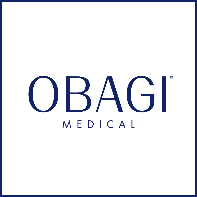
****

**NEW NU-CIL EYELASH ENHANCING SERUM**

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.

Use this in addition to our email template to help drive more business during this time. Now more than ever with people wearing face masks, eyes have become the main focus and way of communicating. Let’s enhance them!

Once your customers are on board and ready to add the Nu-Cil to their routine, simply order the product via the e-pharmacy and add our ‘Direct to Patient’ instructions and we will deliver straight to their door – you don’t need to worry about ordering stock or dispatching this yourselves.

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.

|  |  |  |
| --- | --- | --- |
| Post | Text – copy and paste this into Instagram, Facebook or Twitter | Picture – upload the photo from the folder |
| Monday | NEW PRODUCT! @obagiuk Nu-Cil Eyelash Enhancing Serum is now available!  Going beyond skin to bring you thicker, more voluminous lashes from the comfort of your home.  Get in touch, we can deliver straight to your door!  #obagiuk #nu-cil #eyelashes #serum #lashserum #obagimedical | Obagi Nu Cil Purple.jpg |
| Tuesday | #TipTuesday If you’re finding wearing falsies or lash extensions are taking a toll on your eyelashes, you should try the Nu-Cil Eyelash Enhancing Serum! Easy to apply, you can simply add on to your skincare routine.  Drop us a message to pre-order yours and fall in love with your eyes.  #obagiuk #nu-cil #eyelashes #serum #lashserum #obagimedical #skincare #athome | Nu-Cil Model2.jpg |
| Friday | 3 simple steps to love your eyes:  1 – Use ELASTIderm Facial Serum on your face and neck to deliver firmer-looking skin. It will continue to improve the appearance of crepiness with frequent use! Smoothing out your skin and allowing attention to draw to your eyes.  2 – With the help of Bi-Mineral Contour Complex, our ELASTIderm Eye Cream supports the skins elasticity so it can bounce back from the signs of ageing, resulting in firmer-looking skin and reducing ‘crow’s feet’.  3 – Lastly, finish off with Nu-Cil Eyelash Enhancing Serum. Giving you thicker, luscious eyelashes after just 8 weeks of use. Your eyes will be the centre of attention!  #obagiuk #athome #nucil #eyelashes #eyes #skincare #elastiderm #eyecream | Nu-Cil Model5.jpg |
| Monday | The perfect gift this season  NEW Nu-Cil Eyelash Enhancing Serum is now available from @obagiuk  Powered by NouriPlex™ technology, a unique blend of 4 key ingredients nourish lashes for a thicker and more defined appearance with results that continuously build day after day. Give yourself the gift of luscious lashes or send one to a friend!  #obagiuk #nouriplex #ingredients #eyelashes #nucil #eyelashserum #giftguide | Obagi Nu Cil Spotlight open.jpg |
| Tuesday | The Nu-Cil Eyelash Enhancing Serum can give you results from as little as 8 weeks! Swipe to see the results and say goodbye to sparse, short lashes  #nucil #beforeandafter #transformationtuesday #eyelashes #eyelashserum #transform #eyes | Obagi Nu Cil group circle.png  Before & After Nu-Cil.PNG |
| Thursday | It won’t be long until party season is upon us! Start using Nu-Cil Eyelash Enhancing Serum now and you will have luscious, thicker and more dense lashes ready for Christmas!  Contact us now to get hold of this fabulous product  #obagiuk #partyseason #eyelashserum #eyelashes #nucil #gifts #christmascountdown | Before\_After\_4.png |
| Friday | The gift that keeps on giving – Nu-Cil Eyelash Enhancing Serum gives results that continuously build day after day  Let your eyes do the talking  #obagiuk #giftgiving #eyelashes #results #serum #obagimedical | Nu Cil Model3.jpg |
| Saturday | With incredible clinical results, Obagi Nu-Cil is the perfect product to enhance your eyelashes! These graphs speak for themselves  #nucil #eyelashes #transformation #results #serum #obagi | Nu-Cil Competitor Graph1.png  Nu-Cil Competitor Graph2.png |