

JUNE 1

What's the best recipe for beautiful skin? Bolden + skin care tips from America's #1 hospital. You know to protect your skin from the sun, to eat well and manage stress. Treating skin gently is another key to a covetable glow. Bolden's premium shea oils protect and nourish without harsh chemicals or additives. Let your inner #radiance shine through!

Products and services



Skin care: 5 tips for healthy skin

Good skin care — including sun protection and gentle cleansing — can keep your skin healthy and glowing for years to come.

By Mayo Clinic Staff

Don't have time for intensive skin care? You can still pamper yourself by acing the basics. Good skin care and healthy lifestyle choices can help delay the natural aging process and prevent various skin problems. Get started with these five no-nonsense tips.

Twitter: What's the best recipe for beautiful #skin? #MayoClinic & Bolden know gentle, good-for-you products are key to a radiant glow.

JUNE 4

Beauty begins with #confidence and clarity. We're putting our passion for premium, good-for-you ingredients to work for you! It doesn't stop at #shea: Whether you're rocking oily, combination or even acne-prone skin, put your best face forward with Bolden's NEW clarifying cleanser. Coming soon!

Twitter: Bolden's NEW clarifying cleanser works for every skin type! Say hello to a #confident clean. Coming soon! #beauty

JUNE 9

Legs for days. A fun-size physique. Gorgeous eyes. Strong arms. Skin that tells a story. Bolden believes that every body is beautiful, and we've got the products to prove it. What part of your body do you love most? Tell us! #beautyourway

Twitter: Bolden believes every body is beautiful. What part of your body do you love most? Tell us! #beautyourway

JUNE 15

June 15 is #SmilePowerDay! Smiling big can improve your mood and pass the light along to everyone you meet. (And a smile is the best #beauty secret there is!)

Twitter: Grin big for #SmilePowerDay! A simple smile can improve your mood, encourage someone else & let your inner #beauty shine.

JUNE 21

Happy Father's Day! Here's to all the men and women making the most of who they are and living #bold today. We're with Teddy Roosevelt on this one: "Do what you can, where you are, with what you have." #beautyourway

Twitter: #HappyFathersDay! Here's to all the men & women living bold today. "Do what you can, where you are, with what you have." T. Roosevelt

JUNE 26

It's time to shine bright! Bolden's NEW brightening toner is the perfect complement to our popular cleanser. Effective and yet gentle on skin, our new toner restores your #glow while diminishing the appearance of dark spots and discolorations. It's even infused with hydrating ingredients to keep your #skin smooth and soft. Coming soon!

Twitter: Shine bright! Bolden's NEW brightening toner diminishes problem spots & restores your glow. Coming soon! #beauty

JUNE 30

Celebrate your skin with a special holiday offer from Bolden! We're giving you 20% off all purchases AND free shipping on orders over \$50. Now that's a #Happy4th [emoticon]

Twitter: Celebrate your skin w/ 20% OFF all purchases & free shipping on orders over \$50! Now that's a #Happy4th

JULY 3-4

Happy 4th of July! This #Independence Day, Bolden celebrates women around the world living strong and confident. #fiercelandfree

Twitter: Happy 4th of July! This #Independence Day, Bolden celebrates women around the world living strong & confident. #fierceandfree

JULY 7

Clean hands save lives. That's why Bolden's giving back and giving big! For every bottle of shea oil purchased, Bolden will donate a bar of soap to help reduce the incidence of disease. In partnership with #UNICEF and #WHO, now a shea-radiant you means a world of well-being for someone in need. [hashtag for campaign]

Twitter: Bolden's giving back! For every bottle of #shea oil sold, we'll donate a bar of soap to someone in need. #cleanhandssavelives

JULY 11

Beauty is best shared! Tag a friend or share this post with someone who has brought beauty to your life for a chance to win a FREE bottle of our best-selling shea oil for each of you! #beauty #giveaway

Twitter: Beauty is best shared! Tag someone lovely & you could win a bottle of Bolden's premium #shea oil 4 each of you! #beauty #giveaway

JULY 17

One's a party; two are a beauty warrior's skin care arsenal! Pair Bolden's premium cleanser with our brightening toner to take your #skingame to the next level.

