

# HIGHERDOSE

**Q3 Strategy:  
Product Focus, Key Messages, Channel Execution**

# Q3 Key Messages, Product Launches, Content Focus

HIGHERDOSE

## HigherDOSE Overall Focus:

Own Female-Led Optimization Content Focus:

- Build on Biohack-HERS 101, guides, quizzes, interactivity, guided selling
- Transparency, openness, demonstrating our legitimacy
- Continue being the center for wellness innovation with new product launches made BIG
- DOUBLE DOWN ON DOSE - meaning and incorporation in our messaging

## Product Launch Timing:

- Continue Body Sculptor support through July/August
- Prep for Red Light Wrap (late August)
- Body Care, HIGH-Dration Powder summer focus

## Cultural Moments + Promotional Initiatives:

July 4th

Hamptons Season/Summer Travel

Labor Day

Back to Routine (late Aug/Sept)

NYFW

## Seasonal Brand Stories:

### **The (new) Summer Body - continued:**

- Deep focus on FASCIA, this is the next big wellness trend and we need to lead in education, benefits, connect to sculptor rituals

### **Travel Focus**

Challenges that occur on long trips, support Jet Blue partnership, etc.

### **Permission to Play**

### **Hydratation Season**

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## Evergreen Brand Stories:

### **Glow from Within:**

- Focus on better sleep, abundance mindset, prioritizing what matters, stress reduction practices
- Team favorite rituals, matched with DOSE benefit

### **Biohack-HERS: Community & Connection**

- Focus on fellow female founders and celebrate the unique approaches and offerings
- Offer summertime ideas for connection - beach days with your bestie, etc. and the Oxytocin that come from connection

# Q3 Calendars

# July 2025

## Consumer Mindset:

Full Summer Mode - Beach, Travel  
July 4th Events

## Key HD Messages + Events:

Body Sculptor - (new) Summer Body  
Body Care

# HIGHERDOSE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4 Holiday Sale (Social/email promo)	5 Pendry Hotel Pop Up San Diego Community
6 Holiday Sale Hamptons Activation (Social / email promo)	7	8	9	10	11	12 Nordstrom 20% Off Sauna Blanket Sale starts (runs through 8/1)
13	14	15	16	17	18	19 Create + Cultivate B2B Event LA
20 Create + Cultivate B2B Event LA	21	22	23	24	25	26
27	28	29 TBD Editor Red Light Wrap preview (TBD corepower)	30 Nordstrom NYC Pop Up (need email + social support!)	31		

# August 2025

## Consumer Mindset:

Hair Loss Awareness Month

HOTTEST MONTH, Labor Day, Back to Routine (late)

## Key HD Messages + Events:

Body Sculptor - (new) Summer Body

Red Light Wrap Prep

# HIGHERDOSE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 DOSE Day Influencer Event	2 Hamptons Consumer Event (body sculptor seeding)
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 US OPEN	25 US OPEN	26 US OPEN	VIP Early LABOR DAY WEEKEND SALE: 20% Off	LABOR DAY WEEKEND SALE: 20% Off	LABOR DAY WEEKEND SALE: 20% Off	LABOR DAY WEEKEND SALE: 20% Off

# September 2025

## Consumer Mindset:

Back to Routine, Holiday coverage starts  
Fall Style, Sauna Season Re-ignites

## Key HD Messages + Events:

Red Light Wrap  
Sauna Season

# HIGHERDOSE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 <b>LABOR DAY WEEKEND SALE: 20% Off</b>	1 <b>LABOR DAY WEEKEND SALE: 20% Off</b>	2 <b>LABOR DAY WEEKEND SALE: 20% Off</b>	3	4	5	6
7 VMA RADIO MUSIC AWARDS	8 TEAM OFFSITE	9 TEAM OFFSITE	10	11 NYFW	12 NYFW	13 NYFW
14 EMMY AWARDS NYFW	15 NYFW	16 NYFW	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

# September + October Messaging Brainstorm

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## Red Light Therapy Focus leading to Showerhead

- Sept 21: Solstice - transition from Summer to Fall, marry to cycle syncing moment (luteal phase)
- Living Seasonally
- Reconnect with nature - habit stack to reconnect during busy “back to routine period” important to find time for yourself
- Warm up with Red Light and Sauna - Circadian rhythm focus
- Summer skin damage healing
- Interview with Penn Smith
- Red Light blog focus: Different between RL and Infrared, How Long Does it Take? How often to use RL for glowing results

## PEMF Therapy Focus leading to Pet Bed Launch

- Healing properties of PEMF and the pulses of the earth
- 4 level focus (!!)

## Sept Detox:

- Sauna Blanket (support with JULIANNE HOUGH!) - Sept 15 post, DWTS launches 9/16
- Sound healing in Sauna blanket
- Habit stacking, ritualization - Routine Creation
- FS Sauna Focus (test) - Laura & Elyse to lead
- How Infrared Saunas Work blog
- At home setups: NYC apt and big/expensive/fancy home gym
- Ayurvedic principles for detox by dosha

## Q3 Product Focus:

**Body Sculptor**

**Red Light Everything**

**Bodycare**

**Highdration Powder**

**Prep for Red Light Wrap!**

## **Evergreen:**

**PEMF**

**Sauna Blanket (reduced focus in summer months)**

- Can make summer-specific summer content  
(Jess/Elyse to share)

Can we do a travel bundle?

- emf blocking bag, sweat band, transdermal mag spray, hydration kit

# Body Sculptor Messaging Focus

The HigherDOSE Body Sculptor feels like deep tissue massage, lymphatic drainage, and fascia release—all in one smart tool powered by microcurrent and red light. It relieves tension, clears stagnation, and tones your muscles so you feel lighter, sculpted, and glowing from the inside out.

“Release. Sculpt. Glow.”

“Bodywork, reimagined.”

“Where fascia meets flow.”

(Sexy science and a bit poetic.)

# Content Focus: The (new) Summer Body

## CORE THEME: “The (new) Summer Body: Glow Starts Within

A reframe of the traditional “summer body” conversation. It’s not about crash diets or aesthetic pressure—it’s about optimizing what’s underneath the skin to look and feel your best. Think fascia, lymph, muscle, circulation, and energy flow.

