

# Skintrinsiq Social Content

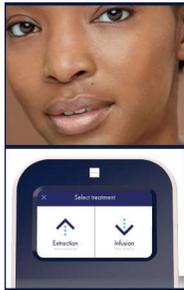
Please find in the table below a suggested plan for posting to your social media platforms.

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 including portrait, square, landscape and video content to best suit each platform.

Use this in addition to our email template to help drive more business!

Keep your shelves stocked so you don't miss a sale opportunity, and explore the templates provided to promote your own clinic treatment or homecare offers.

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.

	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	<p>Is your skin ready for reopening? 🌸</p> <p>Greet the world again with vibrant, radiant skin 🌸 thanks to the new Skintrinsiq™ device, the first system designed by the skincare experts at Obagi®. Come discover which Skintrinsiq treatment is right for you.</p>	<p>Introducing the innovative Skintrinsiq™ device from the #skincare experts at #Obagi. Cleans deeply, infuses, and even adds LED light therapy in one pass for vibrant, radiant #skin. Come discover the right Skintrinsiq treatment for you!</p>
Image/Video	<p>Carousel:</p> <p>[Still image]</p>  <p>[Animation Video]</p>	<p>[Video: Animation Video]</p> 

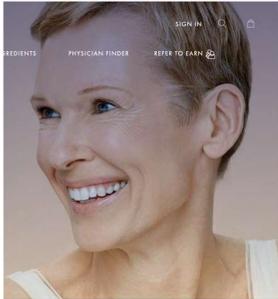
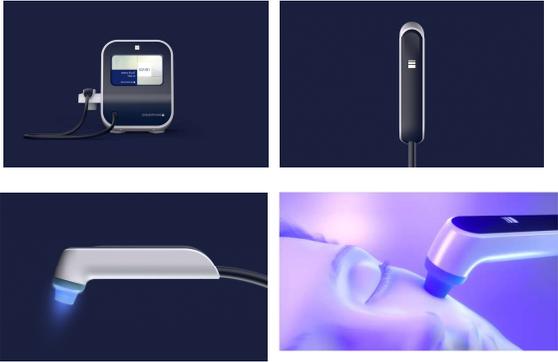
# Skintrinsiq Social Content

		
Hashtag options	#Obagiuk #Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial	#Skintrinsiq #Obagiuk #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial

	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	A Skintrinsiq™ treatment is your catalyst ✨ for healthy-looking skin today and tomorrow. Dynamic cleansing, deep infusion, and LED light therapy in less than 30 minutes for results you'll love 💖. Discover your personalised Skintrinsiq protocol.	Experience the future of professional #skincare! Experience the Skintrinsiq™ system, featuring the first device designed by the skincare experts at #Obagi. Healthy-looking, radiant #skin begins with #Skintrinsiq treatments. Let's get started!
Image/Video	[Carousel]: [Still image]  [Animation Video]	[Still image]  [Video idea: Boomerang video of a closeup of the Skintrinsiq™ handpiece on the face of a

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		<p>patient receiving treatment]</p> <p>Video tips:  <a href="https://help.instagram.com/314684928883274">https://help.instagram.com/314684928883274</a></p> <p>Boomerang example:  <a href="https://youtu.be/3vm6m56xNo8">https://youtu.be/3vm6m56xNo8</a></p>
Hashtag options	#Obaguki #Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial	#BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial

	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	<p>Want to accelerate  the results of your #Obagi skincare routine? The Skintrinsiq™ device is here! Dynamic infusion technology cleans deeply &amp; locks in #Obagi products to work after your treatment is over. Let's get started on your path to radiant skin!</p>	<p>Speed up your #Obagi #skincare results with this amazing device! Come see how you can get started on the path to vibrant, radiant #skin in less than 30 minutes with a Skintrinsiq™ treatment.</p>
Image/Video	<p>[Still image]</p>  <p>[Animation vieo]</p>	<p>[Carousel]</p> 

