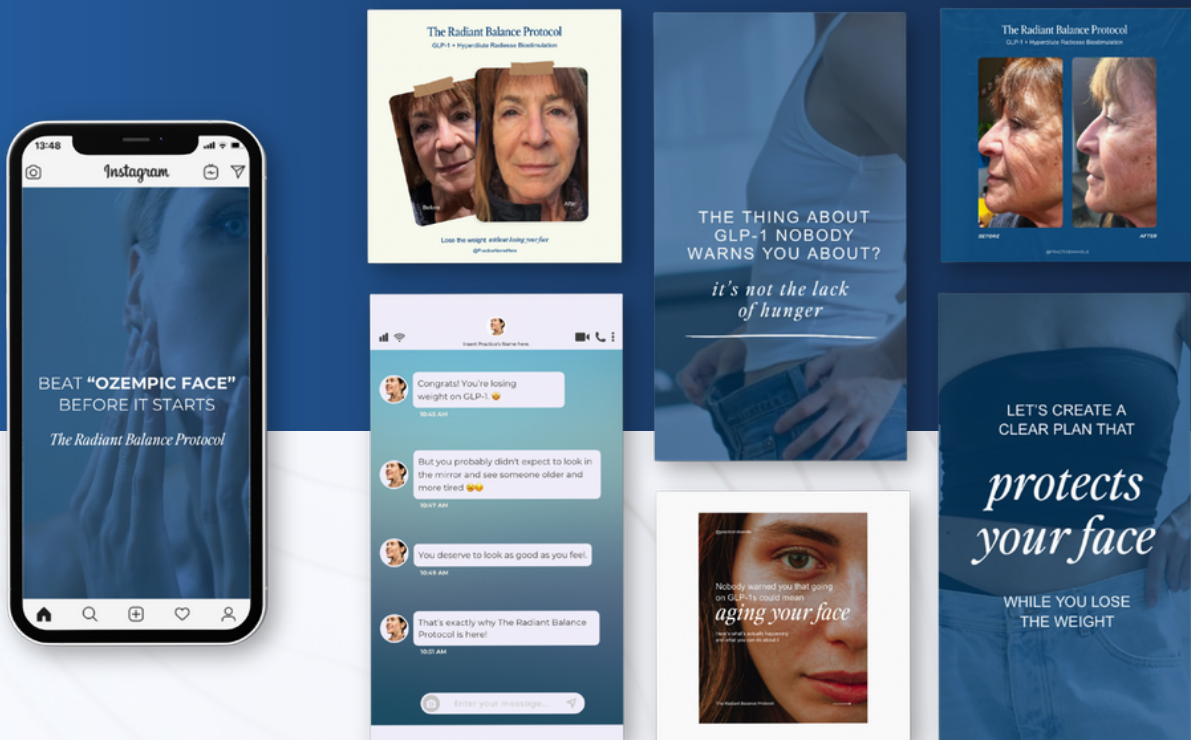


The Radiant Balance Protocol

CANVA TEMPLATES

IMPLEMENTATION GUIDE



FOR PRACTICE USE ONLY

Do not distribute this document directly to patients.

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INTRODUCTION

About This Guide

This guide walks you through each template in the Radiant Balance Protocol marketing suite: what it's designed to do, what to customize before you use it, and exactly which buttons to press in Canva to make those changes.

Each template was built so that the copy, structure, and visual flow work without modification. Your job is to make it yours: add your logo, connect your booking link, and add your practice's contact information.

This guide covers two sections:

- Social Media Templates: five Instagram/Facebook posts with ready-to-use captions
- Practice Handout: one print-ready or digital asset for patients

Who These Templates Are For

The templates speak to a patient who...

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

understands **her body**
is **changing**

may have already **noticed changes** in her face,
or who's been **warned they're coming**

Every template in this suite meets her where she is: informed, a little cautious, and open to a proactive solution if it's presented credibly. The copy educates, reassures, and makes booking a consult for The Radiant Balance Protocol the obvious next step.



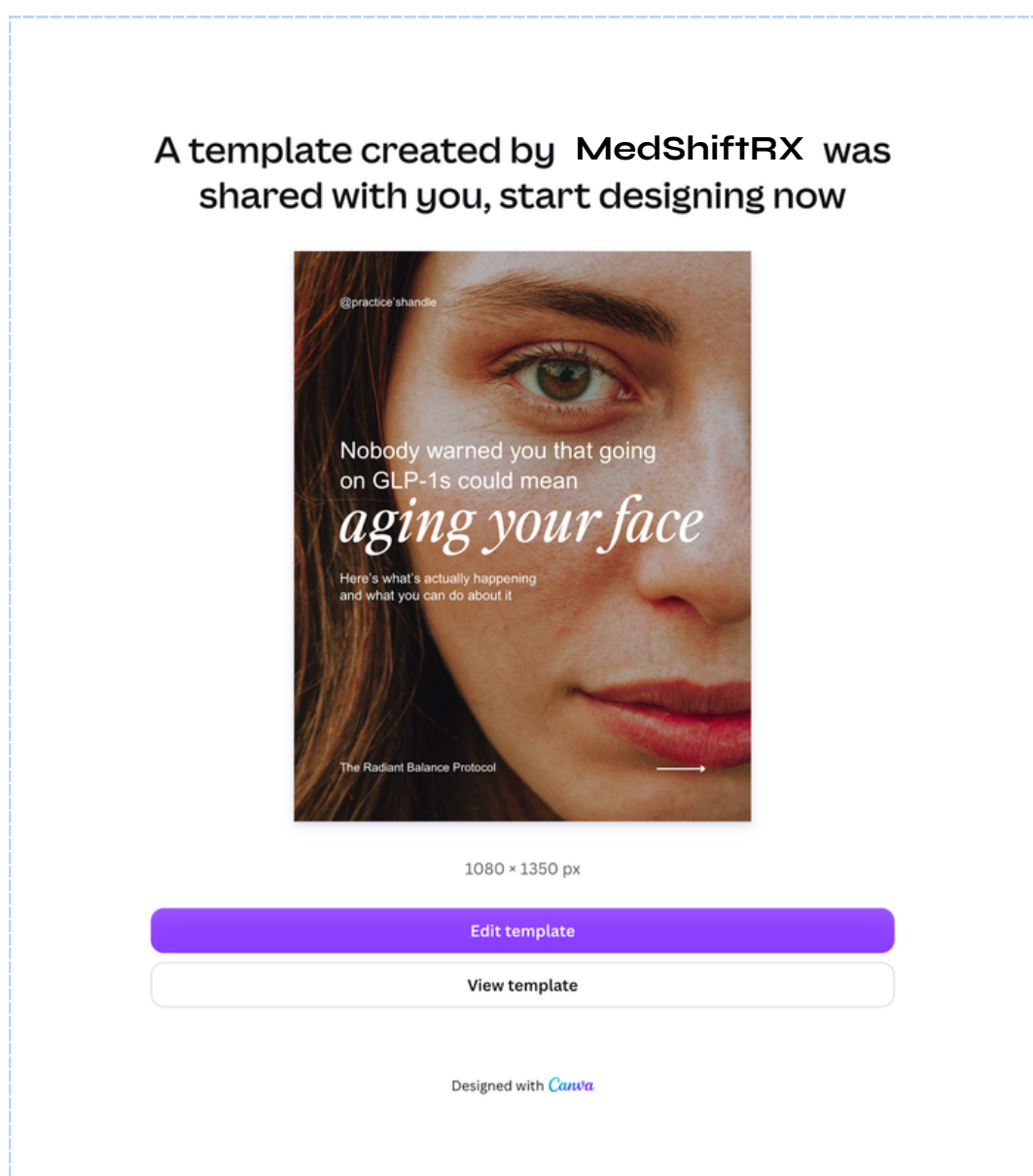
HOW TO OPEN YOUR CANVA TEMPLATES

Accessing a Template Link

Each template is delivered as a canva.link short URL. When you click the link, Canva will open the template. If you're not already logged in, Canva will prompt you to log in or create a free account first.