### Muscle Isn’t Just for Strength—It’s for Mood

Microcurrent and muscle stimulation: not just toning, but energy, metabolism, posture, and confidence

Why we need to activate dormant muscles (especially postural ones)

Mind-muscle connection = mind-body connection

# Content Focus: Travel Focus

## CORE THEME:

The High Life, Wherever you are

Tis the season for travel! Whether road tripping or jetsetting, these tips and portable products make committing to DOSE easy, wherever you go.

### Travel Essentials for Road trips

- InfraredPEMF Go Mat for stiff muscles from long car rides
- Stay sculpted, wherever you are with portable microcurrent body sculptor
- EMF Blocking Fanny Pack for hiking, errands and all the in-between

### Jetset in Good Health

- Red Light Cap easy to travel, wherever you are. Consistency is key for results so make sure to pack!
- Red Light Mask for circadian rhythm (jetlag/sleep) and skin support (dry skin on planes)
- Hydration Kit: dehydration and dry skin are notorious issues associated with flying!
- Lymphatic Drainage with copper body dry brush and microcurrent body sculptor to reduce inflammation and swelling

### Problem/Solution:

- Stiff muscles / back pain from long flights and car rides: infrared, microcurrent
- Jetlag / Sleep: Magnesium, PEMF, Red Light Mask
- Circadian rhythm: Red Light Mask
- Swelling + Inflammation: body sculpting and dry brushing
- Dry skin + Dehydration: glow serum, red light mask, high-dration powder

Would be cool to do UGC viral challenge showing “DOSE On the Go” - maybe part of a larger sweepstakes?

# Content Focus: Glow Starts Within

## CORE THEME:

Hydration Gets You High/Glow Starts within

### Hydration Gets You High:

- Highdration Powder & Water Bottle combo easy to travel with, tastes amazing, makes a great mocktail
- Glow Serum - summer skin needs hydration more than you think

### Sunbathing/Getting Natural Vitamin D - A Dip in the Sea (FOMO for corporate girlies)

- Oxytocin Oil
- Mag Spray
- Red Light Bathing
- Vitamin D responsibly (Blog post!)

# Content Focus: Permission to Play - Serotonin + Dopamine Boosts

## CORE THEME:

Wellness isn't just about strict regimes and habit stacking. The feel-good oxytocin hormone of connection comes alive when we're supported by community! A meaningful conversation with a confidant, a full belly laugh with a new friend, a workout flow circuit with fellow wellness babes. There's so many ways to get high, naturally and opt for sober-friendly summer activities that fit the DOSE lifestyle.

- Permission to Play! Wellness shouldn't be strictly serious, let's have some fun with it
- Sober friendly rituals of oxytocin and connection: hiking, barefoot walks on the beach, ecstatic dance, spa dates
- HigherDOSE events:
  - LA House of Good (every thursday-sunday in June)
  - Surf Lodge Alchemize House: Sunday 7/6
  - Create + Cultivate LA 7/19+7/20
  - Nordstrom Sale Pop Up: NYC Flagship store (57th st) 7/30
  - Hamptons DOSE Day (influencer invite only) 8/1
  - Hamptons Body Sculpt Pop Up at Montauk beach House 8/2
  - Pop Up Shopping Experience at Pendry, La Jolla on 7/5

- **Editorial:** Goal 40% YOY affiliate revenue, 'i tried it' body sculptor reviews, trade announcement for red light wrap

## July

- Summer skincare solutions to combat dryness or sun damage
- Continued microcurrent body sculptor coverage: reviews, testimonials, roundups
- Travel friendly essentials for wellness, on the move (accessories, red light, sculptor, supplements)
- Hamptons hospitality coverage: local, travel and trade push
- Amazon Prime Day Sale push (July 8-11)
- Fourth of July sitewide sale push
- Nordstrom Annual sale 20% off sauna blanket 7/12-8/1

- **August**

- Red Light wrap editor "light" seeding & presale announcement
- Sports and fitness 'preseason' trade push // WNBA, US Open talent seeding
- LDW Sale e-commerce push

- **Digital Performance PR:**

- Body Sculptor paid spend
- Amazon Prime Day adjacent affiliate sale: pemf mat, neck enhancer or sculptor
- Continuing to monitor ad performance for Press Quote + Celeb ads - refresh content continuously
- Submitting laurels for body planer (Future of Beauty Awards, Elle)

- **Founder Building/Thought Leadership:**

- Continued thought leadership pitching - Lauren back in NYC for local broadcast opportunities
- Create + Cultivate LA Thought Leadership / Networking

- **Editorial:** Goal 20% YOY affiliate revenue, red light mat launch newness, fall spotlight stories, holiday GG,

### **September**

- The post-summer skin ritual you need to reverse dark spots (Red light mask, neck enhancer, glow serum)
- Busy and burnt out? Discover the grounding and stress-reducing power of PEMF
- Julianne Hough's DWTS routine is a must-have for wellness girkies (microcurrent, sauna blanket)
- The red carpet prep tool every celeb is using for Emmys season (microcurrent body sculptor)
- The #1 athletic recovery product runners and gym-goers have on their wishlist (red light mat)

- **October**

- HigherDOSE's Holiday Gift Guide is your go-to for wellness, beauty, biohacking and recovery presents (Holiday GG / bundles)
- Shop for everyone on your list- from the fitness buff to the skin-obsessed (Holiday GG / bundles)
- Elevate your home's feng shui and create your own zen den (red light mat, pemf mat, sauna blanket)
- Press release / event for red light shower head and/or the infrared pemf pet pillow

- **Digital Performance PR:**

- Doubling down on flash sales with high performing partners (Mindbodygreen, health news, well and good, very well fit, PMC, Men's Health, Hearst, Oprah, Garage Gym Reviews, Town & Country)
- Engaging in recruitment efforts for competitor-favoring publications (Runner's World, Yoga Journal, Country Living)
- Whitelisting with Inside Hook, monitoring Julianne Hough Ads
- Continuing to monitor ad performance for Press Quote + Celeb ads - refresh content continuously

