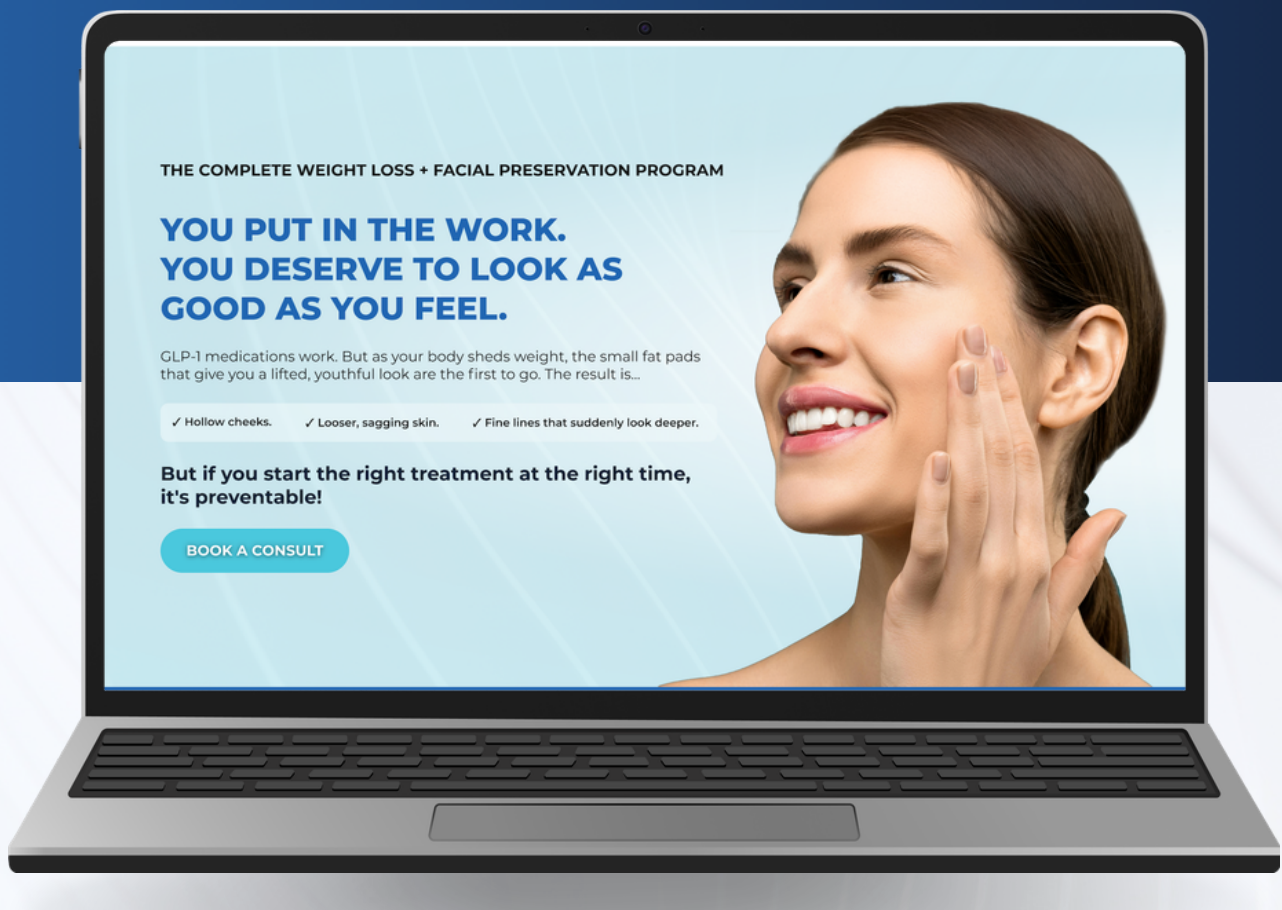




The Radiant Balance Protocol

LANDING PAGE IMPLEMENTATION GUIDE



FOR PRACTICE USE ONLY

Do not distribute this document directly to patients.

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INTRODUCTION

Why This Landing Page Works

This page is designed to take a patient who's curious but not yet committed and walk her to a booking decision.

