

Beauty room social media content

DATE	DAY	POSTS, Color, Caption,
1	Mon	A Fun Quote on Hair/ Skin "You did the best during lockdown. Now, leave it to us. Your Skin Care is our Priority"
		Welcome back after lockdown post We Missed You The Beauty Room is back! All Set & Sterilised to serve you. Call us on (number) to secure your appointment.
		Did you Know? A Fun Fact about Hair/ Skin "Your Skin starts ageing at 20" It needs Care
2	Tue	Hair/Skin Tips Reference: https://www.instagram.com/p/B_9QO6yjaMi/?utm_source=ig_web_copy_link
		We're ready to pamper you with the best of beauty and safety
3	Wed	Client Diaries (Testimonials)
		Before and After Looks of customers
		Pamper yourself with the best Beauticians in town! Our Team has mastered the art of delivering world class beauty services.
4	Thu	Blockbuster Looks (Actress who has nailed her hair and makeup)

		<p>Pictures of the products used (Hair Care)</p> <p>Make a star comeback from the Lockdown!</p>
5	Fri	<p>A Fun Quote on Hair/ Skin</p> <p>“Everyone is beautiful, we just make it obvious!”</p>
		<p>Video of Safety Precautions taken</p>
6	Sat	<p>Hair/Skin Tips</p> <p>"Types of Skin"</p>
		<p>The 5 Biggest 2020 Haircut trends for Women</p>
7	Sun	<p>Client Diaries (Testimonials)</p>
		<p>Before and After Looks of customers</p>
8	Mon	<p>A Fun Quote on Hair/ Skin</p> <p>“Invest in your hair, it is the crown you never take off”</p>
		<p>Did you Know? A Fun Fact about Hair/ Skin</p> <p>“The average person's skin covers an area of 2 square meters.”</p> <p>Give the care your skins deserves</p>
9	Tue	<p>Hair/Skin Tips</p> <p>“Top 7 Acupressure Points to Calm your Body and Spirit”</p>
		<p>How do actresses have such glowy skin? (Could be a mini carousel. Talk about regular tips and then cleanups at salons)</p>
10	Wed	<p>Client Diaries (Testimonials)</p>
		<p>Before and After Looks of customers</p>
11	Thu	<p>Blockbuster Looks (Actor who has nailed his hair and makeup)</p>

		Pictures of Products Used (Skin Care)
12	Fri	A Fun Quote on Hair/ Skin “May your Hair Grow and your Skin Glow”
		You don't have to wait in the queue anymore Get Beauty Services at your doorstep
13	Sat	Hair/Skin Tips
		Video of Hair cut
14	Sun	Client Diaries (Testimonials)
		Before and After Looks of customers
15	Mon	A Fun Quote on Hair/ Skin
		Did you Know? A Fun Fact about Hair/ Skin

16	Tue	Hair/ Skin Tips
		Lady, You worked so hard! You deserve some pampering!*
		<i>Beauty Room, Experience, affordable Luxury and absolute bliss</i>
17	Wed	Client Diaries (Testimonials)
		Before and After Looks of customers
		The 5 Biggest 2020 Haircut trends for Men
18	Thu	Blockbuster Looks (Actress who has nailed her hair and makeup)
19	Fri	A Fun Quote on Hair/ Skin
		This Season, Gift yourself a blissful Getaway!
20	Sat	Hair/ Skin Tips

		<p>The Beauty Room cares about your hygiene!</p> <p>Plush and Exclusive Spa for Women - Luxury of a vacation, just around the corner.</p>
21	Sun	Client Diaries (Testimonials)
		Before and After Looks of customers
22	Mon	A Fun Quote on Hair/ Skin
		<p>Did you Know?</p> <p>A Fun Fact about Hair/ Skin</p>
23	Tue	Hair/ Skin Tips
		<p>Beauty is not expensive here</p> <p>Great Cuts, Less Bucks (Hair Cut Picture)</p>
24	Wed	Client Diaries (Testimonials)
		Before and After Looks of customers
25	Thu	Blockbuster Looks (Actor who has nailed his hair and makeup)
26	Fri	A Fun Quote on Hair/ Skin
27	Sat	Hair/ Skin Tips
28	Sun	Client Diaries (Testimonials)
		Before and After Looks of customers
29	Mon	A Fun Quote on Hair/ Skin
		<p>Did you Know?</p> <p>A Fun Fact about Hair/ Skin</p>
30	Tue	Hair/ Skin Tips

SM POSTS

1. **Title: Tailored to your skin**

TC:

Our beauty experts will make your customised pack right before the service
Premium range of facials designed solely for you
Let's Glow Together!