- **Founder Building/Thought Leadership:**

- QuestTV Biohack-hers licensing and Lauren/Katie thought leadership feature for PBS
- Life+Leisure TV segment featuring Lauren

## SEPTEMBER

### SUMMER SKIN RECOVERY SWEEPS

- With Primally Pure (450k), Acure (215k) and TBD Cora Skinner, red light mat

## KINRGY IRL

- Add red light mats to fitness studios for 1 month with affiliate discount code signage
- Create co-branded content promoting discount code exchange
- Storytelling around red light workout \*blog/infographic post
- Retail add-on component

## OCTOBER

### AUTUMN ESCAPE GIVEAWAY

- Local new york email or SMS giveaway with Wildflower NYC (Auberge Hotel), pemf pro mat and Beis
- Hospitality partnership and potential location for holiday photoshoot

### *Prep for product launch and holiday partnerships:*

- Pemf pet pillow: bark box, caesar milan, loyal, pagerie
- Ace+Acre product bundle with red light hat and/or shower head
- Hyperice, Eightsleep or Whoop partnership for PEMF Mat or Red Light Mat
- 12 Days of DOSEmas



## BE-ING FERTILITY HACKING 9/5

This community-first event, led by Be-ing Leggings, will feature 20 facilitators in the fertility space. We'll be popping up a curation of demos, focused on conception and post-natal care. Goal of supporting affiliate conversion.

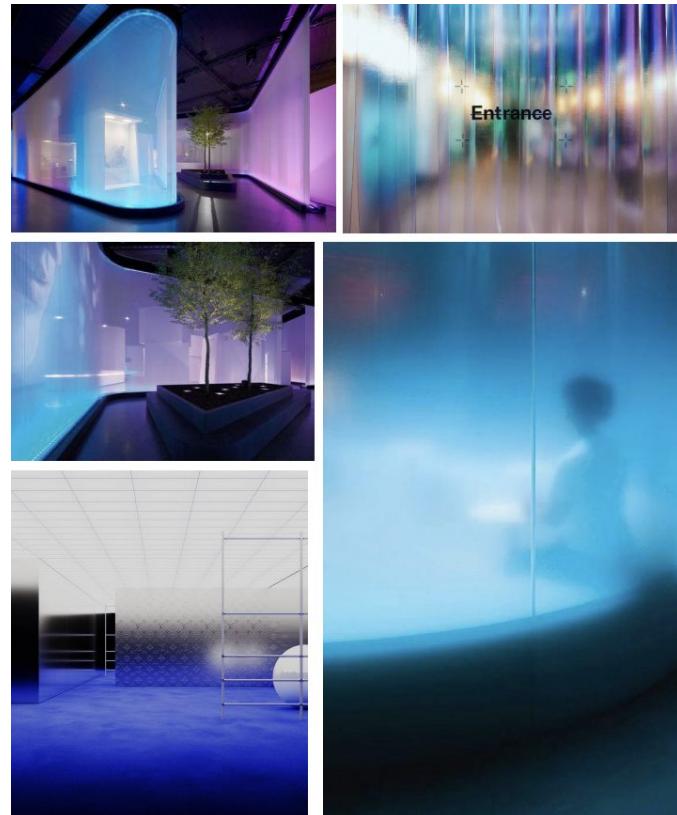
## GOOP Run Club 9/7

Our second pop-up with Goop Brentwood will re-engage Los Angeles' west side run-club with electrifying recovery, demo-ing the microcurrent body sculptor. Goal to capture content and fortify our relationship with GOOP ahead of holiday

## HEALF HX25 EXPO 10/2-10/5

HigherDOSE will be popping up a DOSE Lounge and interactive Somatic Sound Healing with PEMF Mats at the first annual HX25 expo with our retail partners, Healf. The expo will feature thought leaders like Gary Brecka, Jenna Zoe, Rose Ferguson, Andrew Huberman and more. Our goal will be retail sales conversion, launching the microcurrent sculptor in UK and garnering significant social traction.

**HOLDING FOR PRODUCT LAUNCH PRESS EVENT END OF OCTOBER OR BEGINNING OF NOVEMBER. NEED APPROVAL**  
[SHOWER LAUNCH CONCEPTS HERE](#)



## "WHERE DO YOU DOSE?" SUMMER UGC SOCIAL GIVEAWAY INITIATIVE

- Show us how you "DOSE On the Go" - posting any of our products from vacation destinations around the world. Whether the red light mask in front of the Eiffel Tower, a serotonin soak in your hotel room or red light hat on the plane. Submit using #DOSEontheGo for chance to win ultimate biohacker bundle

## JULY FOCUS

### Glow & Glam Swaps Launching July 10-18 for 1 month

These women lead with intention and live with balance. They embrace a lifestyle where wellness, culture, and sophistication intertwine. Whether she's curating her home, planning a getaway, or selecting the perfect gift, every decision reflects her refined taste and thoughtful nature.

**Confirmed/Interested brands:** Tanya Taylor, Defanage, Behno, Vella Box, Caviar Co

## AUGUST FOCUS

- Hair Loss Awareness Month Email Sweeps  
Teasing our nutrafol product partnership launching for holiday, we'll offer a sweepstakes promoting holistic hair-loss solutions with Nutracel Men and/or Women's bundle (\$399), HigherDOSE red light hat



# HAMPTONS PARTNERSHIPS

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## Omayo Hamptons Through LDW

Montauk's new destination studio for wellness, recovery and beauty just steps away from the Jitney station. The space offers 360 HigherDOSE touchpoints including [sauna appointments](#), spa treatment add-ons to bodywork/ facials and shoppable retail (hero tech, accessories, body care). They have a slate of weekly fitness programming with partners including SkyTing, Fuze House and Corepower. Later this season, we'll be hosting an influencer event at this venue when our red light wrap launches.

## Montauk Beach House Through LDW

Premium hospitality partnership integrating our wellness-tech for concierge rentals, a DOSE lounge in the lobby and an infrared sauna available for hotel guests. We'll be working with them on consumer facing brand marketing experiences, from body sculptor seeding demos during DJ Set parties, to promotional discounts and media collateral.