It follows a **simple, proven sequence**:

- Establish the concern
- Introduce the solution
- Back it up with proof
- Make booking easy

Every section has a specific job. This guide walks you through each one: *what it does, how to talk about it, and what to customize before the page goes live.*

Who This Page Is For

The page was written for a patient who:

Is on a **GLP-1 medication** or actively considering one

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

Wants **clinical reassurance** before committing to treatment

Is **researching on her own**, likely on her phone

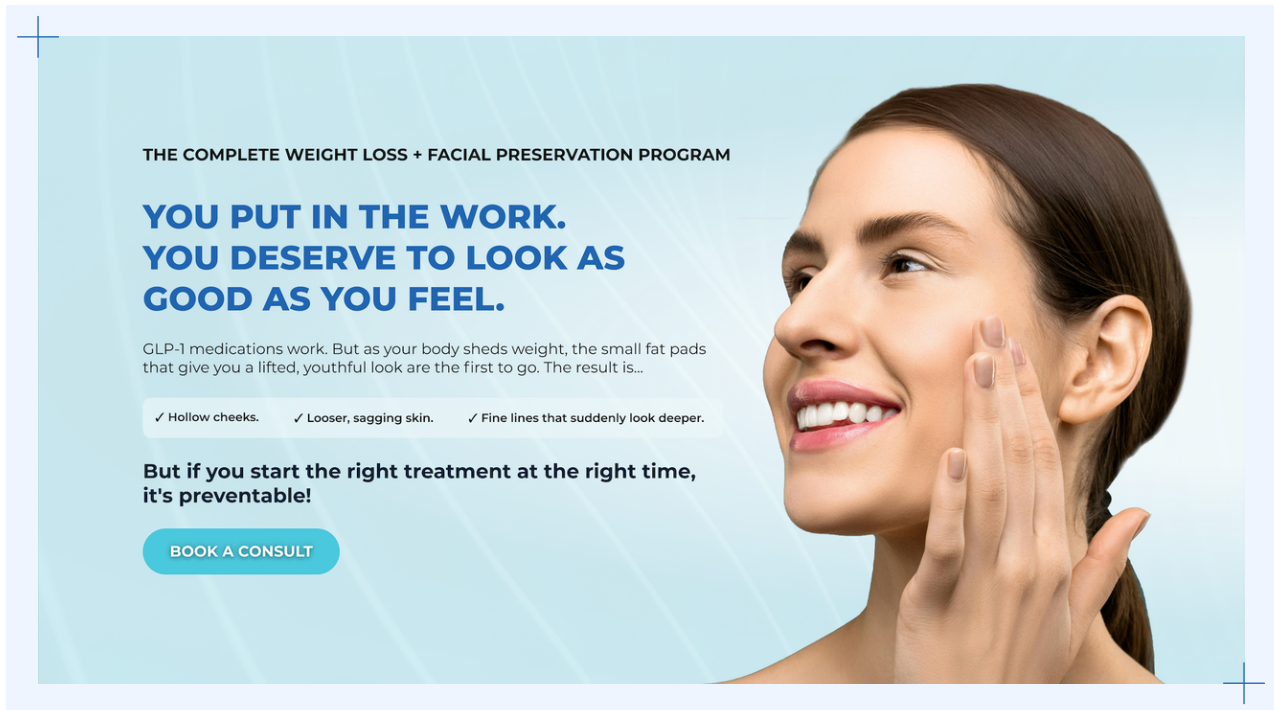
She doesn't need a sales pitch.

She needs to feel understood, then have a clear path to book.



THE PAGE WALKTHROUGH

Section 1: Hero



The first thing a patient sees when she lands on this page.

Rather than leading with a treatment name or your practice information, it opens with her. Specifically, with the work she's already put in on her weight loss journey.

Before anything clinical appears, she's already thinking, ***"this page gets me."***



The section closes with reassurance that these changes are often preventable when addressed early.

The goal of this section is simple: earn the next scroll.

THE PAGE WALKTHROUGH

Section 2: Losing Weight Changes More Than the Number on the Scale

Losing Weight Changes More Than The Number On The Scale



Most people start their GLP-1 journey focused on their body. What they don't expect is to look in the mirror and see someone older and more tired.

It's called "Ozempic Face".

But this isn't caused by the medication itself. It's caused by losing facial fat as weight comes off.

Patients can lose up to 7% of midfacial volume for every 22 pounds of total body weight lost.¹

By the time most people notice it, it's already happening. The best time to protect your facial volume isn't after hollowing begins. **It's before.**

¹Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025, n=4.

Your face should look slimmed, sculpted, and still like you.

That's exactly what the Radiant Balance Protocol was designed to do.



