美妆个护类的产品文案

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| **内容说明** | **文案英文内容** | **文案中文内容** | **说明** | **备注** |
| 产品名称 | PRODUCT NAME:  JAYSUING Hair Identifier Spray | JAYSUING 面部毛发识别喷雾 | 根据不同产品名称修改（品牌+产品名） |  |
| 外网参考链接 | https://www.amazon.com/dp/B0D49QT38F?psc=1 |  | 寻找外网参考链接的方式   1. 用Google直接搜索关键词 2. 用Google以图搜图   3.直接在亚马逊平台等搜索相关产品 | 仅做参考无需放包装 |
| 成分表 | INGREDIENTS:  AQUA、MENTHA PIPERITA (PEPPERMINT) EXTRACT、LEDEBOURIELLA DIVARICATA ROOT EXTRACT、BUPLEURUM CHINENSE ROOT EXTRACT、SCUTELLARIA BAICALENSIS ROOT EXTRACT | 水、薄荷提取物、防风根提取物、柴胡根提取物、黄芩根提取物 | 成分表按下列原则确定：   1. 按美白、抗皱、去疣、静脉曲张、保湿等去统一成分，同个功能的成分全部统一为相同的成分 2. 液体的成分为水（Water）+其他成分 3. 膏体的成分为水（Water）+玉米淀粉（Corn Starch）+其他成分 4. 成分数量要大于等于5个，一定要查inci英文 5. 成分需百度一下是否为处方药、违禁药物、为对人体有害的成分、受管制等   6.如果是多种成份的，单词必须是 INGREDIENTS，复数形式；如果是  纯正单一成分的，单词是 INGREDIENT。 |  |
| 包含 | INCLUDING:  HAIR IDENTIFIER SPRAY：100ML\*1、EYEBROW SHAVER\*4 | 毛发识别喷雾：100ML\*1、修眉刀\*4 |  |  |
| 使用说明 | DIRECTIONS OF SAFE USE：   1. Clean and dry face. 2. Shake the spray gently, place it about 15-20 cm away from the face, and spray evenly on the area that needs hair removal. 3. Use an eyebrow trimmer to gently shave off the hair you want to repair. | 1. 清洁并干燥面部。 2. 将喷雾轻轻摇匀，放在距离面部约15-20厘米的地方，均匀地喷涂在需要脱毛的部位上。 3. 使用修眉刀轻轻刮除想要修理的毛发即可。 | 参考链接，根据产品的实物情况编辑 |  |
| 产品卖点 | BENEFITS：  1. Using unique plant ingredient technology, it can accurately identify fine facial hair.  2. It can make your skin feel more delicate and smooth, form a protective layer and reduce friction.  3. The spray has a refreshing texture and will not leave a greasy feeling on the skin after use, keeping your facial skin in a comfortable state and easily coping with various occasions.  4. Plant ingredients, safe, mild and non-irritating, suitable for people of all skin types, taking care of your skin health. | 1. 采用独特的植物成分技术，能够精准识别面部细小毛发。 2. 能够使您的肌肤触感更加细腻光滑，形成保护层，减少摩擦。 3. 喷雾质地清爽，使用后不会给肌肤带来油腻感，让您的面部肌肤保持舒适状态，轻松应对各种场合。 4. 植物成分，安全温和无刺激，适合各种肤质人群使用，呵护您的肌肤健康。 | 参考链接，根据产品的实物情况编辑 |  |
| 关键词 | KEYWORDS:  Hair Identifier Spray For Face、Shaving Skin Dermaplaning Spray For Face、Moisturizing and Skin Care Dermaplaner Spray | 面部毛发识别喷雾、面部剃须脱毛预备喷雾、保湿护肤脱毛预备喷雾 | 根据外网参考链接，确定关键词   1. 关键词优先从标题里面找，尽量找能匹配到这个产品的词组   2.关键词在相关平台搜索，能定位到对应或者相关的产品 | 仅做参考无需放包装 |
| 警告语 | WARNING:  Please keep out of reach of children. Do not swallow.Please clean your hands before use to ensure the best results from the product. Discontinue use if signs of irritation or rash occur. Store in a cool and dry place. | 请远离儿童。防止吞咽。使用前请清洁双手，以确保产品的最佳效果。如果出现刺激或皮疹的迹象，请停止使用。存放于阴凉干燥处。 |  |  |
| 1688上架标题 |  | 净肤软化毛发快速清洁温和舒缓面部细毛识别喷雾 |  | 只需中文 |
| **详情页文案（设计作图用词参考）** | | | | |
