

Product: TheraFace Mask

Date: 8.23.2023

\$599

Beauty

Product Messaging

Positioning: (short)

TheraFace Mask is a breakthrough FDA cleared LED skincare mask clinically-proven to reduce signs of aging and firm skin, with added vibration therapy for a soothing massage.

Positioning: (long)

TheraFace Mask is a breakthrough FDA cleared LED skincare mask that delivers effective, full-face Red, Red + Infrared, and Blue light with added tension-relieving vibration therapy. Clinical studies showed firmer, smoother, healthier-looking skin with a visible reduction in fine lines and dark spots in as little as 8 weeks.

Key Differentiator: LED light therapy mask with vibration therapy, using 3x the number of LED lights than the leading competitive LED mask for maximum treatment efficacy in the shortest amount of time.

Key Messages: (in priority order)

- **Clinical study shows TheraFace Mask delivers results you can see in as little as 8 weeks:** Helps firm skin, visibly improve signs of aging, and fade dark spots for healthier-looking, more radiant skin.
 - **TheraFace Mask has 3x more LED lights than the leading LED mask competitor for maximum treatment efficacy in the shortest amount of time.** 648 medical-grade LEDs emit 3 types of light wavelengths for a non-invasive, effective, full-face treatment. Red, Red + Infrared, and Blue LED lights work together to help boost your skin's natural collagen production, while diminishing wrinkles, discoloration, and acne.
 - **Easy-to-use hands-free design with removable protective eye shields.** Eye shields allow the user to keep their eyes open during treatments for multi-tasking or relaxation during quick, science-backed, preset sessions.
 - **Combines LED light therapy with targeted vibration therapy for tension-relieving massage benefits.** Vibrating massage helps relieve tension on key pressure points around the temples, brow, and scalp. Also helps boost circulation around the eye area for a more refreshed look.
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Benefits / Claims (Must be used with appropriate disclaimer)

Clinical Study Results

Okay to use in all materials linking/referring to full study or work with Legal for shortened disclaimers (see disclaimers section)

Clinically Proven Benefits:

- Improves appearance of fine lines and wrinkles
- Improves firmness, facial contour, and sagging/loose skin
- Improves appearance of skin tone evenness with visible dark spot lightening
- Improves skin radiance, luminosity, and the overall appearance of healthy skin
- Improves skin texture and smoothness

List of clinically proven claims by time:

8 weeks: Improvements dark spots/age spots, fine lines, wrinkles, overall healthy skin appearance, radiance/luminosity, skin texture/smoothness and firmness, facial contour

12 weeks: Everything above *plus* improvement of sagging skin

Consumer Perception Survey Results

Use only in digital materials unless confirmed by Legal (see disclaimers section)

From perception surveys conducted during the 12-week clinical trial:

After 8 weeks:

- 96% saw overall healthier-looking skin
- 96% agreed skin looks and feels smoother
- 93% agreed skin feels more rejuvenated and luminous
- 93% saw an improvement in the overall appearance of their skin
- 86% agree skin has a more even tone

After 12 weeks:

- 83% saw an improvement in the appearance of fine lines
- 83% agreed skin looks and feels firmer
- 83% agreed skin looks and feels tighter

Product Details

Product Features:

Certifications:

- FDA Cleared, Class II Medical Device
- Patent Pending Design
- Clinically Proven Results **(does not apply to acne)**

LED Treatments:

- Science-backed 9-minute full-face treatment using 3 types of LED light therapy technologies and 648 LED lights:
 - **Red light therapy** - Firm skin and reduce fine lines and wrinkles
 - Red light therapy stimulates collagen production for a more youthful complexion in as little as 3 minutes a day*.
 - **Red + infrared light therapy** - Reduce dark spots and improve radiance
 - Red + Infrared light therapy penetrates even deeper to boost circulation for a more even skin tone in as little as 3 minutes a day*
 - **Blue light therapy** - Clear and prevent acne
 - Blue light therapy fights acne-causing bacteria and helps prevent new bacteria from growing in as little as 3 minutes a day*.

If using the “in as little as 3 minutes” use this disclaimer:

*Results based on a 12-week clinical study with 31 subjects and 1x/day use of pre-programmed 9-minute treatment using expert clinical grading, subjective perception surveys, and image analysis. Learn more at therabody.com/science

- LED light therapy treatments can be personalized by selecting Red, Red + Infrared, or Blue light 3-minute treatments to address specific skincare concerns.

Vibrating Massage Treatments:

- 17 QX-Micro Motors deliver massaging vibration therapy to key pressure points on the face and scalp to promote relaxation and stress relief.
- Vibration therapy around the eye area helps boost circulation for a more refreshed look.
- 15-minute vibrating treatment with no lights helps release facial tension for the ultimate calming massage any time.

Design:

- Ergonomic design for an evenly distributed full-face treatment that can deliver maximum results.
- Cordless, hands-free design and protective eye shields offer the ability to multitask during treatments.
- Adjustable strap offers a universal, comfort-first fit.
- Hard-shell design with smudge-proof matte finish is easy-to-clean and made to last.

