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# Branding

# COPYWRITER

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CREATIVITY

SUSIE AUGUSTIN

## SUSIE AUGUSTIN

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INSTA WRITING \_\_\_\_\_ @SusieAugustinWriter

INSTA ART \_\_\_\_\_ @SusieAugustin

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<https://www.susieaugustinwriter.com/>



**SUSIE AUGUSTIN**

**MARKETING COPYWRITER  
BRAND DEVELOPMENT  
VISUAL ARTIST**

## Welcome to my Writing Portfolio!

I've always had a lifelong love for words and creativity, from reading to writing to painting. I'm a Marketing Copywriter specializing in Brand Development and Project Management with 15 years' experience, from remote to in-house to agency settings. Writing and creating content for products and services across a range of media, from print to digital, using a variety of writing styles, brand voices and personalities. During my writing career I've also dabbled with writing books and self-publishing on the side. The decade before that, my focus was on sales and education in the beauty industry.

Many of the projects I work on are product launches or rebrands, and I typically write the original branded copy from packaging to brochures to sales sheets to websites. Creative branded copy with an informative slant. I'm available for full time work, freelance writing, projects, and remote/hybrid work.

# DIGITAL MARKETING

## Create a Connection With Your Customers

Digital Marketing will help you with creating conversations with your customers. You can get on a more personal level with them by improving their experience and encouraging engagement. This can be done through promotions that are shared through emails, website banners, and social media captions. Additional connection is made through blog articles with content that is informative, educational, or entertaining. Eblast out your latest and get in front of existing and new customers ... create and keep that relationship.



### Naturally Brighten with Vitamin C

Vitamin C is a beneficial skin nutrient and antioxidant that promotes healthier-looking skin.



### The Secret to Hydration for Healthier Skin

A hydrated complexion starts with skin-healthy ingredients that nourish the skin and help replenish the skin's natural moisture barrier.



### Fall in Love with Your Beauty Rituals

Sending love and skincare for pampering that will help reveal youthful-looking, glowing skin.



### Confidence Starts with a Clean Complexion

Deep clean your complexion for skin that feels hydrated and soothed, never dry or stressed.



### Nature's Miracle: Onion for Flawless Skin

Onion as a skincare ingredient helps improve the look of skin texture and scars for skin transformation.



### Boost Collagen and Reduce Wrinkles

While fine lines and wrinkles are a natural part of aging, retinol serum can help increase collagen production for firmer, younger-looking skin.

# EMAIL MARKETING

DrjSkinClinic  
SATISFACTION AND PROVEN DERMATOLOGY

naturally  
CLEAN AND EFFECTIVE

Nature-Inspired Ingredients  
save  
**50%**  
on any product when you purchase one product at full price  
Promo: **EARTHDAY**  
**SHOP NOW**  
4/19 - 4/28



To receive 50% savings on your second product, you must add products to your cart, and the price will be deducted from your total after applying the promo code **EARTHDAY**

DrjSkinClinic  
SATISFACTION AND PROVEN DERMATOLOGY

HOT DEALS FOR  
SUN-KISSED  
skin

**SUMMER FLASH BOGO**  
buy one, get one **50% OFF**  
when you purchase one product at full price  
Promo: **BOGOSUMMER**  
6/26 - 6/30

**SHOP NOW**

To receive 50% savings on your second product, you must add products to your cart, and the savings will be deducted from your total after applying the promo code **BOGOSUMMER**

DrjSkinClinic  
SATISFACTION AND PROVEN DERMATOLOGY

Healthy Skin is  
Beautiful  
Skin

Beautiful  
in Your Skin Month  
**20% OFF**  
when you spend \$65 or more  
PROMO: **BEAUTIFULSKIN**  
**SHOP NOW**  
6/1 - 6/11

To receive a 20% discount on your entire order of \$65 or more, you must add products to your cart, and the savings will be deducted from your total after applying the promo code **BEAUTIFULSKIN**

REJURAN®  
Transformative Skincare for Your Skin Story

Home Product About

FRESH SAVINGS IN bloom

exclusive FOR OUR LOYAL SUBSCRIBERS!  
**Get \$20 OFF**  
Your Purchase of \$100 or More  
Promo: **SPRINGSALE**  
3/20 - 3/28  
**SHOP NOW**

To receive a \$20 savings on your entire order of \$100 or more, you must add products to your cart, and the price will be deducted from your total after applying the promo code **SPRINGSALE**

REJURAN®  
Transformative Skincare for Your Skin Story

Home Product About

Take care of your skin health with  
nature-inspired ingredients

exclusive FOR OUR LOYAL SUBSCRIBERS!  
**FREE CLEANSER**  
with \$100 Purchase  
Promo: **WORLDHEALTH**  
**SHOP NOW**  
4/7 - 4/16

REJURAN®  
Transformative Skincare for Your Skin Story

Home Product About

MEMORIAL DAY WEEKEND  
because we should all have glowing  
skin  
Buy any product get  
**20% OFF**  
Promo: **MEMORIAL23**  
**SHOP NOW**  
5/25 - 5/30

exclusive FOR OUR LOYAL SUBSCRIBERS!

To receive 20% savings, you must add products to your cart, and the savings will be deducted from your total after applying the promo code **MEMORIAL23**  
Limit 1 use per customer.

CALIFORNIA  
pure  
NATURALS

shape  
BRIGHT WITH  
STARS & STRIPES

**\$15 OFF**  
YOUR PURCHASE  
OF \$75 OR MORE  
PROMO: **STARSNSTRIPES**  
**SHOP NOW**  
6/12 - 6/18

To receive a \$15 discount on your order, you must add products to your cart, and the savings will be deducted from your total after applying the promo code **STARSNSTRIPES**

# WEB BANNER PROMOS

REJURAN®  
Transformative Skincare to 100+ Your Skin Story

Home Product About



**ALLANTOIN botanical BEAUTY**

Skin-renewing botanical ingredient helps moisturize and hydrate skin to reduce the appearance of scars.

SO MANY *benefits* FROM ONE LITTLE FLOWER

Allantoin is a staple ingredient in skincare, but it's not typically in the spotlight. Allantoin is an extract from the comfrey plant and can also be found in other plants including beets, chamomile, and wheat sprouts. It is a humectant with healing properties that deeply hydrates and helps prevent trans-epidermal water loss.



[READ MORE](#)

REJURAN®  
Transformative Skincare to 100+ Your Skin Story

Home Product About



**Sea Buckthorn ANTIOXIDANT POWERHOUSE**

Sea Buckthorn contains nutrients such as vitamins A, B1, B2, B3, and C which support brightness and diminish the look of wrinkles.

