

*Copywriting*

**PORTFOLIO**

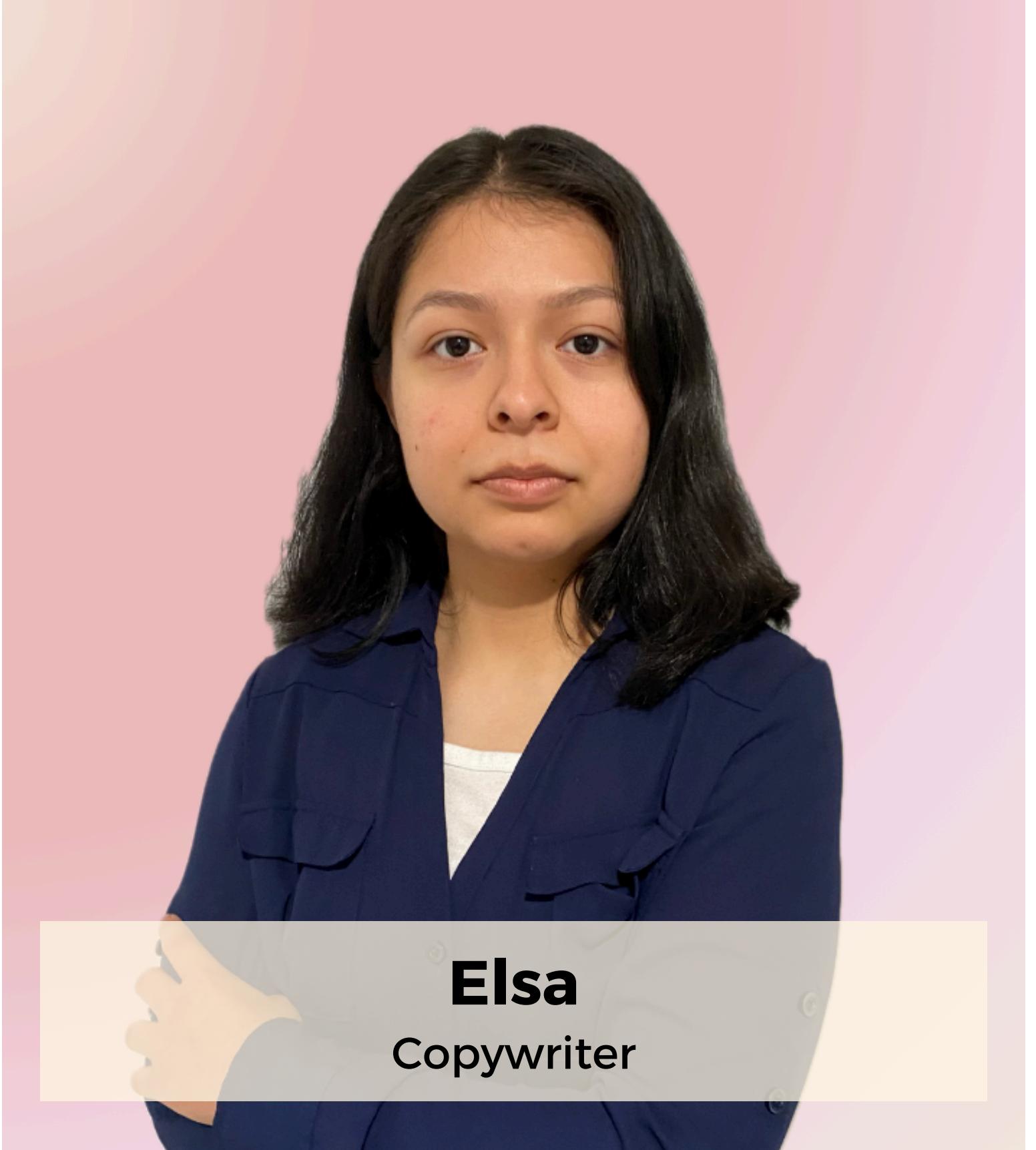
By Elsa

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# About Me

Hi My name is Elsa, I am a Creative Copywriter with over 1 year of experience in marketing, branding, and social media. I write marketing content, social media posts, and product descriptions for businesses and brands in their audience's language to help them connect with their customers to boost their sales and increase their engagement.



