

MED RESULTS

BRAND PLATFORM

# Brand Platform



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OVERVIEW

# Brand Platform Overview

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OVERVIEW

## What is a Brand Platform?

Our brand platform is the foundational framework that defines our brand's identity, purpose, and communication strategy. For Med Results, it encompasses our mission, vision, brand promise, personality, voice, value propositions, unique selling propositions, key messages and understanding of our audience. This platform guides all our marketing and communication efforts, ensuring consistency and alignment across various mediums.

## What does it do for the brand?

By adhering to the brand platform, Med Results maintains a cohesive and recognizable identity, effectively connecting with our audience. It helps us craft targeted messaging that resonates with our customers' needs and emotional drivers, highlights our unique value propositions, and reinforces our core values and promises. Ultimately, the brand platform enables us to build strong relationships, foster trust, and drive brand loyalty and growth.

# Our Mission

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OUR MISSION



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# Revolutionary Care for Renewed Vitality

Med Results empowers aesthetics and wellness practitioners with treatments and innovative solutions that enrich clients' lives and enhance their natural beauty. Our non-invasive procedures restore vitality, rejuvenating the skin and improving face, body shape, and health without altering their unique selves. We are dedicated to fostering a caring community that prioritizes success, safety, effectiveness, and self-love through comprehensive support and trusted, revolutionary treatments and solutions.



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# Revolutionary Care for Renewed Vitality

**"Revolutionary Care"** - This phrase emphasizes Med Results' commitment to innovative and advanced treatments that set new standards in the aesthetic and wellness industry. It highlights the cutting-edge nature of the solutions provided, aligning with our mission to offer trusted, revolutionary treatments and solutions.

**"Renewed Vitality"** - This all-encompassing phrase speaks to Med Results' focus on skin, body, and sexual health. It conveys a proactive and energizing approach, emphasizing that our solutions enhance the inherent beauty and vitality clients already possess. Instead of focusing on age-defying or age-reversing, which imply something lost, "Renewed Vitality" reinforces the idea that their best self is already present, and we are here to help awaken and invigorate it.

This tagline encapsulates the mission by combining the elements of revolutionary, innovative care with a focus on natural, non-invasive enhancement, ultimately leading to enriched lives and empowered beauty.

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# Our Vision



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OUR VISION



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# Leading the Future of Revitalizing Care

To be the foremost leader in revitalizing care, renowned for our evidence-based treatments and solutions that advance the field of aesthetic and wellness care. We unite a vibrant community of dedicated practitioners and experts to deliver real and lasting results without surgery or invasive procedures, promoting clients' self-love and happiness with lasting results.

# Brand Position

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BRAND POSITION



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# Innovation and Support for Exceptional Results

At Med-Results, we empower medical practitioners with treatments that achieve timeless results, enhancing natural beauty and restoring vitality. We expand the restorative health field by offering innovative solutions for previously untreatable conditions. Our rigorously tested, evidence-based treatments prioritize safety and efficacy, ensuring exceptional care with confidence. Through comprehensive training and extensive resources, we equip our partners for excellence and growth in aesthetic and wellness care.

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# Brand Slogan

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BRAND SLOGAN



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Timeless Vitality. Empowered Beauty.

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BRAND SLOGAN



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# Timeless Vitality. Empowered Beauty.

**"Timeless"** - True beauty and vitality are ageless. Our approach ensures long-lasting improvements, allowing you to enjoy enduring vibrancy and confidence.

**"Vitality"** - We enhance not just your appearance but your overall well-being, boosting your energy, confidence, and zest for life. Our comprehensive approach ensures you feel as good as you look.

**"Empowered"** - This word conveys a proactive and energizing approach, emphasizing that our solutions help bring out and enhance the inherent beauty and vitality clients already possess. Rather than focusing on age-defying or age-reversing, which imply something lost, "empowering" reinforces the idea that their best self is already present, and we are here to help awaken and invigorate it.

**"Beauty"** - This term highlights our commitment to non-surgical and non-invasive procedures. We enhance the natural beauty clients already have, without altering their inherent features. It underscores our approach of enhancing, not changing, their natural appearance.