| 产品优势4条 （每条8个词语） | 1. Accurately identify the hair to be treated and prepare for hair removal. 2. Deeply nourish the skin and improve skin texture. 3. Easy spray application for easy operation. 4. Plant-derived formula provides you with safe care. | 1. 精准识别待处理毛发，做好脱毛准备。 2. 深层滋养肌肤，改善肤质。 3. 简便的喷雾式应用，操作简单。 4. 植物提取配方，为您提供安全护理。 |  |  |
| 产品卖点15条  （1-4条有小标题，标题3-4个词，内容15-20个词。  5-15条无需小标题,内容15-20个词。  ） | 1. Hair identification: Innovative formula, can accurately identify and mark facial hair to be treated, ready for hair removal. 2. Deep nourishment: Plant extracts deeply moisturize the skin, maintain skin moisture, and enhance skin texture. 3. Skin texture improvement: Regular use can improve skin texture, making skin more delicate and smooth. 4. Refreshing skin: After use, the skin feels refreshed and non-greasy, keeping the skin clean and comfortable. 5. Fast response time, immediate recognition results, saving you preparation time. 6. The formula is gentle and suitable for all skin types, including sensitive skin. 7. Contains plant extract ingredients that provide an immediate cooling sensation after use. 8. User-friendly spray design for even application and easy use. 9. It does not contain any ingredients that may cause irritation, ensuring skin comfort before hair removal. 10. Long-lasting formula maintains skin's excellent condition and reduces the need for frequent treatments. 11. Identify hair in advance to reduce discomfort during hair removal and make the hair removal process smoother. 12. Hair removal can also care for your skin and protect its natural health. 13. Small package, easy to carry and use anytime and anywhere. 14. Increase skin resistance and reduce skin problems after hair removal. 15. Simple and effective, it is suitable as part of daily facial hair management. | 1. 毛发识别：创新配方，能精准识别并标记待处理的面部毛发，准备脱毛。 2. 深层滋养：植物提取物深层滋润肌肤，保持皮肤水分，增强肤质。 3. 肤质改善：定期使用可改善肤质，使肌肤更加细腻光滑。 4. 清爽肌肤：使用后肌肤感觉清爽，无油腻感，保持肌肤干净舒适。 5. 快速反应时间，即刻展现识别效果，节省您的准备时间。 6. 配方温和，适合所有类型肌肤，包括敏感肌。 7. 含有植物提取物成分，使用后即刻带来清凉感。 8. 用户友好的喷雾设计，便于均匀涂抹，使用简便。 9. 不含任何可能引起刺激的成分，确保脱毛前肌肤舒适。 10. 长效配方，维持肌肤状态优良，减少频繁处理的需要。 11. 提前识别毛发，减少脱毛过程中的不适感，使脱毛过程更顺畅。 12. 脱毛同时能够呵护肌肤，保护皮肤自然健康。 13. 小巧包装，方便携带，随时随地使用。 14. 增加肌肤抵抗力，减少脱毛后的肌肤问题。 15. 简约高效，适合作为日常面部毛发管理的一部分。 |  |  |
| 成分功能3条（每条内容10-15词） | 1. Parsnip Root Extract: Has astringent and calming effects on the skin, helping to reduce skin sensitivity and redness after hair removal. 2. Bupleurum Root Extract: Has anti-inflammatory and antioxidant properties, helping to protect skin from environmental damage and promote healthy skin. 3. Scutellaria baicalensis root extract: It has antibacterial and anti-inflammatory effects, which can reduce the risk of skin inflammation after hair removal and help the skin restore smoothness and delicateness. | 1. 防风根提取物：具有收敛和镇静肌肤的作用，有助于减少脱毛后肌肤的敏感和红肿现象。 2. 柴胡根提取物：具有抗炎和抗氧化作用，有助于保护肌肤免受外界环境的伤害，并促进肌肤的健康状态。 3. 黄芩根提取物：具有抗菌和抗炎作用，能够减少脱毛后肌肤发炎的风险，并帮助肌肤恢复平滑细腻。 |  |  |