2. **Title: Wine Facial for instant glow**

TC:

If you thought wine was only meant to be enjoyed as a drink, think again
Our customized red wine facial is your ticket to radiant skin

3. **Title: We Missed You**

TC:

The Beauty Room is back!
All Set & Sterilised to serve you.
Call us on (number) to secure your appointment.

4. **Title:**

"You did the best during lockdown. Now, leave it to us.
Your Skin Care is our Priority"

5. **Title: We're ready to pamper you with the best of beauty and safety**

6. *(Skin Care Tip)*

Title: Body Scrub for coffee lovers

TC:

2 tablespoons coffee grounds
1 tablespoon granulated sugar
1 teaspoon olive oil

Reference: https://www.instagram.com/p/B_9006yjaMi/?utm_source=ig_web_copy_link

7. **Title:** Pamper yourself with the best Beauticians in town!
TC: Our Team has mastered the art of delivering world class beauty services.

8. **Title:** Client Diaries

TC:

“Awesome, attentive staff and management. Well maintained place. The facial I got was out of the world. I never sleep during facials, but It felt like I was high on something. Very good!”

- Sri Duggi

DIVIDE

TOTAL: 30

1. SERVICES: 40% - 12 posts
2. SALON (basic, testimonials): 20% - 6 posts
3. SKIN CARE/ HAIR CARE TIPS: 20% - 6 posts
4. QUOTES/ FUN CONTENT: 20% - 6 posts

Treats your skin from the inside

Medicine for your skin

SERVICES

1. Real Red Wine Facial

Title- Treat your skin right from the inside with our Ultimate Red Wine Facial

T.C - For timeless radiance and dazzling skin.

PD - Experience cleaning, scrubbing, steaming, toning and, removal of black and whiteheads all at once. We're not yet done! We also offer a 20-minute massage followed by a mask.

Title- This Premium Pedicure is a package of handpicked fine world-class services to make you feel like a princess!

2. Premium Pedicure

Title: Experience a Princess like Pedicure

T.C: With our hot candle-wax lotion massage, and luscious aroma of bath bomb our premium pedicure comes with lots of other gifts too

P.D - Our Premium Pedicure comes with a lavender or blueberry flavored hot candle wax lotion massage to your feet, clearing tan and gives you a soothing effect. The aroma sets your mind and soul in their relaxation mode!

We never let our customers step out without surprises!

Our Premium Spa comes with bath bombs that have customized dainty accessories inside.

Take home our complimentary detox pads to comfort your feet.

We always believe in, “ Healthy surrounding, Healthy Body” So, We have customized a stick pencil that has tomato seeds on it! That is, our plant rises up just like your trust in us!

3. Eye Treatment

Title- Treat your eyes the right way!

TC - Relax your eyes and get rid of dark circles @250/- only

PD- Try out our Best Selling Eye pack. This 20-minute treatment, not just cools your eyes but also helps you get rid of dark circles and relaxes them. The service comes at a price that you can never turn down!

4. SPA

Title- Had a hectic day?

TC - Amidst your busy schedules, take out some time to rejuvenate your mind and body, with our signature Spa!

PD - Feeling exhausted? Our signature pain-relieving technique comes packed with the Thai, Balinese, and Deep Tissue massage techniques to completely dust your tiredness away.

5. Men's Haircut, beard styling

Title- Happiness is; A fresh new haircut!

T.C- Never go out of trend! Get your haircut and beard styling done by our professional hairdressers.

PD- Choose the best style that makes you look picture perfect.

6. Keratin Straightening and Smoothing

Title- As smooth as butter is out of style, Let your hair set standards for smoothness!

