



## Nourish Beauté Natural Haircare Campaign Guidelines & Requirements - For Instagram Influencers

### OVERVIEW

Please carefully read through the requirements of this campaign. If you have any questions, please do not hesitate to ask. Once you have read through these requirements, please complete and email back the Influencer Agreement to [@nourishbeaute.com](mailto:info@nourishbeaute.com) email address.

### ABOUT

Nourish Beauté is a beauty company that features natural haircare products meticulously formulated with ingredients that support hair growth. Each Nourish Beauté product contains clinically proven patented ingredients and organic DHT blockers derived from nature. The owner, Cynthia Ferrara, and longtime sufferer of a thyroid condition, created Nourish Beauté products to manage hair loss. Nourish Beauté has a variety of products including shampoos, conditioner, vitamins and hair growth serums. Everyone deserves to love their hair. The ultimate mission of Nourish Beauté is for product users to care for their hair with products made from natural ingredients all while falling in love with their hair.

### CAMPAIGN DETAILS

This campaign will include influencer and blogger participants alike to create content on their blogs and social media platforms that introduces followers to the Nourish Beauté natural haircare growth products.

- Content creation must exclusively feature the Nourish Beauté brand and products received.
- Influencers must use products for a minimum of **30 days** prior to creating product posts.
- Influencers are required to submit draft content and photography to Nourish Beauté for approval prior to posting.
- Influencers are required to post content to social media platforms **within 90 days** of receiving products, but no sooner than **30 days**. Influencer and Nourish Beauté will agree to a posting timeline that includes a draft submission date and post publication date.

### CONTENT REQUIREMENTS - INSTAGRAM

- You must create a post on Instagram that includes a clear image of the Nourish Beauté products. You can absolutely be included in the image, or the products can simply be tastefully and appealingly displayed.

- The caption of your Instagram post must introduce your followers to Nourish Beauté and products received. Your post should include an honest review of the Nourish Beauté products used. Information should emphasize how long to use products, personal experience/review of product use. Your Instagram caption must include a disclosure stating: *I received these products courtesy of Nourish Beauté. All opinions are my own.* Include a hashtag such as #Ad or #Sponsored (If influencer is receiving monetary compensation for post, disclosure text should state: *I received compensation for this post, including these products courtesy of Nourish Beauté and all opinions are my own.*)

- Influencer has complete curation creativity for Instagram image and caption as long as all content created and posted is original content that has been reviewed and approved by Nourish Beauté, in accordance with the posting timeline draft submission date.

Instagram caption must exclusively feature the Nourish Beauté brand and products and influencer cannot mention other beauty brands or beauty products in post caption. Caption must include the the hash tag #NourishBeaute

- Once your Instagram post has been created, approved and published, you must post your approved image to all of your actively used social media platforms (primarily: Facebook, YouTube, Twitter and Pinterest).

- Social media caption on all platforms should follow similar caption guidelines and must include a disclosure where applicable and/or hashtags such as #Ad or #Sponsored

## **POSTING CONTENT REQUIREMENTS**

For answers to any questions regarding blog post and social media requirements, please email [@nourishbeaute.com](mailto:@nourishbeaute.com) email address.

- Remember, your image and caption must be submitted as a draft and approved by Nourish Beauté prior to publishing. We will review your content and provide feedback on the draft(s). If any revision requests are made, you must re-submit your content for approval prior to posting. Once you have been given approval, you must have your Instagram post published on the agreed upon date and also be sure to share to your other social media platforms within 24 hours of publishing your Instagram post.

- Once your content is published, please the Instagram URL and other social media URL(s) to [@nourishbeaute.com](mailto:@nourishbeaute.com) email address. Content must remain on your Instagram and other social media pages for a minimum of 12 months from publication date.

## **FINAL INFORMATION**

1. All content, including images, created by influencer is free to be shared and used by Nourish Beauté for marketing purposes.

2. Influencer must complete and sign the Influencer Agreement prior to receiving products. Once the agreement is signed and products are received, influencer is committed to publishing to their Instagram and other applicable social media platforms.

3. Influencer must adhere to the agreed upon posting timeline that includes draft submission date and post publication date.



Nourish Beauté  
Influencer Agreement - Instagram

Influencer Name:

Influencer Shipping Address:

**Initials:**

By initialing below, influencer agrees to follow all requirements of this Natural Haircare Campaign.

**Initial:**

**Requirement:**

\_\_\_\_\_

I agree to post on my Instagram and follow all Instagram post requirements as outlined in the Nourish Beauté Natural Haircare Campaign Guidelines and Requirements.

\_\_\_\_\_

I agree to post on all of my actively used social media platforms and follow all post requirements as outlined in the Nourish Beauté Natural Haircare Campaign Guidelines and Requirements.

\_\_\_\_\_

I understand and agree to all of the Natural Haircare Campaign Guidelines & Requirements.

\_\_\_\_\_

If I do not reasonably follow the agreed upon posting timeline (reasonable allows influencer a 14 day grace period allotted for extenuating circumstances), I will be required to return all unused and unopened products received to Nourish Beauté. I am responsible for all shipping costs. If products have been used or opened, and I do not fulfill the requirements of the posting timeline, I will be responsible for the cost of all products received. Payment for products must be received to Nourish Beauté within 30 days after missing the final publication posting timeline deadline.

**Signature:**

By signing below, influencer agrees to follow all requirements of this Natural Haircare Campaign, and understands and agrees to everything stated in this Influencer Agreement.

\_\_\_\_\_  
Influencer Signature

\_\_\_\_\_  
Date of Signature

\_\_\_\_\_  
Influencer Name (printed)