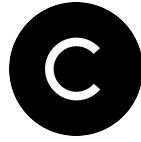


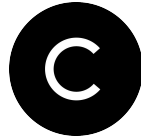


New Sunlight[®] Tinted SPF 30
Advocate Toolkit



Primary Campaign Headline

Skincare and Makeup in one



Product Description

Makeup, skincare, *and* SPF with a light, dewy finish.



Assets

Focused Story for Launch

A Few Tips *First...*

- If possible, always use photos of yourself and your products
- Use Canva graphics sparingly, overlay simple and easy to read text over top of your photos instead
- Let it be your whole story series for the 24 hour period, carrying the story from one slide to the next in a logical, sequential order
- Use your own language /weave in your own story

Storytelling Template

01

Start with a hook

- “Busy mamas, you’re going to love this one...”
- “I’m not proud of this but I have a confession...”
- “TBH, I don’t want to wear foundation most days...”

02

Highlight a problem
Tinted solved for YOU

- “I used to mix my SPF + foundation so I could get out the door on time”
- “I just don’t want to wear full coverage foundation every day”
- “I have SUCH fair skin and even Crunchi’s 1.0 foundation was just a smidge too dark for me.”

03

A little story about how
tricky it was to find one
you love

- “All the *clean* tinted SPF’s were greenwashed or felt like sludge on my skin...”
- “I could never find one with a hydrating finish... they all looked dull on my skin”
- “I couldn’t find the right level of coverage that still showcased my freckles”
- “I hated wasting all those single use plastic ones that I still didn’t love...”

Storytelling Template

04

Share social proof

- “Clearly I wasn’t the only one who felt this way...”
- Example: Overlay some screenshots to show the excitement. We will provide some but get together with a few Crunchi sisters and send each other DMs about Tinted SPF. Screenshot + add on top of a photo!

05

The Solution (Tinted)
skincare & makeup in one

- “But leave it to my favorite clean brand to absolutely nail it!”
- *Primary Messaging:* Skincare + Makeup in one

06

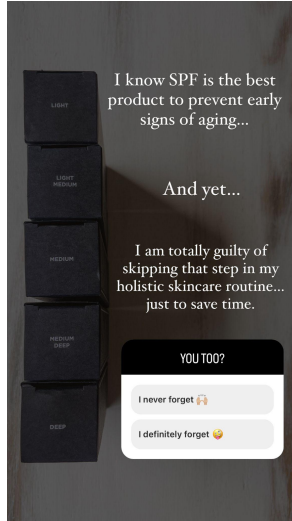
Showcase - short video
demo showing it in action

- “I’ve reached for it every day since I got my hands on it and I know you will, too! And it’s *finally* available for you to grab!”
- Engagement idea: Comment SHADE for a custom shade match so you can enjoy a more simplified routine, too!

Visual Example Instagram Story



I'm not proud of this but
I need to come clean...



I know SPF is the best product to prevent early signs of aging...

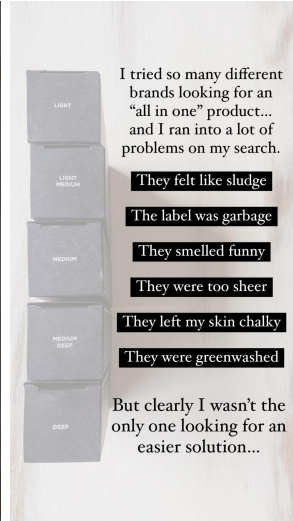
And yet...

I am totally guilty of skipping that step in my holistic skincare routine... just to save time.

YOU TOO?

I never forget 🙄

I definitely forget 🙄



I tried so many different brands looking for an "all in one" product... and I ran into a lot of problems on my search.

They felt like sludge

The label was garbage

They smelled funny

They were too sheer

They left my skin chalky

They were greenwashed

But clearly I wasn't the only one looking for an easier solution...



Hey 🍷 I was wondering if you had a recommendation for a tinted spf for face?

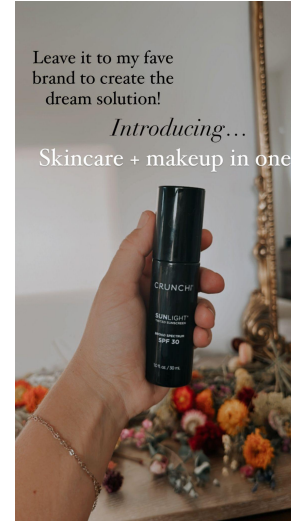
Does crunchi sell a tinted face lotion? The spf worked so well but I would love if it was tinted so I don't have to wear make up 🙄

Best tinted SPF for face?

Hey, so I am needing a tinted sunscreen for my face. Do you know of a good one?

Good morning can you recommend a tinted moisturizer for my teen daughter? Something that is light but has a bit of coverage and is clean? Link and thank you!