T.C- Beauty room offers you World-Class "Keratin Straightening and smoothing" service.

PD- We use the right techniques to help you flaunt with your flawless hair.

7. Bridal

Title- Be the Bride that steals everyone's heart!

T.C- Add extra magic to the most memorable day in your life, with our bridal services!

PD- Don't miss the chance to look ultra special, on your wedding day. Beauty Room provides world class bridal services.

8. Vita Lift

Title- Age is just a number, with our exclusive Vita Lift!

TC - Working against wrinkles, pigmentation and dry patches, this treatment is a perfect fit for your just aging skin

PD- Our Vita Lift treatment treats your skin right from the inside. This oil-based treatment is made up of essential vitamins and does wonders for your just aging skin. It does not just work on tightening your skin but also effectively works against wrinkles, pigmentation, and remarkably removes dry patches. The treatment usually varies from 5-6 sittings based on your skin's response.

9. Skin Treatment (not like chemical peeling)

Title- Bright skin means a bright day!

TC - Our Skin Brightening Treatment gives the perfect glow you need, without damaging your skin

PD- This Skin Brightening treatment usually is done in 3-4 sittings based on your skin's response. This is completely different from the chemical peeling treatment that leaves your skin affected. The whole treatment is done using Cheryl Products; the most recommended and trusted brand by beauty experts around the globe.

10. Women's Haircut

Title- We Hear You!

TC - Your hair is in safe hands at The Beauty Room. Get your haircut and styling done by the best hairdressers in the town.

PD- A bad haircut can be traumatic! So, why take chances, a good stylist is obviously cheaper than a therapist! Flaunt your hair by choosing the impeccable style that would surely make people drop their jaw. Our experts don't just cut your hair, but understand your needs and do the best for you.

11. Women's waxing - RICA

Title- Make your skin as smooth as velvet!

T.C- Our Rica Waxing range removes even the tiniest hair, making your skin radiant and luminous

P.D- Our Rica waxing range is a cream-based hair removal technique. With flavours like White chocolate, aloe vera, and green apple.

12. Red wine hair spa

Title- Red Wine is surely a beauty savior!

T.C- Feed your hair right from inside with our real and fine quality red wine hair spa.

P.D- We use absolutely real and fine quality Red Wine customized according to your hair texture. It improves your blood flow and has no side effects.

SALON

1. Test for Sensitive Skin for free

Title- Having a doubt about your skin type?

T.C- Get a free test done at The Beauty Room; your ONE-STOP solution for all beauty queries.

PD- It's always necessary to know your skin before you get your treatment done.

2. Testimonials. (Hear what our customers got to say)

Paschima Swain

34 reviews · 5 photos

a month ago-

This is good salon and I liked the services too.

Those who are looking for face wax, I would recommend them to go for rica wax, it gives a glow as well as growth in hair is delayed. Although you can't skip of getting tiny bumps on your face.

Coming towards their services and price, it's good and reasonable and the packages are very attractive and worthy too.

P.D- We have many reasons to be loved, but here's one for you!

Hear Paschima Swain's experience at The Beauty Room.

3. Welcome back after lockdown post

Title- We Missed You

TC-The Beauty Room is back!

All Set & Sterilised to serve you.

Call us on (number) to secure your appointment.

PD- This pandemic has changed many things, but not our care for you! We're now open to fulfill all your beauty needs.

4. Testimonials (Hear what our customers got to say)

tejaswa gupta

1 review

7 months ago-

Liked the service, ambience and light music.

One thing I liked about their service they give complete attention and time, not in hurry which I faced at some other salons. It's literally pocket friendly also. By looking at their ambience and service one would think it would be very costly but literally packages are in budget only.

PD- We have many reasons to be loved, but here's one for you!
Hear Tejaswa Gupta's experience at The Beauty Room.

5. **Title-** Pamper yourself with the best Beauticians in town!

T.C- Our Team has mastered the art of delivering world-class beauty services.

6. Testimonials (Hear what our customers got to say)

Neelima Kaushik

1 review

2 years ago-

Nice ambience and courteous staff , the place has great potential. I will go back soon for the service . It is value for money and clean and **hygienic**.

