

realself.

BRAND

MISSION

To create a world where every investment in modern beauty is Worth It.

VISION

To be the go-to advisor for medical aesthetics decisions and purchases by making the experience easy, personal & trusted.

BRANDMARK

Primary Logo



Secondary Logo



Primary Monogram



Secondary Monogram



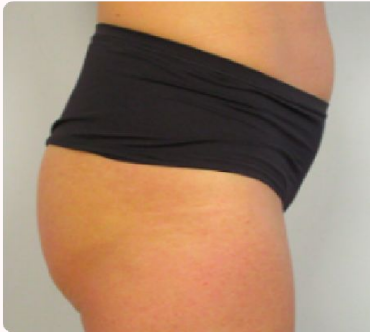
Our Brand Logo and Monogram are comprised of two key elements: Both logo and monogram need to be in midnight blue and accenting beauty mark in Fushia. The Primary iteration of both are the preferred use case and always placed on a clean, contrasting surface/background, with proportionate amount of breathing room for legibility.

DESIGN ETHOS



Brand ethos is based on the circular beauty-mark and primarily used on our site and social. Icons are neat and tidy, should be used in one-color or two-color with a simple background.

BRAND IMAGES



USER GENERATED CONTENT

We think User-Generate-Content is a powerful tool. It has the power to validate our mission and evangelize our audience. We share images, quotes and stories that directly reflect our cosmetic community.

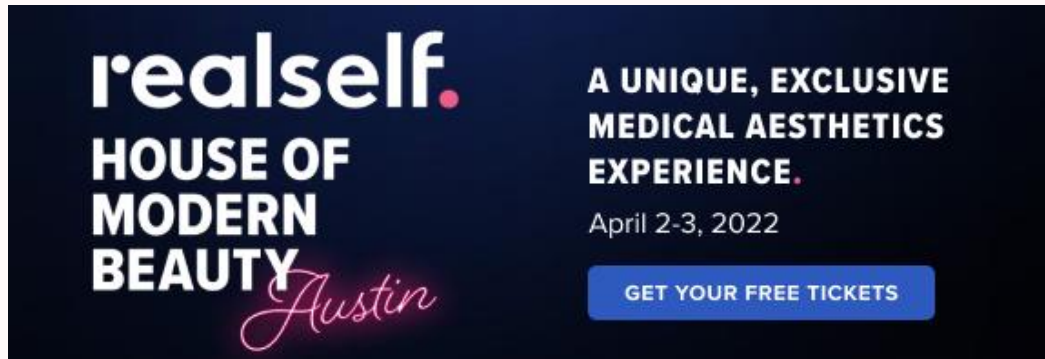
BRAND IMAGES

CATALYST OF CULTURE

We as human beings need to realize that everyone has the right to live the way we want. When creating content from a journalistic point, imagery capture has a raw, vulnerable and unvarnished look and feel. With imagery is tightly cropped, the capture should draw the viewer's attention to the subject.



SOCIAL ADS

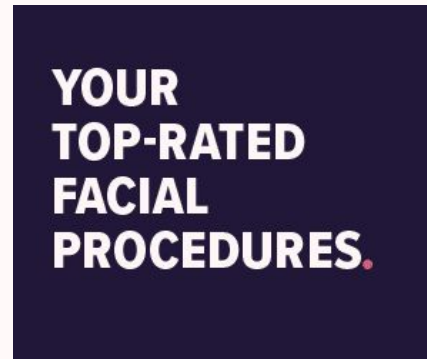


realself.
**HOUSE OF
MODERN
BEAUTY**
Austin

**A UNIQUE, EXCLUSIVE
MEDICAL AESTHETICS
EXPERIENCE.**

April 2-3, 2022

GET YOUR FREE TICKETS



**YOUR
TOP-RATED
FACIAL
PROCEDURES.**

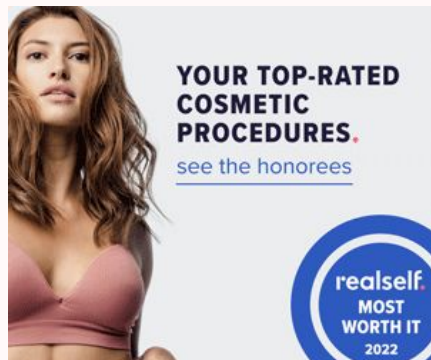


**Obagi
Nu-Derm Clear FX**

Why we love it

- Reduces excess pigmentation
- Gently restores skin's radiance
- Brightens and smooths uneven tone

realself.
SHOP



**YOUR TOP-RATED
COSMETIC
PROCEDURES.**

[see the honorees](#)

realself.
**MOST
WORTH IT
2022**



“The results were better than I could have ever imagined! There's no scarring at all, no change in my eye shape, everything looks flawless!”