You will need a Canva account.

The free plan is sufficient for all templates included in this marketing package.



HOW TO OPEN YOUR CANVA TEMPLATES

Making Your Own Editable Copy

Once the template link has opened in Canva:

01

Click the "Use template" button in the upper right corner of the screen. This creates a private copy of the template inside your Canva account. The original is not affected and no one else has access to the copy you have made in your account.

02

Canva will open your new copy in the editor.

03

Click the document name at the top of the editor (e.g., "MedShift - Post 1") and rename it. Something like "RBP Post 1 - [Your Practice Name]" works well and makes it easy to find later.

04

You're ready to customize. All edits from this point forward are made inside the Canva editor.



If you close the tab and need to return later, log into Canva and find your copy under "All your designs" on your Canva homepage.

SOCIAL MEDIA TEMPLATES

Overview of the Social Template Suite

The suite includes five individual Canva template files, one for each post in the sequence. Each post serves a specific role in the patient's awareness journey, from first hearing about the problem to deciding to book.

POST 1
REEL

Awareness: Introduces the problem patients don't know to ask about

POST 2
CAROUSEL

Qualification: Written for the patient already on a GLP-1

POST 3
REEL

Education: Explains the protocol timing and how biostimulation works

POST 4
REEL

Conversion: Walks a ready-to-book patient through what the first visit looks like

POST 5
B&A POST

Social Proof: A real patient result for the patient who needs to see it first

Each section below includes the ready-to-use caption copy and the Canva link for that template's graphic. Open your Canva template, follow the 'Use template' process, and customize the graphic elements listed. The caption copy you will use in your social platform (Instagram, Facebook).

SOCIAL POST 1 OF 5

POST #1 | Reel — Awareness Post

Open Post #1 Canva Template: canva.link/rmyjxbfyz0mfd2y

Purpose: Introduces the problem patients don't know to ask about before they're far enough into their weight loss to notice it. Leads with the emotional experience of wanting to feel good in your body, then introduces the facial side effect.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

When you lose weight, you want to feel good in your body. To feel confident when you look in the mirror before heading to work, out on a date night, or to a special event.

But even if your weight-loss on a GLP-1 is a success, something else happens that many providers aren't treating.

When weight comes off quickly, your face loses volume which shows up as...

- Hollow cheeks
- Drooped and deflated skin
- A more tired and overall aged look

In fact, patients can lose up to 7% of midfacial volume for every 22 pounds of body weight lost.¹

Most patients don't plan for this. They happily have a lower number on the scale but end up with sagging skin and a gaunt look that they didn't expect.

That's why [PRACTICE NAME] offers The Radiant Balance Protocol.

It pairs your GLP-1 journey with Hyperdilute Radiesse® biostimulation, strategically timed to build a safety net for your face while your body transforms.

The thing is, once facial volume is lost, rebuilding it is much more difficult and more expensive than it is to just maintain it in the first place. The best results come from getting ahead of the changes.

Book a consultation!

Call us at [PHONE NUMBER] to see if The Radiant Balance Protocol is right for you.

¹Dr. K. Kay Durairaj, AMSPA presentation. Individual results may vary.

What to Customize in the Graphic

This Reel template has two frames:

Frame 1 — Text Conversation Visual:

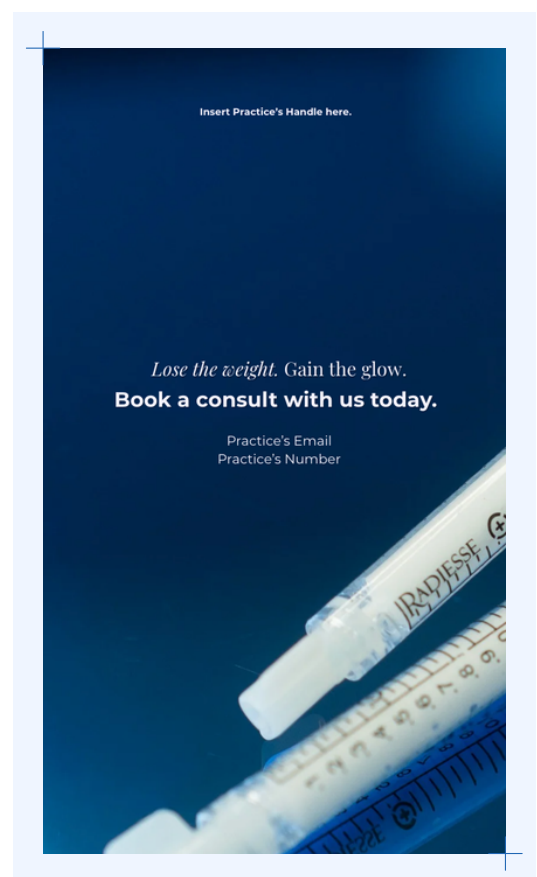
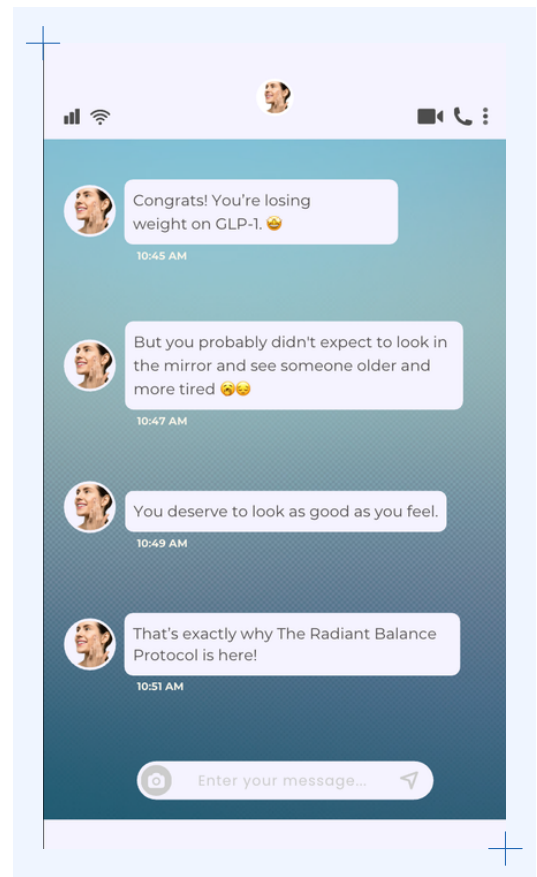
- Practice logo or image thumbnail: click the placeholder and use Replace to swap in your logo or a photo
- Practice name in the contact info area of the text conversation, double-click the text and update it

Frame 2 — Outro:

- Practice email address: double-click the email placeholder and type your practice email
- Practice phone number: double-click the phone placeholder and type your number

Navigate between frames using the page thumbnails in the left sidebar of the Canva editor.

In the caption above, replace [PRACTICE NAME] and [PHONE NUMBER] with your actual practice name and phone number before posting.



SOCIAL POST 2 OF 5

POST #2 | Carousel — Qualification Post

Open Post #2 Canva Template: canva.link/vnkq5ok3nwrn2p1

Purpose: Written for the patient already on or considering a GLP-1, showing the protocol was built for exactly where she is. The carousel format lets her swipe through to learn at her own pace.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

If your GLP-1 is unintentionally causing hollow cheeks and droopy skin, start swiping.

Because let's be real! No one wants Ozempic face 🙄👉

Fact is the small fat pads on your face that keep you looking lifted and youthful are often the first to go when you lose weight.

If you start the right treatment at the right time in your GLP-1 journey, the sagging and aging that comes from facial volume loss is preventable.

That's what the Radiant Balance Protocol is built for.

- ✓ Medically supervised GLP-1 weight loss at [PRACTICE NAME]
- ✓ Hyperdilute Radiesse® biostimulation to preserve your facial structure (no fillers, just natural stimulation)
- ✓ Provider-guided timing, so you keep looking like you

So as the weight comes off, you look slimmed and sculpted. Matching how good you actually feel.

