

Clinic success digital toolkit

Beauty isn't created. It's revealed.

JULÄINE™'s playbook for practice & digital growth

NORDBERG
medical UNIQUE
SCIENCE

● Designed to regenerate

JULÄINE™
Of Sweden

Elevate your clinic with JULÄINE™

- Welcome to the JULÄINE™ playbook for practice and digital growth. Inside this playbook, you'll find everything you need for seamless, professional digital execution to support in driving patients to your clinic.

What's inside?

Campaign Material High-quality images and pre-designed social media designs ready to be adapted and posted.

Website Content Professionally written, SEO-friendly texts ready to paste directly onto your site.

Operational Tools Essential documents, including patient consent forms and detailed photo guidance, to streamline your process.

Simplify your marketing. Maximize your reach. Let's get started!



- 1 Website content for clinics
- 2 Call to actions for your website
- 3 Social media
- 4 Campaigns & templates
- 5 Paid social media
- 6 Creating before & after photos in your clinic
- 7 In-clinic photography and filming for aesthetic practitioners

Website content for clinics

- Access pre-written website content and frequently asked questions designed to instantly meet your patients' information needs. Deploy these ready-to-use assets directly on your website's product portfolio pages.

JULÄINE™ FAQs to add on your website

● What is JULÄINE™ ?

JULÄINE™ is a new, scientifically validated injectable that is designed to regenerate. It is delivering long-lasting, natural-looking results that feel authentic and real. No rushing, no overdoing, but confidently trusting nature and time. By activating fibroblast cells to regenerate healthy collagen in a low-inflammatory way, JULÄINE™ progressively smoothens wrinkles and tightens the skin.

● How long do the cosmetic results of a JULÄINE™ treatment last?

After a JULÄINE injection, physical signals are provided to your body to produce healthy natural collagen for 12 months and longer. After a few weeks after injection, a feeling of skin tightening appears in many patients. After 2 to 3 months the first cosmetic outcomes become visible, improving gradually over the course of 12 months and lasting over 1 year in many patients.

● What is the treatment plan of JULÄINE™?

The treatment plan consists of maximum of 3 sessions of treatment, 2-4 weeks apart. Your aesthetic professional will be the one responsible for designing your treatment plan.

● What is the expected time for results?

Soon after treatment, your skin will improve in overall quality and glow. Cosmetic results appear progressively between 2 and 4 months after the treatment for the majority of patients.

● Does a JULÄINE treatment come with the risk of side effects?

Possible side effects are related to the injection site including redness, short-term pain and short-term bleeding at the site of needle tip penetration during injection, which are generally relieved within a few days. In case of side effect, please contact your health care provider without delay.

● In which areas of the face can JULÄINE be injected?

JULÄINE is intended for the correction of mild to severe nasolabial folds. Your cosmetic health care practitioner will advise you about your personal treatment plan.

● How does the JULÄINE™ treatment work?

JULÄINE™ activates your collagen natural renewal. Your healthcare practitioner analyses your face and marks the treatment together with you. Your health care practitioner prepares the JULÄINE™ injectable solution for injection into your skin. The JULÄINE™ solution is injected through a fine needle into the deeper layers of your skin. Once injected JULÄINE™ delivers physical signals to the body to regenerate your collagen in a low-inflammatory way. The JULÄINE™ microspheres are degraded and naturally absorbed by the body leaving behind a healthy structure of new collagen. Through gradual and balanced collagen renewal, JULÄINE™ smoothens your wrinkles and tightens your skin.

Call to actions for your website

- A call to action is a short, compelling phrase—often a button or a hyperlinked text—that motivates a user to perform a specific, desirable action. Feature short, engaging descriptions of JULÄINE™ on your website that guide patients to book their consultation with you.



Call to actions for your website

JULÄINE™ CTAs

1. Discover JULÄINE™, the latest lactic acid-based collagen renewal treatment. Reserve your JULÄINE™ appointment now.
2. Reawaken your skin's natural collagen regeneration with JULÄINE™. Book your consultation with us now.
3. Ready to experience natural collagen regeneration? Start your JULÄINE™ journey today. Book an appointment with us.
4. Discover the JULÄINE™ formula: A new, unique Lactic Acid based skin bio-activator designed to regenerate, not fill. Book an appointment with us.
5. Rediscover your skin's natural beauty with JULÄINE™. Creating the right circumstances by bridging the power of nature with modern science, JULÄINE™ delivers long-lasting, natural-looking results that feel authentic and real. Because the most powerful kind of beauty isn't created. It's revealed. Reserve your appointment now.

6. JULÄINE™ naturally smoothens wrinkles and tightens the skin. Book your consultation today.
7. The JULÄINE™ formula: A new and unique Lactic Acid based collagen renewal therapy. Gently, gradually and with intention. For beauty that was already yours. Contact us to learn more.
8. Schedule your first JULÄINE™ session and enjoy long-lasting collagen regeneration. Our treatments fit seamlessly into your routine. Because the most powerful kind of beauty isn't created. It's revealed.
9. JULÄINE™ is a new, scientifically validated skin injectable that is designed to regenerate. Contact us to discover what JULÄINE™ can do for you.
10. Discover JULÄINE™, a skin bio-activator designed to renew your collagen in a natural way –book your session now.

Snippets to communicate JULÄINE on your website

● Snippets are pre-written, reusable pieces of text that help us communicate quickly. These short, standardized text blocks help you deliver precise and consistent information. They can be used anywhere on your website: from home to product pages, to footer notes.

1. JULÄINE™ is a new lactic acid-based skin bio-activator designed to regenerate.
2. The JULÄINE™ formula: A new, unique Lactic Acid based skin bio-activator designed to regenerate, not fill.
3. JULÄINE™ was created to re-activate the natural collagen production, smoothing wrinkles and tightening the skin.
4. JULÄINE™ is a new solution in the field of regenerative aesthetics injectables.
5. JULÄINE™ activates your skin's natural collagen renewal.
6. Ready to experience natural collagen regeneration? Try JULÄINE™, the newest skin bio-activator that smoothens your wrinkles and tightens your skin. JULÄINE™ 's delivers long-lasting, natural-looking results feel authentic and real. Book an appointment with us to learn more.
7. The JULÄINE™ formula: a new and unique Lactic Acid based collagen renewal therapy. Gently, gradually and with intention.

Social Media

● In the next section, we will start by sharing the best tips and tricks to help you make the most of social media content.

Then, you will find ready-to-use assets that you can also adapt to match your own brand's look and feel. After that, we will go through the different campaigns available, followed by guidance on paid media strategies.

Finally, we will wrap up with before-and-after examples and photography tips to help you create high-impact content.



● What are the different types of social media posts?

Static posts are single images with captions great for updates, tips, or product highlights.
Carousels let you share multiple images in one post, ideal for tutorials or before-and-afters.
Reels are short videos that grab attention—perfect for results, behind-the-scenes, or trends.
Stories are 24-hour posts for casual, daily updates like tips, polls, or quick news.

● How often should you post on social media?

Facebook - 2–3 times per week;
Instagram - 3–5 times per week, with stories posted daily if possible.
It is better to post consistently on one or two channels than to spread yourself too thin across many. Choose what you can manage well—quality and regularity are key to building trust and engagement.

● What to post?

Here are some ideas: treatment results, before-and-afters, patient testimonials, educational content (eg. PLLA, regeneration), inspirational and curated beauty & wellness images, and occasional booking reminders for available treatment slots.

● Why should you share or repost content from others on social media?

Sharing and reposting on social media helps increase your reach and build community by showcasing real experiences and content from others. It adds variety to your feed and shows that you value your audience's voice. Plus, it is a great way to keep your content fresh and engaging without creating everything from scratch.

● Why use hashtags?

Hashtags can be used to help viewers understand the context and increase your content's visibility by making it discoverable to people beyond your current followers.

● What are the suggested brand hashtags?