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# Our Audience



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OUR AUDIENCE

# MD's

Looking to expand  
or start new practice.

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OUR AUDIENCE

## Profile:

MD's practicing in medical fields but are looking to expand their existing practice or start a new business within aesthetics and wellness.

## Needs:

- Understanding of products' added value and ROI
- Ability of treatments and solutions to treat multiple indications
- Understanding of how to follow new protocols
- Understanding of new treatments and solutions safety & efficacy

## Fears:

- Efficacy and versatility of treatments and solutions
- Safety concerns about the treatments/solutions and new technology
- Reliability and performance of the treatments vs. current solutions
- Protocols that differ from how they previously learned to treat patients

## Emotional Drivers:

- Trust in the brand and it's treatments and solutions
- Confidence in the innovative treatments and natural solutions
- Potential for ROI and added value to the practice
- Reliability and consistent support from Med Results

# RN/NP/PA

New to the industry,  
starting a new  
business.

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OUR AUDIENCE

## Profile:

Registered Nurses, Nurse Practitioners, and Physician Assistants who are looking to start a new practice in aesthetics and wellness.

## Needs:

- Understanding of the ROI with each treatment for different indications
- Understanding of these new treatments' and solutions' capabilities
- Structured support and extensive training
- Knowledge of the business models within the industry

## Fears:

- Fear of being on their own without adequate support
- High initial overhead costs and financial risks
- Challenges in understanding new products and business operations
- Navigating through extensive regulatory red tape and new treatments
- Protocols that differ from how they previously learned to treat patients

## Emotional Drivers:

- Security, understanding and reassurance in their new venture
- Confidence in the treatments/solutions and their own abilities
- Feeling supported and that they will be financially successful
- Feeling confident in their knowledge and training

# Entrepreneurs

With prior medical experience as MD or already in the aesthetic and wellness industry.

## Profile:

Entrepreneurs with prior medical experience in the industry who understand the risks and rewards of starting a new venture and are looking expanding thier practice in the aesthetics and wellness industry.

## Needs:

- Ability to show innovation and evolution with their practice
- Clear understanding of FDA regulations and compliance
- Understanding of added value and ROI
- Understanding of how to follow new protocols, show elevated results
- Marketing support and materials (too busy running practice)

## Fears:

- Skepticism about treatment/solution claims and marketing promises
- Concerns about the level of support and reliability of the company
- Uncertainty about the safety and efficacy
- Fear of new treatments, solutions, technologies and side effects
- Lack of time to train staff and market new technologies/services

## Emotional Drivers:

- Confidence in product efficacy and business potential/ROI
- Trust in the brand and it's treatments and solutions to expand revenue
- Desire to show innovation and leverage latest technologies
- Confidence in the reliability and support from Med Results

# Entrepreneurs

Without prior  
medical experience.

## Profile:

Entrepreneurs with no prior medical experience. They understand the risks and rewards of starting a new venture and are new to the aesthetics and wellness industry.

## Needs:

- Comprehensive support and training on treatments/solutions
- Understanding of FDA regulations and compliance
- Understanding of the ROI with each treatment for different indications
- Understanding of these new treatments' and solutions' capabilities
- Structured support and extensive training

## Fears:

- Skepticism about claims being too good to be true
- Fear of new treatments, solutions and technologies
- Concerns with how to get started with the treatments and solutions
- Concerns about the level of support and reliability of the company
- Uncertainty about how the treatments/solutions work

## Emotional Drivers:

- Trust in their ability to utilize devices and solutions correctly
- Confidence in claims of efficacy and business potential/ROI
- Confidence in the brands guidance as first-time medical entrepreneurs
- Assurance in the reliability and safety of the treatments offered

# Our Brand Personality

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OUR PERSONALITY



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## Inclusive

Being Inclusive means fostering a sense of togetherness, unity, and mutual support within our community. It reflects our brand's commitment to creating a connected environment where every individual feels supported and valued as one of our family.

**Relation to Brand Position:** This trait positions Med Results as a caring and empathetic partner in the aesthetic journey, fostering a deep sense of trust and connection with practitioners and clients, and emphasizing our dedication to meeting their needs and achieving the results they desire as part of our family.