# SOCIAL MEDIA

I remember trying many different acne products. I remember thinking to myself why don't these pimples leave; will they ever even leave?

So, I decided to find out, why won't pimples leave?

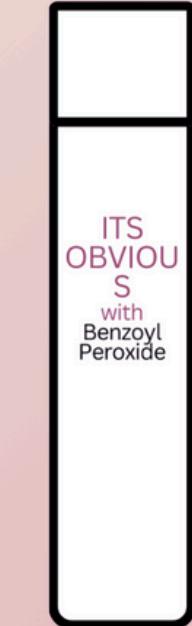
I found out that my skincare routine wasn't working because I wasn't using the right acne product to treat it. For example, the cleanser that I was using didn't help me with my acne.

I learned that when acne won't go away it is due to a bacterial infection on the skin. In addition, I learned that benzoyl peroxide kills bacterial infections, treats acne and breakouts.

Therefore, I started using benzoyl peroxide, and, in a week, I started noticing that my acne was clearing up. I felt so happy because I had finally found a product that was working for me. Within a month, I had clear skin.

I use Its Obvious with benzoyl peroxide because it's the only product that I trust for my acne, because I know that it works.

So, if you are going through the same acne problem that I was going through I encourage you to click the button below and buy now.



ITS  
OBVIOUS  
WITH BENZOYL PEROXIDE

STOP SUFFERING  
WITH ACNE

BUY NOW

Are you ready to take control of your acne? Its Obvious is here to help you, we won't let acne take control of your life.