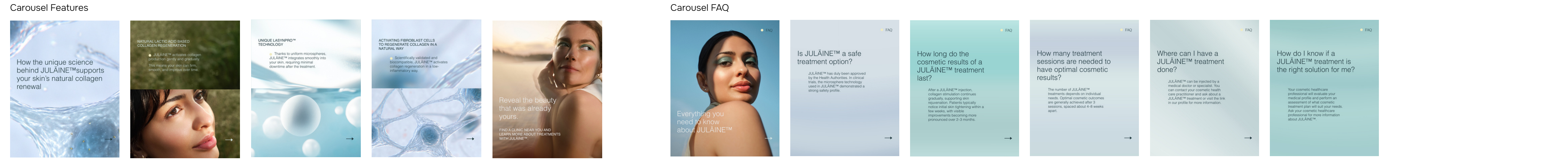
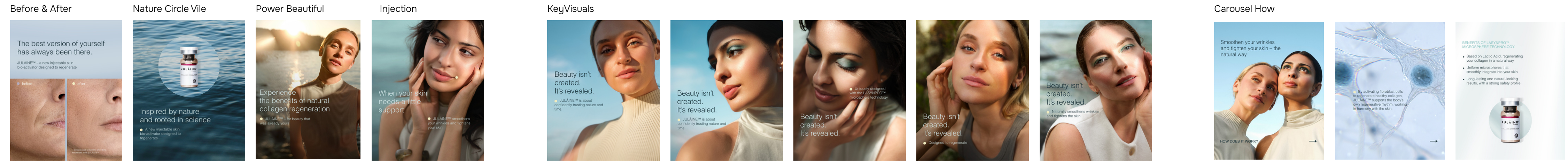
#skinbioactivator #regenerativeaesthetics #aestheticmedicine #designedtoregenerate
#julaine #collagen #collagenboost #youthfulskin #collagenregeneration #skinrenewal
#skinrejuvenation #naturalrejuvenation #lacticacid #skinquality #skinhealth #naturalresults

● What are handles and why should you use them?

An Instagram handle is the username used to identify yourself on Instagram. An example is @julaineofsweden.

By mentioning collaborators, clients, or friends in your posts, using their handles, you will encourage engagement from them.

Social media assets



● check copy ● click every image to check and adapt the design file

Campaigns & templates

- A campaign is a coordinated marketing effort that uses one or more platforms to achieve specific goals, such as increasing awareness, promoting services, or driving engagement—through planned content, visuals, and timing.

In this section you will find three ready-to-use campaigns that you can use as they are or adapt to match the visuals of your clinic.

Each campaign consists of a pre-written promotional email, landing page templates, and 2–3 pre-designed social media posts.



CAMPAIGN 1

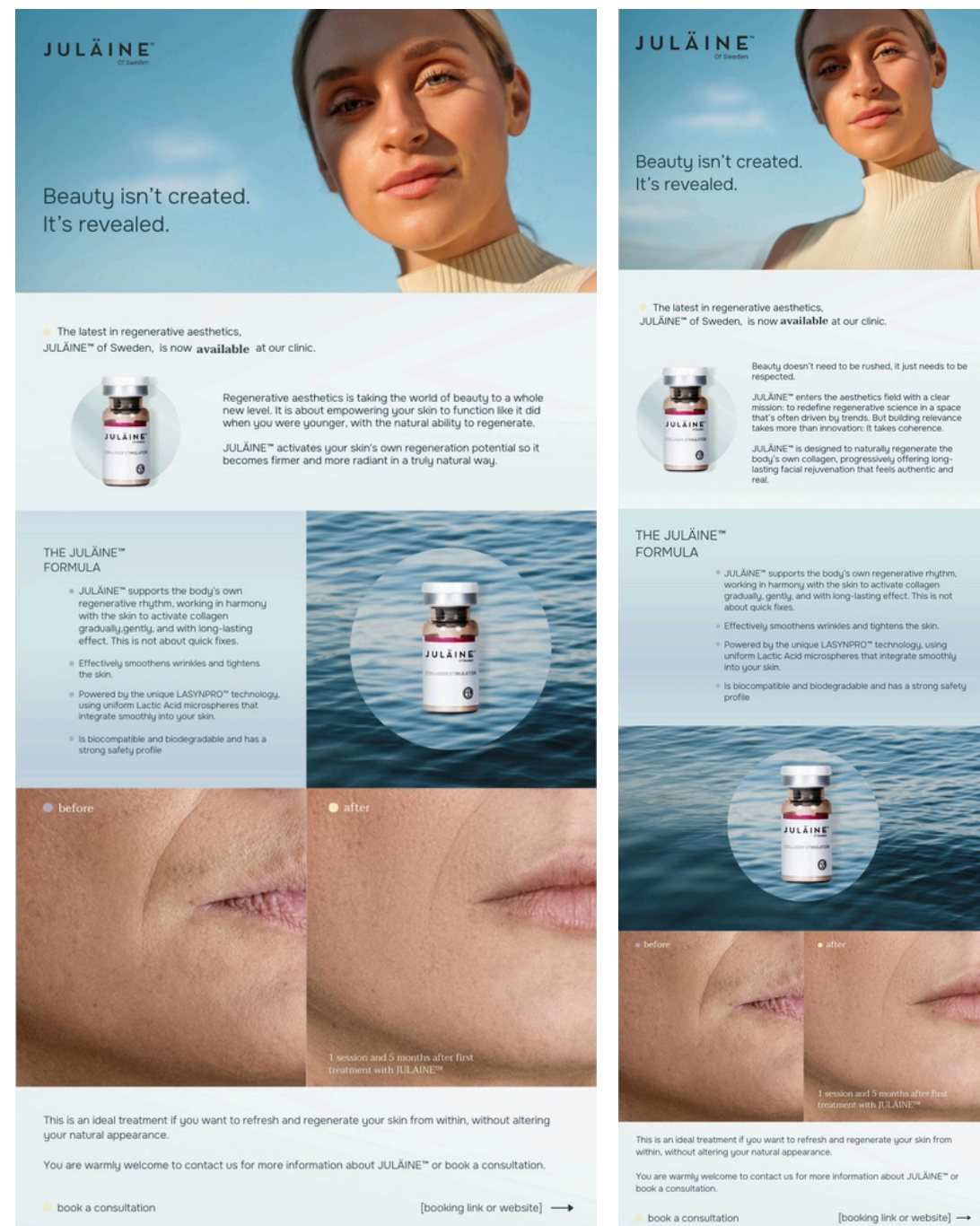
Introducing JULÄINE™

This launch campaign is intended to help you start your JULÄINE™ treatments with a bang.

