



“Social media profile images are more important than ever. When I’m shooting, I offer my clients techniques that can help them take a stronger headshot and are easy to do at home.”



To ensure a strong chin angle, I tell my clients to bring their heads forward toward the camera, with the forehead slightly out and down. Your goal is to tighten the skin around your jawline.



“Another strategy for a better photo is to **‘squinch,’** which means bringing your lower eyelids up slightly toward your pupils. Practice in a mirror and you’ll notice a subtle but impactful difference in how you look.

PETER HURLEY
Photographer and Author



“Professional and personal life is increasingly blurred in the social space and social media has changed the way we network. Facebook, Instagram, LinkedIn – all the channels – give everyone the opportunity to be their own brand, and of course your profile photo is an important component of your social profile.”



“To select a social profile shot that may help get a hiring manager’s attention, make sure it is a professional-looking headshot of you alone. Avoid cropping other people out of busy photos, which looks unprofessional, and avoid distracting backgrounds.”



“Your wardrobe, hair and makeup should also be appropriate for a business setting. If your budget allows for professional hair and makeup styling, go for it.”



“Look at the camera and smile! You want people to be interested in who you are and excited about getting to **know you beyond your resume.**”

MAGGIE MISTAL
Career and Executive Coach

KYBELLA® (deoxycholic acid) injection 10 mg/mL Indication and Important Safety Information

What is KYBELLA®?

KYBELLA® is a prescription medicine used in adults to improve the appearance and profile of moderate to severe fat below the chin (submental fat), also called “double chin.”

It is not known if KYBELLA® is safe and effective for use outside of the submental area or in children under the age of 18.

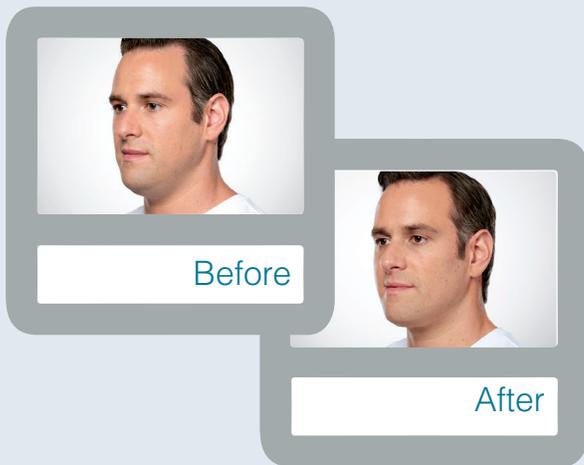
Who should not receive KYBELLA®?

You should not receive KYBELLA® if you have an infection in the treatment area.

Before receiving KYBELLA®, tell your healthcare provider about all of your medical conditions,

including if you: Have had or plan to have surgery on your face, neck, or chin; have had cosmetic treatments on your face, neck, or chin; have had or have medical conditions in or near the neck area; have had or have trouble swallowing; have bleeding problems; are pregnant or plan to become pregnant (it is not known if KYBELLA® will harm your unborn baby); are breastfeeding or plan to breastfeed (it is not known if KYBELLA® passes into your breast milk; talk to your healthcare provider about the best way to feed your baby if you receive KYBELLA®).

Please see additional Important Safety Information on the next page.



JASON

Untouched photos taken at the first and after the final treatment sessions with KYBELLA® (deoxycholic acid) injection 10 mg/mL.

Sex: M **Age:** 36 **Weight** (before/after): 180lbs/180.5lbs

"When I was working with a bunch of guys in banking, I used to get made fun of for having a double chin."

Treatment:



KYBELLA® (deoxycholic acid) is the first and only FDA-approved injectable treatment to improve the appearance of moderate to severe fat beneath the chin by physically destroying fat cells.¹ KYBELLA® is available by prescription only.

The active ingredient in KYBELLA® is synthetic deoxycholic acid. Deoxycholic acid is a naturally occurring molecule in the body that **aids in the breakdown and absorption of dietary fat.**²

When injected into the fat beneath your chin, KYBELLA® destroys fat cells. Once destroyed, those cells can no longer store or accumulate fat.^{1,2} Fat cleared from the treatment area is processed through the body's natural metabolism.³

Treatment with **KYBELLA® is tailored** by the physician to the individual patient's submental fat distribution and aesthetic goals for an improved chin profile.¹

Multiple injections are given under the chin per treatment; up to 6 treatments at least 1 month apart. 59% of subjects received 6 KYBELLA® treatments in clinical trials.¹

KYBELLA® Important Safety Information (continued)

Tell your healthcare provider about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. Especially tell your healthcare provider if you take a medicine that prevents the clotting of your blood (antiplatelet or anticoagulant medicine).

What are the possible side effects of KYBELLA®?

KYBELLA® can cause serious side effects, including nerve injury in the jaw (which can cause an uneven smile or facial muscle weakness), or trouble swallowing.

The most common side effects of KYBELLA® include: swelling, bruising, pain, numbness, redness, and areas of hardness in the treatment area. These are not all of the possible side effects of KYBELLA®. Call your healthcare provider for medical advice about side effects. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/safety/MedWatch or call 1-800-FDA-1088. Please talk to your healthcare provider or visit www.mykybella.com for full Prescribing Information.

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References:

1. KYBELLA® Prescribing Information, 2015.
2. Thuangtong R, Bentow J, Knopp K, Mahmood N, David N, Kolodney M. Tissue-Selective Effects of Injected Deoxycholate. *American Society for Dermatologic Surgery, Inc.* 2010; 36(6):899-908.
3. Rotunda A. Injectable Treatments for Adipose Tissue: Terminology, Mechanism, and Tissue Interaction. *Lasers in Surgery and Medicine.* 2009; 41(10):714-720.