

Who am I writing to?

people between 13-40 yo going through acne.

They feel different from others because of other people opinions.

They'd like acne to be normalized.

They want more confidence.

Where is my reader right now?

After a school day, they're home feeling a little down for how they look.

They're probably endlessly scrolling through TikTok or Instagram, bored, and hoping to find a solution to their problems.

Where do I want them to go? What is the next step I want them to take?

I want them to read the sales page about a new formula to get rid of acne and boost their confidence.

Once they've finished reading it, i want them to book an online consultation

What do they need to see, feel, and experience to get them there? What is the objective of this piece of copy?

I want to make them picture a movie in their mind of how their life is gonna get better and their status and self-esteem are gonna increase if they start the acne bootcamp.

I want to give them a taste of how that life it's gonna feel, what they're gonna experience and give them some social proof to back up what I say.

And the little step they need to take to get even closer to their main goal is investing .02 energy to read the caption and then click the button.

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**Our Life-Changing Formula to Help You Get Clear of Acne,
So You Can...**

**Reinvent Your Look and Mental Health, PLUS Regain Your
Confidence**

If you're reading this right now, then you're probably going through acne.

You're scouring the internet, looking for a way to erase it, because what you've tried so far "hasn't worked out".

Here's what Haley has to tell you...

"Going through acne *isn't* easy.

The goal is not to "never break out again", because you have to know,

ACNE IS NOT CURABLE and perfect skin doesn't exist.

The real *goal* is to help clear your skin to create optimal skin health.

From there, we can take the proper actions to ensure that when/if you do have future acne flare ups, they are not nearly as traumatic and severe as they normally would be.

The upside is, this usually means that you rarely have flare ups in general, and if you do, you know exactly what to do to eradicate it.

Healthy skin is beautiful skin because it shows that you've done the work inside and out to correct and maintain it. That includes:

- Homecare (most important)
- Corrective treatments, as needed
- Lifestyle changes
- New, healthy boundaries
- An open mind and willingness to do the hard things"

We're not here to make you lose hope though.

If you're serious about dealing with acne, take a moment to envision an **acne-clear life** - you will experience feelings from another world.

Yes, your skin would be renewed.

But, mostly, you will...

- ✓ Amplify your confidence, self-esteem, and status, unveiling a newer version of you.
- ✓ Become a beacon of inspiration for those struggling with acne, and a source of advice and guidance for them.

At The Freckled Skin Studio, we understand the fear of leaving your house and shying away from crowded places or conversations, worried about what others may say about you.

We know the frustration of being said -

“You should drink more water and get more sunlight!”

or

“You should eat fewer sugars!”

But we also know what it means and how it feels,

To have a bigger smile than ever before because you achieved something that seemed impossible.

Everybody will compliment you and notice the changes in your appearance and confidence,

And seeing you happier, will positively influence them as well.

To help you actually experience what we’ve just discussed, The Freckled Skin Studio is introducing its new

VIRTUAL Acne Bootcamp Service for non-local clients

So you can effectively take advantage of our professionally tailored guidance, even if you live in another State, on your journey to pursuing healthy, clear skin.



There's only one little issue...

We also know you question every new solution you find.

To *guarantee* you that what we’ve been discussing so far WORKS,

That we’re not here trying to sell you something just to profit from it, but rather to help you feel more confident and less different,

We want to let our clients tell you how much their lives have improved after joining our bootcamp.



“The beauty of this particular client’s journey is that she has been 100% virtual and has still been able to make huge strides in her progress.

These results are a perfect example of the 80/20 rule, because it shows that even when that 80% homecare turns into 100%, you can still see massive improvement.

All this to say, (consistent and appropriate) **HEMOCARE IS THE MOST IMPORTANT.**”

These results were achieved thanks to Haley’s ability to effortlessly guide her clients on their journey to their best skin.

Because she herself also knows the debilitating tolls acne and other skin concerns can have on one’s mental health.

But that’s not all.

These are the other benefits of managing your acne...

- Life-Time Full Understanding of How to Prevent and Manage Future Acne Flare-Ups
- Clear Your Acne **WITHOUT** Prescriptions
- Decode and Learn **YOUR** Specific Acne Triggers to Help Minimize Flare-Ups and Overall Inflammation

By clicking the button below, you’ll have access to...

- Our private acne portal that contains educational resources to ensure **long-term success** in your healing process
- Initial consultation with Haley

- Customized Face Reality routine
- Routine check-ins to stay on top of your progress
- Onboarding email with detailed breakdown of routine and at-home treatments that you can implement

Before you click the button, we want to make a disclaimer.

“You CAN'T pretend to see a huge difference in a matter of weeks.

If for a certain period, you work hard instead of playing trials and error and/or not doing anything about your skin...

It will definitely pay off.

All of the beautiful results you see on our page are a testament to the type of person we work with, hard workers who are determined and committed. We wouldn't want it any other way.

So please, when you book with Freckled Skin, know you're making a commitment. We don't do just one-off, for funsies facials...we make real change that includes trust and commitment from you.

Acne can worsen or get better, you have to CHOOSE to manage it correctly.”

With that being said, joining doesn't require a lot of effort.

It all starts with an online consultation from the comfort of your own home...



If you have some questions about the bootcamp, here are my FAQs.

<FAQs>

Do you still have some questions?

Fill out the form below and we'll take care of it.

Your Message *	