● click every image to check and adapt the design file

EMAIL

● Subject, Image, Headline, Body copy, CTA

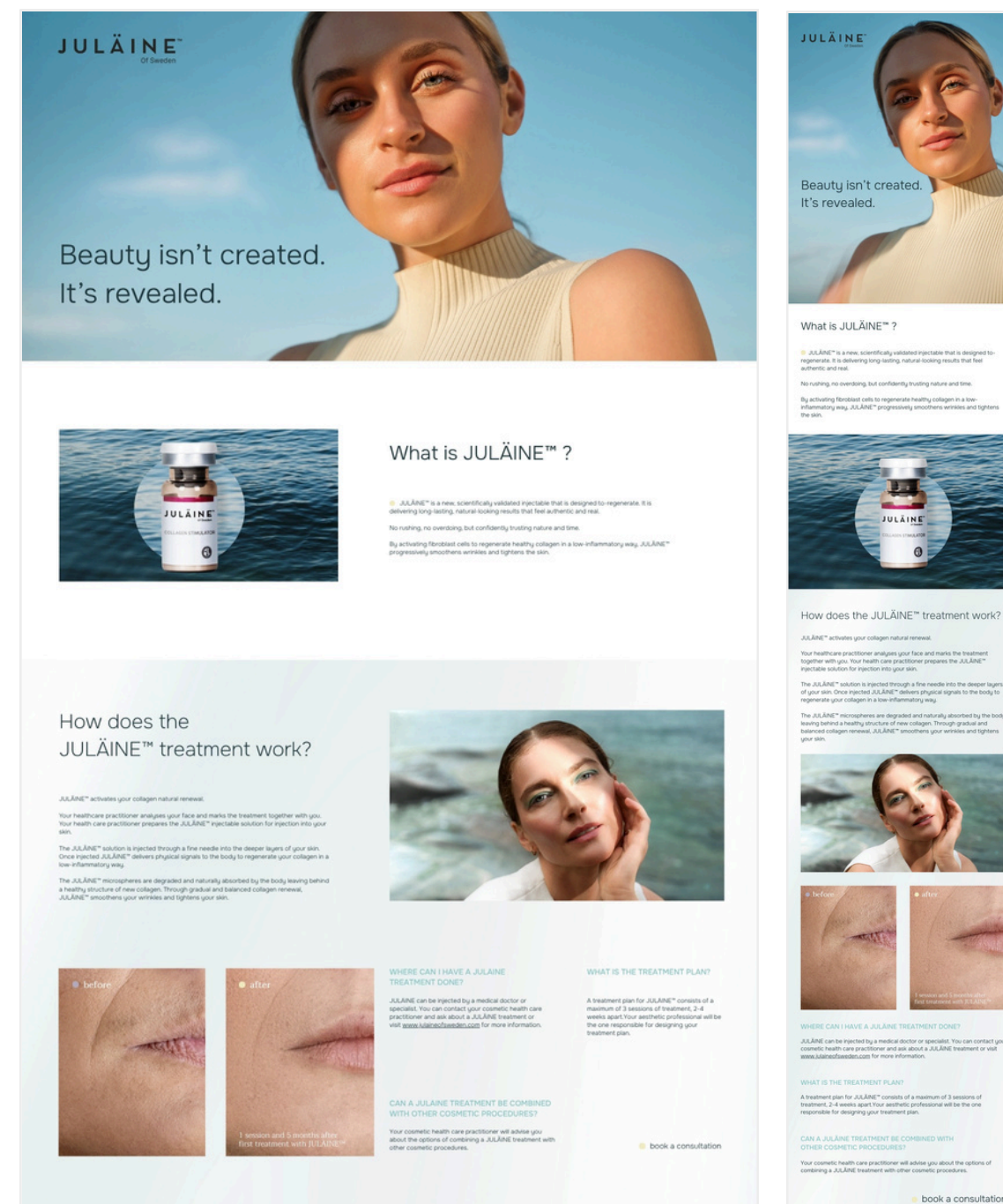


Desktop

Mobile

LANDING PAGE

● Image, Headline, Body copy, CTA

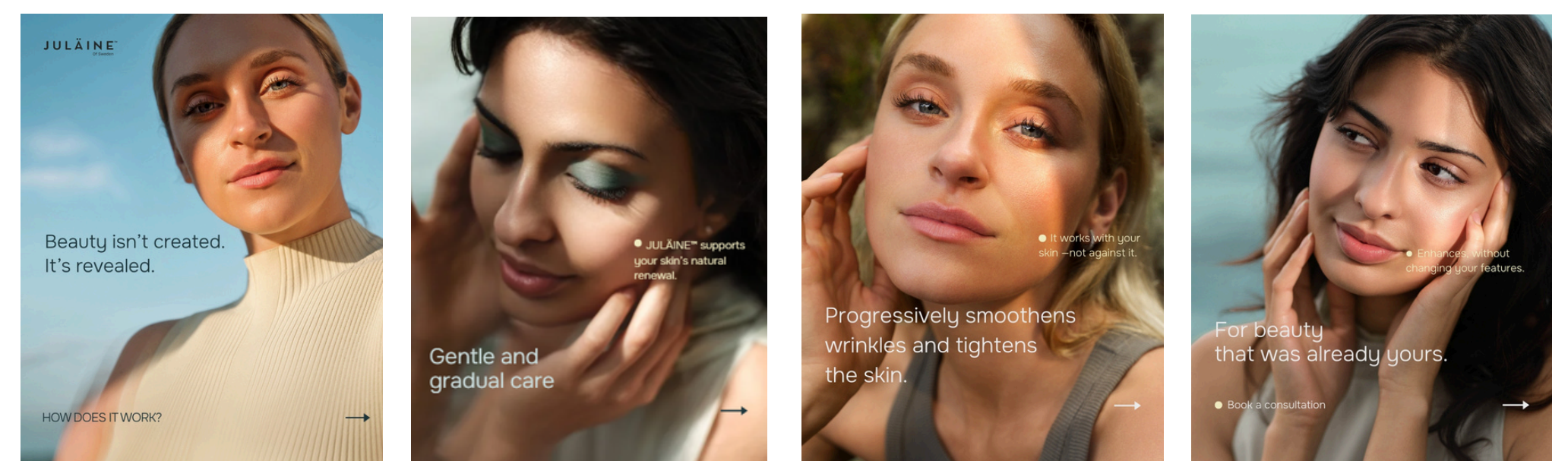


Desktop

Mobile

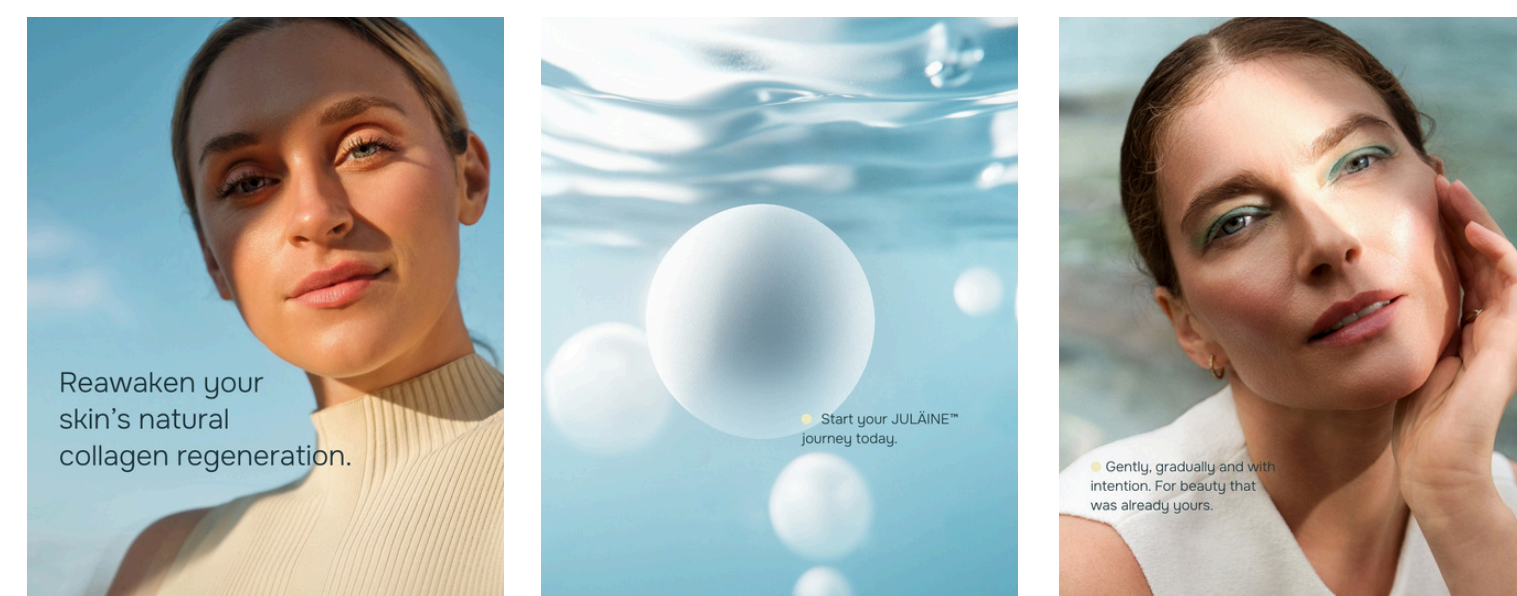
ORGANIC SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



