



**GLP-1 + Radiesse®
INTEGRATED AESTHETIC SOLUTION**

RADIANT BALANCE PROTOCOL

MARKETING PLAYBOOK



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THE RADIANT BALANCE PROTOCOL MARKETING PLAYBOOK

GLP-1 + Radiesse® Integrated Aesthetic Solution

Published by MedShiftRx (MedShift Marketplace)

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Disclaimer

The clinical information in this playbook is drawn from a single peer-reviewed case series (Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025; n=4) and the supporting literature cited herein. It is provided for educational purposes only, does not constitute medical advice, and does not replace independent clinical judgment. Review all external-facing materials with your compliance or legal team before distribution.

Full sources, clinical data, and disclaimers appear on pages 39–42.

Marketing Playbook

Everything your team needs to introduce, present, and deliver the Radiant Balance Protocol, from the very first patient conversation to follow-up care.



The Radiant Balance Protocol is MedShiftRx's answer to one of the fastest-growing gaps in aesthetic medicine: patients who are losing weight on GLP-1 medications and losing their facial structure at the same time.

This playbook gives your team the full picture; strategy, scripts, pricing, and clinical context, without having to build anything from scratch. This is your launch kit. Everything your team needs to introduce, present, and deliver the protocol.

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How to Use This Playbook

Before you use anything, read the Strategy & Messaging and Marketing Content sections. They shape how every script and piece of information should land with your patient.

If you're a practice owner or medical director evaluating or adopting the protocol → start at the beginning and read through the Profitability Guide.

If you're a front desk coordinator or patient care advisor → the Consultation Scripts are ready to use. Adapt the tone to your practice's voice.

If you're a provider (NP, PA, MD) delivering consultations and treatments → the Clinical Protocol Guide is your primary clinical reference. Review the compliance note below before any patient conversations.

If you're a marketing team member or agency partner → start with Strategy & Messaging and the Marketing Content & Copywriting Guide. The Patient Handout is the only document cleared for patient distribution.

COMPLIANCE | Please read before using any copy or scripts from this playbook.

All clinical data in this document comes from a single peer-reviewed case series: Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025 (n=4 patients).

Always say: 'In a published clinical study...' or 'Clinical observations show...'
Never say: 'Clinically proven,' 'Trials demonstrate,' or present any finding as statistically definitive.

This rule applies to every team member - front desk, providers, and marketing staff.

How Hyperdilute Radiesse® Works

Before diving into scripts or selling points, every team member needs to understand what Radiesse® actually does in this protocol, and how to describe it accurately to patients.

This distinction is fundamental to the whole program.



Biostimulator, Not Filler. Why the Difference Matters.

When Radiesse® is hyperdiluted to a 1:3 ratio (the formulation used in this protocol), it behaves completely differently from a traditional dermal filler. Here's the plain-language version:

TRADITIONAL FILLER	HYPERDILUTE RADIESSE® (BIOSTIMULATOR)
Adds volume directly and immediately	Signals your body to build its own collagen and elastin through non-inflammatory pathways
Primary effect is structural, filling a space	Primary effect is biological, rebuilding your skin's foundation
Results are visible right away	Results build gradually over 4 to 6 months
Can look overdone if over-treated	Natural results that are proportional to your anatomy
Volume decreases over time as product absorbs	Stimulates collagen that continues to support the skin

The patient-friendly version: 'We're not injecting volume from the outside, it's waking up your skin's own ability to stay full and firm from within.'

How Hyperdilute Radiesse® Works



Gel-matrix



CaHa-microspheres



Fibroblasts



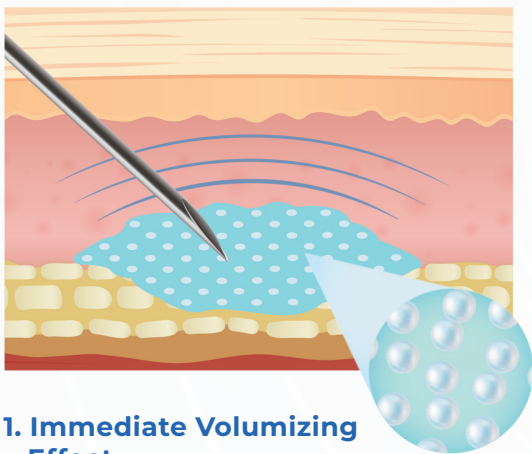
Collagen
Fibres



Macrophages

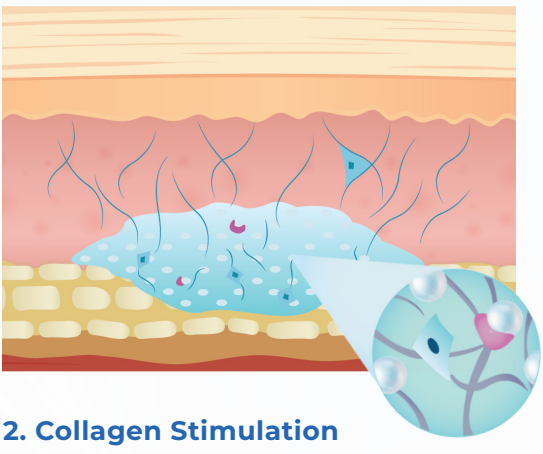


Elastin
Fibres



1. Immediate Volumizing Effect

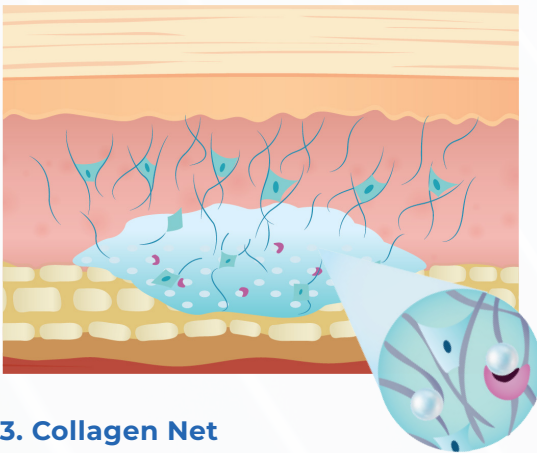
Gel-matrix with CaHa-microspheres results in effective wrinkle filling and 1:1 correction.



