

Skincare Brand UGC Creator Pitch Email Template (Free)

Slug: skincare-brand-ugc-creator-pitch-email-template

Variation 1: Professional

Use this when reaching out to established creators, agencies, or anyone who lists a media kit or rate card publicly.

Subject: [Brand Name] x [Creator Name] — partnership inquiry

Hi [Creator First Name],

I'm [Your Name], [Your Role] at [Brand Name], a skincare brand focused on [Product Category / Niche, e.g., "barrier-repair formulas for sensitive skin"]. I've been following your content for [Timeframe] and appreciate how you [Specific Observation, e.g., "break down ingredient lists in a way that's actually useful, not just aesthetic"].

We're launching [Product Name] and would like to explore a paid UGC partnership. The scope would include [Number] pieces of content (unboxing, first-use, and a 7–14 day check-in), with usage rights for [Usage Duration, e.g., "90 days on paid social"].

Compensation: [Payment Structure — flat fee / affiliate / product + fee] Timeline: [Content Due Date]

If this sounds like a fit, reply here and I'll send over the full brief, product info, and rate discussion. Happy to work around your existing content calendar.

Best, [Your Name] [Brand Name] | [Website]

Variation 2: Friendly

Use this for nano and micro creators, or when your brand voice is casual.

Subject: quick collab idea for you + [Brand Name]

Hey [Creator First Name]!

Been scrolling your page and honestly your [Content Type, e.g., "morning routine videos"] are so good — the [Specific Detail] part had me adding things to cart lol.

We're [Brand Name] and we make [Product Category]. We'd love to send you our [Product Name] to try, no pressure to post, but if you love it we'd also love to talk about a paid collab down the line.

Down to hear more? I can send details + shipping form whenever works for you.

Talk soon, [Your Name] [Brand Name]

Variation 3: Short

Use for high-volume outreach where reply rate matters more than depth. Designed to be skimmed in five seconds.

Subject: loved your skincare content — got a fit for you

Hi [Creator First Name] — [Your Name] from [Brand Name]. Sending [Product Name] your way, would love your honest take. Open to paid content too if it's a fit. Interested?

[Your Name]

Variation 4: Premium

Use for established creators, dermatologist accounts, or when positioning as an invite-only ambassador program.

Subject: An invitation: [Brand Name] Creator Program

Hi [Creator First Name],

We're building a small, curated group of creators to represent [Brand Name] this [Season/Quarter], and your work in [Niche, e.g., "clinical skincare education"] is exactly the perspective we want in the room.

The Creator Program includes [Product Suite Description], a dedicated [Compensation Structure — retainer / per-post / hybrid], and first access to new launches ahead of the general public. We keep the group small on purpose — this isn't a mass seeding list.

If you're open to a short call this week, I'd love to walk you through it and answer anything on your end first.

Warmly, [Your Name] [Brand Name] | [Website]

Follow-Up Email (Optional, Day 5–7)

Subject: following up — [Brand Name]

Hi [Creator First Name], just floating this back to the top of your inbox in case it got buried. No worries either way — if now isn't the right time, keep us in mind for future launches. Otherwise, happy to send the brief whenever you're ready.

[Your Name]

AI Prompt Section

Paste this into any AI assistant to generate a fully customized version of this email in seconds:

You are a skincare brand partnerships manager writing a UGC creator outreach email.

Brand name: [Brand Name]

Product being pitched: [Product Name + one-line description]

Creator's niche/content style: [e.g., "skin-cycling educator, clinical tone"]

Tone to use: [Professional / Friendly / Short / Premium]

Compensation offer: [flat fee / affiliate / product only / hybrid]

Number of deliverables requested: [e.g., 2 videos + 1 story set]

Usage rights needed: [e.g., 90 days paid social usage]

Write a cold outreach email using the Skincare Brand UGC Creator Pitch Email Template structure: personalized hook referencing their specific content style, one-sentence brand credibility line, the offer, a single clear ask, and a low-pressure close. Keep it under 130 words for Short/Friendly tone, under 180 words for Professional/Premium. Do not use generic flattery phrases like "I love your page." Output subject line and body separately.

Swap the bracketed inputs for each creator batch and regenerate — this keeps every email personalized even when you're sending to 50+ creators a week.