

Content Day & Social Media Policy

At Self Medical Aesthetics, we believe in education, transparency, and showcasing real results through high-quality content. Our **Content Days** are an opportunity for patients to receive discounted treatments while contributing to our professional marketing and educational material.

1. Purpose of Content Days

Content Days are scheduled sessions where selected treatments are performed and professionally documented for use in:

- Social media platforms (e.g. Instagram, TikTok, Facebook)
- Educational materials and professional training content
- Marketing campaigns (online and print)
- Website visuals and blogs

By taking part in a Content Day, patients agree to have their treatment filmed, photographed, and/or recorded, and consent to the footage being used across these platforms by Self Medical Aesthetics and its designated social media management partners.

2. Discounted Treatment

Patients participating in Content Days will receive a **discounted rate** on their treatment. This offer is exclusive to those who have signed a content release form and fully consented to media use. Discounts vary depending on the treatment and will be confirmed in advance.

Please note:

- Discounted rates are only applicable during designated Content Days.
- No further discounts or loyalty schemes apply.

3. Informed Consent

All participants will be required to:

- Sign a **Media Consent Form** prior to treatment
- Complete a full medical consultation and consent process (as per our standard clinic protocol)
- Understand that media may include pre- and post-treatment visuals, full treatment footage, and interview-style clips

Content will be used professionally and sensitively to reflect the ethos and standards of Self Medical Aesthetics. Your dignity, privacy, and preferences will always be respected.

4. Patient Identity & Anonymity

While many clients are happy to appear fully identifiable, we also offer options to:

- Blur or crop the face
- Focus only on treated areas (e.g., lips, skin)
- Use first names only or remain anonymous in captions

Please discuss any preferences with the clinic team before the session.

5. Right to Withdraw

Once content is captured and published, we retain the right to continue using it unless a withdrawal request is submitted in writing. While we will always respect patient wishes, content already published or used in printed materials may not be fully retractable.

By taking part in a Content Day at Self Medical Aesthetics, you are helping educate others, build trust in ethical aesthetics, and celebrate real results. We thank you for being part of our journey.

For more information or upcoming content opportunities, please contact:
hello@selfmedicaaesthetics.com