## Alchemize Club at The Surf Lodge July 6 & future dates TK

Every Sunday, the Alchemize Club pops up a sober-friendly wellness event at Surf Lodge, with morning yoga, DJ set, zero proof bar and recovery lounge. Our red light mask, red light hat and pemf mats are available for consumers to use and we're already seeing great social traction with coverage.



## Create + Cultivate LA (July 19+20)

- We are bringing you The World's Largest Festival for Women in Business. Think Coachella for career women. HigherDOSE will own the 'wellness garden' offering sculpting and red light sessions to 1k guests (ticketed only)

## Nordstrom Anniversary Sale NYC Wellness Pop Up (July 30)

- Featuring sauna blanket at 20% off discount
- Will also have DOSE Lounge for red light + pemf mini sessions

## DOSE Day Montauk (Influencer Only Aug 1)

- The DOSE retreat day is a signature production, allowing curated high profile personalities to experience 'the high life' in an oasis of luxury self care. Programming will integrate workout class with Fuze pilates, Spa circuit, Microcurrent Body Sculpter sessions and a serotonin supper

## Montauk Beach House Consumer Pop Up (Aug 2)

- During Saturday's DJ set, we'll pop up a Microcurrent moment offering mini sculpting sessions to Montauk Beach House guests.

## Pendry Shopping Pop Up (July 5)

- HigherDOSE lounge and retail offerings featured in Pendry La Jolla's wellness market on 8/8. Open to all.



## SEPTEMBER IG

### Week 1: 9/1 - 9/7 (Main focus: Back to routine + Living seasonally)

- Carousel: Habit-stacking ideas - how to pair red light/PEMF with everyday rituals
- Reel: Morning ritual with RL mat + warm tea (grounded energy)
- Static/Carousel: Living seasonally - how to align routines with late summer/early fall
- Reel: Quick tutorial - difference between Red Light vs Infrared
- Carousel: Luteal phase self-care guide
- Reel: Back-to-school/work burnout reset with PEMF

### Week 2: 9/8 - 9/14 (Main focus: Back to routine + Living seasonally)

- Infographic: Cycle syncing - what to focus on in luteal phase (strong topic performance wise)
- Reel: Back to routine doesn't mean back to burnout
- Carousel: Your Seasonal Self-Care Starter Pack
- Reel: The 2pm reset (PEMF nap or RL Hat boost as the cure for afternoon slump)
- Infographic: Seasonal Swap - Summer to Fall exchanges (outdoor sweat -> sauna sweat / poolside tanning -> red light glow)

### Week 3: 9/15 - 9/21 (Main Focus: Solstice + Energy Healing)

- Carousel: September Equinox explainer + HD self-care ritual
- Reel: Solstice = transition energy - use RL to reset circadian rhythm
- Static: Nature shot + grounding caption on PEMF = earth's pulses
- Reel: 4 levels of PEMF explained (VO or text over screen)
- Static: "5 signs you need an at-home detox."
- Quote reel: "Your body knows the seasons, do you?" (tried this format before, some did pretty well)

### Week 4: 9/22 - 9/28 (Main Focus: Solstice + Energy Healing)

- Reel: "3 ways to reset your energy during the solstice"
- Carousel: Explaining how the equinox balances day + night - mirror with balancing circadian rhythm + nervous system
- Reel: "POV: you're recharging like the Earth during the solstice" (cut to RL + PEMF rituals).
- Infographic: "The science of seasonal energy shifts" - melatonin, serotonin, circadian rhythms
- Quote Reel: "The solstice is nature's reminder to pause, reflect, and reset."

### Week 5: 9/29- 10/5 (Main Focus: PEMF Education)

- Carousel: PEMF for stress relief (grounds your nervous system after busy September routines)
- Reel: Earth's Pulse in Your Living Room (nature clips + pemf mat mimicking nature)
- Infographic: WTF is PEMF (did this concept before and did well lol)
- Reel: Myth busting - PEMF edition
- Carousel: why pets love PEMF (stress reduction, joint support, calmness,etc)
- Reel: Habit stack with PEMF

\*Calendar may vary a little when including partnerships/blog/email/UGC/events

## OCTOBER IG

### Week 1: 10/6 - 10/12 (Main Focus: PEMF Education)

- Reel: "Did you know PEMF increases circulation and oxygen flow at a cellular level?"
- Carousel: Before/Afters with and without PEMF - Oura Ring (?)
- Reel: PEMF vs EMF (what's the difference)
- Carousel: PEMF Mat layer breakdown
- Reel: PEMF - your midday ritual (something like, its coffee but for you cells)
- Infographic: Signs your nervous system needs a break (PEMF)

### Week 2: 10/13 - 10/19 (Main Focus: Seasonal reset + warmth)

- Carousel: Why your circadian rhythm needs TLC this fall
- Reel: Cozy nighttime routine using Red Light (including pets)
- Carousel: Healing from the inside out: Fall edition
- Quote Reel: Daily affirmation: "This is your invitation to reset, realign, and reconnect with yourself and the world around you"
- Reel: Sound healing ritualization (anthony?)
- Reel: Morning reset ritual with RL & sauna

### Week 3: 10/20 - 10/26 (Main Focus: Detox + Red Light Skin Healing)

- Infographic: "What toxins do we sweat out?" (science-backed)
- Carousel: "3 ways red light heals summer skin damage"
- Reel: Sound healing session in Sauna Blanket (Fiona?)
- Carousel: Home setups - small NYC apt vs fancy gym
- Reel: "How Infrared Saunas Work" visual breakdown
- Static: Cozy fall vibes - warming up with RL & sauna

### Week 4: 10/27 - 11/1 (Main Focus: Detox + Red Light Skin Healing)

- Reel: "POV: You tried everything to feel less sluggish... then you discover Infrared Sauna"
- Carousel: Before/After - 20 min in a Sauna Blanket vs skipping detox (glowy vs drained skin look)
- Reel: Habit stacking- red light while journaling, PEMF mat for meditation, sauna for release
- Carousel: "Your Body's Detox Organs 101" (skin, liver, lymph, kidneys, colon)
- Reel: "Sauna Blanket myth busting" (sweat ≠ dehydration, it's cleansing)
- Carousel: "5 Signs Your Body is Asking for a Detox" (fatigue, brain fog, bloating, dull skin, poor sleep)

