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:  XIMONTH Bee Venom Psoriasis Care Cream | XIMONTH 蜂毒牛皮癣护理霜 | 根据不同产品名称修改（品牌+产品名） |  |
| 外网参考链接 | https://www.wizzgoo.com/product/furzero-new-zealand-bee-venom-psoriasis-treatment-cream/ |  | 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、BEE VENOM EXTRACT、ALOE BARBADENSIS EXTRACT、GLYCYRRHIZA URALENSIS (LICORICE) EXTRACT、AVENA SATIVA (OAT) EXTRACT | 水、蜂毒提取物、芦荟提取物、甘草提取物、燕麦提取物 | 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。 |  |
| 使用说明 | DIRECTIONS OF SAFE USE：   1. Clean and dry the areas of skin you need to use. 2. Apply an appropriate amount of product to the affected area and massage gently until completely absorbed. | 1. 清洁干爽需要使用的肌肤部位。 2. 取适量产品涂于患处，轻轻按摩至完全吸收。 | 参考链接，根据产品的实物情况编辑 |  |
| 产品卖点 | BENEFITS：   1. Bee venom is rich in active ingredients and has anti-inflammatory, antibacterial, antioxidant and other effects. It can help relieve the symptoms of psoriasis and promote skin repair and regeneration. 2. It can effectively reduce uncomfortable symptoms such as itching, redness, swelling, and scaling caused by psoriasis, and help improve patients' quality of life. 3. Mild and non-irritating, it contains soothing ingredients that help relieve itching and discomfort and promote skin repair and soothing. 4. Convenient and easy to use, it can be applied to the affected area whenever needed without additional operations. | 1. 蜂毒含有丰富的活性成分，具有抗炎、抗菌、抗氧化等作用，有助于缓解牛皮癣症状，促进皮肤修复和再生。 2. 能够有效减轻牛皮癣引起的瘙痒、红肿、脱屑等不适症状，帮助改善患者的生活质量。 3. 温和不刺激，含有舒缓性成分，有助于减轻瘙痒和不适感，促进皮肤的修复和舒缓。 4. 方便易用，可以在需要时随时涂抹于患处，无需额外的操作。 | 参考链接，根据产品的实物情况编辑 |  |
| 关键词 | KEYWORDS:  Bee Venom Psoriasis Care Cream、Bee Venom Cream、Psoriasis Care Cream | 蜂毒牛皮癣护理霜、蜂毒霜、牛皮癣护理霜 | 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 |  | 皮肤外用蜂毒修护手足癣缓解牛皮癣止痒护理霜 |  | 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. Designed for a variety of skin types to effectively relieve psoriasis symptoms. 2. Long-lasting hydration promotes skin repair and soothing. 3. Strengthens the skin barrier to resist external irritation. 4. Lightweight formula absorbs quickly and leaves no residue. | 1. 为多种肤质设计，有效缓解牛皮癣症状。 2. 持久滋润，促进皮肤修复和舒缓。 3. 增强皮肤屏障，抵御外部刺激。 4. 轻盈配方，快速吸收不留残留。 |  |  |
| 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. Soothing formula: specially designed to relieve skin discomfort and help reduce itching, inflammation and other symptoms caused by psoriasis. 2. Long-lasting Moisturization: Deeply moisturizes, provides long-lasting comfort, and promotes skin soothing and repair. 3. Skin barrier: Strengthen the skin's natural barrier and reduce the impact of environmental factors. 4. Fast Absorption: The lightweight formula ensures fast absorption and leaves you feeling refreshed after use. 5. Suitable for daily use, without added irritating ingredients, reducing the risk of irritation. 6. Provides a smooth skin feel and improves skin texture. 7. Enhances skin flexibility and supports healthy skin. 8. Economical, practical, cost-effective choice, suitable for use in various climate environments. 9. Improve skin appearance and boost personal confidence. 10. Suitable for all ages, both men and women. 11. Convenient and portable packaging, suitable for traveling or taking on the go. 12. Provides instant comfort to skin. 13. Helps maintain skin health with long-term use. 14. Increases skin protection and reduces potential problems. 15. Suitable for multiple family members. | 1. 舒缓配方：专为缓解皮肤不适感设计，帮助减轻牛皮癣带来的瘙痒、炎症等症状。 2. 持久滋润：深层保湿，提供长时间的舒适感，促进皮肤的舒缓和修复。 3. 皮肤屏障：强化皮肤天然屏障，减轻环境因素带来的影响。 4. 快速吸收：轻盈配方确保快速吸收，使用后感觉清爽。 5. 适用于日常生活中使用，无添加刺激性成分，减少刺激风险。 6. 提供平滑肌肤的触感，改善肤质。 7. 增强肌肤柔韧性，支持健康肌肤。 8. 经济实用，高性价比选择，适合各种气候环境下使用。 9. 改善肌肤外观，提升个人自信。 10. 适合所有年龄阶段，男女皆宜。 11. 方便携带包装，适合旅行或外出携带。 12. 提供皮肤即时舒适感。 13. 长期使用帮助维持皮肤健康。 14. 增加肌肤保护，减少潜在问题。 15. 适合家庭多成员使用。 |  |  |
| 成分功能3条（每条内容10-15词） | 1. Bee venom extract: rich in a variety of active ingredients, has anti-inflammatory, antibacterial, promote blood circulation, relieve pain, etc., and helps relieve the discomfort caused by psoriasis. 2. Aloe vera extract: has moisturizing, calming, anti-inflammatory and skin repair effects. It can help reduce inflammation, soothe the skin and promote healing. 3. Licorice extract: Contains ingredients such as glycyrrhizic acid, which has anti-inflammatory, antioxidant and skin-soothing effects. It can reduce itching and inflammation caused by psoriasis and help improve skin conditions. | 1. 蜂毒提取物：富含多种活性成分，具有抗炎、抗菌、促进血液循环、减轻疼痛等作用，有助于舒缓牛皮癣引起的不适感。 2. 芦荟提取物：具有保湿、镇静、消炎和修复肌肤的作用，可以帮助减轻炎症，舒缓皮肤，促进愈合。 3. 甘草提取物：含有甘草酸等成分，具有抗炎、抗氧化和舒缓皮肤的功效，可以减轻牛皮癣引起的瘙痒和炎症，有助于改善皮肤状况。 |  |  |