PAID SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



CAMPAIGN 2

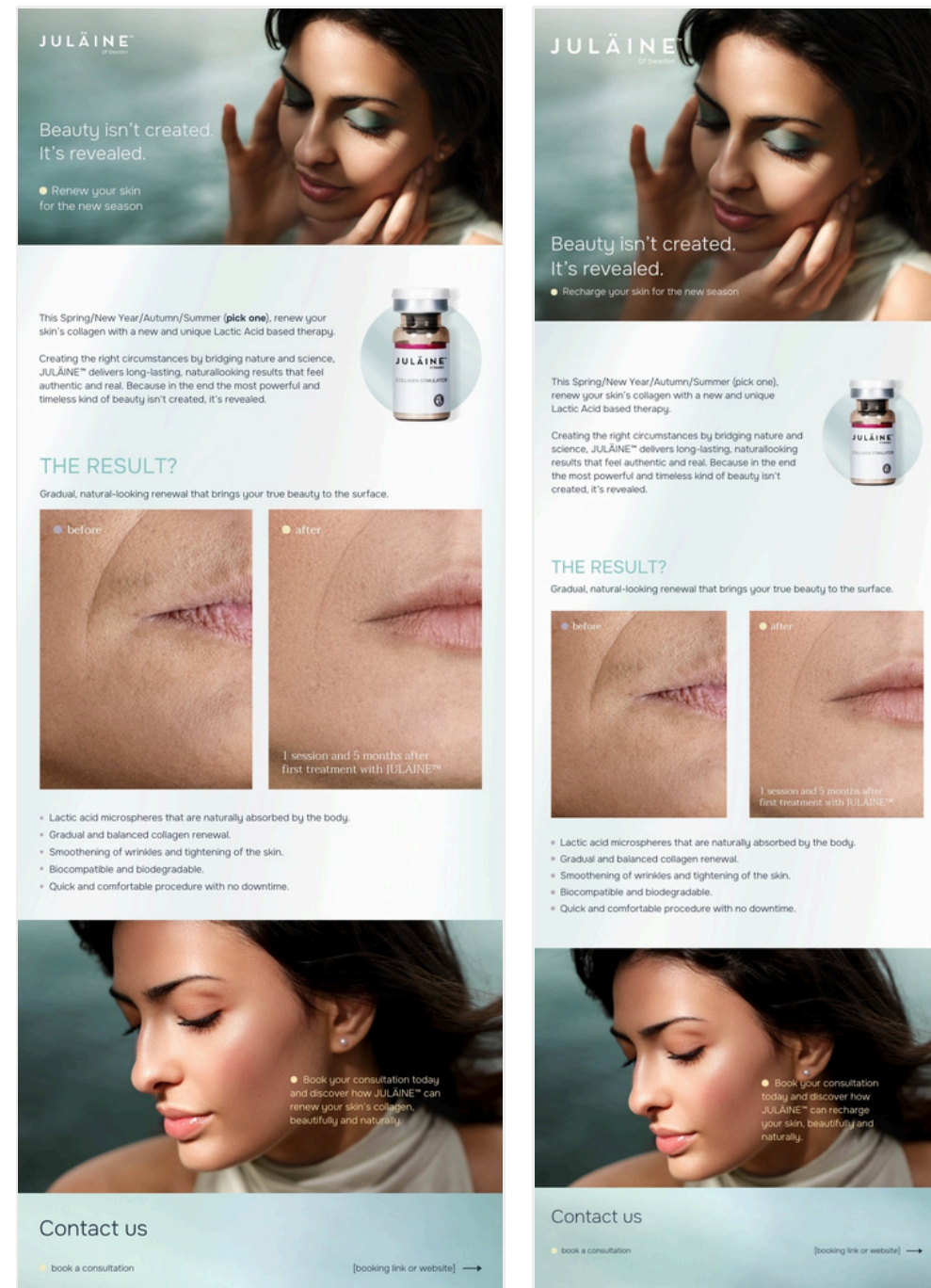
Seasonal campaigns

This seasonal campaign is easily adaptable for the different seasons and festivities over the year.