**Superfood and Super Skin Protector**

This sea berry is known as a superfood, often used in jams and teas. The little orange berry grows on shrubs near the sea, typically in Asia or Europe, and is packed with vitamins and nutrients. It includes anti-aging skin benefits that can be found in cosmetics and skincare products.



**Daytime Hydration + Nighttime Recovery**

Rejuran® features Sea Buckthorn in Healer Skin Remedy 60 Starter.

[READ MORE](#)

# BLOG EMAIL PROMOS

REJURAN®  
Transformative Skincare to 100+ Your Skin Story

Home Product About



**GLOWING WITH Gratitude**

**Purify** your skin for a glowing, healthy-looking complexion.

It can be hard to maintain your skincare rituals when the weather gets colder, even face washing. Being in the cold air can make it hard to think about getting your skin wet and cold. Remember that your skincare products will work more effectively when you wash away impurities at night, as the natural cycle of skin renewal happens while you sleep. You'll be grateful when you wake up with a healthy-looking glow.



[READ MORE](#)

REJURAN®  
Transformative Skincare to 100+ Your Skin Story

Home Product About



**SKIN Rejuvenation**

**5 benefits OF HEALER TURNOVER AMPOULE**

Diminish the look of skin damage caused by age, sun, the environment, blue light, chemical peels, and laser treatments.

- REVERSE** The appearance of damage, wrinkles, age spots, and acne scars
- RESTORE** Healthy appearance on damaged skin
- REDUCE** The look of pore size and control excess oil
- REVEAL** Improved appearance of skin texture, tone, and radiance
- REVAMP** Natural collagen production




[READ MORE](#)

Free U.S. shipping on orders over \$75

REJURAN®

What are you looking for? Login Cart

Home Products About REal People, REal Stories REal Science, REal Results REal Ingredients REskin the Journal



**Selfcare** is better with your Bestie

Buy 1, Get 1

**50% OFF**

for National Friendship Day

Use code: NATFRIEND22

[SHOP NOW](#)

8/5-8/8

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**BEAUTY IN bloom**

Get \$20 OFF Your Purchase of \$100 or More

Promo: SPRINGSALE

3/20 - 3/28

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[GET FREE SAMPLE](#)

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**DRENCH YOUR skin IN HYDRATION**

SUMMER FLASH BOGO

**50% OFF**

any product when you purchase one product at full price

Promo: FLASHBOGO23

6/26 - 6/30

exclusive FOR OUR LOYAL SUBSCRIBERS

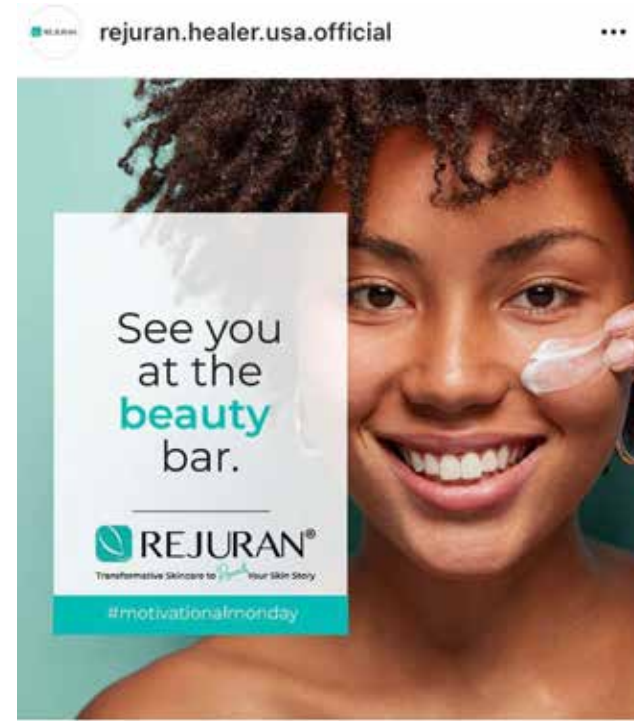
# SOCIAL MEDIA BRANDING



400 likes  
 rejuran.healer.usa.official Your luminous appearance is just a flower away. Extracted from chamomile, bisabolol helps inhibit melanin synthesis to reduce the look of hyperpigmentation, as well as restores skin's suppleness. Find it in our Advanced Intensive Pigment Corrector and Nutritive Cream.



2 likes  
 rejuran.healer.usa.official Clear. Glowing. Youthful. Hydrated. How do you manifest your complexion goals?



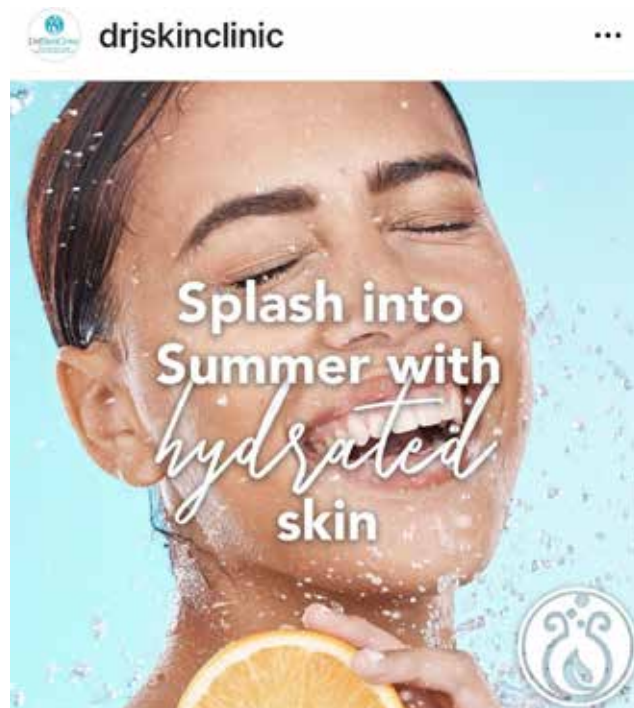
643 likes  
 rejuran.healer.usa.official Indulge in skincare cocktails. Layering products with transformative ingredients leads to beautiful skin.



drjskinclinic Smoother-looking skin is made easier with the natural enzymes of Papaya in our Exfoliating Lotion. Exfoliate away dead skin for soft, touchable skin.



2 likes  
 rejuran.healer.usa.official Wash away the day with our Calming and Soothing Cleanser. Purifying and hydrating.



