

ALL OF THE REQUIREMENTS FOR THE COPY REVIEW AIKIDO CHANNEL!

For Copy Review:

Document Submission:

Create ONE Google Doc with comment access enabled.

Content Requirements:

~~Answer the four questions from the winner's writing process.~~

~~List the reader's roadblocks and the solutions/mechanisms to solve them.~~

~~Include your personal analysis of your copy's weaknesses and how you plan to improve them.~~

~~Identify your copy's weaknesses and make an effort to fix them before submission.~~

~~Explain how you attempted to fix your issues and ask for feedback on your efforts.~~

~~Indicate if you test your copy and its performance results.~~

~~Explain how your product's strengths and weaknesses play into the value equation~~

~~Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel~~

~~Show and explain the full funnel.~~

Additional Requirement:

~~Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.~~

<https://rumble.com/v5656ul-100-push-ups-copy-review-aikido-channel.html>

Business Model/Niche: Health & Beauty. Holistic Health (Natural & Organic) - Ayurvedic Skincare products.

Business Objective:

- a. Convert First Time Website Visitors into Paid Customers
 - i. Increase their conversion rate from 1.3% to at least 2.5%

Q1) Answer the four questions from the winner's writing process.

1. Who am I talking to?

a. Demographic Information:

- i. Name: Jenny Davey
- ii. Gender: Female
- iii. Age Range: 35 - 65 years old
- iv. Geographical Location: Australia
- v. Image of Avatar:



b. Psychographic Information:

Day in the life: Jenny, a 55 year old married woman, gets up at 6:30 AM each morning. She groans as she rubs the sleep from her eyes and reaches the switch for her bedside lamp. The light illuminated reveals a nightstand cluttered with many types of half-used skin care products which have left her skin not feeling or looking so good.

She makes her way to the bathroom and takes a look at her face in the mirror and wonders why the stuff she buys never gets the results she wants. Jenny gets frustrated and is now anxious to step out of the house for work. As she gets ready for work, the low self esteem fills her as she thinks "What if people keep staring at my skin today. Jenny proceeds to place additional makeup and concealer to cover up the spots till she is happy with what she sees in the mirror.

She walks down the stairs and joins her husband for breakfast at the table. He asks, "Why do you have so much makeup on today?".

She is always on the hunt for better makeup with natural healthy ingredients as she isn't a fan of the chemicals. She is also over the claims of big brand facial moisturisers, and not interested in the use of botox or other cosmetic procedures to fix her ageing skin. All in all, she has spent hundreds of dollars trying to find the right skincare that will work.

Some other common information gathered from testimonials -

- i. Stopped using every other cosmetic product because of concerns about dangerous chemicals permeating my skin, testing on animals and overall environmental impact of using those products.
- ii. Frustrated over their current skin problems
- iii. Low self confidence due to dry, dullness, uneven complexion
- iv. Wake up with dry flaky skin
- v. Visited multiple dermatologist, purchased their recommended products and it does not work
- vi. have spent thousands of dollars over the years on so-called anti-ageing skin and body care creams, lotions and potions that do not work.
- vii. They do not know what their root cause is besides the fact they are ageing.

2. Where are they now?

- a. Scrolling on social media (FB / IG)
- b. Passively worried about their skin
- c. Current Painful State

- i. Unhappy with the way their skin looks as they have dull, uneven complexions, heavy wrinkles, and ageing skin.
- ii. Feel worried and afraid that their husbands will no longer find them beautiful/attractive, and leave them for a younger looking woman.
- iii. Makes them feel sad, self conscious, worried they won't get the kind of attention and respect they did as a younger beautiful woman
- iv. Current skin care routine not showing results.
- v. Current skin has redness and hyperpigmentation
- vi. Dry & sensitive skin
- vii. Skin is sensitive to many other products they have tried
- viii. Low confidence
- ix. Skin conditions - Hyperpigmentation, acne, uneven complexion
- x. cold winter nights where my skin would get extremely dry.
- xi. struggling with dry scabby skin for awhile
- xii. no Australian suppliers, it seemed a bit 'dropshippy' to me
- xiii. I never went anywhere without my makeup

