

proactiv.

Your how-to guide for being a proactiv influencer

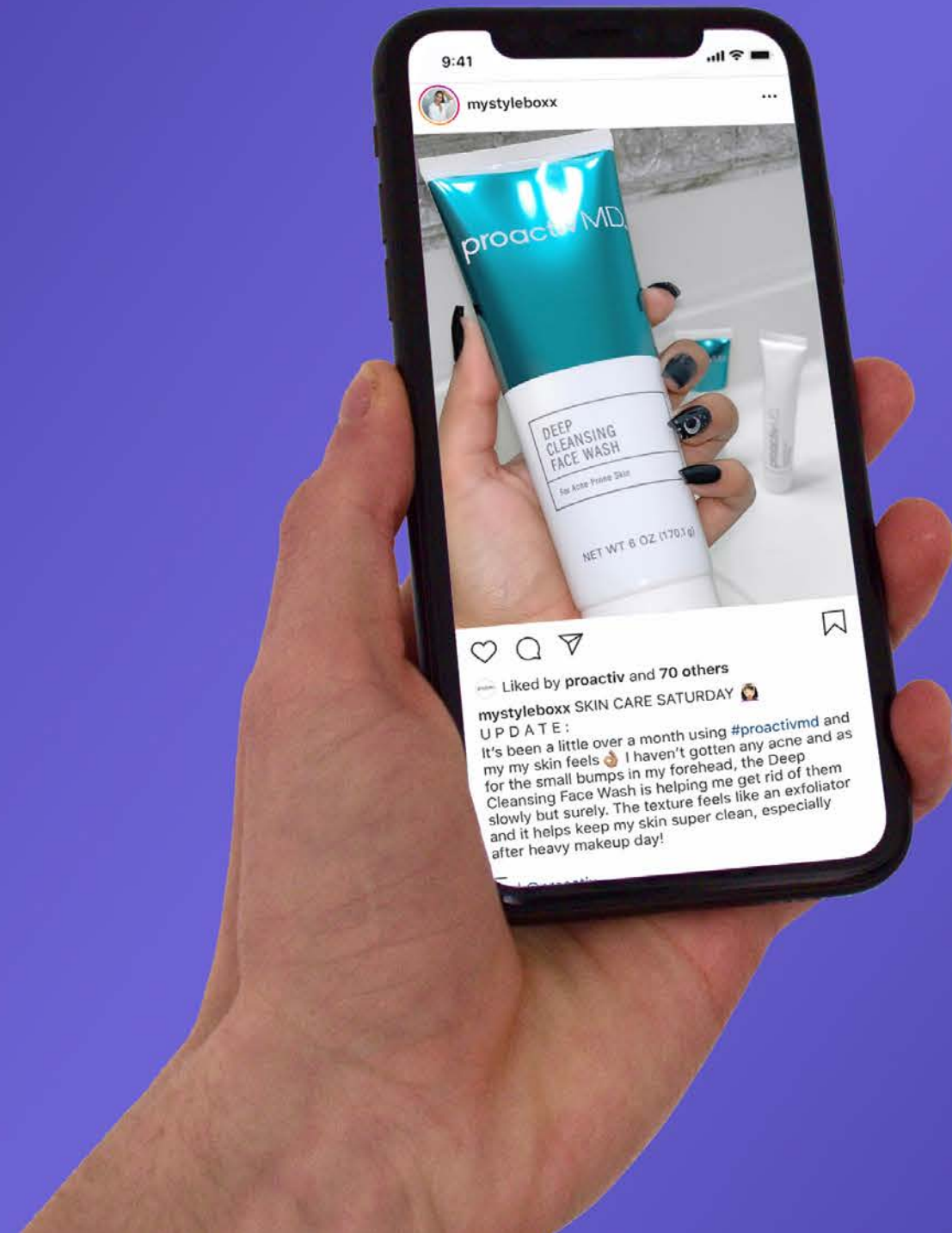




Table of contents

3	Welcome
4	The perks
	Posting guidelines
6	General guidelines
7	Disclosing our partnership
8-9	The do's & don'ts
10-11	Examples
	Get to know proactiv
13	The proactiv difference
14	Membership
15-17	Proactiv systems

Welcome to the proactiv family!