1 like  
 drjskinclinic Splash into summer with hydrated skin.



drjskinclinic Glowing skin is always in. Get started with our Organic Rejuvenating Oil for deep hydration.



drjskinclinic Happiness is a habit. So is your skincare. Invest in yourself for beautiful results.

# COPYWRITING & BRANDING

## BRANDS

### Make Your Brand Come to Life

All brands start with a dream and vision for products and services you want to develop for your business. Let me put your vision into words by defining your brand voice, personality and message, bringing your dream to life! Brand stories will help establish your brand identity and improve the communication of your brand message. Make a statement with personal touches to your story, adding something truly unique to your brand awareness. We'll strengthen your brand message by bringing together visual and verbal, collaborating with your designers to creatively combine design and copywriting.

Hiring a copywriter who specializes in brand development will take the stress and pressure off the marketing team, allowing them to concentrate on trend research for new product development, marketing plans, brand vision and strategies, growth and expansion.

product names • shade names • product descriptions  
packaging • packaging inserts • display bullnose headlines • taglines • ingredient story • brand story  
how-to-use instructions • shelf talkers • pop displays  
presentations • brochures • sales sheets • flyers  
catalogues • product guide • training manual • ads  
postcards • advertorials • press releases • articles  
websites • landing page • social media • video script  
e-blasts • blogs



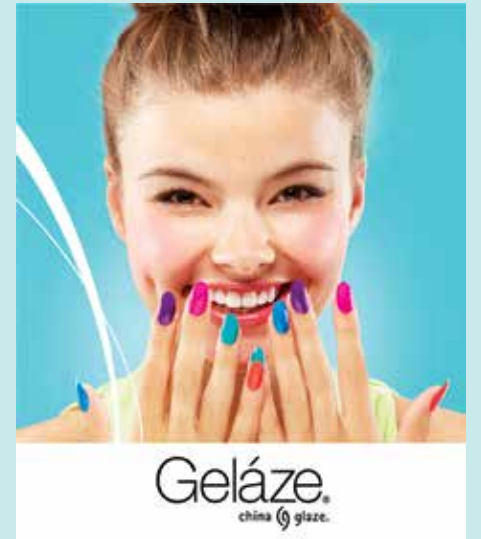
# BROCHURE



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**BROCHURE**  
**BRAND STORY**  
**INGREDIENT STORY**  
**WEBSITE**



# BROCHURE

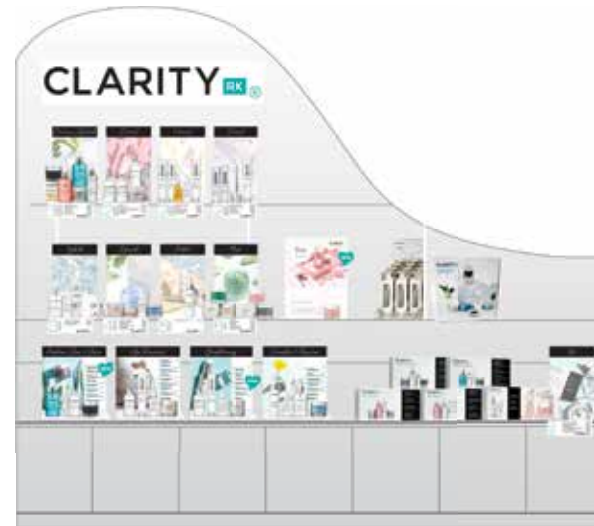


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# BRAND REFRESH

- PROJECT MANAGEMENT
- CREATIVE COLLABORATION
- EDITING & PROOFREADING
- MULTI-LINGUAL PACKAGING
- WALL DISPLAY



**CLARITY RX**

proven  
preferred choice by  
leading skincare experts

powerful  
clinical skincare

innovative  
plant-based  
results-driven technology

performance  
concentrated formulas  
visible results

commitment  
beautiful skin is healthy skin



# PRODUCT LAUNCH

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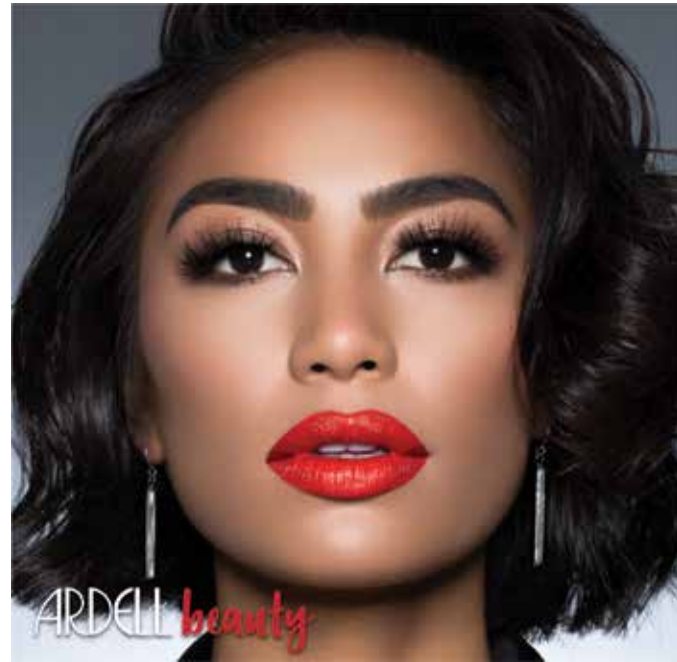
**KIT INCLUDES:**

- Bellasonic Wand
- 4 Interchangeable Discs
- USB Cable And Charger
- Storage Cradle
- Instruction Booklet

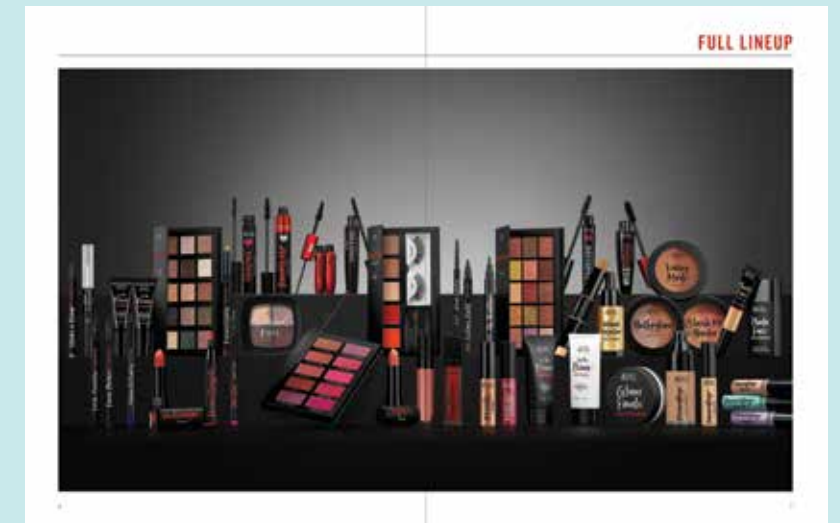


# BRAND DEVELOPMENT

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- HOW TO USE
- BRAND STORY
- CATALOG
- PRODUCT GUIDE
- STYLE GUIDE
- PRESENTATIONS
- DISPLAY BULLNOSES
- PR MEDIA EVENTS