- xiv. I spent hundred of dollars trying to clear my skin to no avail
- xv. I have stopped using every other cosmetic product because I am concerned about dangerous chemicals permeating my skin, testing on animals and overall environmental impact of using those products.
- xvi. I have tried lots of different natural skincare options
- xvii. Growing up in rural Australia, before the widespread knowledge and use of sunscreen, my fair skin was subjected to a harsh environment.
- xviii. I was hesitant to purchase at first because it may seem like the products are a little pricey
- xix. I have incredibly dry skin. It's flaky and looks like it's peeling from a sunburn.
- xx. I've been to numerous Dermatologists and tried every medium to high end product to no avail.
- xxi. I have also had a hard time finding products that don't make my face feel like it's on fire.
- xxii. I would love to get away from the chemicals to all natural
- xxiii. I live in cold weather temperatures, so that combined with all the stresses of life, has made my skin dull.
- xxiv. Many people tell me they're hesitant to put oil on their face for fear of clogging pores and breaking out.
- xxv. I've been searching for skin care that is right for me for a long time.
- xxvi. I'm always on the lookout for better skincare.
- xxvii. I am one of those who would never leave house without foundation/ makeup on
- xxviii. I am SO over facial moisturisers' and all their claims!
- xxix. have spent thousands of dollars over the years on so-called anti-aging skin and body care creams, lotions and potions that do not work.
- xxx. A level of frustration with their current skin conditions
- xxxi. I have sensitive skin, tried so many products and I always end up with a breakout.
- xxxii. I would wake up with flaky, dull skin every morning.
- xxxiii. I have acne prone skin and have tried far too much anti-aging. wrinkle-help products.
- xxxiv. not into Botox or facelifts but I am into preserving the skin I'm in.

d. Dream State

- i. Have smooth and hydrated skin
- ii. softer, more even toned and smoother skin
- iii. Moisturised and dewy skin
- iv. Not have the need to wear makeup whenever stepping out of the house

- v. my skin hasn't looked so good and felt so soft and healthy in 30 years!
- vi. A skincare product that is not greasy and can fix all their skin issues
- vii. Want to impress their husband on their skin condition
- viii. They want to show their friends at weekend brunch how glowing and radiant their skin is
- ix. If they are separated, they want to make sure they are appealing to attract another mate in their life.
- x. A level of high confidence when looking at themselves in the mirror
- xi. They desire their husbands to compliment them on how they are glowing
- xii. Want the spark between them and their husbands to re-ignite
- xiii. To have the best skin amongst the friend group, to show their friends that they have money or at a certain level of status
- xiv. My husband (who doesn't notice anything) said, "Your skin looks good"!
- xv. I am getting quite a few compliments about how great my skin is looking and "what is my secret"
- xvi. getting feedback that my face looks 10 years younger than my age.
- xvii. I awake with the glowing complexion I had in my 20's.
- xviii. people constantly compliment me on my skin
- xix. My skin doesn't always respond well to products so I was initially hesitant to try the Manjish Elixir. The product has blown me away! I haven't had any breakouts, my skin feels hydrated and I've had so many compliments about my glowing skin.

e. Value, Beliefs & Tribal Affiliations

They blame chemical filled products, dermatologist's products and no longer believe in the claims face moisturisers say. In the recent years, there has been a shift from chemical related products to skincare products that contain organic natural ingredients. I also believe that people from Australia love buying Australian made skincare. The group my avatar belongs to have similar "tribes" they are part of:

- No testing of products on animals
- Concern of their overall impact to the environment
- Natural products only
- Into preserving the skin instead of modifying the skin with Botox
- Into herbal medications & remedies
- Some will be part of the vegan tribe

- No chemicals on skin

- Current Level of Desire = 2/10
- Current Belief in Idea/Mechanism = 3/10
- Current Trust in Company = 1/10

3. Where do I want them to go?

- Watch the Meta Ad
- Click the CTA button on Meta Ad to landing page
- Buy product on landing page

- Level of Desire = 8/10
- Belief in Idea/Mechanism = 9/10
- Trust in Company = 7/10

4. What steps/experiences do they need to go through to go from where they are to where I want them to go?

- Facebook Ad to capture attention
 - Facebook Ad Picture
 - Stop Scrolling
 - Keep their attention by colour contrasts between text and background, contrasts on the bottle packaging itself and compared to everything else they see on IG. Bright colours, pattern interrupt
 - Amplifies the dream state
 - Amplifies current/pain state
 - Big and small text sizes
 - 4 Natural ingredients included in image (Food/Resources)
 - Bonus Dump: (Painting the picture in the reader's mind - Visual + Olfactory language)
 - Read Facebook Ad Caption
 - Landing Page
 - Headline - Making a promise
 - Intro Paragraph
 - Bunch of text to increase curiosity
 - Amplify desire
 - Amplify pain points

