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# PERIMENOPAUSE SKIN MYTHS & TRUTHS

**Common Misconceptions of  
40+ Perimenopausal Skin Care**

“HEALTHY SKIN IS A RIGHT,  
NOT A PRIVILEGE”

# WELCOME!

Hello! I am a proud, perimenopausal, clinical skin care specialist & product advisor. I love skin care! I put my education in chemistry to work as a cosmetic & pharmaceutical chemist right out of college & worked in clinical & research dermatology during medical school.

But, I started this whole skin care journey as a practicing clinical esthetician. It took this education, training & experience, along with everything I have learned since, to understand my own skin changes, find the perfect skin care products & build a fantastically effective skin care routine for myself when perimenopause hit me right in the face at age 43!

Perimenopause usually begins at age 40-45, around 7-10 years before menopause (average age 51.2). Menopause is the day that marks 1 full year with no ovulation (periods). Post menopause describes all of the wonderful years that follow this day. There's a lot of information out there about 40+ skin & skincare, especially as it relates to perimenopause & the super fun changes it causes all over the body. This quick guide gives you the biggest myths of perimenopausal skin changes & skincare. Most important, I'll tell you the truth. Don't stress, I've got you!



***“The Best Makeup  
Foundation is Healthy  
Skin!”***

*Erica Alexis*

## REMINDER!

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# Is This For You?

Good question! Are You...



“Just  
Want To  
Level Up!”

- A 40+ year old woman (let's be honest, skin changes of internal aging, perimenopause & environmental influences actually start around mid 30s...so you should join in the party too!).
- Experiencing any of the over 100 potential symptoms of perimenopause.
- New to clinical skin care (a combination of over-the-counter & prescription products with professional treatments, if you like).
- Fortunate to get away with minimal skin care in the past but...good times are over.
- Have a skin care routine that has never really produced great results.
- Have a skin care routine you have faithfully lived by but it's just no longer working.
- Experiencing irritation from skin care products you have always used.
- Confused & overwhelmed by all of the new skin care ingredients, products, devices, & professional procedures, especially how to combine them safely & effectively.
- Just want to level up! Go beyond basics to get results that turn heads & beg for the inside scoop on what in the world you are doing.girl!

THEN THIS IS FOR YOU!

01

MYTHS & TRUTHS OF  
PERIMENOPAUSAL  
SKIN CHANGES





# Myths & Truths

## Myth 1

Hot flashes have no impact on the skin.

## Truth 1

Hot flashes can dehydrate the skin and cause redness or broken capillaries, requiring hydration & soothing products.

## Myth 2

All women will experience dry skin.

## Truth 2

Not every woman experiences dry skin. Perimenopause can lead to dryness, oiliness, or a combination of both, depending on individual hormonal changes.

## Myth 3

Skin stays permanently thinner after perimenopause.

## Truth 3

Skin thickness can improve with the right care, including retinoids, peptides, exosomes & so much more!

## Myth 4

Sagging skin is irreversible.

## Truth 4

Sagging skin can improve with skincare, lifestyle changes, and non-invasive treatments like radiofrequency and ultrasound.

## Myth 5

Wrinkles and fine lines only show up during menopause.

## Truth 5

Wrinkles and fine lines can develop well before menopause as collagen production starts to decline during perimenopause.

## Myth 6

You stop breaking out in your 40s.

## Truth 6

Adult acne is common during perimenopause due to hormonal fluctuations, especially declining estrogen and relative testosterone dominance.

## Myth 7

Hyperpigmentation fades on its own after menopause.

## Truth 7

Hyperpigmentation may require targeted, OTC products, sun protection, antioxidants, prescription treatments, & professional procedures to fade effectively.

## Myth 8

Facial hair only happens to a few women.

## Truth 8

Hormonal shifts frequently cause new or increased facial hair, especially on the chin, cheeks, and upper lip for many women.

## Myth 9

Perimenopause only affects the face.

## Truth 9

Perimenopause affects the entire body's skin, including the neck, chest, arms, and hands, which also need skin care.

“

*“SKIN CARE  
IS  
HEALTHCARE”*

02

MYTHS & TRUTHS OF  
PERIMENOPAUSAL  
SKIN CARE





# Myths & Truths

## Myth 1

Perimenopausal skincare is just anti-aging skincare. It's only about wrinkles, sagging & discoloration.

## Truth 1

Perimenopausal skincare must address more than aging, including inflammation, sensitivity, hormonal breakouts and discoloration.

## Myth 2

Prescription retinoids are too harsh for perimenopausal skin.

## Truth 2

With gradual introduction, at low concentrations, retinoids can improve texture, tone, and collagen production for perimenopausal skin.

## Myth 3

Only thick creams will fix dry skin.

## Truth 3

Layering lightweight, hydrating serums beneath creams are often more effective than using thick creams alone.

## Myth 4

Oily skin products should be avoided.

## Truth 4

Oil-based products with lightweight ingredients like squalane and jojoba can balance moisture, even for those prone to oily skin.

## Myth 5

You must exfoliate daily to renew skin.

## Myth 6

Natural ingredients are always better for sensitive, perimenopausal skin.

## Myth 7

Vitamin C serums alone can erase dark spots.

## Myth 8

Estrogen cream will reverse skin changes.

## Myth 9

You need expensive products for results.

## Myth 10

Once established, skincare routines need to stay the same throughout perimenopause.

## Truth 5

Exfoliating no more than 1-3 times per week with gentle acids or enzymes promotes renewal without damaging the skin barrier.

## Truth 6

Some natural ingredients can irritate sensitive skin, while some synthetic ingredients may offer better stability and efficacy.

## Truth 7

Vitamin C works best when with SPF and other active ingredients (e.g. thiamidol, tranexamic acid, arbutus, kojic acid) for a brighter, even-toned complexion.

## Truth 8

This is one of my fav new ingredients but she's not magic! Prescription estrogen creams can help with hydration and thickness but must be part of a holistic, comprehensive routine to address all skin concerns.

## Truth 9

Many affordable products contain clinically proven ingredients like retinol, niacinamide, thiamidol and peptides.

## Truth 10

Skincare routines must evolve throughout the year & over the years to address changing skin needs. This includes increasing dryness, sensitivity changes, new discoloration or breakouts.



“

*“HEALTHY  
SKIN  
IS ALWAYS  
IN!”*



READY FOR THE  
NEXT STEP?

