



# LIZZIE'S ALL-NATURAL PRODUCTS

SKINCARE BRAND

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SOCIAL MEDIA CONTENT



# PROJECT SCOPE

CREATE SOCIAL MEDIA CONTENT THAT:

- BRINGS AWARENESS
- EDUCATES ON ECZEMA
- FUNNELS TO WEBSITE AND PHYSICAL STORE

BRAND VOICE:

- RELATABLE
- FRIENDLY
- HOMEGIRL VIBES



productsbylizzie

Lizzie's All-natural Products



productsbylizzie The face you make when you find a natural deodorant that actually works!

We cut the BS (see what we did here) and made a baking soda-free deodorant that keeps your pits smooth and smelling fresh.

Come see what the hype is all about:

🛒 Shop now at: [www.productsbylizzie.com](http://www.productsbylizzie.com)

👤 @jodiebrim



#organicdeodorant #skincareluxury #allnaturalskincare  
#armpitslove #glowingskincare #aluminumfreedeodorant  
#naturaldeodorantformen #deodorantstick #deodorant  
#naturalskincare #naturaldeodorantthatworks  
#naturaldeodorantbalm #shower #skincare #greenskincare  
#womandeodorant #armpits #organicskincare  
#naturaldeodorant #showermagic #deodorantnatural  
#skincarecommunity #vegandeodorant  
#veganskincareproducts #cleanpits #skincare101  
#bestnaturaldeodorant #luxuryskincare #wilddeodorant  
#deodorantnature!



82 likes

September 20, 2021



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Post



productsbylizzie  
Lizzie's All-natural Products



productsbylizzie Sick of steroids? we are too! Which is why we created this all family friendly, non toxic natural formula that will help you with your eczema.

Vegan & Nut free ✓  
Helps rid dark marks ✓  
Relieves inflammation & itchy skin ✓

Whether it's seasonal or a life long battle, we are here to help  
👉❤️

🛒 Shop Now at [www.productsbylizzie.com](http://www.productsbylizzie.com)

⋮

#allnatural #antiaging #beforeandafter #blackownedbusiness #bodybutter #dryskin #eczema #eczemacare #healing #health #healthylifestyle #love #motivation #naturalproducts #organic #psoriasiswarrior #sensitiveskincare #sheabutter #skincareaddict #skincarecommunity #skincareproducts #skincaretips #transformation #vegan

Edited · 98w



90 likes

February 18, 2022



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Lizzie's All-natural Products



productsbylizzie ✨THE UNBOXING✨ That moment of pure joy when you open your package and reveal your latest Lizzie's haul.

👉 Send loved ones a dose of joy during the holidays with Lizzie's All-natural Products.

[www.productsbylizzie.com](http://www.productsbylizzie.com)

👉 @herhousecreatives

👉 @jodiebrim

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#anniversarygifts #birthdaygift #birthdaygifts  
#christmasgiftideas #christmasgifts #custommade  
#fathersdaygift #fathersdaygifts #gift #giftbox #giftforhim  
#giftidea #giftideas #gifts #giftsfordad #giftsforfriends  
#giftsforher #giftsforhim #giftsformom #giftshop  
#handmadegifts #holidaygifts #holidayshopping  
#personalised #personalisedgifts #personalizedgifts  
#shoplocal #smallbusiness #supportsmallbusiness  
#uniquegifts



181 views

December 16, 2021



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Lizzie's All-natural Products



productsbylizzie I gotta be real with you: I'm loving the skin I'm in!

Growing up, I was always self-conscious about my skin. My go-to outfit always included jeans or long skirts to hide the scars on my legs from eczema flare-ups. I hated waking up in the morning to new wounds on my dry skin. And the steroids weren't helping.

I knew something had to give and started doing a deep dive into how I was taking care of my body. That led to a full reset, and I swapped my eating habits and skincare products for more natural, cleaner options...one being my Eczema Butter.

And y'all, this transformation has been phenomenal! My skin is now happy and healthy. I'm proud to call myself an Eczema Conqueror, and I'll show off my legs any day!

I want to help you on your eczema journey towards loving your skin. Check out my list of must-have skincare products at the link in bio!

