

## WEBSITE COPY

**MONAT Skincare: Introductory Landing Page**

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**IMAGE: main graphic**

**Headline over main graphic:**

**MONAT SKINCARE**

The Face of Modern Nature

(HIGHLIGHT 1)

**Second Headline:**

**The beauty of natural aging.**

(HIGHLIGHT 2)

**A Healthy Skin Revolution.**

Heralded as pioneers in naturally based anti-aging haircare, MONAT now applies its innovative approach to a revolutionary new line of products formulated for all skin types. Created to optimize texture, firmness and elasticity while minimizing the appearance of fine lines, wrinkles and age spots, MONAT Skincare offers a complete solution for radiantly beautiful skin that inspires confidence at any age.

(HIGHLIGHT 3)

**The nature and science of beautiful skin**

Searching globally for the world's most effective natural ingredients and continuing its proven groundbreaking application of science and technology, the MONAT team of researchers and scientists developed four key advanced skin technologies as the basis for MONAT Skincare. Harnessing the natural power of revitalizing botanical oils, nutrient-rich exotic fruits, plant-based stem cells and rejuvenating peptides, MONAT offers the most advanced approach to anti-aging skincare available today.

**Show these 4 names graphically or with an icon:**

**REJUVENIQE S™**

**Natural Fruit Acids**

**Plant-Based Stem Cells**

**Peptides**

(HIGHLIGHT 4)

**Natural. Powerful. Proven.**

Clinically tested and approved by dermatologists and ophthalmologists, MONAT Skincare products are naturally based, vegan, and cruelty-free—so not only can you enjoy confidence in your skin, but also in the knowledge that you're using safe *and* safely developed products.

(HIGHLIGHT 5)

**A Youthful, Radiant You in 4 Simple Steps.**

Designed to provide equally remarkable results for the two most common skin types, MONAT Skincare works within a simple, customizable four-step routine. To personalize your routine, mix and match products that meet your individual skin concerns.

**1. Cleanse**

Images with CTAs:

Makeup Vanishing Balm™ <VIEW DETAILS>

Be Gentle™ Creamy Cleanser <VIEW DETAILS>

Be Balanced™ Foamy Cleanser <VIEW DETAILS>

Berry Refined Scrub™ <VIEW DETAILS>

**2. Prepare**

Images with CTAs:

Skin Revitalizing Essence™ <VIEW DETAILS>

**3. Target**

Images with CTAs:

Rewind™ Age Control Nectar <VIEW DETAILS>

Eye Smooth™ Nourishing Eye Cream <VIEW DETAILS>

**4. Replenish**

Images with CTAs:

Be Gentle™ Nourishing Moisturizer <VIEW DETAILS>

Be Balanced™ Lightweight Moisturizer <VIEW DETAILS>

Or, simply choose the routine formulated for your skin type:

Images with CTAs:

Be Gentle™ for dry / sensitive skin <VIEW DETAILS>

Be Balanced™ for normal / combination skin <VIEW DETAILS>

**MONAT®**

**We Are Modern Nature™**