

The Radiant Balance Protocol

EMAIL NEWSLETTER TEMPLATE IMPLEMENTATION GUIDE



FOR PRACTICE USE ONLY

Do not distribute this document directly to patients.

Table of Contents

INTRODUCTION

Why These Newsletters Work.....	3
Who These Emails Are For	4

NEWSLETTER CUSTOMIZATION & SET UP

Email Template 1: The Awareness Email	5
Email Template 2: The Follow Up Email	9

PREVIEW & PRE-SEND CHECKLIST	13
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INTRODUCTION

Why These Newsletters Work

These two emails do something a single message can't: they meet a GLP-1 patient where she is, then move her toward a booking decision at the pace this audience actually makes one.

They follow the same proven sequence as the landing page establish the concern, introduce the solution, back it up with proof, and make booking easy but spread across two sends so the message has room to land.

Every section has a specific job. This guide walks you through each one, shows you exactly what to customize, and explains how to import the files into your email platform.

Who These Emails Are For

The same patient the landing page was written for:

is **on** or **actively considering**
a **GLP-1** medication

Has noticed, or is **worried**
about changes in her face

Wants **clinical reassurance**
before committing to treatment

Is reading **on her phone**,
likely between other things

She doesn't need a sales pitch. She needs to feel understood, then have a clear, low-pressure path to book.



EMAIL TEMPLATE 1

The Awareness Email

This email is designed to be sent to patients who are in your care and on or considering a GLP-1 medication, who haven't yet had a conversation about how weight loss affects the face.

The goal is for the patient to feel like her provider is paying attention to her needs and has something useful to share that will support her goals.

Step 1: Fill in your practice details

Before importing into your email platform, you need to replace the placeholders in the HTML file with your actual information.

How to do a Find & Replace:

Windows: Open the HTML file in Notepad → press Ctrl + H

Mac: Open the HTML file in TextEdit → press Cmd + H



Step 1: Fill in your practice details

Find and replace each of the following:

Find in the file	Replace with
[PRACTICE NAME]	Your practice name
[ADDRESS]	Your practice mailing address (required for a compliant email footer)
[BOOKING-LINK]	The full URL of your consult booking page (e.g., https://yoursite.com/book)
[UNSUBSCRIBE-LINK]	Your email platform's unsubscribe link or merge tag

Once all placeholders are replaced, save the file.

Step 2: Import into your email platform

GoHighLevel (GHL):

- 01 Go to **Marketing → Emails → New Email**
- 02 Choose **Custom Code / HTML** editor
- 03 Paste the full HTML content
- 04 Save and preview

Klaviyo:

- 01 Go to **Campaigns → Create Campaign → Email**
- 02 Choose **HTML editor**
- 03 Paste the full HTML content
- 04 Save and preview

Mailchimp:

- 01 Go to **Campaigns → Create Campaign → Email**
- 02 Choose **Code your own**
- 03 Paste the full HTML content
- 04 Save and preview

Step 3: Preview before sending

Always preview on:

01

DESKTOP VIEW

02

MOBILE VIEW

03

Send a test email to yourself before sending to your list



IMPORTANT NOTE: ABOUT THE IMAGES

The images in this email are hosted on a **public CDN (Content Delivery Network)**. This means:

No image uploads required: the images will load automatically when recipients open the email

Works on any email platform: GHL, Klaviyo, Mailchimp, ActiveCampaign, or any other platform

Works for all recipients: images are publicly accessible and will display correctly regardless of the email client (Gmail, Outlook, Apple Mail, etc.)

You do not need to download or re-upload any images. Just paste the HTML and go.

EMAIL TEMPLATE 2

The Follow-Up Email

This email is designed to be sent after a patient has been exposed to the protocol. She received Email 1, visited the landing page, or heard about it in your office, but hasn't yet booked. It answers the question she's most likely sitting with, "Am I actually the right person for this?"

The tone is warmer and more direct than Template 1. It addresses her hesitation by walking her through a qualification checklist.

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You're losing the weight.
Is your face prepared for what's next?

Hi [Name]!

We sent you an email about the Radiant Balance Protocol a little while ago.

The Radiant Balance Protocol is a facial preservation program designed for patients on GLP-1 medications. It helps support collagen and facial structure during weight loss so your results look balanced from head to toe. If you read it and thought "that sounds like me" this one's for you.

We want to answer the question we hear most from patients considering this protocol:

Am I actually the right person for this? Let's walk through it honestly.