#Skincare #Acne #ItsObvious

Its Obvious  
Skin Care

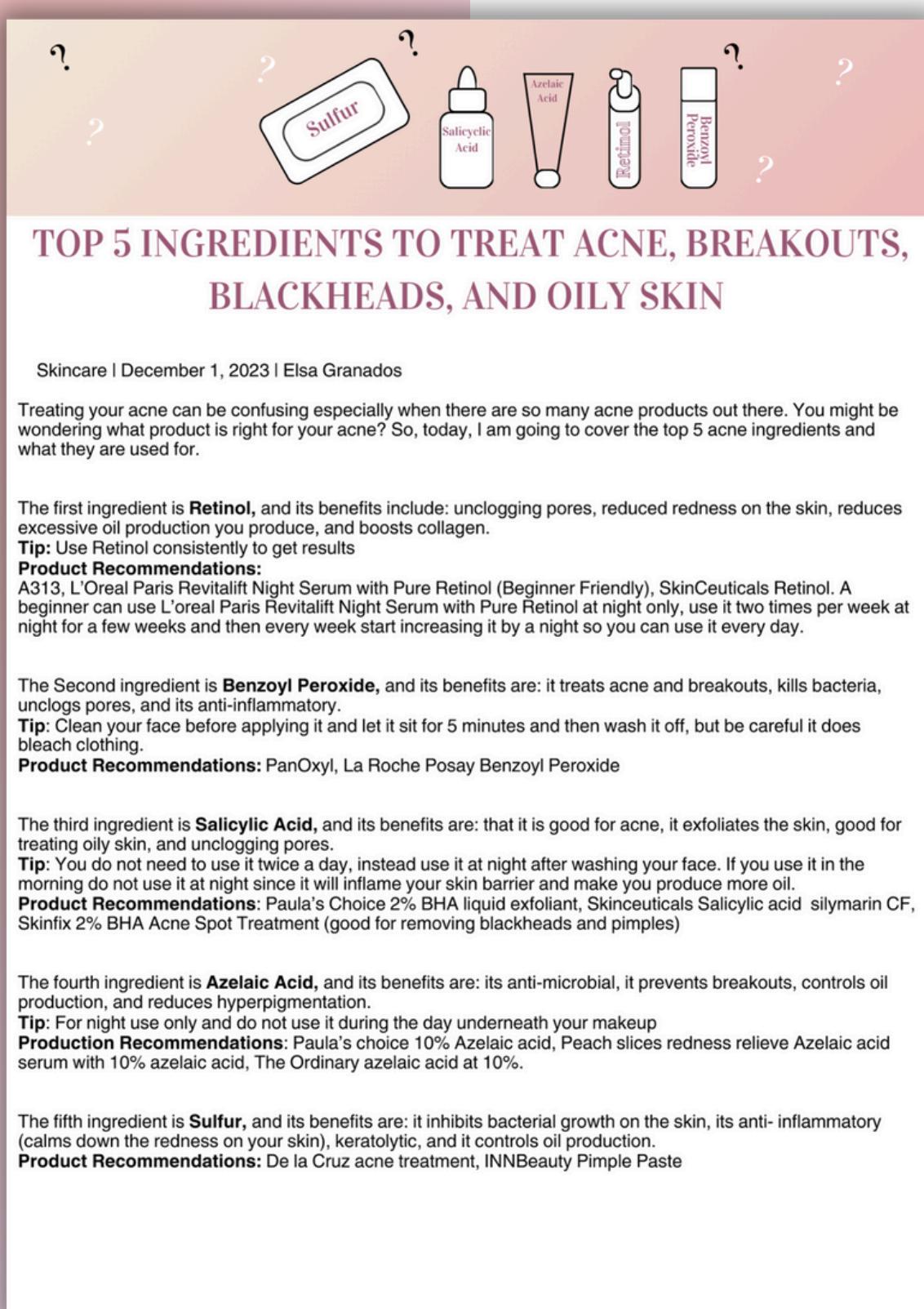
Summer Sale  
20% OFF

Buy Now

ItsObvious.com



# BLOGS



The image features a pink header with five small skincare product icons arranged horizontally. From left to right, they are: a white bar labeled 'Sulfur', a small bottle labeled 'Salicylic Acid', a tube labeled 'Azelaic Acid', a small bottle labeled 'Retinol', and a small bottle labeled 'Benzoyl Peroxide'. Each icon has a question mark above it.

## TOP 5 INGREDIENTS TO TREAT ACNE, BREAKOUTS, BLACKHEADS, AND OILY SKIN

Skincare | December 1, 2023 | Elsa Granados

Treating your acne can be confusing especially when there are so many acne products out there. You might be wondering what product is right for your acne? So, today, I am going to cover the top 5 acne ingredients and what they are used for.

The first ingredient is **Retinol**, and its benefits include: unclogging pores, reduced redness on the skin, reduces excessive oil production you produce, and boosts collagen.  
**Tip:** Use Retinol consistently to get results  
**Product Recommendations:** A313, L'Oreal Paris Revitalift Night Serum with Pure Retinol (Beginner Friendly), SkinCeuticals Retinol. A beginner can use L'oreal Paris Revitalift Night Serum with Pure Retinol at night only, use it two times per week at night for a few weeks and then every week start increasing it by a night so you can use it every day.

The Second ingredient is **Benzoyl Peroxide**, and its benefits are: it treats acne and breakouts, kills bacteria, unclogs pores, and its anti-inflammatory.  
**Tip:** Clean your face before applying it and let it sit for 5 minutes and then wash it off, but be careful it does bleach clothing.  
**Product Recommendations:** PanOxyl, La Roche Posay Benzoyl Peroxide

The third ingredient is **Salicylic Acid**, and its benefits are: that it is good for acne, it exfoliates the skin, good for treating oily skin, and unclogging pores.  
**Tip:** You do not need to use it twice a day, instead use it at night after washing your face. If you use it in the morning do not use it at night since it will inflame your skin barrier and make you produce more oil.  
**Product Recommendations:** Paula's Choice 2% BHA liquid exfoliant, SkinCeuticals Salicylic acid silymarin CF, Skinfix 2% BHA Acne Spot Treatment (good for removing blackheads and pimples)

The fourth ingredient is **Azelaic Acid**, and its benefits are: its anti-microbial, it prevents breakouts, controls oil production, and reduces hyperpigmentation.  
**Tip:** For night use only and do not use it during the day underneath your makeup  
**Production Recommendations:** Paula's choice 10% Azelaic acid, Peach slices redness relieve Azelaic acid serum with 10% azelaic acid, The Ordinary azelaic acid at 10%.

