# CELLETOI

30-Day Social Campaign



## SHARE COMPLIANTLY

# EXAMPLES OF APPROVED CLAIMS FOR THE *CELLETOI* RANGE:

- Ceraposome Tech is patented technology that enhances the delivery of key ingredients to your skin
- · Removes makeup, waste and residue
- Revitalises the appearance of the skin, while strengthening the skin barrier
- Supports skin hydration
- Helps maintain healthy looking skin
- Reduces the appearance of pores and wrinkles
- Improves skin firmness and elasticity
- Helps to soften and smooth the skin
- Improves skin moisture and complexion

#### DO NOT MENTION:

- □ Do not mention the name of a skin condition or disease, such as Acne, Melasma, Eczema or Rosacea. We do not claim to diagnose, treat or cure ANY disease, including those of the skin.
- Any references to altering the skin's structure, are viewed as a Therapeutic claim and therefore are not permitted. Avoid any type of phrase that indicates our products stimulate or regenerate skin cells.



# HOW TO USE THIS CAMPAIGN GUIDE

#### **IMAGES & VIDEOS**

Over the next 30 days, you'll find a collection of videos, images and articles created to support you in sharing and educating on the Celletoi range. Clear instructions are provided for each day and in some instances, you may be required to create content yourself.

#### WRITTEN CONTENT

Any post that requires captions or other copy (i.e Instagram grid images) will have examples provided. We recommend modifying verbiage to fit your unique tone of voice and personality.



# Share the products:

- Take a photo of your Celletoi products
- Take a video of your unboxing experience (opening the products) OR Share an image from **HERE**.

#### WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

Are you loyal to your skin ritual or is it ever-changing?

My skin has been needing a refresh lately so I'm excited to change up my routine with the new Celletoi range. My first impressions are that I love how luxe the packaging looks and the products smell light and fresh. I'll be sharing my experience with the entire range on my socials so stay tuned if you're curious!

post

# Post a Celletoi branded image found *HERE*.

#### WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

A name that perfectly defines the impetus behind the creation of our remarkable skin care range.





# Share ingredient spotlight images found *HERE*.

WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

Celletoi's unique ingredient blends were crafted to specially infuse and deliver key ingredients to the skin. These exclusive formulations can be found throughout the Celletoi range and I'm excited to see how they revitalise my skin.

post

Share *THIS* article.

WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

Did you know skin is the largest organ of the human body? With constant exposure to external elements, keeping skin health in check is essential to overall wellbeing. See how Celletoi was designed to target a range of skin concerns.





Product Spotlight: Celletoi Moisture Balancing Foaming Cleanser Take a photo or video of yourself with the cleanser OR post an image from HERE.



#### WHERE TO POST







#### SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

Cleansing should be the first step in any skincare ritual to properly cleanse the skin of dirt, makeup, pollution and other impurities. Removing these barriers from the surface allows the next product to absorb into the skin and work their magic.

#### Example 2:

Does your current cleanser leave your skin feeling tight and irritated? Harsh cleansers can often strip the skin of natural oils, causing that dry and irritated feeling. Apply a generous amount to the face and neck to provide hydration and leaves skin feeling moisturised and soft.

#### Example 3:

Light and foamy on the skin, Celletoi's Moisture Balancing Foaming Cleanser combines nature's cleansing powers to deliver a powerful yet gentle purifier. What texture do you prefer your cleanser to be?





# Product Spotlight: Celletoi Treatment Toner

Take a photo or video of yourself with the cleanser *OR* post an image from *HERE*.









#### SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

If large pores and excess oil are a skin concern for you, a good toner could be the ideal addition to your skincare ritual. Toners help keep the moisture and oil levels of your skin at an optimum and balanced level. When used regularly, this can improve pore size and overall skin texture. Are you currently using a toner to target skin concerns?

#### Example 2:

There's no place for sticky, drying facial toners in any skincare ritual anymore. Celletoi's Treatment Toner is formulated with glycerin, a hydrating agent that helps retain moisture in the skin for a hydrated, refreshed feeling. Smooth onto your skin after cleansing to remove residual impurities after cleansing and prep your skin for the rest of your beauty ritual.

#### Example 3:

Botanicals are rich sources of nutrients that work naturally to support the health and texture of skin. Celletoi's Treatment Toner is specially charged with Celletoi's exclusive Botanical Blend to bring your skin to its purest, most balanced form. The best part about the Celletoi Botanical Blend? The herb complexes crafted to create the blend include lavender, rosemary, oregano and thyme and are extracted using a special technology that reduces the toxicity of the raw botanicals while increasing their ability to deliver antioxidants to the skin safely and effectively.





# Product Spotlight: Celletoi Phyto-Peptide Serum

Take a photo or video of yourself with the cleanser OR post an image from HERE.



#### WHERE TO POST





## SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

Youthful luminosity at any age with Celletoi Phyto-Peptide Serum. This potent peptide blend travels at high-speed to deliver a tighter, brighter, radiant complexion.

#### Example 2:

A focused treatment crafted with Celletoi's exclusive peptide. This plant-based serum works in synergy with your body's natural collagen to recharge the skin and promote elasticity and firmness.