Hi there,

We're so excited you've joined us! We can't wait to guide you on your journey to clear skin and watch you share your proactiv experience with your followers.

In this guide, you'll find some guidelines for posting, what to expect as you work with us, and some more in-depth info about proactiv.

Let's get started!

XO,

The proactiv team

The perks are real

When you sign up as a proactiv partner, it's like a gift that keeps on giving. Here's a taste of what you'll get!



Free Skincare

A customized subscription that comes right to your door.



Expert Education

Detailed info about the products you're receiving and how to use them.



Exclusive Promos

Access to special offers and deals just for you and your followers.



Great Commission

You'll earn a generous percentage of every sale you refer.



Social Boost

Gain new followers and earn money with paid media support behind your posts.



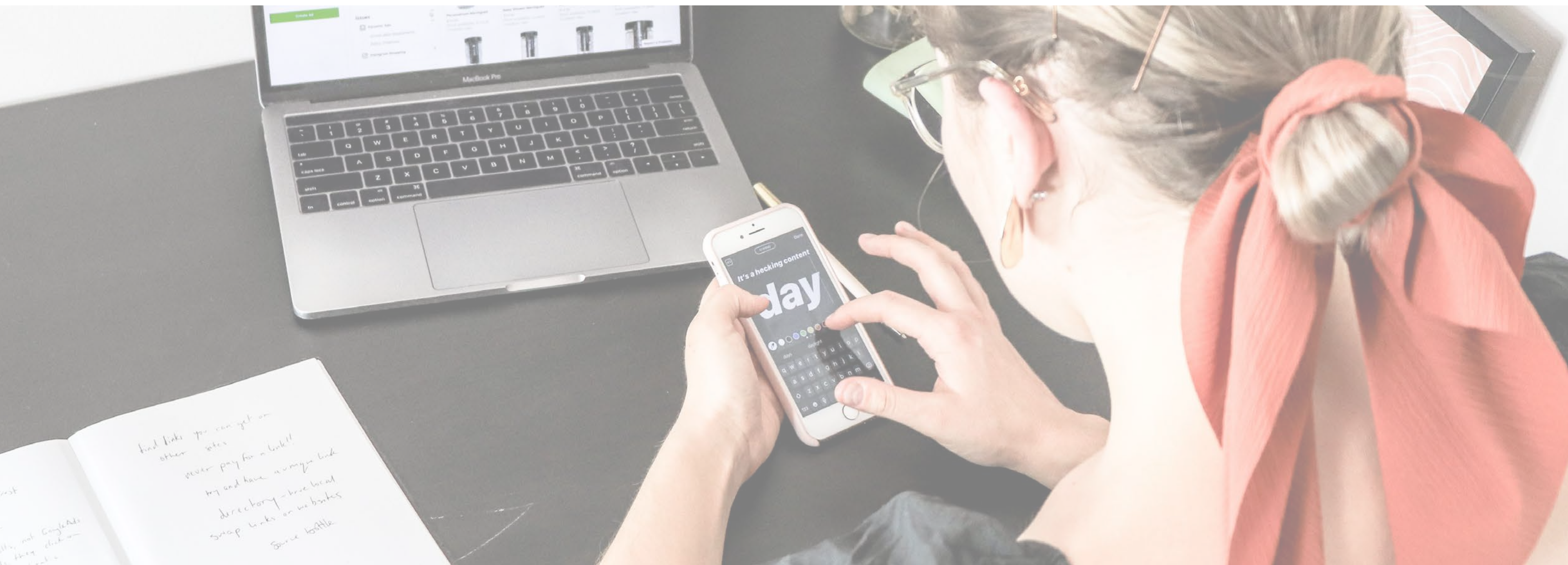
Dedicated Support

We can help with everything from product questions to exposure opportunities.



General guidelines for succesful posts

Here's some overarching messaging about how
to be an impactful proactiv partner.