STORYTELLING ❤️Lizzie

📱@jodiebrim

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152 likes

September 2, 2021



productsbylizzie  
Lizzie's All-natural Products



productsbylizzie There's nothing like seeing your little one be uncomfortable from their itchy, inflamed skin. Eczema can cause a nasty cycle of painful flare ups, redness, and extremely dry skin.

You want to keep your little one healthy and happy. We're here to help!

We created this Eczema Butter bundle for Babies to keep little ones' skin healthy and lessen the itch. Made with non-toxic, natural ingredients like shea butter, sea buckthorn oil, and oatmeal, your baby's skin will soak in the anti-inflammatory, soothing nutrients from this butter and organic body wash.

Oh and we didn't even mention the sponge...it's so gentle, soft and doesn't hold onto bacteria like those icky washcloths 🌟

🛒 Visit [www.productsbylizzie.com](http://www.productsbylizzie.com) to grab your bundle. Happy, healthy skin is just a few clicks away.

🏠 @herhousecreatives

#baby #babyskin #babyskincare #eczema #eczemarelief  
#eczemahealing #eczemawarrior #eczemaproblems  
#veganbeauty #blackvegan #vegan

110w



26 likes

November 23, 2021



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Post



**productsbylizzie**  
Lizzie's All-natural Products



**productsbylizzie** Hands up if you love the skin you're in! 🙌

Feeling confident and comfortable in your skin is so much easier when you're caring for your soul and nourishing your skin with all-natural products.

Shop now and join the skin love party! [#happyfriyay](#)

[www.productsbylizzie.com](http://www.productsbylizzie.com)

133w



**thethrillest1** Baby not kid

133w Reply



**thethrillest1** Able for kids to use?

133w Reply



— View replies (1)



**the\_kellita** I don't feel comfortable in my skin but your products make it more tolerable.

133w Reply



— View replies (2)



**54 likes**

June 18, 2021



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Post





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Lizzie's All-natural Products



productsbylizzie What's your morning routine?

For me it's waking up around 6 AM, spending quiet time with meditating, and then heading to the shop to prepare more batches of our products.

Whether you're an early riser like me or enjoy sleeping in, I hope your day is productive and filled with joy!

Happy FriYAY 🥳🥳🥳



👤 @jodiebrim

Edited · 131w



dermlove.skincare ❤️

119w Reply



justnatureslove You look so happy!! I love it! ❤️

119w Reply



serenitybykm Wake up at 7 with the baby, I usually try to get to my self care first before spending time at my altar and praying and journaling. Then it's breakfast and cleaning before work. It's a pretty relaxed 2 hours. So proud of myself



Liked by maenicolcandles and 235 others

July 2, 2021



Add a comment...

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Lizzie's All-natural Products



productsbylizzie I don't think it's true when they say you'll never work a day in your life if you do what you love.

From this business, I've learned that you can do both: work super hard and love the process.

Whether I'm testing new formulas, running the shop, hosting IG lives, or preparing more batches of products, I know I'm giving it my all and enjoying every minute of it.

Happy FriYAY 🥳🥳🥳

 [www.productsbylizzie.com](http://www.productsbylizzie.com)

 @jodiebrim

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#antiaging #cosmetics #glowingskin #healthyskin  
#naturalskincare #selflove #skin #skincare #skincareaddict  
#skincareblog #skincareblogger #skincarebloggers  
#skincarecollection #skincarecommunity #skincarejunkie  
#skincarekorea #skincarelokal #skincarelover #skincareproducts  
#skincareproduct #skincareproducts



26 likes

October 22, 2021



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productsbylizzie

Lizzie's All-natural Products



productsbylizzie Eczema? Dry skin? Psoriasis? I get it. I've dealt with eczema my entire life and understand the pain and discomfort caused by those pesky flare-ups and seasonal changes. It's why I created each product in our collection to soothe irritation and be gentle enough for sensitive skin.

As a business owner and fellow eczema warrior, my goal is to help you feel comfortable and confident in your skin. If you're in the area, feel free to stop by the store and meet me! I'd love to connect with you and answer your questions.

