

# V E S T A A E S T H E T I C S

WELLNESS · WEIGHT LOSS · HORMONE OPTIMIZATION · AESTHETICS

## Important Updates Coming to Vesta Aesthetics

EFFECTIVE SUNDAY, JULY 12, 2026

Dear Valued Patient,

First, let me apologize for the size of this announcement. We have experienced so many changes that a short note simply could not do them justice, and we wanted to take the time to explain each one clearly rather than have you discover them by surprise.

I hope this message finds you well. I wanted to personally reach out to share some exciting updates coming to Vesta Aesthetics, including expanded treatment options, new services, a new referral program, expanded state coverage, a new phone number, and changes to how our weight loss and wellness programs will be structured beginning **Sunday, July 12, 2026**.

Over the past year, Vesta Aesthetics has grown more than we ever imagined. Caring for so many new patients across three states has stretched every part of our practice in the best way possible, and that growth is exactly why these changes have become necessary. We have **completely overhauled our entire business model** into something we believe is better for our patients, expanding what we are able to offer while keeping prices down. Just as importantly, many of the changes in this letter began as requests from our patients themselves. You asked, and we listened. As part of this work, we have also completely redesigned our website to make it easier than ever to explore your options and stay connected with us. We are excited to share what all of this means for you.

**If you are currently a Vesta Aesthetics patient, your current program is not going away.**

You may choose to remain on your current program or transition to one of our membership options. The choice is entirely yours. As a thank you for your trust and loyalty, existing patients will continue to have access to their current treatment plan. We are not requiring anyone to move to a membership, though we believe many patients will find significant value in the added benefits, flexibility, and savings of our membership programs.

**PLEASE SAVE OUR NEW NUMBER**

### We Have Upgraded Our Phone System

Our practice has simply outgrown the phone setup we started with. To keep up with the volume of calls and texts we now receive every day, and in response to patient feedback asking for easier, more reliable ways to reach us, we have moved to a dedicated business phone line.

## OUR NEW PHONE NUMBER

# (801) 380-3663

Calls and texts welcome. Please save it in your contacts as Vesta Aesthetics.

There is no rush and nothing to worry about: our old number will remain active for the next 12 months, so if you call or text it you will still reach us. Going forward, though, the new number is the best and fastest way to get in touch.

## BIG NEWS

### Vesta Aesthetics Is Now Serving Idaho

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I am excited to announce that Vesta Aesthetics has officially expanded into Idaho. In addition to serving patients throughout Utah and Arizona, we are now able to provide services to patients in Idaho as well. This expansion, one of our most requested, allows us to bring our approach to wellness, weight loss, hormone optimization, peptide therapies, and aesthetics to even more patients throughout the region.

## CURRENT SERVICE AREAS

- Utah
- Arizona
- Idaho

Please note that due to state-specific regulations, Testosterone Replacement Therapy (TRT) is currently only available to patients located in Utah.

As Vesta Aesthetics continues to grow, we are actively evaluating expansion into additional surrounding states. Many of our patients have friends and family in Montana, Wyoming, Colorado, New Mexico, Nevada, Washington, Oregon, and other nearby states who have expressed interest in our services. Our goal is to continue expanding access as demand increases, allowing more patients throughout the western United States to benefit from the same personalized care and treatment options that have helped drive our growth.

If there is a state you would like to see us serve, or if you simply have ideas on how we can make Vesta Aesthetics better, we always welcome your feedback. So many of the improvements we are sharing today began as suggestions from patients just like you.

## BUILDING ON WHAT WORKS

### Why We Are Expanding Our Memberships

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Memberships have always been part of how we care for our patients, and our goal has never been to simply follow industry trends. Our goal has always been to do things differently. Over the past couple of months, we have focused on rolling out additional membership lengths and terms, and on making each of the services and products we offer complement one another more effectively. Many of these additions come directly at the request of our patients, and honestly, our growth is what makes them possible.