General guidelines

The four pillars of social success.

Be authentic & real

When you're talking about how your skin is reacting to proactiv, be honest with your audience!

Example: "For the first few weeks I really didn't feel like proactiv was working... my breakouts even felt worse. But when I stuck with it for a month, my skin really cleared up!"

Be expressive

Show your real feelings, whether it's excitement or frustration. Let your personality shine through!

Example: "It's week six and I'm honestly shocked by how clear my skin is. This breakout is the only one that's left! I can't believe I'm posting this picture without a filter!"

Be educational

Focus on the details of the products, why they've been working for you, what they do and how they feel.

Example: "This is the proactiv solution Renewing Cleanser. I love it because it has these tiny little beads that help exfoliate my skin and get rid of the dead cells!"

Be honest

The content you post about proactiv should reflect your honest opinions, findings, beliefs, and experiences.

Example: "At first, I was pretty hesitant to try proactiv, I thought it was only for really serious acne. Now that I'm using it, I really love it and it's been perfect for treating my mild breakouts!"

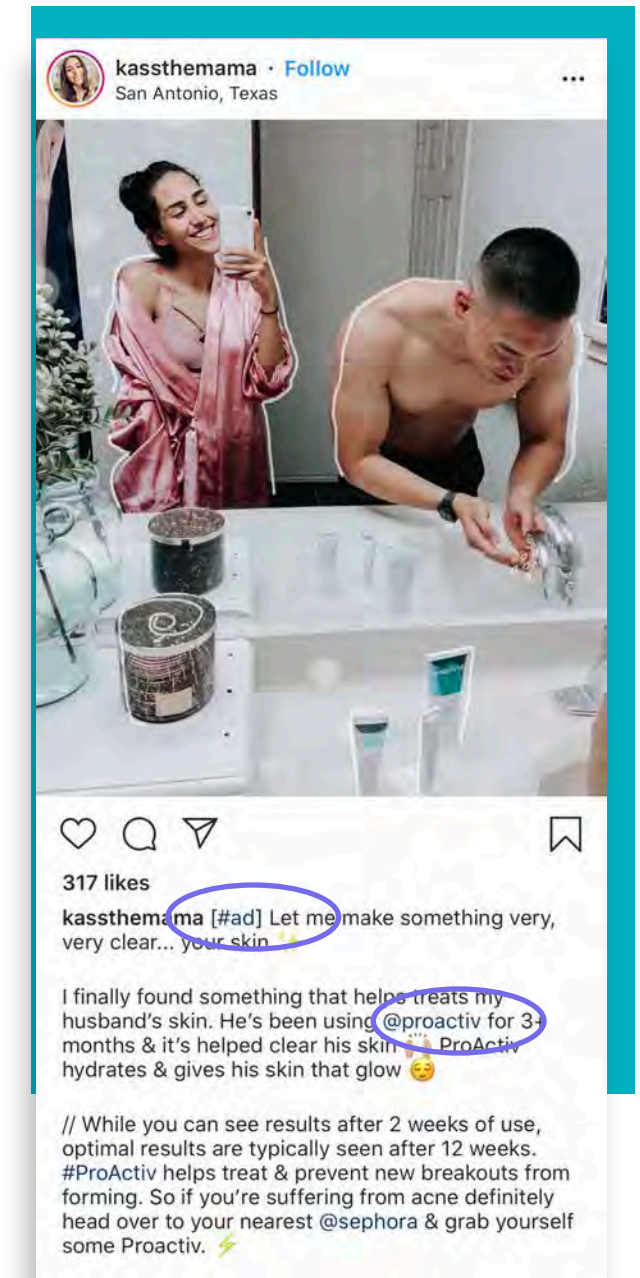
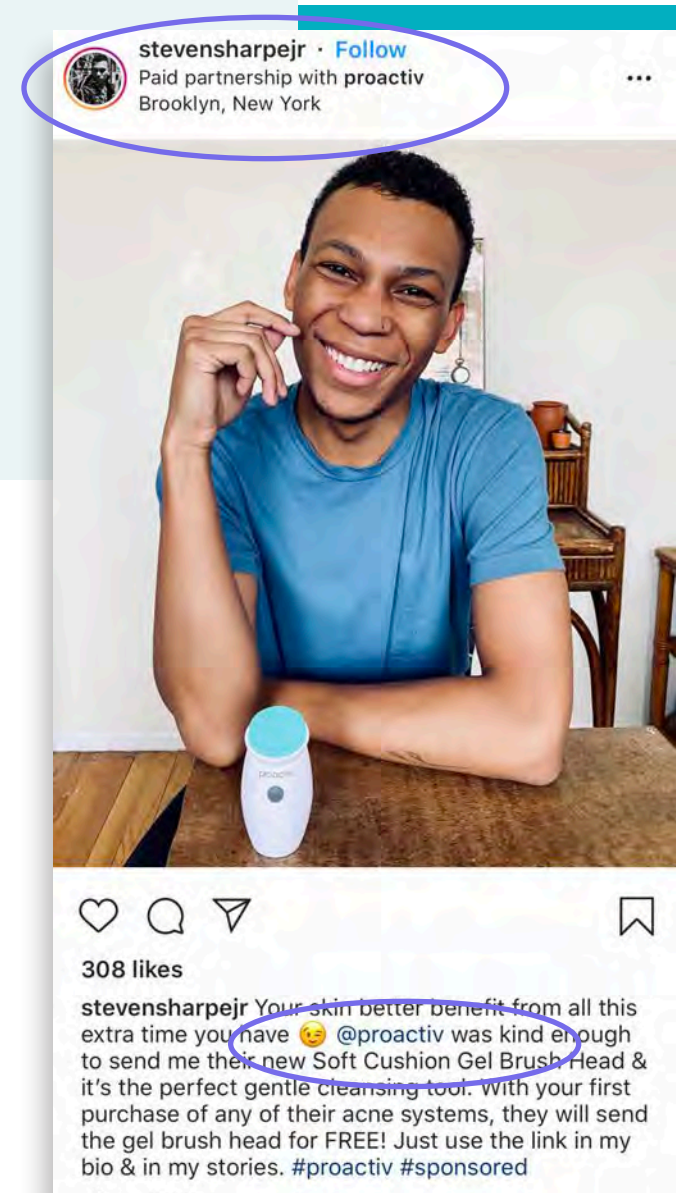
General guidelines

