non-invasive beauty education!

#beautyproducts #beforeandafter #nonsurgicalbeauty #liquidlipo

# **Short #8 (Storytelling):**

**Notes:**

* **Video Format:** Green Screen
* **Format Example:** [HERE](https://www.instagram.com/reel/DDWwZtZi4Jt/)
* **Instructions:** 
  + Film yourself sitting down or standing saying the script under “Script” straight to the camera
  + We will edit in the “Green Screen Image/Videos” with the correlating “Script” section during the editing process
* **Subtopic:** Client Story
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* We created a story based on the patient Sofia Marques with some twists. Feel free to adjust if needed.

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * [Green Screen Image/Video Link](https://drive.google.com/file/d/12P0Xy3fYg2AHtV_1u4JapoXNVeWfdxHg/view?usp=drive_link) | * **Written Hook:** This is a picture of my patient before the double chin dissolver treatment * **Verbal Hook:** This is a picture of my patient before the double chin dissolver treatment |
| * [Green Screen Image/Video Link](https://drive.google.com/file/d/14irVb-LlPRFtdnTyN5xSU6SG6OBO1bbt/view?usp=drive_link) | * And this is a picture of her now |
| * Green Screen Image/Video Link * Provide us with a clip of the treatment you did on this patient (or anyone else if not possible) * Add the clip that the client will provide us with as a green screen * Blur the face if not the same client | * In just a few months, she went from avoiding mirrors altogether… |
| * Green Screen Image/Video Link * Provide us with an image of the client with hair pulled up * Add this image as a green screen | * To confidently pull her hair up, and feel like a whole new person. |
| * Green Screen Image/Video Link * Provide us with a short clip of the lobby area of the spa * Add this clip as a green screen | * The real shift happened when her sister brought her to us.. |
| * Green Screen Image/Video Link * Provide us with a short clip of talking with a client in the office. * Add this clip as a green screen | * After a consultation where we explained how liquid lipo works * She stopped believing surgery or extreme diets were her only options. |
| * Green Screen Image/Video Link * Provide us with a short clip of the aesthetician prepping the injection area. * Add this clip as a green screen | * We focused on just one area, the double chin, using a series of safe, non-invasive fat-dissolving injections. |
| * Green Screen Image/Video Link * Provide us if possible a picture of the patient smiling * Add this picture as green screen | * Little by little, her jawline became more defined, * and more importantly, she started seeing herself differently. |
| * Full screen of the client * Pop up 3-4 photos on the screen from [HERE](https://drive.google.com/drive/folders/1OezFMclXybB5m2hj8pKFQwJyTxy3kNVw) * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera. | * **CTA#1:** Want results like my patients? Comment “GLOW” for more information! * **CTA#2:** Want results like my patients? Follow for more non-surgical transformation stories and skin education! |

**Caption:**

**CTA#1:**

Real Results: My Patient’s Liquid Lipo Journey 💫

Want results like my patients? Comment “GLOW” for more information!

#liquidlipo #mystory #nonsurgicalbeauty #medspatreatments

**CTA#2:**

Real Results: My Patient’s Liquid Lipo Journey 💫

Want results like my patients? Follow for more non-surgical transformation stories and skin education!

#liquidlipo #mystory #nonsurgicalbeauty #medspatreatments

# **Short #9 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* Please provide us with any related images you may have for the script below.
* As you'll see, we’ve added placeholder images for each section, but let’s keep those as a backup in case the client is able to provide their own.

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “If you have this” have already popped up this image [HERE](https://www.shutterstock.com/image-photo/woman-acne-problem-home-closeup-600nw-2446165853.jpg) | * **Written Hook:** Acne Scars * **Verbal Hook:** If You Have This |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says” Do that” pop up this image [HERE](https://columbiaskinclinic.com/wp-content/uploads/2023/05/woman-receiving-microneedling-with-exosomes-cosmetic-dermatology-treatment.jpg) * Add this text on screen “Microneedling” | * Do that |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “And if you have this” pop up this image [HERE](https://www.sknclinics.co.uk/wp-content/uploads/2021/06/shutterstock_1136889158-1-scaled.jpg) * Add this text on screen “fine lines” | * And if you have this |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says” Do that” pop up this image [HERE](https://couturedentist.com/storage/2022/12/Chemical-Peels-Types-Risks-and-Recovery.jpeg) * Add this text on screen Microneedling /chemical peel | * Do that |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “And if you have this” pop up this image [HERE](https://img.favpng.com/6/4/25/hyperpigmentation-face-melasma-therapy-human-skin-color-png-favpng-4PncyGzfmbdyvyyUq0Ry30UCc.jpg) * Add this text on screen “Pigmentation” | * And if you have this |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says” Do that” pop up this image [HERE](https://myskinph.com/wp-content/uploads/2018/05/chemical-peels.png) * Add this text on screen “Chemical Peels” | * Do that |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “If you have this” pop up this image [HERE](https://alamoheightsderm.com/wp-content/uploads/2023/03/Untitled-design-8.png) * Add this text on screen “uneven texture” | * If you have this |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says” Do that” pop up this image [HERE](https://lirp.cdn-website.com/fd0a6522/dms3rep/multi/opt/microneedling-min-640w.png) * Add this text on screen “RF Microneedling” | * Do that |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “And if you want to remove this” pop up three images [HERE](https://drive.google.com/file/d/1eoH2LtOvhcnx6MgsUOLnnics6oqci3qW/view?usp=drive_link) - [HERE](https://drive.google.com/file/d/1S-aQhZQiLjMP-MNBgqfniN_PldKQNp6U/view?usp=sharing) - [HERE](https://drive.google.com/file/d/1apABRByM3LR0x6AxoONL09gDnwoUcmR6/view?usp=drive_link) * Add this text on screen “double chin” | * And if you want to remove this! |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says ”do that” Add this text on screen:  **CTA #1** Comment “GLOW” * **CTA #2** Follow for more! | * Do that |

**Caption:**

**CTA#1**

Treatment Combos For Your Most Common Skin + Body Concerns ✨

Do you struggle with stubborn fat in areas like your chin, belly, or back? Comment “GLOW” for your personalized fat-dissolving plan (no surgery, or downtime needed)!

**CTA#2**

Treatment Combos For Your Most Common Skin + Body Concerns ✨

Do you struggle with stubborn fat in areas like your chin, belly, or back? Follow for more tips to help you achieve a naturally sculpted look.

