



Lipoderma[®]

Social Media Guidance

We want Lipoderma social content to feel authentic, educational, and real—the kind of content that reflects how providers actually think and talk about their experience. The goal is to share helpful information and clinical perspective while staying aligned with compliance guidelines.

When posting, please keep the following in mind:

- Share educational, experience-based content
- Avoid disease claims or guaranteed outcomes
- Clearly disclose your affiliation with Lipoderma

Suggested Language

Below are examples of compliant language that works well for social posts, captions, and educational content:

- “A structural fat filler that replaces like with like—restoring ‘good fat’ and rebuilding the foundation beneath the skin the way natural fat does.”
- “Lipoderma helps restore the ‘good fat’ that supports a natural, youthful appearance.”
- “Supports a natural look and feel by restoring the foundation that healthy fat provides.”
- “Designed to integrate seamlessly with the body’s natural tissue to support structure and contour.”

You can also highlight concepts like:

- Like-for-like adipose replacement
- Integration into soft tissue
- Structural support

Language to Avoid

Certain language can be misleading or non-compliant. Please avoid:

- ❌ Claiming Lipoderma “treats,” “cures,” or “prevents” a specific condition
- ❌ Claiming Lipoderma has “viable” or “living” cells
- ❌ Promising outcomes (e.g., “permanent results”)
- ❌ Describing unapproved or experimental use as standard of care



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(continued)

Questions or Support

By following these social media guidelines, you will help maintain the integrity of the Lipoderma brand, ensure regulatory compliance, and provide valuable information to your audience.

For any questions or support regarding these guidelines or Lipoderma marketing materials, please contact:

Molly Saunders, VP of Sales and Marketing

- Email: msaunders@britecyte.com
- Phone: 301-467-8763

We're here to help you succeed and spread the word on Lipoderma!



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