\*Calendar may vary a little when including partnerships/blog/email/UGC/events

## SEPTEMBER TIKTOK

### Week 1: 9/1 - 9/7 (Main focus: Back to routine + Living seasonally)

- ASMR fall reset: Sauna blanket zipping, Red Light glow, tea pour - cozy vibes.
- “Green flags in wellness products” - list green flags for RL/PEMF
- Mini morning routine (“Back to school season but make it biohacker-friendly”)
- Cycle syncing moment: Luteal phase support with infrared sauna & red light
- Nature reset trend: Clips of grounding outside + using PEMF mat for “indoor grounding when you’re busy.”

### Week 2: 9/8 - 9/14 (Main focus: Back to routine + Living seasonally)

- Cycle syncing - what to focus on in luteal phase (strong topic performance wise)
- Back to routine doesn't mean back to burnout
- The 2pm reset (PEMF nap or RL Hat boost as the cure for afternoon slump)
- Seasonal Swap - Summer to Fall exchanges
- How do you find time for yourself? Showing HD rituals

### Week 3: 9/15 - 9/21 (Main Focus: Solstice + Energy Healing)

- Solstice = transition energy - use RL to reset circadian rhythm
- Nature shot + grounding caption on PEMF = earth's pulses
- 4 levels of PEMF explained (VO or text over screen)
- “5 signs you need an at-home detox.”
- “Your body knows the seasons, do you?”
- Wellness girl fall starter pack: Red light, pumpkin spice, cozy socks, sauna blanket

### Week 4: 9/22 - 9/28 (Main Focus: Solstice + Energy Healing)

- 3 ways to reset your energy during the solstice
- “Me at 3pm slump vs. me after 20 min on PEMF mat.”
- “POV: you’re recharging like the Earth during the solstice” (cut to RL + PEMF rituals).
- Carousel: “The science of seasonal energy shifts” - melatonin, serotonin, circadian rhythms
- “How I’m reconnecting with nature during solstice week (even in NYC).”

### Week 5: 9/29- 10/5 (Main Focus: PEMF Education)

- Carousel: PEMF for stress relief (grounds your nervous system after busy September routines)
- Earth’s Pulse in Your Living Room (nature clips + pemf mat mimicking nature)
- WTF is PEMF (did this concept before and did well lol)
- My First PEMF Session-testimonial, showing mat, settings, and reactions
- why pets love PEMF (stress reduction, joint support, calmness,etc)
- “Like WiFi for your body” -quick explainer comparing PEMF to invisible energy that supports your cells

Similar to IG but concepts reimaged for Tiktok - more young, fun, dynamic

# Organic Social Plan

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## OCTOBER TIKTOK

### Week 1: 10/6 - 10/12 (Main Focus: PEMF Education)

- Unboxing - aesthetic PEMF mat setup for home wellness corner
- Carousel: Before/Afters with and without PEMF - Oura Ring (?)
- PEMF vs EMF (what's the difference)
- "Things PEMF Can Help With" (text over screen)
- PEMF - your midday ritual (something like, its coffee but for you cells)
- PEMF AM boost vs PM unwind (mat levels)

### Week 2: 10/13 - 10/19 (Main Focus: Seasonal reset + warmth)

- Cozy nighttime routine using Red Light (including pets)
- Carousel: Sound healing ritualization
- Morning reset ritual with RL & sauna
- Timelapse: Busy workday → mini ritual breaks with RL/PEMF
- "This is my Roman Empire" → HigherDOSE rituals

### Week 3: 10/20 - 10/26 (Main Focus: Detox + Red Light Skin Healing)

- "What toxins do we sweat out?" (science-backed)
- "3 ways red light heals summer skin damage"
- Sound healing session in Sauna Blanket (Fiona?)
- Luxury POV: "When your 'at-home detox' setup feels fancier than a spa."
- "How Infrared Saunas Work" visual breakdown
- HOr therapy vs cold therapy