# PRODUCT GUIDE



## BEAUTY REDEFINED.

ArdeLL is the leading lash innovator in the beauty industry, continually creating new lash styles and collections for almost 50 years! We've experienced the evolution of cosmetics and beauty trends over the decades. Our lash styles are timeless and iconic, always giving you the experience of an instant dramatic effect. Lashes make you look smoldering and sexy, completing your beauty look by letting you express your individuality and exude confidence.

## ALL OF THIS POWER... FROM ONE LITTLE LASH?

ArdeLL sets the bar high, and our fan base doesn't just believe in the brand, they live it. Lashes are part of their daily routine. Loyal ArdeLL lash users have been craving even more. We've provided the lashes you love, and we now offer you a complete cosmetic lineup. ArdeLL's professional makeup artist team researched the latest innovations and trends across the globe, to give you what you desire. The hottest trend in beauty is multi-tasking makeup, from long-lasting formulas with one coat coverage, to highly pigmented, textured finishes and faux lashes.

ArdeLL Beauty will take your look from day to night, giving you insta glam! From full pouty lips to sultry smoky eyes, naturally beautiful brows to fluttering lashes, closed cheekbones to a flawless face, the range of textures and shades will instantly make you look and feel fabulous. With ArdeLL Beauty... YOU will light up the room!

obsessed WITH BEAUTY

## THE ARDELL WOMAN

### THE ARDELL WOMAN LIGHTS UP THE ROOM WHEN SHE WALKS IN.

The ArdeLL Woman is confident and sexy in every way... and she makes everyone else shine in her presence.

She is a woman who's got what she needs and she's not afraid to show it. She's got the power to make you shine, and she's not afraid to use it. She's got the power to make you shine, and she's not afraid to use it. She's got the power to make you shine, and she's not afraid to use it.

From an amazing smile that lights up the room, giving you all night in a way that will be all in your mind in a way that will be all in your mind in a way that will be all in your mind.



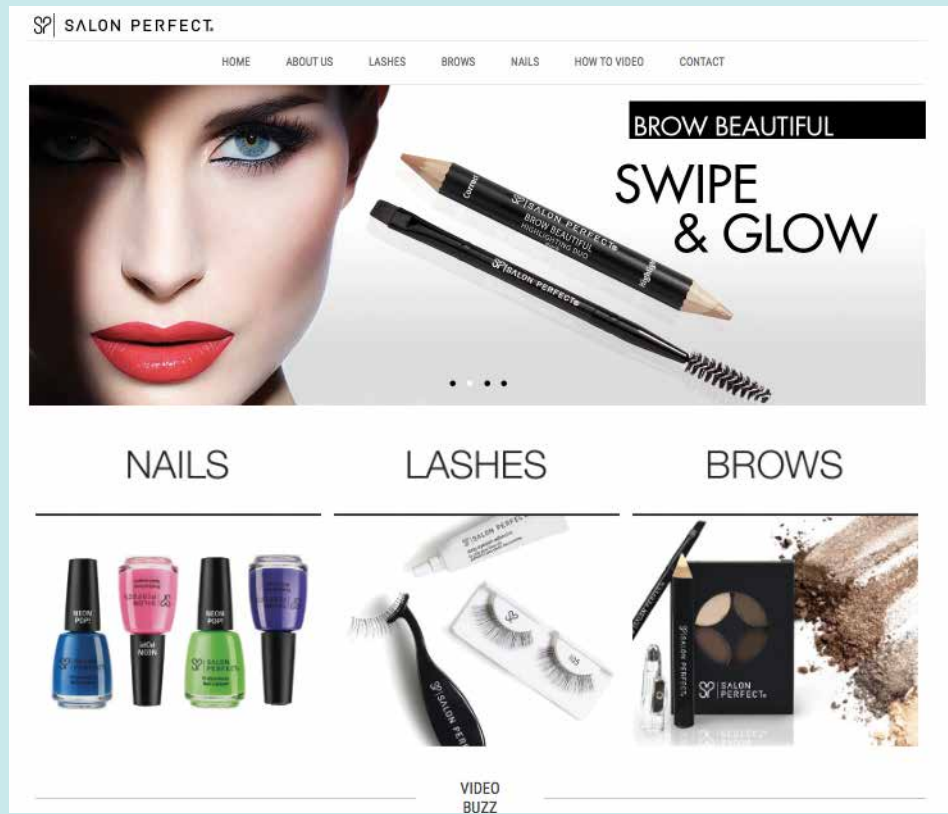
## COLOR SCHEME

The ArdeLL color scheme is a mix of bold, vibrant colors and soft, neutral tones. It's a palette that's both eye-catching and sophisticated, reflecting the brand's commitment to quality and style.



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- DISPLAYS



# BRANDING/PR



## Celebrating Beauty at Blowtini Blow Out Bar's Grand Opening



Sep 12, 2014 | Blowtini News, Latest  
blowtini blow out bar & lash lounge, grand opening, press release

**Orange County's Newest and Hottest Blow Out Bar - Transform Your Look Today!**  
 Blowtini Red Carpet  
 PRLog - Sep. 12, 2014 - ORANGE COUNTY, Calif. - Orange, CA - September 12, 2014  
 — Blowtini Blow Out Bar and Lash Lounge is celebrating their Grand Opening on Tuesday September 16, 2014. They offer the pink carpet treatment, refreshments, and affordable blow outs. Transform yourself and look stunning in under an hour for only \$40 at 7530 E. Chapman Avenue, Orange, CA 92869 in the Orange Canyon Plaza. The official ribbon cutting ceremony will be held at Blowtini's Private Launch Party on Saturday, September 13, 2014.