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

# **Short #10 (Education):**

**Notes:**

* **Video Format:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/C9fbZcXucgv/)
* **Instructions:** 
  + Film 2 video types:
    - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Written Hook:** Come With Me To Melt Her Double Chin
* **Voiceover:** 
  + **Verbal Hook:** Come With Me To Melt Her Double Chin
* **Background Video:**
  + **B-ROLL:** Film an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). Doing the procedure.
* **Voiceover:** She came in feeling self-conscious. She said she avoids photos and always angles her head in selfies. We gave her space to talk through what she hoped to change.
* **Background Video:** 
  + **BROLL:** Film a clip of the patient seated maybe with her hand under her chin
* **Voiceover:** We’re using Liquid Lipo, a series of targeted, fat-dissolving injections that break down stubborn chin fat.
* **Background Video:** 
  + **BROLL:** Film a clip of drawing the patients’ chin, the areas that will be treated
* **Voiceover:** It’s made with deoxycholic acid, something your body already uses to break down fat.
* **Background Video:**
  + **BROLL:** Film a clip of showing the liquid lipo injection
* **Voiceover:** This is one of the most effective ways to treat a double chin without surgery.
* **Background Video:**
  + **BROLL:** Film a clip of showing the double chin
* **Voiceover:** It’s quick, non-invasive, and over time helps sculpt the jawline by naturally flushing out the fat.
* **Background Video:**
  + **BROLL:** Film a clip of showing the liquid lipo injection
* **Voiceover:** She’ll need a few sessions for full results, but every step brings her closer feeling more confident.
* **Background Video:**
  + **BROLL:** Film a clip of the patient looking herself in the mirror
* **Voiceover:**
* **CTA #1:** Want results like my patient’s? Comment “GLOW” for a personalized plan!
* **CTA #2:** Want results like my patient’s? Follow for more non-surgical beauty education!
* **Background Video:**
  + Play these pictures on the screen side by side[HERE](https://drive.google.com/file/d/1fe_4p7x8WEHNhOrzSpzeRr2SGtjCZi2Z/view?usp=drive_link) - [HERE](https://drive.google.com/file/d/1l03f385iP8YUn_Zn8MEOuOI8rL4jKg10/view?usp=drive_link)

**Caption:**

**CTA #1:**

Let’s do a liquid lipo injection to my patient’s double chin 😁

Want results like my patient’s? Comment “GLOW” for a personalized plan!

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

**CTA #2:**

Let’s do a liquid lipo injection to my patient’s double chin 😁

Want results like my patient’s? Follow for more non-surgical beauty education!

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

# **Short #11 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/1868704057301321?igsh=MWdhYXBsOGUwaGs4Mw%3D%3D)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Text on Screen:** How People Think I Inject The Double Chin Area With Liquid Pro
* **Background Video:** 
  + **B-ROLL:** Film a short clip pretending to inject the double chin in a really uncomfortable way
  + Play this clip for 2 seconds
* **Text on Screen:** What I Actually Do to Inject My Patient’s Chin
* **Background Video:** 
  + **B-ROLL:** Film a short clip of pretending to inject the chin with liquid lipo but in the correct way.
  + Pop up a green PNG arrow pointing to the correct way of injecting.
  + Play this clip for 2 seconds
* **Text on Screen:** And Here Is the Final Result
* **Background Video:** 
  + **B-ROLL:** Provide us with a short clip of a patient’s result.
  + Play this clip for 2 seconds

**Caption:**

**CTA #1:**

How People Think I Inject The Double Chin Area With Liquid Pro ❓

If you’ve ever wondered…

“Is this even safe?”

“Will it actually work for me?”

“What if it looks unnatural?”

You’re not the only one, we hear these concerns every day. Here’s what you should know:

✅ This treatment uses a medically studied compound (deoxycholic acid) that’s been trusted for years to safely dissolve stubborn fat cells.

✅ Results are gradual and natural-looking, giving your body time to flush out fat without harsh swelling or downtime.

✅ You’re always fully informed before treatment and we walk through every step together, explain the process, and only proceed if it feels right to you.

Most of our clients come in nervous and leave wondering why they waited so long.

👉Not sure if it’s right for you? Comment “GLOW” and and we’ll walk you through it and see if it sense for your goals!

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

**CTA #2:**How People Think I Inject The Double Chin Area With Liquid Pro ❓

If you’ve ever wondered…

“Is this even safe?”

“Will it actually work for me?”

“What if it looks unnatural?”

You’re not the only one, we hear these concerns every day. Here’s what you should know:

✅ This treatment uses a medically studied compound (deoxycholic acid) that’s been trusted for years to safely dissolve stubborn fat cells.

✅ Results are gradual and natural-looking, giving your body time to flush out fat without harsh swelling or downtime.

✅ You’re always fully informed before treatment and we walk through every step together, explain the process, and only proceed if it feels right to you.

Most of our clients come in nervous and leave wondering why they waited so long.

👉Not sure if it’s right for you? Follow for expert guidance and answers to all your questions about non-surgical fat dissolving!

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

# **Short #12 (Storytelling):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/484769904504061?igsh=MWdndHlvMzA3YmZhMw%3D%3D) start this audio from 0:04
* **Subtopic** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Text on Screen:**
* Our 4 Favorite Injections For Fat Dissolving
* 1. Double Chin (reveal when the client draws the dot)
* Contours and defines your jawline by breaking down stubborn fat.
* **Background Video:** 
  + **B-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Have someone throw you a marker, catch it, open it and mark the double chin. Close the marker as if you’re throwing it to another person (aesthetician)
* **Text on Screen:**
* 2. Jowls (reveal when the client draws the dot)
* Helps tighten the look of your lower face for a more lifted appearance.
* **Background Video:** 
  + **B-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Have someone throw you a marker, catch it, open it and mark the double chin. Close the marker as if you’re throwing it to another person (aesthetician)
* **Text on Screen:**
* **3.** Lower Belly (reveal when the client draws the dot)
* Smooths and flattens small pockets of fat
* **Background Video:** 
  + **B-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link) Have someone throw you a marker, catch it, open it and mark the double chin. Close the marker as if you’re throwing it to another person (aesthetician)
* **Text on Screen:**
* 4. Bra Bulge (reveal when the client draws the dot)
* Reduces that little bulge that shows up with tight tops or bras
* **Background Video:** 
  + **B-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Have someone throw you a marker, catch it, open it and mark the double chin. Close the marker as if you’re throwing it to another person (aesthetician)

**Caption:**

Our 4 Favorite Injections For Fat Dissolving ✨

Follow for more non-invasive beauty education!

#liquidlipo #nonsurgicalbeauty #medspatreatments #nonsurgicaltreatments

# **Short #13 (Education):**

**Notes:**

* **Video Format:** Green Screen
* **Format Example:** [HERE](https://www.instagram.com/reel/DDWwZtZi4Jt/)
* **Instructions:** 
  + Film yourself sitting down or standing saying the script under “Script” straight to the camera
  + We will edit in the “Green Screen Image/Videos” with the correlating “Script” section during the editing process
* **Subtopic:** Anti-aging strategies without surgery

**Script:**

| **Green Screen Image/Video:** | **Script:** |
| --- | --- |
| * **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). Talking directly to the camera. | * **Written Hook:** 5 Innocent Habits That Cause Wrinkles 👀 * **Verbal Hook:** Let’s talk about 5 innocent habits that can actually age your skin faster. |
| * [Green Screen Image/Video Link](https://images.squarespace-cdn.com/content/v1/5c4f6ba1e2ccd1ee6075495d/1660840039396-DVQLL118MRLOZRXMDEFK/stress-wrinkles.jpg) | * Habit #1 is chronic stress. * Holding tension in your face like furrowing your brow can deepen lines over time. |
| * [Green Screen Image/Video Link](https://www.aarp.org/content/dam/aarp/entertainment/beauty-and-style/2020/12/1140-woman-applying-eyeliner.jpg) | * Habit #2 is stretching your skin while applying makeup. * Tugging your eyelids or pulling at your face breaks down collagen and causes sagging. |
| * [Green Screen Image/Video Link](https://cdn.shopify.com/s/files/1/2028/2057/files/face-of-a-young-girl-on-black-coffee-is-deposited-mask-taking-a-bath.jpg?v=1617371721) | * Habit #3 is over-scrubbing. * Too much exfoliation damages your skin’s natural barrier and accelerates aging. |
| * [Green Screen Image/Video Link](https://www.bu.edu/files/2024/07/sunscreen-feat.jpg) | * Habit #4 is skipping sunscreen. * UV damage is the #1 cause of fine lines and wrinkles yes, even on cloudy days**.** |
| * [Green Screen Image/Video Link](https://www.byrdie.com/thmb/YuswDTBoXwe_Rk5hWeMkMMMAa5k=/750x0/filters:no_upscale():max_bytes(150000):strip_icc():format(webp)/RoC-Retinol-Correxion-Deep-Wrinkle-Night-Cream-Before-and-After-62b145b2e9b247cca759c3af96e44acf.jpg) | * Habit #5 is skipping retinol. * It’s one of the most proven ingredients for boosting collagen and smoothing the skin. |

**Caption:**

5 Innocent Habits That Cause Wrinkles 👀

1️⃣Stress

Using the same expressions over time will cause wrinkles.While that may be fine when talking about smile lines, you may want to let go of things in your life that cause you to frown or furrow your brows.

