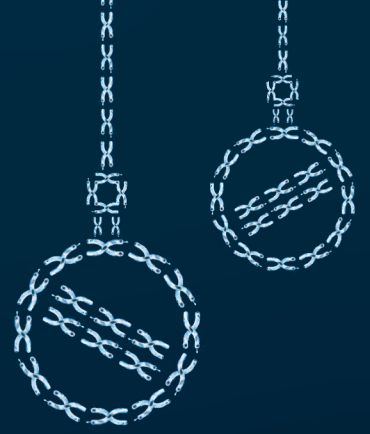




REVIV

CHRISTMAS SOCIAL MEDIA
COPY GUIDANCE



Introduction:

We've compiled a collection of images for you to use this November and December, focusing on the upcoming Christmas party season, to help you get started with your holiday marketing.

You'll find two broad themes among the imagery; festive parties and Recovery & General Wellbeing. Naturally there will be some overlap between both. These are the two main focuses of our social media from now until the lead-up to Christmas.

We've provided below some copy that you may want to use with these images, including combining and mixing-and-matching them to best suit your own audience(s) and target market(s).

Calls-to-Action:

Try to include a call-to-action and/or link in each post. This can be as simple as a "find out more about how Ultraviv can help relieve your hangover", "Get ahead of the Christmas rush and book your Christmas appointment now" or "Message us now to find about our excellent group offerings for businesses".

Facebook is ideal for including a link with your post. Instagram requires a bit more planning as you'll need to include the relevant link in your bio - you may want to keep this the same over the Christmas period or vary it post-to-post. Either way, you'll need to add a bit more detail to your CTA.

For example on Facebook, accompanied by the relevant URL, a message of "Book now and begin your REVIV journey" would be okay, whereas on Instagram the message may need to be something like:

"Visit our website and click Book Now to begin your REVIV journey" or "Click the link in our bio to reserve your Christmas booking".

Of course, should you wish to run an Ad to promote a specific offer or message on either platform this helps greatly with CTAs and conversion, not to mention increased reach.

Suggested Copy and Messaging for Social Media posts:

Below is a selection of messaging and copy that can be used as a starter point to accompany our social media posts this winter. Where possible, try and match up the copy with an image that reflects or references it visually. Please feel free to adapt references to Christmas/holidays/winter to suit your preferred local phrasing. The [and] brackets indicate where the specific copy begins and ends, as some run over several lines, these can be removed before posting.

They've been divided into **three categories** below for you to mix-and-match as you see fit.

1. Christmas Party Wording (phrasing to use, require added description of REVIV benefits and a call-to-action):

Glow up and show up. Make REVIV part of your party plan this holiday season so you can look your best the night before and feel your best the morning after.

Dress? Bought. REVIV? Booked. Christmas party? Let's go!

See out the year in style. Look and feel your best this Christmas with the help of REVIV.

You're never **truly** party ready without REVIV. Whether it's before or after, make REVIV part of your party plan this Christmas and enjoy all the great moments to the fullest.

Head-turning, show-stopping, jaw-dropping. Just some of the words to describe how you looked last night. Fit, fresh, full of energy. Just some of the words to describe how you felt this morning.

Ever feel like a lie-in without a hangover would be the best gift you could ask for? Visit your local REVIV clinic before your Christmas party and experience just that.

Great times with great people. That's what the holiday season is all about. Make sure you enjoy every minute of it.

Celebrate the good times and create many more.

2. Recovery / Detox / General Feel-good (Phrasing to use, require added description of REVIV benefits and a call-to-action):

A great night out doesn't have to mean a difficult morning after.

Get out on the right side of the bed this party season.

Wake up wearing the same smile you wore the night before.

Feel as fresh as the outdoor air.

Christmas parties are fun, but keep your energy for what really matters this Christmas.

Stay on track with your training this Christmas.

Keep moving forward this Christmas, don't let a hangover hold you back.

Staying healthy over Christmas can feel like an uphill struggle.
Stay on track with your training and leave your hangover behind.

Look after number 1 this Christmas, so you've more time to spend with your own little number ones.

Hit refresh this Christmas with REVIV and finish the year feeling as healthy and strong as you started it.

H2O H2O H2O. For when you've had a bit too merry a Christmas.

Three things you need to beat that party hangover: hydration, hydration, hydration*.
*don't forget the vitamins, minerals and antioxidants either.
Get all of the above and more at REVIV and starting feeling better straight away.

Wellness is for life, not just for Christmas. Keep your balance this season with REVIV.

Keep your sparkle all season with REVIV.

Special times with special people, make sure you're at your best to enjoy every minute.

Remembering all the great times this year, and looking forward to many more to come.
REVIV wish you and yours a happy holiday season and can't wait to see you again in 2020.

It's cold out there, so we're sending you our warmest wishes for a happy Holiday season and a wonderful New Year.

3. Sample Benefit Wording: (Can be doubled up, edited and combined - use revivme.com as a guide.)

See how REVIV can help you feel your best this Christmas by boosting your immune system and fighting colds and flu.

REVIV's recovery infusions are packed with vitamins, minerals and anti-oxidants to get you back to 100% as soon as possible.

REVIV's recovery infusions are specially formulated to combat symptoms of sickness and hangovers, including relieving headaches and nausea.

Our Ultraviv recovery IV provides antioxidants, minerals, vitamins, electrolytes and medications to help you fight off the symptoms of colds, flus and - yes - hangovers this winter.

Ultraviv is our signature recovery IV, helping to ease symptoms such as nausea, pain and inflammation, making it the perfect antidote to your Christmas party hangover.

Rehydrate your body and give your energy levels the boost they need with Ultraviv, our signature recovery infusion.

Megaboost is ideal for anyone looking to reduce their stress levels, strengthen their immune system and detoxify their body.

Megaboost is packed full of minerals, antioxidants, electrolytes, Vitamin B12 and a high dose of Vitamin C to help bring your body back to a happy equilibrium.

Feel rejuvenated with Megaboost, our signature wellness IV therapy, delivering you a perfect blend of minerals, antioxidants, electrolytes, Vitamin B12 and a high dose of Vitamin C to help keep you at your best this winter.

Vitaglow Containing a high dose of the master antioxidant Glutathione, which helps to detoxify your body from damage caused by free radicals. It also detoxifies and cleanses vital organs, just what you need to stay balanced this Christmas.

Vitaglow contains a high dose of master antioxidant Glutathione, detoxifying the body and improving the appearance of your skin, hair and nails, helping you feel great inside and out this holiday season.

Royal Flush works to rehydrate, boost energy, decrease inflammation, relieve pain and nausea, cleanse vital organs and detoxify the body for maximum wellness.

Detox, boost energy levels and replenish essential minerals and vitamins with Royal Flush, our deluxe IV therapy.

Enjoy maximum wellness, recovery and detoxification with our all-in-one wellness and recovery IV therapy, Royal Flush.

Royal Flush combines the elements of our Ultraviv, Megaboost and Vitaglow infusions into a single therapy that is designed to supercharge recovery and maximize your wellness.