The fifth ingredient is **Sulfur**, and its benefits are: it inhibits bacterial growth on the skin, its anti- inflammatory (calms down the redness on your skin), keratolytic, and it controls oil production.  
**Product Recommendations:** De la Cruz acne treatment, INNBeauty Pimple Paste

## Your Skincare Guide for your 20's

I have researched and created a list of all the products that you will need in your 20's for your skincare routine. I also give you the best tips and product recommendations. This skincare guide will help you create a skincare routine based on your skincare needs.

The most important product that you should use to have good skincare in your 20's is sunscreen. Sunscreen is very important, because it protects your skin from sun damage, prevents wrinkles and helps you with aging. Tip: wear sunscreen everyday and put it on every morning. A great product to use is Dr. Jart + Every Sun Day SPF 50+ Sunscreen

Another product you should be using is a cleanser, because it removes all the dirty, oil, and bacteria that accumulates throughout your day on your face. If you wear make-up use a micellar water before using the cleanser to take off your makeup. Tip: only wash your face at night with a cleanser you do not need to use a cleanser in the morning. A great product to use is La Roche-Posay + Toleriane Purifying Foaming Facial Cleanser.

The third product you should be using is an exfoliator which helps you remove dead skin cells. Tip: exfoliate 2-3 times a week. If it is dry outside exfoliate 4 times a week. If it is humid outside exfoliate 2 times a week. A great product to use is The Ordinary Glycolic acid peel at 7%.

The fourth product you should be using is a mist. A mist should only be used if you have dry skin or are acne prone. A great product to use is Tower 28 SOS Daily Rescue Facial Spray.

The fifth product you should be using is a serum. The serum that you chose to use should be used to directly targets a problem that you are currently having such as acne, redness or oily skin. Tip: you should be using a vitamin C serum plus other serums. A great product to use is the Timeless 10% ascorbic acid.

The sixth product you should be using is a retinol. A retinol is used to treat acne, reduce redness, and boost collagen. Tip: You only need to apply a small amount of retinol. To incorporate retinol into your routine start by using it 3 times a week and starting increasing it by 1 night each week. If your skin starts to get red and irritated or flaky stop using it because it will only damage your skin. A great product to use is L'Oreal Paris Revitalift Night Serum with Pure Retinol (Beginner Friendly)

The last product you should be using is a moisturizer and you might or might not need it. If you live in a humid climate you do not need a moisturizer. But if you live in a dry climate you will need a hydrating mist, hydrating serum, and a hydrating moisturizer. A great product to use is Aveeno Calm+ Restore Oat Gel Moisturizer.

# PRODUCT DESCRIPTION

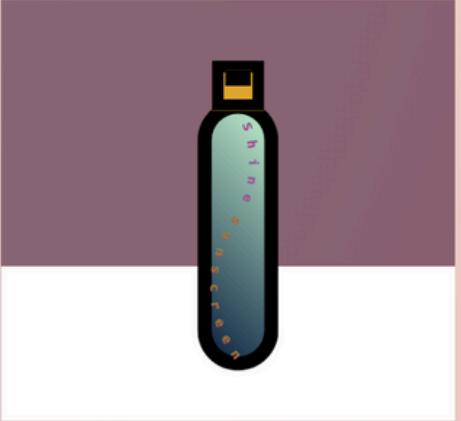
FREE STANDARD SHIPPING WITH \$55+ [SHOP NOW](#)

Shop About Face Lip Its Obvious Search 

**Summer Shine SPF 30 Sunscreen - 3 fl.oz**

A smooth and lightweight sunscreen that protects skins from sun damage and keeps skin looking young and beautiful

[Add to Cart - \\$30](#)



No White Undercast   Vegan   Dermatologist Tested   For Sensitive skin

**Description**

It's the perfect lightweight sunscreen that protects your skin from aging and discoloration everyday. It's called the perfect sunscreen because it's for all skin types, it hydrates your skin, helps your acne scars heal faster, doesn't cause pimples so don't worry if you are acne prone. Plus, no white residue left behind or clogged pores.

