

I am creating a copy for a Facebook Advertisement for my client.

**Niche:** Beauty Salon. More specifically the client is entering the Facial Contouring service where there are currently not a lot of competitors are undergoing this service

**Goal of this piece:** Disrupt the client's prospects through Facebook ads to drive for a Skin Consultation whether through call/email.

**Target Market:**

- Past clients.
- For older women/men who have deteriorated skin as they age
- Clients with the desire to obtain improved and hydrated appearance
- Remove all sense of insecurities and add on confidence to their appearance

**Where are they now?:**

- They are aware that prices, time investment of affording the mesotherapy can be the reason of not getting this service. (Should I include this pain point in the copy? Or would attacking their current skin condition already be enough to drive
- Going through skin care routine on a daily basis and want a solution they can further amplify their skin condition

**How can I take them there:**

- I have undergone the use of the DIC format. To amplify their desires and pain points while intriguing the prospects with the benefits of using the service.

DIC Copy:

The SECRET to prolonged smooth, pigmented-free and hydrated skin.

Answer to your ageing skin and shock your friends with your new bouncy, youthful and vibrant skin with our exclusive Intradermal Therapy.

Why almost all of our clients no longer need to worry about the fragility of their skin has remained a secret after each appointment.

- Combined enzymes.
- Plant Extract.
- Essential vitamins of Vitamin A, C, E
- Collagen

To rejuvenate your skin from within.

All ingredients naturally harvested to specifically alleviate the feeling of waking up without the burden of dry and saggy skin.

Now imagine how much easier it would be to walk out of your home.

Cleansing, Toning and Moisturising are no longer a number one priority to remove the tightness, roughness and flakiness from a missed routine.

Key Features:

🌿 **Intradermal Therapy:** A unique blend of enzymes, plant extracts, and vitamins extracted from natural sources, designed to improve skin texture and circulation

⌚ **The Anti-Aging Solution:** Slows down skin ageing and reduces the development droopy skin.

✨ **Tailored Treatment:** Addresses dryness, sagging, wrinkles, pigmented skin, and more.

The truth of our Intradermal therapy awaits in your next skin consultation for you to be on the right side of time

If you are willing to revert back to your youthful skin, then you WILL effortlessly obtain your desired skin.

Explore whether facial contouring is suitable for you now.

*Button*

Phone: .....

Address: .....

Website: .....