Now that you're part of the proactiv family, make sure people know it!

Disclose our partnership

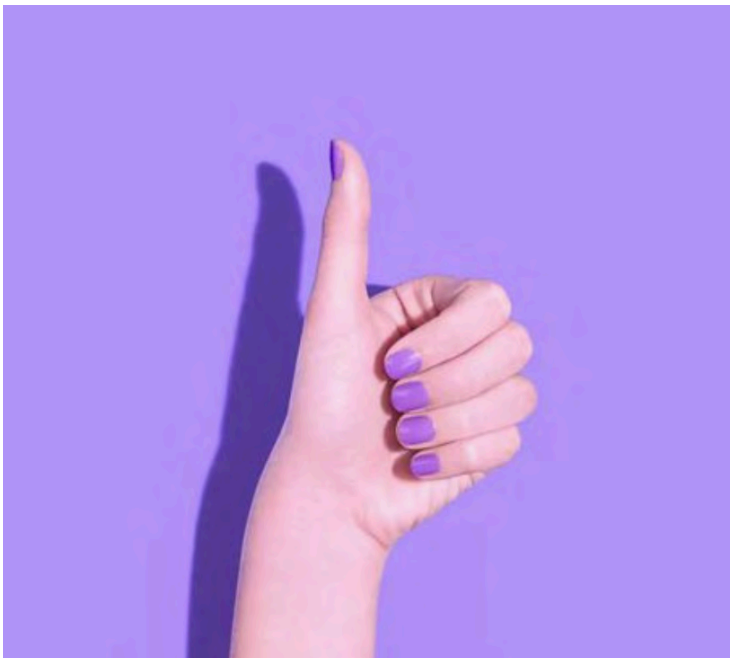
It's your responsibility to disclose your connection to the brand by using the Paid Partnership feature or including #ad or #proactivsponsored in the first line of your post. You can also say something like...