2️⃣Stretching your skin while applying makeup

Rubbing and pulling on the delicate skin around your eyes causes eyelids to lose elasticity and become more wrinkled. Manage the area gently, treat it like silk.

3️⃣Excessive face scrubbing

Excessive face rubbing can lead to wrinkles by disrupting the skin's natural elasticity and breaking down collagen.

4️⃣Skipping sunscreen

Neglecting daily sunscreen application exposes your skin to harmful UV rays, which are a primary cause of premature aging. When you’re in direct sunlight for several hours at a time, consider shielding your eyes with a hat and sunglasses.

5️⃣Skipping retinol

Retinol is considered one of the most effective ingredients for anti-aging because it directly affects how skin cells function and renew. It boosts collagen production and reduces fine lines.

👉Follow for more daily anti-aging tips that will help you glow naturally and feel confident at every age!

#nonsurgicalbeauty #liquidlipo #medspatreatments #wrinkles

# **Short #14 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Anti-aging strategies without surgery

**Script:**

* **Written Hook:** 
  + Dermatologist Rates Anti - Aging Treatments of 2025 On A Scale Of 1-10
* **Interviewer:**
  + **Verbal Hook:** InstaLift?
* Pop up this image - [HERE](https://haidehhirmandmd.com/sites/default/files/images/silhouette%20pic_0.png)
* **Interviewee:** X (insert rate number eg. 10)
* **Interviewer:** Platelet Rich Plasma (PRP) Therapy?
* Pop up this image - [HERE](https://theyouthfountain.com/wp-content/uploads/2024/01/PRP-Platelet-rich-plasma-injection-1--1200x720.png)
* **Interviewee:** X
* **Interviewer:** Botox Injections?
* Pop up this image - [HERE](https://img2.storyblok.com/2276x2000/smart/filters:format(png):quality(80)/f/243571/1138x1000/b86fc6c263/female-face-injection-3.png)
* **Interviewee:** X
* **Interviewer:** Dermal Fillers?
* Pop up this image - [HERE](https://png.pngtree.com/png-vector/20240408/ourmid/pngtree-a-model-girl-on-which-female-aesthetic-doctor-doing-eye-bag-png-image_12272843.png)
* **Interviewee:** X
* **Interviewer:** Microneedling with InnoPen?
* Pop up this image - [HERE](https://lavishskinbynelly.com/wp-content/uploads/2025/03/anti-a-ge-tout-connai-tre-sur-la-technique-du-microneedling-gala_orig-1-768x768-1.jpeg)
* **Interviewee:** X
* **Interviewer:** Picosure Laser Skin Rejuvenation?
* Pop up this image - [HERE](https://venusde.com/cdn/shop/products/ven_website_picolaser-10_1680x.png?v=1648812883)
* **Interviewee:** X

**Caption:**

Dermatologist Rates Anti - Aging Treatments of 2025 👇

1.InstaLift

A revolutionary procedure that uses dissolvable sutures to lift and reposition the skin and underlying tissues. This minimally invasive facelift provides immediate results with little downtime.

2.Platelet Rich Plasma (PRP) Therapy

PRP therapy utilizes your body’s own healing capabilities to rejuvenate the skin, making it ideal for addressing fine lines, wrinkles, and overall skin texture.

3.Botox Injections

Botox remains one of the most popular non-surgical treatments for reducing the appearance of wrinkles and fine lines. It works by temporarily relaxing the muscles that cause these lines, resulting in smoother skin.

4.Dermal Fillers

Dermal fillers are injectable treatments that restore volume and fullness to the skin, effectively reducing the appearance of wrinkles and hollowness.

5.Microneedling with InnoPen

Microneedling is a minimally invasive treatment that creates micro-injuries in the skin, stimulating the body’s natural healing process and boosting collagen production.

6.Picosure Laser Skin RejuvenationThe Picosure laser is an advanced technology that addresses skin pigmentation, fine lines, and overall texture. It uses ultra-short pulses of energy to target problem areas without damaging the surrounding skin.

👉 Feeling helpless, that there are no treatments working for you? Follow us and we will help you enjoy this beautiful journey of your look transformation!

#nonsurgicalbeauty #liquidlipo #medspatreatments #looktransformation

# **Short #15 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says this line add this image picture in picture on the screen [HERE](https://drive.google.com/file/d/1NNoyqSLWVrCoYX8Eh0QPMIW1nCOhXWXc/view?usp=drive_link) | * **Written Hook:** This Is Not Weight Gain * **Verbal Hook:** This Is Not Weight Gain |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * When client says this line add this image picture in picture on the screen [HERE](https://drive.google.com/file/d/1D547-_a1MQ0yf4xlIr0A_vY8XU379fJ8/view?usp=drive_link) | * And this is also not weight gain |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link).Sitting at your desk * When client says this line add these images picture in picture on the screen [HERE](https://drive.google.com/file/d/1M0eFOr6Eh2jws8rr8ozslnFgLZRshHNt/view?usp=drive_link) - [HERE](https://drive.google.com/file/d/1PMm27pdjq0efh3f45rP-iOhA26SPMKfE/view?usp=drive_link) | * I am a licensed medical professional. Let me explain what’s actually going on. * What you're seeing is actually stubborn fat under the chin that |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “extreme diets” add this image picture in picture on the screen - [HERE](https://cdn.prod.website-files.com/66f4d01f1b4b646400b1cfab/67cffb9b075cdd7a8be65df7_chash%20diet%20method.jpg) | * no amount of cardio or dieting will fix. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * When client says “we treat it..lipo” add this image picture in picture on the screen - [HERE](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSv0m5NkccaC_pDBP0_O3VcMhaaP78lrGemBg&s) | * At our clinic, we treat it with Liquid Lipo, * an injectable that dissolves double chin fat, tightens skin, * and defines your jawline all without surgery. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk | * No surgery and just a few sessions |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk | * **CTA #1** Ready to treat stubborn fat and feel confident again? Comment ‘GLOW’ to book! * **CTA #2** Want more non-surgical fixes that actually work? Follow for expert tips! |

**Caption:**

**CTA #1**

This Is Not Weight Gain ❌

Ready to treat stubborn fat and feel confident again? Comment ‘GLOW’ to book!

#nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA #2**

This Is Not Weight Gain ❌

Want more non-surgical fixes that actually work? Follow for expert tips!