DM us the word RADIANT, or tap the link in our bio to book your consult.

What to Customize in the Graphic

This is a 5-slide carousel. Navigate between slides using the page thumbnails in the left sidebar of the Canva editor.

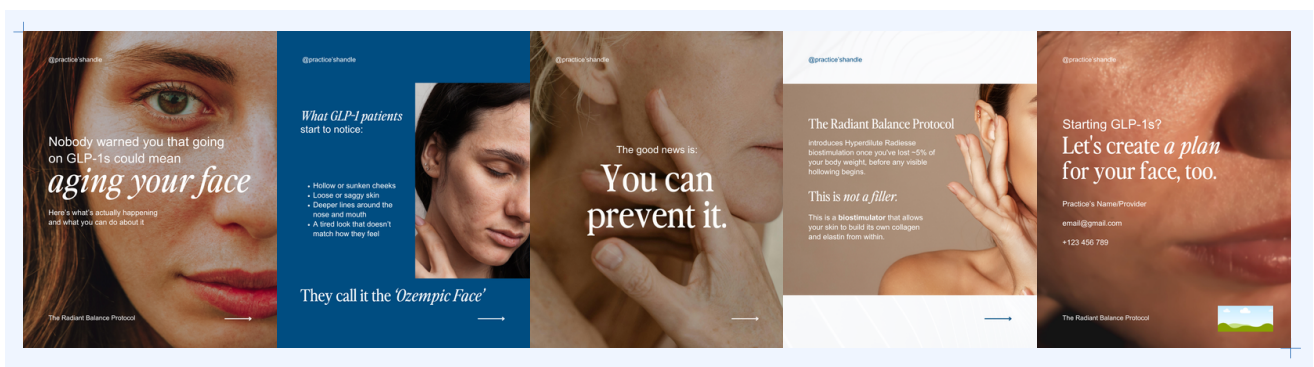
On every slide (Slides 1-5):

- Practice handle: your @handle appears in the upper left corner of each slide. Double-click it, highlight the placeholder text, and type your Instagram or Facebook handle. Repeat this on all 5 slides.

Final slide only:

- Practice name: double-click the name placeholder and type your practice name
- Email address: double-click the email placeholder and type your practice email
- Phone number: double-click the phone placeholder and type your practice phone number

Note: Placeholders in this template do not use brackets. Simply overwrite the existing placeholder text directly by double-clicking each field.



In Canva, carousel slides are individual pages within the same file. Click the page thumbnails in the left sidebar to navigate between them.

SOCIAL POST 3 OF 5

POST #3 | Reel — Education Post

Open Post #3 Canva Template: canva.link/aowqjflqugiyohw

Purpose: Explains how and when the protocol works: biostimulator vs. filler, timing, and what gradual results look like. Best used for a patient who is curious but hasn't committed yet.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

As the pounds come off and you start feeling incredible in your skin, you'll be surprised to find your face is telling a different story.

Lines around the nose and mouth that suddenly look deeper. Your face looks loose and saggy.

It's the unexpected consequence of being on a GLP-1.

The good news? You don't have to wait for these changes to show up before doing something about them when you use The Radiant Balance Protocol.

The proactive program introduces a biostimulator called Hyperdilute Radiesse® after about 5% of your body fat is lost. You stay ahead of the droop, before visible facial hollowing begins.

Unlike a traditional filler, Radiesse® works by stimulating your skin's natural collagen and elastin, helping support a refreshed, natural look as the weight comes off.

It's easier and less expensive to help maintain facial volume and support than it is to rebuild it after it's already been lost. And results develop gradually over the next 4 to 6 months, so you still look like you, just healthier and refreshed.

Lose the weight. Keep your face. There's finally a protocol designed for both.

Send us a direct message to book your consultation and get started.

What to Customize in the Graphic

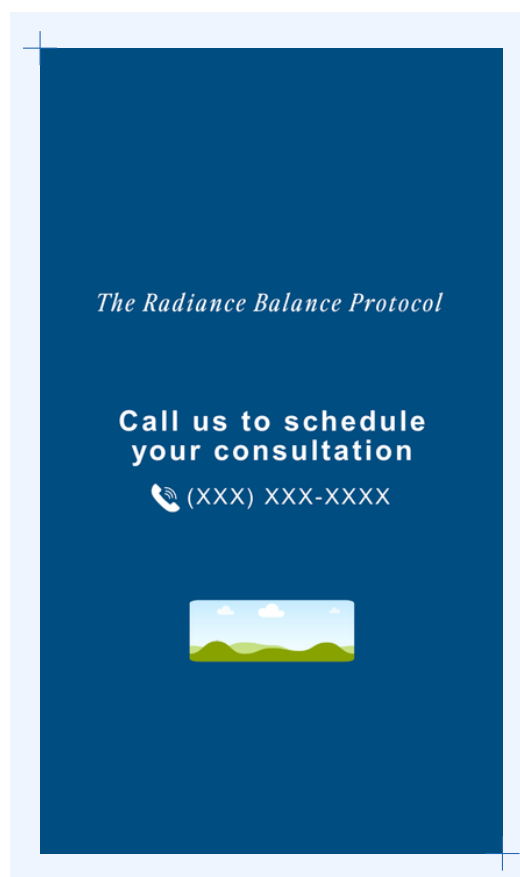
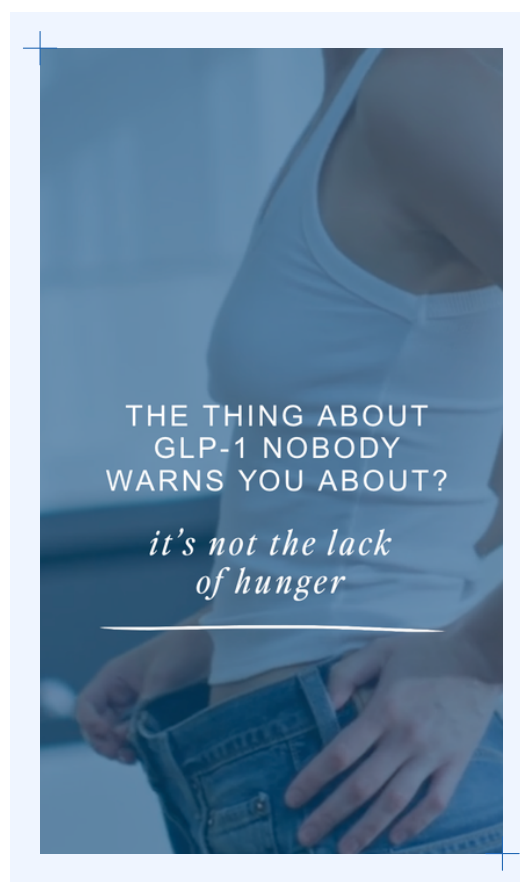
This Reel has a color overlay and a branded contact end card on the final frame.

All frames — Color overlay:

- Click the semi-transparent color overlay element layered over the background on any frame to select it
- In the top toolbar, click the color swatch that appears
- Type your brand hex code in the '#' field at the bottom of the color picker and press Enter. The overlay updates across the reel.

Final frame — contact end card:

- Logo: click the logo placeholder and use the Replace button in the top toolbar to upload your practice logo
- Phone number: double-click the phone number placeholder and type your practice number
- End card background color: click the background shape of the end card, then click the color swatch in the top toolbar and enter your brand hex code to match your overlay color



SOCIAL POST 4 OF 5

POST #4 | Reel — Conversion Post

Open Post #4 Canva Template: canva.link/67xww0loixyrdjx

Purpose: Removes friction at the decision point by walking a ready-to-book patient through what her first visit looks like. For the patient who is interested but hasn't pulled the trigger.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing:

There is a conversation most GLP-1 patients never have, and most providers don't usually bring it up until it's too late.

