

# SUPER FB AD TEMPLATES

FOR  
**BEAUTY OFFERS**



**EDMUND LOH**

## FB Ad Templates For Beauty Offers

The beauty industry is competitive and fast because most sales of beauty product goes through e-commerce, so what does the beauty industry marketing entail?

That's where aesthetics come in, nowadays with the advancement of technology, beauty treatments are more common and affordable but it's easy to get scammed as well and the consequences can be lifelong.

That is why the marketing for aesthetics is extremely strict to the point recently, Facebook and Instagram have banned Ads and posts about beauty supplements, beauty procedure to be shown to anyone under 18.

But that doesn't mean you can't or shouldn't do Facebook Ads, you can't make tall claims and show before/after pictures which include certain conditions.

The guidelines for the type of Ads you can make for beauty is available and the Ad templates shown here also will help you learn on what not to do. With that said, FB Ads is still one of the best methods to Advertise for beauty plus getting a lead through FB is cheaper.

These templates will show you how to design & create your Beauty or aesthetic ad by making sure it's within the guideline and still interests the leads.

## FB Ad Templates #1:

Loss of collagen is stopping us from staying young and attractive?  
Collagen loss doesn't only happen when age catches up, but it can also happen at early ages due to factors like bad genetics, aging, unhealthy and stressful lifestyle.  
This often results in the skin losing its elasticity, causing deeper and more visible wrinkles, and worse the face shape may change that affects our overall attractiveness.  
Is there a solution to restore collagen?  
Answer: YES! This is precisely our specialty at **Pincode Figure**.  
**Pincode Figure** introduces its BB-lock Korean Thread Lift, which is the newest Korean lifting method for facial, mandible, neck and eyebrows with a double lift and regenerating collagen production.

- ✓ Unique & More effective insertion method
- ✓ Effective, Fast & Safe
- ✓ No downtime, No surgery, No painful procedure
- ✓ Conducted by professional SG Registered Doctor

Latest Korean BB Lock Thread Lift treatment is now available at **Pincode Figure**.

Come & hit us up by calling or Whatsapp and seek our FREE professional consultation!

Contact us now and claim your FREE professional consultation:

📞 Phone: +65 9799 7799  
📱 Whatsapp: <https://api.whatsapp.com/send?phone=6597997799>  
👉 Click this post

**Korean BB Lock Thread Lift Treatment**  
Book For Appointment Or Whatsapp: +65 9799 7799

Learn More

From this copy, you can see it start with a problem and explains it to make it clear that it's an actual problem. Then a solution is given which is the beauty procedure offered including the benefits of the procedure and lastly ends with a call to action (encourages immediate action) with a phone number and WhatsApp link.

A video or a slideshow, is a good way to show your beauty procedure just remember not to make bold claims and show graphics scenes.

The Headline and Sub-Headline is on point by introducing the procedure or treatment and again giving the WhatsApp number to encourage fast action.

## FB Ad Templates #2:

 Sponsored

...TO YOUR HOME  
Now make it yours and recreate the look at home with  
@andreafrancesca and model @andreafrancesca

GET THE LOOKS:  
LES 4 OMBRES N°334 Modern Glamour  
LE CRAYON LÈVRES N°156 Beige Naturel, available January  
ROUGE COCO GLOSS N°792 Aphrodite  
LE VERNIS N°167 BALLERINA

ROUGE ALLURE VELVET EXTRÊME N°130 Rouge Obscur  
ROUGE COCO GLOSS N°772 Épique  
LE VERNIS N°512 - MYTHIQUE

@andreafrancesca, the [Channel](#) Instagram account dedicated to makeup.

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#CreateYourself #Beauty #Makeup  
#MetiersdArt #FromTheShowToYourHome



[Learn More](#)

This copy speaks about the content of the video where it describes the products used in the video. This is good because the video is a mix of influencer and testimonial which shows that it's the real deal.

This video is a mix of a testimony of the beauty product and using influencers for your product.

Based on data, the learn more button is the one that converts the best because it's not too in your face and we all are more accepting of learning more than being told to buy now.

### FB Ad Templates #3:

 **Shakura Miroko Beauty Singapore**  
Sponsored

💡 Light up the Lunar New Year with **flawless clarity**, and **glowing skin** like 100,000

💖 With **Shakura Miroko™ Whitening Treatment @ ONLY \$48** (U.P. \$300)  
Reveal long-lasting clarity and glow, getting fair skin has never been easier!

- ✓ Highly recommended by Celebrities
- ✓ Over 60,000 satisfied customers
- ✓ Fade dark spots
- ✓ Lighten acne scars
- ✓ Hydrate dry skin
- ✓ Immediate brightening
- ✗ No downtime ✗ No Pain ✗ Non-invasive

**Sign up**  Sign up now  
Limited to 1st 50 new customers only!

*#NoHiddenCharges*  
*#NoHardSell*  
*#FairSkin*  
*#BrighteningBeginsHere*  
*#NewSkin*



**Shakura Miroko™ Whitening Treatment @ \$48** (U.P.: \$300)  
**BOOK NOW**

Only \$48: 🏆 No.1 Brightening Facial from Japan  
Instant & Long-lasting Results [Learn More](#)

← A more direct approach by simply listing the benefits of the treatment and creating a sense of urgency with limited sign ups.