You want beautiful clear skin and in achieving your perfect skin you deserve the sunscreen that helps you achieve it.

**Clinical Results**

Clinically proven to protect against sun damage and aging

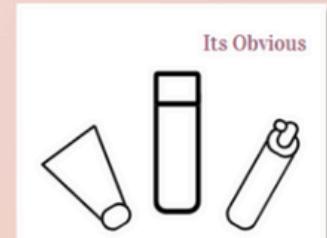
95% said wrinkles reduced  
95% said the appearance of dark spots disappeared

**How to apply**

Massage a few drops onto skin in a circular motion with your fingertips. For best results apply every 8 hours.

# LANDING PAGE

## Its Obvious



**Skin Care: The Skin Care Guide for your 20's**

A skin care guide composed by hours of research, packed with skin care tips, steps and product recommendations to gives you everything you need to get beautiful clear skin.

[Get your Copy](#)

### Here's what's included

We are giving away our skincare guide for your 20's for free, because we want you to give our skin care guide a try so you can see the results for yourself.

After reading our skin care guide we are convinced that you will want to learn more.

A lot of customers have said that the skin care guide has improved their skin, because they have learned new skin care information that they didn't know of before. For example, a customer said "The skin care guide is such a valuable resource".

**Download your copy today**

**First Name**

**Last Name**

**Email**

**Phone Number**

**Submit**

# SALES PAGE

**Its Obvious**

Get beautiful clear skin with a skincare routine that doesn't frustrate you but gives you the right products

A Skincare routine with products designed for Gen z and young adults dealing with acne and oily skin

Buy Today For Only \$250

**\$90**

[BUY NOW](#)

**Skincare is hard because...**

- There are many products out there to choose from
- Your skin is constantly changing because of the weather
- Skin care information can be hard to understand. For example, what each product is used for
- Skincare seems to difficult because there are many steps

As a consumer you feel confused and lost in all the products and information. But you would love to take care of your skin.

But you are tired of spending your time watching videos and reading articles on skincare tips that just never give you the results you want.

Let's get you the skincare routine with the right products for you so you can get that beautiful clear skin that you have always dreamed of.

**Its Obvious skincare products will guide you step by step in creating a personalized skincare routine just for you.**

No more skincare routines or tips that don't work. No more confusing skincare information. Its Obvious comes with a skincare guide that will tell you exactly step by step which product to use, when to use it, and what the product does.

Its Obvious created skincare products with Gen Z and young adults in mind, which is why we understand the skincare problem you are going through and understand that skincare can be hard to understand. But with our approach we have minimized the confusion by creating a skincare guide that explains everything from product to results.



**The Proven Approach to Beautiful Clear Skin**

**Step 1 Find your skin type**  
A simple test that identifies your skin type

**Step 2 Learn about each skincare product**  
A visual infographic with what each product does

**Step 3 Create your skincare routine**  
Learn which products to use based on your skin type and goals. Learn how to use each product, and when to use them.

Skincare Routine	
AM	PM

"I bought Its Obvious with benzoyl peroxide because I was suffering with acne. At first I didn't believe in it. But I decided to try it because it came with a skin type test that caught my interest. This product changed my life. I no longer suffer with acne and feel confident."

**Max**  
Customer

"Its Obvious is the best skincare product because it explains each product very well, makes my skin smooth and clear and makes me feel confident."

**Elsa**  
Customer

**Here What Is Included**

**Its Obvious Cleanser**  
The Cleanser will help you keep your skin clean by removing all dirt and bacteria on your face.

**Its Obvious Vitamin C Serum**  
The Vitamin C Serum will help you with anti-aging and hyperpigmentation.

**Its Obvious Moisturizer**  
The moisturizer will help you keep your skin hydrated

**Its Obvious Retinol**  
The Retinol will help you treat your acne, redness, and boost collagen.

**Its Obvious Sunscreen**  
The sunscreen will help you protect your skin from sun damage, prevents wrinkles and helps you with aging

**Its Obvious Skincare Guide**  
The skincare guide tells you what each product is used for.

# SALES PAGE CONTINUED

**Bonus- Downloadable Template**

A template to make it easy to follow your personalized skincare routine.

