

Rustic Art-Neem Basil Organic Face Wash

Cleanse deeply. Glow naturally.

Gentle, organic
skincare for acne-
prone and
combination skin.



Product Description Sample | Sarah Fathima



Objective:

To emphasise and position this Face Wash as an effective cleanser, packed with the goodness of Lavender and Lemongrass, handcrafted to leave you with refreshed, naturally radiant, and flawless skin.



Target Audience:

Young adults (18–30 years) with oily/combination skin, seeking affordable, reliable, natural and eco-conscious skincare.



Brand Voice and Tone:

Clean | Fresh | Organic | Rejuvenating



The Product Description:

Your skin and the ecosystem deserve better.

Rustic Art Neem Basil Organic Face Wash is a bottle of goodness that is vegan, cruelty-free, with zero sulfates that can rob the essence of our surroundings, and your skin of its natural lustre.

Infused with a blend of organic and essential oils, it deeply cleanses your skin and effectively fights acne, clearing scars and blemishes that can steal self-esteem.



Key Benefits:

- Its natural ingredients are free from harsh, toxic chemicals, leaving your skin refreshed and supple.

- Lavender has a calming effect that soothes inflamed, sore skin.

Lemongrass is a powerful astringent that reduces pores and controls excessive oil production.

- Its lemony, herbal aroma reminds you of an exotic herb garden, and its light, paraben-free formula is easy to apply and rinse.
- It fights acne, giving you the perfect, clear complexion that you always dreamt of.



Experience that dewy, refreshed glow
by taking one wise step towards natural
skincare and one kind step towards a
healthier planet.

Sarah Fathima



Copywriter and Creative Writer

Product Description Sample

Sarah Writes—Writing that leaves a lasting mark