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #16 (Educational):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/1736930000218331?igsh=YnBuMmd4cm1hNG5s)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* The below script will be the story of client - Emilia Rodriguez. Please feel free to make any necessary changes.
* Please use these two clips below and do a vertical split screen. Play both clips for 5 seconds in total.

**Script:**

* **Text on Screen:** Without Liquid Lipo Vs With Liquid Lipo
* **Background Video:** 
  + Provide us with a short clip of 5 seconds of a patient looking at her face in the mirror feeling bad for her double chin area
* **Text on Screen:**
* **Background Video:** 
  + Provide us with a short clip of 5 seconds of a patient looking at her face in the mirror after treatment with a great result (admiring herself)
  + Add this text on screen for the last 2 seconds” Read the caption” 👇

**Caption:**

Glow-up journey of one of our patients’ ✨

She spent years trying various treatments from cryotherapy to an array of creams but did nothing.

She always felt like she was losing the battle.

While feeling depressed and helpless she stumbled upon a double chin dissolver promotion that felt like a lifeline.

Undergoing this treatment made her feel so special like she would’ve never imagined.

Today, her double chin has gradually vanished and with it so did the self-doubt.

She now feels better than ever both on the inside and on the outside!

👉If you’ve been feeling stuck or unsure, this could be your first step toward something truly life-changing. Follow us and we will guide you, every step of the way.

#nonsurgicalbeauty #liquidlipo #medspatreatments #patients’story

# **Short #17 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Written Hook:** Get It Or Ditch It: Injectables Edition
* **Interviewer:**
  + **Verbal Hook:** Get it or ditch it: injectables edition, Jawline Filler?
* Pop up this image - [HERE](https://elements.org.uk/wp-content/uploads/2020/06/jawline.png)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Get it. when done right, it enhances structure and subtly lifts)
* **Interviewer:** Preventative Botox at 20?
* Pop up this image - [HERE](https://www.artistryclinic.co.uk/wp-content/uploads/2022/03/Preventative-Botox.png)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Ditch it, too early can freeze natural movement before it’s needed).
* **Interviewer:** Lip Filler every 6 months?
* Pop up this image - [HERE](https://www.latelieraesthetics.co.uk/wp-content/uploads/2024/03/Untitled-design-25-1.png)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Ditch it, overfilling causes distortion over time.
* **Interviewer:** Under Eye Filler
* Pop up this image - [HERE](https://serenity.ae/wp-content/uploads/2023/01/Under-Eye-Fillers.png)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Ditch it, a very delicate area. Only for the right candidates and in expert hands.
* **Interviewer:** Chin Filler
* Pop up this image - [HERE](https://amaesthetics.com.sg/wp-content/uploads/2024/07/chin-filler-injections.png)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Get it, when customized, it brings harmony to your features.
* **Interviewer:** Liquid Lipo
* Pop up these images - [HERE](https://drive.google.com/file/d/1LVWgbsgZP6uDF0lE2R9mcDxZSjg_Udkv/view?usp=drive_link)
* **Interviewee:** (answer the question in 1-2 lines explain the reason why eg. Get it, dissolves fat without surgery. Safe, effective, and client-favorite)

**Caption:**

Get It Or Ditch It: Injectables Edition 📌

Thinking about undergoing Liquid Lipo treatment? Follow us and we will share with you all the important insights for you to be 100% ready for it!

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #18 (Education):**

**Notes:**

* **Video Format:** Clone (Audio + B-roll + Text)
* **Format Example:** [HERE](https://www.instagram.com/reel/DIqrNiYu9Xz/)or [HERE](https://www.instagram.com/reel/DBwZ-29ymV6/)
* **Instructions:** 
  + Video #1: Stand to the left side of the video, and film the "Client Video” instructions in script below
  + Video #2: Stand to the right side of the video, and film the "Client Video” instructions in script below
* **Background Music:** [HERE](https://www.instagram.com/reels/audio/515766911537607?igsh=djN0MXcxYnVjbHdk)make sure text and sound are synced
* **Subtopic:** Skin Tightening Treatments (Fibroblast, RF Microneedling, Microneedling, Chemical Peels), Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

| **Written Hook:** Liquid Lipo Vs Other Treatments | | |
| --- | --- | --- |
| **Person #1 (Left):**  **Written Text:** Liquid Lipo (have above clones’ heads for the entire video)   * **Client Video:** Film an overall of 6-10-second video standing at a plain wall with simple outfit (different outfit of person #2) | | **Person #2 (Right):**  **Written Text:** VS Other Treatments  (have above clones’ heads for entire video)   * **Client Video:** Film an overall of 6-10-second video standing at a plain wall styling your outfit with accessories, wearing a simple outfit (different outfit of person #1) |
|
| * Film a 2 second clip standing with your hands folded * Add this text on screen “Dissolves fat permanently” | | * Film a 2 second clip standing in front of the camera with your hands folded, looking at the clone |
| * Film a 2 second clip standing with your hands folded, looking at the camera * Add this text on screen “Targets fat cells directly” | | * Film a 2 second clip standing with your hands folded * Add this text on screen “Jawline filler” * Add this text on screen below the other text “Adds volume but doesn’t reduce fat” |
| * Film a 2 second clip standing with your hands folded * Add this text on screen and keep it until the end of the video “Minimal downtime” | | * Film a 2 second clip standing in front of the camera with your hands folded, looking at the clone |
| * Film a 2 second clip standing with your hands folded, looking at the camera * Add this text on screen “Contours and slims naturally” | | * Film a 2 second clip standing with your hands folded * Add this text on screen “Morpheus8” * Add this text on screen below the other text “Tightens skin but won’t contour fat” |
| * Film a 2 second clip standing with your hands folded * Add this text on screen “It’s non-invasive” | | * Film a 2 second clip standing in front of the camera with your hands folded, looking at the clone |
| * Film a 2 second clip standing with your hands folded * Add this text on screen “Precise fat reduction for stubborn areas” | | * Film a 2 second clip standing with your hands folded * Add this text on screen “Liposuction” * Add this text on screen below the other text “Surgical procedure” |
| * Add the CTA between the clones: Follow for more skin care treatments education! | | |

**Caption:**

Which Treatment Actually Works Best? 👀

Follow for more skin care treatment education!

#nonsurgicalbeauty #liquidlipo #medspatreatments #liposuction #jawline

# **Short #19 (Education):**

**Notes**

* **Video Format:** Viral Video (Reaction + Talking)
* **Format Example:** [HERE](https://www.instagram.com/reel/C2zYPYnOk7g/)
* **Instructions:** 
  + Film 2 videos:
    - 1) Reacting to the viral video - nodding head, shaking head, thumbs up, thumbs down (not speaking)
    - 2) Saying the script below
  + Viral Video Link - [HERE](https://www.instagram.com/reel/DBD14XFJhoe/?igsh=NnlvNG1nNjBxbjY5)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* Please adapt the text to your medical expertise. In the example below, we scripted the topic of side effects as we noticed that multiple people have commented below the viral video that you will be reacting to.
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* *Play this niche related viral video (*[*VIDEO LINK*](https://www.instagram.com/reel/DBD14XFJhoe/?igsh=NnlvNG1nNjBxbjY5)*) from “00:00” to “00:11” where she says ‘shows the result’*
* *We are going to have the video play as a green screen background and display your reaction (nod your head, shake your head, give thumbs up, thumbs down, etc)*
* [Share your opinion on surgical arm fat, please see below the example]
* These are some amazing results. Fat in the arms is usually very difficult to remove with exercise and all common diets. Now If you are wondering if there are any side effects, the area might get a bit swollen for a few hours. We always advise patients to avoid lifting heavy objects right after treatment to allow the solution to work effectively.
* Here are my 2 tips for aftercare: 1. Gently massage the area daily to support lymphatic drainage. 2.Stay well-hydrated to help your body flush out the dissolved fat more efficiently.
* **CTA #1:** Want results like these without surgery? Comment "GLOW" to book your next appointment.
* **CTA #2:** Follow us for real transformations and non-surgical beauty tips that actually work!