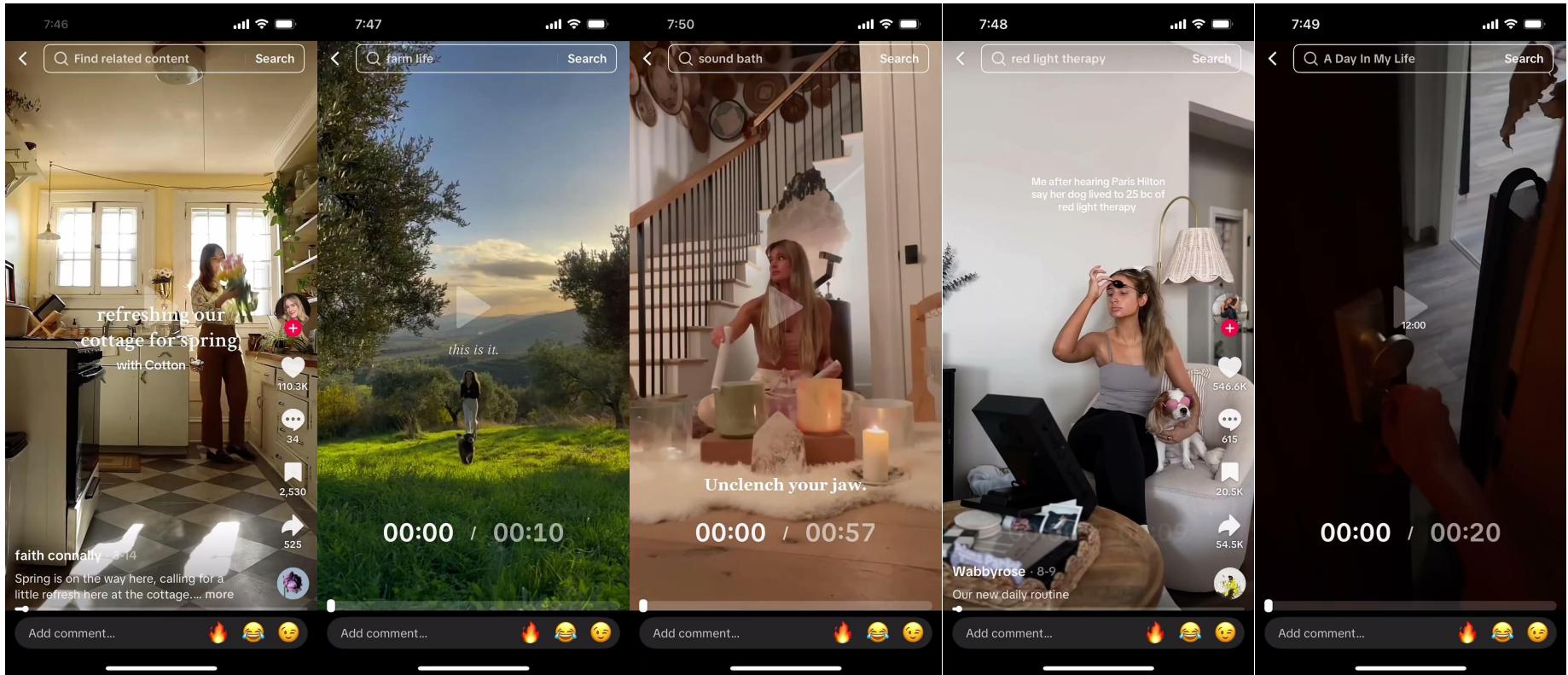
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- "POV: You tried everything to feel less sluggish... then you discover Infrared Sauna"
- Before/After - 20 min in a Sauna Blanket vs skipping detox (glowy vs drained skin look)
- Habit stacking- red light while journaling, PEMF mat for meditation, sauna for release
- Carousel: "Your Body's Detox Organs 101" (skin, liver, lymph, kidneys, colon)
- "Sauna Blanket myth busting" (sweat ≠ dehydration, it's cleansing)
- "5 Signs Your Body is Asking for a Detox" (fatigue, brain fog, bloating, dull skin, poor sleep)

Similar to IG but concepts reimagined for Tiktok - more young, fun, dynamic

# Organic Social Plan

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## September

Red Light content push: "How to Heal Sun-Damaged Skin with Red Light." -  
Newsletter and Social share with Penn Smith

### **ShopMY**

*Product focus: Red Light*

September: Sephora Opportunity focus "Back to routine"

September: Red Light Mat Opportunity:

[Molly Sims](#)

[Penn Smith](#)

[Dr Zion](#)

[Melissa Wood Tepperberg](#)

[Dr Lindsey Zubritsky](#)

### **TT Seller Affiliate Launch:**

*100 detox drops, 50 sweat bands + 50 copper dry brush.*

*Detox Drops:* bloating relief, natural deodorant properties, breath freshening.

*Sweatband:* Detox, habit stacking - fall movement

*Copper Dry Brush:* Ayurveda, lymphatic, dry skin

### **AWIN:**

Launching an incentive program for dormant affiliates (6 months) offering them a bundle if they hit \$1000 in sales.

### **Whitelisting:**

Everything is the Best - Podcast - [Pia](#) + [Lauren](#)

[Jeanette Aranda](#) - Body Sculptor

[Helen Leland](#) - Body Sculptor

[Kaitlin](#) + [Jules](#) - Body Sculptor

[Giorgio Merlino](#) - Red Light Mat + PEMF

[Trina Albus](#) - Body Sculptor

[Dr Jaime Seeman](#) - Red Light Hat

[Dr Cabral](#) - Red Light Mat

[Brooke Weinstein](#) - PEMF Mat

[Tammi Kuthan](#) - Red Light Face and Neck Enhancer

## October

Detox: Sound Healing in Sauna Blanket with Mojave Skin

- Interview and Social share.

### **ShopMY**

*Product Focus Sauna Blanket, Endorphin Oil, PEMF GO Mat.*

### **LTK:** October Youtube campaign:

Still working on brief, but the focus will be on 3-4 Youtube creators.

Goals: Hot and Flashy,

### **AWIN:**

Newsletter focused on Detox: Sauna Blanket, Endorphin oil.

Affiliate Webinar - join us to learn about our new products, and how to prep for Q4 Holiday Push.

### **Podcast:**

Kelly LeVeque + Whitesliting

### **Whitelisting:**

Amy Rosoff focusing on Sauna Blanket and Infrared Sauna.





# BRANDED STORYTELLING

**Blog Content Goals:** Amplify expert talent, have expert voices write blogs, begin ranking for body planer launch keywords

## UPCOMING SEO CONTENT

### JUNE

- NEW: Dads Who DOSE: How does Red Light therapy contribute to hair growth? [HERE](#)
- NEW: What is EMS training?

This educational blog unpacks Electrical Muscle Stimulation (EMS) training: what it is, how it works, and why fitness pros are obsessed with it. It bridges the gap between cutting-edge fitness and wellness recovery tools, like HigherDOSE's own product offerings. The article also touches on how EMS pairs with infrared and PEMF for holistic biohacking. CTA: Curious if EMS is right for you? Discover how to level up your workouts and recovery routines.
- NEW: What is lymphatic drainage?

As more wellness seekers turn to natural ways to reduce bloat, support detox, and improve circulation, "lymphatic drainage" has become a hot topic—but few sources break it down in an accessible, engaging way. This article explains the science behind lymphatic drainage, explores different techniques (manual massage, infrared, PEMF, and body wraps), and ties it back to HigherDOSE's product benefits. CTA: Tap into a high-volume wellness search term while establishing HigherDOSE as a go-to destination for detoxifying, body-boosting tech.
- NEW: Fascia Stretching: What You Should Know

Fascia is one of the most overlooked components of mobility, recovery, and physical performance, but that's changing fast. This blog should introduce readers to the concept of fascia stretching, its benefits for flexibility, injury prevention, and detox, and how tools like infrared heat or PEMF can enhance results. CTA: Create an authoritative, movement-focused piece that connects HigherDOSE products to fascia health for performance-driven wellness seekers.
- REFRESH: Infrared Light Therapy for Weight Loss: Does It Work? [HERE](#)

### JULY

- NEW: What is the Mind-Body Connection?