← A video that showcases the treatment and includes some details of the treatment.

## FB Ad Templates #4:

 **The Retreat Clinic**  
Sponsored

The new EMSculpt Arm & Leg is truly a game-changer! Let's hear what these celebrities have got to say when undergoing the treatment!

Call/WhatsApp  [011-33888888](#) for enquiries or to book for your appointment.



Game-changing EMSculpt Arm & Leg experienced by Malaysian celebrities - The Retreat Clinic

A short and direct message including a phone number to encourage fast action. The reason this one has a short ad copy is because it's relying on the video to do the rest.

In the beauty industry where getting testimonials from influencers and celebrities is relatively common, influencers do make a difference but nonetheless using a testimonial from a normal person will have a bigger impact as it's more relatable.

## FB Ad Templates #5:



The Korea MINT Lift is the trendiest non-surgical facelift to come out of South Korea. It is approved by the U.S. FDA and South Korea MFDS. Affectionately known as the 'lunchtime lift' for its simplicity and quick procedure, it has taken the aesthetic world by a storm. The Korea MINT Lift is customised by individual and age group. PDO (Polydioxanone) threads are inserted discreetly into the target areas where they will be gradually absorbed by the body to produce collagen – the magical anti-aging ingredient. An overall facelift effect can be seen immediately as the threads tighten sagging cheeks, jowls, the jawline, and neck, and removes deep wrinkles. [Name] specialises in the Korea MINT Lift which is completely safe, leaves no scars and is more affordable than a traditional facelift. ✨ ✨ Contact us now to know more! ✨ ✨

This is a comprehensive description of the origin and details of the treatment, which is good since more info allows Facebook AI to pick up more keywords to use for targeting.

But the mistake here is, it should have been spaced out properly so the leads will have an easier time reading it.

# [hashtag] # [hashtag] # [hashtag] #enhancingconfidence #antiaging #customtreatment #threadlift

### ThreadLift

Reflect on a younger looking you with a Face Thread Lift

- ✓ No Surgery
- ✓ 45 mins "weekend procedure"
- ✓ No downtime
- ✓ Immediate Facelift

This procedure involves implanting absorbable PDO threads to provide a lifting & smoothing effect ridding the face and neck of loose & sagging skin.

Book your consultation with [Name] today!

[Name]  
Dermatologist

Send Mess...

This is a good picture to use but make sure that the text in the image is less than 20%. Use this tool to check:

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

## FB Ad Templates #6:



The image shows a screenshot of a Facebook advertisement. At the top left is a profile picture of a woman and a blurred name. To the right of the name is a gear icon and three dots. The main text of the ad is as follows:

Coarse and dry skin. Deep wrinkles. Skin discoloration. These are signs of sun-damaged skin from prolonged exposure to harmful UV Light Rays.

Other than aging, did you know that sun damage is the primary cause of early wrinkling and deep facial lines?

Too much sun exposure can cause premature aging of your skin. This premature wrinkling and skin damage from sun exposure is called Photoaging.

Photoaging is not like natural aging. The exposure of UV light breaks down the skin's connective tissue such as collagen and elastin fibers, that are needed to maintain strength and flexibility in the skin.

As leading Aestheticians in the field over the last 20 years, we have discovered safer, inexpensive means to give a face lift to our Clients minus all the unnecessary risks in the name of beautification.

We are pleased to announce our critically acclaimed HIFU cosmetic treatment as a new and viable alternative to pain-free face lifts!

This is a good example of writing a long post and neatly space out into paragraph to make it easier to read for the leads.

### What Is HIFU?

High-Intensity Focused Ultrasound (HIFU) treatment is a new technological and non-invasive method that effectively reduces wrinkles and fine lines on the face for a more youthful look.

### Why Choose HIFU Treatment?

- ✔ Non-surgical, non-incisive, scarless
- ✔ No side effects & Minimal recovery time
- ✔ More effective than surgery with no complications
- ✔ Wrinkles reduction
- ✔ Tightening sagging skin & Lifting the cheeks, eyebrows, and eyelids

Contact Us Now To Arrange For Consultation Or Book Appointment With Our In-House Professionals:

📞 Phone: [REDACTED]

📱 Whatsapp: [https://api.whatsapp.com/send?phone=\[REDACTED\]](https://api.whatsapp.com/send?phone=[REDACTED])

👉 Click this post



### HIFU [High Intensity Focused Ultrasound]

Book For Appointment Or Call/Whatsap | [REDACTED]

Learn More

Here, the benefits and details of the procedure is listed out well using emoji. One thing to remember is not to put too many emoji as then it will make the ad copy look messy and distracting.