“This was a sponsored post from @proactiv, but the opinions are entirely my own!”



General guidelines

Do's :)



Give credit where necessary

If you're sharing something you didn't create, don't claim authorship. When using someone else's content, make sure they approve of you posting it and you're giving them proper credit.

Use genuine, educational descriptions

When describing your acne, you can (and should!) use terms like angry, difficult, stubborn, bad, etc. We all understand how frustrating acne can be! When describing our products, reference active ingredients, too.

Spell proactiv properly

Make sure you spell the brand name "proactiv" (lowercase p!) and don't mix it up with "being proactive".

Remember that using proactiv is different for everyone

In general, skincare is different for everyone, and what works for one person's skin might not work for another. You can say "this product cleared my skin in a month" but shouldn't say "this product will clear your skin in a month".

Looking for more guidance? The FTC has a detailed influencer guide. [Review it here!](#)

General guidelines

Don'ts



Make direct claims

“Help/helps” and “for me” are good words to include when discussing how proactiv works so that you don’t make a claim that isn’t true for everyone.

Say that proactiv cures acne

Proactiv helps treat acne and prevents new breakouts from forming but, technically, acne can’t be cured so be sure to stay away from this phrase.

State that proactiv is for “severe” acne

Our products are intended for mild, moderate, hormonal, and occasional acne. You can’t say that proactiv treats “cystic” or “severe” acne.

Claim that proactiv can treat other skin conditions

Proactiv is not intended to treat other skin conditions like rosacea, melasma, scarring (which is different than dark marks/hyperpigmentation), etc. Always feel free to reach out to us if you have any questions about this!

Mention other brands or products

As proactiv is a complete skincare regimen, please avoid including other brands or products in your posts.

Looking for more guidance? The FTC has a detailed influencer guide. [Review it here!](#)

Instagram post examples



happilyeverstyle · New York, New York

Liked by **proactiv** and 1,462 others

happilyeverstyle Post-travel #skincare musts: Some @proactiv sheet masks and a good moisturizer 🙌 #sponsored #proactiv #proactivmd

simplytandya · Follow · Paid partnership with **proactiv** · Los Angeles, California

1,152 likes

simplytandya I'm a firm believer of skin positivity, being comfortable in your own skin and giving your skin a little TLC every now and then. My favorite way to relax and rejuvenate is by using the @Proactiv Amazonian Clay mask. It's luxuriously creamy and leaves my skin feeling so clean! I then apply the #Proactiv Green Tea Moisturizer to give my skin that extra boost of energy and moisture. No matter day or night, my skin appreciates it. Both of these products are available in Kendall Jenner's Faves kit for \$39.95! #sponsored

hellolaurenm

972 likes

hellolaurenm #ad Just what I need after a long day! I love washing my face and scrubbing all of the impurities away! @proactiv helps clean and moisturize with their amazing skincare system! My skin has improved so much since day one and I'll never switch back! #proactivmd