You might be exactly who we designed this for if:

- ✓ You're currently on semaglutide, tirzepatide, or another GLP-1 medication
- ✓ You've started noticing that your face looks more hollow, tired, or aged as the weight comes off
- ✓ You feel great about your body but something about your face doesn't quite match
- ✓ You'd rather protect your facial volume now than try to restore it after the fact
- ✓ You want a complete plan not just a prescription

IF YOU NODDED AT ANY OF THE ABOVE, THIS PROTOCOL IS FOR YOU.

What's actually happening to your face and why

Here's something most people don't walk their patients through before starting a GLP-1:

As your body sheds fat quickly, your face loses fat too. The small, subcutaneous fat pads that give your face its structure - keeping your cheeks full, your skin taut, and your contours soft - are often the first to go during rapid weight loss.

The result is what's commonly called "Ozempic face":

- Hollow or sunken cheeks • Skin that looks loose or saggy • Lines around the nose and mouth that look suddenly deeper • A tired, gaunt appearance that doesn't match how you feel

It's not a vanity issue. It's a real, documented side effect of rapid weight loss, and it can happen whether you're on a GLP-1 for losing weight or any other way.

Patients can lose up to 7% of midfacial volume for every 22 lbs of total body weight lost.*

That's significant. And for most patients, it's a surprise.

The part most people don't find out until it's too late:

IT'S LARGELY PREVENTABLE WHEN YOU START AT THE RIGHT TIME.

The Radiant Balance Protocol introduces Hyperdilute Radiesse® biostimulation at the ideal window in your weight loss journey: after you've lost around 5% of your body weight, but before any visible facial changes begin.

Radiesse® isn't a filler. It's a biostimulator that signals your skin to build its own collagen and elastin from within. The result builds gradually and naturally over 4-6 months, because it's coming from your own skin leaving you looking well-rested and healthy, not deflated from the rapid fat loss.

Two sessions. Four weeks apart. Provider-guided from day one.

The patients who come in early don't need corrective treatments later. That's the whole point.

What to expect at your consult

Your first visit is a real conversation:

- We review your health history and weight loss goals
- We confirm whether GLP-1 therapy is right for you
- We build your personalized Radiant Balance Protocol plan
- You leave with a prescription plan to help your face look as good as your body feels

If you've been thinking about it this is your sign to book.

BOOK YOUR RADIANT BALANCE PROTOCOL CONSULT +

Or reply to this email and we'll reach out to schedule.

Questions? We're here.

[PRACTICE NAME]
[ADDRESS]
[PHONE]
[EMAIL]
[WEBSITE]

GLP-1 drug therapy, Radiesse® biostimulation. Individual results may vary.

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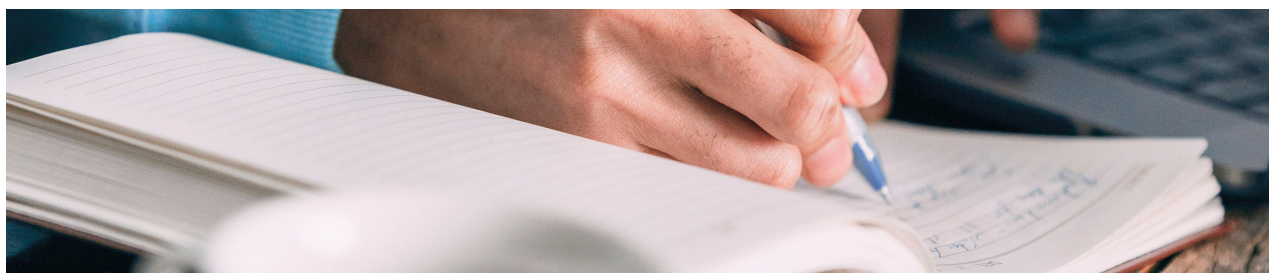
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PREVIEW & PRE-SEND CHECKLIST

Always preview on:

- ☐ Preview on desktop
- ☐ Preview on mobile
- ☐ Send a test email to yourself before sending to your list

Pre-send checklist

- ☐ [PRACTICE NAME], [ADDRESS], [BOOKING-LINK], and [UNSUBSCRIBE-LINK] all replaced
- ☐ [BOOKING-LINK] tested on mobile and routes to the correct booking page
- ☐ Subject line set in your email platform
- ☐ Preview text reads correctly in the inbox
- ☐ Test email reviewed on desktop and mobile
- ☐ Unsubscribe link works (required for compliant sending)

Questions about setup, customization, or sending?

Contact your MedShiftRx representative for support.