Ladies this is the place you have been waiting for! Blowtini Blow Out Bar and Lash Lounge is a fun-loving salon where you will be beautified, pampered, make new friends, laugh, and recharge in a positive atmosphere - you deserve it! The ideal spot for bachelorette and wedding parties, prom prep, girls night out, or for your weekly blow out. Everything a girl could ask for including shampoo, blow dry, straight, curls or waves, full makeup and lashes. Look and feel beautiful every day! Call and book your book your Homecoming appointment today for hair, makeup and lashes.

Founders Amy Stahovich and Danielle Augustin wanted to create a place that empowers women to look their most beautiful and feel their most confident. A fun place with an upbeat atmosphere full of love and positive energy, where you can celebrate accomplishments and life's milestones. They offer affordable blow dries and invite you to come in to get pampered, relax, recharge, and get ready for the week ahead. Blowtini Blow Out Bar carries it's own signature line of hair products to ensure healthy, beautiful hair.

Amy Stahovich, a hair stylist for 20 years, is the face of Blowtini Blow Out Bar and Lash Lounge, and you will often see her greeting, smiling, hugging and pampering guests with her loving energy. She's passionate about helping other women feel confident through their inner and outer beauty. Danielle Augustin is an attorney and the behind-the-scenes Creative Director. She inspires women all across the country to pursue their dreams and never give up. "Ideas drive by a burning desire coupled with unstoppable action will always lead to success."

Visit [www.BlowtiniDryBar.com](http://www.BlowtiniDryBar.com) to make your appointments online  
 Contact Blowtini Blow Out Bar at (714) 633-1456 or email at [info@blowtindrybar.com](mailto:info@blowtindrybar.com)



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**body drench QUICKTAN™**  
PRODUCT GUIDE

**SUNLESS TANNING SOLUTIONS**  
Quick Tan self tanning is a healthy alternative to achieving a sunny tan. How do sunless self tanners work? Our formulas contain DHA, and a bronze tint is included in the Instant line.

**WHAT IS DHA?**  
DHA (Dihydroxyacetone) is a natural complex, considered the most effective active ingredient by the American Academy of Dermatology in sunless tanners. DHA reacts with the amino acids in your skin to produce a golden brown color. Our fast drying, streak-free formulas deliver a natural looking tan with no "orange" look.

body drench	Bronzing Spray Medium/Dark	Bronzing Lotion Dark	Bronzing Mousse Medium/Dark	Tanning Lotion Medium	Tanning Lotion Dark	Tanning Lotion FACE Medium
What type of tan	Instant	Instant	Instant	Gradual	Gradual	Gradual
Time until tan shows	Immediately	Immediately	Immediately	3-5 hrs	3-5 hrs	3-5 hrs
Usage tip	Hold 10" away while spraying on body	Wear gloves, apply like body lotion	Smooth evenly on body, gloves optional	Apply like body lotion	Apply like body lotion	Smooth evenly on face
Tan color	Bronze Instantly	Bronze Instantly	Bronze Instantly	Golden Gradually	Golden Gradually	Golden Gradually
Type of formula	Spray	Lotion	Mousse	Lotion	Lotion	Lotion
Tan longevity	1-2 days after one application	1-2 days after one application	1-2 days after one application	1-2 days after one application	1-2 days after one application	1-2 days after one application

**SELF TANNING TIPS**

- Exfoliate skin prior to application to ensure an even tan.
- Use bronzing spray in the shower or outdoors.
- Avoid sweating and getting wet for 4 hours after application.
- Wash hands after application.
- Gloves or sponge is optional when applying tinted instant products.
- Let skin dry before putting on clothes.
- Chlorine and saltwater will make sunless tan fade faster.
- Use sunscreen when going outdoors, as sun protection is not added.

**MIX & MATCH**  
Get an immediate sun-kissed glow with Instant self tanners and maintain your tan with Gradual self tanners.

Sunless Tanning Is Safe Tanning. [www.bodydrench.com](http://www.bodydrench.com)

**Instant Tanners**  
Get an immediate sun-kissed glow with Quick Tan Instant Tanners. They're easy to use and make it a breeze to get a tan. They're also safe for your skin.

- They're easy to use and make it a breeze to get a tan.
- They're also safe for your skin.

**Gradual Tanners**  
Get a natural-looking tan with Quick Tan Gradual Tanners. They're easy to use and make it a breeze to get a tan. They're also safe for your skin.

- They're easy to use and make it a breeze to get a tan.
- They're also safe for your skin.

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body drench

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SKIN CARE BODY CARE LIP CARE SUNLESS TANNING INDOOR TANNING WHAT'S NEW WHERE TO BUY

## Coconut Water Replenishing Lotion

Replenish moisture with the hydrating power of coconut water

SUNLESS TANNING WHAT'S NEW LATEST COLLECTION

Quick Tan Collection  
Want a summer tan all year round? Look no further. Quick Tan is your solution to a sun-kissed glow. From sprays, mousse and lotions, you have different options to get a beautiful even tan. View Collection

Coconut Water Replenishing Lotion  
Drench yourself in the hydrating power of coconut water for radiant, smooth skin from head to toe. The fast absorbing formula offers rich hydration with a lightweight feel. View Product

Coconut Water Body Care  
Your body deserves the fresh, pure hydration of coconut water. Discover a refreshing way to moisturize with our latest collection. View Collection

body drench

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SKIN CARE BODY CARE LIP CARE SUNLESS TANNING INDOOR TANNING WHAT'S NEW WHERE TO BUY

## Expert Advice

**BODY CARE TIPS**

- For healthier skin, exfoliate your body and hands once a week to remove dead skin cells; moisturizer will penetrate better and will improve skin's appearance.
- Lock in moisture right after shower or bath while skin is still moist by applying body lotion, crème or oil to your skin.
- In the winter months moisturize skin daily; cold weather pulls moisture out of skin, causing dry skin and rough cracked hands.
- In the summer months moisturize skin daily; will make your tan last longer and gives your skin a healthy-looking glow.
- To extend the life of your tan, use Body Drench body lotions every day.



# REBRAND/WEBSITE

# WEBSITE



## About Us

### Discover Age-Targeted Skincare

Correctionist provides beautiful skin at every age.

Correctionist is dedicated to bringing you innovations in skin care that will help you achieve younger, healthier looking skin. Rejuvenate your skin with Age-Targeted Skincare. Correctionist uses a scientific approach in the use of active ingredients that delivers dramatic results. Through research and development, ingredients were carefully selected to combat the appearance of puffiness and dark circles, protect the skin from environmental stressors, and improve the look of firmness and skin elasticity. These advanced topical agents reduce the look of aging for a more youthful vitality.