2. Collagen Stimulation

CaHa-microspheres from a “scaffold” that provides mechanical stimuli triggering fibroblasts to produce collagen.

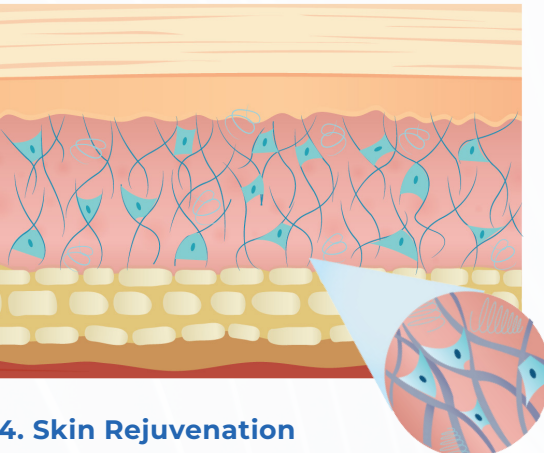
Tight collagen network strengthens the dermis



3. Collagen Net

A firm network of collagen fibres has formed in the dermis, providing a lifting and contouring effect.

High density of collagen and elastic



4. Skin Rejuvenation

The newly formed network provides long-term structural support to the dermal microenvironment.

Strategy & Messaging



The Problem Worth Solving

GLP-1 medications work. Sometimes a bit too well, and that's what creates this challenge.

When patients lose weight quickly, their body doesn't get to decide which fat to lose first and the fat pads in the face are often among the first to shrink.

What follows is hollow cheeks, looser skin, and a more aged appearance. Patients expected to look better. Instead, they look tired.

This is sometimes called 'Ozempic face', but it happens with any form of significant, rapid weight loss, not just GLP-1 medications. Most practices don't have a structured protocol to address it. This one does.



The Core Marketing Angle

Patients don't just want to lose weight, they want to look and feel their best throughout the journey.

The Radiant Balance Protocol is a preventative approach that protects patients from *Ozempic Face* while losing weight.



This framing works because it's true, and patients already feel it.

When you introduce this protocol, you're naming something they've already heard about or worried about, and you're handing them a solution before they have to ask for one.

Practices That Offer Our Protocol Stand Out

MOST PRACTICES OFFER	MEDSHIFTRX PRACTICES OFFER
GLP-1 medication only	GLP-1 + Radiesse® biostimulation in one integrated protocol
Volume loss treated after it appears	Facial preservation started before hollowing sets in
No aesthetic component	Medical weight loss and aesthetic care fully integrated
One revenue stream per patient	Higher patient value and stronger long-term retention

Ideal Patient Profile

Not every GLP-1 patient is an automatic fit for this protocol. Here's how to quickly identify the right candidates and what to look for in each conversation.

The Ideal Candidate Looks Like This:

-  Currently on or starting a GLP-1 medication (Tirzepatide, Semaglutide, or other GLP-1 medications)
-  Concerned about or at risk of facial volume changes during weight loss
-  Has lost approximately 5% of body weight, or expects to lose weight quickly
-  Wants to preserve facial structure without surgery
-  No contraindications to Radiesse® (active infection, known allergy to product components, or history of severe allergies/anaphylaxis refer to full prescribing information)



The most important thing to understand about patient selection is timing.

Clinical observations suggest that starting biostimulatory treatment after patients have lost approximately 5% of their baseline body weight - but before visible facial hollowing appears - delivers the best outcomes.^[3]

In practice, this typically falls around weeks 4 to 8 of GLP-1 therapy, though it varies by patient and rate of weight loss. The goal is to get ahead of the change, not respond to it.

Brand Voice & Approved Language

Every team member who speaks about this protocol in person, online, or in print, should use the same language. This is both a brand consistency issue and a compliance issue.

What to Say and What to Avoid

AVOID	SAY THIS INSTEAD	WHY IT MATTERS
"Clinically proven"	"In a published clinical study" or "Clinical observations show"	The 2025 study is a preliminary case series (n=4). Overclaiming is a compliance risk.
"Filler for Ozempic face"	"Radiesse® to protect your face during weight loss"	At 1:3 dilution, Radiesse® isn't adding direct volume, it stimulates your body's own collagen. Biostimulator is accurate and more reassuring to patients who fear looking overdone.
"Skin tightening treatment"	"A treatment that helps your skin build its own collagen"	Accurate to the mechanism. Also a more compelling patient-facing concept.
"Add on"	"A natural solution to support your face as the weight comes off"	Keeps the conversation patient-centered, not transactional.
"Lose weight fast"	"Look and feel your best as the weight comes off"	Aligns with patient motivation without overpromising.

When in doubt, ask: does this sound like a knowledgeable partner invested in the patient’s outcome, or like an overly technical sales pitch? If it feels like a pitch, patients may not understand the impact that this program can have on their overall results.

Patient Selling Scenarios

Here are some real-world situations where the Radiant Balance Protocol will be a perfect fit for your patients. Arm your team with this copy so they can support you in selling the package.