## Insightful

Being insightful means deeply understanding the industry, trends, and customer needs. It reflects our brand's ability to provide valuable knowledge gained from three decades of experience while maintaining constant contact with our community. This enables us to offer innovative solutions that empower practitioners and inform clients.

**Relation to Brand Position:** This establishes Med Results as a knowledgeable and experienced leader in aesthetics. By sharing our expertise and maintaining an open line of communication, we build trust and credibility, positioning ourselves as thought leaders and the go-to resource for information and support in the industry.



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## Transparent

Transparency means being open, honest, and clear in communication. A transparent brand provides all necessary information and builds trust through honesty and education.

**Relation to Brand Position:** Transparency strengthens Med-Results' reputation as a trustworthy and reliable partner, ensuring customers feel confident and informed about our products and services.

## Inspiring

Being inspiring involves motivating and uplifting others. An inspiring brand encourages customers to achieve their best and believe in their potential.

**Relation to Brand Position:** This trait positions Med-Results as a leader in innovation and excellence, empowering practitioners and clients to embrace natural beauty and achieve outstanding results.

# Key Value Propositions



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VALUE PROPOSITIONS



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## Empowerment Through Innovation

We empower practitioners with evidence-based technologies and products that deliver desired results. Our treatment protocols and aftercare solutions restore, revitalize, and rejuvenate targeted conditions and tissues safely and effectively. We are dedicated to providing the most innovative solutions in the aesthetics industry, ensuring you achieve inspiring outcomes for your clients.

## Excellence in Aesthetics and Wellness

We specialize in groundbreaking treatments and solutions that deliver exceptional results without surgery and with minimal downtime. Our revitalizing care helps enhance health and beauty, restoring a youthful appearance while celebrating natural features in just a few sessions. We help practitioners achieve excellence in aesthetic and wellness care and deliver outstanding results for their clients from the very first session.

## Immersive Care

We offer an immersive experience that transform your clients' journeys. Our line of treatments and solutions is designed to work harmoniously with the body for transformative results. Our solutions and protocols provide a complete ecosystem, from pretreatment and training to methods and post-care, consistently delivering outstanding outcomes.



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## Safety and Efficacy

At Med Results, safety and efficacy are our top priorities, even before results. Backed by rigorous clinical studies, our products meet the highest standards of safety and effectiveness. Trust Med Results to provide treatments and solutions that enable you to deliver exceptional revitalizing care with confidence.

## Supportive Community

Successful outcomes require more than advanced treatments. Our vibrant community offers extensive training, connections, and resources to equip you with the necessary knowledge and skills. From peer-to-peer connections, webinars, and personal training to summits and more, we ensure you achieve the best results for your clients and business as part of the Med Results family.

# Our Voice & Tone



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VOICE & TONE



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## Friendly

Friendliness embodies warmth, approachability, and genuine care. Med-Results creates a welcoming atmosphere where practitioners and clients feel valued and supported. Our interactions are characterized by a personable and helpful demeanor.

### **In Communications:**

Our messaging is warm, personable, and approachable. We use conversational language that makes our customers feel welcome and appreciated. We aim to build strong, friendly relationships through every interaction.

## Encouraging

Encouragement is about inspiring confidence and offering unwavering support. At Med-Results, we empower our partners with comprehensive training, resources, and ongoing assistance, fostering an environment where they can thrive and succeed.

### **In Communications:**

Our tone is supportive and motivating, offering reassurance and positivity. We celebrate achievements and provide guidance to help our customers feel confident and capable.



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## Honest

Honesty is the bedrock of trust. For Med Results, this means clear and transparent communication about the effectiveness and safety of our technologies, treatment outcomes, and the support we offer. We ensure our customers have realistic expectations by being upfront about what our solutions can achieve.

### **In Communications:**

Our messaging is straightforward and factual, providing clear information and setting realistic expectations. We avoid exaggeration and ensure all claims are backed by data and evidence. This builds trust and reliability in our brand.

## Uplifting

Uplifting means promoting positivity, confidence, and well-being. Med-Results focuses on enhancing natural beauty and fostering a healthy, joyful life experience to help clients feel their best, all without altering their unique identity. Our solutions are designed to boost self-esteem and celebrate individuality.