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## Skincare Guide

### Wrinkles

#### What causes fine lines and wrinkles?

Time, repetitive facial expressions and sun exposure cause fine lines and wrinkles. Minimize skin damage by keeping skin hydrated, limiting sun exposure, and using sun protection. Products with active ingredients can reduce the appearance of fine lines and wrinkles. Use Time Correcting Crème to protect your skin against the abuse of the elements.

### Age Control

#### What causes skin to age?

Some of the causes of premature aging, wrinkles, loss of firmness, and dry skin are stress, poor diet, dehydration, lack of a good skin care regimen, and sun damage. Using preventative measures and protection will help keep your skin looking youthful and vibrant. Replenish your skin while you sleep with Nighttime Restoration Treatment.

### Puffiness & Circles

#### What causes puffiness and dark circles?

Genetic and hereditary factors, lack of sleep, allergies, as well as the natural process of cellular aging can cause puffiness and dark under eye circles. Innovations in skin care technology can help you get the refreshed look you've been waiting for. Fade away circles and puffiness with Multi-Benefit Eye Crème.



## GET BACK TO DOING WHAT YOU LOVE WITH STEM CELL THERAPY

Improve the quality of your life by activating your body's natural healing. Regenerative Stem Cell Therapy is used for cosmetic procedures and therapeutic use; enabling the body to repair, replace, restore and regenerate damaged or diseased cells, tissues or organs. By activating the body's natural healing, quality of life is improved and healthy life spans are extended.

Slow down the aging process and enhance your natural beauty from the inside out. Irvine Stem Cell Center offers custom consultations to fully understand the unique needs of each client, ensuring our clients receive the best care and service. We offer financing options so that everyone has the opportunity to improve their lives, to look youthful and feel rejuvenated.

**Transform the way you look and feel, improving your health and confidence.**

FACIAL REJUVENATION & WELLNESS  
AUTOIMMUNE DISEASES  
CARDIAC & PULMONARY  
NEUROLOGICAL  
ORTHOPEDIC



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# HOW TO USE

Geláze.  
china glaze.

## No Base, No Bonder, No Problem!

### Shake Bottle Before You Prep:



**Prep:** Perform a dry manicure. Then remove shine from the natural nail with a 240 grit file and cleanse the nail with acetone or 91% alcohol. Make sure nail is completely **dry**.



**Gel-n-Base in One:** Shake bottle vigorously. Apply a **thin** coat of Gel-n-Base in One gel polish and cure 90 seconds under LED lamp or 2 minutes under UV lamp. Repeat the process for a second coat.



**Geláze Gel Top Coat:** Apply a **thin** coat of Geláze Gel Top Coat and cure 90 seconds under LED lamp or 2 minutes under UV lamp.



**Cleanse:** After Top Coat application, wipe cured nails with Geláze Gel Cleanser to remove sticky residue.

### Removal:



**Prep:** With a nail file, break the seal of the gel nail.



**Saturate:** Saturate Geláze Professional Gel and Nail Polish Remover Wrap with Geláze Gel Remover.



**Wrap:** Wrap securely around nail. Allow to penetrate for 10 to 15 minutes.



**Remove:** Use an orangewood stick or a cuticle pusher to gently loosen and remove gel.

90-0093

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## The OMBRE

This stunning look is a signature look from China Glaze, using three shades for a light to dark gradient.



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## The MOON

Go wild by adding a pop of colour to your moon, giving you a playful look.



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## The FADE


Add a streak of glitter to the tips of your nails for a dazzling appearance.



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## THE QUICKER Gel Polish

### 2-in-1 Gel Polish


less steps. longer wear.



COLOR OF THE MONTH



GELAZE SHADES



2 IN 1 GEL POLISH VIDEO

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# POSTCARDS / BRAND STORY

# POSTCARDS / BRAND STORY


## DISCOVER LAKE SAN MARCOS

### SUNSET CRUISE


Soak in the sunset while enjoying time with friends and family. This two-hour sunset cruise includes chilled wine, cheese, and stunning views as you experience the beauty of Lake San Marcos. Conveniently located near The Lakehouse Hotel and Resort, at 1105 La Bonita Dr. at Lake San Marcos.


**Sit back, relax, and enjoy the ride!**

**ENJOY**



**UNWIND**





**THE MARINA**  
at LAKE SAN MARCOS





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**ESCAPE**



## SOMETHING FOR EVERYONE!

### STAND UP PADDLE BOARDS

The natural scenic surroundings make paddle boarding a popular choice, as the calm lake waters make it easy to balance, sit or stand. Rental includes board, life vest, and a single paddle to help you navigate on the lake.

### KAYAKS

Have a leisurely paddle or enjoy an exhilarating day on the lake. For beginners and pros, you're sure to have a fun time. Individual and tandem kayaks are available, along with a single paddle per person.

### WATER BIKES

Take the ride of your life when you cycle on the open water of Lake San Marcos. Experience the day solo or have fun with the whole family. Water bikes are easy to get on and off, pedal and maneuver.

### PONTOON BOATS

Cruise around the lake with friends or family for an ideal day out on the water. Explore the lake and enjoy the peaceful views. Easy to drive and seats up to five people.



**THE MARINA**  
at LAKE SAN MARCOS

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**6 MASK**  
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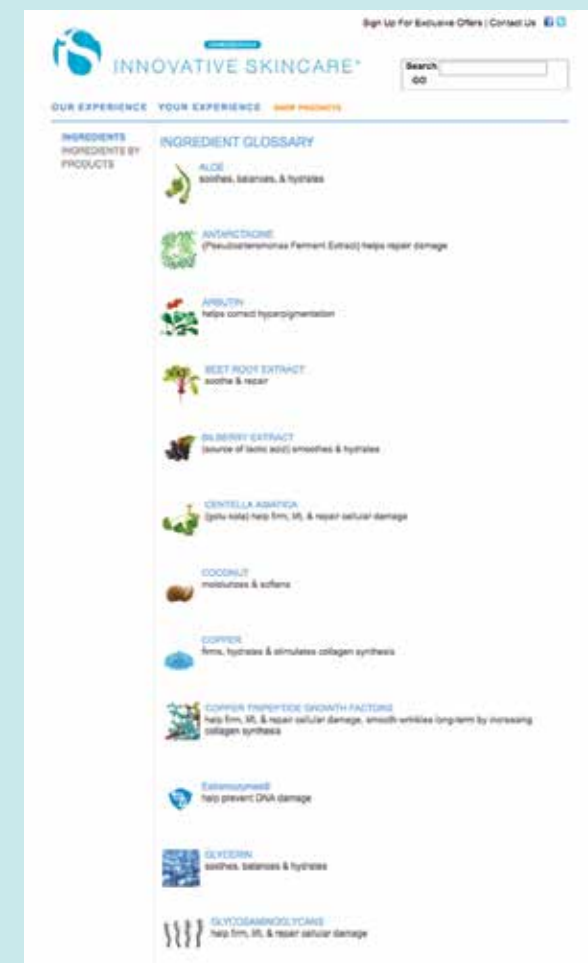


