

First, ask who are we talking to?:

to women from 35 to 50 years old, from Algeria, they have thick dark hair and fair skin

Where are they now, emotionally, and mentally?

Frustrated about their dark skin problem
they feel Insecure about that

What do I want them to do?

I want them to click the link to buy the product

- What steps do they need to take to get to where I want them to go?

I want them to feel their identity when they use the product
by matching their identity with the value of the product
and I want them to believe that the product can help them

Where am I in the whole funnel?

I'm in the ad funnel

What words are they currently using to describe their identity?

I've had dark inner thighs my whole life
I'm 47 now and I'm over feeling insecure about it
I always thought that area was "naturally" a little darker
I also have some hyperpigmentation on my face
I stop shaving for a while and my armpits become lighter but eventually stay dark
I felt ashamed of my dark vagina
Laser or electrolysis. If you're like me, none of these tips will help you
I have suffered from this problem for a long time
My sensitive and dry skin
I was only waxing (sugar) and eliminated shaving from my routine.
However, the marks did not disappear

level of awareness:

they're aware about the solution

level of sophistication:

Roadblocks:

they used many things like Laser or electrolysis..etc, but it didn't work with them

when they shave the black splatters appear

although they stopped the shaving, the splatters didn't disappear

The Product:

the product will help them by killing these splatters, if they used it correctly, and if they wanted a good result they should follow these things:

- You should stay out of the sun or wear protective clothing and use sunscreen when you are outside.
- Do not use sunlamps or tanning salons.
- It is important to use the cream regularly as directed until you achieve the desired whitening, and then use only when needed to maintain results.

The Personal Analyze:

I think the copy have all the element to work, I guess the only thing maybe will not work is awareness

And I will improve it by more deeper research, and analyzing the market more

NO MORE OF **BLACK** SPLATTERS



Title: "Do You Have The Courage to Get Rid of The Dark Areas on Your Body?"

Hey there, radiant souls! Do you believe you can solve the problem you've struggled with all your life?

Are you ready to reveal your true glow and say goodbye to those persistent dark spots that lasers and all kinds of solutions did not help with?

Say hello to Expigment Cream 30g Hydroquinone 4% - the ultimate solution for brighter, more even-toned skin that radiates confidence from within!

and it's wonderful to hear that this product has positively impacted many women and delivered great results for them

Say goodbye to freckles, melasma, age spots and acne scars that always make you feel insecure. With Expigment 4, you can lighten those areas of dark skin and reveal skin as luminous as your soul.

By harnessing the power of Hydroquinone, our depigmentation cream works tirelessly to reduce melanin production in the skin, helping to restore your skin tone balance and fade stubborn pigmentation spots you've struggled with for years.

Whether your skin is sensitive or dry, Expigment 30g Hydroquinone 4% Cream is here to help. Thanks to its powerful formula and gentle application, you can finally have the radiant skin you've always dreamed of

Don't let dark spots dim your shine – reveal your true radiance with Expigment 30g Hydroquinone Cream 4% today!