This foundational blog explores how mental, emotional, and physical wellness are deeply interconnected. It introduces readers to the science behind the mind-body connection and highlights how tools like infrared therapy, PEMF, and breathwork enhance overall balance. CTA: Unlock your body's healing power and strengthen the connection between your mind and body today.
- NEW: What is Body Sculpting?

With rising interest in contouring and toning solutions, consumers are looking for honest, side-by-side breakdowns of body-sculpting options. This article offers a clear, balanced take on the benefits and potential drawbacks of both professional and at-home sculpting tools, including red light and PEMF, so readers can make empowered decisions. CTA: Build trust and close the gap between curiosity and conversion with a transparent, keyword-rich guide to body-sculpting.
- NEW: When to use Red Light Therapy for the Best Results

Timing is everything, especially in wellness. This article explores optimal windows for red light therapy use based on specific goals like sleep, skin health, energy, or muscle recovery. By aligning usage with natural body rhythms, readers get maximum results from their HigherDOSE device. CTA: Learn when to plug in and power up, your body (and skin) will thank you.

## UPCOMING SEO CONTENT

### AUGUST

- NEW: The Difference Between Infrared and Red Light Therapy

Infrared vs. red light therapy, they sound similar but serve different purposes. This blog clearly explains the science, benefits, and use cases of both, helping readers decide which is right for their goals (or how to use them together). CTA: Understand the difference so you can harness the full power of light-based wellness.
- NEW: How to Create a Morning Routine that Helps You Thrive

Readers will learn how to design a high-vibe, productive morning that sets the tone for the day, using biohacking tools like red light therapy, movement, hydration, and breathwork. This article shows how a small shift in routine can lead to massive results mentally, physically, and emotionally. CTA: Build a better morning with intentional habits and wellness tech designed to help you thrive.
- REFRESH: Benefits of Using At-Home Red Light Therapy Devices [HERE](#)

# BRANDED STORYTELLING

**Blog Content Goals:** Amplify expert talent, have expert voices write blogs, begin ranking for body planer launch keywords

## UPCOMING TALENT CONTENT

### JUNE

- Lauren Roxburgh
- Dads who DOSE
  - David Nicomini
  - Patrick Frost: Father's Guide to Biohacking

### JULY

- Julia McCabe: Strength Within (Importance of Mind-Body Connection and Activating Dormant Muscles)
- Helen Leland: Mind-Body Connection, Postural Support (What are postural muscles? Her techniques for activation)
- Talent Needed: Impact of Travel: Flight to Flow
  - What travel does to your lymph, to your skin
  - Highdration Powder, Red Light Face Mask + Neck Enhancer to fight dehydration/puffiness in-flight
  - MBS: microcurrent + red light to get your body back to flow post-flight
- Talent Needed: Highdration is Key to Flow
  - Importance of hydration for lymphatic movement
  - Smarter, more effective hydration with Highdration Powder
- HD Talent: Electrify your Summer Detox
  - Why the Sculptor is a gamechanger for lymph drainage, exfoliation, and circulation = ultimately upping your detox capability
  - Specific actionable steps for a Summer Detox Protocol: Detox Drops, Dry Brush, MBS, blanket, Highdration Powder

## UPCOMING TALENT CONTENT

### AUGUST

- Kate Sturino: Body Positivity, female founder story
- Aggie: Biohacking Bestie, female founder in longevity
- More to come!

# BRANDED STORYTELLING

September/October 2025

## UPCOMING SEO CONTENT

### AUGUST

- NEW: The Difference Between Infrared and Red Light Therapy

Infrared vs. red light therapy, they sound similar but serve different purposes. This blog clearly explains the science, benefits, and use cases of both, helping readers decide which is right for their goals (or how to use them together). CTA: Understand the difference so you can harness the full power of light-based wellness.

- REFRESH: Benefits of Using At-Home Red Light Therapy Devices [HERE](#)

### SEPTEMBER

- NEW: How to Create a Morning Routine that Helps You Thrive

Readers will learn how to design a high-vibe, productive morning that sets the tone for the day, using biohacking tools like red light therapy, movement, hydration, and breathwork. This article shows how a small shift in routine can lead to massive results mentally, physically, and emotionally. CTA: Build a better morning with intentional habits and wellness tech designed to help you thrive.

- REFRESH: Red Light Therapy for Rosacea: Does It Reduce Redness? [HERE](#)

- REFRESH: Acne Treatment: Does Red Light Therapy Help with Acne? [HERE](#)

### OCTOBER

- NEW: How Infrared Saunas Work

This explainer breaks down the magic behind infrared saunas: how they differ from traditional steam saunas, what happens at the cellular level, and why they're a cornerstone of detox and recovery. It provides a simple, science-backed overview for new and seasoned wellness enthusiasts alike. CTA: Step into the heat and out of the haze. Learn why infrared is the wellness upgrade your body craves.

- REFRESH: WTF is PEMF? [HERE](#)

- NEW: PEMF vs Earthing Mats (slated for Nov, but trying to move up)

Both PEMF and earthing mats claim to reconnect you to the earth's healing frequencies, but how do they really compare? This blog explains the technology, benefits, and differences, empowering readers to choose the best method for grounding, recovery, and cellular repair. CTA: Get grounded in the facts and find out which energy therapy best suits your lifestyle.