By expanding our membership options, we are able to continue growing services, increasing provider access, offering more treatment options, and providing a higher level of support, all while striving to maintain some of the most competitive pricing available to patients throughout Utah, Idaho, and Arizona.

Many med spas and wellness clinics charge significantly higher monthly fees, enrollment costs, and treatment prices than we do. We remain committed to delivering exceptional care while keeping pricing competitive and affordable. This model allows us to focus on long-term patient success while providing greater flexibility, more provider access, and enhanced treatment options.

#### WHAT'S INCLUDED

### Membership Benefits

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- Provider oversight and individualized treatment planning
- Telehealth consultations
- Up to two free follow-up visits per month, a members-only benefit, available whenever you feel they are needed
- Only one follow-up visit is required every three months to maintain active prescriptions and ensure safe ongoing treatment, in line with industry standards for medications of all kinds
- Direct provider messaging
- Lab coordination
- Premium medication pricing with savings of up to 40% compared to a la carte pricing
- Ability to receive larger medication vial sizes when clinically appropriate
- 10% off aesthetic services, including neuromodulators, microchanneling, and treatment packages

For many patients, memberships provide increased convenience, more flexibility, fewer refill interruptions, and greater access to ongoing provider support.

#### TRANSPARENT & COMPETITIVE

### Membership Pricing

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INDIVIDUAL MEMBERSHIP		COUPLES MEMBERSHIP (per person)	
3 Month	\$119/mo	3 Month	\$109/mo
6 Month	\$109/mo	6 Month	\$99/mo
12 Month	\$99/mo	12 Month	\$89/mo

*All memberships may also be paid in full for an additional 10% discount.*

A one-time initial consultation fee of \$75 applies to all new patients and includes your initial intake and onboarding.

Memberships are completely optional. Patients may always purchase medications, peptides, therapies, and services at standard a la carte pricing, with no membership required.

#### NEW THIS YEAR

### Introducing Couples Memberships

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Health goals are often easier to achieve with support and accountability from someone important in your life. Whether you are working toward weight loss, wellness optimization, hormone balance, or overall health improvement, having a partner involved can make a meaningful difference in long-term success.

Our Couples Memberships provide additional savings while allowing both individuals to receive the same level of provider oversight and support. When clinically appropriate and desired by both patients, couples may also complete follow-up visits together, making treatment more convenient while helping both partners stay engaged and accountable throughout their health journey.

Offering couples memberships is also one of the ways we say thank you. This is one of the additions our patients asked for most often, and it is easy to see why. When you bring someone important to you into Vesta Aesthetics, you are helping us grow, and we want people to know we genuinely care about that. Whether through couples memberships, our referral program, or loyalty pricing for existing patients, our goal is to reward the patients who help us in as many ways as we possibly can.

## YOUR OPTIONS

### Current Patients & Membership Options

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Current patients may choose to remain on their existing treatment plan or transition to a membership. We are committed to honoring the trust our existing patients have placed in us, which is why we are not requiring current patients to move to a membership.

Patients who remain on their current program may continue their existing treatment plan without interruption. Dose increases remain available when medically appropriate and will continue to follow the pricing structure associated with your current treatment plan. However, medications, peptides, therapies, and services outside of your current treatment plan will be billed at standard a la carte pricing.

Membership patients receive preferred medication pricing, access to expanded treatment options, larger medication vial options when clinically appropriate, direct provider messaging, flexible follow-up scheduling, and additional discounts throughout the practice.

#### A special thank-you for existing patients

Anyone transitioning from a current treatment plan to a membership will receive our **12-month membership rate**, regardless of whether they select a 3-month, 6-month, or 12-month term. This means current patients can receive:

- **Individual Memberships at \$99/month** regardless of membership term
- **Couples Memberships at \$89/month per person** regardless of membership term

Patients may also choose the paid-in-full option for additional savings.

