



It's the second annual #CoolPeelWeek—and this year, we're keeping it real.

Show the unfiltered truth behind why CoolPeel is the go-to CO₂ treatment in your practice.

We're giving you 5 daily prompts designed to spotlight real experiences, real patients, and real results.

Who can participate?

All Tetra, TetraPRO, and HELIX providers can participate.



How to Win

Pick at least 3 of the daily prompts and get creative. Share them on your Instagram feed on the designated day between April 6th – 10th!

- Cartessa judges will select **one top entry per prompt** based on originality, authenticity, and creativity.
- Final winners will be determined by voting via the @cool_peel Instagram.
- Practices are encouraged to include team members and showcase the device when applicable.
- High-quality treatment footage and before-and-after results are strongly encouraged.



Daily Prompts

DAY 1: Why CoolPeel #WhyCoolPeel

Tell us why CoolPeel stands out in your practice. What makes it your go-to, and why do patients keep coming back?

- What makes it your go-to CO₂ treatment?
- Why do patients choose it? For example, they can go back to work the next day, it's safe for darker skin types, or both.
- What sets it apart?

DAY 2: Provider Turned Patient #CoolPeelProvider

Show us the trust. There's nothing more powerful than experiencing it yourself.

- Capture your provider getting treated or better yet get the whole team!
- Share real reactions
- Show immediate post-treatment

DAY 3: Real Results Reveal #CoolPeelResults

Bring the proof. This is where results speak for themselves.

- Before & afters series
- Healing journey
- Day 3–5 glow
- Texture transformations
- Range of treatment settings and results
- Event/wedding-prep outcomes

DAY 4: Favorite CoolPeel Combo #CoolPeelCombos

How are you taking CoolPeel results to the next level?

- CoolPeel + Radio Frequency
- CoolPeel + injectables
- CoolPeel + 1570nm (FUSION)
- Your favorite device + CoolPeel combination

DAY 5: CoolPeel For The Generations #CoolPeelForTheAges

Show its versatility. From prevention to correction—how are you treating every age?

- Mother/daughter treatments
- 30s vs 50s goals
- Acne vs anti-aging

Post Requirements

- Tag @cool_peel and use #CoolPeelWeek and #CoolPeelUnfiltered
- Include the applicable **daily hashtag**
- Post at least **three (3) out of five (5)** daily prompts to be eligible
- Entries must be posted on the designated day between April 6–10, 2026
- Reels and video content are strongly encouraged and may receive additional consideration

Failure to meet any of the above requirements may 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 (five total)** based on:
 - Originality
 - Authenticity
 - Creativity
 - Inclusion of provider + device
 - Treatment results & in-camera footage (Highly encouraged!)

Finalist Announcement & Fan Voting:

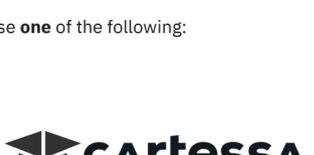
- The five selected contestants will be announced on **April 15th**.
- **Fan voting begins via pinned post on @Cool_Peel.**
- **How to vote:** Encourage all of your fans to comment with the designated **Emoji only**. Emoji will be shared via Instagram caption on voting day.
- Voting ends on **April 20th at 11:59 PM EDT** **The Grand Prize winner and Runner-Up winners will be determined by fan votes!**

All winners will be announced on **April 22nd, 2026**, 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:



2 Inner Circle Tickets

Exclusive access to **Cartessa's premier customer event** in **Miami Beach, Florida**
October 16-19, 2026

Including three night stay at the Loews in Miami Beach Hotel plus up to \$1,000 total for round-trip airfare for two attendees

2 Spots at Cartessa University

Exclusive **advanced training** at **one of Cartessa University's Laser Resurfacing Master Classes**
Beverly Hills | September 25, 2026
Dallas | December 11, 2026

Including one night stay at the SLS Beverly Hills or the W Hotel Dallas, plus up to \$1,000 total for round-trip airfare for two attendees

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**
See prize details below.
- ✓ **Digital Business Audit**
See prize details below.

The winner must select their prize by **May 22, 2026**.

Runner-Up Prizes CoolPeel Unfiltered Spotlight



- ✓ **CoolPeel Event Kit**
Celebrate your CoolPeel Unfiltered win with our exclusive event kit including branded provider swag & patient gift bags.
- ✓ **Digital Business Audit**
Get a personalized deep dive into your online presence from Cartessa's Practice Development Team. We'll evaluate your social media, website, and online reviews—and give you clear, actionable recommendations to help you attract more patients and grow your practice.



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. This giveaway is not sponsored, endorsed, or administered by Instagram.

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.