Twitter: This dynamic duo's hard to beat! Bolden's premium cleanser + brightening toner take your #skingame to the next level. #beauty

JULY 20

A big Bolden thank you to the customers and supporters who have encouraged us since our launch! We are blown away by the great feedback from around the world. Thank you for believing in us—we believe in YOU! Keep letting us know what you think, and we'll continue providing the high-quality products that fit YOUR life and style.

#beautyourway

Twitter: Thanks to all our supports since the launch! We love hearing from you & making quality products to fit YOUR life & style #beauty

JULY 23

What's the #1 way to use shea? Bolden's shea oil makes for a blissful body moisturizer! For a spa-worthy glow, rub the oil in your palms and apply generously all over after every bath or shower. Stay tuned for more ways to use #shea!

Twitter: #Shea is a blissful body moisturizer! Rub oil in palms & apply all over after bath or shower for a radiant glow. #beautytips

JULY 28

Love you for you this Tuesday! We do. [emoticon] #inspiration #beautyourway

"Though we travel the world over to find the beautiful, we must carry it with us or we find it not." —Ralph Waldo Emerson

Twitter: "Though we travel the world over 2 find beautiful, we must carry it with us or we find it not." RWE #inspiration #beautyourway

JULY 31

Is #shea just for the body? No way! Our #2 way to use shea puts hair center stage. Just a palmful of our oil applied after you shampoo helps seal in hair's natural moisture for better manageability and stronger strands. Try it today!

Twitter:#Shea helps seal in hair's natural moisture for strong hair that works with you. Apply a palmful after you shampoo! #beautytips

AUGUST 2

Happy Friendship Day! Just as everyone's journey is different, every friendship is as beautiful and unique as the women inside it...but they all bring joy along the way. Send some #friendlove out today! #beautyourway

"Happiness is not something ready made. It comes from your own actions." —Dalai Lama

Twitter: #HappyFriendshipDay! "Happiness is not something ready made. It comes from your own actions." —Dalai Lama

AUGUST 7

Fall is on its way, and that means more ways to use #shea! Soothe dry elbows and joints with Bolden's #3 shea secret. To soften and smooth, massage our oil on your elbows and knees before getting in bed at night. We love this tried-and-true skin remedy. We think you will, too!

Twitter: Soften dry elbows & knees w/ a #shea secret! Massage oil into joints at night for smooth sailing in the morning. #beautytips

AUGUST 11

Radiant. Natural. Beauty your way. Bolden's butter mint, sweet vanilla and unscented oils make up our trifecta of #shea. Used for centuries in Africa, shea is your best beauty ally today!

Twitter: #Shea has a beautiful history, & our butter mint, sweet vanilla & unscented oils r your best beauty allies today! #beautyourway

AUGUST 14

For the ultimate at-home spa experience, show your hair some love with a hot oil treatment! Our #4 way to use #shea gives you noticeably softer, stronger, shinier hair: Heat some of your favorite Bolden shea oil. Apply to ends of hair. Part hair in sections and apply to scalp with the tool of your choice (a clean art paintbrush works well). Don a plastic cap or cover head with a towel to retain heat—you can sit in the sun or under a dryer as well. Let sit 30 minutes, then shampoo thoroughly and rinse. Voila!

Twitter: Show your hair some love w/ a hot oil treatment! #Shea gives you softer, stronger, shinier hair. #beautytips [consider [bit.ly](#) link to FB post for instructions]

AUGUST 17

Want to put your #bestfaceforward? Tip #1: Wash your face like you would a silk fabric. Using a gentle circular motion, sweep Bolden's clarifying cleanser upward from your neck toward your temples. Rinse with lukewarm water, and pat dry with a soft towel. Stay tuned for more #beautytips from Bolden!