4. CTA
- iii. Talk about mechanism
- iv. Banner
 1. About the 2 products
 2. Guarantee
- v. Introduce products
 1. CTA
- vi. [Introduction Banner Product 1 - Title]
 1. Italic Title for Product Heading (2 dream states + 3 pain points)
 2. Bullet Points of Benefits of Ingredients (Teasing the product)
 3. Future Pacing (With regular use, you can expect)...
 - a. Alleviating pain points with 3 - 4 Dream states
 4. How to Use
 5. Full list of ingredients (Tease contents of product)
 6. Volume
 7. Identity plays
 8. [Product 1 Testimonial Dump]
- vii. [Introduction Banner Product 2 - Title]
 1. Italic Title for Product Heading (2 dream states + 3 pain points)
 2. Bullet Points of Benefits of Ingredients (Teasing the product)
 3. Future Pacing (With regular use, you can expect)...
 - a. Alleviating pain points with 3 - 4 Dream states
 4. How to Use
 5. Full list of ingredients (Tease contents of product)
 6. Volume
 7. Identity plays
 8. [Product 2 Testimonial Dump]
- viii. Guarantee
 1. What is tested in products
 2. Certified professionals performing tests
 3. Top choice
 4. Banner of Tribes
- ix. Last Hit of Pain Point before Buy Page
- x. Product Name/Title
 1. Description includes points of value equation
 2. Product Name
 3. Product Average Rating
 - a. Number out of 5
 - b. 5 Stars Emoji
 4. Discount Text - Get this at \$10 off NOW!
 5. Limited Time Offer
 6. Classic price slashing
 - a. Retail Price
 - b. Your Price

- c. CTA
- 7. 100% Money Back Guarantee
- 8. Payment Icons
- 9. Testimonial
- 10. Disclaimer
- 11. 2 Way Close

Q2) List the reader's roadblocks and the solutions/mechanisms to solve them.

Roadblocks:

- What is stopping them from getting what they want on their own?
 1. Lack of knowledge on what their skin type is and what the proper care methods are for said skin type
 2. Sceptical of the effectiveness of skin care products
 3. Concerns of allergic reactions to skincare products they used as they have sensitive skin.
 4. Have spent a lot of money previously on natural skincare products that either did not work or worsened their skin
 5. Being consistent with their skincare routine. Losing motivation after not seeing any immediate results
 6. The cost of skincare. They might be hesitant to try purchasing something without testing it first.
 7. Using current skincare products with harsh harmful chemicals
- What mistakes are they making knowingly or unknowingly that rob them of their dream state?
 1. Not cleansing their face daily
 2. Not hydrating their skin.
 3. They have accepted the fact that they are getting older and cannot change the way their skin looks anymore. Just the way of life.
- What did the people who have reached the dream state do differently than the people stuck at the current state?
 1. They are consistent with their skincare routine. Have both a Day & Night routine.
 2. Reading the ingredient list of the product to ensure the skincare they use only contain high quality natural ingredients that do not mess up their skin
 3. They educated themselves on the skin type they have, to determine what skin care products/ingredients will work best with those skin types.
 4. They accepted they had to be patient to see results

- What have they tried in the past that has failed?
 1. Other natural skincare products that have left their skin feeling like its on fire
 2. Visiting a dermatologist and purchasing their high and low end products, but no results
 3. Have spent a lot of money previously on natural skincare products that either did not work or worsened their skin
 4. Attended spas for their facials and chemical peels which has ended up causing more skin damage.

Solutions/Mechanisms:

Skincare products that will work for their skin type.

Product:

Client offers Australian made Ayurvedic skincare, which is 100% natural. Does not have any unnatural chemicals. This product is a day & night skincare bundle. Customers have to use 4 drops of the morning oil in their daytime skincare routine and another 4 from the night oil before bed. Visible results from a minimum of 7 consecutive days of use. These oils are suitable for all skin types.

Q3) Include your personal analysis of your copy's weaknesses and how you plan to improve them.

