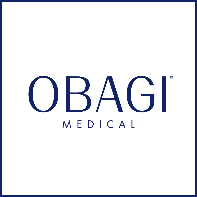
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**SUZAN**OBAGI**MD**

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 skincare business during this time. Now more than ever people are searching for skincare, while searches for beauty products decline, so don’t miss out, keep the conversation going!

Once your customers are on board and ready to add the SUZANOBAGIMD products 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.

Stay Safe

**Posts include**  
Acne Cleansing and Cleansing Wipes  
Acne Cleansing Wipes  
Balancing Toner  
IDR  
Retivance

|  |  |  |
| --- | --- | --- |
| Post | Text – copy and paste this into Instagram, Facebook or Twitter | Picture – upload the photo from the folder |
| Sunday | NEW PRODUCT! Now that you’re out and about, grab the perfect on-the-go solution to quickly cleanse and refresh the skin. Available with Salicylic Acid to help reduce #maskne and packed with antioxidants to protect your skin.  Ask us for a consultation today!  #obagiuk #suzanobagimd #skincare #acnecleansingwipes #cleansingwipes | SOMD\_Wipes\_Social |
| Tuesday | #TipTuesday If wearing a facial mask has taken a toll on your skin, adding the SUZANOBAGIMD Acne Cleansing Wipes into your bag provides an on-the-go solution to quickly cleanse and refresh.  These pre-moistened, textured wipes provide hydration and antioxidant protection, plus salicylic acid and are:  -dermatologist tested  -hypoallergenic  -non-sensitising  and made without parabens, synthetic fragrances and dyes.  Ask us to order today!  #suzanobagimd #newproduct #obagiuk #acnecleansingwipes #cleansingwipes | SOMD\_Wipes\_Social2 |
| Friday | 5 reasons why Dr Suzan Obagi loves the IDR - Intensive Daily Repair:  1- Helps keep pores unclogged and blemishes at bay 2- Helps to hydrate the skin without being heavy or greasy 3- Gluconolactone is a powerful antioxidant while Lactobionic Acid helps reduce the breakdown of collagen 4- Helps gently exfoliate dead skin cells 5- Formulated to be tolerated by most skin types, including sensitive skin  Ask us for more information on the SUZANOBAGIMD range, exclusively available through @obagiuk and [clinic name]  #obagiuk #suzanobagimd #IDR #obagiambassador | SOMD\_Social\_IDR |
| Monday | On the go? Cleanse your skin after a workout, or refresh skin after wearing a facial mask.  Add the NEW SUZANOBAGIMD Cleansing Wipes to your bag today to:  -Remove oil build up and makeup  -Moisturise  -Soothe the skin  -Defend against free radicals  NOW AVAILABLE with Salicylic Acid in ‘Acne Cleansing Wipes’  #obagiuk #suzanobagimd #skincare #salicylicacid | CleansingWipesExercise |
| Wednesday | Ingredient Spotlight  The NEW SUZANOBAGIMD Retivance combines studied ingredients such as retinaldehyde and antioxidant Vitamin C and E to improve skin texture and reduce the appearance of fine lines and wrinkles!  Ask us about the new products available from the SUZANOBAGIMD line from the 7th August and we can order these direct to your door!  #obagiuk #suzanobagimd #retivance #vitamina | SOMD\_Social\_Retivance\_1 |
| Saturday | Remove your makeup every night!  Simple skincare habits can make all the difference. Be sure to always remove your makeup at the end of each day, either double cleansing your skin or using a SUZANOBAGIMD Cleansing Wipe  \*NEW\* Acne Cleansing Wipes are now available with salicylic acid to gently exfoliate the skin and help prevent blemishes  Ask us about the SUZANOBAGIMD range today!  #obagiuk #skintransformation #skincare #workfromhome #suzanobagimd | SOMD\_Wipe\_Sink |