Twitter: Put your #bestfaceforward w/ good technique! Try lukewarm water w/ gentle circular motions. Smooth upward & pat dry. #beautytips

AUGUST 20

#Shea can go beyond beauty to help heal problem skin. Our #5 way to use shea brings relief from skin conditions like eczema! To soothe skin, take a bath or shower in lukewarm—not hot—water. Pat dry. Generously apply Bolden shea oil to lock in moisture and alleviate symptoms. #beautyourway

Twitter: #Shea helps heal problem skin. Apply Bolden's #shea oil after a lukewarm bath to lock in moisture & soothe symptoms. #beautytips

AUGUST 22

#Cleanhands save lives! For every bottle of shea oil purchased, Bolden has been donating a bar of soap to help reduce the incidence of disease. In partnership with #UNICEF and WHO, we've donated more than xx bars of soap so far. Every bottle of Bolden's shea oil you buy means a healthier life for someone in need! We're so excited to see lives changed as our donations grow.

Twitter: Every bottle of #shea oil u buy means a healthier life 4 someone in need. We've donated xx bars of soap so far! #cleanhandssavelives

AUGUST 25

Those summer days are coming to an end. Indulge and unwind with our #6 way to use shea! Bolden's #shea oil is the perfect choice for a massage to soothe sore, aching muscles.

Twitter: Indulge & unwind as summer ends with a fave way to use #shea: Enjoy a massage to soothe sore, aching muscles. #beautytips

AUGUST 28

Take your radiant glow with you wherever you go! Bolden's NEW brightening SPF 30 moisturizer combines advanced ingredients with broad-spectrum sunscreen to visibly improve skin's look and feel. It's the sidekick that works as hard as you do. Visit www.boldenusa.com for more!

Twitter: Introducing the sidekick that works as hard as you do. Our NEW SPF30 moisturizer protects & illuminates! [[bit.ly](#) link to site]

SEPTEMBER 1

What's our #7 way to use shea? You'll be dancin' in September after a luxuriant soak. Add 1/4 c. Bolden #shea oil to your next bath to indulge in a relaxing mini-getaway without ever leaving home.

Twitter: Start dancin' in September w/ a luxe way to use #shea: Try 1/4 c. shea in your next bath for a spa-like experience. #beautytips

SEPTEMBER 3

We love Labor Day! In honor of you and all the work you do, enjoy an extra 20% OFF your entire purchase this Thursday, 9/3 - Tuesday, 9/8 with code LDAY15 at checkout! #LaborDaylove

Twitter: Enjoy an extra 20% OFF your entire purchase this Thursday, 9/3 - Tuesday, 9/8 w/ code LDAY15 at checkout! #LaborDaylove

SEPTEMBER 8

Want to put your #bestfaceforward? Tip #2: Cleanse and moisturize your face before bed every night—no matter how tired you are. A consistent evening routine detoxes pores from the day's dirt and grime for a true beauty sleep. You'll meet the morning feeling rested and radiant!

Twitter: Cleanse & moisturize every night to detox from daily grime & put your #bestfaceforward come morning. #beautyourway #beautytips

SEPTEMBER 10

Say goodbye to stretch marks this September! Bolden's #8 way to use shea can help fade the stretch marks you have and keep new ones away. Our #shea oil works as a gentle and effective emollient to stimulate skin's renewal process.

Twitter: Say goodbye to stretch marks! #Shea stimulates skin renewal to help fade the marks you have & keep new ones away. #beautytips

SEPTEMBER 15

Want to wake up glowing? Repair and smooth skin while you sleep with our #9 way to use #shea: Apply a few drops of Bolden's antioxidant-filled shea oil to your face each night before bed.

Twitter: Want to wake up glowing? Applying a few drops of Bolden's #shea oil each night before bed is our fave beauty-sleep secret. #beautytips

SEPTEMBER 18

It's here! Bolden's NEW clarifying cleanser is packed with premium, good-for-you ingredients and designed with you in mind. Whether your skin is oily, combination or even acne-prone, put your #bestfaceforward today! Learn more at www.boldenusa.com.