REALSELF MEMBER **Danielle Anita**
Eyelid Surgery / **DR. MEHRYAR (RAY) TABAN** 

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**1. Sleeve
Gastrectomy**

100% **Worth It,**
based on 63 reviews

You rated. We ranked.
The 2021 Most Worth It procedures

SEE THE FULL LIST




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SHOP

**Earn 20% in rewards
toward your next
treatment**

when you join **RealSelf
INSIDER** for free.

JOIN NOW

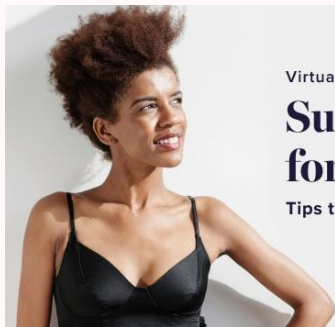
EMAIL ADS



**We're turning 15,
and you're invited!**

To celebrate, we're giving away
more than **\$25,000** in prizes.

ENTER TO WIN



Virtual Content Series:

Summer Skin Care for All Skin Colors

Tips to keep skin healthy, all season long

realself.

Plastic surgery can be overwhelming.



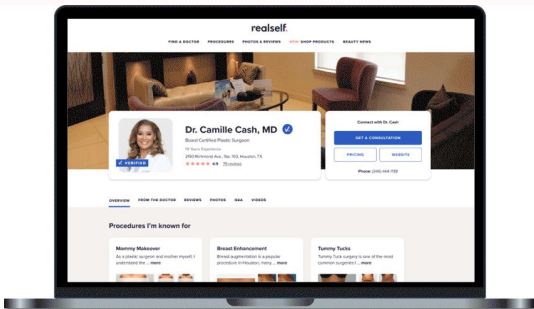
We're here to help.

Get the advice you need, at every step.

START HERE



Providers'
Choice



realself.

FIND A DOCTOR PROCEDURES PHOTOS & REVIEWS SHOP PRODUCTS BEAUTY NEWS

Dr. Camille Cash, MD

Board Certified Plastic Surgeon
10 Years Experience
4.9 (100) 5 ★ (100000)

GET A CONSULTATION

CONTACT WITH DR. CASH

PHONE (202) 444-1122

UPGRADE TO THE DESIGN REVIEWER PHOTOS BLOG VIDEOS

Procedures I'm known for

Measuring Waistline
Dr. Cash is known for her unique approach to measuring waistline.

Breast Enhancement
Breast augmentation is a popular procedure for many women.

Tummy Tucks
Tummy tuck surgery is one of the most common cosmetic procedures.



"Now that I'm older, it's time to up my skin-care game. An advisor said *Obagi Retinol 1.0* is the best first step."

—JOHN, 47

Skin-care gift picks for dads

There's no gift more personal than self-care. Our Father's Day picks include practical skin-care solutions to inspire him to take time for himself.

SHOP GIFTS FOR HIM



realself.

A Real Conversation About
Breast
Augmentation

Live webinar
March 26 at 4 p.m. EST

REGISTER TO WATCH LIVE

Considering breast augmentation?
Join us for an intimate discussion with Realself community members at every step in the journey. Realself's Real Conversation About Breast Augmentation™ live, and you'll be eligible to receive a reimbursement for your breast augmentation consultation with any plastic surgeon on Realself.

A complimentary virtual event, in partnership with MedSpa®

REGISTER TO WATCH LIVE ON MARCH 26

Real women share what it's like to have a
breast augmentation

In this 35-minute episode:

Learn what our panelists recommend you consider and what you need to know before deciding to undergo surgery.

Get helpful tips on how to find the right surgeon and choose the best size and type of implants for you.

Find out what it's actually like to undergo and recover from a breast augmentation.

REGISTER TO WATCH LIVE ON MARCH 26

Featuring



Meredith Ball
Realself Contributing Editor



Dr. Ashley Anselmi
Board-Certified Plastic Surgeon, Rochester, NY
Realself Medical Director and Mentor® Consultant



Alex Lindsay
Realself Community Member



Amber Brinkman
Realself Community Member




Nicole Walker
Realself Community Member

REGISTER TO WATCH LIVE ON MARCH 26

PROCEDURES FIND A DOCTOR PHOTOS & REVIEWS BEAUTY NEWS

f t i y



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Virtual Content Series:
**Everything You
Need to Know
Before Getting Filler**
From cost to post-procedure care

This episode features



Meredith Ball
Realself Contributing Editor



Dr. Whitney B. Park
Board-Certified Plastic Surgeon



Dr. David B. Singer
Board-Certified Plastic Surgeon

WATCH NOW

Your virtual guide to injectable fillers

Millions of Americans get dermal fillers every year. In mere minutes, fillers can create a more youthful-looking complexion—and they can be complex to understand. Join our panel of experts to learn about different types of fillers and decide if they're right for you.