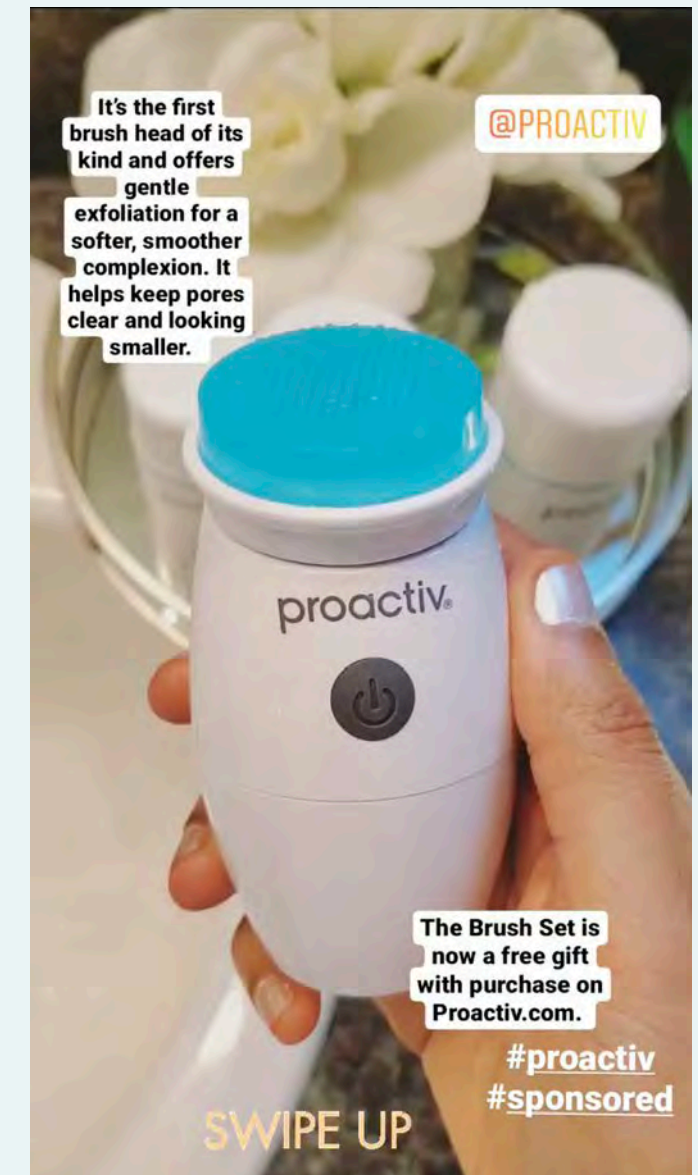
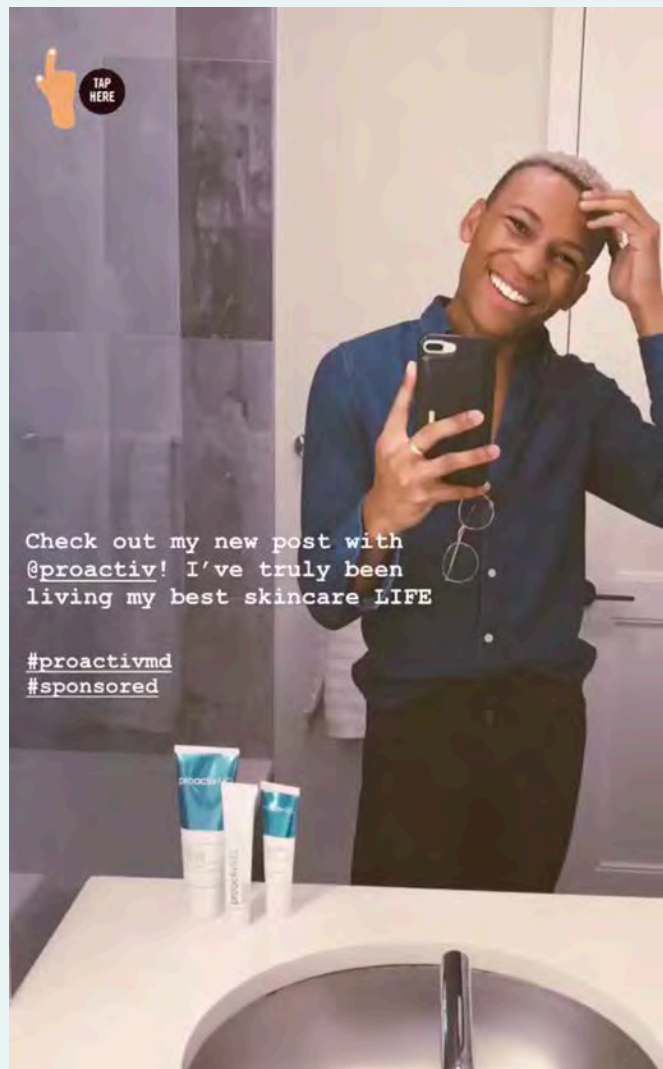
gucciandglam · Follow · Paid partnership with **proactiv** · Overland Park, Kansas

