All Ad Scripts are "UGC" scripts, but don't require a creator as they don't all have to be talking head. They can be product footage with a voiceover if need be.

Script 1

COPY	Notes (If Any)
Hook: This bundle makes having clear skin on-the-go a breeze.	Audience: Warm (retargeting previous buyers, web visitors, and/or your email list) Product: https://tula.com/products/best-sellers-travel-kit
Body: Everything you need for your face and any skin impurities is safely stored in your bag. Literally so conveniently sized that you can use the products at work, the gym, or even if you just need a quick refresh while running errands. The bundle includes face cleanser, sugar scrub, vitamin c treatment drops, and hydrating cream. All picked specifically to make clean skin accessible no matter where you are.	*Quick note: Even though these are scripts, you'll see me bold or italicize words. That's so the reader emphasizes them.*

Summer's almost over and you're about to get a *lot* busier. Order your bundle and see just how stress free your skincare routine becomes.	

Script 2

COPY	Notes (If Any)
Hook: My skin has never shined more than when I used TULA's On-The-Go-Glow bundle.	Audience: Warm (retargeting previous buyers, web visitors, and/or your email list) Product: https://tula.com/products/best-sellers-travel-kit

Body: If you're a busy girl just like me, you'll love having these 4 skincare *lifesavers* at the ready. The formulas are all designed to work together so you look flawless everywhere you go. And they're all literally so easy to use and carry around. Start with the purifying cleanser to prep your skin, followed by the exfoliating serum to minimize pores and soothe your texture. Next you'll use the vitamin c treatment drops to really make the skin glow. Finally, lock everything in with the 24/7 moisturizer cream. **That's it**. All products are sized so you can do small touch ups while you're out. Try it for yourself and watch how your skin transforms in your day to day life.	

Script 3

COPY	Notes (If Any)
Hook: Ladies, you *have* to bring this bundle of skincare essentials on your next trip.	Audience: Warm (retargeting previous buyers, web visitors, and/or your email list) Product: https://tula.com/products/best-sellers-travel-kit
Body: Everything is packaged so conveniently, it'd be pretty much *impossible* for you to not look and feel your best while on vacation. All 4 products are TSA friendly, fitting in quart-sized bags. And the routine itself? Oh my gosh. You'll literally be glowing wherever you go. The bundle includes face cleanser, exfoliating rub, vitamin c drops, and a 24/7 moisture cream that locks everything in place. Say goodbye to buildup and flakey,	

dehydrated skin on vacation. Get your On-The-Go-Glow bundle before your next trip so you can feel the difference it makes.	

Script 4

COPY	Notes (If Any)
Hook: We all know the TSA hates a girl just trying to keep her skin clear abroad.	Audience: Warm (retargeting previous buyers, web visitors, and/or your email list) Product: https://tula.com/products/best-sellers-tra

	vel-kit
Body: Thankfully, this travel-sized bundle has saved me more times than I can count. Simply place the products in a quart-sized bag for your carry on, and you're good to travel stress-free. The ritual these products make leaves your skin glowing and doesn't take long to apply at all. Honestly, the TSA could throw out your lotions, oils, and whatever else. As long as you have this on-the-go routine, you're set. It starts with a purifying cleanser to prep your skin, followed by the exfoliating serum to minimize pores and soothe your texture. After those, you'll use vitamin c treatment drops to really make your skin shine. Finally, the 24/7 moisturizer cream locks everything in. You'll never feel more prepared on a trip than with this routine. It's easy and convenient to pack, the TSA won't hassle you, and the routine doesn't take long at all. Get your On-The-Go-Glow bundle before your next trip so you can feel the difference it makes.	

Script 5

COPY	Notes (If Any)
Hook: Struggling to keep your skin glowing on-the-go? TULA's got you covered.	Audience: Warm (retargeting previous buyers, web visitors, and/or your email list) Product: https://tula.com/products/best-sellers-travel-kit This one is not UGC. It's text over video. Green highlighted text = notes for the editor.