This section speaks directly to a concern many GLP-1 patients recognize: **feeling great physically but noticing they look older or more tired than expected.**

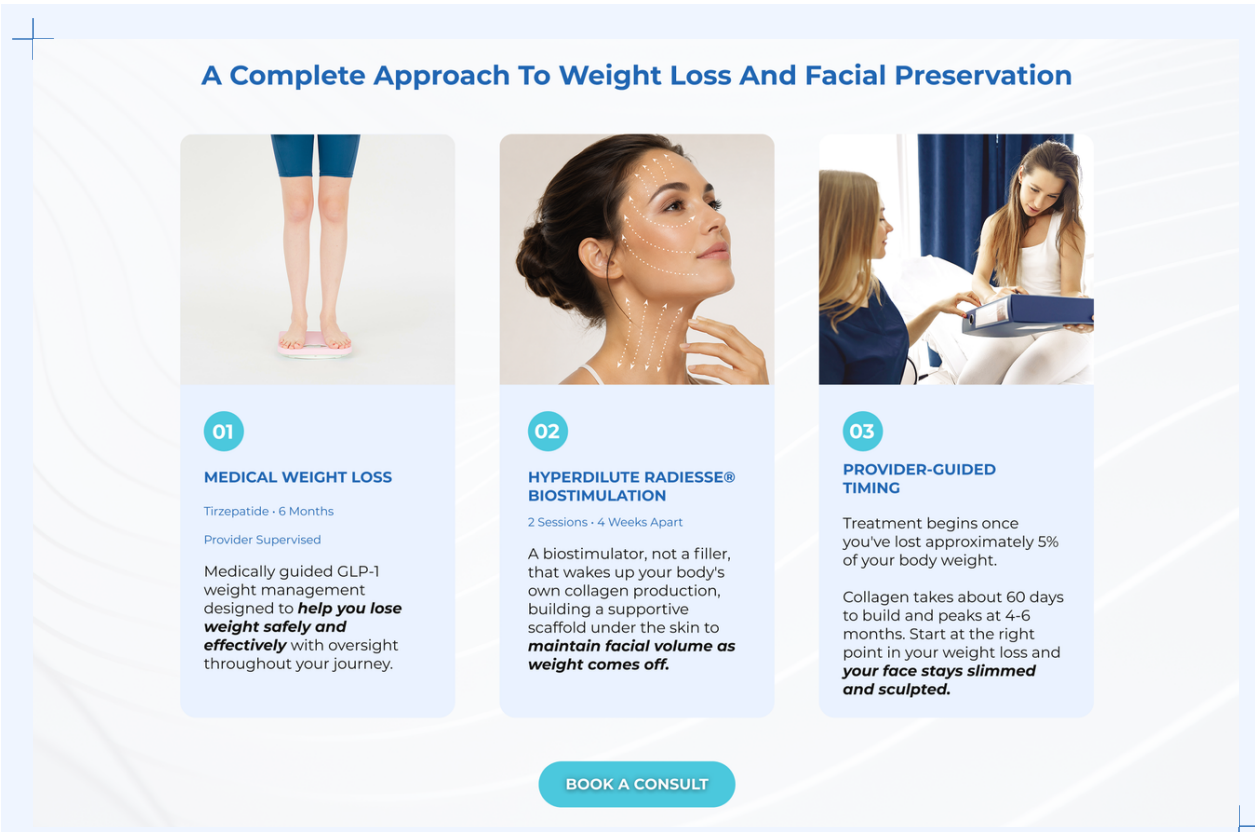
It introduces "**Ozempic Face**" in patient-friendly language and explains what's actually happening beneath the surface. The supporting statistic *helps validate the experience* while reinforcing that facial volume loss during weight loss is real and measurable.

The section closes by introducing the key idea behind the protocol: *the best time to protect facial volume is before visible changes begin.*

That realization is what makes her open to a proactive solution.

THE PAGE WALKTHROUGH

Section 3: A Complete Approach to Weight Loss and Facial Preservation





01

MEDICAL WEIGHT LOSS

Tirzepatide • 6 Months
Provider Supervised

Medically guided GLP-1 weight management designed to **help you lose weight safely and effectively** with oversight throughout your journey.



02

HYPERDILUTE RADIESSE® BIOSTIMULATION

2 Sessions • 4 Weeks Apart

A biostimulator, not a filler, that wakes up your body's own collagen production, building a supportive scaffold under the skin to **maintain facial volume as weight comes off.**



03

PROVIDER-GUIDED TIMING

Treatment begins once you've lost approximately 5% of your body weight.

Collagen takes about 60 days to build and peaks at 4-6 months. Start at the right point in your weight loss and **your face stays slimmed and sculpted.**

BOOK A CONSULT

This section introduces the **three components** of the Radiant Balance Protocol and explains them through the lens of *patient benefit* rather than clinical mechanics.

The Radiesse® component is explicitly introduced as not a filler, but a biostimulator. This addresses one of the most common patient concerns and helps patients understand that the goal is **natural collagen stimulation, so they don't look they have had work done. They look slimmed, sculpted, and still like themselves.**

The timing component explains why treatment begins at a specific point in the weight-loss journey.

