

Skin to Mind: Say This Not That

Check out this convenient guide so you can confidently spread the word about Skin to Mind in a way that's clear, compelling and compliant.



DO:

It's great to share stories that are truthful, subjective, and focused on your personal experience:

- **DO** talk about how the product makes you feel.
—e.g. "I feel a sense of calmness during my nighttime skincare ritual."
- **DO** share how the products fit into your routine.
—e.g. "I love starting my morning with OptiMIST because helps me feel awake and evokes a feeling of positivity."
- **DO** talk about visible effects on your skin's appearance.
—e.g. "My skin looks healthier and my fine lines appear smoother."
- **DO** mention benefits like "supports a sense of well-being", "helps me feel my best", or "evokes feelings of optimism, balance, etc."
- **DO** talk about how Skin to Mind adds a new dimension to your wellness routine.
—e.g. "This is what happens when science meets self-care."
- **DO** talk about how neuroscience is a revolutionary new category in skincare and Amare is a pioneer in this space.
- **DO** talk about the testing we've conducted and the results. (SPECIFICS TO COME)
- **DO** talk about how skin and mind are connected.
- **DO** talk about the NeuroScent Science and how they promote feelings of optimism, harmony, clarity, balance, peace, and calm.
- **DO** share before and after images.
- **DO** share how you feel after using the products.
- **DO** talk about the power of touch, and the benefit of incorporating mindfulness into your skincare application.
- **DO** use disclaimers where appropriate
—e.g. "This is my personal experience."



DON'T:

Avoid making claims that imply the product diagnoses, treats, cures, or prevents any medical condition or that oversteps how topical skincare works.

- **DO NOT** claim it treats or reduces cortisol levels or any specific hormone levels.
 - **DO NOT** say it cures anxiety, depression, insomnia, or any mental health disorder.
 - **DO NOT** make any claims involving mood or mindset.
 - **DO NOT** make "structure/function" claims that say a product changes the structure or biological function of the body, which can turn a cosmetic into an unapproved drug claim under FDA guidelines. Cosmetics can provide cleansing, beautifying, promote attractiveness, or alter and improve appearance, or provide sensory experience. They cannot claim to treat, heal, or change how your body or cells function.
- In skincare this means you cannot say things like:**
- Repairs DNA damage in skin
 - Regenerates skin cells
 - Heals the skin barrier overnight
 - Rebuilds collagen
 - Blocks or increases neurotransmitters
 - Changes the age of skin / reverse aging at the cellular level
- **DO NOT** say it fixes your immune system, regulates hormones or heals the gut or brain.
 - **DO NOT** claim it replaces medication or medical treatment.
 - **DO NOT** say it prevents or treats skin conditions like eczema, psoriasis, acne, or rosacea.
 - **DO NOT** promise guaranteed results.
—e.g. "You will feel calm instantly."
 - **DO NOT** imply it will change your brain chemistry.
 - **DO NOT** use medical language.
—e.g. "Clinically proven to treat stress."
 - **DO NOT** make before and after claims that imply a medical transformation.
—e.g. "It cured my hormonal acne overnight."
 - **DO NOT** make claims about children or pregnancy.

What Makes Skin To Mind Different

The following represents approved copy and storytelling examples to use in place of other ideas.



DO NOT:
Refer to the nervous system



DO SAY:

- It is Skincare Built on Neuroscience.
- It is skincare designed for the connection between skin to mind.
- It is formulated for skin's sensory network / It's science for your skin's sensory network.
- Skin and mind are in constant communication.
- Skin is a powerful pathway to your mind.
- Formulated to deliver results that you can see on your skin—and feel within.
- The more resilient you are in your life, the more you can bounce back from stress, and the more you can thrive. Your skin is no different. Supporting skin resilience helps unlock visibly healthy, happy skin, and empowers skin longevity (so it can glow the distance . . . through moments of mindful care . . .).
- It's not just skincare—it's your two-minute reset for your skin and mind (your skin and senses, skin and spirit, your skin and yourself).
- It's more than skincare—it's a quick ritual that helps you reset, reconnect and recenter.
- Skin to Mind is a breakthrough combination of traditional skincare benefits such as radiant, resilient, youthful, empowered skin, PLUS products that evoke feelings of optimism, balance, energy and calm.
- This is skincare that doesn't just make you glow. It helps you feel grounded.
- Your skincare should work with skin's sensory network, and help you feel balanced, calm and confident.

The Skin-Mind Connection

The following represents approved copy and storytelling examples to use in place of other ideas.

We characterize the skin to mind connection as a feedback loop that can be impacted by certain skincare ingredients, NeuroScent science and textures. Feelings of occasional stress or anxiousness can weaken skin's barrier, cause skin microbiome imbalance, and show up on skin as dryness, dullness, discoloration, lines, and more. The visible concerns can impact wellness. Our products help skin bounce back.