Weight loss causes facial volume loss. Hollow cheeks and sagging skin are not what you signed up for.

Could we help treat it after it happens? Absolutely.

But the patients who get the best results are usually the ones who come in before those changes begin.

Why? Because it's easier (and less expensive!) to preserve your face and help maintain its natural volume and contour than to rebuild what's already been lost.

Like bone density. You don't wait for your bones to weaken before you start protecting them. The same is true for your facial structure.

The Radiant Balance Protocol combines medically supervised GLP-1 weight loss with strategically timed Hyperdilute Radiesse® treatments to help you lose weight without losing your face.

Here's what your first visit at [PRACTICE NAME] looks like:

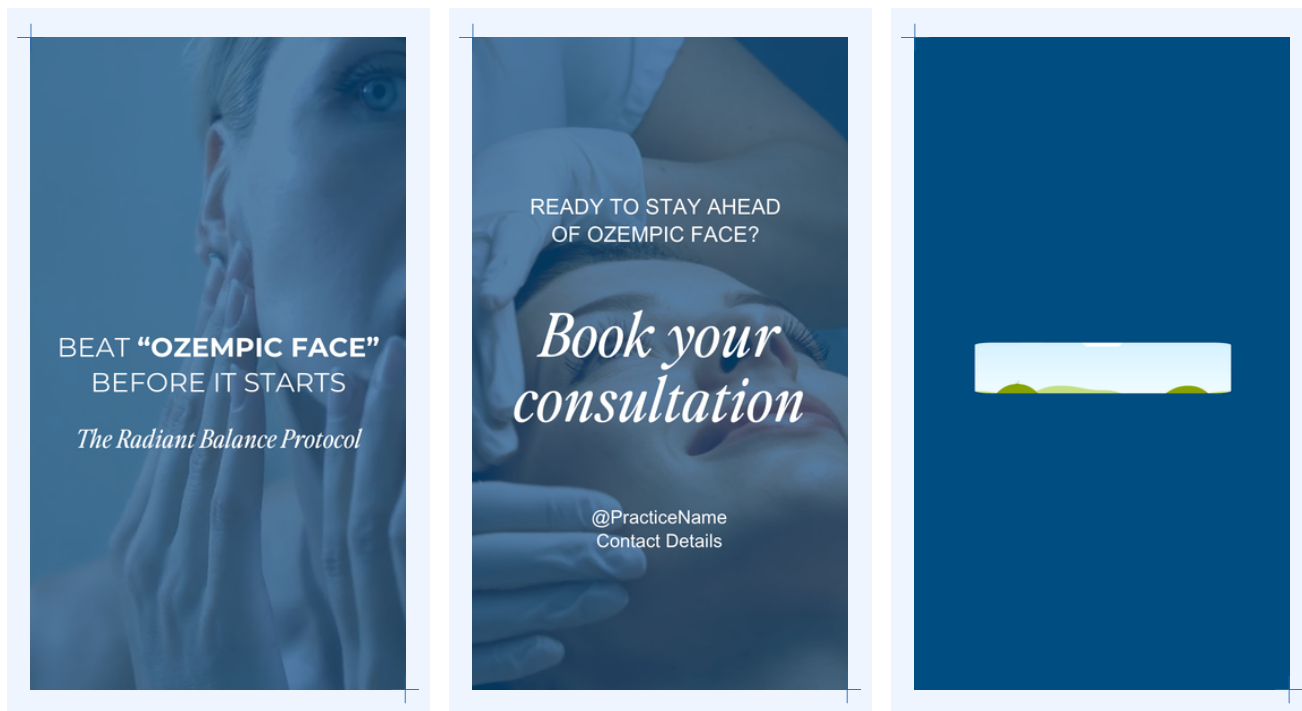
- We review your health history and weight-loss goals.
- We determine if GLP-1 therapy is right for you.
- We create your personalized Radiant Balance Protocol plan.
- You leave with a clear roadmap plus provider support throughout your six-month GLP-1 program.

Because the best results happen when you stay ahead of the changes, not chase them.

Tap the link in our bio to book your Radiant Balance Protocol consultation.

What to Customize in the Graphic

This Reel has a color overlay running through the entire video and branded contact frames at the end.



Full reel color overlay:

- Click the semi-transparent color overlay element on any frame to select it
- Click the color swatch in the top toolbar
- Type your brand hex code in the '#' field and press Enter. The color applies across the overlay throughout the reel.

Second-to-last frame — contact details:

- Practice name: double-click the practice name placeholder and type your name
- Contact details (email, phone, or website): double-click each field and replace with your practice information

Final frame — logo:

- Click the blank logo area and use the Replace button in the top toolbar to upload your practice logo file

In the caption above, replace [PRACTICE NAME] with your practice name. Ensure your Instagram or Facebook bio link points to your booking page before publishing.

SOCIAL POST 5 OF 5

POST #5 | B&A Carousel — Social Proof

Open Post #5 Canva Template: canva.link/u5sn2ztwyhlwolz

Purpose: A real patient result for the patient who needs to see it working before she commits. This is a carousel of before-and-after graphics. Each slide can be used on its own as a standalone post, or all slides together as a swipeable carousel, giving you multiple pieces of content from one template.

Caption Copy

Copy and paste this caption directly into Instagram or Facebook when publishing. Fill in the bracketed fields with your patient's details:

This is what The Radiant Balance Protocol looks like in real life.

[PATIENT NAME / This patient] started her GLP-1 program with us at [PRACTICE NAME] and paired it with Hyperdilute Radiesse® to help maintain her facial volume as her body weight came off.

Six months later, she had lost [X lbs], but more importantly, she still looked and felt like the best version of herself.

Healthy. Refreshed. Lifted.

That's the goal of The Radiant Balance Protocol: To help patients lose unwanted weight without losing their face.

By combining medically supervised GLP-1 therapy with strategically timed Hyperdilute Radiesse® biostimulation, we're able to stay ahead of the facial changes like cheek hollowing and skin sagging that often come with rapid weight loss.

Our protocol at [PRACTICE NAME] supports your skin's natural collagen production as you lose weight.

Results like this don't happen by accident. They happen with a plan.

Ready to start yours? Tap the link in our bio to book your consultation.

Real patient of [PRACTICE NAME]. Individual results may vary. Photos shared with patient consent.

What to Customize in the Graphic

On every slide:

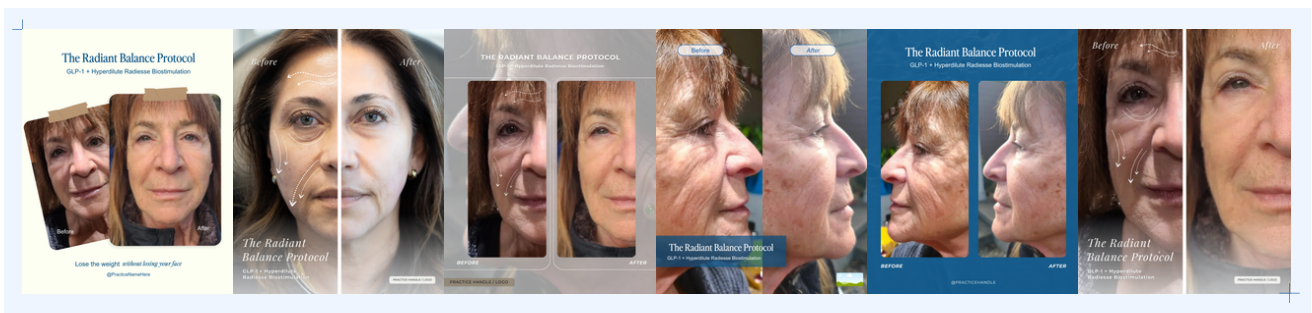
- Practice handle: your @handle appears at the bottom of each graphic. Double-click it and replace it with your handle on every slide.

Slide 4 only:

- Logo: Slide 4 has a dedicated logo upload area. Click it and use Replace in the top toolbar to swap in your practice logo.