LET'S GO!

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# TOOLS & RESOURCES



## Start Here

TOOL/ RESOURCE

### **Perimenopause Skin Saviors: Surprising Symptoms & Hero Ingredients To Rescue Your Skin!**

Exactly what is happening to your skin during perimenopause?  
Asked & Answered!

Plus this guide includes the essential ingredients you need to fight back.

TOOL / RESOURCE

### **The Regimen**

My Perimenopause Skin Care Routines For  
Perfect Tone, Texture & Slow Aging!

## DON'T MISS OUT

SIGN UP TO OUR EMAIL LIST TO BE IN THE KNOW ABOUT ALL  
THINGS 40+ PERIMENOPAUSE SKIN & SKINCARE. UPCOMING PRODUCT RELEASES,  
Q&A SESSIONS, WORKSHOPS, & COMMUNITY EVENTS.

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# TOOLS & RESOURCES



## Start Here

TOOL/ RESOURCE

### **Mistakes You Don't Know You're Making in Your 40+ Perimenopause Skin Care**

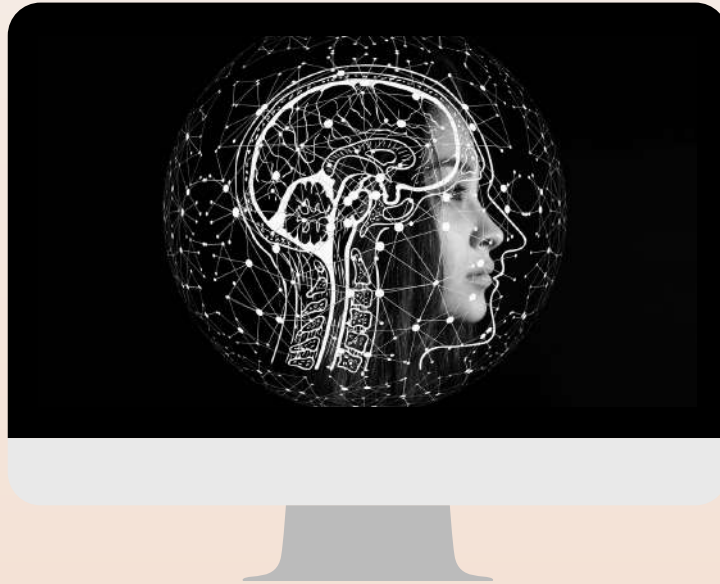
Your one-stop guide to everything you might be doing wrong in your skincare routine.  
*Coming Soon!*

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[hello@40PlusPerimenopauseSkincare.com](mailto:hello@40PlusPerimenopauseSkincare.com)

# BORROW MY BRAIN



*FORGET "NEW YEAR, NEW YOU". WHY WAIT?*

## **START NOW & HAVE YOUR NEXT "HOT GIRL HOLIDAY" ON ME!**

WANT A REAL, LIVE EXPERT TO WEIGH IN ON YOUR CURRENT SKIN CARE ROUTINE RIGHT NOW? I'M YOUR GIRL.

I START EXACTLY WHERE YOU ARE WITH WHAT YOU HAVE.

MY SIMPLE, EASY TO IMPLEMENT SKIN CARE TWEAKS PROVIDE INSTANT RESULTS TO LOOK & FEEL FABULOUSLY BEAUTIFUL.

### **STEP 1:**

COMPLETE THE SKIN CARE PERSONALITY QUIZ & BOOK YOUR FREE 10-MINUTE CONSULT.

### **STEP 2:**

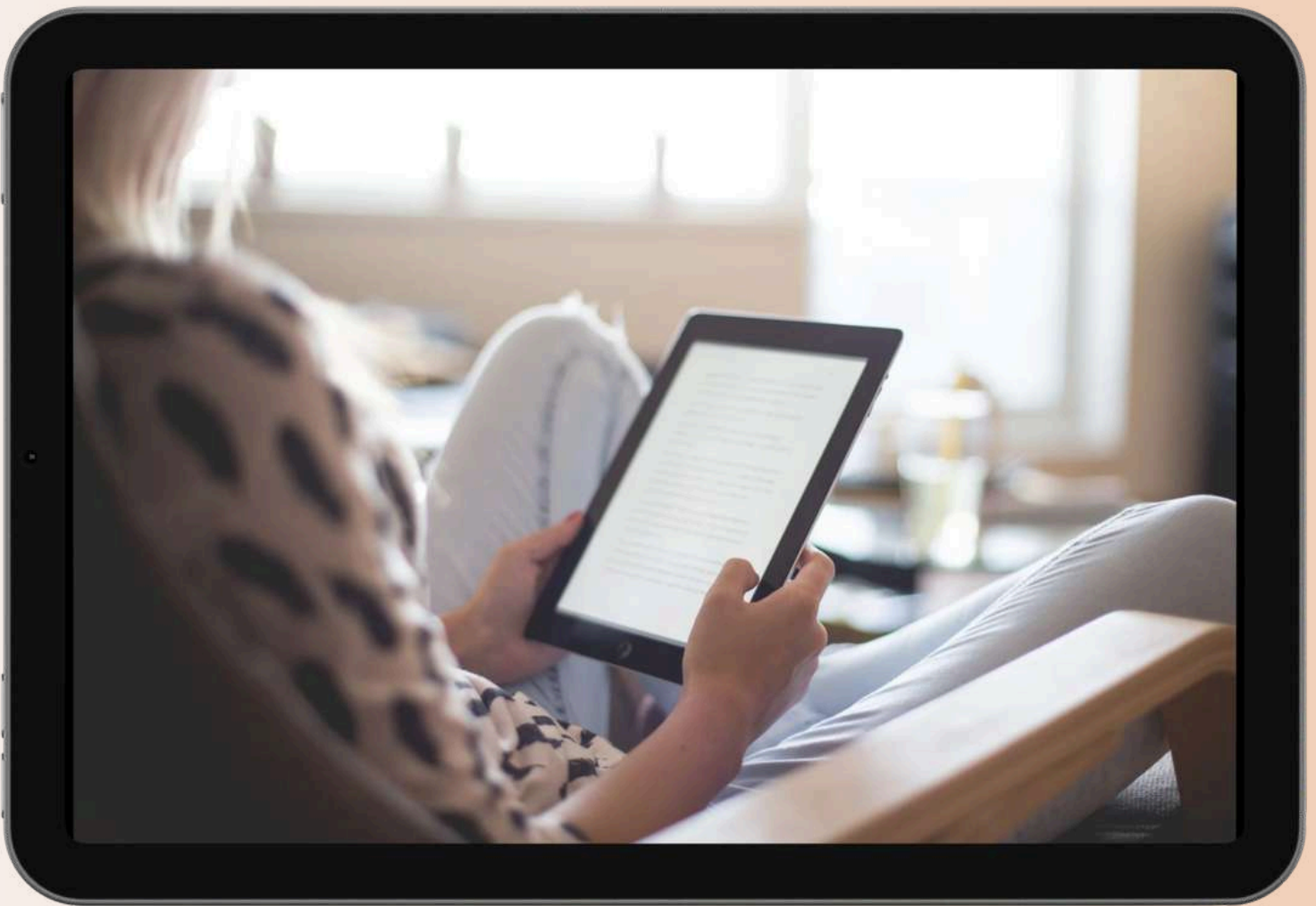
COME TO THE SESSION WITH YOUR LIST OF SKINCARE PRODUCTS & BURNING QUESTIONS.