When a patient is starting GLP-1 and hasn't heard of Ozempic face:

"You're making such a great decision. One thing we like to get ahead of early is something called facial volume loss, it's actually really common with rapid weight loss, not just with GLP-1 medications.

As the body loses fat, the face loses it too, which can leave people looking a bit older or more tired than they expected.

We have a protocol specifically designed to prevent that from happening, it's called the Radiant Balance Protocol.

It starts before you'd even notice any changes, which is the key. Want me to walk you through it?"

When a patient has heard of ‘Ozempic face’ and is worried:

“You’re asking exactly the right question. Ozempic face is real, but here’s the good news, it’s preventable if we get ahead of it.

That’s actually exactly what the Radiant Balance Protocol is designed to do. We use a treatment called hyperdilute Radiesse®, it’s not a filler, it’s a biostimulator, so it works with your own body to keep your skin firm and supported as you lose weight.

The treatment is timed specifically to your weight loss progress, so we’re protecting your face at exactly the right moment.”

When a patient asks ‘Can I just do the GLP-1 and fix my face later if I need to?’

“You absolutely can, but here’s the thing: once facial volume has collapsed, restoring it is a much bigger project.

It takes more product, more sessions, and more time.

By starting biostimulation now, we’re helping maintain what you already have as the weight comes off. It’s similar to bone density once it’s lost, it’s much harder to get back. Think of it like maintaining a foundation versus rebuilding it after it’s already cracked.

Starting now is simpler, more effective, and honestly more cost-efficient in the long run.”

When a patient is worried about looking ‘overdone’ or unnatural:

“That’s a really common concern, and I’m glad you brought it up. This is where hyperdilute Radiesse® is different from a regular filler.

We’re not injecting volume into your face, we’re using a very diluted form of Radiesse® that works as a biostimulator.

It signals your own skin to produce more collagen and elastin. The results build slowly and naturally over about four to six months. Rather than looking tired, hollow, or volume-depleted during weight loss, patients often find they look healthier, more refreshed, and more confident throughout their transformation.

It’s designed to look like you, just better.”

When a patient asks for proof or safety:

“Great question, this is backed by published research.

In a clinical study published in 2025, patients on GLP-1 weight loss medications who received this exact biostimulator treatment maintained or improved their facial volume at six months, while losing an average of 24 pounds.

The study also reported zero adverse events throughout the treatment and follow-up period.*

We’re not chasing trends, this is a protocol backed by published clinical research.”

*Published clinical study, n=4 patients. Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025.

Marketing Content & Copywriting Guide



Your patients aren't searching for a protocol. They're scrolling at 11pm, half-distracted and half-worried that the GLP-1 treatment they're investing in could lead to "Ozempic face."

Most practices posting about GLP-1s are talking about the medication. Very few are talking about the face. That gap is yours.

When your content speaks to what patients are already worried about before they ever ask you directly, you stop sounding like a practice running promotions. You start sounding like the practice that actually gets it. That's the difference between a post that gets scrolled past and one that earns a DM.

This section gives you everything you need to show up that way: the language and ready-to-use materials for social media, email, and your waiting room.

But before you use any of the content in this playbook, there are three things every person on your team should understand about how good marketing content works.



Tip 1: Build every post from one of our four content pillars, each written for a patient at a different stage of awareness.

Not every post needs to say the same thing, because not every patient is in the same place.

Some have already heard of Ozempic face and are scared. Some are mid-transformation and just want to know their face is going to match how good they feel. Some may have never considered aesthetics before, and their biggest fear is looking overdone. Some are ready to book and just need one more reason to reach out.

A post written for a worried patient won't connect with someone who's ready to book. A post built around proof won't land with someone who hasn't yet identified a problem.

That's why we've given you four content pillars to guide you.

Each one is written for a patient at a different point in their awareness: from first hearing about the problem, to actively researching a solution, to comparing options, to being ready to act. When you rotate through them, you're not repeating yourself. You're reaching a different person every time.

Each of our four content pillars is built for a different patient in mind, here's what they're each designed to do:

Pillar 1: Problem / Solution

For patients already on GLP-1s who may have noticed something changing, or who've heard of Ozempic face but haven't connected it to their own situation yet. This one names the problem directly and hands them the answer.

Pillar 2: Outcome / Confidence

For patients who are motivated and moving forward. They don't need convincing on the weight loss. They need to see that their transformation can look as good as it feels. Lead with the result.

Pillar 3: Before and After / Case Study

For patients who need a real story before they trust the process. This only works when you have actual patient consent and a genuine outcome to share, but when you do, it's the one that tends to do the most work.

Pillar 4: Education / Authority

For patients who are new to aesthetics or skeptical about anything injectable. Lead with information, not an offer. It's the one that makes patients feel like they learned something before they ever booked a consult.





Tip 2: Open every post with a hook, a first line that stops the right patient mid-scroll.

Here's something most practices don't realize: your patients aren't going to find this protocol because they went looking for it.

They're going to find it because something you posted stopped them mid-scroll and said exactly what they'd been thinking but hadn't heard out loud yet.

