

## Copywriting Samples

### Task #1

#### Ad Script for Kaplan MD's "Daily Regimen"

**Frame #1:** (hook) "Triumph over age-spots, fine lines, and wrinkles with ease!"

**Frame #2:** "Gain your confidence back with just 3 easy steps."

**Frame #3:** "Our powerful multi-tasking quartet starts with a detoxifying *Foaming Cleanser*."

**Frame #4:** "This product features *Plant Stem Cell* extracts."

**Frame #5:** "As well as, an astounding 22 certified organic extracts."

**Frame #6:** "Follow it up with our luxurious *Clarifying Toner*."

**Frame #7:** "The aloe, rosewater, and hyaluronic acid in it soothes skin,"

**Frame #8:** "while the eucalyptus and witch hazel naturally minimize pores."

**Frame #9:** "For daytime use, follow with our *Daily Moisture SPF Concentrate*."

**Frame #10:** "This innovative moisturizer boosts collagen production,"

**Frame #11:** "while also protecting the skin from sun-related free radicals."

**Frame #12:** "For nighttime use, simply follow our *Clarifying Toner*,"

**Frame #13:** "with our advanced *Night Replenishment Concentrate*."

**Frame #14:** "Carefully formulated with complexes of peptides, roseleaf, and green tea."

**Frame #15:** "In addition to, cellular aging reversal ingredient, *Jurinity*."

**Frame #16:** "But don't just take our word for it!"

**Frame #17:** "Try it for yourself today,"

**Frame #18:** "and become one of our happy and ageless clients."

## **Task #2**

### Additional Hooks for Task #1

**Hook #1:** “Three easy steps for glowing skin!”

**Hook #2:** “Transform your skin with our 3 easy steps!”

**Hook #3:** “Try the skincare line featuring Nobel Prize winning *Telomere Technology!*”

**Hook #4:** “Go age-spot free and cruelty-free in just 3 easy steps.”

**Hook #5:** “Cruelty-free and wrinkle-free coincide perfectly with *Kaplan MD’s “Daily Regimen”*”

## **Task #3**

### Partial Advertorial for *Complement’s “Complement Core”*

**Headline:** If you’re plant-based, vegan or vegetarian, this product is about to be your new best friend.

**Subheading:** Are vitamin B complex pills making you nauseous? Or are you just forgetting to take your vitamin K and vitamin D3 supplements daily? Trust us; you’re not alone. We have all been there!

**Content Body:** Find your solution in *Complement Core*. Get your 4 essential plant-based nutrients in one easy step. Revolutionary *Complement Core* is the gluten-free, 100% vegan, and science backed liquid multi-vitamin that you and your family have been missing. This product improves energy levels, boosts brain health (especially important for still growing teens and kids), strengthens heart health through supporting your cardiovascular system, increases immunity, and fortifies bones and teeth. This product has been optimized to fulfill key nutrients requirements that many plant-based and vegan eaters seem to be missing. *Complement Core* doesn’t just help you and your family; but also helps the environment too! This product arrives at your doorstep in a sustainable and recyclable glass bottle with eco-friendly packaging. But that is not all! With every purchase of *Complement Core*, *Complement* supports an international tree planting program. And all *Complement* products are also 100% carbon offset.

**Call to Action:** *Complement Core* also comes in a convenient liquid formula; this allows ease of use and effortless absorption. Simply adjust dosages according to age and needs of yourself or a family member. This product can be taken by mouth directly, in cold beverages, or in any chilled meals such as salads. Get creative and see for yourself which method of taking *Complement Core* is your favorite!