

Skin care product

### **Target market**

People with acne/dry skin/scarring acne

Kids ages 16-21

All are struggling with keeping their skin clear

### **Avatar**

Young adults that have struggled with acne for years, have tried all kinds of products nothing has worked they are embarrassed/self conscious about their skin and are looking for a solution



### **Current state**

Few things are quite as frustrating as waking up with breakouts or being unable to tackle stubborn pimples

Diet changes and more water didn't help.

**I was feeling really bad, and didn't want anyone to look at me.**

The quest to find the right product is always daunting.

I have tried many different products to find relief. that if you have extremely stubborn acne like mine, acne is when everyone points out that you have it and make fun of you for it

I have tried many different products to find relief.

a lot of trial, error, research, help from a dermatologist, and persistence to finally get my acne in check.

**I just started crying because that's when it really hit me what acne does to a person. How it can absolutely destroy your confidence and self acceptance.**

**I was really embarrassed of my face and I had extreme anxiety and face picking, my face skin was a mess,**

**i wasted a lot of my money on stupid brands for skin care products which never work it's as my acne worse and left acne with scars everywhere**

### **Dream state**

I started having more confidence in my body thanks to this.

Honestly love how hydrated my skin feels. I wake up with a just moisturized feeling and look that is quite incredible.

The glow up of the century pours look clean and my skin looks doesn't strip your face

patients reporting clearer complexion, reduced redness and inflammation, and a noticeable fading of their acne scars in just one week.

I have clear, soft, glowing skin. I haven't felt this naturally pretty since I was a teenager!

### **Roadblocks**

I want it to be clean (no aluminum/endocrine-disruptors) and actually work without reapplying.

I was scared at first because I thought that I have sensitive skin because nothing was working for me  
**we changed our insurance and I couldn't get my accutane,**

### **Solution Product**

The foaming wash formula makes it easy to apply and lather on your skin, even on hard-to-reach areas like your back.

**This product helps my skin produce less oil as well as help with random breakouts.**

**This CeraVe face wash dispenses and applies as a soothing & creamy texture and transforms into a foam as you lather into skin. Gently remove dirt and excess oil without leaving skin feeling stripped of moisture**

### **FASCINATIONS**

a calming and brightening effect on the skin, helping to improve overall tone and texture while reducing breakouts and controlling excess sebum and oil production,

I can't believe the difference in such a short time,  
it didn't dry out my skin or cause any irritation, which is always a concern when using acne products.

I have found a routine that works for me/ You also don't have to do it every day.

This pas would be part of an email sequence once they have already bought into a lead magnet

## Pas Framework #1

SL

Don't let acne be the first thing people notice about you any longer

Have you ever been on the verge of tears from the embarrassment that acne brings?

it can absolutely destroy your confidence and self acceptance.

There's nothing worse than not feeling comfortable in your own skin.

Do you find yourself just staring in the mirror with a cold blank face thinking why me? What am I doing wrong?

How come all the people around me have such healthy skin with such little effort?

It can be daunting when you've tried hundreds of products that have done nothing or made your skin worse,

leaving you to think that this is just a bad dream that is never going to end.

This can be a sad reality for many people that have been fed the wrong information about their skin type

So if you want to Find out your skin type and what will work for you...

Don't let this reality continue take the quiz and see how fast you can transform your skin to get the results you want to break the chains that acne holds on you

[Link here](#)



DIC framework 1

SL Unleash your glow up of century with skincade

Looking for a calm brightening effect on your skin?

Then try using the product that some of the most famous celebrities use to keep their skin glowing Without changing any of there diet or daily routines

With our exfoliating liquid moisturizer there has never been a case of

“Will this work for me”?

Click the link below and see how others that have unlocked the full potential of there beauty

[Link here](#)