● click every image to check and adapt the design file

EMAIL

● Subject, Image, Headline, Body copy, CTA

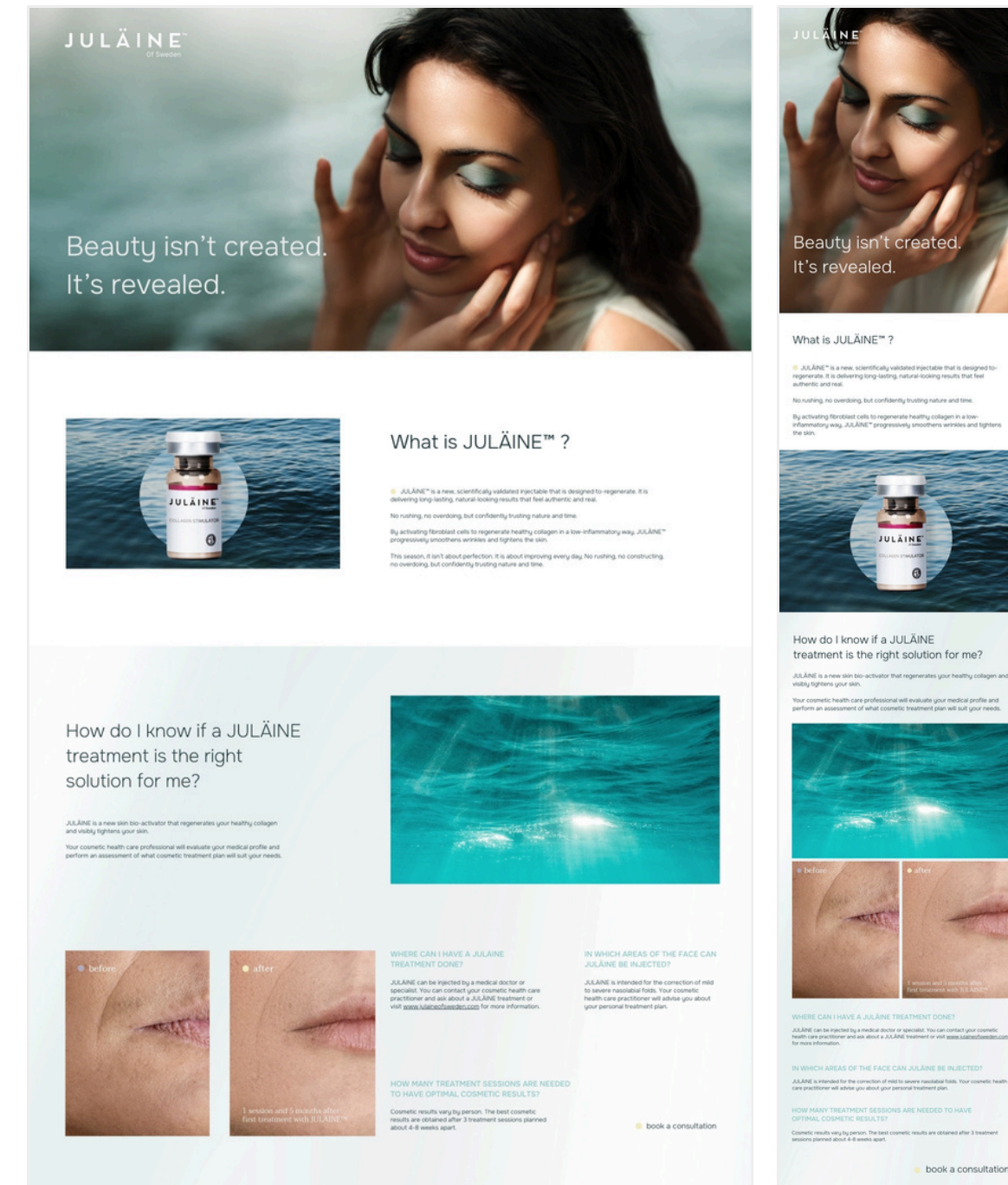


Desktop

Mobile

LANDING PAGE

● Image, Headline, Body copy, CTA

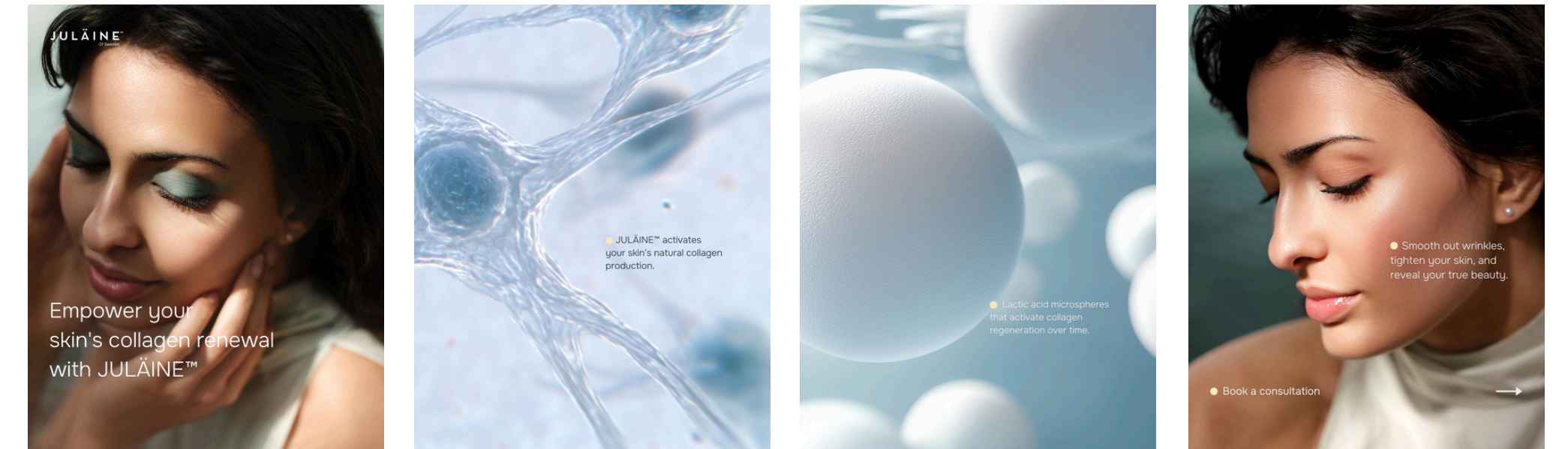


Desktop

Mobile

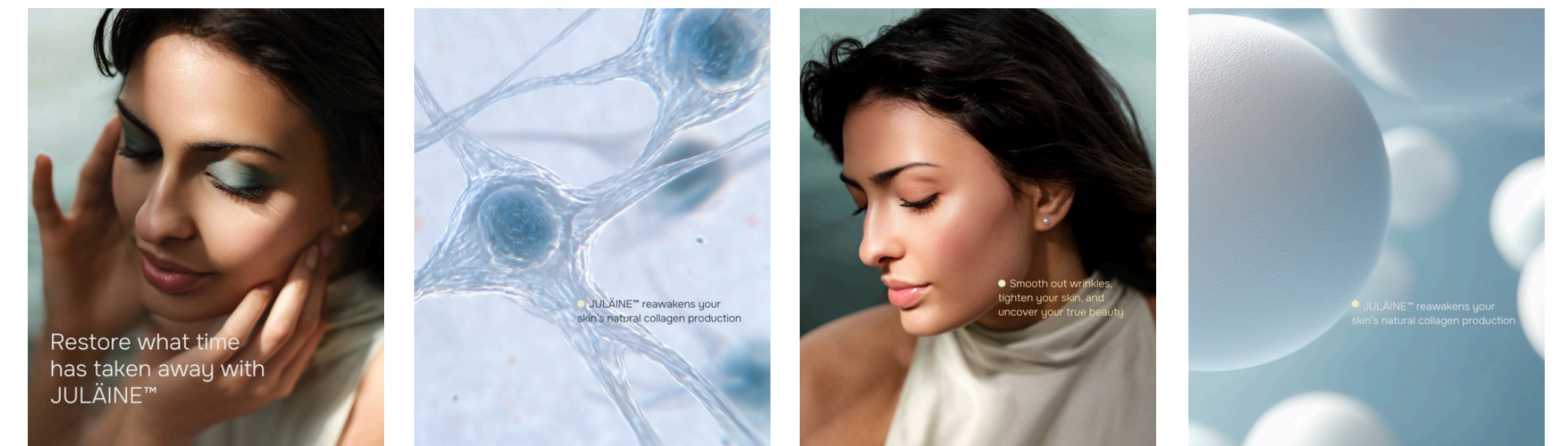
ORGANIC SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



PAID SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



CAMPAIGN 3

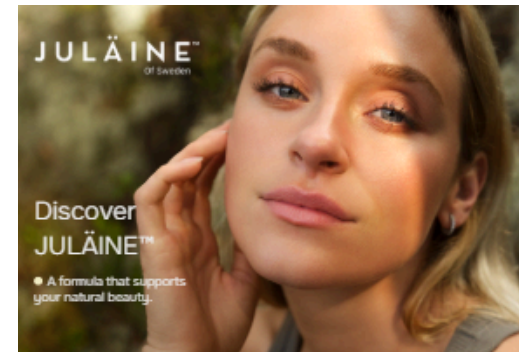
Book a consultation

A booking campaign helps you convert followers on social media to customers.

● click every image to check and adapt the design file

EMAIL

● Subject, Image, Headline, Body copy, CTA



BOOK YOUR CONSULTATION TODAY

JULÄINE™ is designed to naturally regenerate the body's own collagen, progressively offering long-lasting facial rejuvenation that feels authentic and real.

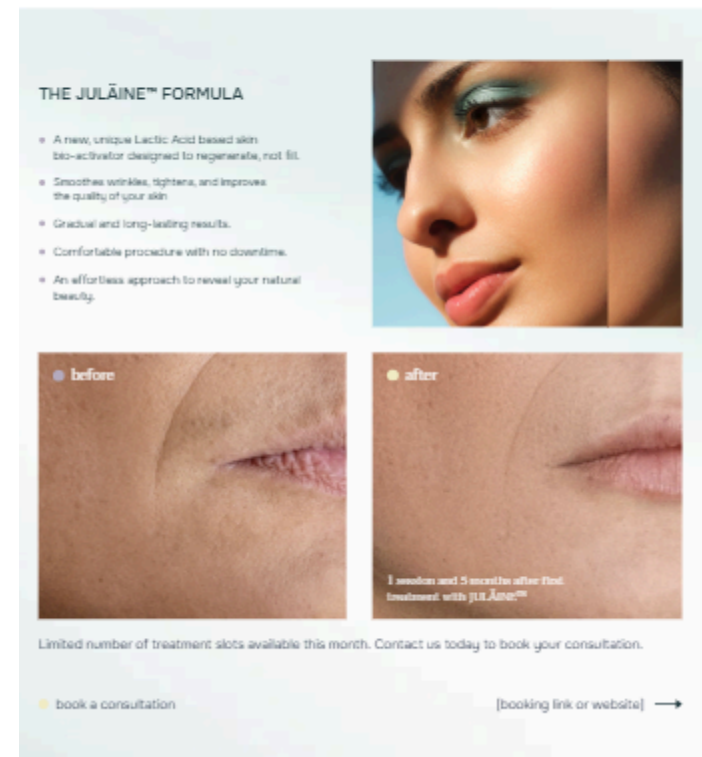
We have opened up new appointment slots for those ready to experience beauty that is rooted in Nordic science and are ready to rediscover their natural beauty.



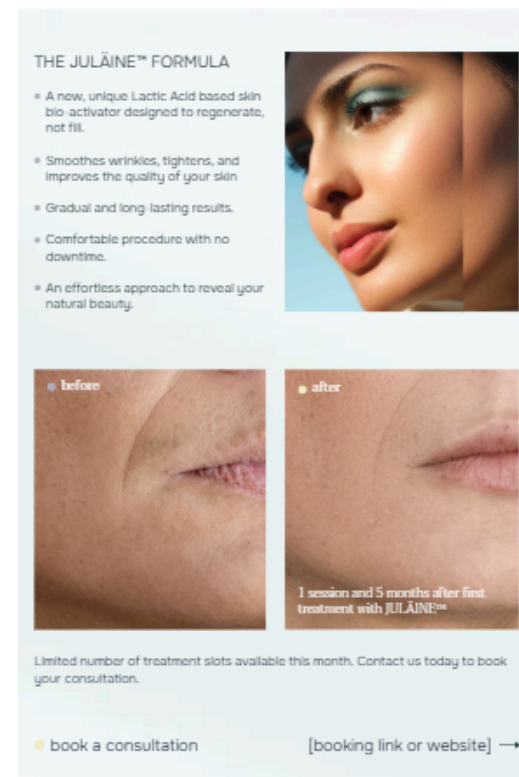
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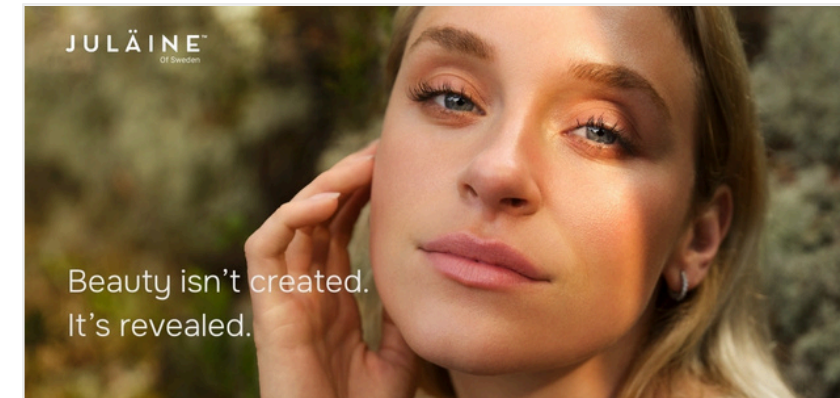
Desktop



