

Step into your glow //



14 - Day
Social Campaign



Before, Progress and After Photo Checklist

- Remove all makeup, pull back hair and away from your face.
- Find a well-lit room with a plain background, free from other people and pets to limit distractions in the photo.
- Make sure your camera is in focus and the lighting is even across your entire face.
- Take a picture of your full face, neck (both sides). Also, include hand pictures and even a video of you pinching the skin on your hand.
- When you take your 'Progress' and 'After' photos, use the same background, lighting, time of day, skincare routine and relaxed facial expression that you did in the 'Before' photo.
- DO NOT** use a difference expression, makeup, skincare routine hairstyle, lighting or filter.

Compliance requires truthful transformation posts

Please include:

- Amount of time on product, mention daily usage, share what other products you used in conjunction and add disclaimer
**Results not typical. For best results, consume one bottle daily for at least 30 days.*
- 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.





PLEASE NOTE

This information is for my
AU and NZ Customers *only.*



Note: This social media campaign is **NOT** intended for use in countries where Collagen Elixir is only available NFR (such as Canada) where sharing NFR products on social media or in gyms, salons etc. is prohibited.

How to use this campaign guide

Images/Videos

Every day for 14 days, you'll find a 'Post of the Day'. For the post, you'll find an image/video idea. Some are provided for you via a link for you to download, but some of the content you will need to create yourself.

Written Content

Each post has written content (unless it's just a video for your social media 'stories'). Please feel free to modify the verbiage to fit your voice and personality. Never exaggerate claims or filter transformational images.

Using a blend of your own images, your own voice and modifying the verbiage, you'll create unique and authentic content for your audience.

Selling Simplified

STEP 1: When someone wants 'more information' on Collagen. Send this video which explains Collagen Elixir. Link if required: <https://vimeo.com/444099590/97b61e9cd8>

STEP 2: After they watch the video, send them the appropriate pricing images: [Beauty Booster Bundle ANZ](#), [Beauty Booster Bundle New Zealand](#) [Beauty Afterglow Bundle ANZ](#), [Beauty Booster Bundle New Zealand](#)

STEP 3: Once they tell you which pack they want, send them a cart. How to share a cart with the IsaLife app. Link if required: <https://vimeo.com/533853881/c73764a166>

Other Resources

Click for compensation video with Collagen Elixir for [Australia](#) or [New Zealand](#). Watch this video to grasp the potential of 10x-ing your Isagenix business with Collagen Elixir. This video is for private sharing in private groups or by text. This is not to be posted on a public FB page.



Before your box arrives

Warm up your audience by asking questions

Pre-launch 1: Facebook Post/Instagram Story: Choose one question.

'I need your help, what's your top tip for managing your time effectively?'

'I need your help, which planner do you love for the new year?'

'I need your help; which trainer is your favourite on Peloton?'

'I need your help; which dinner delivery service is your favourite?'

PRO TIP: Instagram Stories, use the QUESTION or POLL sticker for engagement

Pre-launch 2: Facebook Post/Instagram Story

Continue to share NON Isagenix recommendations (books, unique gifts you received, recipes, apps, children's toys/apps etc.) before and during the campaign.



Day

1

Take your own photo with box and collagen

Post on FB & Instagram as static post:

This is literally so easy, just drink one shot a day. This collagen isn't like anything else you've seen before.

A potent and tasty Collagen Elixir that promotes healthy skin. I am doing my 30-day trial to see for myself.

I have friends with their 30-day progress photos that will shock you! Let me know if you're ready to see them.

**Results not typical. For best results, consume one bottle daily for at least 30 days.*



Day

2

Take a selfie with the Collagen Elixir (make sure your photo is well lit)

Post on FB as static post and Instagram/FB Stories:

Cheers to Day 2 of my 30-day trial! Can't wait to get that glow.

Day

3

Post this image about Collagen Elixir Sourcing and Packaging

Sourcing Stories | Post on FB as static post:

From the scenic Scandinavian waters, delivered straight to your door. A lot goes in to making Collagen Elixir the best, and most convenient natural beauty boosting shot. This is what the Art of Wellbeing is all about.



Day

4

Choose a testimonial image from [here](#)

Post on FB & Instagram as static post and share to your stories:

I'm just starting my 30-day trial for better skin health. But, this before and after photo from another customer just blew my mind! Results don't lie here my friends. Stay tuned on my journey here as I will be posting my before and after results after 30 days!