**Caption:**

**CTA #1:**

Dermatologist reacts ‼️

Want results like these without surgery? Comment "GLOW" to book your next appointment

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments #fatdissolving

**CTA #2:**

Dermatologist reacts ‼️

Follow us for real transformations and non-surgical beauty tips that actually work!

#nonsurgicalbeauty #liquidlipo #medspatreatments #liposuction #jawline

# **Short #20 (Education):**

**Notes:**

* **Video Format:** Talking Form
* **Format Example:** [HERE](https://www.instagram.com/reel/C1jjxheOlux/?igsh=MWc4MjhtZHQxY2ZnZw==)
* **Instructions:** 
  + Film this video sitting down or standing talking straight to the camera saying script below
* **Subtopic:** Skin Tightening Treatments (Fibroblast, RF Microneedling, Microneedling, Chemical Peels)
* Please feel free to adjust the script to a specific experience of one of your technicians. Share with us before and after pictures.

**Script:**

* **Visual Hook:** Walk into the frame as you start talking.
* **Verbal Hook:** If I woke up 10 years older tomorrow and wanted to look 25 in time for summer vacation, here's exactly what I'd do
* I’d start with a chemical peel. It’s one of the quickest ways to make your skin look fresh and smooth again. It gets rid of that dull top layer, fades dark spots, and brings out that real glow fast.
* When client says “I’d start with a chemical peel” add this image picture in picture on the screen - [HERE](https://cambridgeclearbeauty.co.uk/wp-content/uploads/2021/02/peels-header-img-768x432-3.png)
* When client says “It gets rid of that dull top layer” add this image picture in picture on the screen [- HERE](https://img.freepik.com/free-photo/close-up-skin-pores-face-care-routine_23-2149383501.jpg?semt=ais_items_boosted&w=740)
* Next, I’d go for a non-invasive skin-tightening treatment like radiofrequency. These help rebuild collagen naturally, firm the skin, and contour areas like the jawline and cheeks without a single needle.
* When the client says “a non-invasive skin-tightening treatment like radiofrequency.” add this image picture in picture on the screen - [HERE](https://media.allure.com/photos/61e74bc1a4f7942f4cfd7152/16:9/w_2560%2Cc_limit/Radiofrequency.jpg)
* When the client says this line from “Next to needle” add this image picture in picture on the screen - [HERE](https://i0.wp.com/post.healthline.com/wp-content/uploads/2020/07/Before-and-after-radiofrequency-therapy-on-the-face-1296x728-slide1.jpg?w=1155)
* Then I’d add LED light therapy, it helps calm inflammation, reduce redness, and stimulate healing. It’s painless, relaxing, and gives your skin that healthy bounce back.
* When the client says “add LED light therapy.” add this image picture in picture on the screen - [HERE](https://us-cdn.nanoleaf.me/assets/img/products/shop/wellness/face-mask/03-face-mask-nanoleaf-shop-a-mobile@1x.jpg)
* When the client says “reduce redness” add this image picture in picture on the screen - [HERE](https://cdn.shopify.com/s/files/1/3097/7858/files/Alessandra_Margarito_MASK_GREENTEA_2048x2048.jpg?v=1689078834)
* Finally, I’d top it off with a professional hydrating facial to nourish the skin, repair the barrier, and lock in all that progress. It keeps your skin looking fresh and dewy.
* When the client says “hydrating facial” add this image picture in picture on the screen - [HERE](https://beautycliniclotus.nl/wp-content/uploads/2019/12/shutterstock_1166005939-495x400.jpg)
* Follow for real stories, expert tips, and non-surgical results that work**!**

**Caption:**

My Top 4 Aesthetic Treatment Recommendations For Summer Vacation 👇

1.Chemical peeling

2.Skin-tightening treatment like radiofrequency

3.Led light therapy

4.Hydrating facial

👉 Follow for real stories, expert tips, and non-surgical results that work**!**

#medicaladvice #medspatreatments #treatments

# **Short #21 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Written Hook:** Do You Need Surgery? Or Not?
* **Interviewer:**
  + **Verbal Hook:** Do I need surgery to fix these? Jawline and cheek fat?
* Pop up this image - [HERE](https://titemedicalaesthetics.com/wp-content/uploads/sites/42577/2025/02/is-jawline-attractive-for-female.jpg)
* **Interviewee:** (answer the question in 1 line and explain the reason why eg. Non-surgical fat dissolving works great here. Surgery is an option but more invasive.)
* **Interviewer:** Waist and love handles?
* Pop up this image - [HERE](https://t4.ftcdn.net/jpg/05/58/39/47/360_F_558394763_Ya7UXawDzC5CqJZjVKm2MhZnECL6lME2.png)
* **Interviewee:**(answer the question in 1 line and explain the reason why eg. Fat
* dissolving injections are perfect. Surgery is possible but requires downtime.) .
* **Interviewer:** Lower belly pooch?
* Pop up this image - [HERE](https://www.datocms-assets.com/38546/1729117049-adobestock_184350428.jpeg?auto=format&dpr=0.52&w=3877)
* **Interviewee:**(answer the question in 1 line and explain the reason why eg. Surgery like liposuction is an option for bigger changes but non-surgical fat dissolving is effective.)
* **Interviewer:** Abdominal fat?
* Pop up this image - [HERE](https://www.wimbledonclinicaesthetics.co.uk/templates/yootheme/cache/cf/Loose_Skin_2_Tinified-cfe1bc24.png)
* **Interviewee:**(answer the question in 1 line and explain the reason why eg. Liquid Lipo for moderate fat. Surgery if it’s severe or excess skin.)
* **Interviewer:** Thigh fat and saddlebags?
* Pop up this image - [HERE](https://drgracekelly.co.uk/wp-content/uploads/2022/09/dr-grace-kelly-your-conditions-body-thigh-fat.jpg)
* **Interviewee:**(answer the question in 1 line and explain the reason why eg. Fat dissolving injections can help. Surgery works but it is way more aggressive.)

**Caption:**

**CTA #1:**

Do You Need Surgery? Or Not? 🤔

Ready to treat stubborn fat and feel confident again? Comment ‘GLOW’ to book your consultation!

#nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA #2:**

Do You Need Surgery? Or Not? 🤔

Ready to treat stubborn fat and feel confident again? Follow for non-surgical treatment tips!

