|  |  |
| --- | --- |
| DESCRIPTION | |
| GENERAL INFO | VSC Product Page |

LOCALIZATION X\_US X\_UK \_\_FR \_\_NL \_\_BE \_\_DE

DELIVERABLES X\_ Custom Product Page

|  |  |
| --- | --- |
| PRODUCTS | |
| SKU | 178 |
| PRODUCT NAME | Velvet Skin Coat |

|  |  |
| --- | --- |
| MARKETING-US | |
| HEADLINE | Velvet Skin Coat  Instant Matte Perfection |
| INTRO | It's the ultimate primer with benefits. The clear, powder-gel formula glides on under foundation to lock in your makeup or can be worn without makeup as an all-day skin mattifier.  Badge: 4.9 star rating out of 805 reviews |
| INTRO CTA | Buy Now |
| INTRO CTA URL | https://www.dhccare.com/velvet-skin-coat.html |
| TESTIMONIALS | [5 stars graphic]  Love this product!  My skin really does feel like velvet.  Jen C., Florida  [5 stars graphic]  Best Primer Ever!  Hides pores and blemishes like no other primer.  Jean111, Pennsylvania  [5 stars graphic]  Great Product  This is the BEST primer I’ve ever used.  Nisi44, New Jersey  [5 stars graphic]  Use daily!  I apply this daily all year long! It helps control shine and makes makeup application so much easier.  Munttel, Michigan  [5 stars graphic]  This product is magical  Perfection. As a base for makeup or it can be worn alone. It’s that good!  Toddy, North Carolina  [5 stars graphic]  EXCELLENT ON THE SKIN  Absolutely LOOOOVE this product. It gives a very smooth appearance… this is for sure A KEEPER.  Letha, Maryland |
| BENEFITS | Primer with a Boost  It’s not every day that a primer gives you something extra. Velvet Skin Coat is more than a mattifier—it helps your makeup last all day and smoothes out the appearance of pores and fine lines.  Locks in Your Look  Long-lasting, satiny coverage for all-day wear  Protects  Nourishing olive oil formula fights free-radical damage  Mattifies  Absorbs facial oil and sweat to reduce shine  Glows  Minimizes the look of fine lines, pores and imperfections |
|  | Make Your Masterpiece Last  Discover the difference. See how Velvet Skin Coat perfects, smoothes and mattifies your look under makeup. [slider of Husna’s face] |
| BLOG TIE-IN | REVEALED: Velvet Skin Coat Tricks  Try These 4 Ways to Hack Your Primer |
| BLOG TIE-IN CTA | Read More |
| BLOG TIE-IN CTA URL | URL TBA |
| REGIMEN | Find Your Perfect Primer |
| REGIMEN CTA | Shop Now |

|  |  |
| --- | --- |
| MARKETING-UK | |
| HEADLINE | Velvet Skin Coat  Instant Matte Perfection |
| INTRO | It's the ultimate primer with benefits. The clear, powder-gel formula glides on under foundation to lock in your make-up or can be worn without make-up as an all-day skin mattifier.  Badge: 4.9 star rating out of 802 reviews |
| INTRO CTA | Buy Now |
| INTRO CTA URL | https://www.dhcuk.co.uk/velvet-skin-coat.html |
| TESTIMONIALS | [5 stars graphic]  Love this product!  My skin really does feel like velvet.  Jen C., Florida  [5 stars graphic]  Best Primer Ever!  Hides pores and blemishes like no other primer.  Jean111, Pennsylvania  [5 stars graphic]  Great Product  This is the BEST primer I’ve ever used.  Nisi44, New Jersey  [5 stars graphic]  Use daily!  I apply this daily all year long! It helps control shine and makes application so much easier.  Munttel, Michigan  [5 stars graphic]  This product is magical  Perfection. As a base for makeup or it can be worn alone. It’s that good!  Toddy, North Carolina  [5 stars graphic]  EXCELLENT ON THE SKIN  Absolutely LOOOOVE this product. It gives a very smooth appearance… this is for sure A KEEPER.  Letha, Maryland |
| BENEFITS | Primer with a Boost  It’s not every day that a primer gives you something extra. Velvet Skin Coat is more than a mattifier—it helps your make-up last all day and smoothes out the appearance of pores and fine lines.  Locks in Your Look  Long-lasting, satiny coverage for all-day wear  Protects  Nourishing olive oil formula fights free-radical damage  Mattifies  Absorbs facial oil and sweat to reduce shine  Glows  Minimises the look of fine lines, pores and imperfections |
|  | Make Your Masterpiece Last  Discover the difference. See how Velvet Skin Coat perfects, smoothes and mattifies your look under make-up. [slider of Husna’s face] |
| BLOG TIE-IN | REVEALED: Velvet Skin Coat Tricks  Try These 4 Ways to Hack Your Primer |
| BLOG TIE-IN CTA | Read More |
| BLOG TIE-IN CTA URL | URL TBA |
| REGIMEN | Find Your Perfect Primer |
| REGIMEN CTA | Shop Now |

|  |  |
| --- | --- |
| SEO | |
| URL KEY |  |
| META TITLE |  |
| META KEYWORDS |  |
| META DESCRIPTION |  |
| SEARCH INTENT |  |