

## Gain access to the skincare industry's most highly engaged spa professionals.

### 129,000+ INSTAGRAM FOLLOWERS

- 4.02% Engagement Rate
- 128,229 Impressions Per Month

### 94,000+ FACEBOOK FOLLOWERS

- 399 Interactions Per Month
- 22,648 Impressions Per Month

### PROGRAMS AVAILABLE\*

#### SOCIAL MEDIA POST A LA CARTE

- Instagram Post
- Instagram Story with Sticker Link
- Instagram Reel + Story with Sticker Link
- Facebook Post

#### SOCIAL MEDIA PACKAGE

- Facebook Post
- Instagram Post
- Instagram Story with Sticker Link

#### INSTAGRAM WEEKLY PRODUCT UNBOXING

- Your products will be the first unboxed with inclusion in the description and 3 hashtags

#### FACEBOOK & INSTAGRAM LIVE

- Instagram & Facebook Post
- Instagram & Facebook Story with Sticker Link
- 1 Article on *Skin Inc.*'s website recapping the live event and shared in the newsletter (written by Editor)
- Live feed will be shared on *Skin Inc.*'s Instagram and Facebook pages after the live event

#### INSTAGRAM GIVEAWAY TO GROW FOLLOWERS

- Instagram Post
- Instagram Story with Sticker Link
- Original Content (written by Editor)
- *Skin Inc.* manages winner selection & communication

#### INSTAGRAM STORY TAKEOVER

- Instagram & Facebook post before the takeover
- 24-hour exclusivity after initial post
- Content to remain in Stories Highlights for at least 30 days

#### Choose from two options

##### 1. PRE-PRODUCED

- *Skin Inc.* posts up to 9 pre-produced slides (supplied by the client)
- We recommend including a variety of content
- Can include videos, sticker links, polls, questions, etc.
- Brand tagged on every slide
- Up to 3 hashtags per slide

##### 2. IN-THE-MOMENT TAKEOVER

- Brand/Educator responsible for all content
- Your artist or educator has access to *Skin Inc.*'s Instagram page for 24 hours
- Good for education or event coverage
- Can go Live during takeover

*\*All materials are to be supplied by the client unless otherwise specified.*

*Must book at least 6 weeks before run date.  
Material is due 4 weeks before run date.*

*Followers & Stats as of 07/24/24*