#### Example 3:

Refresh skin with a quality supply of amino acids, vitamins and six different peptides. This potent blend aids in recharging skin, helping along its natural renewal process and revealing a vibrant and revitalised complexion.

#### Example 4:

Breathe life into dull or ageing skin with Celletoi Phyto-Peptide Serum. Advanced technology blends provide a dose of cell-renewing vitality to create a healthier skin barrier and reveal refreshed, luminous skin.

#### Example 5:

A light, gel-like serum delivering a highly focused treatment to hydrate and renew the skin.





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post

# Product Spotlight: Celletoi Anti-Ageing Hydrate Cream

Take a photo or video of yourself with the cleanser OR post an image from **HERE**.



WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

The final step in the Celletoi ritual, this ultra-soft cream deeply hydrates and soothes the skin. When applied, skin is infused with hydrating plant oils that leaves your complexion feeling supple and restored.

## Example 2:

Deeply soothing, this soft, sumptuous cream is the final step that seals in the restorative benefits of your entire skin ritual.

#### Example 3:

Treat your skin to glowing radiance with the Celletoi Anti-Ageing Hydrate Cream. This deeply restorative cream delivers an ultra-rich surge of hydration while remaining soft and light on the skin.

post

# Take a video of yourself applying your skincare ritual.

Social Tip: Make sure your hair is pulled back and film in a well-lit room.

WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

See my minimalist, 4-step morning and night skincare ritual for healthy, hydrated, radiant skin.

A simple, four-step skincare ritual with maximum benefits.

#### Example 3:

Elaborate skincare rituals are fun but not realistic for daily life. See how I've incorporated a simple, four-step morning and night routine to transform my skin.



#### Share THIS video.

# WHERE TO POST Feed

#### SOCIAL MEDIA CAPTION EXAMPLE

Inspired by Korean Beauty, Celletoi combines the beautifully precise science behind world-class skincare products and philosophies, with powerful multi-tasking ingredients in a simplified routine. Beautiful skin made simple through the Art of Wellbeing.

post

## Share a testimonial from *HERE*.

#### WHERE TO POST f @ Feed f @ Stories



#### SOCIAL MEDIA CAPTION EXAMPLE

The transformative four-step skincare ritual delivered by Celletoi is making waves with beauty enthusiasts. See what people are saying about their new skin journey.

post

#### Share the female tutorial video found HERE.

#### WHERE TO POST

f O Stories

#### SOCIAL MEDIA CAPTION EXAMPLE

A simple, replenishing skincare ritual for her.





# Share the powerful duo: **Collagen Elixir & Celletoi**Take a photo or video of yourself taking Collagen Elixir *OR* Share an image from *HERE*.

WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

Ingestible beauty + topical beauty = match made. Skin nourishment from the inside out with the combined powers of Collagen Elixir and Celletoi. Simply apply the replenishing blend of Celletoi's skincare ritual morning and evening, followed by a daily dose of the nourishing potency of marine collagen found in Collagen Elixir.

post

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Post skin care quote image found *HERE*.

WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

Filters are fun but #nofilter is better.

post

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Take a photo or video using the Celletoi Instagram filter found *HERE*.

WHERE TO POST



#### **IDEAS ON TOPICS TO SHARE ABOUT**

- Share about your Celletoi experience so far
- Share how your skin is feeling
- Share the simplicity of the skincare routine
- Share any tips or tricks you use when applying the products
- Share about the texture or scents of the products



# Post skincare for men image found HERE.

WHERE TO POST





#### SOCIAL MEDIA CAPTION EXAMPLE

Skincare rituals shouldn't be limited to women. Did you know that men's facial skin is not only thicker than women's, it also contains more pores which allows pollution and free radicals to become trapped in the skin? Regular shaving also exposes skin that's more sensitive to external factors and the skin underneath beards requires extra attention to stay healthy and nourished. Celletoi's simple, four-step skincare ritual is a no-fuss way for both men and women to care for their skin with minimal effort.

post

#### Share the male tutorial video found **HERE**.

WHERE TO POST f Feed f Stories





#### SOCIAL MEDIA CAPTION EXAMPLE

A simple, replenishing skincare ritual for him. Morning and evening, cleanse away impurities, hydrate and nourish to reveal healthy, refreshed skin.

post

# Share **THIS** product image and ask for questions.

#### 



#### STEP-BY-STEP GUIDE

- Upload the image to your stories
- Swipe Up and tap the 'QUESTIONS' sticker
- Type 'Ask me about Celletoi' (or any question you want)
- Tap 'Done' in the top right corner
- Move the sticker to where you want it placed
- Post story



# Share product texture video found *HERE*.

#### WHERE TO POST f ( Stories



#### SOCIAL MEDIA CAPTION EXAMPLE

Invigorate all your senses. Luxuriously smooth and ultra-soft, the hydrating nourishment of Celletoi will have your skin soaking in every drop.

post

# Post Celletoi tagline image found *HERE*.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

Why is it so important to ensure your skincare products effectively absorb into your skin? Every two weeks, your outer layer of skin cells are replaced with fresh, new skin cells and these new cells are only as good as the care they're receiving! Celletoi's exclusive Cerapasome Technology is a delivery system engineered by scientists that allows the beautifying ingredients in Celletoi to nourish and hydrate to reveal your healthiest, most revitalised skin as each new layer of skin rises to the surface.

post

Share THIS product image create an Instagram Poll using the steps below.