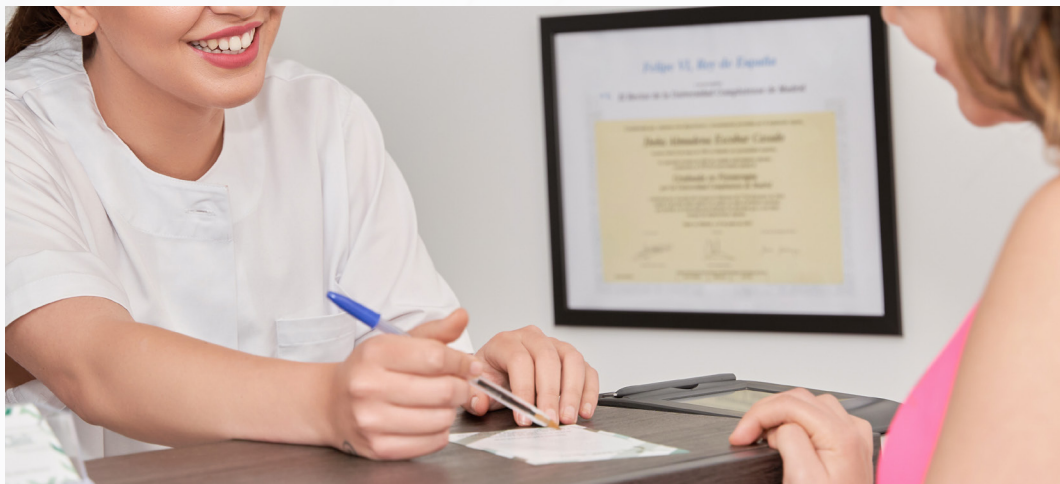
That's why the first line of everything you post (every caption, every email) needs to earn their attention before it asks for anything. That first line is called a hook. Its only job is to make someone stop and read the next sentence.

Practices that grow fastest aren't posting about their treatments. They're posting about the problems their patients are already feeling. This protocol gives you a real, specific, timely problem to speak to, one very few practices are addressing yet.

Rule of thumb: Write to the worry, not the treatment.

A hook that leads with Radiesse® or biostimulation means nothing to someone who doesn't know she needs it yet. A hook that leads with what she's already afraid of stops her cold.

We've written many for you in the coming pages.



Tip 3: End every post with one specific call to action, a clear instruction on what to do next.

Getting someone to stop and read your post is only half the job. The other half is telling them what to do next.

A CTA (call to action) is the specific step you want someone to take after engaging with your content. Without one, even a post that lands perfectly leaves people thinking: okay, but now what? And then they move on.

For this protocol, your CTA doesn't need to be complicated. It just needs to be clear and direct. A few that work well:

Example 1: DM us to learn more about the Radiant Balance Protocol

This tells a patient to send your practice a direct message on Instagram or Facebook. For this to work, someone on your team needs to be monitoring the practice's DMs daily and responding promptly -- ideally within a few hours. A patient who DMs and hears nothing for two days won't book. Decide in advance who owns this inbox and what they say when a message comes in. A simple response template makes the difference between a booked consult and a lost lead.

*Example 2: **Ask us about enrolling at your next visit***

This one works best as an in-office prompt -- on a waiting room card, a follow-up text, or a post directed at your existing patient list. It assumes the patient already has a relationship with your practice. Don't use this as your primary CTA for cold audiences who have never heard of you.

*Example 3: **Tap the link in our bio to book a consultation***

Instagram doesn't allow clickable links inside captions, so this directs patients to the one clickable link on your profile page. Before you use this CTA, make sure that link is active, goes somewhere specific (a booking page or landing page for this protocol, not your general homepage), and works on mobile. If the link goes nowhere useful, the CTA fails no matter how good the post is.

*Example 4: **Comment INFO and we'll send you the details***

This requires a comment automation tool to work properly: meaning when a patient comments the word INFO, they automatically receive a DM with your follow-up message or link. ManyChat is the most common tool for this and integrates directly with Instagram and Facebook.

Without the automation set up in advance, you'd need someone manually DMing every commenter, and that breaks down the moment you get more than a handful of responses. If you don't have automation set up yet, don't use this CTA until you do.

One CTA per post. Always.

The goal is to give patients one obvious next step, not three options that make them have to think before they act. A CTA is an instruction, not a suggestion. "Learn more" makes people wonder where. "DM us the word INFO and we'll send you everything" tells them exactly what to do.



Ad Hooks | Quick Reference by Patient Mindset

Use these as opening lines for your posts, ads, reels covers, or carousel slides. Each one is matched to a specific patient mindset. Try different ones and let the response tell you which patient mindset you’re reaching most.

PATIENT’S MINDSET	HOOK TO USE	WHY IT WORKS
Problem-aware (They’ve heard of ‘Ozempic face’ and are worried)	“Losing weight but losing your face too?”	Names their exact fear directly. Feels like it was written for them personally.
Solution-seeking (Actively researching what to do about it)	“GLP-1 gets the weight off. Here’s what most practices aren’t doing for your face.”	Positions your practice as ahead of the curve. Creates curiosity about what others are missing.
Trust-building (Wants proof before committing to anything)	“Most practices aren’t talking about what the research says about your face during weight loss. We are.”	Positions your practice as the one paying attention to the research. Creates curiosity without overclaiming.
Outcome-focused (Already sold on GLP-1s, picturing their transformation)	“Lose the weight. Keep your face.”	Short and confident. Speaks to what they want without explaining the problem first.
Reassurance-seeking (Doing the work, needs validation)	“You put in the work. Make sure your face shows it.”	Emotionally resonant. Validates their effort and reframes the protocol as something they deserve.
Skeptical / New to aesthetics (Never done anything like this before)	“It’s not filler. Here’s what it’s actually doing to your skin.”	Preempts the biggest objection. Ideal for patients who are curious but wary of looking overdone.

Content for Every Stage of the Patient Journey

Social media works best when it speaks to one specific person at one specific moment. The challenge for most practices is that their patient pool includes people at very different stages -- some are just starting to research GLP-1s, some are already on them, some have never considered aesthetics before.

Each of the four posts below is written for a different point in that journey. Read the patient description at the top of each one, pick the post that matches who you're trying to reach this week, and adapt the details to fit your practice voice.