One weakness I've identified is that my avatar is a wide age range between 35 - 65 years old. My copy talks about mature skin and I feel that the copy will not resonate with women on the lower end of range. I plan to include the pain points of these women in there so that other issues besides maturing skin catches their attention.

Another weakness is a few questions usual skincare users have:

- Why should I choose Holy Sanity?
- Why should I use Ayurvedic Skin Care?
- Why is my skin breaking out after my first use of Holy Sanity's products?

My plan is to place these questions into a FAQ section at the bottom of the landing page

Q4) Identify your copy's weaknesses and make an effort to fix them before submission.

- The trust in the company has yet to cross the threshold. When it comes to skincare products, I believe before and after photos play a huge role in increasing the belief. My client does not have any photos.

- The belief in Ayurvedic skincare has not crossed the threshold
- I believe my copy lacked the aspect of urgency

Q5) Explain how you attempted to fix your issues and ask for feedback on your efforts.

- Went through Andrew's Live Beginner Lessons to understand the concepts better
- Rewatched particular Level 3 Bootcamp Videos to apply the lessons
- Reiterated my copy multiple times to include what is covered in the lessons
- I have attempted to include more quotes from ancient Ayurvedic texts and tried using metaphors
- Have added in a line at the 'Buy' section, to say that the first 20 orders will receive an additional discount to increase urgency.
- Modelling a top player's landing page
- I showed this to my mother for her feedback as she is part of the target audience
- As my client obtains the before & after photos, in the meantime I have included the current worded testimonials, a quality guarantee, mentioning that the product is Australian made and made by certified Ayurvedic professionals to destroy any doubts the buyer may have about my client's products.

Q6) Indicate if you test your copy and its performance results.

Copy has not been tested.

Q7) Explain how your product's strengths and weaknesses play into the value equation

- Dream Outcome
- Low Effort/Sacrifice
- Time

My client's product (Day & Night Skincare Bundle) allows the user to attain their dream state of healthy, glowing, clear skin with a minimum of 7 consecutive days of use.

All the user has to do is place 4 drops of the serum on their face, every morning and every night, which will take less than 10 minutes per day.

Q8) Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

- Level of Awareness
 - Level 3 (Solution-Aware): Call out known solution then offer product as best form of solution
- Level of Sophistication
 - Stage 5 (Market is Tired of EVERYTHING): Niche Down, Identity Play, Enhance the Experience, Invent a New Mechanism, Connect to Bigger Outside Desire

- Their thought process?
- Where are they inside the funnel?
 - Scrolling on Facebook / Instagram
 - Searching up natural skincare products on Google
 - Have purchased skincare products previously for their skin issues
 - Visited the dermatologist as they were concerned about their skin. Bought the recommended products but still not working for them.

Q9) Show and explain the full funnel.

Full Funnel:

Current Funnel for Sales -

1. Expo/Events > Set up Booths > Customers Attracted to Booth > Buy Product
2. Social Media (Instagram) > Landing Page > Buy Product

New Additional Funnel -

Paid Meta Ads > Landing Page > Buy Product

Landing Page Copy:

Headline

**Still using Retinol to Target Ageing Skin?
Here's what 5,000 Year Old Ingredients will do
Instead - **Clear** The Look of **Fine Lines, Dull and
Dry Skin** on The Face.**



Lead

Why is it that many women who have relied on modern anti-aging skin products for years still haven't seen the **glow, hydration** and **even complexion** they desire?

No, it's NOT because they have chosen products not well-suited for their skin type.

And no, it's NOT because their skin has become used to modern ingredients (that only scientists can pronounce).

It's because there's a group of ingredients that have been around for literally thousands of years, yet their incredible benefits for the skin have remained largely unknown.

Perhaps you have heard of them on MasterChef... or perhaps seen them in different recipes...but there's one thing we're certain about - **you've definitely never used them for dull, dry, uneven skin, and you are missing out!**

To quote the Charaka Samhita, "व्यायामाजीर्यसेत्वेव जरामृत्यु दुरासदोऽ॥". When translated from Sanskrit means - "Ageing is as inevitable as the passing of time." Ageing is a natural part of life. Your skin matures, becomes drier and duller. No modern skincare technology is able to turn back the clock.