This complimentary virtual event is hosted by Realself in partnership with Realself®.

WATCH NOW

On this 35-minute episode:

Learn about the various types of filler, which areas of the face they treat, and which is a good candidate for each.

Understand the differences between hyaluronic acid formulas and biostimulators.

Find out from a board-certified plastic surgeon what kind of results filler can and can't achieve compared to surgical procedures.

Hear from a board-certified dermatologist, a board-certified plastic surgeon, and a real patient about what to expect in a typical appointment, from cost to pain level and post-procedure tips.

WATCH NOW

Catch up on past episodes

Stream our virtual content series from anywhere, anytime.



Body Contouring with
EmSculpt & Emsculpt Neo
WATCH NOW



Top Treatments for the Jaw,
Neck & Chest
WATCH NOW



Exploring the Microsneezing
and PRP Trends
WATCH NOW



How to Prevent & Reverse
Sun Damage
WATCH NOW

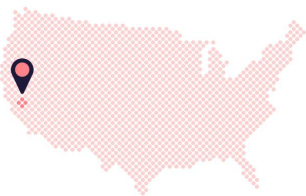
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PROCEDURES FIND A DOCTOR PHOTOS & REVIEWS BEAUTY NEWS

f t i y

INFOGRAPHIC

Trending Procedures by Metro Area



Los Angeles

Morpheus8	211% YoY Increase in Interest	78% Worth It Rating
Plasma Pen	179% YoY Increase in Interest	49% Worth It Rating
Deep Plane Facelift	110% YoY Increase in Interest	98% Worth It Rating
Hip Augmentation	79% YoY Increase in Interest	89% Worth It Rating
Areola Reduction Surgery	57% YoY Increase in Interest	89% Worth It Rating

Trending Procedures

	YoY Increase in Interest	Worth It Rating	Average Cost
1. Plasma Pen	428%	49%	\$825
2. Morpheus8	315%	78%	\$1,850
3. Vampire Facial	119%	90%	\$725
4. Aqualyx	105%	83%	\$1,000
5. RF Microneedling	92%	79%	\$725



- Most favorable interest rate
- Lower monthly lease or loan payment
- Higher likelihood of qualifying for the lease or loan
- Access to incentives offered by the manufacturer or seller



- Higher down payment may be needed
- Cosigner may be necessary
- You may not be able to qualify for the loan at the amount, which means a less expensive purchase may need to be considered



- Credit may be denied altogether

Most Researched Procedures: Women vs. Men

Female



1. Tummy Tuck

96% Worth It Rating

2. Rhinoplasty

90% Worth It Rating

3. Brazilian Butt Lift

86% Worth It Rating

4. Breast Augmentation

97% Worth It Rating

5. Botox

95% Worth It Rating

Male



1. Rhinoplasty

90% Worth It Rating

2. Tummy Tuck

96% Worth It Rating

3. Brazilian Butt Lift

86% Worth It Rating

4. Hair Loss Treatment



94% Worth It Rating

5. Liposuction

88% Worth It Rating

DOCTOR/PROVIDER ADS


Actual Patient Photo



Dr. Daniel Del Vecchio, MD
New York, NY

Ad

[BOOK NOW](#)



Actual Patient Before & After Photos

Dr. Dilip D. Madnani, MD, FACS
New York, NY

Ad

[BOOK NOW](#)




Dr. David J. Pincus, MD Ad
Smithtown, NY

Experience & Expertise

- 6 Years In Practice
- 35 Patient Reviews
- Board-Certified
- Member, American Society Of Plastic Surgeons (ASPS)

[LEARN MORE](#)




Actual Patient Before & After Photos

Slim Studio EMSCULPT & CoolSculpting
Atlanta, GA

Ad

[BOOK NOW](#)




Prime Plastic Surgery & Med Spa - La Mesa Ad
San Antonio, TX

Experience & Expertise

- 45 Years In Practice
- 2051 Patient Reviews

[LEARN MORE](#)



Dr. Arslan Musbeh, MD Ad
Istanbul, Turkey

Experience & Expertise

- 17 Years In Practice
- 92 Patient Reviews
- Residency, Treatment Of Baldness, University Claude Bernard, Lyon, France

[LEARN MORE](#)

MOCKUP

