

Portfolio: Skincare Copywriting Samples

Brand Name: BioClarity Skincare

Launch Campaign: BioClarity Lip Renewal Mask

1. Email Campaign – Product Launch

Subject Line: "Your lips called... They need this. 🚫"

Header: "Meet the lip mask that does it all."

Body:

Tired of dry, chapped lips? We got you. **The BioClarity Lip Renewal Mask** is packed with **shea butter, hyaluronic acid, and plant-based peptides** to deeply hydrate, smooth, and restore your lips overnight. It's the perfect blend of science + nature for a soft, pillowy pout.



Apply before bed. Wake up to softer, healthier lips.

🌟 **Hydrates & plumps**

🌿 **Vegan & cruelty-free**

💧 **Locks in moisture overnight**

[Shop Now →]

2. Return-to-Cart Email

Subject Line: "Psst... You left this behind!"

Header: "Your lips deserve better."

Body:

We noticed you left **BioClarity Lip Renewal Mask** in your cart—and trust us, your lips will thank you for bringing it home. 🚫 This ultra-hydrating formula is designed to **restore, nourish, and protect**—because dry lips should never be part of your routine.

Don't miss out! Complete your order now and treat your lips to the care they deserve.

[Return to Cart →]

3. Website Product Description

BioClarity Lip Renewal Mask

💖 **Hydrate. Plump. Restore.**

Give your lips the ultimate hydration boost with our **Lip Renewal Mask**—a plant-powered, science-backed formula designed to smooth, soften, and deeply moisturize. Infused with **hyaluronic acid, shea butter, and peptides**, it works overnight to repair and replenish, leaving your lips supple and nourished by morning.

- ✓ **Deep hydration** with hyaluronic acid
- ✓ **Barrier protection** with nourishing plant oils
- ✓ **Restores & plumps** for a soft, smooth finish
- ✓ **100% vegan, cruelty-free, and clean**

Apply generously before bed or use throughout the day for a boost of hydration.

[Shop Now →]

4. Lip Skincare Q&A

Q: Why do my lips get so dry and chapped?

A: Lips have a **thin protective barrier**, making them more prone to dehydration from weather, lack of moisture, and even certain lip products. That's why it's essential to use a hydrating mask like **BioClarity Lip Renewal Mask**, packed with **hyaluronic acid and shea butter** to lock in hydration.

Q: Can I use the lip mask during the day?

A: Absolutely! While it's designed as an **overnight treatment**, you can also wear it as a **hydrating balm** throughout the day for an instant moisture boost.

Q: How is this different from regular lip balm?

A: Traditional lip balms create a **temporary barrier**, while **BioClarity Lip Renewal Mask** actively **repairs, hydrates, and restores** with peptides and nourishing oils—leaving lips smoother, softer, and healthier over time.

Q: Is it safe for sensitive lips?

A: Yes! Our formula is **free from parabens, synthetic fragrances, and harsh ingredients**, making it perfect for even the most sensitive lips.

Final Notes

This campaign highlights the **science-backed, plant-powered** benefits of **BioClarity's Lip Renewal Mask**, using a mix of **engaging, conversion-driven, and educational** copy. The approach ensures **cohesive messaging** across email, website, and brand education content.