But what if we told you a secret no one has ever told you... about how particular **recipes and traditions dating back 5,000 years, could give back the nourishment and golden youthful glow to your face?**

Ever come across the terms "The Science of Life" or "The Knowledge of Life"?

Probably not. But we are pretty sure you have heard of Ayurveda at least once in your life.

Ah, yes! Ayurveda, the ancient science of life where thousands of years of wisdom and knowledge partner to help **dullness, wrinkles and fine lines, ageing, uneven, incredibly dry and inflamed skin.**

Can we share a secret? When it comes to skincare for **mature skin**, Ayurveda is the **ultimate choice**.

Imagine you have a garden with amazing plants that can do different things. Just like that, Ayurvedic skin care uses plants and herbs that are really good for our skin, which can make it soft and smooth, and help with any little bumps or dry spots.

Seeing as Ayurveda has been practised for over 5,000 years, with knowledge and traditions passed down through generations, it is needless to say that this approach to skin health is time tested and skin approved! The benefits from using Ayurvedic ingredients are extensively written in ancient Ayurvedic texts - 'Charaka Samhita' and 'Sushruta Samhita', which can be dated back to about 2,500 years ago.

Although modern anti-aging skincare formulations contain a blend of specific active ingredients, their main aim is to address the symptoms. Instead, Ayurvedic formulations consist of a combination of multiple ingredients to tackle the root causes of the skin issues.

[Banner]: Today, you can experience the **age-defying and moisturising** powers of Ayurveda for yourself in not 1, but 2 potent formulations for the face. **FREE SHIPPING | 100% SATISFACTION, 30-DAY MONEY BACK GUARANTEE**

Body

Our Saffron Glow Oil and Manjish Elixir work perfectly together to give you the best day and night skincare regimen.

Get the nourishing benefits in the day from Saffron Glow and let the Manjish Elixir Oil soak in nicely at night as you sleep!



[\[Get This Bundle\]](#)

Here is what goes into making the best **non-comedogenic** oils for an Ayurvedic Day & Night skincare regimen:

Close

[Banner]: 1. In your day skincare routine, use **Saffron Glow Day Face Oil**



*The Skin Rejuvenating, Glow-Giving, Non-Greasy Day Face Oil for **Aging, Dull, Dry Skin.***

A Unique Blend of 'Red Gold' + 'Queen of Flowers' + 'Sweet Scented Geranium' and 14 Powerful Ayurvedic Ingredients.

Our Saffron Glow Oil is a formulation of Ayurvedic herbs and oils. Saffron, Rose Petals and Rose Geranium

And no, they are not the same flower.

- **Saffron**



- **Red Gold**, also known as Saffron, is the world's most expensive spice ever. An ounce of it actually costs more than an ounce of gold!
- A luxurious Ayurvedic ingredient containing **vitamins A and C**, and **carotenoids** which are all excellent for skin health.
- Saffron delivers incredible results for a **youthful natural glow** and **even complexion**, while assisting in giving a **more even skin tone**.
- According to the traditional Ayurvedic text called 'Charaka Samhita', saffron mitigates all 3 Doshas (Vata, Pitta, & Kapha) and is a well regarded spice to give a **radiant glow** to the skin.

- **Rose Petals**



- **WARNING!** When you open the bottle of our precious Saffron Glow Oil, be greeted with the velvety richness of a deeply comforting aroma from the **Queen of Flowers - Rose**.
- The natural oils in rose petals help **soothe inflamed skin** and **lock in moisture** to maintain a **dewy, glowing complexion**.
- Ancient Ayurvedic texts describes rose as:
 - Soothing to the skin
 - Balances Pitta Dosha

■ Anti-Inflammatory

● Rose Geranium



- A flower filled with antioxidants - Rose Geranium. From protecting the skin from environmental conditions to healing through its enhanced cell regeneration, to help reduce the look of **blemishes, fine lines and wrinkles**.

3 POWERHOUSE ingredients working together with 14 others, to produce an excellent formulation when it comes to skincare.

With daily application, you can expect:

- Confidence to step out of your home with minimal makeup
- A reduced look of **flaky dry, dull skin** on face
- Deeply hydrated & moisturised skin
- Compliments on your youthful glowing complexion
- A saffron thread appearing in the dropper. Congratulations, it's your lucky day!