Replacing before-and-after photos:

- 01 Click the before photo frame on the slide to select it (a blue border appears around the frame).
- 02 Drag your before photo file from your computer directly onto the selected frame. Canva will drop it in automatically, keeping the frame size and position.
- 03 Alternatively, click "Replace" in the top toolbar, then "Upload files" to choose the photo from your computer.
- 05 Repeat the same steps for the after photo frame.
- 04 To reposition the photo within the frame: double-click the photo to enter crop mode. Drag it to the correct position, then click outside to exit.



In the caption above, replace [PRACTICE NAME] with your practice name. Ensure your Instagram or Facebook bio link points to your booking page before publishing.

Photo consistency tip:

For the most impactful before-and-after comparison, shoot both photos with the same setup:

- Same distance from the subject, stand the same number of steps away for both shots
- Same angle, both front-facing, or both at the same turn. Do not mix angles.
- Similar lighting, natural light or the same studio lighting setup for both
- Same background, a plain wall or consistent backdrop makes the subject the focus

The closer the framing matches, the more striking the transformation appears. Inconsistent angles or distances undermine the result even when the clinical outcome is excellent.



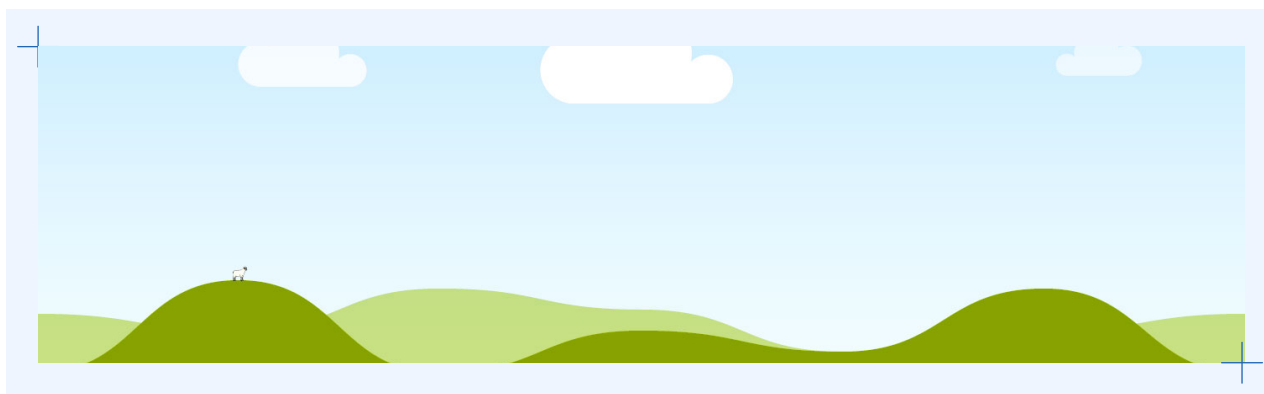
Always obtain written patient consent before publishing any before-and-after photos. Contact your MedShiftRx representative if you need a patient photo release template.

SOCIAL CUSTOMIZATION GUIDE

All social template edits follow the same process in Canva. These steps apply to every post in the suite.

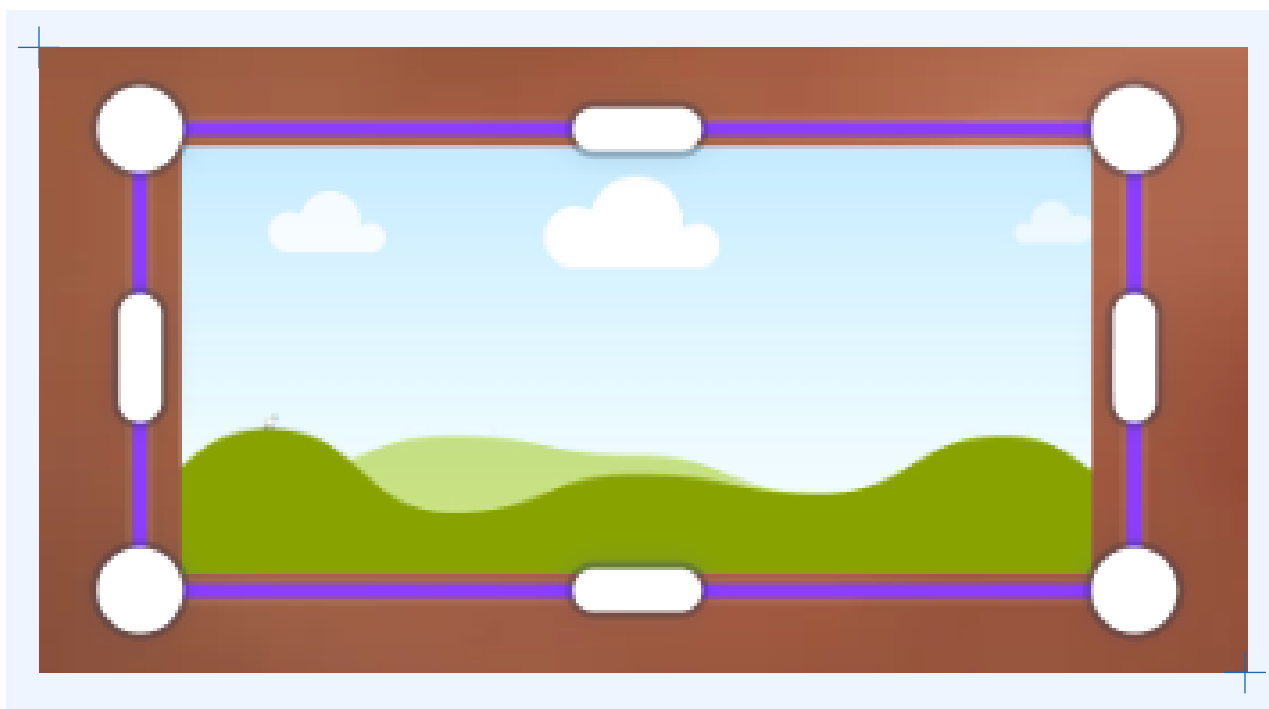
Replacing Your Logo on a Social Template

- 01 Open your editable copy of the template in the Canva editor.
- 02 Select your logo from your Canva uploads, or click "Upload files" to add it from your computer.
- 03 Drag and drop your logo onto the placeholder. Drag the corner handles to resize if needed. Drag the element to reposition.



Replacing a Photo Placeholder

- 01 Click the photo frame on the canvas to select it (a blue border appears around the frame).
 - 02 Drag your photo file directly from your computer onto the selected frame. Canva drops it in automatically, keeping the frame size and position.
 - 03 Alternatively, click "Replace" in the top toolbar, then "Upload files" to browse for your photo.
- 03 To reposition the photo within the frame: double-click the image to enter crop mode, then drag it to the correct position. Click outside to exit crop mode.



Editing Text on a Social Graphic

- 01 Double-click the text element you want to edit. A cursor appears inside the text box.
- 02 Highlight the placeholder text by clicking and dragging, or use Ctrl+A (Windows) / Cmd+A (Mac) to select all text in that box.
- 03 Type your replacement text.
- 04 Click outside the text box to deselect.

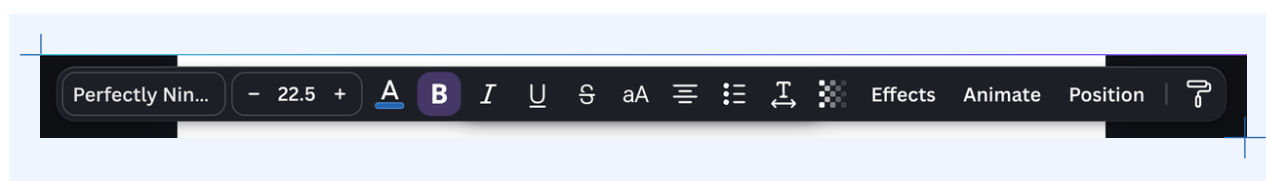


If your text overflows the frame, Canva shows a red overflow indicator. Shorten the text or reduce the font size until it clears.