Twitter: Put your #bestfaceforward w/ Bolden's NEW clarifying cleanser, the best choice for oily, combo & even acne-prone skin. #beautybuys [or replace hashtag with [bit.ly](#) link to product page]

SEPTEMBER 22

Your #bestfaceforward begins with protecting the skin you're in! Tip #3 is all about preventing premature aging and other risks associated with sun exposure: Regardless of your skin type, apply sunscreen every day to your face and neck—and any other skin that will be seeing the sun.

Twitter: Prevent premature aging & other sun damage by applying sunscreen every day to your face, neck & exposed skin. #beautytips

SEPTEMBER 23

Fall is here! As you prepare for cooler, drier days, don't forget to pick up a bottle of Bolden's #shea oil for soft skin year-round. #beautyyourway

Twitter: Fall's here! As cooler, drier days come, pick up a bottle of Bolden's #shea oil for soft skin year-round. #beautyyourway

SEPTEMBER 25

For fall and winter, our #10 way to shea prevents itchiness and heals cracked skin. Say hello to soft, nourished skin when you mix your favorite lotion with Bolden #shea oil for an extra moisturizing combo!

Twitter: Mix Bolden #shea oil w/ your favorite lotion for a winning combo that prevents itchiness & heals cracked skin! #beautytips

SEPTEMBER 29

It's here! Bolden's NEW brightening toner gives you an outer glow to match your inner spirit. Our gentle and effective formula diminishes the appearance of dark spots and discolorations. We've even added hydrating ingredients to keep skin smooth and touchably soft. Check it out at www.boldenusa.com!

Twitter: Say hello to Bolden's NEW brightening toner! Our formula fades dark spots & smoothes skin. #beautybuys [[bit.ly](#) link to product page]

OCTOBER 1

Happy Independence Day, #Nigeria! 55 years ago today, Nigeria became a formally independent federation. We're repping our green and white here at Bolden!

Twitter: Happy Independence Day, #Nigeria! It's #freedom's 55th anniversary. We're repping our green and white here at Bolden!

OCTOBER 5

October is #BreastCancer Awareness Month! Our hearts go out to the many women (and men!) who have fought this disease and to the heroes fighting for a cure.

Twitter: It's #BreastCancer Awareness Month! Our hearts go out to the victims & survivors & the heroes fighting for a #cure.

OCTOBER 8

Did you know Bolden's #shea oil works for you while you sleep? For a healthy, well-moisturized scalp that helps #hair grow, try this tip: Oil your scalp the evening before a shampoo. Tie hair up in a silk scarf and wash off in the morning.

Twitter: For a healthy scalp, use Bolden's #shea oil the night before you shampoo! (Wrap hair in silk scarf for sleep.) #beautytips

OCTOBER 11

It's International Day of the Girl Child! In India alone, enrolling 1% more girls in secondary school would contribute \$5.5 billion to the economy.

Educating a girl changes the world. To learn more, visit www.un.org/en/events/girlchild/. #dayofthegirl #beautyourway

Twitter: 1% more girls in secondary school in India would = \$5.5 billion bigger GDP. Educating a girl changes the world. #dayofthegirl

OCTOBER 15

Clean hands save lives! Every bottle of shea you buy means a healthier life for someone in need. In partnership with #UNICEF and WHO, we've donated more than ____ bars of soap so far.

In honor of Global Handwashing Day, help prevent illness by teaching someone you know the most effective way to keep hands clean: Wet hands. Apply soap. Lather well. Rub hands vigorously for 20 seconds, scrubbing all surfaces. Rinse well. Dry with a clean towel or air dryer. #iwashmyhands

Twitter: Bolden's giving back! We've donated more than __ bars of soap so far! Every bottle of #shea you buy means soap for someone in need. #cleanhandssavelives

OCTOBER 20

Introducing Bolden's NEW glycolic acid serum! This skin-care staple sinks deep into skin, treating blemishes and fine lines as well as dry or oily patches. Used before bed, our serum restores and replenishes while you sleep. Coming soon!