Patients who understand the rationale behind the treatment window are much more likely to commit to it.

THE PAGE WALKTHROUGH

Section 4: Before & After Results

+

The Before And After's Speak For Themselves

This patient was actively losing weight on a GLP-1 medication while receiving Hyperdilute Radiesse® biostimulation.

Photographed at baseline and six months later, her face stayed full, lifted, and naturally contoured throughout her transformation.



+

This section provides **visual proof**.

The accompanying copy reinforces that the patient was *actively losing weight* while receiving treatment, helping prospective patients see themselves in the outcome.

When you add your own before-and-after photos, keep the caption consistent with this framing:

Confirm the patient was on a GLP-1 medication during treatment and share the timeframe.

That context is what makes the photo convert.

Later in this guide, you'll have guidance on how to replace these images if you choose to feature your own before and after patient photos.

THE PAGE WALKTHROUGH

Section 5: Weight Loss Results That Look as Good as You Feel

Weight loss results that look as good as you feel

- ✓ Safe, medically supervised weight loss
- ✓ Facial volume preserved throughout your journey so your face keeps pace with your body
- ✓ A face that looks refreshed and full as the weight comes off, without the sagging skin that ages you
- ✓ Helps preserve facial volume with natural-looking results
- ✓ Minimal downtime
- ✓ Ongoing provider support throughout the full six-month program



This section serves as a **quick summary of the protocol's benefits.**

Patients often skim before making a decision. This checklist allows them to quickly understand the value of the program without reading long paragraphs of copy.



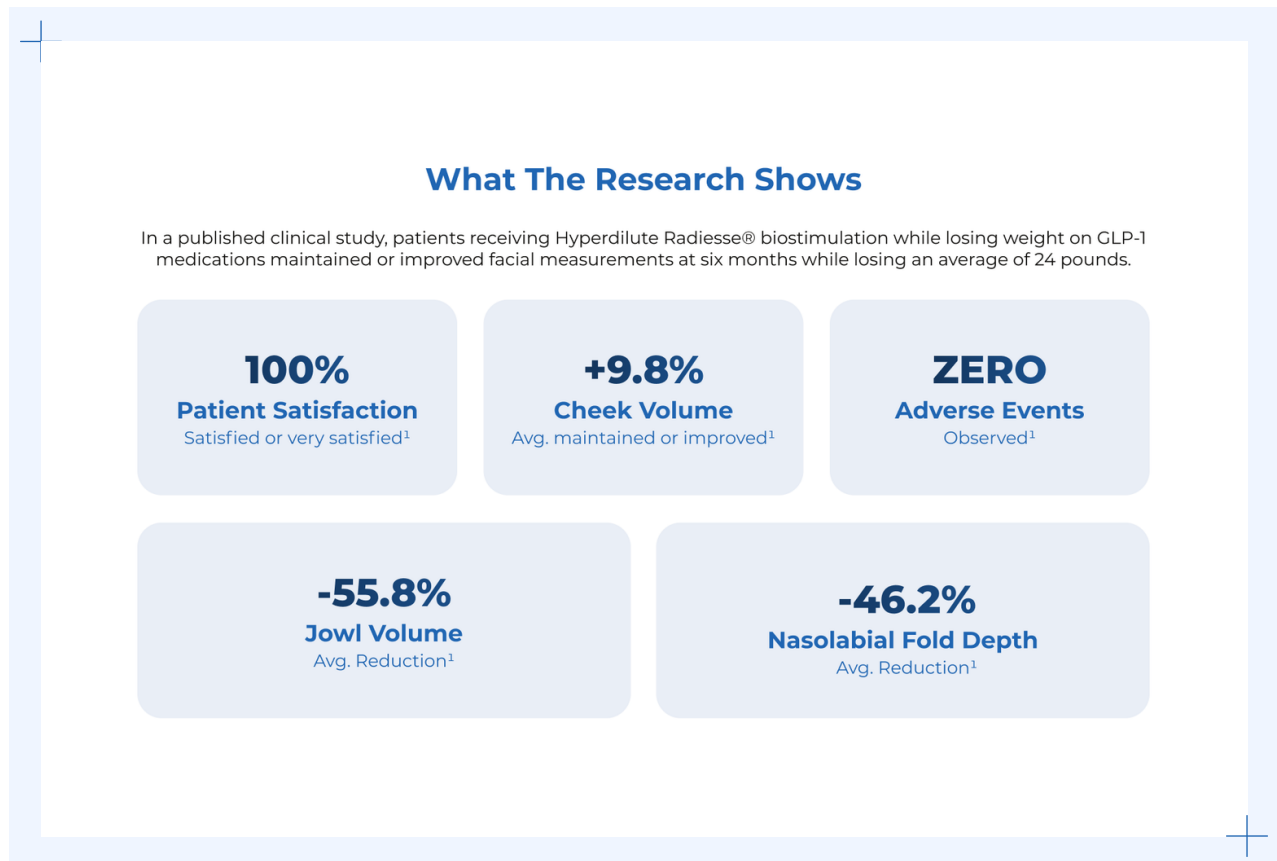
Think of this section as a *confidence check*.