Body: Easy application. TSA-friendly sizes. Leaves your skin shining. All the girls are loving it. Show Reviews for about 3-4 seconds Includes... Cult Classic Face Cleanser → So Polished Exfoliating Scrub → Vitamin C Treatment Drops → 24/7 Moisture Day & Night Cream. Order yours before your next trip.	Reviews from the product page: ★★★★★ **My pores look so much** My pores look so much better and my skin is already brighter! ★★★★★ 2 years ago **Travel favs** This is a great selection of favorites it sizes you can take when you travel! I like that there's a cleanser, eye cream, and moisturizer. It's a great little set! ★★★★★ 1 year ago **Obsessed with everything Tula!** I've used Tula products for YEARS! I did stop for like, a year once just to try something else but it was NOT worth it. Tula is always my go to and I have extremely sensitive skin. I've recommended it to all my friends and family! My mom and younger brother swear by Tula as well! Definitely the best skin care! ★★★★★ 2 years ago **Do it if you travel often** Do you travel with carry-on bags only? If so, get this! It's worth it. No more transferring my things into smaller containers or worrying they won't fit in my quart sized bag!

Script 6

COPY	Notes (If Any)
Hook: Even mature skin easily absorbs this moisturizer.	Audience: Cold traffic (target your ICP demo. Proven buyer types. The information used in the copy is pulled from product descriptions and reviews to closely match the customer avatar you speak to.) Product: Whipped Glow
Body: If you want softer, younger-looking skin, you have to try TULA's Whipped Glow. It's formulated with prebiotics to smoothen and balance your skin. And the illuminating formula not only leaves you glowing, but it also has a sweet sparkling rosé fragrance that smells amazing. Try the Whipped Glow and unlock a youthful beauty you didn't know you had.	

Script 7

COPY	Notes (If Any)
Hook: You wouldn't believe me if I told you how young this moisturizer makes your skin feel.	Audience: Cold traffic (target your ICP demo. Proven buyer types. The information used in the copy is pulled from product descriptions and reviews to closely match the customer avatar you speak to.) Product: Whipped Glow
Body: But 96% of users reported smoother and softer skin just 12 hours after use. 93% reported all-day skin hydration. And another 93% were stunned by how quick their skin absorbed the moisturizer. It's like the ingredients were specifically	

chosen to nourish aged skin. Prebiotics nourish your skin for a healthy glow, hyaluronic acid provides the long-lasting hydration, and the sweet sparkling rosé fragrance leaves you smelling fresh. Try this moisturizer for yourself and watch your skin transform.	

Script 8

COPY	**Notes (If Any)**

Hook: You will ***love*** how soft and radiant this moisturizer leaves your skin.	Audience: Cold traffic (target your ICP demo. Proven buyer types. The information used in the copy is pulled from product descriptions and reviews to closely match the customer avatar you speak to.) Product: Whipped Glow
Body: It's clinically proven to hydrate your skin all-day, leaving an illuminating glow. If other moisturizers do nothing but leave your skin flaky and dry after just a few hours, you just found a life-saver. The formula locks in moisture to deeply nourish your skin microbiome and maintain balance. It's not just about feeling good, either. This gives you that bright, youthful look you can step out the house confidently in. Give the moisturizer a try and watch how your skin transforms.	

Script 9

COPY	Notes (If Any)
Hook: If other moisturizers do nothing but leave your skin flaky and dry after just a few hours, you just found a life-saver.	Audience: Cold traffic (target your ICP demo. Proven buyer types. The information used in the copy is pulled from product descriptions and reviews to closely match the customer avatar you speak to.) Product: Whipped Glow
Body: TULA's Whipped Glow is clinically proven to hydrate your skin *all day*, leaving no room for cracks or uneven tones. In fact, 96% of users said their skin felt smoother & softer just 12 hours after applying this moisturizer. And unlike most leading brands, it doesn't feel greasy. The unique blend of ingredients doesn't just help you look and feel good, either. It includes a sweet sparkling rosé fragrance	

giving you notes of berries and fresh florals. Try the Whipped Glow for yourself and see just how drastic of a difference it makes for your skin.	

Script 10

COPY	Notes (If Any)
Hook: A lot of moisturizer creams can be a bit extra, but TULA's Whipped Glow gives you	Audience: Cold traffic (target your ICP demo. Proven buyer types. The information used in the copy is pulled from product descriptions and reviews to closely match the customer avatar you speak to.)

just enough of everything.	Product: Whipped Glow
Body: This moisturizer is just the right amount of hydrating to last all day without being so heavy that it transfers to fabrics. The scent is subtle, but still fresh. And the glow it leaves your skin with is light and natural. So before your usual moisturizing cream fills your day with strong smells and a greasy shine, try the Whipped Glow and see how much of a difference it makes.	