How to Use:

1. Wash, Cleanse and Dry your Face
2. Take 4 drops of the oil in your palm
3. Gently massage onto your face and neck, in an upward and circular motion until the oil is fully absorbed
4. When using a Kansa Wand, take 3 drops of oil in your palm, dab on your face and neck, ensuring the oil is spread evenly. Massage with the Wand in upwards, outwards and circular strokes. Complete one half of the face before moving onto the other half.

FULL LIST OF INGREDIENTS:

Sesame Oil (Sesamum Indicum seed oil), Coconut Oil (Cocos Nucifera oil), Aloe Vera (Aloe Barbadensis extract), Saffron (Crocus Sativus stigma extract), Ashwagandha (Withania Somnifera extract), Licorice (Glycyrrhiza Glabra root extract), Rose Petals

(Rosa Centifolia flower extract), Turmeric (Curcuma Longa root extract), Sarsaparilla (Hemidesmus Indicus root extract), Vetiver Grass (Vetiveria Zizanioides root extract), Indian Bay Leaf (Cinnamomum Tamala leaf extract), Red Sandalwood (Pterocarpus Santalinus stem extract), Indian Gooseberry (Phyllanthus Emblica extract), Indian Pennywort (Centella Asiatica extract), Bakuchiol Extract (Psoralea Corylifolia seed extract), Rose Geranium (Pelargonium Roseum essential oil), Vitamin E (Tocopheryl acetate).

Quantity: 50 ml (1.7 fl oz)

100% NATURAL AYURVEDIC OIL
NO PARABENS, SULPHATES OR CHEMICALS.
ALL INGREDIENTS ORIGINATED FROM PLANTS.
NOT TESTED ON ANIMALS.
SUITABLE FOR VEGANS.

[Testimonial Dump of Product 1] -

★★★★★

Artie

 Australia

 I recommend this product

Pleasant

Feels smooth on the skin, and smells very refreshing! I noticed within a week my normally pale complexion improved drastically!

★★★★★

Tyri

 Australia

 I recommend this product

A killer face oil

A very high standard face oil, that either works on the same level, or higher than others in the same market!
Great experience!

★★★★★

Nia

 Australia

 I recommend this product

Def a glow up!

If your looking for a nice glow to your face, and something that feels amazing, then this and the night oil are def the way to go

Buy Now!

[Get your Set Here!]

[Banner]: 2. Before going to bed at night, use **Manjish Elixir Night Face Oil**.



A Deeply Moisturising and Complexion Revitalising Night Face Oil

A beautiful elixir *made specifically for dull and uneven complexions*, and for those seeking a lightweight face oil.

This fragrance-free Night Oil contains some unique and highly effective ingredients like Indian Madder (Manjishtha) and Nutmeg, amongst other well-recognised ingredients like Sesame Oil, Sandalwood and Turmeric.

- Indian Madder (Manjishtha)



To quote the ancient Ayurvedic text - Sushruta Samhita : *“Manjishtha is renowned for improving the complexion and purifying the skin, reducing the appearance of uneven spots. Massaging with this oil for 7 consecutive nights gives your face a glowing gold look!”*

[Insert reference chapter & line]

A favourite detoxifying ingredient added into face care products to promote a **clearer complexion** and tone down the **appearance of pigmentation**, to give a more **even-looking complexion**.

- Nutmeg



"If your skin is an unfinished sculpture, rough and uneven, Nutmeg is the Michaelangelo in skincare, chiselling away imperfections to reveal the true masterpiece beneath." Not only does Nutmeg provide excellence in the kitchen, it is famous as a gentle exfoliator of the skin to give a **smoother complexion** and reduce the **looks of lines**.

With daily application, you can expect:

- Your skin feeling **nourished** and **buttery smooth**
- **Firmer** skin on the face with reduced look of **wrinkles and fine lines**
- **Blemishes** and **dark spots** become less noticeable
- **Even-toned & radiant** skin
- A 100% Natural and Vegan solution to anti-aging serums and creams

How to Use:

1. Cleanse your face as usual and spray your favourite toner.
2. Take 4 drops of Manjish Elixir on your palm and gently spread evenly across your face and neck. Use more or less drops depending on your moisturisation needs.
3. Massage for 4 minutes with upwards, outwards and circular strokes until the oil is fully absorbed into the skin.
4. Perform consecutively for 7 nights or more to notice the glowing difference.