By this point, the patient understands the problem, the solution, and the science behind it.

It gives patients a simple, scannable reason to keep moving toward a booking decision.

THE PAGE WALKTHROUGH

Section 6: What the Research Shows



This section translates the published clinical study into the **numbers patients care about most.**

It leads with *100% Patient Satisfaction*, the most human metric, before moving into the structural measurements.

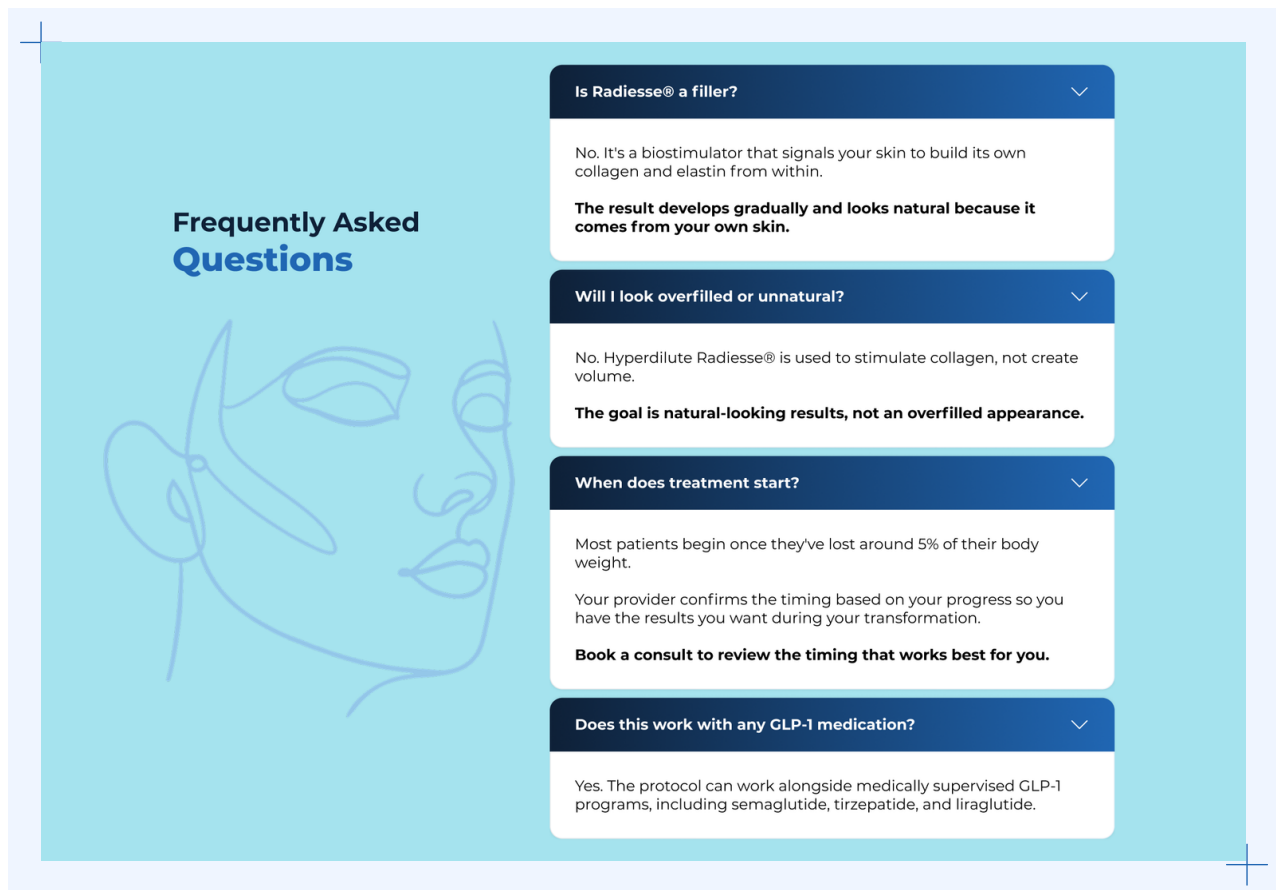
For practices with patients who are skeptical about injectables, *0 Adverse Events* is particularly powerful.