Post on FB & Instagram as static post:

This is literally so easy, just drink one shot a day. This collagen isn't like anything else you've seen before.

A potent and tasty Collagen Elixir that nourishes and promotes healthy skin. I am doing my 30-day trial to see for myself.

I have friends with their 30-day progress photos that will shock you! (If you wanna see it? Text me!) So ready for this!

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Day

5

Take a photo or video of yourself taking the Elixir from the fridge and drinking it

Instagram Story: Use the video you take

FB Post: Use the image you take

I LOVE how simple this beauty routine is. Just one delicious shot daily (or one AM and one PM to accelerate the results - you know I'm all about that!)

If you want to be a part of this trial and get 35% off and free shipping, direct message me the words 'Elixir' for more info on it!



Day

6

Post this video

Post on FB stories and/or Instagram Stories.

Day

7

Use this Collagen 101 image here

Post on FB & Instagram Feed

Q: Can I take Collagen Elixir if I am pregnant or breastfeeding?

A: While Collagen Elixir contains food-based ingredients that can safely be consumed by pregnant/nursing women, it's always best to consult with your GP before starting using any supplements.

Q: What are the different types of collagens?

A: There are at least 16 different types of collagen. However, there are a couple that stand out most.

Types I & III are the most prevalent, with Type 1 accounting for 90%. Type I collagen is accountable for strong hair, skin, nails and bones. Type III serves for bones integrity and for the blood circulation system vessels strength.

While type II collagen is less prevalent within the human body, they are renowned for promoting joint health. Type II collagen is sourced from animal collagen, as opposed to marine collagen sourced for type I & III.

Q: Does Collagen Elixir use hydrolysed marine collagen or a collagen peptide?

A: Our marine collagen is both hydrolysed and a collagen peptide! What do we mean by hydrolysed? This is the process where large collagen molecules are broken down during a reaction with water into smaller molecules that are commonly referred to as 'peptides'. Therefore, our Marine Collagen is also a collagen peptide.



Day

8

Choose a testimonial image from [here](#)

Post on FB & Instagram Feed

In such a short amount of time I'm noticing (Insert what you noticed/liked in results).

Here's another incredible transformation from another happy customer doing the same 30-day trial I am with the Collagen Elixir! Continue with my journey here to see how every day I am fighting the hands of time.

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Day

9

Post an image of your Collagen Elixir bottle with your skincare products

Post on FB, Instagram Feed and Instagram Stories:

Did you know that women spend thousands of dollars on skincare and services for just their face alone (and I'm sure this is similar for men too). I don't know if you have seen the results I shared from this Collagen Elixir (text me and I can send you a few before/after). And it's not just the face! Customers are seeing improvements on hands, necks, elbows and feet!

I love how I am creating similar results for a price less than my favourite coffee a day!

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Day

10

Take a selfie **WITHOUT** a filter to accompany this post

Post on FB, Instagram Feed and Instagram Stories:

I'm obsessed with this Collagen Elixir! Here is what I'm loving so far: (include a list of what you love but please do not exaggerate claims. Realistic claims are great, such as - my skin is starting to glow, my skin feels softer, it's so easy to use, the elixir is refreshing.

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Day

11

Post one or multiple images from the folder [here](#)

Post on FB and Instagram as a static post.

Collagen Elixir, as seen in some of the most respected and renowned wellness magazines. If you want to see what all the hype is about, send me a message.

Day

12

Take a picture of your Collagen Elixir bottle

Post on FB and Instagram Stories

Collagen Elixir cares for you and the environment. This Elixir is one of the very few collagen supplements that is 100% sustainable from sourcing through to disposal!

Day

13

Post [this](#) Collagen Elixir Video

Post on FB Stories and/or Instagram Stories:

My 14-Day Collagen journey might be coming to an end soon, but for you, it could only just be getting started. If you're ready to start your glow, feel free to send me a message.



Day

14

Use [this image](#) as the first image followed by an image from [here](#)

Post on FB and Instagram as a static post:

(On IG you'll post them in a carousel, see how to do that here)

Hard to believe 2 weeks have gone by and I've enjoyed sharing my collagen trial with you thus far! The journey doesn't stop for me here as I am a raving fan of the results it's already created in my own life, let alone so many other customers. P.S. I'll be posting my before/after at 30 days.

If you've still been on the fence wanting to try this or you are someone who's ready to turn back time, direct message me 'elixir' right now so I can help you step into your glow. There's literally nothing to lose (except a fine line or two) with our 30-day money back guarantee!

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