**STEP 3:** I PROVIDE A COMPLIMENTARY ANALYSIS OF YOUR CURRENT SKINCARE ROUTINES GIVING FEEDBACK ON:

- PRODUCT CHOICES & SUGGESTED IMPROVEMENTS
- PRODUCT INGREDIENT COMPATIBILITY & SUGGESTED IMPROVEMENTS
- PRODUCT APPLICATION ORDER & SUGGESTED IMPROVEMENTS
- ANSWERS TO SKIN CARE PRODUCT QUESTIONS YOU MAY HAVE

**CLICK THE LINK BELOW TO GET STARTED.**

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**COMING SOON!**

**“Smart Skin Care Selector & Start Up Guide”  
For 40+ Perimenopausal Women**

The Only Expert-Curated, AI-enhanced Skin  
Care Product Buying Guide Personalized to  
Your Skin & Customized For Your Specific  
Preferences

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# CONTACT

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## 40+ Perimenopause Skin Care Community

Looking for a supportive community of 40+ Perimenopausal women on a mission to master skincare? You've found it! Join us for skin care ingredient info, new skin research, quick tips on skin care, product recommendations, skin care routine Q & A sessions...all the things!  
Coming Soon!



[WEBSITE](#)



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# THANK YOU

Thank you so much for taking a minute to invest in your future skin health with this guide. Understanding your individual skin changes & what's best for you during perimenopause+ may feel like a moving target. There are many misconceptions & down right bad advice out there. It takes time to get your skin care routine just right. Give yourself GRACE & arm yourself with quality, evidence-based information, proven routine building tools & a supportive community to help you achieve your healthiest skin. My goal is to give you just these resources & most important, have some fun along the way! You can do it, I'm with you all the way!

Love Your Skin Care Bestie

*Erica Alexis*



A S M A L L N O T E

## MEDICAL DISCLAIMER

This product is for educational and informational purposes only and is not intended to provide medical advice, diagnosis, or treatment. The content is not a substitute for professional medical guidance. For concerns about medical conditions or treatments, please consult a qualified healthcare provider. Always consider individual needs and sensitivities when making changes to your skincare routine.

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E R I C A A L E X I S

# PERIMENOPAUSE & MENOPAUSE SYMPTOMS

## General Internal Health:

Acidosis  
Adrenal Fatigue  
Allergies  
Bad Breath  
Bleeding Gums  
Blind Spots  
Blood Pressure (high & low)  
Blood Sugar Dysregulation  
Body Odor  
Breast Pain/Tenderness  
Breast Size Change  
Bruising  
Burning Scalp  
Burning Tongue & Mouth  
Carpal Tunnel Syndrome  
Changes in Body Shape  
Changes in Sense of Smell  
Chills  
Clumsiness  
Cold Flashes  
Crawling Sensations  
Dizziness  
Double Vision  
Dry Eyes  
Dry Mouth & Tongue  
Early Waking  
Electric Shock  
Fatigue/Low Energy  
Frequent Urination  
Frozen Shoulder  
Hard Bloated Stomach  
Headaches/Migraines  
Hearing Problems  
Heart Palpitations  
High Cholesterol  
High or Low Cortisol  
Hot Feet  
Hot Flashes/Flushes  
Inflammation  
Insomnia  
Internal Tremors/Vibrations  
Irregular Heartbeat  
Itchy Ears  
Joint Pain (Arthralgia)  
Lightheadedness

Meibomian Gland Dysfunction  
Metabolic Syndrome  
Muscle Atrophy (Sarcopenia)  
Muscle Cramps  
Night Sweats  
Non-Alcoholic Fatty Liver Disease  
Ocular Migraine  
Osteoporosis  
Pain  
Pelvic & Rectal Pain  
Phantom Smells  
Restless Leg Syndrome  
Runny Nose  
Shortness of Breath  
Shoulder Pain  
Sleep Apnea  
Slower Metabolism  
Sore Nipples  
Tingling Extremities  
Tinnitus  
TMJ  
Urinary Incontinence  
Urinary Tract Infections  
Vertigo  
Water Retention  
Weight Fluctuations  
Weight Gain/Redistribution

## Gastrointestinal Health

Abdominal Pain  
Acid Reflux  
Bloating  
Burping  
Constipation  
Difficulty Swallowing  
Gas  
Food Allergies/Sensitivities  
Food Aversion  
Food Cravings  
Heartburn  
High Liver Enzymes  
Increased Hunger  
Irritable Bowel Syndrome  
Lack of Appetite  
Loose Stools  
Metallic Taste in Mouth  
Nausea

## Mental Health

ADHD  
Feelings of Doom/Dread  
Anxiety  
Brain Fog  
Depression  
Difficulty Concentrating  
Emotional Dysregulation  
Health Anxiety  
Lack of Focus  
Lack of Motivation  
Lack of Patience  
Lack of Self-Esteem  
Memory Loss/Lapse  
Moodiness/Mood Swings  
Nightmares  
Panic Attacks  
Rage  
Sleep Problems  
Social Anxiety  
Stress

## Sexual Health

Bacterial Vaginosis  
Bladder Spasms  
Heavier or Lighter Periods  
Increased or Decreased Libido  
Irregular Periods  
Pain with Intercourse  
PMDD & PMS  
Prolapse (vagina/uterus/rectum)  
Shorter Periods  
Vaginal Dryness  
Vaginal Bleeding