PILLAR 1: PROBLEM / SOLUTION

Best for: patients who are already on GLP-1s or actively researching them.

Losing weight on a GLP-1?

Here's what most people don't notice until it's already happening...

Your rapid weight loss shrinks the fat pads that keep your face looking youthful and lifted.

The result? Hollow cheeks. Looser skin. A more aged appearance, even if you feel better than ever.

You may have heard it's called "Ozempic face."
It can happen with any significant weight loss.

The good news: it's largely preventable, if you start early.

The Radiant Balance Protocol at [PRACTICE NAME] pairs your GLP-1 program with Radiesse® biostimulation to support your skin's collagen and elastin production as you lose weight.

By helping restore and strengthen your skin's natural foundation, you end up slim and sculpted, looking like the best version of you.

Book a consultation! [Link in bio]

PILLAR 2: OUTCOME / CONFIDENCE

Best for: patients who are motivated by results and confident in their decision to pursue weight loss.

Lose the weight. Keep your face.

Most people starting GLP-1s focus on the scale.
We focus on how you look when you hit your goal weight.

Because rapid weight loss doesn't just change your body,
it changes your face. Hollow cheeks. Looser skin.
A result that doesn't match how good you feel.

The Radiant Balance Protocol is built to prevent that.

GLP-1 weight loss for your body + Hyperdilute Radiesse®
biostimulation for your face.

Preventing facial volume loss is easier and less expensive than
trying to fix it when it's too late.

Comment INFO or tap the link in bio to learn more.



PILLAR 3: BEFORE AND AFTER / CASE STUDY

**Best for: posts with patient photos (with consent).
Use when you have a real story to tell. Fill in the details with your actual patient journey. Sample structure, replace with own practice's case study if applicable.**

[PATIENT INITIALS] started her GLP-1 journey with us, and had a different outcome than many of her friends.

She'd heard about Ozempic face.
But she wasn't willing to wait and see the effects of it.

So we started the Radiant Balance Protocol alongside her GLP-1 program, building collagen support into her face as the weight came off.

At [X months], she'd lost [X lbs].

People kept asking about her skincare routine.
Nobody asked if she was "okay" because of a new hollowed, aged appearance.

That's the difference when you start early.
We're protecting what's already there, so it stays there.

If you're starting a GLP-1 and want to protect your face from day one, come in before you notice a change.

We want to help you lose the weight and keep your face.

DM us or tap the link in bio to learn more about the Radiant Balance Protocol at [PRACTICE NAME].

Compliance note: Always obtain written patient consent before sharing photos or identifying details. Do not make before/after claims that exceed what the clinical study supports. Frame as one patient's experience, not a guaranteed outcome.

PILLAR 4: EDUCATION / AUTHORITY

**Best for: building trust with a cold audience.
Works well as a carousel, reel, or standalone
educational post.**

Most providers don't bring up facial volume loss when introducing patients to GLP-1s.

But rapid weight loss can without support, rapid weight loss can leave your face looking drooping, sagging, and deflated.

This is because as fat is lost, the facial fat pads that support your cheeks are often among the first to change.

But here at [INSERT PRACTICE NAME] we know how to get ahead of the change and help you look like the best version of yourself throughout your full weight loss journey.

Introducing the Radiant Balance Protocol.

Medically supervised weight loss + collagen-stimulating facial support.

It's GLPs + a biostimulator. Not a filler, but using your own collagen to help rebuild your face from within.

And the early research shows it can make all the difference!

In a 2025 clinical case series, patients on GLP-1 medications who received hyperdilute Radiesse® biostimulation maintained or improved facial volume at 6 months while losing an average of ~24 lbs (n=4).

Questions? DM us or tap the link in bio.



Email Subject Lines

Subject lines follow the same rule as hooks: specific beats generic. These are ordered from most direct to most conversational. Match the subject line to the audience you want to reach on your email list.

SUBJECT LINE	BEST USED WHEN...
Losing weight on GLP-1? Here's how to protect your face at the same time.	Sending to existing GLP-1 patients or leads who've inquired about weight loss.
Before you get too far with your GLP-1 journey, read this.	Educational nurture sequence. Works for cold leads who opted in for weight loss info.
Your face during weight loss: what no one is telling you.	Curiosity-driven. Strong open rate for audiences who like to feel informed.
You're losing weight. Are you protecting your face?	Direct and slightly urgent. Works for retargeting or follow-up sequences.
Weight loss changes your body. Here's how your face can slim down without aging up.	Good for warm audiences already familiar with your practice.
Introducing the Radiant Balance Protocol at [Practice Name].	Announcement email for your existing patient list.
Already on a GLP-1? Here's what we recommend for your face.	Re-engagement or upsell email to current GLP-1 patients.

Visual Direction Guide

Brand Colors

Navy
#0E2037

Blue
#2066B3

Light Grey
#E6EBEA

White
#FFFFFF

#2066B3 →
#0E2037

Promotional Colors

Teal
#4BC8DD

Pale Blue
#7492B8

Orange
#ED5311

Yellow
#FFBC00

Montserrat Black
Heading

Bold
Subheading

Regular
Body Copy

MOOD

Clean, clinical, premium.
Trust-forward. No clutter.

CORE THEMES

Before / After results.
Prevention over correction.
Confidence. Medical authority.

PHOTOGRAPHY

Lifestyle, not clinical. Interior sections
use data visualization only.

