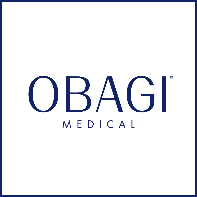
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**MAY 2022**

Please find in the table below a suggested plan for posting to your social media platforms.

You are welcome to use this as a guide or copy the text directly into your Instagram, Facebook or Twitter to share with your followers. You can find the images saved in the folder.

Please contact your account manager if you have any questions or difficulties – we are here to support you and your business in any way we can.

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| --- | --- | --- |
| Post | Text – copy and paste this into Instagram, Facebook or Twitter | Picture – upload the photo from the folder |
| Skin Cancer Awareness Month | Did you know May is Skin Cancer Awareness Month? Having sunburn 5 or more times can double your risk for melanoma.  The "ABCDE" rule is helpful in remembering the warning signs of melanoma:   * Asymmetry * Border * Colour * Diameter * Evolving   How to prevent skin cancer? WEAR YOUR SPF! Obagi Sun Shields are recommended by the Skin Cancer Foundation as effective, daily broad-spectrum sunscreens.  Contact our clinic today to find your perfect SPF  #spf #skincancer #protectyourskin #antiageing #skincare #broadspectrum | SPF for everyone  Obagi SPF |
| Skin Cancer Awareness Month | Our #TuesdayTip  Out and about? Pop an Obagi Sun Shield Sachet in your bag or pocket for a top up on your face, neck and décolletage during the day!  Providing you with protection against harmful UVA and UVB rays PLUS infrared defense to help buffer the skin from heat-derived oxidative stress  #spf #tintedspf #sunprotection #skincancer #protectyourskin #antiageing | Protect the skin you’re in |
| Skin Cancer Awareness Month | NEW PRODUCT ALERT!  Introducing Obagi Sun Shield Mineral SPF50! A sheer, quick-absorbing formula that is ideal for post-procedure skin. It provides comprehensive protection against UVA/UVB rays, and defense against IR rays and HEV light including blue light (solar or digital), which can cause premature skin ageing.  It’s perfect for ALL skin types and skin tones  And is also water resistant for 40 minutes. Perfect for a Summer holiday.  Contact the clinic today to order yours!  #obagiforeveryone #skinclusion #skintone #mineralspf #spf #sunshield #antiageing | Sun Shield Mineral |
| Sun Awareness Week/Skin Cancer Month | Just here to remind you to WEAR YOUR SPF!  Sun protection should be your number one line of defence when it comes to anti-ageing  Unprotected sun exposure can lead to hyperpigmentation, photoageing, as well as fine lines and wrinkles  We have a whole range of Obagi SPF’s available, pop us a message and we can find the best one for you!  #spf #antiageing #photoageing #sundamage #pigmentation #sunawarenessweek | SPF Reminder |
| Sun Awareness Week | Which is your favourite?  Warm – perfect for those with golden or olive undertones  Cool – ideal for those with pink or beige undertones  Leave a 💛 below for Warm and 💙 for Cool!  #spf #tintedspf #skintones #skinclusion #sunscreen #sunawarenessweek | Tints Swatches  Sun Shield Tints |
| Sun Awareness Week | We all love a multitasker!  The HydraFactor is both a moisturiser AND an SPF, the perfect product to use to finish your skin care routine, prior to makeup  Your skin will be left hydrated, soothed and protected  Available as part of the Obagi360 System to defend against youthful-looking skin, or you can purchase separately too!  Book in a consultation today  #obagi360 #youthfulskin #antiageing #spf #moisturiser #hydrator #skincare | HydraFactor SPF30 |
| Sun Awareness Week | THIS WEEK ONLY when you book a consultation!  Head to our website or send us a message to book!  #freebies #spf #free #clinic #skincare #loveobagi #samples | Free Sachets |
| Sun Awareness Week | Catching rays? Catch your SPF instead!  Obagi Sun Shield Matte Broad Spectrum SPF50 combines UVB and UVA protection in an elegant, matte finish that is non-comedogenic and dermatologist tested  It’s also fragrance and paraben free!  #spf #matte #skincare #sunprotection #sunshield | Catching Matte |
| International Skin Pigmentation Day | International Skin Pigmentation Day!  If you suffer from hyperpigmentation or melasma, the Nu-Derm Fx System could be for you!  The system helps transform the skin’s appearance by reducing darks spots, revealing younger, healthier-looking skin.  Swipe to see for yourself!  To find out more and to discuss any skin concerns with a skin professional, contact us today and let us help you become #futurefearless  #pigmentation #melasma #skinconcerns #nudermfx #loveobagi | Nu\_Derm\_Fx  Future Fearless Before & After |
| International Skin Pigmentation Day | If it’s good enough for Vogue, it’s good enough for us  The Obagi Nu-Derm Toner is part of the Nu-Derm Fx System. It helps to maintain your skin’s natural pH, and preps it for the transformational products that follow and help reduce pigmentation!  #toner #skincare #obagi #vogue #nudermfx | Nu Derm Toner Vogue |
| International Skin Pigmentation Day | Name a better duo…we’ll wait  The Clear Fx & Blend Fx are steps 3 and 5 of the Nu-Derm Fx System, and a few of our favourite products!  With arbutin and antioxidants, they both help transform your skin at a cellular level. Available for both Normal/Dry or Normal/Oily skin types and in prescription-strength and non-prescription versions.  Contact us today to book in a consultation!  #nudermfx #clearfx #blendfx #skinjourney #pigmentation #sundamage #melasma #skintransformation | Clear Fx and Blend Fx |
| International Nurse Day | **International Nurse Day is 12th May! Share a photo and a bit about your nurse(s) in clinic to create a better relationship with your audience. A great time to talk about the importance of having a trained nurse carry out the treatments, and to show your appreciation of staff members** | **Your own photo** |