FULL LIST OF INGREDIENTS:

Sesame Oil (Sesamum Indicum seed oil), Coconut Oil (Cocos Nucifera oil), Aloe Vera (Aloe Barbadensis extract), Indian Madder (Rubia Cordifolia root extract), Sarsaparilla (Hemidesmus Indicus root extract), Nutmeg (Myristica Fragrans extract), Chebulic Myrobalan (Terminalia Chebula fruit extract), Indian Gooseberry (Phyllanthus Emblica fruit extract), Beleric Myrobalan (Terminalia Bellirica fruit extract), Indian Valerian (Valeriana Jatamansi root extract), Licorice (Glycyrrhiza Glabra root extract), Cinnamomum (Cinnamomum Zeylanicum bark extract), Cardamomum Ela (Elettaria cardamomum seed extract), Indian Bay Leaf (Cinnamomum Tamala leaf extract), Rose Petal (Rosa Centifolia extract), Vetiver (Vetiveria Zizanioides root extract), Turmeric (Curcuma Longa root extract), Red Sandalwood (Pterocarpus Santalinus stem extract), Indian Sandalwood (Santalum Album essential oil), Kunzea (Kunzea Ambigua essential oil), Vitamin E (Tocopheryl acetate)

Quantity: 50 ml (1.7 fl oz)

100% NATURAL AYURVEDIC OIL
NO PARABENS, SULPHATES OR CHEMICALS.
RICH IN BOTANICAL ANTIOXIDANTS.
NOT TESTED ON ANIMALS.
SUITABLE FOR VEGANS.

[Testimonial Dump for Product 2] -



Samantha P. Verified Buyer



I recommend this product

Night Elixir

I am very impressed. This beautiful serum sinks into my skin so beautifully, the fragrance is incredible. It gives me an amazing glow and really works to keep the skin clear and soft! I have super sensitive skin and this really helps calm my skin of inflammation. I have repurchased I am so happy with it. It's so easy to keep a simple routine with this!

11/03/202



ATB



I recommend this product

Waking up fresh!

Every morning I wake up, my face feels fresh every time I wake up, and over time I see less and less blemishes. Very good stuff



Orion A.



I recommend this product

Get them while they're here

Got one while they're still here - absolutely one of the most beneficial oils I've ever used. Get one, see the results for yourself!

Customer Testimonials

"I came across Holy Sanity's Hand Sanitiser at the start of the pandemic and since then I've had the pleasure of trying out their Manjish Elixir Night Face Oil and their essential oils. My skin doesn't always respond well to products so I was initially hesitant to try the Manjish Elixir. The product has blown me away! I haven't had any breakouts, my skin feels hydrated and I've had so many compliments about my glowing skin. I will be looking at adding the Saffron Glow Day Face Oil to my skincare routine as well ! Their essential oils smell gorgeous and the scent really lingers even after I have turned off my diffuser. My personal favourite is the Organic Rose Geranium. I cannot recommend their products enough!"

-
Karishma Singh

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Holy Sanity's Quality Guarantee

At Holy Sanity, we take pride in being an Australian-made, owned, and operated brand. We are committed to creating Ayurvedic formulations tailored to Australia's unique climate and skin concerns. From harsh sun exposure to dry, windy conditions, we've got your back!

Your health and safety are our top priorities. Our products are 100% safe and compliant. They are free from heavy metals, pesticide toxicity, and harmful chemicals, and undergo rigorous testing and quality checks by certified professionals in Ayurvedic Medicine.

Choosing Holy Sanity means choosing quality customer service and sustainability. While foreign products may have guarantees, dealing with overseas companies can be a headache. When you buy from us, any issues will be resolved swiftly and efficiently. Our local production helps maintain our low carbon footprint and gas emissions compared to products shipped from overseas.

We value your time and believe in straightforward, effective skincare routines. Our streamlined products deliver results without overcomplicating your daily regimen.

Holy Sanity has thousands of satisfied customers across Australia and is the top choice for those serious about their skincare and long-term health and wellness, grounded in ancient Ayurvedic principles!



Are you officially done with the sight of countless half-used skin products in your bathroom cabinet? Stop your search for better skincare solutions to ageing, dull and uneven skin. The Day & Night Skincare Bundle is the BEST natural solution to reignite your youthful glow in 1 week!

Day & Night Skincare Bundle

See difference in just 7 nights of consecutive use!