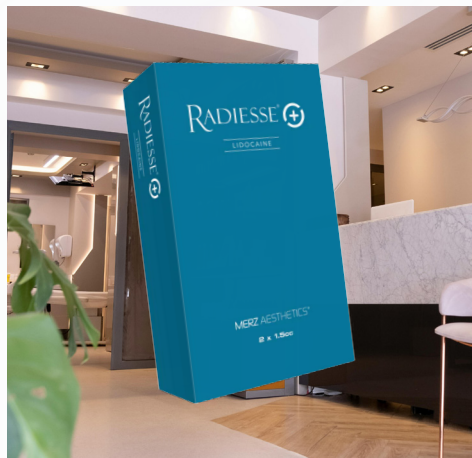
AVOID

Clutter. Generic wellness
aesthetics. Filler Language.

Waiting Room / In-Office Card

This card is for patients who are already in your practice but haven't heard about the Radiant Balance Protocol yet.

The goal is to spark curiosity, not close a sale. Keep it conversational like a knowledgeable friend giving them a heads-up, not a brochure asking for their credit card.



This piece is intended for provider use only. A separate patient handout is included in the package for patient distribution.

Copy is provided below to help your team create a customized version without starting from scratch.

THE RADIANT BALANCE PROTOCOL

The Complete Weight Loss + Facial Preservation Program

YOU PUT IN THE WORK.

YOU DESERVE TO LOOK AS GOOD AS YOU FEEL.

GLP-1 medications work. But as your body sheds weight, the small fat pads that give you a lifted, youthful look are the first to go. The result is...

- ✓ Hollow cheeks ✓ Looser, sagging skin
- ✓ Fine lines that suddenly look deeper

But if you start the right treatment at the right time, it's preventable!

Timing matters. The earlier you start, the better it works.

Ask your provider today - or scan the QR code to learn more.

Design note: This card should feel clean and reassuring, not clinical. Consider pairing it with a lifestyle image of someone looking healthy, confident, and mid-transformation, or with before-and-after photos that demonstrate the treatment outcome.

Consultation Scripts



When a patient asks about GLP-1s, their primary goal is weight loss. But their ultimate desire is to look and feel healthy, refreshed, and lifted.

Your job is to help them realize that rapid weight loss alone doesn't guarantee that outcome. Without intervention, rapid fat loss often leads to facial hollowing, sagging skin, and an aged appearance commonly known as "Ozempic Face."

The Radiant Balance Protocol is designed to prevent this and help them keep their face while the weight comes off.

Guiding a patient from curious to enrolled takes a specific kind of conversation, one that feels natural, not scripted, but still covers the right ground in the right order.

We've built that conversation for you.

The five-step process below gives your team a clear structure for every Radiant Balance consultation, from the moment a patient expresses interest to the moment they're ready to commit.

Each step has a specific goal, a suggested approach, and exact language your team can use or adapt.

You don't need to memorize these word for word. Read through them once, understand the intention behind each step, and the right words will come naturally.

Step 1: Acknowledge and Validate

Start by celebrating their decision to pursue weight loss, then gently introduce the reality of rapid fat loss.

What to say: "I'm so excited you're taking this step. GLP-1s are incredibly effective; in fact, they work so well that our patients often lose weight faster than their skin can adapt. Have you heard people talk about 'Ozempic Face' or noticed how some people look a bit gaunt or tired after losing a lot of weight quickly?"

The Goal: Get them to nod. They have likely seen it on social media or heard about it from friends. You are validating a fear they probably already have but haven't voiced.

Step 2: Educate on the "Why" (Keep it Simple)

Explain the mechanics of facial volume loss without getting overly technical. Technical details might confuse the patient; we want them to understand the effects without overwhelming them.

What to say: "When you lose weight rapidly, you don't get to choose where it comes from. The fat pads in your face, which give you that full, lifted structure, are often the first to shrink. Once that foundation is gone, the skin starts to droop and deflate. Most clinics wait until the face looks aged and then try to 'fix' it with traditional fillers. We believe in preventing the collapse before it happens."

The Goal: Get the patient to understand the mechanism behind facial volume loss, so the problem feels real and personal before you introduce a solution. They should leave this step thinking "that makes sense", not "I didn't follow that."

Step 3: Introduce the Solution (The Radiant Balance Protocol)

Pivot from the problem to the new, clinically backed solution.

What to say: "That's exactly why we developed the Radiant Balance Protocol. It's an integrated program to prevent Ozempic Face. While the GLP-1 medication transforms your body, we use a specialized treatment called hyperdilute Radiesse® to protect and preserve your face."

Explain Radiesse® simply: "Unlike regular fillers that just temporarily plug a hole, Radiesse® is a biostimulator. We introduce it early, while you're losing weight. It acts like a scaffolding for your skin, waking up your body's own collagen and elastin production. It builds a strong, flexible foundation under your skin, so that as the fat melts away, your skin stays firm, lifted, and supported."

The Goal: Position traditional filler treatments as the old, flawed way, and your clinic's preventative approach as the modern, superior standard.

Step 4: Paint the Picture (The "Future Pacing")

Focus heavily on the end result. This is what they are buying.

What to say: "Imagine hitting your goal weight a few months from now. You step into a new wardrobe, and you feel lighter and more energetic. But instead of people asking if you're tired or sick, which happens a lot with rapid weight loss, they are asking for your skincare routine. Your body is slim, but your face still looks like you: healthy, refreshed, and lifted. A face that matches how good you feel."

The Goal: Connect the emotional payoff of weight loss with the aesthetic necessity of facial preservation.

Step 5: Address the Investment (Handling Objections)

Patients may hesitate at the bundled price. Frame it as an investment in doing it right the first time.

If they say, "Can I just do the weight loss first and worry about my face later?"

How to respond: "You absolutely can, but rebuilding collapsed facial structure later is much harder, requires significantly more product, and ends up being far more expensive. By starting the biostimulation now, we are preserving the foundation you already have. Think of it like bone density: it's far easier to protect what you have than to rebuild it once it's gone."

