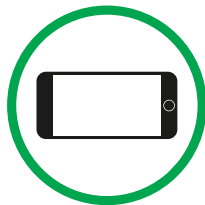


GUIDELINES

Look of Lyme is a new crowdsourcing media initiative to bring your personal stories of living with Lyme into the limelight. ***What does your Lyme look like?***

Please follow these technical guidelines:

- Use the best quality camera you can; smart phone cameras are fine, but use the high-def setting 1080HD, if possible.
- Please limit your video to 5-10 minutes maximum.
- File size should be no larger than 7GB.
- Use horizontal orientation, not vertical (see diagram below).
- Make sure your subject fills the screen, and avoid too much “headroom” (see diagram below).
- Make the video as stable as possible; we recommend a tripod or unipod
- Unless you have separate microphones, keep the camera close to the subject for best sound.
- Before you begin, check the sound to make sure it is clear and audible.
- Don’t film anyone who hasn’t given you rights to appear publicly in your video.



Please follow these content guidelines by responding to the questions below:

1. What does your Lyme look like? Let the camera observe you. Show us how bad it gets.
2. Describe what was going on when you first realized something was wrong with your health.
3. How many doctors did you see and what kinds of things did they say?
4. What kinds of things were you (mis)diagnosed with?
5. Describe how and when you finally got a Lyme diagnosis.
6. How much out-of-pocket money have you spent on this journey?
7. Describe how it was when you hit rock bottom.
8. What is your greatest wish regarding the Lyme crisis?
9. What else would you like to show or tell the world?

Feel free to email us at lookoflyme@underourskin.com if you have any questions or concerns.

NOW, SHOW IT LIKE IT IS AND ENJOY WHAT IT FEELS LIKE TO BE SEEN!