Twitter: Bolden's NEW glycolic acid serum treats blemishes & fine lines & evens tone—restore & replenish while you sleep. Coming soon! #beautybuys

OCTOBER 23

Beauty begins with confidence. Be bold today! #inspiration #beautyourway

“There is only one way to avoid criticism: do nothing, say nothing, and be nothing.” – Aristotle

Twitter: Be bold today! “There is only one way to avoid criticism: do nothing, say nothing, & be nothing.” – Aristotle #beautyourway #inspiration

OCTOBER 27

Did you know that strong soaps and cleansers can strip oil from your skin? For a radiant glow, choose mild products, like Bolden’s clarifying cleanser, that work with your skin in its natural beauty. #Beautytips

Twitter: Strong cleansers strip away skin’s natural oil. Bolden’s gentle clarifying cleanser works w/ skin 4 a healthy glow #beautyourway

OCTOBER 31

Happy #Halloween from Bolden! We’re hanging out with our ghoulish friends tonight. [ghost/girl friends emoticons]

Twitter: Happy #Halloween from Bolden! We’re hanging out with our ghoulish friends tonight. [ghost/girl friends emoticons]

NOVEMBER 3

Step out and shine bright! Bolden’s NEW SPF + serum combines SPF30 with the anti-aging prowess of glycolic acid. Our unique formula absorbs UV, minimizing the risk of skin damage from sun exposure. We even added glycolic acid serum to brighten and moisturize while gently exfoliating skin for a youthful look. Coming soon! #beautyourway

Twitter: Coming soon! Bolden’s NEW SPF + serum combines sun protection w/ power of glycolic acid for a glow that won’t quit. #beauty

NOVEMBER 6

Winter’s on the way. Make sure your skin and hair stay in good shape this season with top tips from _____. [The article linked here in the ppt is actually for preparing winter skin for spring/summer, so we’ll find another, such as <http://www.realsimple.com/beauty-fashion/skincare/winter-proofing-your-skin-hair-eyes> .]

Twitter: Keep skin & hair radiant this winter w/ these expert tips from #RealSimple [sub in hashtag and [bit.ly](#) link to article of choice]

NOVEMBER 10

You might be a butter mint kind of woman. Maybe sweet vanilla calls your name. Or perhaps unscented suits you for its flexibility. Which of our three premium #shea oils do you love best? Tell us!

Twitter: Beautiful butter mint. Sweet vanilla. Uplifting unscented. Which of our 3 premium #shea oils do you love best? Tell us!

NOVEMBER 13

Success starts with simplicity. #inspiration #beautyourway

“Only those who have patience to do simple things perfectly ever acquire the skill to do difficult things easily.” —James J. Corbett

Twitter: “Only those who patiently do simple things perfectly acquire the skill to do difficult things easily.” JJ Corbett #inspiration

NOVEMBER 16

Don't let the gray days get you down! #Jumpstart your morning routine with our favorite dynamic duo: Bolden's clarifying cleanser pairs perfectly with our brightening toner for a deep-down clean.

Twitter: Don't let the gray days get you down! Our fave dynamic duo gets you glowing w/ Bolden's cleanser + brightening toner. #beauty

NOVEMBER 19

Your November just got brighter: We're giving away FREE sets of our new cleanser and toner to 5 lucky customers! To qualify, simply send a photo of you with your favorite Bolden #shea oil to: bolden@boldenusa.com.

Twitter: Send a photo of you w/ your fave Bolden shea oil to bolden@boldenusa.com & you could WIN our new cleanser + toner! #beauty #giveaway

NOVEMBER 25

Did you know that November 25 is International Day for the Elimination of Violence Against Women? Today we remember our sisters suffering around the world, and we pledge to say no to violence against women.