Changing Font, Font Size, or Text Color

Once you're in text edit mode (after double-clicking a text element and highlighting your text), the top toolbar gives you full control:

- 01 Font: Click the font name shown in the top toolbar (e.g., "Montserrat"). A dropdown opens. Type a font name to search, or scroll to browse available fonts.
- 02 Font size: Click the number next to the font name and type a new size, or use the + and – arrows to adjust.
- 03 Text color: Click the "A" icon with a colored bar underneath it in the top toolbar. The color picker opens. Type your brand hex code in the "#" field at the bottom of the picker and press Enter to apply.
- 04 Click outside the text box to deselect and see the result.



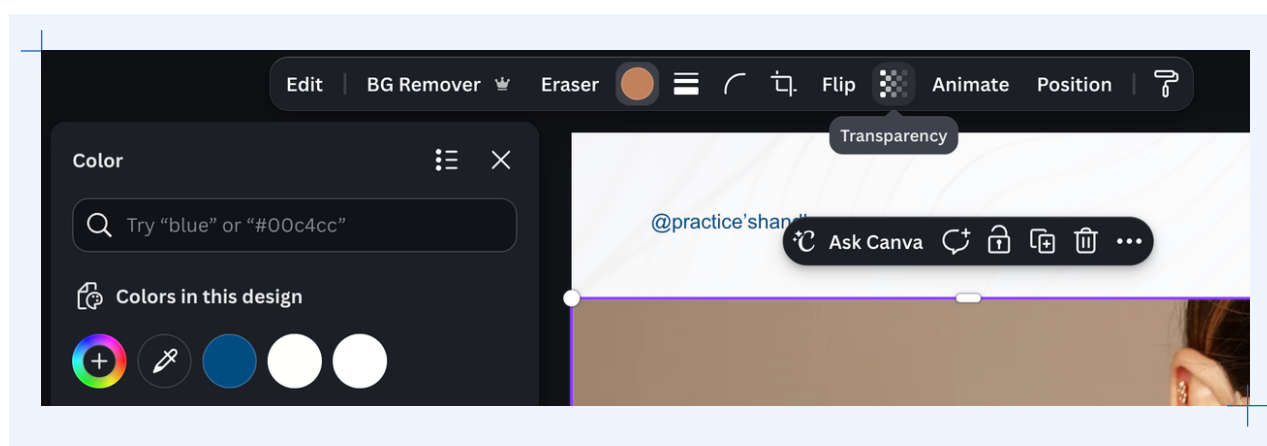
Where to find your brand hex code:

Your hex code is a 6-character code that represents your exact brand color (e.g., 4BC8DD). If you don't know yours, ask your designer or check your brand guidelines. You can also use a free tool like imagecolorpicker.com. Upload your logo and click any color to see its hex code.

Changing a Color Overlay

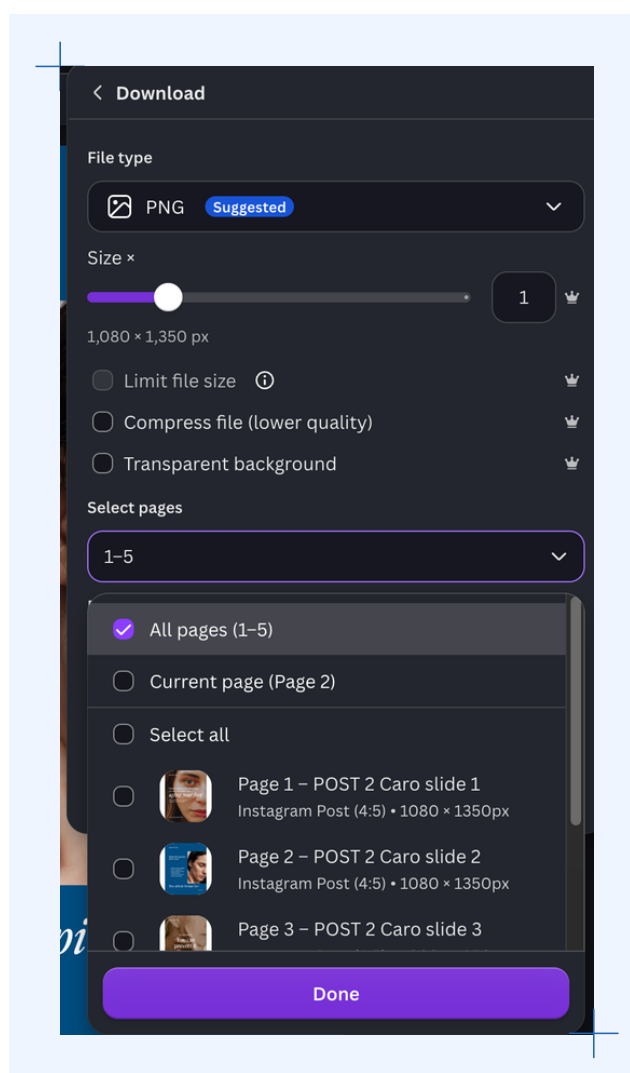
Posts #3 and #4 include a color overlay, a semi-transparent shape layered over the background that tints the entire graphic. To change it to your brand color:

- 01 Click the overlay element on the canvas. If clicking selects the wrong layer, right-click and choose "Select layer" to pick the overlay specifically.
- 02 Once selected, click the color swatch in the top toolbar.
- 03 Type your brand hex code in the "#" field and press Enter.
- 04 The overlay updates. Adjust the opacity slider if needed. Lower opacity means more transparent, letting more of the background photo show through.



Downloading a Social Post

- 01 Click "Share" in the upper right of the Canva editor.
- 02 Select "Download."
- 03 Choose "PNG" for single image posts. PNG provides the best quality for Instagram and Facebook.
- 04 For carousels (Post #2 and Post #5), select "All pages" in the download options. Canva exports one PNG per slide. Upload each image as a carousel slide when posting. You can also download individual slides and post them as standalone graphics.
- 05 Click "Download."



PRACTICE HANDOUT

About the Practice Handout

Open Handout Template in Canva: canva.link/8f6xq4rj5m74k2o

The practice handout is a multi-page document your team can print and hand to a patient during a GLP-1 or weight management consultation. It's also formatted to be sent as a PDF attachment in a follow-up email.

Its job is to stay with the patient after she leaves your office. She's heard the conversation. Now she has something tangible that brings her back to your booking link when she's ready.

Two use cases:

- 01 **Print:** hand to the patient in-office during or after a consultation.
- 02 **Digital:** attach as a PDF to a post-visit follow-up email.



PATIENT HANDOUT

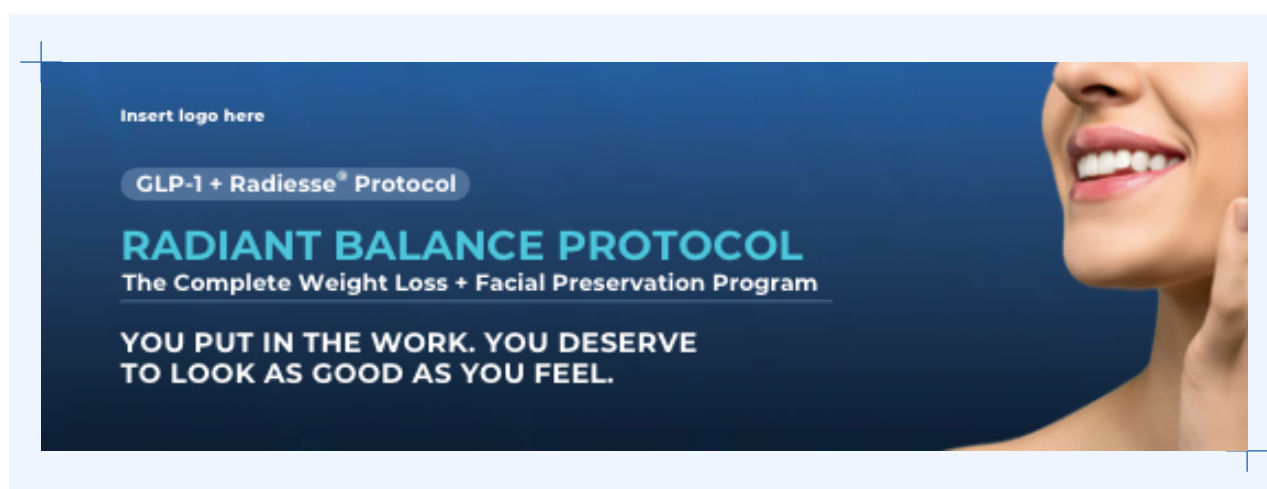
Page-by-Page Walkthrough

The handout template contains multiple pages. The main patient-facing content is on Pages 1 and 2. Additional pages are alternate layout versions provided for flexibility.

