

POWER

CAMPAIGN 2026

SOCIAL MEDIA POWER CAMPAIGN 2026 SUMMARY



PHASE 1: PRESENTATION

PHASE 2: BENEFITS

- 2.1. FIND YOUR IDEAL POWER DUO
- 2.2. GLOW AND HYDRATE DUO
- 2.3. GLOW AND RENEW DUO
- 2.4. DETOX AND HYDRATE DUO

PHASE 3: HOW TO APPLY

- 3.1. 24H « DAY TO NIGHT » ROUTINE
- 3.2. MATCH YOUR SKIN

PHASE 1: PRESENTATION

1.1. PRESENTATION TEASER

ST / REEL

Target: B2C

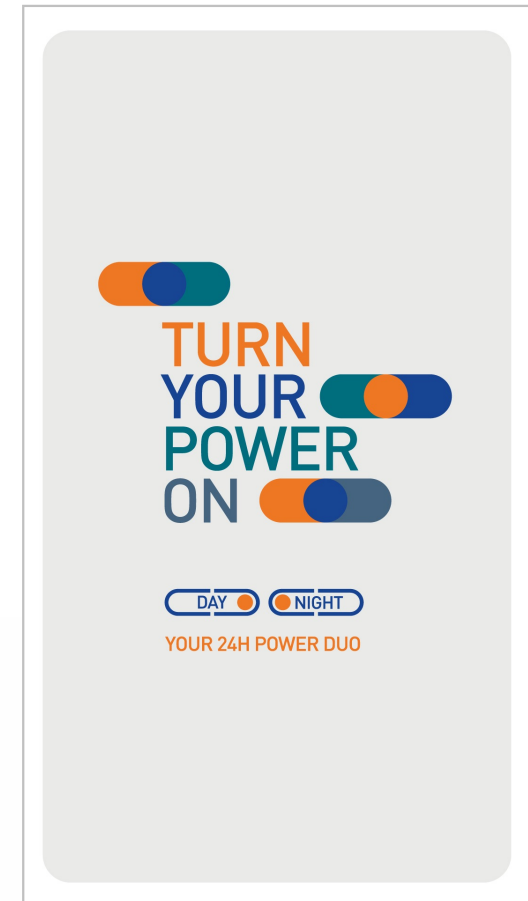
Link: [here](#)

Can you imagine having your day and night routine in a single pack? 🤖

Get ready to simplify your skincare without giving up the best treatment. Take it with you everywhere. ✈️

Discover how to "Turn Your Power On" very soon.

#TurnYourPowerOn #Skeyndor



PHASE 2: BENEFITS

2.1. FIND YOUR IDEAL POWER DUO

CAROUSEL

Target: B2C

Link: [here](#)

Your skin doesn't have the same needs at 8 AM as it does at 10 PM 🌙☀️.

With the new #PowerDuos, you have your energizing and protective day cream/emulsion and your intensive night treatment in a single pack.

Which one is yours? 📌

#TurnYourPowerOn #Skeyndor



2.2. GLOW & HYDRATE DUO

CAROUSEL

Target: B2C

Link: [here](#)

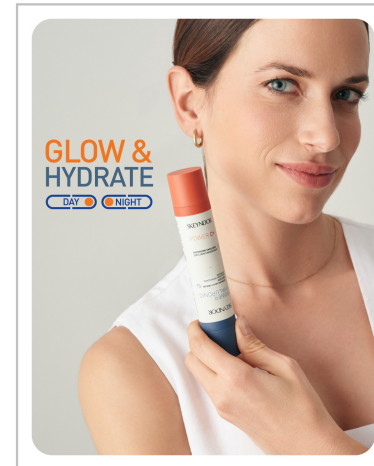
Dull and thirsty skin? 🍷✨ We have your perfect match! Discover the Glow & Hydrate Power Duo, your 24-hour routine in a single 2x15ml pack.

☀️ DAY Mode (Power C+): Wake up your skin with an energizing cream or emulsion. It provides an extra boost of light and antioxidant protection to start the day with a spectacular glow.

🌙 NIGHT Mode (Power Hyaluronic): While you rest, this intensive hydration formula helps boost hydration levels and prevent moisture loss.

👉 Choose your ideal texture: Cream (if your skin is normal to dry) or Emulsion (if your skin is combination to oily). Ready to shine?

#TurnYourPowerOn #Skeyndor



2.3. GLOW & RENEW DUO

CAROUSEL

Target: B2C

Link: [here](#)

Stop the first signs of aging without losing your natural glow 🧡💚. With the new Glow & Renew Power Duo, you have the ultimate anti-aging and radiance combination in a 2-in-1 format.

☀️ DAY Mode (Power C+): Your morning dose of energy. Protects against free radicals and UV damage, and gives you that instant "healthy face" glow.

🌙 NIGHT Mode (Power Retinol): An intensive repairing formula that renews your skin, improves skin texture and firmness, and blurs the first fine lines or wrinkles while you sleep.

👉 Choose your ideal texture: Available in Cream (for normal to dry skin) or Emulsion (for combination to oily skin). Give your skin the power to renew itself! ✨

#TurnYourPowerOn #Skeyndor



2.4. DETOX & HYDRATE DUO

CAROUSEL

Target: B2C

Link: [here](#)

Feel like your skin can't keep up with the city's pace (or its pollution)? 🏙️🚫 Give it a break with the Detox & Hydrate Power Duo 💙💧. Your 24H protective and repairing shield.