Mobile

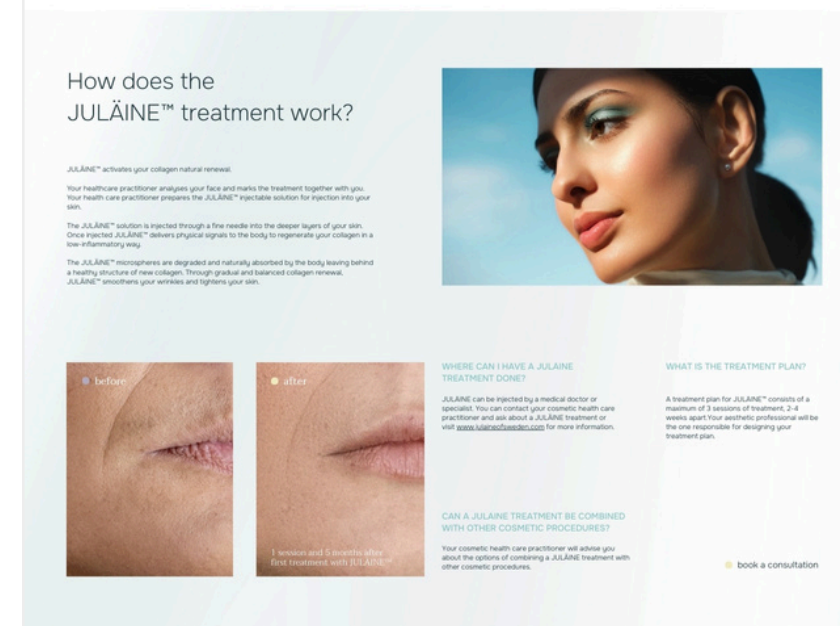
LANDING PAGE

● Image, Headline, Body copy, CTA

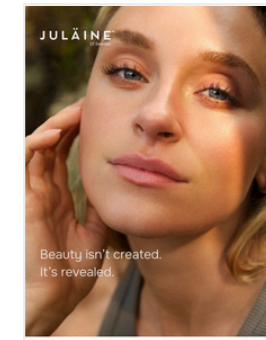


What is JULÄINE™?

JULÄINE™ is a new, scientifically advanced substance that is designed to regenerate, to activate and to stimulate the body's own collagen production. It is a natural, non-invasive, and non-surgical treatment that is rooted in Nordic science and is ready to rediscover their natural beauty.



Desktop



What is JULÄINE™?

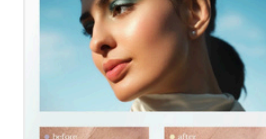
JULÄINE™ is a new, scientifically advanced substance that is designed to regenerate, to activate and to stimulate the body's own collagen production. It is a natural, non-invasive, and non-surgical treatment that is rooted in Nordic science and is ready to rediscover their natural beauty.



How does the JULÄINE™ treatment work?

JULÄINE™ activates your collagen natural release. Your healthcare professional analyzes your face and administers the treatment together with you. Your healthcare professional provides the JULÄINE™ formula for injection into your skin.

The JULÄINE™ formula is injected through a fine needle into the deeper layers of your skin. This activates JULÄINE™'s natural collagen production, leading to a new, natural, and long-lasting beauty.

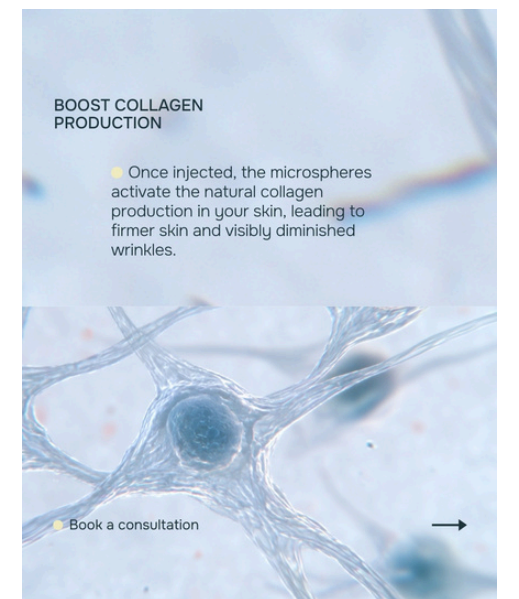
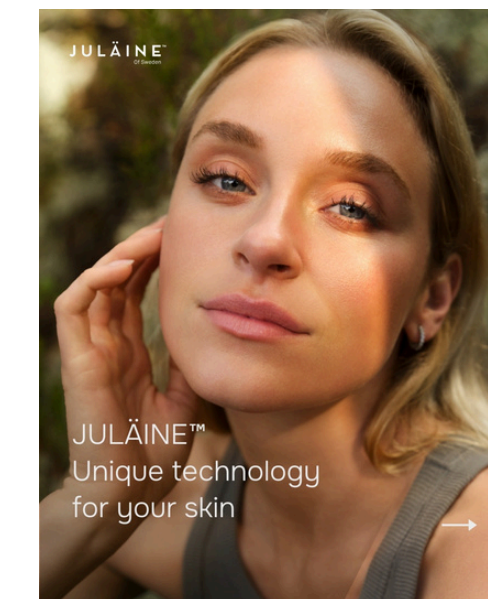


book a consultation

Mobile

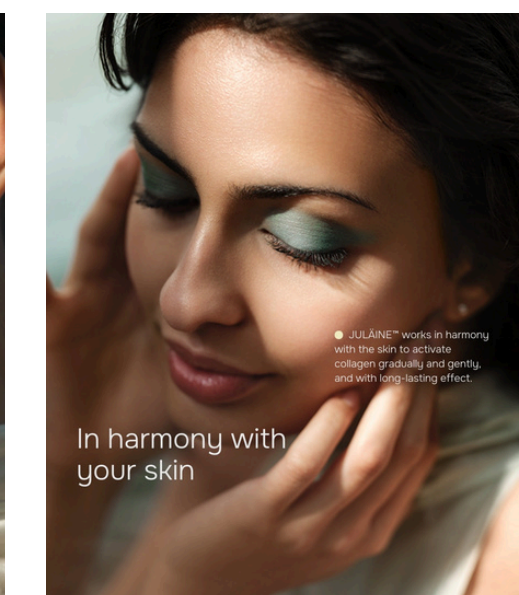
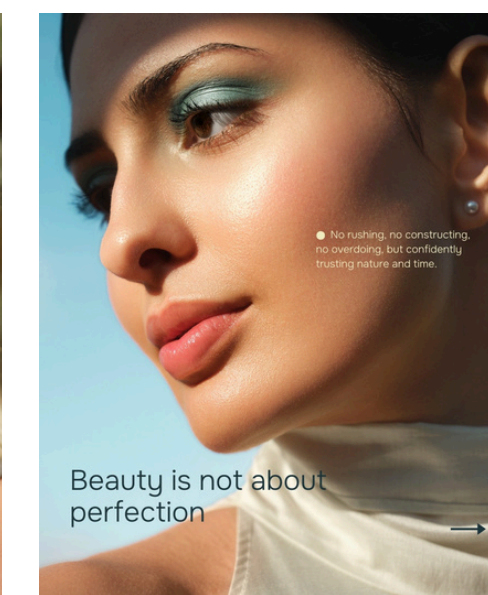
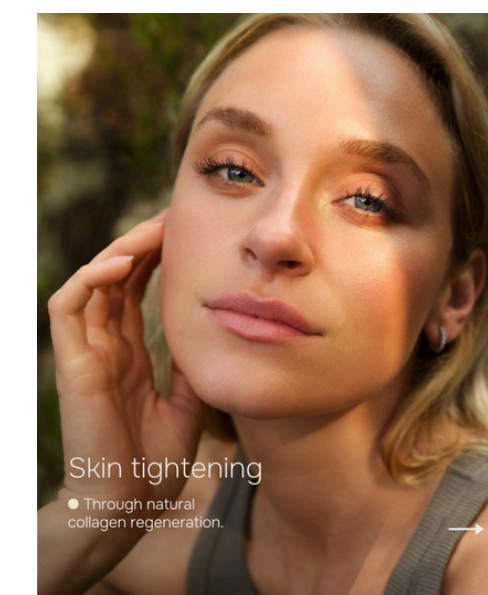
ORGANIC SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



PAID SOCIAL/INSTA

● Image, Copy, CTA Book a consultation



Guidelines for exporting assets from Canva

● Font types

Select one font family for all digital channels.
Primary font Onest (sans-serif)
Secondary font Tavrira (serif)
Choose based on language compatibility and brand guidelines.