## Skin, Hair & Nails

Acne  
Brittle Nails  
Dry &/or Frizzy Hair  
Dry, Itchy Skin  
Dull Skin  
Eczema/Psoriasis  
Hair Loss  
Hives  
Melasma  
Unwanted Hair Growth  
Wrinkles



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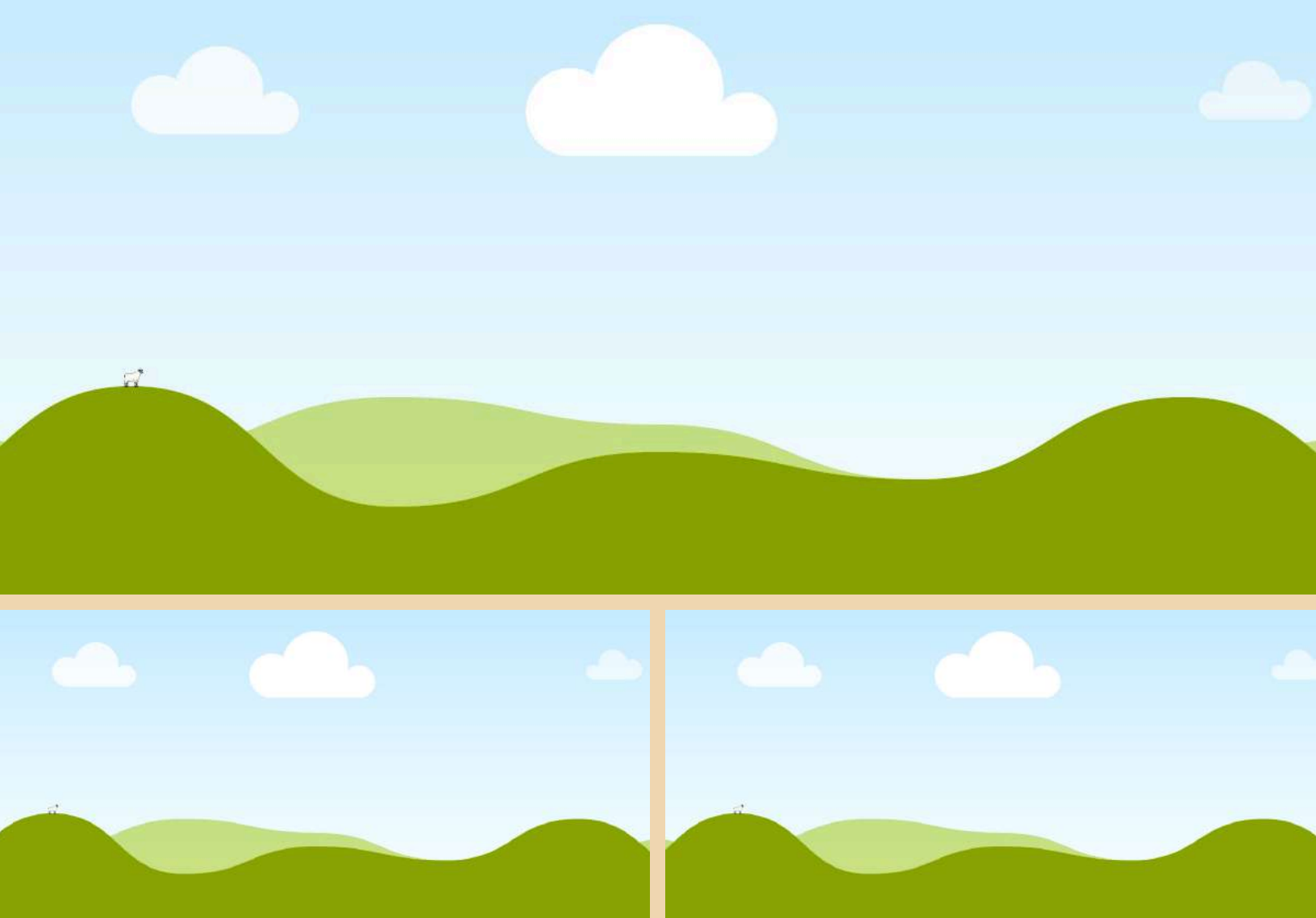


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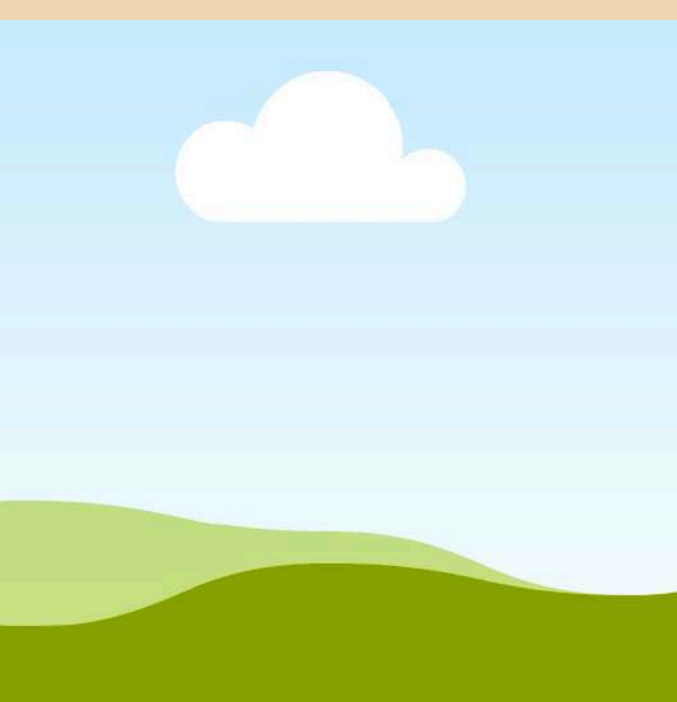
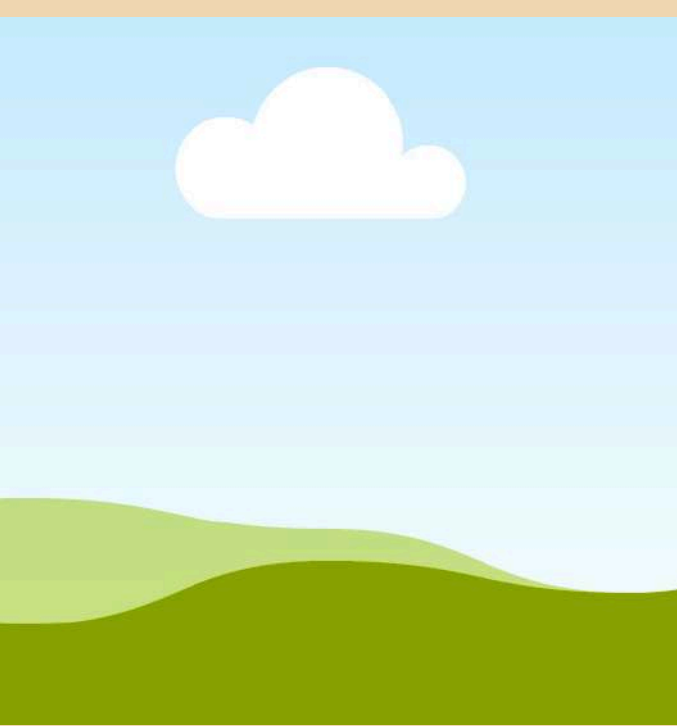