Stand with us. #beautyourway

Twitter: Today we remember our sisters around the world & we say no to violence against women. Stand with us. #beautyourway #IDEVAW

NOVEMBER 26

Happy Thanksgiving! We are thankful for YOU. So thankful, in fact, that we're giving you 30% off your entire purchase Nov. 27-30! Use code TURKEYDAY at checkout, and you'll have #BlackFriday and Cyber Monday in the bag. #beautybuys

Twitter: #HappyThanksgiving! Take 30% OFF your entire purchase Nov. 27-30 w/ code TURKEYDAY @ checkout! #beautyourway #beauty

DECEMBER 1

We know it's not Christmas yet, but we just couldn't wait. Introducing our NEW 4-step facial care line, designed with you in mind! Now you can cleanse, tone, moisturize and exfoliate with Bolden's best formulas every day. Learn more at www.boldenusa.com.

Twitter: #Christmas is coming early! Cleanse, tone, moisturize & exfoliate w/ Bolden's NEW 4-step facial care line! #beauty [[bit.ly](#) link to product page]

DECEMBER 4

We are motivated to bring you the best in beauty every day! #inspiration #beautyourway

"People often say that motivation doesn't last. Well, neither does bathing. That's why we recommend it daily." —Zig Ziglar

Twitter: "People say motivation doesn't last. Neither does bathing. That's why we recommend it daily." Z Ziglar #beautyourway #inspiration

DECEMBER 7

'Tis the season! Send us your most creative holiday-themed photo. On Dec. 14, we'll send one lucky winner a tote bag full of Bolden's best products! #beautygiveaway

"You can't use up creativity. The more you use, the more you have." —Maya Angelou

Twitter: Show us your most #creative holiday-themed photo for a chance to WIN a tote full of Bolden's best products! #beauty #giveaway

DECEMBER 10

Happy holidays! Get the good times rolling with this gem from our photo contest winner.

Twitter: Happy holidays! Get the good times rolling with this gem from our photo contest winner. #creativity #beautyourway

DECEMBER 14

Give the perfect holiday gift with 30% off plus FREE shipping for an entire week! Today through 12/23, take 30% off your purchase of our cleanser + toner duo or any 3 bottles of #shea oil. These items ship free, and you'll also receive a FREE jute tote bag as our gift to you! #beautyourway

Twitter: Take 30% off cleanser + toner duo or 3 bottles of #shea oil now thru 12/23! Ships FREE & you'll get a FREE jute tote bag. #beauty

DECEMBER 17

Don't forget to shop our #shea oils and cleansing duo this week! There's still time to snag these bestsellers for 30% off with free shipping. You know you want that free tote.

Twitter: There's still time to snag our #shea oils & cleansing duo for 30% off + free shipping! You know you want that tote. #beautybuys

DECEMBER 21

It's officially winter! All we want to do is curl up with a cup of cocoa...or enjoy a cozy soak in a #shea oil bath. How do you like to kick back?

Twitter: All we want to do is curl up with a cup of cocoa...or enjoy a cozy soak in a #shea oil bath. How do you like to #relax?

DECEMBER 25

Merry Christmas from your friends at Bolden! We hope your holiday sparkles—just like you do. [emoticon]

Twitter: Merry Christmas from your friends at Bolden! We hope your holiday sparkles—just like you do. [emoticon]

DECEMBER 29

The mercury's heading south, and more winter is on its way. Embrace protective hair styles to ensure you and your hair will rock this season. Choose styles that keep your ends moisturized, tucked away and protected from damage. You'll also keep breakage at a minimum! #beautyourway #beautytips

Twitter: Choose hairstyles that keep ends moisturized & protected to prevent breakage this season. #winterhair #beautytips

DECEMBER 31

Happy New Year! Thanks for making 2015 such an exciting year for Bolden. We can't wait to see 2016 will bring. #beautyourway

Twitter: #HappyNewYear! Thanks for making 2015 such an exciting year for Bolden. We can't wait to see 2016 will bring. #beautyourway