# CATSHEET



HEADLINES  
CATSHEET  
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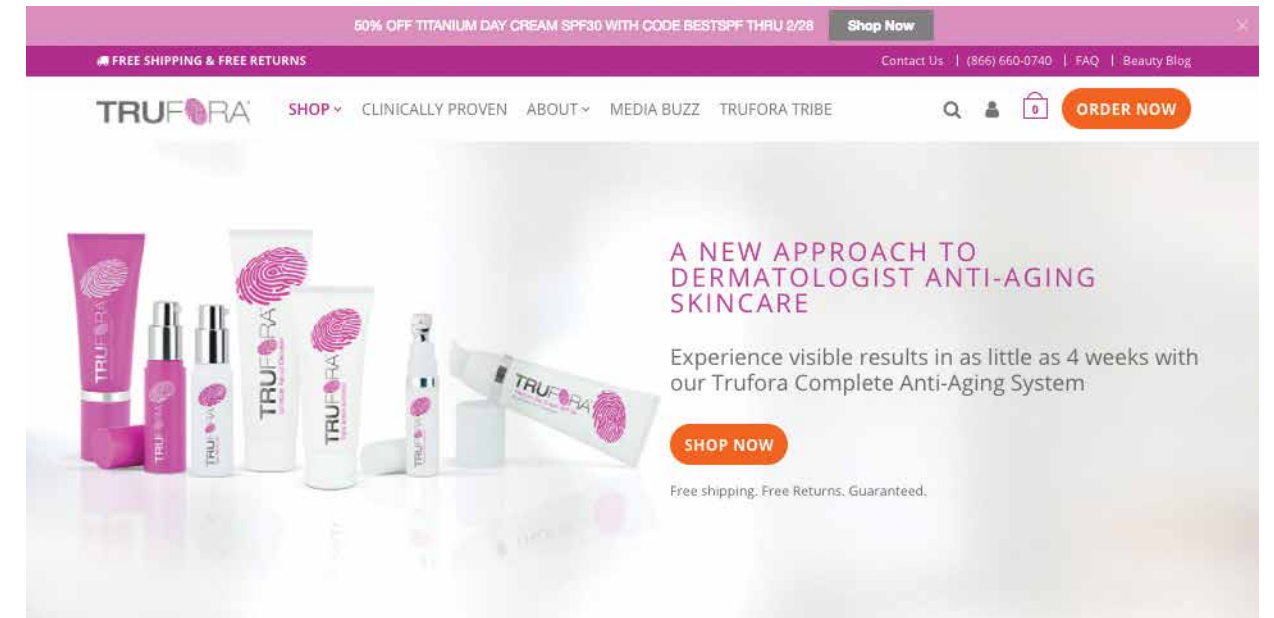


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- COPYWRITING
- PACKAGING
- WEBSITE
- BLOGS
- SOCIAL BRANDING
- BEAUTY BOX
- PRODUCT GUIDE



# WEBSITE



# COMPANY CATALOG

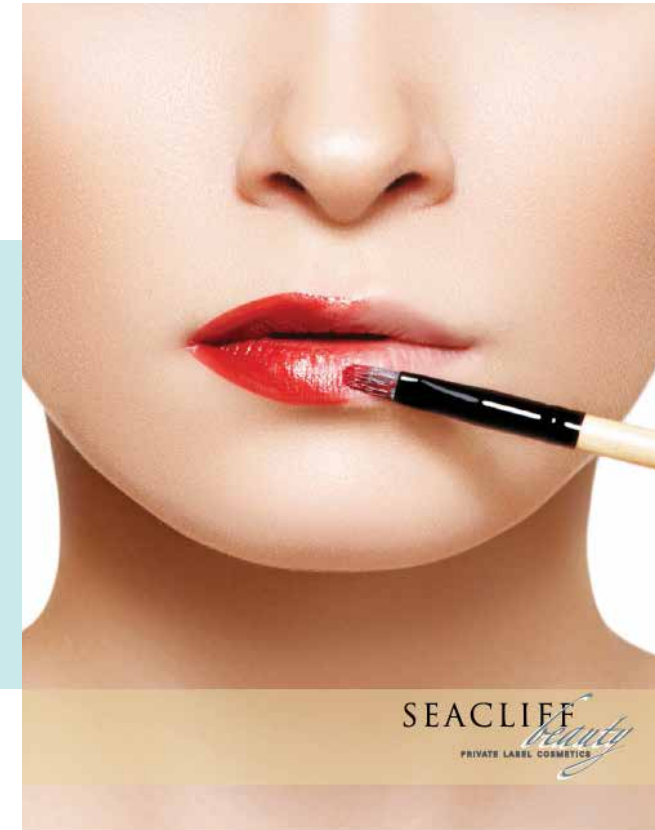
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# PRIVATE LABEL BROCHURE

COPYWRITING  
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**body drench**

**body drench**

**DEFINE YOUR PRODUCT LINE**

*What's Your Vision?*

The next step is to define your product line. Consider which products and shades reflect your brand's vision. Then determine your product categories.

For example:

- Mineral Touch Foundation
- Mineral Finishing Powder
- Mineral Flush Blush PRESSED
- Alluring Eye Shadow PRESSED

The sky's the limit, it's your vision!

**Mix & Match**

Pinpoint the number of shades you want to offer within each product category.

For example:

- Mineral Touch Foundation
- #007 Fair/hazy with Yellow Undertones
- #009 Fair/hazy with Pink Undertones
- #020 Medium/Dark
- #021 Dark
- Mineral Flush Blush PRESSED
- #018 Soft Pink Shimmer
- #019 Barbie Pink Shimmer

You're the boss, you decide!

**Customize Your Colors**

Finally, determine your order quantities per product and shade. All items must be ordered in multiples of three with a minimum order value of \$200 plus the cost of shipping. See website for available shades.

**YOUR BRAND**

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Get noticed! Add a label with your company's logo to any of our packages. Our experienced label partners will assist you with creating the perfect label for each product category. Call us at 844-253-1279 ext. 218. For additional label information or visit our website at [www.SeaciffBeautyPrivateLabel.com](http://www.SeaciffBeautyPrivateLabel.com). Please note, label charges are not included in the unit price shown on the price list and website.