This skincare routine lets you list your steps in order for your morning and night time routine.

**Skincare Routine**

AM	PM

**Benefits and Features**

- A skincare guide that will save you hours of confusion, stress and research
- A downloadable template that will give you a stress free skincare routine
- The skincare products that will make you live a confident and clear skin life everyday free of acne
- Start to see skincare results in one month

**Payment Options**

**Pay In Full**

**\$90 USD**

One payment (save \$45)

**BUY NOW**

**Payment Plan**

**\$45 USD**

3 x monthly payments

**BUY NOW**

**Its Obvious**

Its Obvious was created to help Gen Z and young adults understand how skincare products work. Because we have seen so many people using the wrong products on their skin and then get frustrated when they don't get the results they expected. Its Obvious knows that skincare can sometimes be frustrating but knows that you want to take care of your skin.

Skincare does work but it does take commitment and patience. Its Obvious promises beautiful clear skin as the result.

Its Obvious is a skincare brand that guides Gen Z and young adults step by step in selecting skincare products and creating a personalized skincare routine. So, you can start getting the skincare results you want without any confusing skincare information.

**FAQs**

**Where can I buy these products?**  
These products can be purchased directly on our website [ItsObvious.com](http://ItsObvious.com)

**When should my products arrive?**  
We will send you an email notification letting you know when we have shipped your order.

**My order is missing an item?**  
We are so sorry. Please contact us at 1-888-000-0000 or [help@ItsObvious.com](mailto:help@ItsObvious.com)

**Shipping and Returns**

**Do you offer free shipping?**  
Yes, we offer free standard shipping on purchases over \$55

**Are return/exchange shipping free?**  
Yes, we offer free return/exchange shipping on items as long as the item is within 30 days of purchase

**BUY NOW**

# EMAIL MARKETING

Welcome to Its Obvious!

**Its Obvious** <marketing@ItsObvious.com>  
to elsaemail

Fri, Jan 19, 1:23 PM ←

**Its Obvious**

Welcome to Its Obvious Elsa!

Thank you for joining us. We are super excited to have you!

We know skincare can be difficult to understand, because there is so much skincare information and products out there. We understand that you want beautiful clear skin and we will help you get there no matter where you are in your skincare journey.

Thank you,  
Its Obvious

**Its Obvious**

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It's nice to see you again

**Its Obvious** <marketing@ItsObvious.com>  
to elsaemail

Fri, Jan 27, 1:23 PM ←

**Its Obvious**

It's Nice to see you again Elsa!

Thank you for taking the time to read this email.

I first want to start by introducing ourselves to you.

**A bit about us**  
Our mission as a skincare brand for Gen Z and young adults is to make skincare less complicated. We want to be a brand that makes you smile, reflects diversity, makes a connection, shows you transparency, and to make a positive impact on you and others.

We will be sending you monthly skincare tips and product recommendations so you can get beautiful clear skin.

To get started, visit our website

**Its Obvious**

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You Won't Want To Miss This Beauty Product

**Its Obvious** <marketing@ItsObvious.com>  
to elsaemail

Fri, Feb 9, 1:23 PM ←

**Its Obvious**

Hi Elsa,

When you first signed up to receive our emails we said we would help you on your skincare journey and that is why today we are suggesting our Summer Shine SPF 30 Sunscreen.

The most important step in every skincare routine is sunscreen, because:

- It protects your skin from sun damage
- Prevents wrinkles that are formed by the sun
- Prevents discoloration
- Helps your acne scars heal faster
- It doesn't cause pimples if you are acne prone

Why Summer Shine SPF 30 Sunscreen?

- It has broad spectrum protection UVA and UVB
- It's for all skin types

You want beautiful clear skin and in achieving your perfect skin you deserve the sunscreen that helps you achieve it, [click here](#) to order now.

Thank you,  
Its Obvious

**Its Obvious**

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# **CONTACT**

Contact me through LinkedIn messages