It addresses the fear most patients never actually voice in a consultation:



THE PAGE WALKTHROUGH

Section 7: Common Questions



These four questions are the most common reasons a patient doesn't book after she's otherwise interested. Think of this section as **objection handling** built into the page, so your team doesn't have to do it one by one.

"Is Radiesse® a filler?"

Addresses product classification. She wants to know what it is before she commits.

"Will I look overfilled or unnatural?"

Addresses the fear of looking overdone from the treatment.

"When does treatment start?"

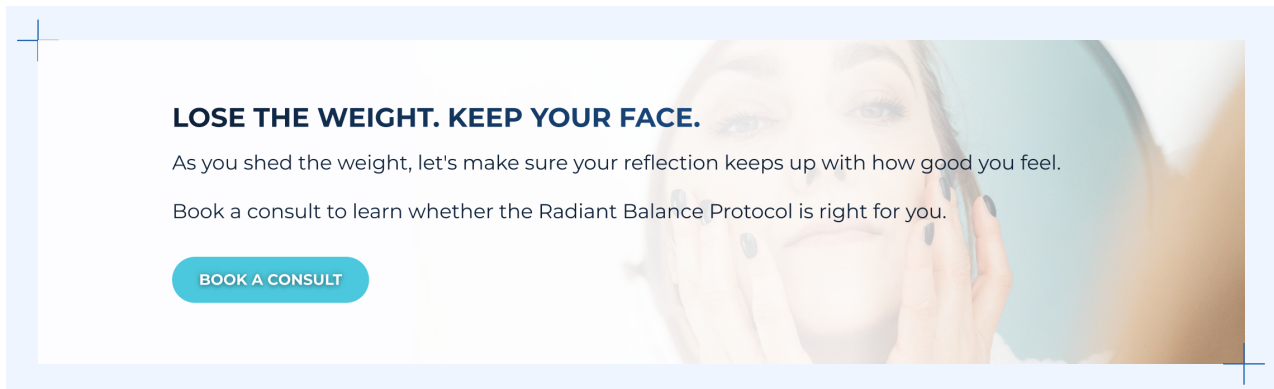
Answers the question "am I ready to start?"

"Does this work with any GLP-1 medication?"

Removes the assumption that she might not qualify because of her specific medication.

THE PAGE WALKTHROUGH

Section 8: Final CTA



The page closes with an **invitation, not a push.**

There's a reason for that. GLP-1 patients have usually done their research before booking anything. High-pressure language creates *skepticism in this audience, not urgency.*

By this point in the page, she's already been educated, reassured, and shown the results. The button doesn't need to sell anything. 'Book a Consult' is clear, simple, and easy to act on.

This button can be customized to your contact page or appointment calendar, and we explain how later in the guide.

BRANDING CUSTOMIZATION

How the File Is Structured

All visual styling is controlled by a CSS block at the top of the HTML file. You or your web developer can update the entire look of the page by changing a small number of values. *No design software needed.*

The CSS variables block looks like this:

```
:root {  
  --primary-color: #0E2037; /* Navy, used for headlines and dark backgrounds */  
  --accent-color: #4BC8DD; /* Teal, used for buttons, highlights, and dividers */  
  --body-font: 'Montserrat', sans-serif;  
  --heading-font: 'Montserrat', sans-serif;  
  --background-color: #FFFFFF;  
  --text-color: #333333;  
}
```

To match your practice branding:

- 01 Replace --primary-color with your primary brand color (hex code)
- 02 Replace --accent-color with your secondary/accent color
- 03 Update the font names if your brand uses a different typeface (must be available on Google Fonts or self-hosted)

Font Fallback Stack

The page loads Montserrat from Google Fonts via a <link> in the <head>. If that request fails (slow connection, network restriction), the browser falls back to whatever sans-serif maps to on that device, typically Arial on Windows, Helvetica on Mac/iOS.

To control the fallback explicitly, update the font variables to include a stack:

```
--body-font: 'Montserrat', 'Helvetica Neue', Arial, sans-serif;  
--heading-font: 'Montserrat', 'Helvetica Neue', Arial, sans-serif;
```

Adding Your Logo

The HTML file contains an inline SVG logo placeholder.

To replace it:

Step 1: Find the comment: LOGO PLACEHOLDER

Step 2: Delete the entire `<svg class="practice-logo">` block

Step 3: Replace it with:

```

```

How to get a direct image URL for your logo:

- If your logo is already on your website, right-click the logo image and select "Copy Image Address", that's your URL.
- If you need to upload it, add the image to your WordPress Media Library (Media, then Add New), click the uploaded file, and copy the "File URL" from the right sidebar.
- Paste that URL into the `src=""` field above.