Think about it like this, the more you can bounce back from stress in your day-to-day life, the more you can thrive. And your skin is no different. Skincare is a dimension of wellness rooted in the mind-body connection. At Amare our approach to mental wellness starts with the gut-brain axis, and the heart-brain axis. The idea is that everything is connected. The more you can bounce back from stress in your life, the more you can thrive—and it's no different for your skin.

Formulated with ingredients that help promote a sense of calm and well-being. Formulated with breakthrough biotech ingredients that elevate skin and spirit. Formulated with breakthrough biotech ingredients that work in synergy with skin's sensory network.



DO NOT:
Claim the products will give you a sense of safety



DO SAY:

- Your skincare shouldn't just affect your skin—it should help you feel calm and confident too.
- Your skincare ritual isn't just about how your skin looks—it can help you feel more relaxed and comfortable in your own skin.
- This is skincare that supports your glow, and your peace of mind.



DO NOT:
Cast a wide net with statements like:
"Everything you put on your skin can impact how you feel"



DO SAY:

- What you put on your skin can shape how you feel about yourself.
- How you care for your skin can influence how you feel day to day.
- Your skincare ritual can help you feel more calm, confident and cared for.
- What touches your skin can touch your mood too (sensory experience – scent and texture).

Mental Wellness

The following represents approved copy and storytelling examples to use in place of other ideas.



DO NOT:

Make “superiority claims” like, “The only brand making your skincare routine part of your mental wellness strategy”



DO SAY:

- Skin to Mind makes your skincare ritual into a moment to help support well-being.
- Skin to Mind is merging science and self-care in a ritual for mental well-being.
- Skin to Mind adds a new dimension to your mental wellness ritual.
- Your skincare is no longer just about your skin—it’s about how you feel.
- Your skincare is no longer just about fine lines and moisture—it’s about your calm, your confidence, your sense of well-being.
- Skin to Mind is not just for your skin, but for your sense of calm, balance and self.
- Your skincare is no longer just about what you see—it’s about how you feel in your skin.
- Your skin responds to stress. Your skincare can help you respond with calm.
- Your skin responds to stress. Your skincare should help you reset.
- Mental wellness doesn’t stop at supplements. Now it’s woven into your skincare ritual too.
- Mental wellness isn’t just one dimensional. Supplements are part of it, but now your skincare ritual is too.
- It’s not just what you put in your body that shapes how you feel—it’s what you put on your skin too.
- It’s not just what you put in your body that shapes how you feel—what you put on your skin can help you feel good too.
- Smoothies. Supplements. Serums. They all set the tone.
- Wellness isn’t just in your smoothie or your supplement—it’s in your serum, too.
- What goes on your skin matters as much as what goes in your body—that’s why we made skincare part of your well-being routine.
- You’ve got your supplement and your smoothie—now your serum supports how you feel, too.
- What if your skincare didn’t just change how you look—but how you feel?
- What if skincare could help you feel calm, centered and cared for, too?
- What if your skincare ritual wasn’t just about how you look, but how you feel?

Ritual

The following represents approved copy and storytelling examples to use in place of other ideas.

A mindful skincare ritual can lift your mood. When applying your skincare becomes a calming ritual. When your skincare brings a moment of peace. When skincare turns into a ritual that helps you unwind. When applying your skincare feels like a reset—not just a routine. When skincare becomes a daily pause to help you feel calm and cared for. When your skincare routine gives your mind a moment to exhale A calm mind. Glowing skin. One mindful ritual. Feel the glow. A glow you can see and feel.



DO NOT:
Talk about “easing into sleep”



DO SAY:

- Formulated to soothe your skin, promote a sense of calm, and support a restful evening ritual.
- Created to calm your senses, comfort your skin and become part of your nighttime wind-down routine.
- A formula designed to comfort your skin and senses and help you unwind before bed.
- Gentle on skin, grounding for the senses...your new nighttime ritual.



DO NOT:
Talk about cortisol



DO SAY:

- When your skincare helps you unwind, you don’t just look refreshed, you are.
- When your skincare helps you relax, you don’t just look rested, you feel it, too.
- Radiant skin starts with resilience.
- When you feel balanced, your skin shows it.
- Healthy-looking skin starts with inner calm.
- Your skin knows—and shows—how you feel.
- Radiance isn’t just skin deep—it begins with how you feel.
- The state of your skin reflects the state of your senses.
- Radiant skin starts with a sense of well-being.



DO NOT:
Say “Quiets your thoughts”



DO SAY:

- A nightly ritual that evokes a sense of calm / relaxation / while it cares for your skin (hydrates, smooths, moisturizes, visibly firms, visibly transforms)
- A nightly ritual that soothes your senses while it cares for your skin.
- A nighttime ritual that comforts your skin—and your mind.
- A nighttime ritual that helps you slow down.
- A skincare routine that signals a sense of calm, a sense of bliss, a sense of optimism, a sense of comfort