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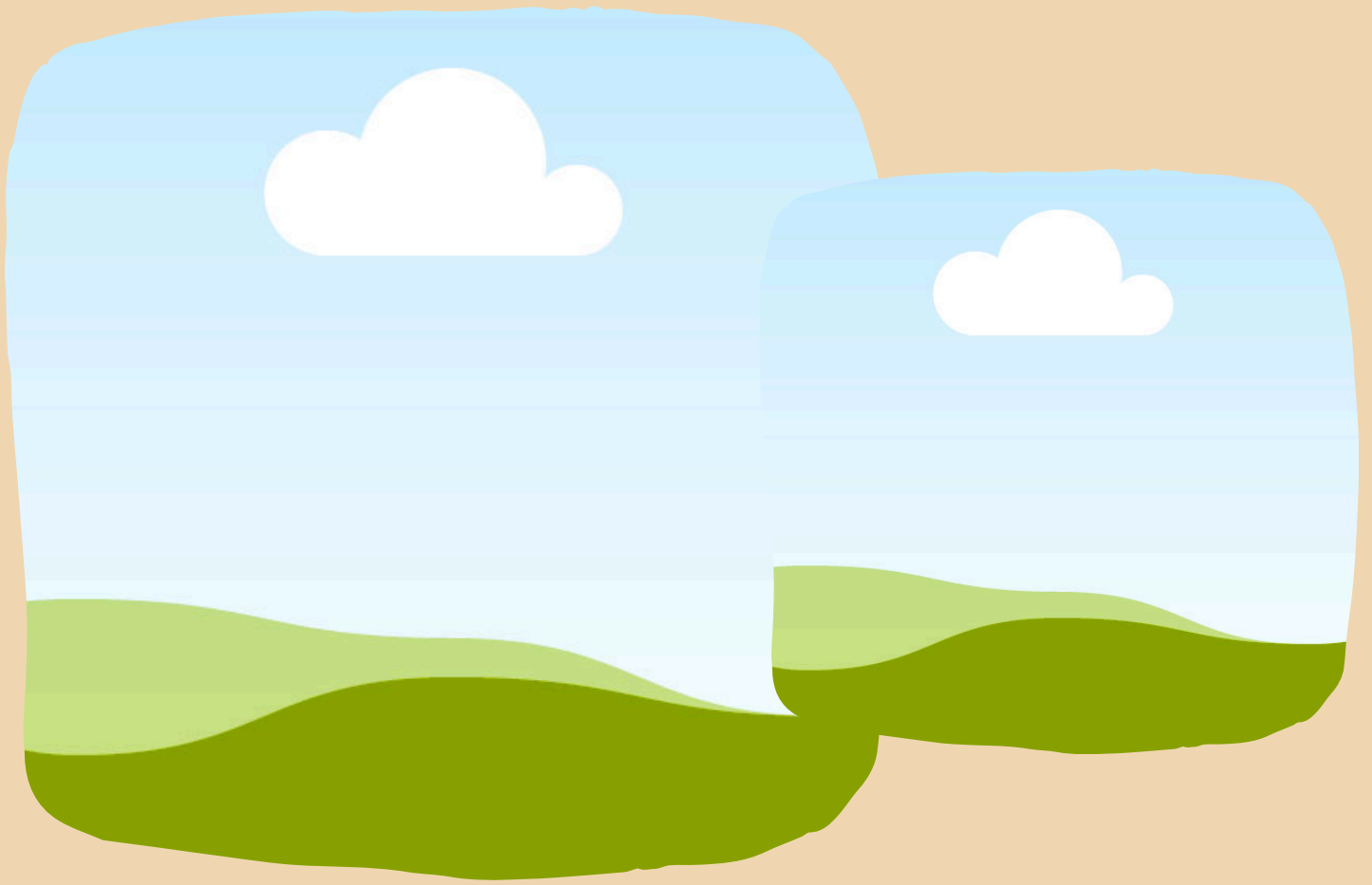