● Social media assets

- Export files in **JPG format** for optimal compatibility
- Set image quality to **100** to ensure high resolution

● landing pages

- Pages may be built using **images only** or **image + text**, based on available resources
- **Segment large images** into smaller sections to improve loading speed
- Ensure **mobile accessibility**

● General design standards

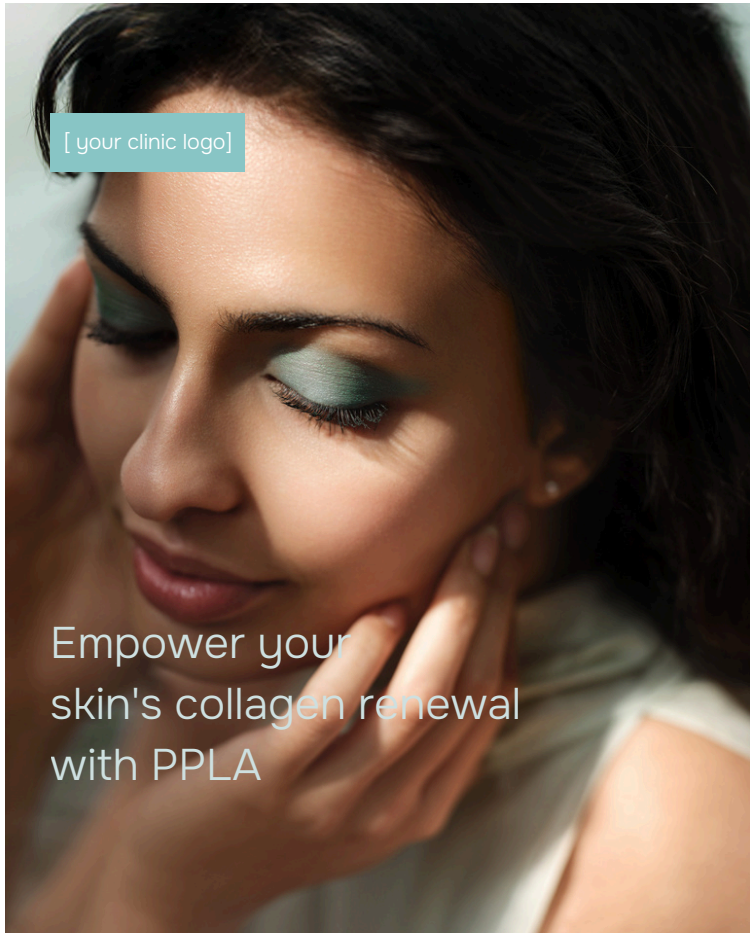
All templates are pre-configured with consistent **padding, margins, and font sizes**.

● Email templates

- Verify **1x** image quality; upgrade to **2x** if resolution is insufficient
- **Segment large images** into smaller sections to improve loading speed
- Ensure **CTA** areas are individually clickable by slicing images accordingly
- Use **text embedded in images** to maintain brand consistency where custom fonts are unsupported
- Ensure **mobile accessibility**

● For markets where brand names are not allowed

Adapt branded assets to comply with local regulations while preserving visual integrity.



Replacing the JULÄINE™ logo with your clinic's official logo.
Substituting sensitive keywords with terminology related to biomaterials or other compliant alternatives.
Removing or modifying brand-specific elements that are restricted in your market, while maintaining overall design consistency.

Additional resources

- [download Onest font](#)
- [download Taviraj font](#)
- [download JULÄINE™ logos](#)



Paid social media

- Paid social media is a highly effective way for expanding your brand's visibility. This targeting ability allows you to accurately select the specific audiences you want to reach, based on interests, locations, and demographics.

The next section provides a top-level overview of how to build a paid strategy that drives client conversion.



Two types of paid social media

BOOSTED POSTS

Boosted or sponsored posts are regular posts that you pay to promote, making them visible to a larger or targeted audience.

PAID ADS

With this type of paid post, you add a **Book Now** button that lets your lead schedule an appointment directly from your Facebook or Instagram ad. When someone taps it, they are taken to your booking system via an external link (Meta have ready-made integrations for the main booking systems).

Creating paid ads on Meta is rather straightforward—just follow the platform’s step-by-step guidance.





3 ways to target audiences through paid social

● Audience



● 01 Connect Audience

Building a new audience with the aim of bringing target audience into the clinic

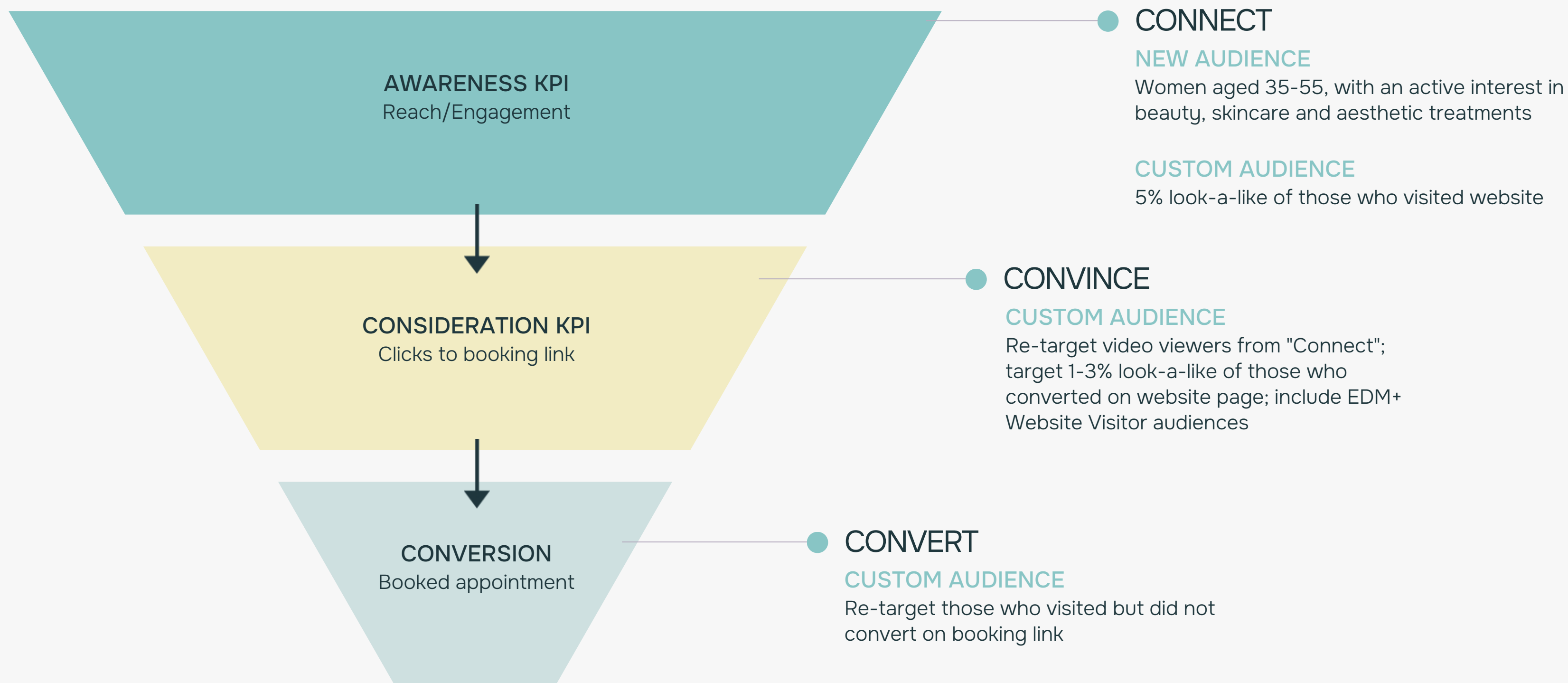
● 02 Convince Audience

Building custom audiences with the aim of driving consideration among those already "warm" to the clinic

● 03 Convert Audience

Retargeting "warm" audiences who are yet to convert with the aim of driving conversion into clinic brand

Audience focus aligned to paid social funnel



Creating before & after photos in your clinic

- Before-and-after photos showcase treatment results, build trust, educate, and boost your brand—compliantly.



Creating before & after photos in your clinic

01 Plan

Setting the foundation

GET CONSENT – ALWAYS

Use a clear, signed consent form for photography and usage in marketing (social media, web, print).

Patients must understand where and how their photos will appear.

CHOOSE THE RIGHT CANDIDATE

Comfortable with being visible online.

Undergoing treatments with visible yet natural results.

Willing to follow up for after photos.

TIMING IS KEY

Determine when the “after” photo will be taken (e.g., 8–12 weeks post-treatment).

Schedule follow-ups to capture the full transformation.

02 Capture

Creating consistent, high-quality photos

USE THE SAME SETUP EVERY TIME

Lighting: Consistent, neutral lighting. Avoid shadows and daylight.

Background: Plain, neutral background (white/grey/blue).

Camera: Use the same device, settings, and distance.

Framing: Same angle and facial features.

Patient position: Seated or standing, neutral face.

