

Facebook Ad Copywriter

Beauty & Wellness Brands

I write Facebook ad copy that stops the scroll, builds trust, and converts clicks into sales.

WHAT I OFFER

- ✓ Facebook ad primary text
- ✓ Ad descriptions & headlines
- ✓ Organic Facebook posts
- ✓ Product education content
- ✓ Before & after copy
- ✓ Seasonal & sale campaigns
- ✓ How-to & routine posts
- ✓ Monthly retainer packages

LIVE CAMPAIGN RESULTS — LYMPHALUX™

The following results are from a real Facebook sales campaign I ran for LymphaLux™, a lymphatic drainage face brush. I wrote all ad copy, organic posts, and sale content.

Click-Through Rate (CTR)	2.98% — industry avg is 1%
Cost Per Click (CPC)	\$2.40
Add-to-Cart Rate	10% — industry avg is 8–15%
Overall Conversion Rate	4% — above industry avg of 2–3%
Campaign Status	Active & scaling

AD COPY SAMPLES — LYMPHALUX™

SAMPLE 1 — Benefit-led

HEADLINE

🌟 **De-puff, sculpt, and glow — all in minutes with LymphaLux™. Your face, but lifted.**

PRIMARY TEXT

Puffiness and tension don't have to be your morning routine. LymphaLux™ uses targeted lymphatic massage technology to drain, define, and wake up your skin — in just minutes a day. No appointment. No downtime. Just results you can actually see.

DESCRIPTION

See the difference from your first session. Shop LymphaLux™ today — free shipping on all orders.

SAMPLE 2 — Problem / Solution

HEADLINE

 **Say goodbye to puffiness and hello to a snatched look — no filters needed.**

PRIMARY TEXT

Puffiness is out. Definition is in. LymphaLux™ works with your body's natural drainage system to visibly reduce bloating around the face, sharpen your jawline, and bring out the contours you already have — in minutes a day. No needles, no appointments, no Facetune. Just you, looking like you on a really good day.

DESCRIPTION

Over 50,000 customers and counting. Try LymphaLux™ with our 30-day money-back guarantee.

SAMPLE 3 — Educational / Authority

HEADLINE

 **Naturally lift and define your features with the power of lymphatic sculpting.**

PRIMARY TEXT

Your face already has the structure. LymphaLux™ helps you reveal it. Lymphatic sculpting is the wellness world's best-kept secret — a gentle, non-invasive technique that encourages natural drainage, eases puffiness, and brings out your features without anything artificial.

DESCRIPTION


Discover the natural way to lift and define. Try LymphaLux™ with free shipping on every order.

ORGANIC FACEBOOK POST SAMPLE

HEADLINE

User Routine / How-To Post — Women 35–50

PRIMARY TEXT

 This 5-minute morning routine is the best thing I've added to my skincare at 40+. Step 1 — Start clean: Apply your favourite serum or facial oil so the brush glides smoothly. Step 2 — Neck first: Always start at the neck and work upward. Step 3 — Jawline & cheeks: Use gentle upward and outward strokes. Step 4 — Under eyes & brow bone: The lightest touch here. Step 5 — Forehead last: Smooth strokes upward and outward to finish.

DESCRIPTION

5 minutes. That's all it takes. And your skin will feel the difference from the very first session.

WHY WORK WITH ME

✓ I run my own beauty brand — I understand your customer, your ad metrics, and what it actually takes to convert cold traffic into sales.

✓ I write Facebook-compliant copy — no rejected ads, no policy issues, no surprises.

✓ I deliver fast — 3 ad variations within 24 hours of briefing.

✓ I understand the numbers — CTR, CPC, ROAS, cost per purchase. I write copy with conversions in mind, not just engagement.

PACKAGES & PRICING

<p>STARTER</p> <p>\$300</p> <p>3 ad copy variations Headlines + primary text + descriptions Delivered in 24 hours</p>	<p>GROWTH</p> <p>\$750</p> <p>5 ad variations 4 organic posts Monthly content calendar Unlimited revisions</p>	<p>RETAINER</p> <p>\$1,200</p> <p>Full monthly ad copy 8 organic posts Performance review Dedicated support</p>
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LET'S WORK TOGETHER

Ready to get copy that actually converts?

I offer a free sample ad variation for every new brand — no commitment, no catch.



DM me on Instagram to get started

All copy is Facebook-compliant and delivered within 24 hours of briefing.