☀️ DAY Mode (Power Oxygen): A true urban anti-pollution block. Protects and oxygenates your skin against daily stress and dirt.

🌙 NIGHT Mode (Power Hyaluronic): Maximum comfort. A deep hydration formula that soothes and repairs your skin after a long day.

👉 Choose your ideal texture: Opt for the Cream (normal to dry skin) or the Gel-Cream/Emulsion (combination to oily skin) to avoid shine. Survive the city with flawless skin! 🛡️

#TurnYourPowerOn #Skeyndor.



PHASE 3: HOW TO APPLY

3.1. 24H « DAY TO NIGHT » ROUTINE

ST / REEL

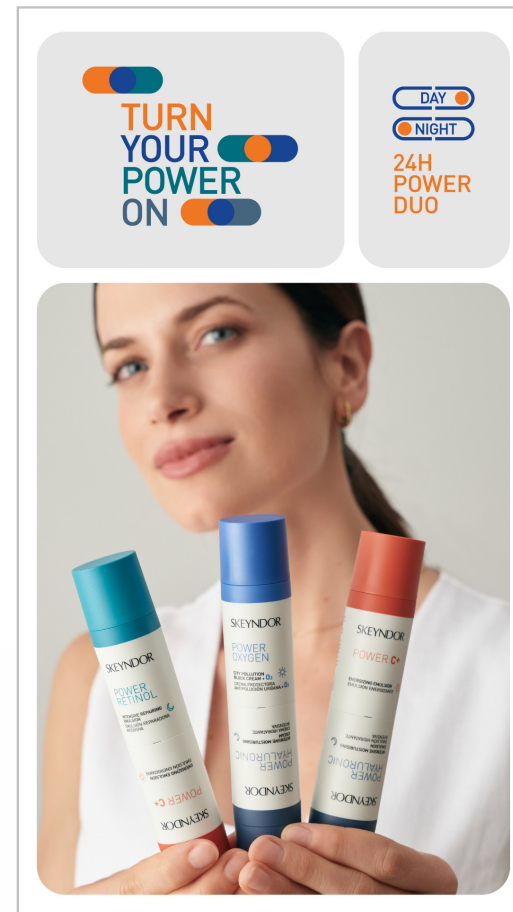
Target: B2C

Link: [here](#)

Turn your Power On: DAY mode ☀️ vs. NIGHT mode 🌙.

Application tip: In the morning, apply the day emulsion or cream on clean skin to activate your protective barrier and boost the antioxidant effect. At night, relax and apply the night phase to repair and hydrate your skin while you rest. All in a single twist. ✨

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3.2. MATCH YOUR SKIN

STORIES

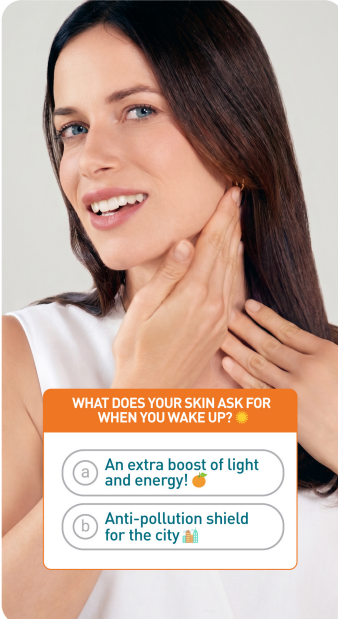

Target: B2C

Link: [here](#)

Did you know your skin doesn't need the same thing at 8 AM as it does at 11 PM? 🌙

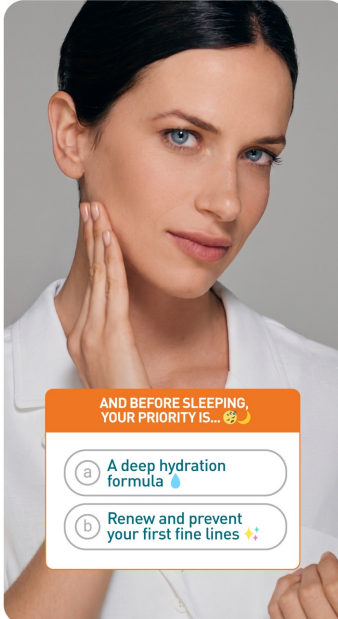
We help you find your perfect 24h routine in a single pack. ✨

TAKE THE QUIZ TO DISCOVER YOUR POWER DUO



WHAT DOES YOUR SKIN ASK FOR WHEN YOU WAKE UP? 🌞

- a An extra boost of light and energy! 🍊
- b Anti-pollution shield for the city 🏙️



AND BEFORE SLEEPING, YOUR PRIORITY IS... 🌙

- a A deep hydration formula 💧
- b Renew and prevent your first fine lines ✨

HERE IS YOUR #POWERDUO!
2 STEPS, 24 HOURS OF CARE
IN A PERFECT FORMAT
TO TAKE EVERYWHERE

FIND YOUR ANSWERS:

- a + a > Power C+ Day & Power Hyaluronic Night
- a + b > Power C+ Day & Power Retinol Night
- b + a > Power Oxygen Day & Power Hyaluronic Night



TURN YOUR POWER ON



SIMPLIFY YOUR SKINCARE WITHOUT COMPROMISING ON QUALITY

YOUR COMPLETE DAY AND NIGHT ROUTINE IN A SINGLE TWIST! 🔄