#### WHERE TO POST f Stories



#### STEP-BY-STEP GUIDE

- Upload the image to your stories
- Swipe Up and tap the 'POLL' sticker
- Type 'Keen on trying Celletoi?'
- Tap 'YES' and type: Yes
- Tap 'NO' and type: Send me more info
- Tap 'Done' in the top right corner
- Move the sticker to where you want it placed
- Post story



post

Post *THIS* video with skincare expert Ingrid Seaburn.

#### WHERE TO POST



f Feed f Stories

#### SOCIAL MEDIA CAPTION EXAMPLE

Skincare expert and former LA-based celebrity facialist, Ingrid Seaburn, shares her insight on the ingredients and the science behind Celletoi.

post

Share a link to the FAQs article from HERE.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

Have questions about Celletoi? Isagenix answers the most frequently asked questions about the new skincare range. Check it out here!

post

Post a skin care quote image found *HERE*.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

The healthy glow of luminous, bare skin is an achievable dream with Celletoi. A targeted, skincare ritual crafted with the powers of both science and nature helps to soften fine lines and wrinkles, diminish texture and hydrate the skin to its most supple and naturally radiant form. Allow your natural beauty to shine through with Celletoi.



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# Share 'How to layer your skincare' video found HERE.

#### WHERE TO POST

f Stories

#### SOCIAL MEDIA CAPTION EXAMPLE

Reach your personal complexion goals the simple way with Celletoi's four-step process. For best results, simply apply products on the skin from lightest to thickest consistency. This method allows the skin to properly absorb each product, with the thickest and final layer locking in hydration and the benefits of your earlier layers.

post

26

## Share one of *THESE* testimonials.

WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

The transformative four-step skincare ritual delivered by Celletoi is making waves with beauty enthusiasts. See what people are saying about their new skin journey.





# Take a photo of yourself with your favourite Celletoi product.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

#### Example 1:

A rush of hydration gets my skin glowing from morning to night with the Celletoi Phyto-Peptide Serum. The combination of niacinamide to smooth skin texture and sodium hyaluronate to hydrate leaves my skin looking effortlessly radiant.

#### Example 2:

The soft botanical scent of the Celletoi Anti-Ageing Hydrate Cream transforms a mundane routine into a welcome escape.

#### Example 3:

Luxuriously smooth and cooling on the skin, the sumptuous Anti-Ageing Hydrate Cream leaves my skin feeling soft and deeply nourished.

#### Example 4:

Pure, balanced skin with a simple swipe of the Celletoi Treatment Toner. After gently applying the toner after cleansing, my skin feels light and refreshed.

#### Example 5:

Healthy oil production is one of the fundamentals of beautiful skin. Too much or too little leaves your skin at risk of dryness and breakouts. With consistent use, the Celletoi Treatment Toner has refreshed my skin and helped control and balance my oil and moisture levels.

#### Example 6:

Light on the skin, the Celletoi Moisture Balancing Cleansing Foam gently cleanses away impurities while moisturising for a soft, nourishing feeling.







#### WHERE TO POST



Stories

#### SOCIAL MEDIA CAPTION EXAMPLE

Ultra-radiance with a minimalist process. Cleansing skin in the morning and following with a ritual that protects from environmental pollutants aids in strengthening the skin barrier. Your nighttime ritual is just as important. Remove the day's impurities and follow with a ritual that will work its magic on targeted skin concerns while the skin refreshes during sleep. Celletoi's morning and night ritual was scientifically formulated to cleanse, strengthen, protect, smooth, lift, nourish and hydrate with a simple, four-step process.

post

29

Post skincare quote found HERE.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

Desiring beautiful skin is not vanity. Complete wellbeing is about health from the inside out – the glow of natural, healthy skin is simply one of the many indicators that we are joyfully nourishing our way to a long and abundant life.





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# 30

Take a photo or video using the Celletoi Instagram filter found *HERE*.

#### WHERE TO POST



#### SOCIAL MEDIA CAPTION EXAMPLE

(Please share your own experience)

#### Example 1:

30 days of a new skin ritual with Celletoi and my skin has never felt or looked better. The simple, four-step process was easily slotted into my morning and evening routine and the luxuriousness of the products added an indulgent, spa-like experience to my day. My fine lines have softened and my skin has a lit-from-within luminosity that I've never been able to achieve with other skincare products.

#### Example 2:

Dryness has always been one of my biggest skin concerns and finding a simple, no-fuss skincare ritual that works has always been a struggle. I've been trialing Celletoi's easy, four-step process for the last 30 days and I'm stunned by the results. My skin feels deeply hydrated, soft and supple with no dry, flaky skin in sight. I've seen improvement in my skin texture and overall skin tone and the added hydration has given me a soft, natural glow.







CELLETOI 30-DAY SOCIAL CAMPAIGN