| Tuesday | #TipTuesday  Use moisturising products during warmer months. The NEW SUZANOBAGIMD IDR – Intensive Daily Repair is a hydrating and rejuvenating daily lotion containing polyhydroxy acids (PHAs) that gently exfoliate, and sodium hyaluronate to help retain moisture and condition the skin.  Ask us for more information and we can order your skincare direct to your door from the 7th August  #skincare #suzanobagimd #obagiuk #obagiambassador # | SOMD\_Social\_IDR\_1 |
| Thursday | Which SUZANOBAGIMD product is right for me?  We take skincare seriously here at [clinic name] which is why when it comes to Vitamin A – and any other active ingredient – it’s important to consider what strength is right for you. Obagi has carefully formulated a range of Vitamin A products for optimal efficacy and to cater to ever skin type (they’ve also been doing it for over 30 year’s!) so we are confident we can find the product for you with the addition of the SUZANOBAGIMD Retivance Skin Rejuvenating Complex.  Ask us for a consultation and we can order your products direct to your door!  #obagiuk #suzanobagimd #myskincareroutine | SOMD\_Retivance\_Media |
| Saturday | We can’t get enough of Retivance! This product is powered by retinaldehyde, an effective, yet gentle retinoid that is suitable for even those with sensitive or delicate skin. Retinaldehyde has been shown to improve the feel of firmness and elasticity, and reduce the appearance of fine lines, wrinkles and rough skin.  Ask us about the full range of Obagi Medical and SUZANOBAGIMD retinoids today  #obagiambassador #exclusiveproduct #obagiuk #suzanobagimd | SOMD\_Social\_Retivance\_2 |
| Monday | Ingredient Spotlight  The NEW SUZANOBAGIMD Retivance Skin Rejuvenating Complex combines retinaldehyde and other clinically studied ingredients to improve skin complexion and texture, and minimise the appearance of fine lines and wrinkles. One of the other clinically studied ingredients is chamomilla recutita (matricaria) which is a flower extract that acts as a soothing agent.  Ask us about the first three products available in the SUZANOBAGIMD line, exclusively through Obagi UK and Ireland Ambassador clinics – that’s us!  #obagiuk #suzanobagimd #retinoids #ukskincare | SOMD\_Social\_Retivance\_3 |
| Wednesday | Exfoliate and rejuvenate your skin with SUZANOBAGIMD IDR and Retivance® Skin Rejuvenating Complex! In the morning, apply IDR before sunscreen to help keep pores unclogged, improve skin clarity and texture, and hydrate the skin. In the evening, apply Retivance which includes Vitamin A, peptides and antioxidants that help address the appearance of photoageing.  Hello beautiful skin!  \*SUZANOBAGIMD products are free of parabens, synthetic fragrances and dyes making them suitable for even sensitive skin.  [@suzanobagimd](https://www.instagram.com/suzanobagimd/) @obagiuk [#Obagi](https://www.instagram.com/explore/tags/obagi/)UK [#suzanobagimd](https://www.instagram.com/explore/tags/suzanobagimd/) | SOMD\_Social\_IDR\_Retivance |
| Friday | \*Ingredient Spotlight\* SUZANOBAGIMD™ Balancing Toner is formulated with naturally derived ingredients like witch hazel, which minimize the look of pores and oily skin. It is also dermatologist-tested, hypoallergenic, and made without synthetic fragrance or parabens! @obagiuk [@suzanobagimd](https://www.instagram.com/suzanobagimd/) [#Obagi](https://www.instagram.com/explore/tags/obagi/)uk [#suzanobagimd](https://www.instagram.com/explore/tags/suzanobagimd/) | SOMD\_Social\_Balancing\_Toner |
| Monday | We’ve Expanded! The SUZANOBAGIMD range is the perfect balance of powerful ingredients and purposeful exclusions.  The product line is scientifically studies, dermatologist-tested, hypoallergenic, and made without parabens, synthetic fragrances or dyes.  Discover the range suitable for even post-procedure and sensitive skin  #obagiuk #suzanobagimd #hypoallergenic #withoutparabens #parabenfree | SOMD\_P3\_green\_badge |