



9/22/21



UPCOMING EMAILS

mother dirt
KITS MIST BLOG ABOUT

SKINCARE WORTH FALLING FOR
Autumn's in the air and with that comes less humidity and cooler temps, meaning fall, my skin, try these fall favorites for a glowing complexion all season long.
SHOP NOW

A+ RESTORATIVE MIST
For sensitive skin, reduce fine lines, soothe irritation, reduce breakouts, and keep skin soft and supple. A+ Restorative Mist is a clinically proven, fragrance-free, non-irritating, and non-comedogenic skin care product.
SHOP MIST

PREBIOTIC FOAMING CLEANSER
Formulated with prebiotic acids (from Bifidobacterium and Lactobacillus) to remove dirt and impurities, leaving skin feeling nourished and refreshed.
SHOP CLEANSER

POSTBIOTIC MOISTURIZING BODY OIL
Our new body oil has our best oil (rosehip) and our best oil (shea butter) to keep your skin soft and hydrated. It's also rich in antioxidants and vitamins to help your skin's natural moisture barrier.
SHOP BODY OIL

POSTBIOTIC SERUM
The ultimate fall skincare reader - it soothes, hydrates, and protects skin to nurture skin without feeling greasy or heavy.
SHOP SERUM

SHOOT US A TEXT
Subscribe to text alerts and save 10%. You'll also get special offers and updates. Text MDSAVE10 to 29071 to subscribe.

SUBSCRIBE & SAVE 10% on every order. mother dirt FREE SHIPPING on orders \$69+ in the U.S.

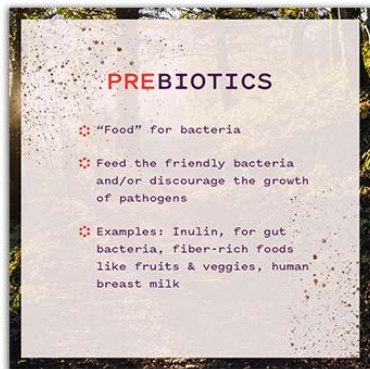
mother dirt
KITS MIST BLOG ABOUT

THE RESULTS ARE IN
96% agreed their skin looked clearer*
93% agreed their skin felt balanced*
96% agreed their skin felt soothed & not irritated*
90% saw some city skin*
Our new and improved Prebiotic Acne Lotion is clinically proven to reduce redness and shine for a clear, healthy-looking complexion.
GET RESULTS
THE DIFFERENCE IS CLEAR
Clarify, treat, soothe, and restore in three easy steps for a balanced microbiome and healthier-looking skin.
SHOP NOW
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mother dirt
KITS MIST BLOG ABOUT

HERE'S WHAT YOU MIST IN THE PRESS
Don't just take our word for it, everyone is talking about our products. A+ Restorative Mist, including top media outlets.
SHOP A+ RESTORATIVE MIST
WELL+GOOD
A leader in the probiotic skin-care space, Mother Dirt also has a bottle of A+ Restorative Mist, which means you can wear less makeup during the summer. It's also designed for all skin types, so you don't have to sift through endless products to find the one that works for you.
DIGEST
It uses active probiotics to combat skin-causing bacteria and promote radiant, healthier-looking skin, which means you can wear less makeup during the summer. It's also designed for all skin types, so you don't have to sift through endless products to find the one that works for you.
BYRDIE
Mother Dirt A+ Restorative Mist balances and tones skin and combats skin types. It's also multi-purpose and can be used on the face, neck, and chest. It's also designed for all skin types, so you don't have to sift through endless products to find the one that works for you.
MEX JOURNAL
This body mist contains water, salt, and live "America's leading bacteria" which settle into the skin to fend off bad bacteria, while also preserving skin's healthy pH balance.
TRY IT FOR YOURSELF TODAY
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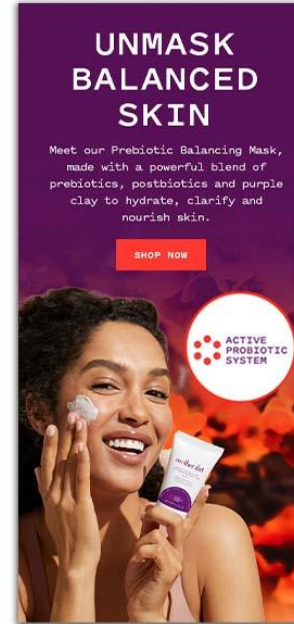
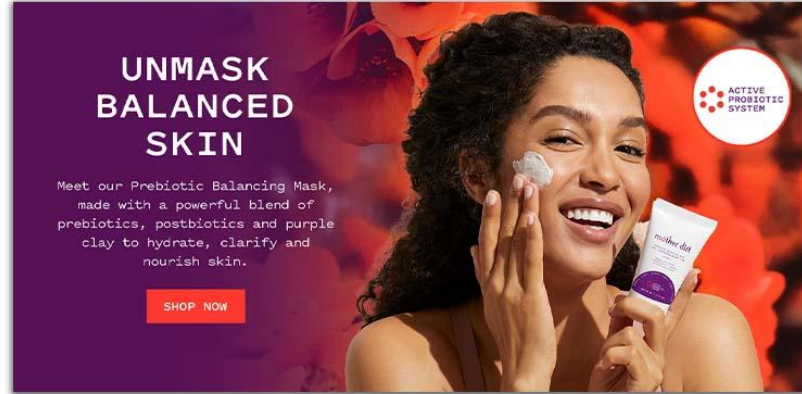
RECENT & UPCOMING SOCIAL GRAPHICS



PAID SOCIAL - mix of Superbolt + Creative Team



BRAINSTORMING - ASSETS



MOCK OF MASK LAUNCH A SPOTS

- Incorporate nature
- Incorporate lifestyle
- Incorporate product
- Appeal to new archetype



BRAINSTORMING - MISC

PHOTOGRAPHY

- Textures on white
- Presets (nature photos - not from users, not airbrushed)
- Shutterstock trial
- Define "nature" (the Amazon, backyards, hiking trails?)

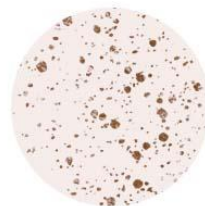
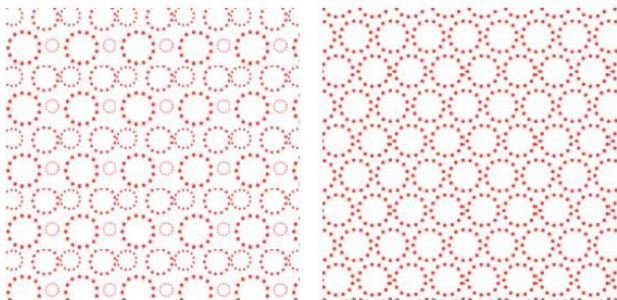
GRAPHICS

- User-friendly typeface for body copy
- Brand pattern based on bloom
- Dirt specs on sand/white backgrounds

ORIGINAL:



PRESET:



CURRENT HEADLINE

Current body copy

CURRENT HEADLINE

Potential body copy