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**MERCHANDIZING & PROMOTION**

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I'm a Visual Artist who combines words and images on canvas and wood, using acrylic paint and textures. I create custom art for clients, accepting commission work for companies and individuals.

Creating original art for:

- Advertising and marketing collaterals
- Brand art and product painting
- Murals and wall art for your business
- Event painting

Visit my Art Website to see a gallery of my paintings.



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## Your Most Valuable Calling Card Is a Published Book!

Writing a book with valuable content can help you and your brand become a trusted authority in your industry, increase credibility, introduce your brand to new clients, and strengthen relationships with existing clients. You will create visibility, putting you in demand for speaking engagements, TV spots, radio interviews, and magazine articles. What are your goals for writing a book? Is it to teach others specialized information, or for entertainment? Get started by repurposing your existing marketing materials or turning your collection of blogs into a book. You can create multiple streams of income when you promote yourself and brand yourself as an expert. Following your dreams and sharing your message with the world takes courage!

***Dream it. Write it. Brand it.***



**AUTHOR  
SPEAKER  
PUBLISHER  
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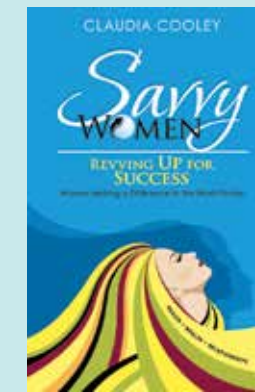
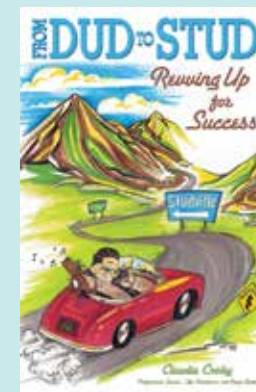
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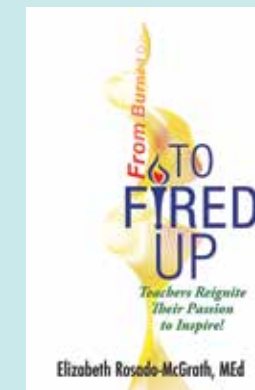
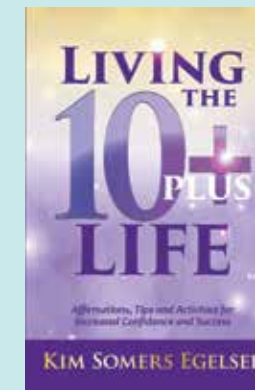
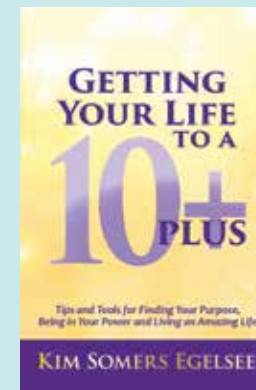
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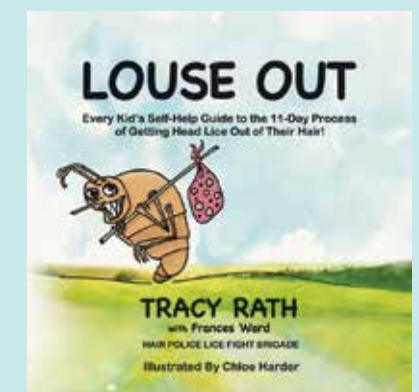
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**Speak and Write for Success Workshop • Mastermind • Group Coaching Series**

**September 14, 5pm - 10pm**  
**October 5, 5pm - 10pm**  
**November 2, 5pm - 10pm**  
**December 14, 5pm - 10pm**

**WHERE: The Girl Cave - 16897 Beach Boulevard, Huntington Beach, CA 92647**

**\$997 includes:**  
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**1 hour coaching with Kim and 1 hour coaching with Susie**  
\*Appetizers and drinks at each event included

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Claudia Cooley is an author, speaker, and life coach who has inspired millions of women to embrace their natural beauty and live a healthy lifestyle. She is the author of *Revolution for Radio*, *Writing to Wow!*, and *Beauty & Fitness: Your Passion*.

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**Writing to Wow!**  
Susie shares her secrets to writing a successful book. From choosing a topic to finding a publisher, she'll guide you through the entire process. You'll learn how to write a book that will inspire and empower others.

**Beauty and Fitness: Your Passion**  
Susie shares her secrets to staying healthy and beautiful. She'll discuss the latest in beauty and fitness, and how to incorporate them into your lifestyle.

**Live Your Best Life**  
Susie shares her secrets to living a healthy and happy life. She'll discuss the importance of self-care, and how to find time for yourself in a busy world.

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Whether you're a business owner, a professional, or a mom, this book will show you how to live your best life. Includes a CD with audio tracks for listening and reflection.

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**DANIELLE AUGUSTIN**  
AUTHOR | SPEAKER

**Danielle** is highly regarded for her inspiration to women to pursue their dreams and fulfill their God-given destiny.

**Author and Founder of** *Girlfriend Revival*

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**LIVE A LIFE OF FAITH, PURPOSE & JOY!**

**Meet Danielle Augustin**

Danielle Augustin is the author and creator of *Girlfriend Revival*. She will inspire you to embrace your story, awaken your faith, and step into your divine destiny. Danielle has a step-by-step plan for the Lord and desires to share the lessons she has learned with other women in order for their lives to be transformed so they can walk in the full power and knowledge of God.

**KEYNOTE, WORKSHOPS, BREAKOUTS, RETREATS & SEMINARS**  
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Whether you're a business owner, a professional, or a mom, this book will show you how to live your best life. Includes a CD with audio tracks for listening and reflection.

**Power of Prayer**  
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# SUSIE AUGUSTIN

MARKETING COPYWRITER • BRAND DEVELOPMENT

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All businesses and brands start with a **DREAM**. You get a vision for a product or service you want to develop. It takes passion and perseverance to bring it to fruition. You **WRITE** down your ideas and goals. You create a **BRAND** board to get a visual picture, the look and feel of your overall packaging. It's your vision and personal to you, so you want to write and communicate your message yourself. But after pulling your hair out, and several cups of coffee (or whiskey) later, you realize that you're unable to get the brilliance that's in your head into brilliantly written words. This is the perfect time to contact me! **LET ME PUT YOUR VISION INTO WORDS** by defining your brand voice, personality and message, and bringing your dream to life!



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## CONTACT INFO

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