If they ask about safety/proof:

How to respond: "This isn't a trend, it's a protocol backed by published clinical research. In a 2025 clinical case series, patients using this exact biostimulator maintained or improved their facial volume at six months, while losing an average of 24 pounds. Zero adverse events were reported throughout the study."

Closing the Consultation

Make the recommendation clear and confident.

What to say: "Based on your weight loss goals, the Radiant Balance is absolutely the right path for you. It gives you the GLP-1 medication you need for your weight loss, and the Radiesse® collagen stimulation you need to look healthy, refreshed, lifted, and overseen by our team."

The next step is simple, let's get you scheduled and set a start date that works with your weight loss timeline."

CONSULTATION SCRIPTS AT A GLANCE

Step 1: Acknowledge and Validate

Start by celebrating their decision to pursue weight loss, then gently introduce the reality of rapid fat loss.

The Goal: Get them to nod. They have likely seen it on social media or heard about it from friends. You are validating a fear they probably already have but haven't voiced.

Step 2: Educate on the “Why” (Keep it Simple)

Explain the mechanics of facial volume loss without getting overly technical. Technical details might confuse the patient; we want them to understand the effects without overwhelming them.

The Goal: Get the patient to understand the mechanism behind facial volume loss, so the problem feels real and personal before you introduce a solution. They should leave this step thinking “that makes sense”, not “I didn't follow that.”

Step 3: Introduce the Solution (Radiant Balance Protocol)

Pivot from the problem to the new, clinically backed solution. Explain Hyperdilute Radiesse® simply.

The Goal: Position traditional filler treatments as the old, flawed way, and your clinic's preventative approach as the modern, superior standard.

Step 4: Paint the Picture (The “Future Pacing”)

Focus heavily on the end result. This is what they are buying.

The Goal: Connect the emotional payoff of weight loss with the aesthetic necessity of facial preservation.

Step 5: Address the Investment (Handling Objections)

Patients may hesitate at the bundled price. Frame it as an investment in doing it right the first time.

Closing the Consultation

Make the recommendation clear and confident.

What to say: “Based on your weight loss goals, the Radiant Balance is absolutely the right path for you. It gives you the GLP-1 medication you need for your weight loss, and the Radiesse® collagen stimulation you need to look healthy, refreshed, and lifted, all coordinated by our team.

The next step is simple, let's get you scheduled and set a start date that works with your weight loss timeline.”

Profitability Guide

The protocol is designed to support both patient success and long-term practice growth.



Every bundle tier delivers the same ~60% gross margin for your practice*

Understanding the Numbers

-  You buy the STARTER (2 patients) for \$2,800..
-  That same bundle would cost \$3,360 if bought separately, so you're already saving ~17%.
-  The bundle also comes with \$3,000 in done-for-you marketing assets.
-  **Total value to your practice: \$6,360.**
-  From two patients, you can generate approximately \$3,300 in revenue, resulting in a gross margin potential of approximately ~60%.
(\$750/session × 2 Radiesse® sessions + \$300/month × 6 months GLP-1 program).

** This is a gross revenue margin, not net. Actual net margin varies based on overhead, staff time, and local pricing. See the ROI worksheet below.*

Bundle Pricing Tiers

The table below shows what each tier costs, what you get, and the total value delivered to your practice.

	STARTER (2 Patients)	GROWTH (4 Patients)	PREMIER (8 Patients)
GLP-1 + Radiesse® product (non-bundle pricing)	\$3,360	\$6,720	\$13,440
+			
Value of Marketing Assets Included	\$3,000	\$4,595	\$8,550
TOTAL VALUE TO PRACTICE	\$6,360	\$11,315	\$21,990
Discounted Bundle Price			
Bundle Purchase Price	\$2,800	\$5,600	\$11,200

By purchasing the protocol, you receive
~17% OFF the combined product cost.

Contact your MedShiftRx account manager to confirm current pricing, activation timeline, and any eligibility requirements.

Your bundle also unlocks exclusive savings for the next 12 months, including bulk pricing on GLP-1 medications and Elite pricing on Radiesse®



Clinical Protocol Guide

For providers and clinical staff. This covers the treatment timeline and the rationale behind each step, adapted from the protocol used in Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025.

MILESTONE	TIMING	WHAT HAPPENS
Enroll in The Radiant Balance Protocol	Day 1	Begin GLP-1 therapy. Walk the patient through the full timeline and what to expect at each stage.
Session 1 Radiesse® biostimulation	After early weight loss is underway	1 syringe (1.5cc) CaHA-CMC, diluted 1:3 with 1% lidocaine + normal saline → 6.0cc total. Lower-face zones: subzygomatic, submalar, buccal, prejowl.
Session 2 Radiesse® biostimulation	4-6 weeks after Session 1	Same protocol. Final treatment session in the bundle.
Follow-up visits	1, 4, and 6 months	Assess facial-volume trends, satisfaction, and weight-loss trajectory per the study's follow-up schedule.

The timing, number of treatments, and treatment approach may vary by patient. These recommendations are based on published study protocols and should be individualized by the treating provider.

Treatment parameters reflect the protocol used in the published case series (Durairaj et al., Aesthetic Surgery Journal Open Forum, 2025; n=4, Level of Evidence 4). Starting dose and any adjustment are clinical decisions made by the treating provider based on individual patient assessment. Any guidance beyond the published protocol reflects clinical recommendation, not study findings, and is provided for reference only. This does not replace independent clinical judgment.



Sources, Clinical Data & Disclaimers

All claims, data, and clinical references used throughout this playbook and the Patient Handout are sourced and explained below.

This section should be reviewed by compliance or legal teams before any external use of this material.