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #22 (Education):**

**Notes:**

* **Video Format:** Voiceover
* **Format Example:** [HERE](https://www.instagram.com/reel/DHQiEbJu2Vt/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)
* **Instructions:** Film 2 video types:
  + - 1) Film broll in “Background Video” sections below
    - 2) Film a video saying all of the “Voiceover” lines in one video
  + We will edit all of the “Background Videos” together in order, and add the audio of the “Voiceover” video over it
  + If the line says “Script” you will be talking to the camera while following A-Roll instruction.
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

* **Written Hook:** This Patient Had Concerns About Her Belly Fat And Therefore Opted For Our Most Popular Treatment
* **Voiceover:** 
  + **Verbal Hook:** This Patient had concerns about her belly fat and therefore opted for our most popular treatment
* **Background Video:**
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link)Of the patient gently grabbing their lower belly in front of the mirror.
* **Voiceover:**  We recommended liquid lipo, our go-to treatment for stubborn fat.
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link)Showing a nurse drawing the grid.
  + When the client says this “We recommend… fat” pop up these images [HERE](https://drive.google.com/file/d/1azAjMh7w36q2QSavFEavYodDeJmNlZpd/view?usp=drive_link) - [HERE](https://drive.google.com/file/d/1i7CEqi0Tr3r3rB6wwwoc_jihJZ55G9Ue/view?usp=drive_link) side by side.
* **Voiceover:** Although, normally we use it mainly for the double chin area.
* **Background Video:** 
  + **B-ROLL:** Film an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). Showing the actual liquid lipo product.
* **Voiceover:** This time we used it for our patient’s belly fat as we know it really works.
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link)**.** Showing a nurse prepping the injection site.
* **Voiceover:** She had tried diet and exercise for months but struggled with this one stubborn area.
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link)**.** Showing a patient in the treatment room
* **Voiceover:** And actually liquid lipo was an excellent choice for tackling this unwanted belly fat.
* **Background Video:**
  + **B-ROLL:** Film an extreme close up shot - [EXAMPLE](https://drive.google.com/file/d/1riH1U0o8lc2b-irMt0Mf2D1xoXvWFBTv/view?usp=drive_link). Showing the liquid lipo.
* **Voiceover:** The patient now feels more confident than ever as these injections effectively slimmed and contoured this area.
* **Background Video:** 
  + **B-ROLL:** Film a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link)Showing the patient gently touching their waist, smiling.
* **Script:**
* **CTA#1** Struggling with stubborn fat in difficult areas? Comment “GLOW” and we will help you create your dream body!
* **CTA#2** Struggling with stubborn fat in difficult areas? Follow us and we will show you to fix this and gain your confidence back!
* **A-ROLL:**  When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link).Talking directly to the camera

**Caption:**

**CTA#1**

You won’t believe what helped her feel confident again 💖

Struggling with stubborn fat in difficult areas? Comment “GLOW” and we will help you create your dream body!

#nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA#2**

You won’t believe what helped her feel confident again 💖

Struggling with stubborn fat in difficult areas? Follow us and we will show you to fix this and gain your confidence back!

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #23 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Props/Visuals Needed:** 
  + Equipment needed for double chin dissolver treatment
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * *Play this niche-related viral video (*[*VIDEO LINK)*](https://www.instagram.com/reel/C_mJTCMvLZk/) *entirely.* * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). After the end of the video * *Play this niche-related viral video (*[*VIDEO LINK)*](https://www.instagram.com/reel/C_mJTCMvLZk/) *entirely.* | * **Verbal Hook:** These results are amazing, but the truth is you don’t need surgery to achieve them. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera * Pop three images above clients head [HERE](https://drive.google.com/drive/folders/1bMG8hIvaQ_MbSBaliTftYMt8flVWDsNn) - [HERE](https://drive.google.com/file/d/1wj1Jst48SGZU4OuaQmNqW-oD9MLslgla/view?usp=drive_link) - [HERE](https://drive.google.com/file/d/1i7CEqi0Tr3r3rB6wwwoc_jihJZ55G9Ue/view?usp=drive_link) | * We’ve helped over X patients get similar results without going under the knife or breaking the bank. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing at the treatment room and showing the equipment. | * Here is our procedure |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing at the treatment room showing the first equipment | * We start by cleansing and marking the injection area to ensure precision. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing at the treatment room showing the second equipment | * Next, we apply a numbing product for comfort before administering the injections. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing at the treatment room showing the third equipment | * After the injections, we use light massage or vibration therapy to help distribute the product. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing at the treatment room showing what is used for the final part | * Finally, we walk the client through their post-treatment care. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera | * It’s simple, effective, and completely non-invasive. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Talking directly to the camera | * **CTA#1** Want to feel confident again without surgery? Comment ‘GLOW’ to get started! * **CTA#2** Follow for real stories, expert tips, and non-surgical results that work |

**Caption:**

**CTA#1**

You don’t need surgery to get good results❕

Want to feel confident again without surgery? Comment ‘GLOW’ to get started!

#nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA#2**

You don’t need surgery to get good results❕

Follow for real stories, expert tips, and non-surgical results that work

#nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #24 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/504709825611177?igsh=dW1vOGhuOGNjYjVk)
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Text on Screen:**
* Why is she so obsessed with her side profile?
* **Background Video:** 
  + Provide us with a short clip of 3 seconds of the patient shown below, admiring herself in the mirror touching the part of the double chin that had the treatment (feeling nice with her look)
* **Text on Screen:**
* Because that’s how my side profile used to look before the fat dissolving treatment
* **Background Video:** 
  + Provide us with 2 more pictures of this client
  + Play these three images back to back [HERE](https://drive.google.com/file/d/1flmVwOwOt5uTcIKAkXgAQ3s0xg1A9VZG/view?usp=sharing) [HERE](https://drive.google.com/file/d/15qLlgnJPepYkBgqnNan-YJSU2enLo0G8/view?usp=sharing) - [HERE](https://drive.google.com/file/d/1eoH2LtOvhcnx6MgsUOLnnics6oqci3qW/view?usp=sharing) (asked for two more pictures from the client)
* **Text on Screen:**
* And this is how it looks now
* **Background Video:** 
  + Provide us with 2 more pictures of this client
  + Play these three images back to back [HERE](https://drive.google.com/file/d/1gjiuyhLdNtY3zU2uQdRoCcrtPFnK2Geg/view?usp=sharing) - [HERE](https://drive.google.com/file/d/1u7OPwc4P0VxD1rGwYpdlziEsG8tjSoNA/view?usp=sharing) - [HERE](https://drive.google.com/file/d/1DNoFlMvWJ4xeA5QlA0IyBOTzxrP5YGXK/view?usp=sharing) (asked for two more pictures from the client)

**Caption:**

“Why Is she so obsessed with her side profile “❓

This is a story of one of our patients that had serious confidence issues with her look.

She consulted with different kinds of doctors all trying to convince her to have a surgery to remove her double chin. But finally after one of her friends recommended her to come to our clinic, we arranged a consultation discussion.

After the long discussion we had we finally proceeded with the treatment.

Our patient now feels confident again and happy to take profile selfies feeling beautiful from the inside to the outside!

➡ ️ Follow for more inspiring and real stories of our patients!