The logo appears in the header at the top of the page. If you want to change the logo's size, find this line in the CSS block and adjust the max-width value:

```
.practice-logo {  
  max-width: 180px; /* Change this number to resize your logo */  
}
```

Updating the CTA Buttons

There are four booking buttons on the page. Each one links to your consultation booking page. To update them, search the HTML file for [BOOKING-LINK] and replace all four instances with your URL.

The button text itself says "Book A Consult" by default. If you want to change the wording (for example, to match your booking system's language or your practice's preferred phrasing), search the file for:

```
<a href="[BOOKING-LINK]" class="cta-button">Book A Consult</a>
```

This line appears four times: once in the hero section, once in the approach section, once at the final CTA section, and once in the mobile navigation menu. You can change the button text on all four, or just the one that feels off.

The most common swap is the final CTA button, where practices sometimes prefer "Book Your Appointment" or "Request a Consultation." Note: the mobile navigation menu contains a fourth button — update it to match.

Meta Tags and Open Graph

The <head> of the HTML file contains placeholder meta tags that need to be updated before the page goes live. These control how the page appears in search results and in social/ad preview cards. Add these lines inside your existing <head>, before the closing </head> tag.

```
<title>The Radiant Balance Protocol | [Practice Name]</title>
<meta name="description" content="[One-sentence description of the protocol —
150–160 characters]" />

<!-- Open Graph: controls preview card when URL is shared on Facebook,
Instagram, etc. -->
<meta property="og:title" content="The Radiant Balance Protocol | [Practice
Name]" />
<meta property="og:description" content="[Same or similar to meta description]" />
<meta property="og:image" content="[URL to a 1200x630px preview image —
ideally a before/after or hero photo]" />
<meta property="og:url" content="[Full canonical URL of this page]" />
<meta property="og:type" content="website" />
```

The og:image is the thumbnail that appears when the URL is pasted into a Facebook or Instagram ad, a text message, or a DM.

If it's not set, the platform will either pull a random image from the page or show nothing. Set it to a 1200x630px image, a strong before/after or hero visual works well here.

Replacing the Before-and-After Photos

The before-and-after photos in Section 4 are placeholders. To swap in your own patient photos, open the HTML file and find the image tags inside the Section 4 block. They will look like this:

```




```

Replace each src="" value with a direct URL to your photo. Getting a direct image URL works the same way as the logo: right-click the image on your website and select "Copy Image Address," or upload to your WordPress Media Library and copy the File URL from the right sidebar.

Recommended format: JPG, minimum 800px wide. Keep file sizes under 500KB for fast mobile load times.

All Placeholder Replacements

Search the file for square brackets [] to find every item that needs your information:

```
[PRACTICE NAME] → Your practice name
[PRACTICE HANDLE] → Not included in this design (no social media section — skip)
[BOOKING-LINK] href → Your booking page URL (appears 4x)
[YOUR-LOGO-URL] → Direct link to your logo image
[BEFORE-PHOTO-URL-1] → Patient photo, front view
[BEFORE-PHOTO-URL-2] → Patient photo, three-quarter view
[BEFORE-PHOTO-URL-3] → Patient photo, side view
[AFTER-PHOTO-URL] → Main result / after photo
[Study Citation] → Full citation or link to Durairaj et al.
```

INSTALLATION OPTIONS

Option 1: WordPress **Recommended for Most Practices**

Step-by-step:

1. Log into your WordPress dashboard
2. Go to Pages, then Add New
3. Give the page a title for your records (e.g., "Radiant Balance Protocol")
4. Click the + block button and select Custom HTML
5. Paste the entire HTML file contents into the block
6. In the right-hand panel under Page, set the template to Full Width or No Sidebar. The exact label varies by theme. Look for any option that removes the sidebar and header. Common labels include "Blank," "Canvas," or "Full Width Page."

 Do not skip Step 6. If the page template is not set to Full Width, your WordPress theme's own header and navigation will appear on top of the page's built-in nav, creating a double header bar. This is the most common installation mistake.

7. In the right-hand panel under Permalink, set the URL slug to something clean and campaign-friendly, e.g., radiant-balance-protocol. WordPress defaults to the full page title, which produces an ugly slug. Set it manually before publishing.
 8. Click Preview to review, then Publish
 9. Copy the live URL. This is what you'll link to from ads, social posts, and emails.
-

Using a page builder such as Elementor, Divi or Beaver Builder?

Drag an HTML or Code widget onto a blank full-width canvas, paste the file contents, and save. Important: place the widget inside a full-width section with all padding and margins set to zero. Page builders inject their own wrapper styles that can conflict with the layout, so skipping this step will cause unexpected spacing and layout breaks.

