

S a m p l e



CLIENT:

**Tween Skincare
(Previously Petite Skincare)**

PROJECT:

**Social Media Posts
Instagram + Facebook
Copy + Graphic Design**





tween.skincare Looking for the perfect gift for the tween / teen girl in your life? Look no further! Our Deluxe Gift Pack is guaranteed to achieve 'best present' status 🙌😊 It includes:

- ♥ Tween / Teen Cleansing Gel
- ♥ Tween / Teen Moisturiser
- ♥ Tween / Teen Exfoliating Mask
- ♥ Pink Heart Facial Buffer
- ♥ Milk Silk Headband
- ♥ Tween / Teen Beauty Bag

With these essentials, you won't only be giving her a gift she'll love, but you'll also be helping her care and nurture her skin with effective yet natural products 💕



petite_skincare Who else gets extra dry skin in winter? Yep, us too (and our tweens / teens). Here are some tips to help us all stay extra hydrated during these cooler months:

♥ Drink more water. Hydrating from the inside is always important for your complexion and especially so in winter.

♥ Never skip your moisturiser. When your skin has been dried off, it's important to seal in the moisture from the shower and the quicker you do this, the better your skin will look and feel.

♥ Exfoliate to replenish skin. The cold air causes skin cells to dehydrate faster. Exfoliating removes dry dead cells so that new cells can replace them.

♥ Skip the bubbles and instead take a bath with a soothing bath soak. You can either make your own (oatmeal and olive oil are both amazing) or there are plenty of bath oils for dry irritated skin.

♥ Speaking of baths, make sure your bath and shower water isn't too hot. It may feel amazing, but trust us, it's anything but for dry skin.

♥ This one is for the mums! Trade coffee for green tea or other hot but antioxidant filled drinks. I know this may sound like mission impossible 🤖 but if you are a multiple-coffee-a-day kind of gal, at least try and swap out 1 or 2 for something less dehydrating.

...and VERY importantly, don't forget, you still need to wear sunscreen even in winter 😊



petite_skincare Young skin (just like adult skin) comes to life not only when you use the right products, but when nourished from the inside with a healthy diet. Some of the best foods which will actually appeal to your often fussy tween / teen 🙄 for optimal skin health include:

- 🥑 Avocados
- 🍠 Sweet potatoes
- 🍫 Dark chocolate
- ❤️ Red grapes
- 🍅 Tomatoes
- 🥦 Broccoli

Other foods which are amazing for young....and not so young.....complexions are:

- 🐟 Salmon
- 🍷 Soy
- 🌰 Walnuts
- 🌻 Sunflower seeds
- 🌟 Red or yellow capsicums

As we always say, start them young and set good habits for life. They will thank you 😊



tween.skincare Set your reminders 🕒 Tuesday is LAUNCH DAY for our brand new, hotly anticipated BOYZ range 🙌

Customers have been asking us non-stop to help their tween and teen sons, and the wait is nearly over. We're talking specially formulated:

- ~ Cleansing face gel
- ~ Face moisturiser
- ~ Silicone facial buffer
- ~ Hair pomade styling paste
- ~ Styling comb
- ~ Grooming brush

These products work...and are 100% natural 🌿



To celebrate the launch of our new BOYZ range, we decided to do a little giveaway! 🎁

To win this pack valued at \$84.50 featuring our all-natural, Australian made Tween & Teen friendly Boyz Facewash, Boyz Moisturiser and Boyz Hair Styling Paste, simply:

- 👉 Follow Petite Skincare
- 👉 Like this post
- 👉 Tag a friend...or multiple friends! The more people you tag, the more entries you'll get 😊

The winner must be from Australia and will be drawn at random on Monday 14th June at 5:00pm. He/she will be contacted via DM, and then announced in our Insta Stories.

GOOD LUCK! 🍀



tween.skincare Face masks 🤔 We have a love/hate relationship with them at the moment. Love them because they help keep us safe. Don't love them because they're not exactly comfortable...and they can cause skin to dry out, become irritated and trigger breakouts.

This is particularly the case for anyone with underlying skin conditions like acne, which many of our teenagers suffer with.

To help stop this from happening, it's really important to cleanse your face before and after wearing a mask. Also, moisturiser is a must to decrease friction and create a barrier between the mask and your skin.

Our cleansers and moisturisers are super gentle, all-natural and the perfect solution to helping combat our teens' face-mask-induced skin problems ❤️



tween.skincare Many of us take the time to set our daughters up with a healthy skincare routine but often, our boys get a little, well, neglected in this department. This is mainly because boys just don't have as much (or any!) interest in their skin....until they start to develop those pesky hormonal teenage spots 🙄🐼

This is why it is so important to get on the front-foot with our boys and teach them how to care for their skin early. What's the best way to do this you ask? Slip them products from our brand NEW range formulated especially for tween and teen boys. Launching next week.... ✨



tween.skincare How many mums out there learned how to look after their skin from their mum? 🧴

It's up to us to teach our tweens and teens the do's and don'ts of skincare so that they have the tools to set themselves up for a lifetime of healthy skin. Educating them that starting a consistent regime with gentle products now will help combat skin problems in the years to come, is the first step to a healthy and luminous complexion...for life ✨



australian
made



tween.skincare Did you know that you are [#supportinglocal](#) when you buy Petite Skincare? Our products are Australian made 🇦🇺 and we're based right here in Brisbane! So not only will you receive the highest quality products containing no nasties, but you'll be boosting the local economy too. Win win 🙌



petite_skincare There is a lot of hype around buying 100% natural skincare products. What are the main reasons for this? Let's go through a few:

- 🌿 Most importantly, you're not putting synthetic substances or toxins into your body. Anything you put on your skin is absorbed into your bloodstream so naturally (pardon the pun), you'd rather use products with all-natural ingredients.
- 🌿 You are doing your part to help the environment. Popular ingredients such as lead and aluminium involve mining which can result in significant pollution and stress on the environment. Also, chemicals used in skincare production can seep into the earth and have a detrimental impact on our ecosystem.
- 🌿 Natural ingredients, unlike synthetic ones, do not contain the irritants that cause so many people to have adverse reactions. The likes of parabens, triclosan, sulfates, propylene glycol and petrochemicals are just some of the popular ingredients in many skincare products that are notorious for triggering nasty side-effects.

Do your skin, your health and the environment a favour and use natural. Use Petite 🧴🌸