TAKE MULTIPLE ANGLES

Front-facing, ¾ view (both sides), and profile.

BE MINDFUL OF AESTHETIC DETAIL

Hair tied back, no makeup. Prioritize consistency.

03 Document

Keep accurate records

TREATMENT DETAILS

Record treatment date, treatment session (1-3) and area treated.

FILE MANAGEMENT

Label and store securely. Include treatment dates.

Creating before & after photos in your clinic

04 Publish

Sharing on social media & online channels

FOLLOW COMPLIANCE AND PLATFORM GUIDELINES

Avoid exaggerated claims or promises.
Do not imply guaranteed results.
Avoid before & afters in paid social ads unless allowed.

ADD EDUCATIONAL VALUE

Example: "12 weeks post treatment with JULÄINE™"
Share practitioner goals and patient insights.

RESPECT PRIVACY & TONE

Blur or crop identifiable features if needed.
Focus on natural rejuvenation, not transformation.
Maintain a professional and empowering tone.

05 Bonus Tips

- Create a branded photo template for consistency.
- Use Instagram Highlights and Stories to share journeys.
- Combine before & afters with short testimonials.
- Track engagement and performance.



Patient before & after content consent form template

Patients must provide a written consent to having their images or testimonials used.

Patient consent form insert your logo
Before & after photography

DISCLAIMER: To ensure complete legal compliance within your specific local jurisdiction, the responsibility for validating all documentation according to local applicable laws and regulations must be handled by the clinic itself.

Clinic name: _____
Practitioner name: _____
Patient name: _____
Date of treatment: _____

Consent for photography
I, the undersigned, hereby give my consent to have photographs and/or video recordings taken of me for the purposes outlined below. I understand that these materials may include before, during, and after images related to my aesthetic treatment(s).

I understand and agree that the images and/or videos can be used for:

Internal medical record
 Marketing purposes (website, social media, print)

Privacy and confidentiality

- I understand that my name and personal information will never be published.
- I can request to review and approve any photo before it is used externally.
- I may revoke this consent in writing at any time by sending your request to (include your clinic's email), but I understand that revocation does not apply to materials already published.

Legal and compliance notes
I understand that the treatment I received is classified as a medical device procedure, and all marketing communication will comply with applicable regulations.

photos will be stored securely and only used for the purposes I have indicated to above.

Signatures
Patient signature: _____ Date: _____
Practitioner signature: _____ Date: _____

Additional notes:
Treatment area(s): _____
Product used: _____
Follow-up photo date(s): _____

An example of a consent form template

[downloaded here](#)



In-clinic photography and filming for aesthetic practitioners

- Before-and-after photos showcase results, build trust, educate, and enhance your brand while staying compliant.



In-clinic photography and filming for aesthetic practitioners

01 Setup

Create a consistent visual environment

- Choose a space with neutral walls and minimal clutter.
- Avoid showing tools or competing product branding in the background.
- Use ring lights or softbox lights positioned in front of the subject.
- Use a consistent plain backdrop (white, soft grey, or pale blue).
- Silence phones and control background noise for filming.

02 Framing

Create a consistent visual environment

- Position the camera at eye level when filming yourself.
- Use a tripod or stand to avoid shaky video.
- Maintain eye contact with the lens for a confident look.
- Focus clearly on the treatment area when filming procedures.
- Capture clean, close shots of products on flat, neutral surfaces.

03 Content Tips

What to say and show

- Explain what you are doing and why—education builds trust.
- Stick to short videos (30–90 seconds for reels or stories).
- Speak clearly with a friendly, professional tone.
- Add subtitles—most users view videos without sound.

04 Tech Tips

Gear and apps that help

- Use a tripod to stabilize your shot.
- Clean your lens before each shoot.
- Use your phone's back camera for better quality (it captures finer details thanks to higher resolution) or let someone film you.
- Try apps like CapCut, InShot, or VN for editing.

In-clinic photography and filming for aesthetic practitioners

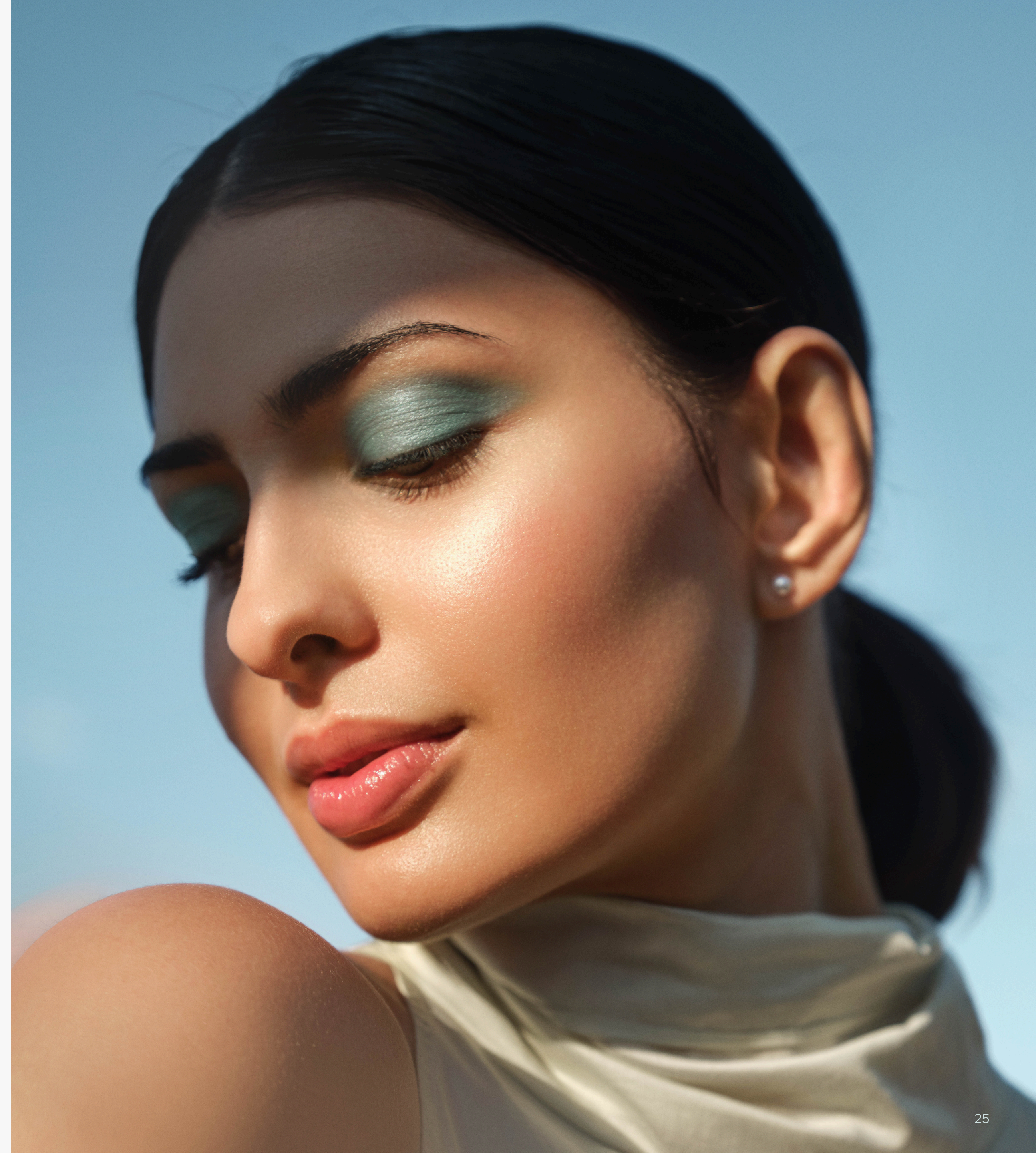
05 Dos

- Ask for consent before filming any patient.
- Use consistent branding and a calm, natural clear tone.
- Keep visuals authentic and aligned with JULÄINE™'s natural positioning
- Consult or hire a professional to film and edit your content and keep a premium look & feel.

06 Don'ts

- Use heavy filters or dramatic edits.
- Post your content all at once. Teasing is key on social media.
- Make unrealistic promises or guarantee results.

Content captured in your clinic tells a story of care, results, and professionalism. By keeping it consistent, natural, and in line with the JULÄINE™ brand, you position yourself as a trusted voice in aesthetic medicine.



JULÄINE™
Of Sweden

NORDBERG
medical UNIQUE
SCIENCE

Nordberg Medical
contact@nordbergmedical.com

Hälsövägen 7
141 57 Huddinge
Sweden