INSTALLATION OPTIONS

Option 2: Iframe Embed

Use this if you want to embed the landing page inside an existing page on your site, for example within a service page or treatments section.

1. Upload the HTML file to your web server. It will be accessible at a URL like: <https://yourpractice.com/radiant-balance-landing.html>

2. On the page where you want to embed it, add a Custom HTML block and paste:

```
<iframe
  src="https://yourpractice.com/radiant-balance-landing.html"
  id="rbp-iframe"
  width="100%"
  height="900px"
  frameborder="0"
  scrolling="auto"
  style="border: none;">
</iframe>
```

Note: If you use the auto-resize script below, the height="900px" value will be overridden automatically. frameborder and scrolling are also deprecated in HTML5 and can be removed. The style="border: none;" attribute already handles the border.

3. Fixed height values are fragile. The page content may be taller on some devices, creating a scroll-within-scroll on mobile. Use this postMessage-based auto-resize script instead. Add it to the parent page immediately after the </iframe> closing tag:

```
<script>
  window.addEventListener('message', function(e) {
    var iframe = document.getElementById('rbp-iframe');
    if (iframe && e.data && e.data.frameHeight) {
      iframe.style.height = e.data.frameHeight + 'px';
    }
  });
</script>
```

This script is already pre-included in the HTML file.
No action needed on the landing page file itself.

Only the parent-page listener script (Step 3 above) needs to be added to the page where you embed the iframe.

```
<script>
function sendHeight() {
  window.parent.postMessage({ frameHeight: document.body.scrollHeight }, '*');
}
window.addEventListener('load', sendHeight);
window.addEventListener('resize', sendHeight);
</script>
```

This keeps the iframe flush to the page content at any viewport width.

INSTALLATION OPTIONS

Option 3: Standalone HTML (Developer Install)

For practices with a dedicated web developer or a custom-built website:

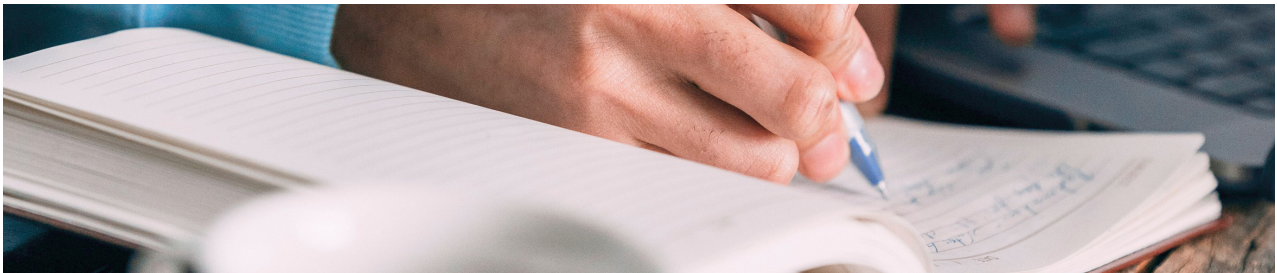
1. Complete all placeholder replacements and CSS branding updates
 2. Upload the file to your web server via FTP or your hosting control panel
 3. Place it in any directory (e.g., /radiant-balance/index.html)
 4. Point your ad campaigns, social links, and email CTAs to the live URL
-

Adding Tracking

Before going live, ask your web developer to add your Google Analytics or Meta Pixel tracking code inside the <head> of the HTML file:

```
<head>
  <!-- PASTE YOUR TRACKING CODE HERE -->
</head>
```

This allows you to track page visits, time on page, and booking conversions from your campaigns.



Pre-launch Checklist

Before you send traffic to this page, confirm:

- ☐ All [placeholder] brackets and photo replacements have been completed.
- ☐ Your booking link works and routes to the correct destination. Test it on mobile.
- ☐ Your tracking pixel is installed (if applicable)
- ☐ Your front desk team has the URL so they can reference it in patient conversations
- ☐ Logo SVG replaced with `<img class="practice-logo">` pointing to your hosted logo URL
- ☐ All 4 before/after photo bracket tokens replaced with your actual image URLs
- ☐ **WordPress only:** Page template confirmed as Full Width / No Sidebar before publishing
- ☐ **Iframe only:** Parent-page listener script added immediately after the `</iframe>` tag
- ☐ **Builder.io only:** Page pasted into a Custom Code block — not an Image or Text block
- ☐ Meta og:image set to a 1200x630px image for social and ad previews
- ☐ Google Fonts confirmed loading on the live page (check browser Network tab)
- ☐ All Figma asset URLs replaced with permanently hosted images before go-live

Questions about installation, customization, or campaign strategy?

Contact your MedShiftRx representative for support.