

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

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!"**



See page 2 for your L'BRI LIVE content plan, including email copy!

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

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

Week 1

Bakuchiol Collection
Launch

Hook: Is Retinol too
harsh for your skin?
Meet our new super
weapon!

Email Subject:
Wrinkles Wanted!

Email Body: Hi (name), our founder is
spilling the secrets to conquer those pesky
wrinkles once and for all. If you need
Retinol results, but sensitive skin friendly -
you'll love this upcoming event.
<add media- L'BRI LIVE 2/6 invite graphic>

Week 2

Galentine's Time

Hook: Where my BFFs
at?

Email Subject:
A Galentine's Party Invite

Email Body: (Name), I'm grabbing my besties
(ehh hum - that's YOU!) for a Galentine's BFF
Party—a night filled with laughter, glowing
skin tips, and fabulous giveaways just for
attendees! Nothing says "I love you" like skin
care and surprises!
<add media - L'BRI LIVE 2/13 invite graphic>

Week 3

Share Your
Consultant Story

Hook: 2025 is your
year to THRIVE

Email Subject:
I'm Sharing My Story

Email Body: (Name), I'm sharing my real,
unfiltered story—no fluff, just the real deal -
as to why I chose L'BRI. The skincare is
believably real, but so is the community. If
you're craving something more, here's the
link to my post. I'd love to hear YOUR story!
<add link to social media post>

Week 4

Reshare Replay
2/6 LIVE with Linda

Hook: When your
founders passion is
the combination of
science and nature,
this happens!

Email Subject:
The secrets are being shared!

Email Body:(Name), when our founder's
passion for combining the power of science
with the purity of nature came to life,
something amazing happened—a skincare
line that truly delivers! If you missed our
latest shoppable live event, don't worry—you
can still catch the replay! Your best skin and
the secrets behind it are just a click away!
<add media - 2/6 LIVE invite>

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 glow-up 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!