February Success Plan Skin Care is Self Care

Focus

Attend Boot Camp & Build the Foundation to Consistently Sharing The L'BRI Opportunity

Captivate

Share your personal before and afters by highlighting your struggles, what you did that didn't work, and what you did that IS working.

Connect

Invite

Search "LIVE" in the Connect App for Invitation

LOVE AT FIRST SIGHT

with Linda Kaminski

LIVE on Thursday, Feb 6

5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

GALENTINES BFF PARTY

with Jessica Kane LIVE on Thursday, Feb 13 5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

Hosts

Ask your community who would like to join the Wrinkle Warrior Challenge (see page 3). Share Bakuchiol educational posts in the Connect App.

Community

Share funny nostalgic Giphys to find people who may need to banish wrinkles.

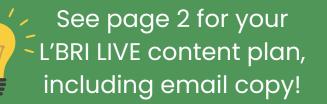
Search term ideas: 80s meme, funny 70s, nostalgia, old toys, 80s technology.

Inactive Customers

Reach out with a fun invite to join your personal Wrinkle Warrior Challenge Event

Convert

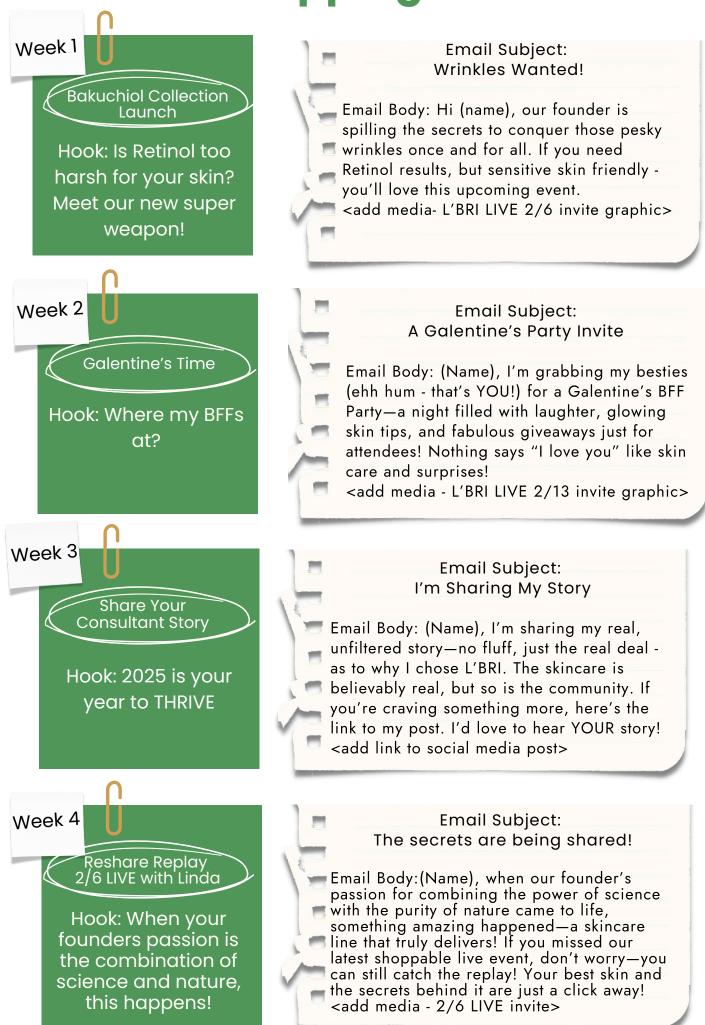
The Semi-Annual Skin Care sale ends soon - a great time to offer a 1:1 Skin Care Audit by saying **"DM me 'BEST** SKIN' for a personalized skincare consultation!"



Trending Holidays

February is Black History Month Mon 2/3 Natl. Carrot Cake Day Sun 2/9 Super Bowl Sunday Fri 2/14 Valentine's Day Mon 2/17 Random Acts of Kindness Day Thu 2/20 Love Your Pet Day Sat 2/22 Natl. Margarita Day

L'BRI LIVE Shopping Content Plan



Have a Wrinkle Warrior Challenge or Party Event to share the Bakuchiol Product Launch!

Share the "Wrinkle Warrior Challenge" as both a community activity or even turn it into a party event! This checklist is the foundation of the ultimate approach to caring for skin with consistency, care, and results-driven ingredients.

Over 11 days, the checklist will help customers establish a routine that helps combat fine lines, wrinkles, and sun damage while setting skin up for long-term success. While full results take time (think 4-12 weeks), every step taken during this challenge is a powerful move toward healthier, more confident skin.

Day 1: Meet Your Match

✓ Introduce Bakuchiol into your routine. Order the L'BRI Bakuchiol Age Delaying Collection

Pro Tip: Take a "before" selfie to track your glowup journey.

Day 2: Hydration is Key

Follow your Bakuchiol serum with the moisturizer suited for all skin types.

Stay hydrated throughout the day—your skin loves water inside and out!

Day 3: Sunscreen Superstar

Apply SPF every morning to protect your skin and enhance results.

Reminder: Bakuchiol is gentle, but sun protection is non-negotiable!

Day 4: Consistency is Queen

Commit to applying your Bakuchiol Routine morning and night.

Set a reminder if needed—routine builds results!

Day 5: Glow Check

Notice any changes? Skin feeling smoother or more hydrated? Celebrate the little wins!

Day 6: Detox Your Routine

Skip heavy exfoliants or harsh products that might disrupt the process.

Simplify your skincare for optimal results with Bakuchiol.

Day 7: Nourish from Within

Incorporate your daily scoop of Aloe + Collagen Super Beauty Drink Mix.

Think hydration, bounce, and elasticity from the inside out!

Day 8: Check Your Progress

Compare your skin today with your Day 1 selfie.
Notice any fine line softening or overall glow?
Bonus: Snap a mid-challenge selfie and keep glowing!

Day 9: Stay the Course

Keep applying your serum, moisturizer, and SPF daily.

Reminder: Skin renewal takes time—results are worth the wait!

Day 10: Share Your Story

Post about your journey! What's been your biggest wrinkle warrior win so far?

Day 11: Wrinkle Warrior Graduation

Celebrate completing the challenge!

Take an "after" selfie and compare it to Day 1. Notice the smoother texture and improved radiance?

Treat yourself with a favorite skincare product or book your next routine upgrade by reaching out to your L'BRI Consultant.



A personalized 1:1 Skin Consult is a perfect gift idea for those who participate!