

Portfolio: Skincare Copywriting Samples

Brand Name: FormuLA Skincare

(Effortless, science-backed skincare for a healthy glow.)

1. Instagram Caption (Product Launch)

"Meet your skin's new best friend. 🧡 Our **FormuLA Hydration Veil** is packed with barrier-boosting ingredients like niacinamide, peptides, and ceramides—because healthy skin starts here. Hydration, glow, and effortless skin in one. Ready to try?"

2. Email Campaign (Skincare Routine Guide)

Subject Line: "Your FormuLA Routine—Simplified."

Header: "Skincare made easy."

Body:

"Think of this as your no-fuss, high-performance routine for that healthy, luminous glow. ✨

Start with our **Gentle Cloud Cleanser** to melt away the day. Follow with **Hydration Veil Serum** for deep hydration. Lock it all in with our cult-fave **Barrier Lock Moisturizer**. It's skincare made simple—because your skin deserves the best, without the guesswork.

[Find your routine →]"

3. Paid Ad Copy (TikTok/Instagram Story)

📺 **Visual:** Close-up shots of glowing skin, product textures, and application.

Text Overlay:

✨ The FormuLA Routine: 3 Steps to Your Best Skin ✨

Voiceover (or caption copy):

"Your skin barrier called—it wants hydration. 🗣️ Meet **Hydration Veil Serum**, our lightweight, ultra-nourishing formula packed with **peptides, ceramides, and niacinamide** for that luminous glow. Because skincare should be simple, effective, and feel really, really good. 💧 "

4. Website Product Description (Example for a New Moisturizer)

"**Lightweight, deeply hydrating, and barrier-boosting**—meet your new go-to moisturizer.

Powered by **peptides, hyaluronic acid, and ceramides**, this silky formula locks in moisture and strengthens your skin barrier over time. It's like a tall glass of water for your skin, minus the heaviness. 💧

How to use: Apply AM + PM after serums for that perfectly dewy finish."

5. Trend-Focused Blog/Editorial Piece (Short Form)

Title: *The Skin Barrier—Why Everyone's Talking About It*

"If your skin feels dry, irritated, or just *off*, your barrier might be trying to tell you something. Your skin barrier is its first line of defense—protecting against pollution, dehydration, and stress.

At **FormuLA**, we're all about keeping your barrier happy. That's why our **Barrier Lock Moisturizer** is loaded with **ceramides, niacinamide, and fatty acids**—the ultimate dream team for a strong, healthy glow. Because skincare isn't just about looking good—it's about long-term skin health. 🧡"

Final Notes

This portfolio showcases a mix of **social, email, ad, website, and editorial content**, demonstrating versatility in skincare copywriting. FormuLA Skincare represents a **modern, minimalist, and science-backed** approach to skincare—mirroring the needs of today's beauty consumers.

The company listed is a fictional skincare company. The purpose of this document is to showcase my copywriting abilities.