What's Included:

- TheraFace Mask device
- Removable Protective Eye Shields
- Display Stand
- Adapter - UBS-A+C to USB-C

Materials:

- Mask: (PC+ABS) & (PC) + TPU
- Vibration Motor: Steel & Aluminum
- Protective Eye Shields: Medical-Grade Silicone

Marketing Messaging

Key Use Cases:

1. Treat signs of aging such as fine lines, wrinkles, sun damage, or sagging skin

Examples:

- a. Person (man or woman) with mild to moderate signs of aging using the red light therapy and Red + Infrared treatment
2. Help reduce active acne breakouts

Examples:

- a. Young woman or man with active breakouts using the blue light treatment
3. Relax and relieve tension in the face and head

Examples:

- a. Man or woman relaxing with the lights off and only using the 15 minute vibration therapy

Addendum

TheraFace Mask Do's & Do Not's

DO

1. Delineate types of LED light: Red, Red + Infrared and Blue.
 - o Red light therapy - Reduce fine lines, wrinkles & dark spots
 - o Red + infrared light therapy - Stimulate collagen production & firm skin
 - o Blue light therapy - Fights acne & acne-causing bacteria
2. **Clinical Studies:** Anytime we refer to clinical studies or cite/show that Mask can do X, we can only reference the following claims and **must** include the appropriate disclaimer:
 - Improves appearance of fine lines and wrinkles
 - Improves firmness, facial contour, and sagging/loose skin
 - Improves appearance of skin tone evenness with visible dark spot lightening
 - Improves skin radiance, luminosity, and the overall appearance of healthy skin
 - Improves skin texture and smoothness
3. **Before and After Images:** When using before/after images, be sure to use the appropriate disclaimers. **Work with legal on exact placement and copy.**
4. **Testimonials and Perception Results:** Per FTC guidelines from July, relationship and compensation must be disclosed (employee, ambassador, Participants received compensation for participating in the study). **Work with legal on placement and copy.**
5. **Design note for disclaimers:** Make sure the disclaimer is clear and conspicuous. Consider size and location of the disclaimer relative to the claim. The font color should not be similar to the background and difficult to read. Disclosure language should be changed to black or another more easily readable color depending on the background. Ask legal if you have any questions.

DO NOT

1. DO NOT say that our mask itself is clinically proven to improve acne. We can make claims about acne improvement with blue light usage, but not as it relates to our mask specifically.
2. DO NOT reference any clinical studies OR consumer perception results without including the appropriate disclaimer.
3. For 8 week claims, DO NOT say "sagging skin" when mentioning benefits and claims. Due to clinicals, sagging skin can be marketed *only* within the 12 week claim.
4. DO NOT use terms and phrases such as "treat" and "cure" in EMEA/UK.
5. DO NOT make guarantees (e.g., our product can help improve sagging skin vs. will improve).

CAUTION

The following are facts and comments to be used carefully. Please check with Legal if there are any questions.

- “Medical-grade” can refer to LED lights within the mask in the U.S., but not the mask itself, nor the treatment of the mask. Ex: “648 powerful, medical-grade LED lights.” DO NOT use medical-grade in Europe/UK unless approved by Legal.
- **Consumer Perception Survey Results (for digital use only):** When presenting Consumer Perception Survey Results (% results), it must be clearly stated that these are “Consumer Perception Results” and the appropriate disclaimer must be used. Ex. *“Following use of the TheraFace Mask, X% consumers/users saw overall healthier looking skin*”*

After 8 weeks:

- 96% saw overall healthier-looking skin
- 96% agreed skin looks and feels smoother
- 93% agreed skin feels more rejuvenated and luminous
- 93% saw an improvement in the overall appearance of their skin
- 86% agree skin has a more even tone
- 83% saw less skin imperfections and blemishes

After 12 weeks:

- 83% saw an improvement in the appearance of fine lines
- 83% agreed skin looks and feels tighter and firmer
- 77% saw an improvement in the appearance and depth of wrinkles
- 77% saw an improvement in dark spots, age spots, or sun spots

When presenting consumer perception studies, use the following disclaimer:

Consumer perception study:

**Subjective perception survey results from 12-week clinical study with 31 subjects and 1x/day use of the pre-programmed 9-minute treatment. Participants received compensation. Learn more at therabody.com/science*

DISCLAIMERS

NOTE: Disclaimers may be subject to change. Work with legal to determine exact placement and copy.

Clinical results:

**Results from 12-week clinical study with 31 subjects and 1x/day use of pre-programmed 9-minute treatment using expert clinical grading, subjective perception surveys, and image analysis. Learn more at therabody.com/science*

NOTE: On graphics with limited space the following may be acceptable: “*12-week clinical study with 31 subjects and 1x/day use of pre-programmed 9-min treatment. Learn more at therabody.com/science”

Consumer perception survey results:

*Perception survey results from 12-week clinical study with 31 subjects and 1x/day use of the pre-programmed 9-minute treatment. Participants received compensation. Learn more at therabody.com/science

Before and After Images (work with Legal on placement and copy):

On the image itself: Make sure the time is clear for each photo (Before and 8 Weeks).

On the image OR immediately nearby depending on layout and channel:

*Unretouched. 12-week clinical study with 31 subjects and 1x/day use of pre-programmed 9-min treatment.

Testimonials and Perception Results: Per FTC guidelines from July, relationship and compensation must be disclosed (employee, ambassador, Participants received compensation for participating in the study.).

Design note for disclaimers: Make sure the disclaimer is clear and conspicuous. Consider size, the font color should not be similar to the background and difficult to read. Disclosure language should be changed to black or another more easily readable color depending on the background. Ask legal if you have any questions. New FTC guidance prohibits linking to the study disclaimer since consumers can avoid it.