Page 1: The Problem + Protocol Overview

HEADER

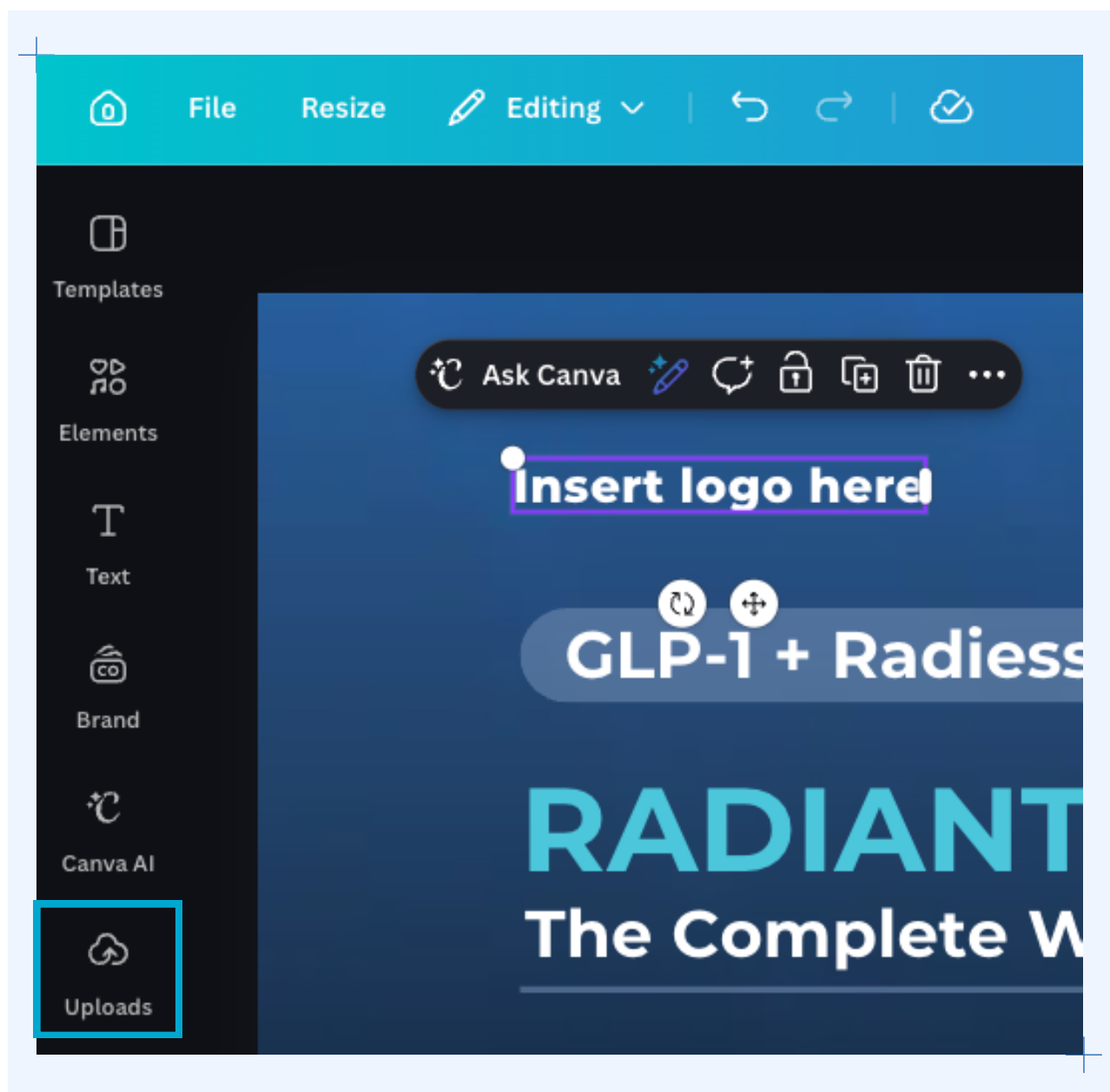
The header area contains: the “Insert logo here” placeholder, the protocol badge ("GLP-1 + Radiesse® Protocol"), and the protocol name "RADIANT BALANCE PROTOCOL. The Complete Weight Loss + Facial Preservation Program"



What to customize: Delete the text placeholder “Insert logo here” and add your practice’s logo from the uploads.

Adding the Logo

- 01 Select "Upload files" and upload your logo (PNG with transparent background preferred).
- 02 On Page 1 of the handout in Canva, delete the "Insert logo here" placeholder text and add your logo above that area.
- 03 Resize using the corner handles.



PATIENT PHOTO + 'WHAT NO ONE WARNED YOU ABOUT'

A before-and-after patient photo occupies a column of the page. The caption reads: 'Real patient, photographed at baseline and 6 months during active GLP-1 weight loss with hyperdilute Radiesse® biostimulation.'

To the right of the photo, the 'WHAT NO ONE WARNED YOU ABOUT' section explains that GLP-1 medications cause facial fat loss: hollow cheeks, looser skin, and deeper lines. It names 'Ozempic face' directly.

WHAT NO ONE WARNED YOU ABOUT

GLP-1 medications work. But as your body sheds weight, your face loses fat too, the small pads that keep you looking lifted and full are often the first to go.

Hollow cheeks. Looser skin.
Lines that suddenly look deeper.
It even has a name: Ozempic face.

And it can happen with any rapid weight loss, not just medication.

The good news? Start the right treatment at the right time and it's largely preventable.
That's what the Radiant Balance Protocol is designed to do.

DID YOU KNOW?

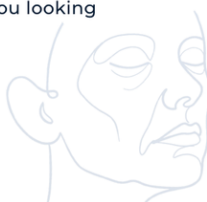
Patients can lose up to **7% of midfacial volume for every 22 lbs** of total body weight lost.¹

WHAT THE RADIANT BALANCE PROTOCOL DOES

MEDICAL WEIGHT LOSS
Tirzepatide - 6 months Provider-supervised.
Medically guided GLP-1 weight management.
Lose weight safely with expert oversight throughout. The supporting research included patients on multiple GLP-1 medications.

HYPERDILUTE RADIESSE® BIOSTIMULATION
2 sessions - 4 weeks apart.
Not a filler. A biostimulator, it signals your skin to build its own collagen and elastin from within. Your face stays supported and full as the weight comes off.

PROVIDER-GUIDED TIMING
Precision-timed to your weight loss progress. Treatment begins once you've lost ~5% of your body weight, the ideal window to protect your face before any visible hollowing sets in.




Real patient, photographed at baseline and 6 months during active GLP-1 weight loss with hyperdilute Radiesse® biostimulation.²

What to customize: You may replace the patient photo with an approved before-and-after image from your own practice. Update the photo caption text if you use a different patient or timeframe.

Replacing the Patient Photo

- 01 Upload your before-and-after patient photo.
- 02 Click and drag your photo onto the patient photo frame placeholder element. Drag to adjust the framing.
- 03 Update the photo caption text below the image to reflect your patient's actual timeline.