Will Crunchi be releasing a tinted moisturizer or tinted facial spf? I'm looking for something a little lighter for everyday in the summer! Or do you have suggestions for other brands?



Leave it to my fave brand to create the dream solution!

Introducing...
Skincare + makeup in one



HAPPY LAUNCH DAY

I have reached for Tinted SPF30 every day since I got my hands on it... and I know you will too 🙄

Comment SHADE below and I'll help you select the perfect complexion enhancer to simplify your routine 🙄

Storytelling Template

01

Open conversation with problem or challenge

- Raise your hand if you're a busy mama 🧑‍👧
- Anyone else struggle to wear SPF everyday?
- Wouldn't it be nice if getting ready only took 60 seconds?
- Engagement tip: open a convo w/ a poll

02

Context + Connection - explain the problem a bit more in a way a potential customer will relate to

- "I don't know about you but I have 2 under 2 and finding time to do my skincare and makeup everyday is like an olympic sport..."
- "I know SPF is important but I honestly found that I kept forgetting it most days..."
- Like, what if there were a product that combined makeup and skincare all in one?

03

The Solution (Tinted) *skincare & makeup in one*

- "I have been loving this non toxic tinted spf! It simplifies my morning routine and gives me the perfect everyday look in seconds!
- "But then I found an amazing clean tinted SPF – having it built into my makeup is a game changer! Now I never forget!"
- "Wellllll that product does finally exist, and I'm kind of obsessed with it..."

Storytelling Template

04

Showcase / Proof

- “Introducing my latest beauty obsession, Tinted. I’ve worn it every day since I got it!”
- Showcase the product with a before and after image, or with a demo video

05

Highlight Benefit,
optional CTA

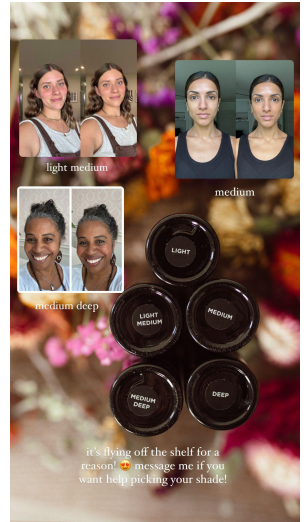
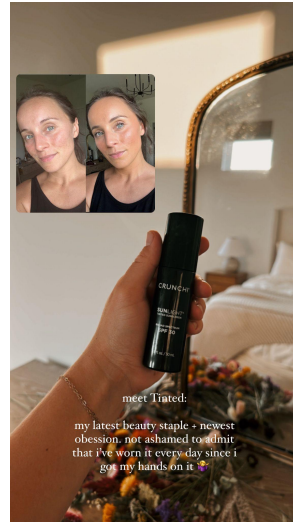
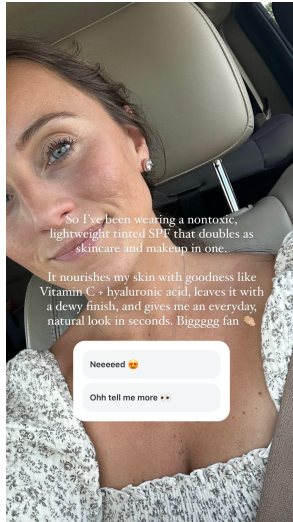
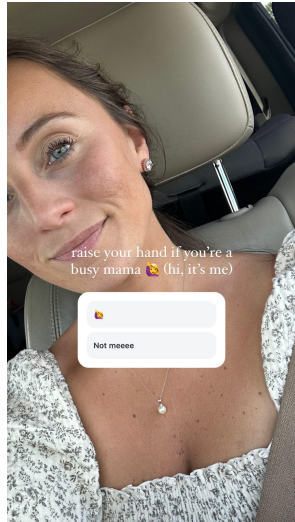
- Highlight “skincare and makeup in one”
- Consider listing a few other other benefits so long as it’s concise and doesn’t distract from the main message
- Optional to include a call to action, such as a link

06

CTA - try to move from
content to *conversation*

- “She comes in 5 easy, versatile shades! I wear Light Medium. Reply SHADE if you need help finding your match!”
- “This has been long anticipated and is flying off shelves for a reason!”
Link: GRAB YOURS HERE!

Visual Example Instagram Story



Before and Afters – *Share Your Own*

- Same place
- Same time
- Same top
- Natural lighting
- Minimal other makeup or accessories to distract (no dramatic lip, jewelry, etc.)





Tips to Create Momentum

Tips to create *momentum*:

- Be Loud and Consistent
- Go Through Your Messages + Search the Word Tinted
- Incentivize your customers to share - UGC, FOMO
- Language - popular, flying off shelf
- Leverage the Launch through August

Call to *action*:

- Share one takeaway
- Share one action you will take after this call
- Take a screenshot of how you are showing up and pop into the comments of the FAC post for a chance to win a Tinted SPF 30