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		<p>[Video idea: Staff setting up Skintrinsiq™ , played at 3x speed]</p> <p>[Video idea: Unboxing of Skintrinsiq™ device with variable speeds (eg, 3x speed as box is placed on table but slo-mo as device is revealed)]</p> <p>[Music suggestions]          "I Feel Good" – Saint Motel          "Better When I'm Dancin'" – Meghan Trainor          "Don't Be So Hard On Yourself" – Jess Glynne</p>
Hashtag options	<p>#Obagiuk #Skintrinsiq #BeautifulSkin #RadiantSkin          #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial</p>	<p>#Obagiuk #Skintrinsiq #BeautifulSkin          #RadiantSkin #MedicalSkincare          #ProfessionalSkincare #ProfessionalFacial</p>
	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	<p>Not just a facial. This is innovative science 🧪 from the #skincare experts at #Obagi. Skintrinsiq™ treatments deeply cleanse &amp; infuse Obagi® products, then lock them in to keep working. Come see how the Skintrinsiq device is different.</p>	<p>The Skintrinsiq™ system features the first device designed by the #skincare scientists at #Obagi. Get deep cleansing, dynamic infusion of proven products, and LED light therapy for vibrant, healthy-looking #skin and no downtime. Come see the #Skintrinsiq difference.</p>
Image/Video	<p>[Add practice logo/graphic with Skintrinsiq™ logo]</p>  <p>[Animation Video]</p>	<p>[Carousel]</p>  

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		<p>[Video idea: 30-second staff testimonial about using Skintrinsiq™ herself]</p> <p>[Talking points]:</p> <ul style="list-style-type: none"> <li>• Took less than 30 minutes</li> <li>• Gentle and relaxing</li> <li>• Four treatment protocols to choose from and I used the [Protocol name]</li> <li>• Jump-starts your Obagi skincare routine for faster results</li> </ul>
<p>Hashtag options</p>	<p>#Obagiuk #Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial</p>	<p>#BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial</p>

	<p>Facebook/Twitter/Instagram</p>	<p>IG &amp; Facebook Stories/TikTok</p>
<p>Text</p>	<p>Four customised treatments. One amazing 🚀 breakthrough in skincare! Visit us to experience the #Skintrinsiq device, designed by the #skincare experts at #Obagi. Deep cleansing, dynamic infusion, LED light therapy, no downtime. Let's get started!</p>	<p>The Skintrinsiq™ device from #Obagi deeply cleanses and infuses in less than 30 minutes with no downtime. We can't wait to help you find the #Skintrinsiq treatment that's right for you!</p>
<p>Image/Video</p>	<p>[Logo]            [Animation Video clip]  </p>	<p>[Carousel]  </p>

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		 <p>[Video idea: Open on the Skintrinsiq™ device screen as a treatment protocol is chosen. Extreme zoom in to wipe and then zoom out to reveal all the Obagi products that can be infused, displayed around the device]</p> <p>[Onscreen text]: Together, let's find which treatment is right for your skin</p> <p>[Alternate content: Poll question] Have you had your skin analyzed by a skincare professional? Yes 😊 No 😞</p> <p>[Music suggestion]: "Everybody Rise" – Amy Shark "Seve" – Tez Cadey "Aesthetic Girl" - Yusei</p>
Hashtag options	#Obagiuk #Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial	#BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial
	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	We're so excited about the new Skintrinsiq™ device from Obagi®, we're offering [X%] off your first treatment until [DATE]! Experience the deep cleansing and infusion of proven Obagi	The new Skintrinsiq™ device from #Obagi is so exciting that we're offering [X%] off your first treatment until [DATE]. You don't want to miss

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	products for noticeable results. Don't miss this one-time chance!	this chance to get started on your path to healthy-looking, smoother skin.
Image/Video	<p>[Carousel]</p> 	<p>[Carousel]</p>  <p>[Video idea: Staff with Skintrinsiq™ device explaining its unique MOA] Talking points:</p> <ul style="list-style-type: none"> <li>• Deep cleansing and infusion of products</li> <li>• Locked-in products keep working after your visit</li> <li>• Simultaneous LED light therapy</li> <li>• No downtime</li> </ul>
Hashtag options	#ObagiUK #Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial	#Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial
	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok
Text	Have you felt the rejuvenation (protection + rejuvenation) of #Obagi medical skincare? Now you can experience it at a whole new level. Try the #Skintrinsiq device, the deep-	Professional skincare with #Obagi is true rejuvenation (protection + rejuvenation). Come see how the Skintrinsiq™ device,