- Saffron Glow Day Face Oil | Avg. Rating 4.9 ★★★★★
- Manjish Elixir Night Face Oil | Avg. Rating 4.9 ★★★★★

Like the brushstrokes that bring a painting to life, each drop of face care oil brings glow and nourishment to your skin.



GET YOUR BUNDLE AT \$10 OFF NOW *[First 20 Customers special offer]*

Retail Price:

~~\$120.00~~

Your Price:

\$110.00 + Free Delivery

[SPECIAL OFFER]

First 20 customers will receive an additional \$10 OFF this beautiful bundle!

Buy Now!

[\[Click Here to Buy Now at \\$10 OFF\]](#)

100% Money Back Guarantee



[Testimonial] - ★★★★★ The Day & Night oils are incredible. I have super sensitive Pitta skin and these oils have helped calm and soften my skin. They leave a beautiful soft glow and feel so luxurious. The scent is magic. Can't recommend them enough!



At Holy Sanity, we're dedicated to using only natural and organic ingredients, following Ayurvedic principles. You might notice slight variations in our products from batch to batch, which is a natural and beautiful part of working with these ingredients. We hope you enjoy this uniqueness with every use.

Always perform a patch test before applying any new product directly to your face. Our Ayurvedic products feature a variety of powerful herbs. Please review the ingredient list to ensure you're not allergic to any components.

Our **30-Day Money Back Guarantee** ensures your complete satisfaction! If, for any reason, you are not satisfied with our product, just contact us and we'll provide a full refund.

These products are a 100% Vegan Friendly and do not contain the following ingredients:



- I. Alcohol
- II. Artificial fragrances, perfumes, or colouring agents
- III. Chalk powder
- IV. Hydrogenated Glyceryl Palmate
- V. Magnesium Sulphate
- VI. Palm oil
- VII. Parabens
- VIII. Paraffin
- IX. Propylene Glycol
- X. Sodium Hydroxide
- XI. Sodium Lauryl Sulphate
- XII. Sodium Silicate
- XIII. Sorbitol
- XIV. Stearic Acid
- XV. Triclosan
- XVI. Triethanolamine
- XVII. Any form of inorganic synthetics, chemicals, additives, binders etc.

Each and every ingredient is Ayurvedic and originated from plants.

Still deciding? No problem, we understand! Here are some things for you to consider:

You've been investing in a \$70 anti-aging serum and a \$30 face moisturiser, replenishing them every 2 months for the past 15 years. But have you really seen the results you desire? Aside from basic hydration, what benefits have these products provided? You've essentially

spent \$9,000 on products that will never deliver. Plus, you've exposed your skin to harsh chemicals and ingredients you can't even pronounce.

It's time to switch to natural formulations with proven results, backed by 5,000 years of Ayurvedic tradition. Let the power of premium Ayurvedic ingredients transform your skin with their potent benefits. And here's the best part: **our face oil bundle lasts at least 6 months, giving you incredible value for your money.**

Your search for effective skincare that restores a clear, youthful, glowing complexion is finally over. You can choose to embrace this natural solution or continue spending on products that leave your skin dull and dry. **The choice is yours.**

If you prefer natural facial options at the spa and avoid chemical products, consider this:

An Ayurvedic facial can range from \$70 to \$200 for a single one-hour session. Skin issues typically require a series of treatments to see noticeable improvements, usually at least four sessions, totaling \$300 to \$1000! On the other hand, you can get these premium face oils for under \$147, which can last between 6 to 8 months, depending on your usage. Applying a few drops takes less than 10 minutes a day. Use as much as you like, knowing **you're saving both time and money with just 2 bottles!**

You may have noticed other Ayurvedic products at your local Chemist, but it's important to distinguish them from true Ayurvedic formulations. Many products are 'Ayurveda-Inspired,' but targeted results come from specialised, traditional formulations that have proven their effectiveness over centuries. Holy Sanity's skincare products are backed by thousands of years of usage and research. The premium ingredients we use are not easily found in Australia, and when available, they can be costly. Combining these ingredients effectively requires expertise, which we provide in every bottle. Our products are affordable, easy to use, and come with a **100% satisfaction, 30-Day Money Back Guarantee**. So, go ahead and **ADD this bundle to your cart now!**



[Get Your Day & Night Skincare Bundle Now]

[Testimonial Dump]