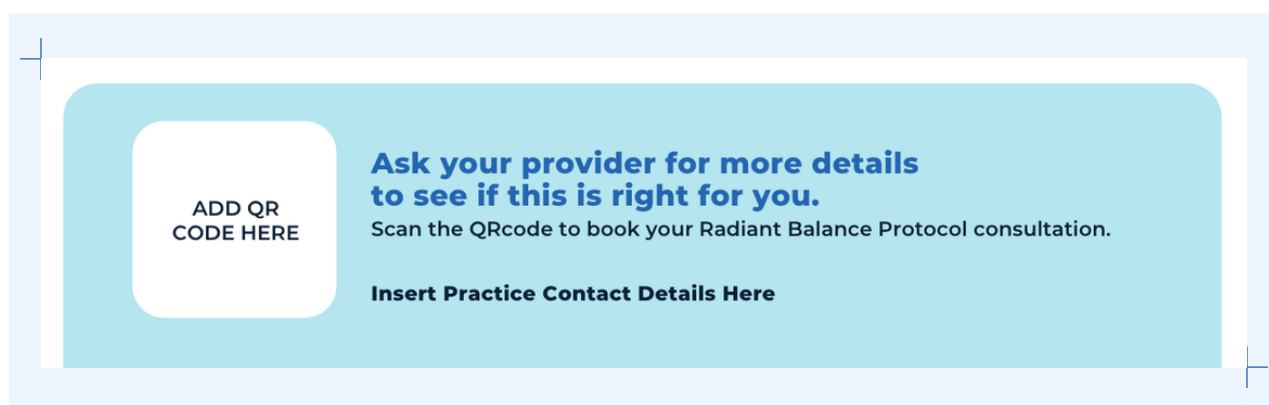


If publishing before-and-after photos, always obtain written patient consent first. Contact your MedShiftRx representative for a patient release template if needed.

Page 2: Research, FAQ, and Call To Action

CTA + QR CODE + CONTACT AREA

The bottom of Page 2 reads: "Ask your provider for more details to see if this is right for you." followed by a QR code placeholder and the text "Scan the QR code to book your Radiant Balance Protocol consultation." Below the QR code is a field labeled "Insert Practice Contact Details Here."



What to customize: Replace the QR code placeholder with your practice's QR code (linking to your booking page). Update 'Insert Practice Contact Details Here' with your practice name, phone number, and website.

Updating the QR Code

- 01 Go to a free QR code generator (e.g., [qr-code-generator.com](https://www.qr-code-generator.com) or qr.io or Canva).
- 02 Paste your booking page URL and download the QR code as a PNG.
- 03 Upload your QR code on Canva. Click and place your QR on the designated area. Resize to fit the placeholder frame if needed.
- 04 Scan the QR code with your phone to confirm it routes correctly.

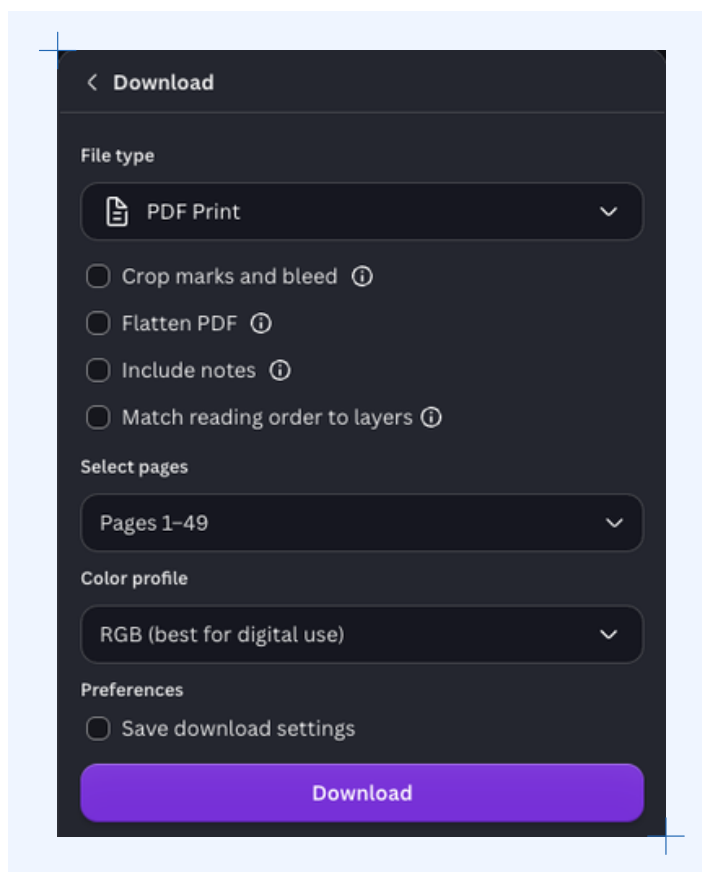
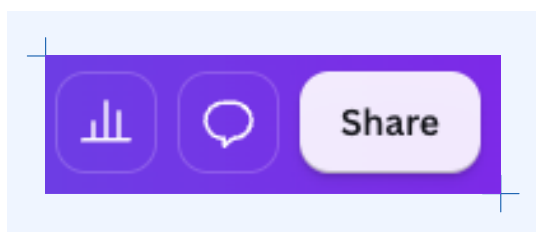
Updating Practice Contact Details

- 01 Double-click the "Insert Practice Contact Details Here" text area on Page 2.
- 02 Highlight all the placeholder text.
- 03 Type your practice name, phone number, and website URL.



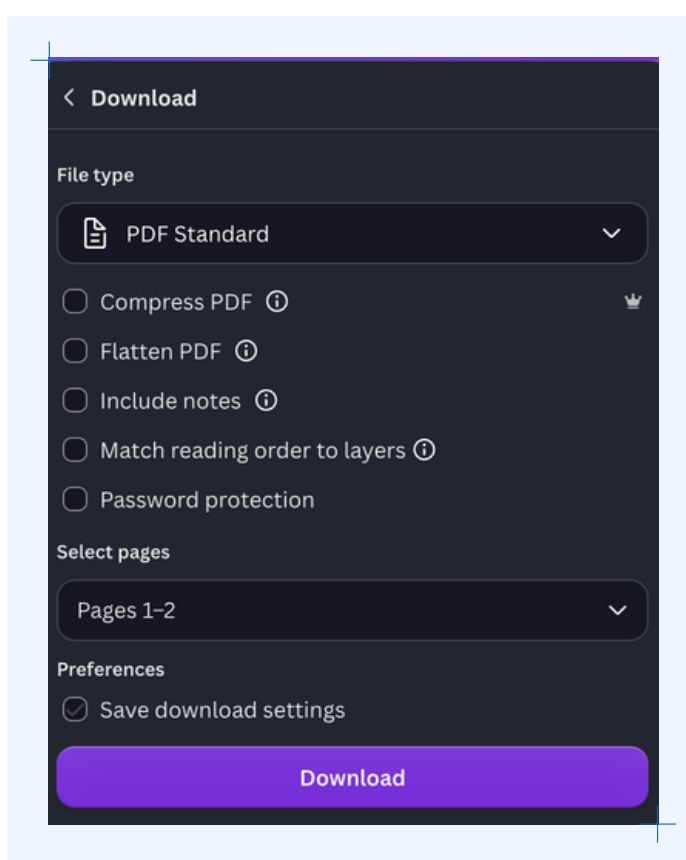
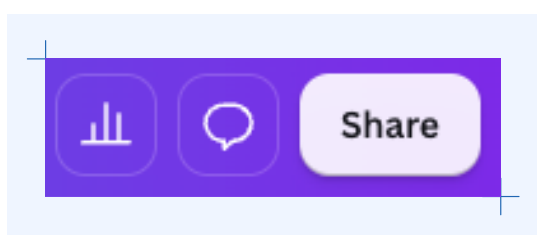
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