#skin #skintype #nonsurgicalbeauty #medspatreatments #beforeandafter

# **Short #25 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/4003308676662129/) make sure the audio is synced with the video and the pop up photos
* **Subtopic:** Fat Dissolving Treatments (DC & PCDC) “Liquid Lipo” –Only service offered

**Script:**

* **Text on Screen:** Other Injectors Vs Me
* **Background Video:**
  + **A-ROLL:** When you say this line/section, film with a medium shot - [EXAMPLE](https://drive.google.com/file/d/1lnRWV0p-M0g01E3ikPYhB8g0DjZOdrtf/view?usp=drive_link). No talking, just looking at the camera and just pointing up and down on your right side for three times each, a total of 6 times.
  + Pop up this image [HERE](https://fi.realself.com/545/620eeb4ffbb0df603437cfa03a6e6b6e/7/6/2/userimage-2987582.jpg)  the first time the client points up (double chin)
  + Pop up this image [HERE](https://drive.google.com/file/d/16Yi9vYQ0uQB9U23V8mLNa9tJoWcR_auA/view?usp=drive_link) the first time the client points down
  + Pop up this image [HERE](https://drive.google.com/file/d/1CrnimCk-huJC6le11Fc2_wlgcpic1LoG/view?usp=drive_link) the second time the client points up (arm fat)
  + Provide us a photo of a patient’s arm that has done fat dissolve injection
  + Pop up the image (of the above line) the second time the client points down
  + Pop up this image [HERE](https://images.squarespace-cdn.com/content/v1/62168793bb94a63e5ab749d9/c743cb2b-e6f2-4985-995a-494189c98dd5/Aesthetically+Beautiful++%282%29.png) the third time the client points up (belly fat)
  + Provide us a photo of a patient’s belly fat that has done fat dissolve injection
  + Pop up this image (of the above line) the third time the client points down.

**Caption:**

Other Injectors Vs Me **✨**

1.Double chin treatments

Ever seen those viral double chin treatments that didn't go as planned?

The most common issue with most double chin procedures, is swelling, uneven fat loss, or nerve damage, leading to asymmetry or prolonged puffiness.

We prioritize:

✔️ Thorough consultations to assess if you're a good candidate

✔️ Targeted, conservative treatments for natural definition

✔️ A focus on balance and symmetry to avoid puffiness or lumps

2.Arm Fat

Bat wings are tough to treat, and bad fat removal can make it worse.

The most common issue? Loose skin or uneven sculpting, especially if treatments ignore skin laxity or fat depth.

We always:  
 ✔️ Assess skin elasticity and fat distribution first  
 ✔️ Choose the right treatment plan for your body  
 ✔️ Prioritize natural-looking, smooth results

3.Belly Fat

When belly fat treatments go wrong, they can leave uneven texture, or fat pockets that weren’t there before 😬

This usually happens when the approach doesn’t match the body, either removing too much fat in one area or skipping important steps in recovery.

We focus on:  
 ✔️ Choosing the right treatment plan for your body  
 ✔️ A careful approach to fat reduction and reshaping  
 ✔️ Helping the body heal and contour naturally

Follow for more skin care and medical treatment education!

#nonsurgicalbeauty #medspatreatments #beforeandafter

# **Short #26 (Education):**

**Notes:**

* **Video Format:** Visual (saying the script, while using visuals to represent what you are talking about)
* **Format Example:** [HERE](https://www.instagram.com/reel/C4gFzSSMzdk/)
* **Instructions:** 
  + Film yourself saying the script under “Script” at the same time you are performing the correlating action under “Action”
* **Subtopic:** Skin Tightening Treatments (Fibroblast, RF Microneedling, Microneedling, Chemical Peels), Neurotoxins

**Script:**

| **Action:** | **Script:** |
| --- | --- |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top right corner * When client says “This is not fat” have already popped up this image [HERE](https://drali.com/wp-content/uploads/2019/06/arm-lift-2before.png) | * **Written Hook:** This Is Not Fat * **Verbal Hook:** This Is Not Fat |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk * Point on the top left corner * Pop up this image here where the client points [HERE](https://media.self.com/photos/57d882f04b76f0f832a0d862/master/w_870,h_500,c_limit/Postpartum-Abs_Feat.jpg) (only the left photo) | * This is not fat |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link).Sitting at your desk point at the right corner * When client says this line have these pictures popped up [HERE](https://bodyaesthetics.co.uk/wp-content/uploads/2023/03/DOUBLE-CHIN-1.png) | * This is ALSO not fat |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk | * And what is it? It’s collagen loss. * Many assume these areas are just stubborn fat, but in reality, they’re signs of skin that’s lost its elasticity due to declining collagen levels. |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk | * Aging, sun, weight changes, and stress all speed up collagen loss, faster than your body can replace it! |
| **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk, when you say “this” point on the top right corner  Pop up a text on screen when client says “this”:  RF Microneedling  Fibroblast Skin Tightening  Medical-Grade Retinol or Peptides  Hydration + SPF | * So what actually helps? * This |
| * **A-ROLL:** When you say this line/section, film with a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Sitting at your desk | * Follow, for more skin care education! |

**Caption:**

This Is Not Fat❕

Follow, for more skin care education!

#nonsurgicalbeauty #medspatreatments

# **Short #27 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - [HERE](https://www.instagram.com/reels/audio/2058030721328979?igsh=MTR2cWlwb3h1cmhlNA%3D%3D)
* **Subtopic:** Skin Tightening Treatments (Fibroblast, RF Microneedling, Microneedling, Chemical Peels), Neurotoxins

**Script:**

* **Text on Screen:**
* Your face is aging faster because you’re
* doing buccal fat removal
* **Background Video:** 
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). pointing at the right side above your head
  + Pop up this picture [HERE](https://www.silkor.com/wp-content/uploads/2024/09/buccal-fat-removal-scaled.webp)
* **Text on Screen:**
* Instead of Radio Frequency treatment.
* **Background Video:** 
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Pointing at the left side above your head
  + Provide us with a picture of a patient with sculpted face
  + Pop up this picture [HERE](https://heartland-eye.com/wp-content/uploads/2024/04/What-Is-Radiofrequency-RF-For-Dry-Eyes-Hero-1.jpg)
* **Text on Screen:**
* Your face is aging faster because you’re
* Getting Botox in your 20s
* **Background Video:**
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Pointing at the right side above your head
  + Pop up this picture [HERE](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQ6aGRt2Vb6IzpvEMmersv9txlj3eRATxFBpw&s)
* **Text on Screen:**
* Instead of doing chemical peels
* **Background Video:** 
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Pointing at the left side above your head
  + Pop up this picture [HERE](https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcR4RZYhWXgPVVt234PSJjvE_PIbP9lKVrQ3sQ&s)
* **Text on Screen:**
* Your face is aging faster because you’re
* Using excessive filler
* **Background Video:** 
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Pointing at the right side above your head
  + Pop up this picture [HERE](https://media.allure.com/photos/63f51eac1ffc1787089386be/3:2/w_1928,h_1285,c_limit/madonna.jpg)
* **Text on Screen:**
* Instead of having a microneedling
* **Background Video:** 
  + Film a clip sitting centered on the screen with a medium shot [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Pointing at the left side above your head
  + Pop up this picture [HERE](https://www.sknclinics.co.uk/wp-content/uploads/2022/08/shutterstock_1828009574-1-Ellie-Taylor-scaled.jpg)

**Caption:**

3 Popular Cosmetic Treatments That Aging You Faster ⬇️

1. Buccal fat removal

Buccal fat removal is a surgery to remove the fat in this area of your face. Removing this fat can highlight the bone structure in your face, especially your cheekbones and the hollowed-out areas between your cheeks and jawline. However, as you age and naturally lose facial volume, this procedure can lead to excessive hollowing, making you look older faster.

2.Preventative Botox in Your 20s and Early 30s

Preventative Botox in your 20s and early 30s can interfere with natural facial development and expression, potentially leading to muscle atrophy or dependence over time. It may also mask early signs of underlying skin issues that would be better addressed with healthier skincare habits.

3.Excessive Filler Use

Overfilling the face can cause a distorted, puffy look over time. In areas like the tear troughs and cheeks, filler can migrate, create chronic inflammation, and accelerate aging rather than prevent it.