305 likes

gucciandglam Proactiv just sent me their newest brush head and it's perfect for my skin, which can be sensitive at times! 💙 #sponsored The Soft cushion gel brush head is @proactiv newest product and it helps to remove all my makeup, while offering gentle exfoliation to keep my pores clear and my skin soft and smooth! 🙌

I have used it for a few weeks now and my skin is already looking and feeling better and is keeping my skin clear! You can grab your own online at @ultabeauty to pamper your skin at home! Are you using a facial cleanser tool right now?! Check out the link in my bio to order yours online! 💙 #proactiv #proactivmd #gucciandglambeauty #ultabeauty #liketkit #LTKbeauty #StayHomeWithLTK #LTKunder100

Instagram story examples



Go to [instagram.com/proactiv](https://www.instagram.com/proactiv) and click on our "fan love" stories for more examples!

Getting to know proactiv

This section will give you an overview of proactiv,
plus a deep dive into our three unique acne systems.



proactiv+



proactiv solution



proactivMD

The proactiv difference

We know that a consistent routine is the key to clear skin. That's why we've always been a subscription brand, so we can help you maintain your routine by delivering your skincare right to your door. Proactiv products are dermatologist tested, and they're for people of all ages and skin types who are treating their acne.



proactiv.

It's more than a subscription

Everyone with a proactiv subscription has access to our member site. It's a portal where our customers can get more info about the products they're using, customize their kit, manage their shipments, and shop a whole catalog of proactiv products (think moisturizers, masks, and more!) at an exclusive discount.



Like what you see?

As an affiliate, you'll have the chance to try brand new products, before they hit the market!

THE ORIGINAL

proactiv® solution

Our original skincare and most popular solution, this system was made for all skin types.



Renewing Cleanser

Wash away dirt, oil, and other skin-clogging impurities. Tiny, dissolving exfoliating beads remove dead skin cells while **benzoyl peroxide** gets deep into pores to kill acne-causing bacteria.

Revitalizing Toner

An alcohol-free formula that contains **glycolic acid** to remove excess oil and impurities from pores, keep pores unclogged, balance skin and leave your complexion feeling soft and refreshed.

Repairing Treatment

Prescription-grade **benzoyl peroxide** kills acne-causing bacteria at its source to clear existing blemishes and prevent new ones from forming. It also contains **allantoin**, to moisturize and promote healthy-looking skin.

subscription starting at \$19.95/month + S/H

Deep Cleansing Face Wash

This gentle daily cleanser with dissolving **exfoliating beads** that lift away dulling cells to brighten your complexion and reveal smoother, softer skin.

Adapalene (Ah-dah-puh-leen)

An acne-fighting retinoid that treats breakouts, prevents blackheads and whiteheads, and stops new acne from forming. Plus, it reduces the redness and inflammation caused by acne.

Daily Oil Control with SPF 30

A three-in-one **sunscreen** and **moisturizer** hydrates, mattifies the complexion, and protects skin from harmful UVA & UVB rays.

subscription starting at \$24.95/month + S/H

MOST ADVANCED

proactivMD®

Designed for stubborn breakouts,
no prescription required.



OUR GENTLEST

proactiv+®

Formulated as a gentler option for sensitive skin.



Skin Smoothing Exfoliator

A daily cleanser that contains **microcrystal benzoyl peroxide** to kill acne-causing bacteria. Gentle exfoliating beads remove dead skin cells and clear pores.

Pore Targeting Treatment

Featuring our patented **Smart Target® technology**, which delivers **benzoyl peroxide** directly into pores to target breakouts while preventing dryness and irritation.

Complexion Perfecting Hydrator

This moisturizer contains **salicylic acid** to clear pores, and our **Skin Brightening Complex** to help fade the appearance of post-acne dark marks.

subscription starting at \$29.95/month + S/H

We can't wait to see your posts!

We're so excited to have you as a partner.

Have questions? Need anything?
Reach out to partners@proactiv.com