## HOW THE NUMBERS WORK OUT

### Membership Math, Plainly

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For many patients, transitioning to a membership costs the same as or less than what they pay today, while unlocking every membership benefit: preferred medication pricing, larger vial options when clinically appropriate, free follow-up visits, direct provider messaging, and 10% off aesthetic services. Couples do even better. Because every treatment plan is individualized, we do not publish medication pricing; we will gladly walk through your exact numbers at your next visit or over a quick message.

## EXPANDED OFFERINGS

### Medication & Peptide Options

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One of the most exciting developments at Vesta Aesthetics is the significant expansion of our treatment options. In addition to our existing weight loss programs, we are now able to offer a much broader range of wellness therapies, hormone optimization support, and peptide treatments through our growing network of trusted 503A compounding pharmacy partners. Many of these therapies were added because patients asked for them by name, and our growth is what allows us to keep saying yes.

Unlike products commonly marketed online as “research use only,” “not for human consumption,” “laboratory use only,” or sourced through unregulated gray-market channels, all medications and peptides offered through Vesta Aesthetics are prescribed and medically managed by a licensed healthcare provider and sourced through regulated 503A compounding pharmacies operating under federal and state quality standards.

NEW · BEGINS SUNDAY, JULY 12, 2026

### Membership Referral Program

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#### Membership Referrals

When a brand-new patient enrolls in a qualifying membership using your referral:

New patient receives	<b>\$25 credit</b>
You receive (3-Month referral)	<b>\$25</b>
You receive (6-Month referral)	<b>\$50</b>
You receive (12-Month referral)	<b>\$100</b>

#### A La Carte Referrals

When a brand-new patient makes an eligible a la carte purchase of \$100 or more:

New patient receives	<b>\$25 credit</b>
You receive	<b>\$25 credit</b>

Referral credits may be used toward medications, peptide therapies, aesthetic services, and membership renewals. Better yet, **referral credits stack**, and there is no limit on how many referrals you can earn credit for. Refer 20 new patients who each choose a 3-month membership, for example, and that is **\$500 in credit** you can spend on any medications, therapies, aesthetic services, or membership renewals you like.

- Credits may not be used toward initial membership enrollment costs
- Credits cannot be applied toward laboratory services
- Credits are valid for up to 12 months from the qualifying referral date

## TRANSPARENT BILLING

### Laboratory Testing

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Laboratory testing is ordered only when clinically appropriate and is billed separately. Lab work is processed through independent third-party laboratories such as LabCorp and Quest Diagnostics. Because these are third-party services, Vesta Aesthetics does not control laboratory pricing and cannot apply referral credits or discounts toward laboratory costs.

## RESOURCES

### Learn More

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Detailed information on each of the topics below is available on our newly redesigned website. Please reach out anytime if you would like a direct link or have questions.

- Membership Information
- Referral Program
- Peptide Therapy
- Our 503A Promise
- States We Serve: Utah, Arizona & Idaho Telehealth Services

#### PLEASE NOTE

## Program Evolution Notice

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As we continue growing and expanding Vesta Aesthetics, we are committed to constantly improving the patient experience. Because many of these programs, memberships, services, and referral offerings are new, certain details, benefits, and program structures may evolve over time based on patient feedback, operational needs, regulatory requirements, and future service expansions. Any future changes will always be communicated clearly and transparently to our patients.

#### WITH GRATITUDE

## Thank You

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Thank you for being a valued patient of Vesta Aesthetics. Your trust, support, and confidence mean more than you know. This past year of growth happened because you trusted us with your care and told the people you love about us, and none of these improvements would exist without you. It has been an honor to be part of your health journey, and I look forward to continuing to help you achieve your goals through these expanded services, treatment options, and new offerings. If you have any questions, please don't hesitate to reach out.

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Warm regards,

**Ali Claunch, MSN, FNP-C**

Vesta Aesthetics, LLC

**(801) 380-3663** · Calls & texts · Telehealth services for Utah, Arizona & Idaho