

TruSkin Long Form Copy

This is a piece of copy created for TruSkin. It is a sales page for their bestselling Vitamin C serum.

ACHIEVE PERFECT SKINCARE WITHOUT COMPROMISING ON YOUR MORALS

PLANT-BASED, CRUELTY-FREE NUTRITION THAT WILL MAKE YOUR FACE GLOW

Hey.

Let's set the record straight...

Premium skincare is **easily achievable** for you - and you don't have to compromise for it.

No, you don't have to empty your pockets, cross your fingers and hope a product works.

No, you don't need to dump toxic chemicals onto your skin.

No, it doesn't need to mean that you take part in animal cruelty.

You'll be able to nourish your skin - guilt-free.

When everybody's staring at you, make sure it's because they can't get enough of your radiant glow!

It's simple, effective and sustainable - for your skin; for your beliefs.

INSERT TESTIMONIALS

We've already helped tens of thousands of skincare enthusiasts like you achieve a radiant glow - with natural, nutritious ingredients.

They thought they couldn't clear their blemishes.

They tried every product, took all the advice they could shove into their brain and ran round and round in circles, hoping to feel the silky-smooth skin that everybody else enjoys.

It's all thanks to our proprietary, plant-based skincare formula.

A SOLUTION THAT OPTIMISES SKIN HEALTH ABOVE ALL

Before we continue, you might be wondering what separates us from the millions of other skincare 'solutions' out there....

There's a lot of skincare to go around, and it can be difficult trying to find the product that works for you.

To top it off - how do you **actually** know what steps to take?

What if you feel you've exhausted all options and still aren't satisfied when looking in the mirror?

Well, what if you took a step back?

Ask yourself:

“What am I actually doing?”

“What am I putting on my skin?”

Think of it this way:

Your skin is an organ, and like any other organ it needs the right nutrients. Natural nutrients.

You wouldn't be silly and inject your heart with chemicals, just to make it 'look healthy', would you?

You'd probably want to achieve that naturally through diet and exercise, right?

You'd ditch chemicals and focus on nutrition, won't you?

So, why drown your skin in artificial chemicals, hoping to see a difference?

The key is to take a step back and change your approach.

You don't need to medicate your skin.

Instead, give it the naturally-sourced nutrients that it deserves.

Prevention is better than the cure!

What better prevention than good nutrition?

Our formulas are created from the ground-up, to give you all that nature has to offer to rejuvenate your skin and show off its health to everybody around you!

A natural AND holistic approach to vibrant skin.

Bringing you...

TruSkin Vitamin C Facial Serum

An award-winning formula that revitalizes your skin naturally, through plant-based, cruelty-free ingredients.

Our serum ensures that your skin not only looks its best, but IS its best.

Our approach is simple...

Purposeful

Our award-winning blend combines powerful nutrients - straight from mother nature - to create an all-in-one formula. Superfood for your skin!

Agents included in our blends include:

- Vitamin C. Famous for its ability to diminish fine lines, and protect against hyperpigmentation and uneven tone caused by sun exposure, vitamin C is the foundation of this serum, and ensures that your skin remains free of blemishes.
- Vitamin E. The perfect complementary nutrient; vitamin E ensures that your skin remains nourished by fighting against harmful free radicals.
- Hyaluronic Acid and MSM (Methyl-sulfonyl-methane). Completing our formula is the addition of collagen boosters, which contribute to your skin's health and give you that radiant look!

This combination has created a serum that brightens, supports and fully revitalises your skin.

Simple

Our Vitamin C serum is simple. After using your favorite cleanser and toner, apply 3-5 drops of serum to clean fingertips and gently smooth the product on your face, neck or the back of your hands.

You can do this 1-2 times per day to reduce signs of aging, brighten your skin and even help fight harmful free radicals.

A simple process - with skin (and life!) changing results.

Plant Powered

We provide powerful blends using only well known and skin-friendly ingredients. Our plant-based policy ensures that you're receiving the best that nature has to offer!

Optimal skincare doesn't require toxic chemicals and overly complicated formulas.

Cruelty-Free

You shouldn't have to choose between radiant skin and sticking to your Beliefs.

Stay true to yourself, and your skin!

**A SIMPLE SOLUTION THAT TENS OF THOUSANDS HAVE ENJOYED,
WITHOUT NEEDING TO COMPROMISE ON YOUR MORALS.**

You don't need to dump countless dubious chemicals onto your skin to see results.

Nature has all you need. With the right formula, you'll achieve your dream skin using only plant-based, cruelty-free formulations.

Be sure of yourself and take on the world, knowing that you're putting your best skin forward.

JUST ASK OTHER PEOPLE THAT TRIED OUR SERUM

INSERT TESTIMONIALS

Countless others have already boosted their skincare. It's time for you to do the same.

JOIN THE GLOW-UP

WE GUARANTEE NOURISHED SKIN

We know what it's like to constantly try out product after product, with no real changes to your skin.

We want to make things as easy as possible for you.

We're so confident in our product that we'll let you test it out for 90 days.

Deposit your money, receive your serum and see for yourself if it works.

If, for whatever reason, you're not completely satisfied - RETURN your serum and RECIEVE YOUR MONEY BACK, no questions asked.

Will you finally restore, hydrate and preserve your skin?

Will you see your skin become brighter, firmer and most importantly - healthy?

Will you finally look in the mirror and see the confidence reflect back at you?

Will you finally step outside and face everyone and everything, and know that they're seeing the best version of yourself.

Will you finally bee sure of yourself?

JOIN THE GLOW-UP