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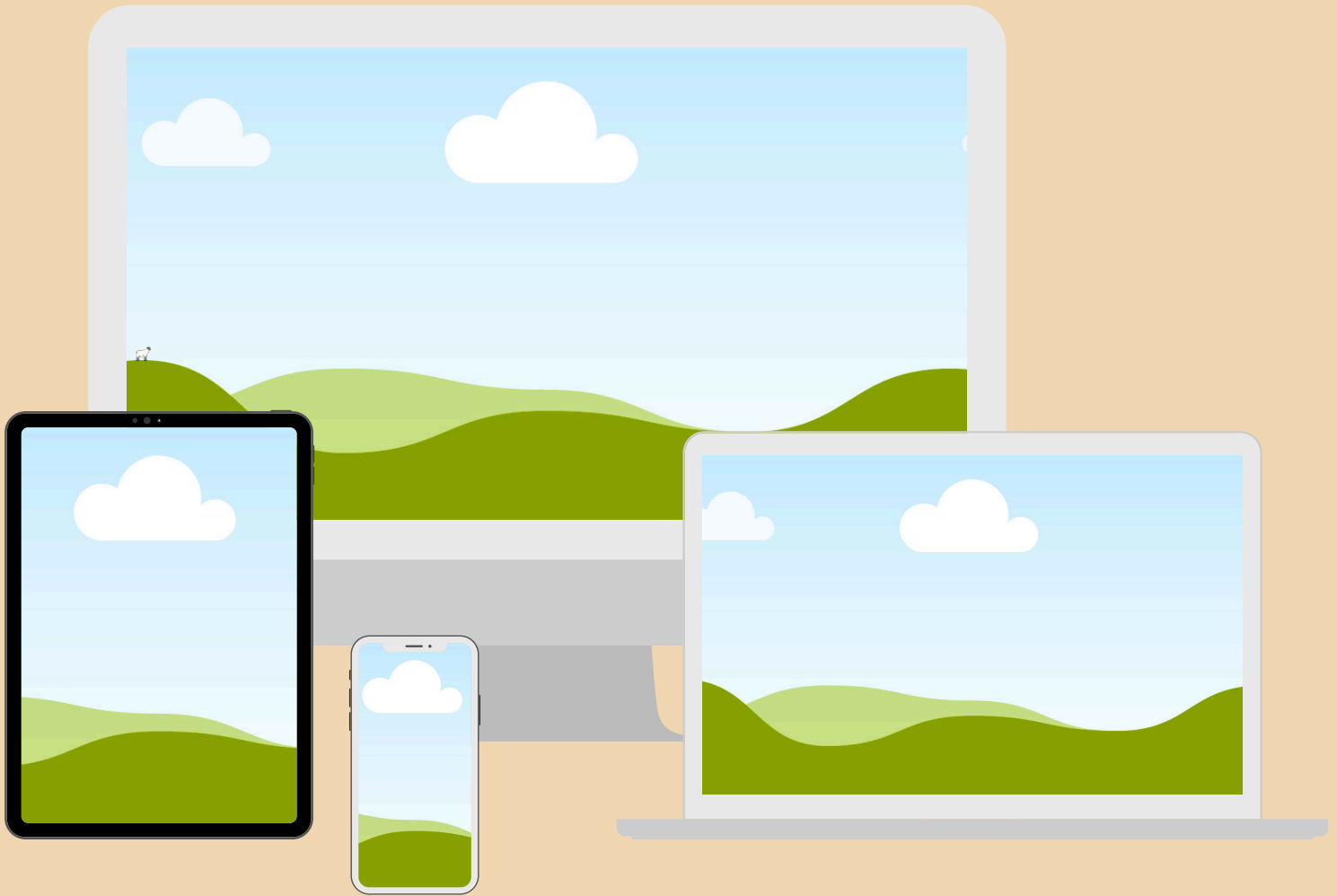


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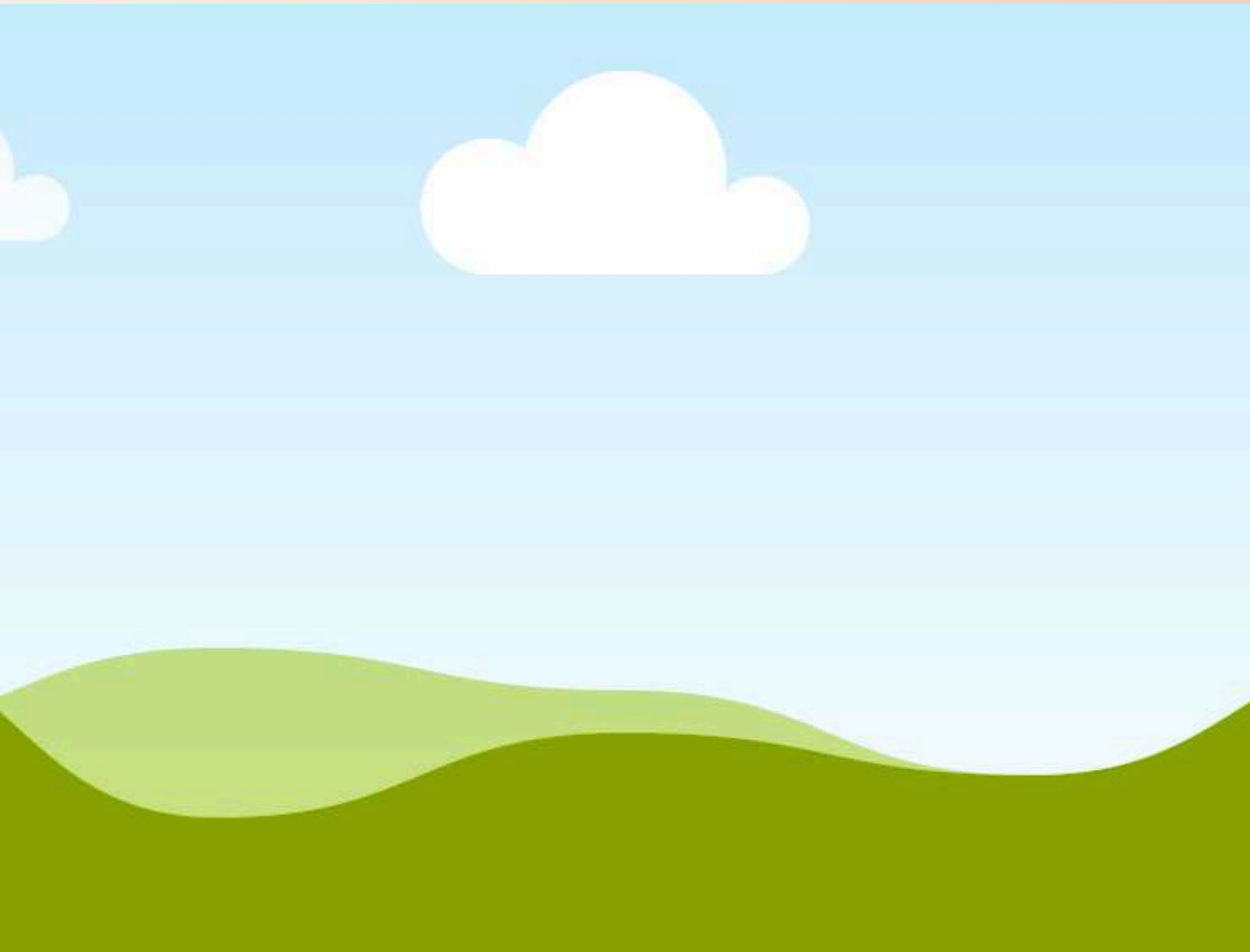