PD- We have many reasons to be loved, but here's one for you!
Hear Neelima Kaushik's experience at The Beauty Room.

SKINCARE/ HAIR CARE TIPS

1. Tip of the day:

Title- Your skin is the best accessory, Take good care of it with this Oat Scrub!

T.C- Mix powdered oats

In curd for normal skin

In milk for dry skin

In rose water for oily skin

Use this scrub every night before going to bed.

PD- This mild scrub helps in removing dead skin & impurities. Not satisfied with the results? We're always there to help you! Call us at -

2. Tip of the day:

Title- Hydrated skin looks younger! Try out this Rice water home remedy today!

T.C- Wash the rice two times with normal water. Don't mix or squeeze the rice while washing. Drain out the water. Now pour drinking water in it & soak it. After an hour, mix the water & rice well. Now, strain the water and store it in the fridge. Apply rice water to your face with cotton. Dry it & re-apply. Leave it till it dries & wash it with cold water.

PD- This Rice water remedy is suitable for all skin types. It stays for 3 days. You can use this to mix any face pack too. This water has amino acids, minerals, good for hydration. Need results that last longer? We're always there to help you! Call us at-

3. Tip of the day:

Title- The hair is the richest ornament a woman could ever have! Try out this quick remedy for flawless hair.

T.C- Wash your hair with shampoo. Now pour in the rice water mixed with 2 drops of essential oil on your scalp & hair. Massage for 2 minutes. Then, Wash with normal freshwater.

PD- This Rice Water Hair Remedy, works as a good conditioner. It also helps promote hair growth.

Feel your hair needs more? We're always there to help you! Call us at-

4. Tip of the day:

Title- The struggle doesn't have to be real with this Lemon Honey Pack!

T.C- Cleanse your face thoroughly. Apply honey mixed with lemon to the spots. Leave it for 15mins. Wash with cold water. You can also use raw potato paste mixed with lemon.

PD- This Home-Made Lemon Honey Pack helps you get rid of spots. Need remarkable results that last longer? We're always there to help you! Call us at-

5. Tip of the day:

Title- Potato is your skin's favorite too!

T.C- Apply the potato pulp to your face and let it stay for about 20 minutes. Wash off with plain water. You can do this remedy twice daily – once in the morning before taking a bath, and once in the night before going to bed.

PD- This Potato Beauty Tip helps your skin glow naturally. Need instant results? We're always there to help you! Call us at-

6. Tip of the day-

Title- But first, Skincare! Try out this super easy Yogurt and Dried Orange Peel remedy for spotless skin.

T.C- Take a few dried orange peels and 1 tablespoon of fresh and unflavored yogurt. Grind the dried orange peels till you get a powder Mix a tablespoon of this powder with the yogurt till you get a smooth paste. Apply this paste to your face and keep it on for about 20 minutes. Rinse with cold water.

PD- This Yogurt and Dried Orange Peel remedy for spotless skin is a must try this weekend! Not satisfied with results? We're always there to help you! Call us at-

FUN CONTENT/ QUOTES-

1. A Fun Quote on Hair/ Skin

Title- "Everyone is beautiful, we just make it obvious!"

PD- Every customer of our's is beautiful in their own way, we just make it obvious by giving them the right treatment and care!

2. A Fun Quote on Hair/ Skin

Title- “You did the best during the lockdown. Now, leave it to us. Your Skin Care is our Priority”

PD- Lockdown could have stopped many things. But, surely not our care for you! Visit us at-

3. A Fun Quote on Hair/ Skin

Title- “May your Hair Grow and your Skin Glow”

PD- Have trust in us, you'll never stop loving us! Call us at-

4. A Fun Quote on Hair/ Skin

Title- “The average person's skin covers an area of 2 square meters.”

PD- Skin makes up so much of your body, it's time to take good care of it! Reach us at-

5. A Fun Quote on Hair/ Skin

Title- “Your Skin starts aging at 20” It needs Care

PD- We don't just treat your skin but understand it! Rejuvenate your skin, body and mind at The Beauty Room. Also don't forget to get your free skin type test done!