- REFRESH: 8 Benefits of PEMF Therapy [HERE](#) (slated for Nov, but trying to move up)

## ADDITIONAL IDEAS FOR SEO CONTENT

With an increased scope of work for Stella Rising, I'd love to add topics:

- Red Light

- Red light for pain relief
- Red light for muscle repair
- A cycle of red light: How to use red light through each phase of your cycle
- A Lifetime of Red: Using red light therapy throughout different stages of a woman's life (menstruation, postpartum, perimenopause, etc) - this could realistically be broken up into multiple articles
- Red light for men's health - what are issues men face as they age? Declining testosterone, lagging muscle recovery, etc

- Animals & PEMF

- SO MUCH info to cover here
- Why is PEMF beneficial for animals?
  - This could be broken into multiple articles as well
  - One as talent blog from a veterinarian using PEMF in their practice
  - One as SEO article, a little more science-based/research
- We've heard over the years about clients using their PEMF for their horses - could be a moment there for that

- PEMF Overall

- Deep dive on each PEMF level: What it means, what it does, when you should use it. Four individual articles

## JULY WIP

- Fourth of July sale support
- Alchemize Club at Surf Lodge: 7/6
- Mind-muscle connection = mind-body connection >> Helen Leland
- Activate Dormant Muscles: What are dormant muscles/what causes muscles to deactivate? Julia McCabe
  - “Muscles can “switch off” if the demand placed on them is too intensive. This can occur through overtraining or under use, such as extended periods of sitting. Stress is another contributing factor to muscle inhibition.”
  - Why do we need to activate them/How do we reactivate them
  - Microcurrent and muscle stimulation: not just toning, but energy, metabolism, confidence
- Glow from Within: Body Sculpting
  - Shift from cardio-focused “sweat it out” to understanding the lymphatic system’s role in detox, glow, and tone.
  - How to move lymph daily (dry brushing, rebounding, swimming, manual massage, etc) to look and feel your best
  - Tech + workout combos - how to leverage the MBS for more effective workouts: awaken muscles, lymph drainage, boosted microcirculation, fascia release
  - Summer Heat: Revive Blanket content for improved heat tolerance,
- Permission to Play
  - Ways to dial up your DOSE + involve your community at the same time
  - Staff picks, talent picks - how do you give yourself permission to play?
  - Art of Connection: revive old blog [HERE](#)

## JULY WIP

- Travel Series
  - Impact of Travel: Flight to Flow
    - What travel does to your lymph and skin
    - HP, LAGS, RLFM, RLNE to fight dehydration/puffiness in-flight
    - MBS: Microcurrent + red light to get your body back to flow post-flight
  - Portability of tech: hat, mask, neck enhancer
  - Ease of integration into daily life, whether travel or staycation: Highdration powder, HD water bottle, detox drops
  - Support sun-kissed skin: Oxytocin Oil, Glow Serum, Mag Spray, dry brush
  - Talent/Staff: How do you bring your wellness on the go?

## AUGUST WIP

- Red Light Wrap support
  - Red Light for nervous system support, sleep/recovery, beauty, etc
- National Hair Loss Month
- Hair Loss: Fact or Fiction
  - Myths like: only time consuming, chemical-based, invasive treatments work. Once you start shedding - nothing you can do
- High Life/Back to School: Create sustainable routines that cultivate DOSE and help you thrive as we transition out of summer
  - “You don’t just use our products, you live the high life: A commitment to DOSE, empowering your own wellness journey. To enjoy life with rituals that ignite self care.”
  - Permission to play does not end when the summer does

## SEPTEMBER

**WEEK 1 – 8/31 - 9/6**

- LDW sale blitz over email/sms through 9/2, extension 9/3
- Website redesign unveil to close out the week

**WEEK 2 – 9/7 - 9/13**

Repair Summer Skin Sins with Red Light Therapy series

- RL Face Mask, Neck Enhancer, Glow Serum
- RL Mat for full body skin healing, paired with dry brush/Oxytocin Oil - noting that Oxytocin Oil is also light-activated
- Talent Blog Interview with Penn Smith

**WEEK 3 – 9/14 - 9/20**

September Detox series

- Julianne Hough post 9/15 with blanket/MBS for leveling up your detox like the stars
- Full Spectrum Sauna dedicated push series
  - Deep dive on infrared, difference between blanket and FSS (far infrared vs full spectrum). SEO blog on How Infrared Saunas Work
  - Deep dive FAQ similar to "when to use RL for best results" - customer feedback!
  - Blog on what is the difference between infrared and red light therapy > parlay into how you can add RL panel to FSS

**WEEK 4 – 9/21 - 9/27**

Living Seasonally series/Sept detox cont'd.

- September Equinox Monday 9/22 - marks end of astronomical summer, beginning of autumn
- SEO Blog: Create a morning routine that helps you thrive - incorporate red light, weekly detox moment > habit stack to reconnect during busy "back to routine" period
- Detox for longevity: immunity (change of seasons, allergies, more colds), sleep benefits, recovery benefits, etc
- Talent Blog with Dr Avanti on ayurveda: Detox by Dosha
  - What are the different doshas, what is yours? How to support each dosha through transition of seasons

## OCTOBER

**WEEK 1 – 9/28 - 10/4**

Hair Growth Help series

- National Hair Day 10/1 - 20% off hat only, could we sweeten that deal at all?
- Red light for hair growth deep dive - differences for men and women, hat helpful for both
- Talent blog with Tori Latise on using the RL hat with alopecia

**WEEK 2 – 10/5 - 10/11**

Red Light for Recovery series

- SEO blog on red light for muscle repair, pain relief
- RL Mat highlight again with shorter time to ship

**WEEK 3 – 10/12 - 10/18**

Transition into HigherDOSE Home series with HD back to basics

- What is DOSE? DOSE 101/Curate your dopamine menu - did well for CRM LY
- Host your own Serotonin Supper - fall edition. Did well for CRM during summer
- DOSE At home: small apt options vs expansive set ups (where are we getting this content from though?). Main point will be any kind of home you're in, you can DOSE

**WEEK 4 – 10/ 19 - 10/25**

WTF is PEMF series

- Deep dive on PEMF - what is it, use cases
- SEO Blog: Deep dive on all four levels of PEMF
- SEO Blog: PEMF vs Earthing Mats: What's the difference
- 

**WEEK 5 – 10/26 - 11/1**

PEMF for Animals

- What is it, why, etc

Halloween

- Don't get caught with scary skin
- RL Mat for halloween ambiance - give your trick or

# Founder + UGC Content Requests

HIGHERDOSE