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# E-BOOK TITLE



A SMALL DESCRIPTION OF  
YOUR BOOK AND WHAT YOU DO

WWW.YOURWEBSITEHERE.COM



## ABOUT THE AUTHOR

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## ABOUT THE AUTHOR

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*Business Name*



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AUTHOR NAME



## **SIGN UP FOR OUR EMAIL NEWSLETTER!**

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# WELCOME

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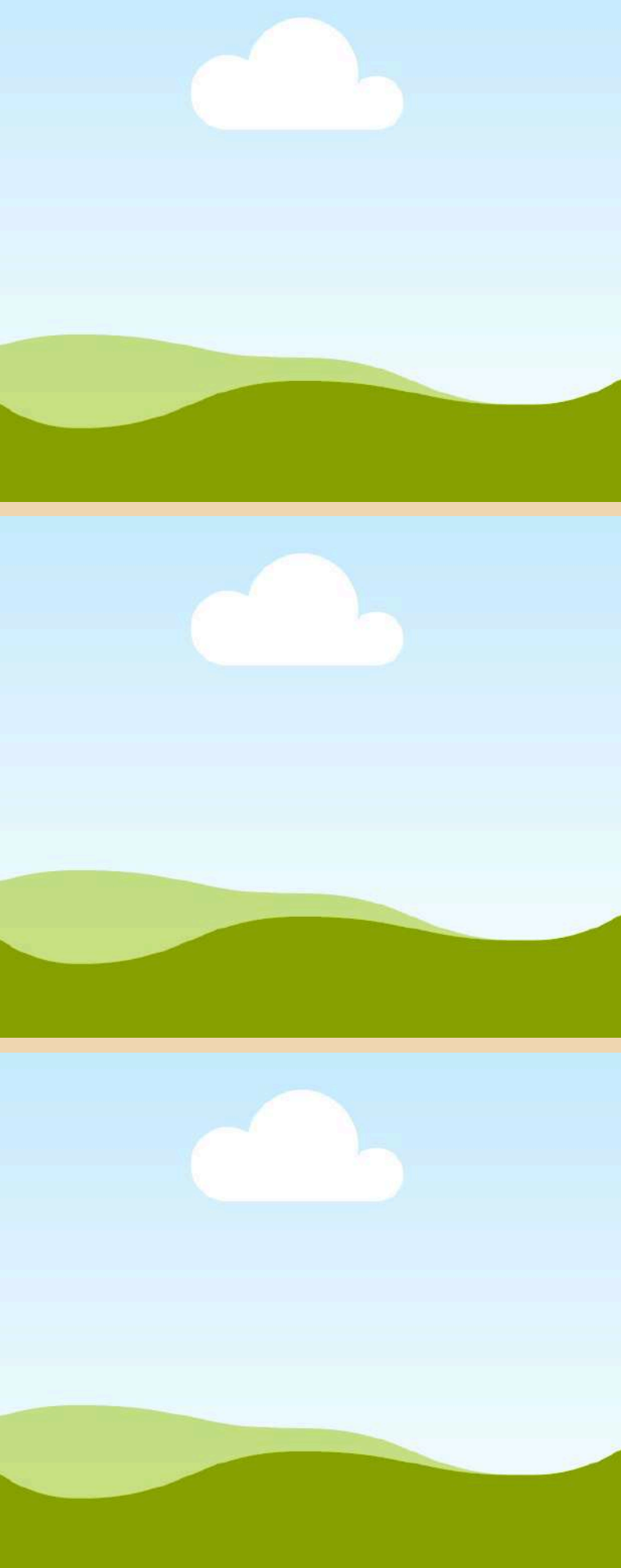
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# CONTENTS

- 03** AUTHOR PAGE
- 04** CHAPTER SECTION
- 05** CONTENT PAGE
- 06** CONTENT PAGE
- 07** CHAPTER SECTION
- 08** CONTENT PAGE
- 09** CONTENT PAGE
- 10** CALL TO ACTION