### **In Communications:**

Our tone is positive and affirming, focusing on the benefits of our treatments and the joy of feeling confident in one's skin. We use encouraging language that highlights the transformation and empowerment our solutions provide.



# Brand Platform – Summary

<b>Mission</b>	Revolutionary Care for Renewed Vitality				
<b>Vision</b>	Leading the Future of Revitalizing Care				
<b>Position</b>	Innovation and Support for Exceptional Results				
<b>Slogan</b>	Timeless Vitality. Empowered Beauty.				
<b>Value Props</b>	Empowerment Through Innovation	Excellence in Aesthetics and Wellness	Immersive Care	Safety & Efficacy	Supportive Community
<b>Personality</b>	Inclusive	Insightful	Transparent	Inspiring	
<b>Voice &amp; Tone</b>	Friendly	Encouraging	Honest	Uplifting	



# Key Narratives For Marketing

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KEY NARRATIVES



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# Leading the Way in Revitalizing Care

Founded in 2015, Med Results emerged from a passion for innovation and excellence in aesthetic and wellness medicine. With over 25 years of experience in medical technologies, our founder envisioned a company that would revolutionize the industry with treatments and solutions delivering results that rejuvenate their timeless radiance, supported by ongoing assistance. Today, Med Results stands as a beacon of trust, innovation, and community in the regenerative health field, committed to helping practitioners and their clients achieve their best selves.

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# Key Narratives

## Natural Revitalization, Lasting Results

Empower your clients with lasting results through natural revitalization with Med Results' care solutions. Our innovative protocols work on a cellular level, eliminating the need for aggressive treatments. Whether it's rejuvenating skin, regaining body contours, or restoring sexual health, our treatments enhance the natural beauty and vitality clients already possess, helping them look and feel their best naturally, without invasive surgery.

## Provide Care with Confidence

Trust Med Results' clinically proven solutions for safe and effective results. Our rigorously tested treatments ensure you can confidently offer the best aesthetic care to your clients. We provide reliable and excellent care with top-tier treatments and aftercare solutions designed to accelerate, emphasize, and maintain results.

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# Key Narratives

## Support at Every Stage

From training to aftercare, Med Results is with you every step of the way. Our dedicated sales team, marketing support, and Age Reversal Academy provide the resources and support you need for a successful practice at every stage of your journey.

## Join Our Community

Join the warm and supportive network at Med Results. Gain knowledge, insights, and skills in a community dedicated to excellence in aesthetic care, where your success is our shared goal.

# Calls-To-Action

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# Calls-To-Action

**Request a Demo** - Experience the transformative power of Med Results treatments and solutions firsthand. See how our innovative protocols can elevate your practice. ([Clients](#))

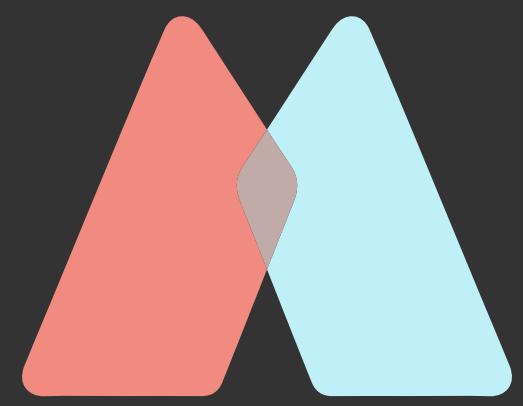
**Schedule a Consultation** - Discover how Med Results can benefit your practice. Let's discuss tailored solutions to enhance your service offerings and how best to get started. ([New Customer](#))

**Buy Now** - Invest in cutting-edge plasma technology today. Elevate your treatments and offer your clients the best in non-invasive aesthetics. ([New Customer](#))

**Learn More** - Access detailed information about our treatments and technology. Explore the benefits and features that set Med Results apart. ([Treatments & Solutions](#))

**Get In Touch** - Connect with our experts to explore the possibilities. We're here to answer your questions and guide you to the right solutions. ([Clients & New Customer](#))

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