♥ Lizzie

🌐 [WWW.PRODUCTSBYLIZZIE.COM](http://WWW.PRODUCTSBYLIZZIE.COM)

👤 @jodiebrim



#skincaretip #sensitiveskincare #menskincare  
#handmadeskincare #skincarelover #skincarecommunity  
#dailyskincare #skincarestore #plantbasedskincare  
#skincarenatural #instaskincare #skincare #cleanskincare  
#skincareproducts #livingkincare #instaskincare



49 likes

September 14, 2021



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Lizzie's All-natural Products



productsbylizzie Did you know skin conditions like eczema and psoriasis can be triggered by what you eat?

Certain foods like red meats, pastries, deep-fried foods, margarine, and sodas can cause inflammation and irritate your gut health and your skin.

Conquering eczema involves making lifestyle changes, and that includes our eating habits.

We're taking steps to improve our skin (and overall) health by eating less processed and anti-inflammatory foods and instead adding more leafy greens 🥬, fresh fruit 🍎 and colorful veggies 🥕 to our everyday diet.

Not only will this balance our gut health but can also boost our immune system and keep our skin happy and healthy.

What are some ways you're making lifestyle changes to improve your health?

👤 @jodiebrim

#eczema #cleaneating #healthylifestyle #healthyfood #healthiswealth #lifestylechange #foodismedicine #skincare #skincareroutine #skincaretips

Edited · 116w



136 likes

October 11, 2021



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productsbylizzie

Lizzie's All-natural Products



productsbylizzie Friends that flow together, glow together. 🧘‍♀️



The benefits of yoga stretch beyond increasing flexibility and resetting your energy. Studies show that practicing yoga can help treat eczema by reducing inflammation and improving circulation.

A workout that's an energy boost and a remedy for eczema? It's a win in our book!

Tag your bestie and bring on the namaste vibes ✨

👤 @jodiebrim



#antiaging #crueltyfree #facial #glowingskin #healthyskin #naturalskincare #organic #selflove #skin #skincare #eczema #skincarebloggers #eczemarelief #entrywaydecor #yoga #skincaregoals #skincareherbal #skincarejunkie #skincarekorea #skincarelokal #skincareluxury #skincareproduct #skincareproducts #skincareregimen #skincareroutine #skincareroutines #skincaresehat



308 likes

September 23, 2021



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**productsbylizzie**  
Lizzie's All-natural Products



**productsbylizzie** Although Summertime is one of my favorite seasons, the one thing I dread are those annoying MOSQUITOS. They are horrible in North Carolina, and even though they aren't invited, they always show up to the party.

Thankfully, I use the Bug Off Spray to keep mosquitoes and other pesky insects away from me. It's crafted with 100% natural ingredients and is DEET-free, so my health isn't affected. And it smells good! No more stinky, toxin-filled bug spray on this skin.

Are you ready to keep those BUG'S OFF?

Grab a bottle of our Bug Off Bug Repellent today and get 25% off. No coupon code required. Ends tonight at 11:59 pm EST.

[www.productsbylizzie.com](http://www.productsbylizzie.com)

[@jodiebrim](https://www.instagram.com/jodiebrim)  
Edited · 126w



**twineyspice** I recently got some of this and I LOVE it! Not only does it keep the pesky mosquitoes away, but it smells great too! And I don't worry at all about using it on my kids!

127w 1 like Reply

[View replies \(1\)](#)



Liked by [thelittlevilla\\_clt](#) and 36 others  
July 29, 2021

Add a comment...

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productsbylizzie

Lizzie's All-natural Products



productsbylizzie Have you visited the store yet?

If you're in Winston Salem or the Triad area, pop over and say hi! I'm here and ready to answer your questions, give out samples, and help you find the products your skin needs.

We are open today 10-2

Happy Juneteenth 🇺🇸🌸

Order online for curbside pickup 🚚

🛒 [www.productsbylizzie.com](http://www.productsbylizzie.com)

📸 [@jodiebrimphotography](https://www.instagram.com/jodiebrimphotography)

Edited · 133w



theeatwellmarket What a cutie 🥰❤️ the store looks amazing!

133w Reply

— View replies (1)



eleganceofserenity 🥰🥰

133w Reply



135 likes

June 19, 2021



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