



## **miraDry® Partner Promotional Guidelines**

miraDry, Inc. is committed to partnering with healthcare professionals (HCPs) and patient organizations to improve the awareness and treatment of excessive sweating. We support and encourage our partners in sharing their expertise and driving miraDry awareness in their communities and in turn expect them to adhere to the highest standards of promotional integrity in advertising, social media, and other digital properties. Below are our standards of our partners which include miraDry providers, members of practices and clinics that provide miraDry, miraDry distributors, and contracted vendors of miraDry:

### **Do no Harm**

Patient safety is our number one priority. We require our partners do not over-state miraDry efficacy or fail to provide adequate safety in their promotion of the miraDry treatment. We do not support providers who have not been adequately trained on the miraDry treatment and do not tolerate promotion of the miraDry treatment in those practices. We do not tolerate promotion of the miraDry treatment in practices that have unlawfully purchased miraDry devices and bioTips™, or who promote off-label use of miraDry that can cause patients harm or mislead patients.

### **Integrity**

We do not tolerate artificially collecting likes, followers, shares, testimonials, or reviews. We require that partners using the miraDry brand and trademark are providing accurate and up to date information about their practices and the miraDry treatment. While we allow providers to promote their practice as a provider of miraDry, we discourage any advertising or promotion that positions the practice as a corporate or “official” practice, that is perceived to be owned or run by miraDry.

### **Intellectual Property**

We expect partners to post only their own content unless provided written approval. This includes content of patients, providers, influencers, KOLs and brands in content containing the miraDry treatment and trademarks. miraDry content posted on official miraDry properties can be re-shared and re-distributed where appropriate and when appropriately giving credit to the respective owners of the content.

### **Respect and Inclusion**

As an organization that puts people first, we have a zero-tolerance policy on the spread and creation of discriminatory, offensive and inappropriate content. We do not engage with those who encourage violence, disseminate hate speech or harassment. We support and foster a kind, fair and inclusive environment so that every patient can feel safe and comfortable when interacting with miraDry and miraDry partners.

Any violation of the above policies will result in corrective action that correlates with the severity of the violation. We appreciate the support of our miraDry partners and community in driving transparent and honest communication that serves patients and providers best.