

# coolpeel. week

APRIL 7-13  
2025

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**It's the FIRST-EVER #CoolPeelWeek—  
and we're celebrating by putting the spotlight on YOU,  
our CoolPeel providers!**

Did you have doubts before trying it? Did a patient's reaction surprise you? Have you discovered a game-changing treatment approach?

Share your experience, results, or behind-the-scenes moments—because your story could inspire others and win you a prize!

## Who can participate?

All Tetra, Tetra PRO, and HELIX providers can participate.



## How to Win

Select one of the four **CoolPeel Confession** topics, create a **video post or reel**, and share it on your Instagram feed between **April 7<sup>th</sup> – 13<sup>th</sup>**.

- **Solo provider?** Make sure **you and your device** are in the shot.
- **Part of an aesthetic team?** Get your team involved and include the device!

CoolPeel and FUSION deliver **amazing, filter-free results**—so show them off! If you have stunning treatment **footage** or **before-and-afters**, include them in your video.

**Here's what it takes to win:**

- Cartessa **judges select one top entry per category** based on **originality, authenticity, creativity, and provider + device inclusion**.
- **The final winner is chosen by providers like YOU!** Inspire your team, engage your colleagues, and take home the **Grand Prize!**



## CoolPeel Confession Topics

### Favorite CoolPeel Combo

What technology or aftercare do you pair with CoolPeel to take results to the next level? Show both technologies in action and share results if available!

### Beyond the Face

CoolPeel, DEKA Pulse, and FUSION aren't just for the face! We love seeing how these treatments enhance skin on other areas of the body. What's your favorite **non-facial** treatment area? Be sure to showcase the treatment in action and results if you have them!

### My CoolPeel CO<sub>2</sub> Revelation

It's hard to believe CoolPeel was introduced in 2019, yet many providers are just now discovering **how it has transformed the skin resurfacing landscape**. Were you once a skeptic? Did CoolPeel change how you view CO<sub>2</sub> resurfacing? Whether you're a recent believer or reflecting on your early CoolPeel days, we want to hear your story!

### Why I Love FUSION

As CoolPeel's **built-in combo treatment on HELIX**, FUSION is delivering **incredible results**—but it's still gaining recognition. Help shine a **spotlight** on this powerhouse treatment! Share **your experience, how you use it, and your results** to show why FUSION deserves more attention.

## Post Requirements

- Tag **@cool\_peel** & use **#CoolPeelWeek #CoolPeelConfessions**
- **Post a video or Reel** to your Instagram feed between **Monday, April 7<sup>th</sup> and Sunday, April 13<sup>th</sup>**
- Clearly identify your **CoolPeel Confession topic** (in captions, text overlay, or another visible way) so judges know which category to consider you for

**⚠️ Failure to meet any of the above requirements will result in disqualification.**

## Entries & Judging

### Entry Review Process:

- Entries will be compiled throughout the week and submitted for **Round 1: Cartessa Judge Review**
- Judges will **select one top entry per topic (four total)** based on:
  - Originality
  - Authenticity
  - Creativity
  - Inclusion of provider + device
  - Treatment results & in-action footage (**Highly encouraged!**)

### Finalist Announcement & Fan Voting:

- The **four selected contestants** will be announced on **April 17<sup>th</sup>**.
- **Fan voting begins via pinned post on @Cool\_Peel**.
- **How to vote:** Comment with the designated **Topic Emoji only**. Emoji will be shared via Instagram caption on voting day.
- **Voting ends on April 21st at 11:59 PM EDT**

**🏆 The Grand Prize winner and Runner-Up winners will be determined by fan votes!**

## Bonus Giveaways

**BUT WAIT!** Everyone with a **qualified entry** is eligible for **daily giveaways!**

**All winners** (contest & daily giveaways) will be announced on **April 23, 2025**, via an **Instagram post on @Cool\_Peel**. Cartessa will work directly with all winners to coordinate **prize fulfillment**.

## What you Win

### 🏆 Grand Prize 🏆 The Ultimate CoolPeel Experience

The **Grand Prize Winner** will choose **one** of the following:



#### GLIMPSE

Cutting-edge skin analysis technology to enhance consultations and elevate patient care.



#### 2 Inner Circle Tickets

Exclusive access to **Cartessa's premier customer event on Marco Island, FL**

(including **round-trip** **airfare** for two, up to \$1,000 total).

**PLUS, the Grand Prize Winner also receives:**

- ✓ **ExoCR**  
Five vials of Wharton's Jelly-derived exosomes to **enhance patient experience and optimize treatment results**.
- ✓ **CoolPeel Event Kit**  
Celebrate your win with **exclusive event swag**, including branded décor, photo booth props, provider swag, and patient gift bags.
- ✓ **6 Months of Premium Access**  
Your gateway to **exclusive business insights and industry-leading tools** to grow your practice.

**The winner must select their prize by May 23, 2025.**

## Runner-Up Prizes CoolPeel Confession Spotlight



- ✓ **CoolPeel Event Kit**  
Celebrate your **CoolPeel Confession win** with our exclusive **event package**, featuring:
  - Branded **décor & selfie props**
  - **Provider swag** to showcase your CoolPeel expertise
  - **Patient gift bags** to enhance the CoolPeel experience

- ✓ **6 Months of Premium Access**  
Your gateway to **exclusive business insights and industry-leading tools** to grow your practice.

## Daily Giveaways Boost Your Aesthetic Success



- ✓ **NOON 'Gear Up' & 'Accelerate' Program Bundle**  
One set of the complete **pre- and post-treatment skincare system** designed to **prepare skin before and soothe it after** energy-based procedures, maximizing results and minimizing irritation.
- ✓ **\$100 Cartessa Store Credit**  
Stock up on premium aesthetic products and essentials.
- ✓ **6 Months of Premium Access**  
Your gateway to **exclusive business insights and industry-leading tools** to grow your practice.

**Daily giveaway winners will be selected at random.**



## PRIZE TERMS & CONDITIONS

Prizes are **non-transferable** and may **not be substituted** or exchanged for cash or other items, except at the **sole discretion of Cartessa Aesthetics**. Cartessa reserves the right to substitute a prize of equal or greater value if necessary.

Winners are responsible for all **taxes, fees, and any costs** associated with the **receipt and/or use of the prize**.

- **Limit: One prize per practice.**
- **Eligibility:** Contest is open to **legal residents of the U.S. and Canada only**. Entries from outside these regions will **not be eligible to win**.

CoolPeel® is a registered trademark to Cartessa Aesthetics - the exclusive US partner and Canadian distributor for the Tetra PRO and HELIX by DEKA. Only Tetra, Tetra PRO, and HELIX can perform a CoolPeel treatment.