➡ ️ Are you a mom who doesn’t know how to treat her skin? Follow for more non-invasive beauty education!

#skincare #cosmetictreatment #liquidlipo #nonsurgicalfatremoval

# **Short #28 (Education):**

**Notes:**

* **Video Format:** Q&A (1 Person)
* **Format Example:** [HERE](https://www.tiktok.com/@iamandrewrussell/video/7279866586079579435?_t=8l0OxYmHQmh&_r=1)
* **Instructions:** 
  + 2 people needed:
    - 1) The interviewer who says all the interviewer’s lines
    - 2) The interviewee who says all the interviewee lines
* **Subtopic:** Understanding skin types and personalized treatment plans
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* You may adapt the text based on your medical profession

**Script:**

* **Interviewer:** (*walk up to interviewee when you ask the question below)* 
  + **Verbal Hook:** Wrinkles ?
  + (add this image on screen [HERE](https://hips.hearstapps.com/hmg-prod/images/gh-062822-lip-wrinkles-1656354317.png?crop=0.724xw:1.00xh;0.135xw,0&resize=1200:*))
* **Interviewee:** Microneedling (sitting at your office desk)
* **Interviewer:** Acne ?
* (add this image on screen [HERE](https://www.healthyremedies.com.au/wp-content/uploads/2024/04/Hormonal-Acne.png))
* **Interviewee:** Acne Laser Treatment
* **Interviewer:** Oily skin ?
* (add this image on screen [HERE](https://static.vecteezy.com/system/resources/thumbnails/051/689/527/small_2x/beautiful-face-skin-woman-touching-her-cheek-hand-gesture-care-isolate-on-transparency-background-png.png))
* **Interviewee:** HydraFacial or Chemical Peel
* **Interviewer:** Dry skin ?
* (add this image on screen [HERE](https://t3.ftcdn.net/jpg/05/21/31/34/360_F_521313465_r8NLN5ju9dTrIQSfntF83OJyhqhet7sf.jpg))
* **Interviewee:** Skin Booster Injections
* **Interviewer:** Stubborn arm fat?
* (add this image on screen [HERE](https://www.doctorapatriciamartinez.com/wp-content/uploads/2019/03/lifting-brazos.png))
* **Interviewee:** Liquid Lipo
* **Interviewer:** And where can I do that?
* **Interviewee:** 
  + **CTA#1** Comment “GLOW” for more details!
  + **CTA#2** Follow for more skin care and medical treatment education!

**Caption:**

**CTA#1**

No more confusions, the fastest skin guide you’ll ever see ✨

Struggling with arm fat, and don’t know what to do? Comment “GLOW” and book your appointment now!

#medicaltreatment #skincare #nonsurgicalbeauty #liquidlipo #medspatreatments

**CTA#2**

No more confusions, the fastest skin guide you’ll ever see ✨

Follow for more skincare and medical treatment education!

#medicaltreatment #skincare #nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #29 (Education):**

**Notes:**

* **Video Format:** Audio + Broll + Text
* **Format Example:** [HERE](https://www.instagram.com/reel/CyIv8ApudTz/?igsh=cnNnN2M4NWpidTk4)
* **Instructions:** 
  + Film broll in “Background Video” sections below
  + Audio - Choose Trending Audio From [HERE](https://docs.google.com/spreadsheets/d/1s3atiSTZxiuqMVNbAiaCBlOVyUNWqxLoyxAWAJIJkfc/edit?usp=drive_link)
* **Subtopic:**Natural-looking results vs. overdone aesthetics

**Script**

* **Text on Screen:** When People Say Fat Dissolvers Won’t Fix A Double Chin
* **Background Video:** 
  + Play this image for 3 seconds [HERE](https://drive.google.com/file/d/1PMm27pdjq0efh3f45rP-iOhA26SPMKfE/view?usp=drive_link)
* **Text on Screen:**
* No surgery needed
* Check Caption 👇
* **Background Video:** 
  + Play this image for 3 seconds [HERE](https://drive.google.com/file/d/1H-78Fh81MC7GqgPavqyj2ZlVYwK8xhVe/view?usp=drive_link)

**Caption:**

When People Say Fat Dissolvers Won’t Fix A Double Chin👀

Many people believe the only way to treat a double chin is with surgery but that’s not true.

Fat dissolving injections target and break down stubborn fat cells in the submental area, giving you visible contour without downtime.

This treatment is ideal for those looking for subtle, natural-looking results with minimal risk. As a non-invasive alternative, it’s changing the way we approach lower face rejuvenation.

Want more non-surgical fixes that actually work? Follow for expert tips!

#beforeandafter #nonsurgicalbeauty #liquidlipo #medspatreatments

# **Short #30 (Education):**

**Notes:**

* **Video Format:** Talking Back and Forth
* **Format Example:** [HERE](https://www.instagram.com/reel/CylnCmMuS1Z/?igsh=OXJxa3FsZmVsNTU=)
* **Instructions:** 
  + Film 2 videos:
    - 1) Say all of Person #1’s lines facing slightly angled to the left
    - 2) Say all of Person #2’s lines facing slightly angled to the right
    - We will edit these two clips together to create a talking back and forth video
    - **NOTE:** for the best effect have person #1 and person #2 in a different outfit
* **Subtopic:** Medical Weight Loss (Semaglutide)
* There are 2 CTA’s total, film both:
  + **CTA #1:** Will be posted on Instagram with the Manychat automation
  + **CTA #2:** Will be posted on all other platforms
* Please feel free to adjust some parts of the conversation based on your professional experience

**Script:**

* **Person #1 (Verbal Hook):** I hate this little pouch under my chin. I eat clean. I work out 5 days a week, but this? Won’t budge (cut her off before finishing the sentence)
  + **Visual Hook: A-ROLL** Film a close shot - [EXAMPLE](https://drive.google.com/file/d/1eZm540W3tT-umxBELW2vzyMw2RiMy_Sw/view?usp=drive_link). Standing in your office showing the pouch under your chin
* **Person #2:** Honestly, You’re not doing anything wrong. Some areas, especially the chin are just super stubborn and usually…genetic.
* **Person #1:** That’s so frustrating. I thought I just needed to diet harder or something.
* **Person #2:** Nope. If it’s submental fat, your body wants to hold onto it and it won’t go away with workouts alone.
* **Person #1:** So am I stuck with it forever?
* **Person #2:** Not at all. That’s where Liquid Lipo comes in. It’s a fat-dissolving injection that breaks down the fat permanently, no surgery needed.
* **Person #1:** Wait. So I can finally get rid of this... without surgery?
* **Person #2:** Exactly. The fat flushes out naturally over time, and the jawline looks more sculpted with every session.
* **Person #1:** Okay… why didn’t anyone tell me this sooner?
* **Person #2:** Because most people think there’s only one option. Comment “GLOW” and I’ll send you everything you need to know.
* **Person #1:** I’m doing that right now.

**Caption:**

**CTA #1:**

I hate this little pouch under my chin 😤

Tired of doing everything right and still seeing no results? Comment “GLOW” and let’s talk about a solution that finally targets that stubborn chin fat!

#liquidlipo #medspatreatments #nonsurgicalfatremoval

**CTA #2:**

I hate this little pouch under my chin 😤

Follow us for more skin and body insights from our clinic experts!

#liquidlipo #medspatreatments #nonsurgicalfatremoval