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	cleansing, product-infusing system from the #skincare scientists at Obagi®!	designed by the #skincare experts at Obagi, takes prejuvenation to a new level!
Image/Video	<p>[Carousel]</p> <p>[Logo]</p>  <p>[Still image]</p>  <p>[Animation Video clip]</p> 	<p>[Carousel]</p>  <p>[Music suggestion]</p> <p>“Phenomena” – Shingo Nakamura</p> <p>“Aesthetic Girl” – Yusei</p> <p>“Tokyo/Vermont Counterpoint” – Steve Reich</p>
Hashtag options	<p>#BeautifulSkin #RadiantSkin #MedicalSkincare</p> <p>#ProfessionalSkincare #ProfessionalFacial</p>	<p>#SkintrinsiQ #BeautifulSkin #RadiantSkin</p> <p>#MedicalSkincare #ProfessionalSkincare</p> <p>#ProfessionalFacial</p>
	Facebook/Twitter/Instagram	IG & Facebook Stories/TikTok

# SkintrinsiQ Social Content

Text	<p>The SkintrinsiQ™ system is the first device designed by the skincare scientists 🧪 at #Obagi. It offers 4 protocols to help any type of skin look healthy and vibrant. Is the [Protocol name] treatment the one for you? Let's find out together!</p>	<p>The SkintrinsiQ™ system is the first device designed by the #skincare scientists 🧪 at #Obagi and offers 4 protocols to help any type of #skin look healthy and vibrant. Is the [Protocol name] treatment the one for you? Let's find out together!</p>
Image/Video	<p>[Carousel of product images for each protocol]</p> <p>[Onscreen text]: <b>Antioxidant Protocol</b> Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Professional-C® Serum 10%, 15%, or 20%, Professional-C® Peptide Complex, Obagi Sun Shield™ Matte Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Brightening Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Nu-Derm® Clear Fx, Hydrate® Moisturizer, Obagi Sun Shield™ Matte Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Clarifying Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Retinol 0.5 Hydrate® Moisturiser, Obagi Sun Shield™ Mineral Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Firming Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, ELASTIderm® Facial Serum, Hydrate Luxe® Moisturiser, Obagi Sun Shield™ Mineral Broad Spectrum SPF 50 Sunscreen</p>	<p>[Carousel of product images for each protocol]</p> <p>[Onscreen text]: <b>Antioxidant Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Professional-C® Serum 10%, 15%, or 20%, Professional-C® Peptide Complex, Obagi Sun Shield™ Matte Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Brightening Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Nu-Derm® Clear Fx, Hydrate Luxe®, Obagi Sun Shield™ Matte Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Clarifying Protocol</b> [Products] Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, Retinol 0.5, Hydrate Luxe®, Obagi Sun Shield™ Mineral Broad Spectrum SPF 50 Sunscreen</p> <p>[Onscreen text]: <b>Firming Protocol</b></p>

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		<p>[Products]  Nu-Derm® Gentle Cleanser, Nu-Derm® Toner, ELASTIderm® Facial Serum, Hydrate Luxe®, Obagi Sun Shield™ Mineral Broad Spectrum SPF 50</p> <p>[Video idea: Staff reviewing the benefits and products of each treatment protocol]</p> <p>[Talking points]</p> <ul style="list-style-type: none"> <li>• All Skintrinsiq™ treatment protocols include Nu-Derm® Gentle Cleanser and Nu-Derm® Toner, as well as Obagi sun protection</li> <li>• The Antioxidant protocol refreshes and revitalizes the look of your skin with Professional-C® Serum 10%, 15%, or 20% and Professional-C® Peptide Complex</li> <li>• The Brightening protocol reveals a smoother, more radiant complexion with Nu-Derm® Clear Fx and Hydrate®</li> <li>• The Clarifying protocol can improve oily, blemish-prone skin with Obagi Retinol and Hydrate Luxe®,</li> <li>• The Firming Protocol rejuvenates your skin and minimises the appearance of fine lines and wrinkles with ELASTIderm® Facial Serum and Hydrate®</li> <li>• The Skintrinsiq device evenly infuses the products and then locks them in so they keep working after your treatment</li> </ul>
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Hashtag options	#Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial	#Skintrinsiq #BeautifulSkin #RadiantSkin #MedicalSkincare #ProfessionalSkincare #ProfessionalFacial