Primary Clinical Study

Durairaj KK, McCarthy AD, Yambao M, Linnemann-Heath J. Hyperdilute Radiesse® Preserves Facial Volume in Glucagon-Like Peptide-1 Receptor Agonist Users Undergoing Rapid Weight Loss. Aesthetic Surgery Journal Open Forum. 2025;ojafo88. Published online October 21, 2025. doi:10.1093/asjof/ojaf088

Level of Evidence: 4 (Therapeutic) - Preliminary report. Study population: 4 female patients, ages 45–54, all using GLP-1 therapy for weight loss (not type 2 diabetes management). All facial metric results are non-statistically significant due to small sample size (P values range from .0866 to .9105). Results are directionally positive and clinically noted by the investigators. This is a preliminary case series. Larger, prospective, randomized controlled studies are underway.

Key Clinical Data | Reference Table

For clinical staff and compliance review only.
Do not reproduce this table in patient-facing materials.

METRIC	6-MONTH RESULT	STATISTICAL NOTE
Average weight lost	24.3 ± 10.4 lbs (9.2% of baseline body weight)	Clinically significant; P = .0651 (did not reach significance due to small sample)
Cheek volume	+9.77% increase from baseline	Non-significant: P = .9105. Positive directional trend.
Jowl volume	-55.83% reduction	Non-significant: P = .6528. Reflects combined weight loss and biostimulation.
Nasolabial fold depth	-46.17% reduction	Non-significant: P = .0866
Marionette line depth	-20.55% reduction	Non-significant: P = .8880
Patient satisfaction	100% satisfied or very satisfied	n=4 patients
Investigator GAIS rating	100% improved or much improved	n=4 patients
Adverse events	None observed	Throughout treatment and 6-month follow-up

Footnotes

[1] Durairaj et al., 2025 - Primary clinical study for this protocol. All treatment protocol details, dilution formula, timing recommendations, and clinical data cited in this playbook are drawn from or adapted from this source. doi:10.1093/asjof/ojaf088

[2] 'Ozempic face' / GLP-1-related facial volume loss - Well-documented clinical phenomenon. Supported by: Ridha Z, Fabi SG, Zubair R et al. Decoding the implications of GLP-1 receptor agonists on accelerated facial and skin aging. *Aesthet Surg J.* 2024;44:NP809–NP818. Also supported by radiographic study: Mansour MR et al. (PubMed, 2025) showing loss of approximately 7% midfacial volume per 10 kg of total weight lost.

[3] Timing recommendation - 'Start after approximately 5% body weight loss, before visible hollowing appears' is a clinical recommendation from the lead author of the primary study, based on their practice protocol. Durairaj et al., 2025, Discussion section.

[4] Market data - 137% increase in GLP-1 patients at aesthetic practices from 2023 to 2024. Source: Kaufman J et al., Survey of Facial Aesthetic Concerns and Treatment Trends Following GLP-1 Agonist-Associated Weight Loss. Presented at the American Society for Dermatologic Surgery Annual Meeting, November 2025.

[5] Hyperdilute CaHA-CMC mechanism - ECM protein synthesis and collagen stimulation. Supporting literature: Aguilera SB, McCarthy A et al. The role of calcium hydroxylapatite (Radiesse®) as a regenerative aesthetic treatment. *Aesthet Surg J.* 2023;43:1063–1090. Also: Lorenc ZP et al. Skin tightening with hyperdilute CaHA: dilution practices and practical guidance. *Aesthet Surg J.* 2021;42:NP29–NP37.

Compliance Reminders

- Do not describe the 2025 Durairaj study as a large-scale clinical trial, a randomized controlled trial, or a statistically definitive study. It is a preliminary case series (n=4).
- Always use: 'In a published clinical study' or 'Clinical observations show.' Never use: 'Clinically proven,' 'Studies demonstrate,' or any language that implies statistical significance.
- Do not refer to hyperdilute Radiesse® as a 'filler' in patient-facing materials. The accurate and approved term is 'biostimulator.'
- This playbook is for B2B practice education only. It is not patient-facing promotional material.
- Review all external-facing materials (ads, social posts, email campaigns, print handouts) with your compliance or legal team before distribution.

Trademark Attributions

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Supporting Clinical Literature

- Aguilera SB, McCarthy A, Khalifian S, et al. The role of calcium hydroxylapatite (Radiesse®) as a regenerative aesthetic treatment: a narrative review. *Aesthet Surg J.* 2023;43:1063–1090.
- Ridha Z, Fabi SG, Zubair R, et al. Decoding the implications of GLP-1 receptor agonists on accelerated facial and skin aging. *Aesthet Surg J.* 2024;44:NP809–NP818.
- Lorenc ZP, Black JM, Cheung JS, et al. Skin tightening with hyperdilute CaHA: dilution practices and practical guidance for clinical practice. *Aesthet Surg J.* 2021;42:NP29–NP37.
- Rovatti PP, Pellacani G, Guida S. Hyperdiluted calcium hydroxylapatite 1:2 for mid and lower facial skin rejuvenation. *Dermatol Surg.* 2020;46:e112–e117.
- Kaufman J, Dayan S, Boyd C, et al. Survey of Facial Aesthetic Concerns and Treatment Trends Following GLP-1 Agonist-Associated Weight Loss. Abstract presented at: ASDS Annual Meeting, November 2025, Chicago, IL.
- Mansour MR, Hannawa OM, Yaldo MM, et al. The rise of 'Ozempic face': analyzing trends and treatment challenges associated with rapid facial weight loss induced by GLP-1 agonists. *J Plast Reconstr Aesthet Surg.* 2024;96:225–227.



The Radiant Balance Protocol Marketing Playbook