# CONTENTS

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01



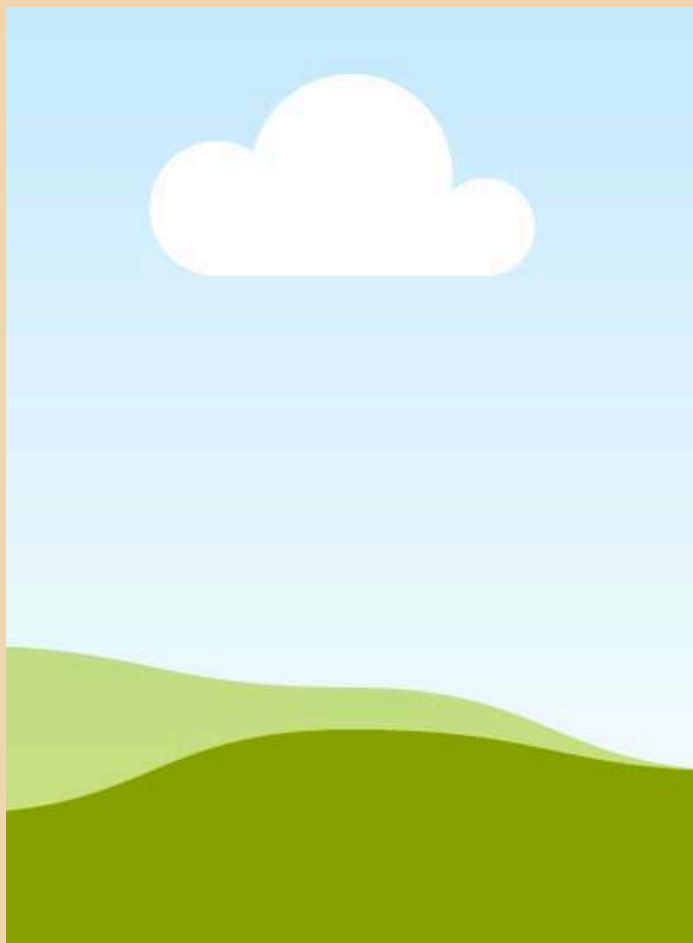
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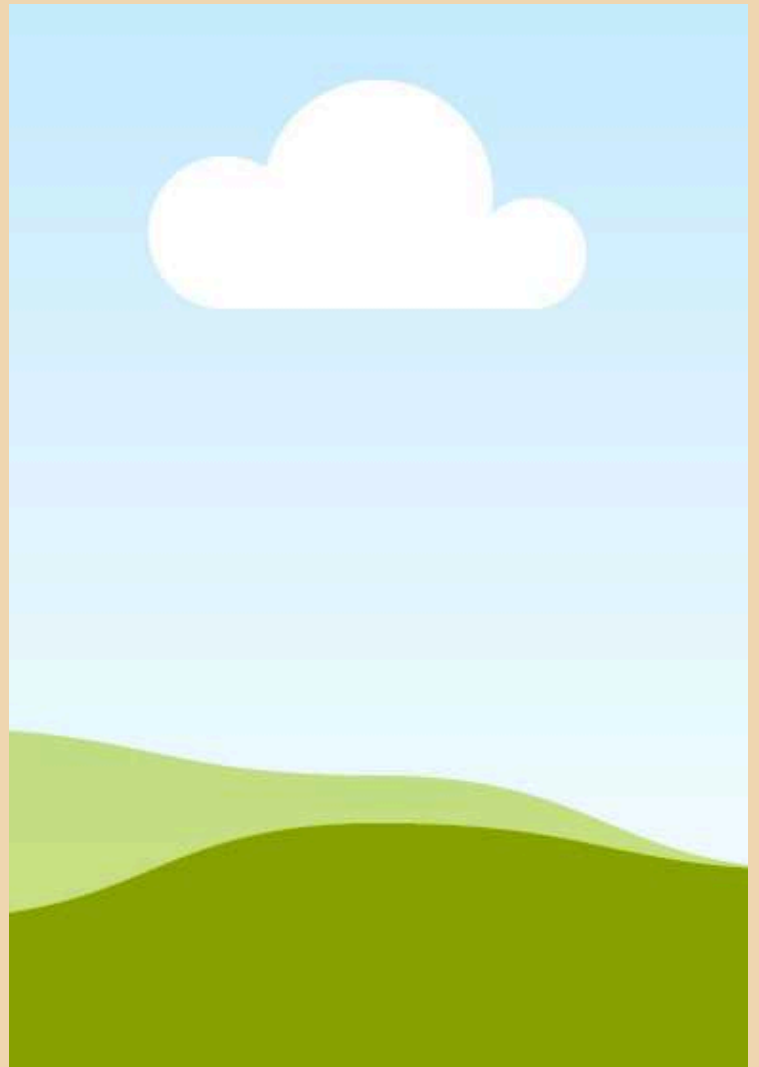
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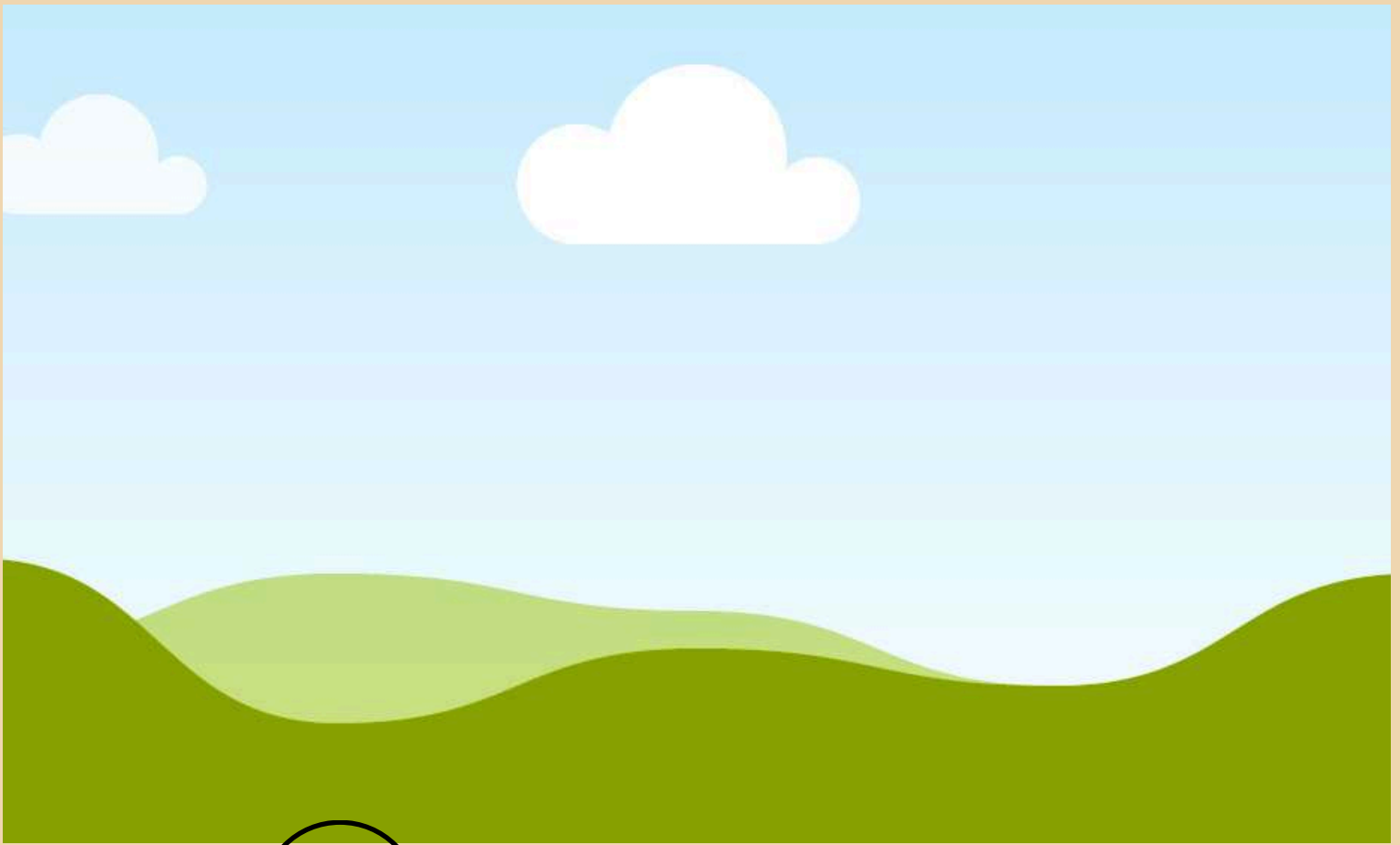
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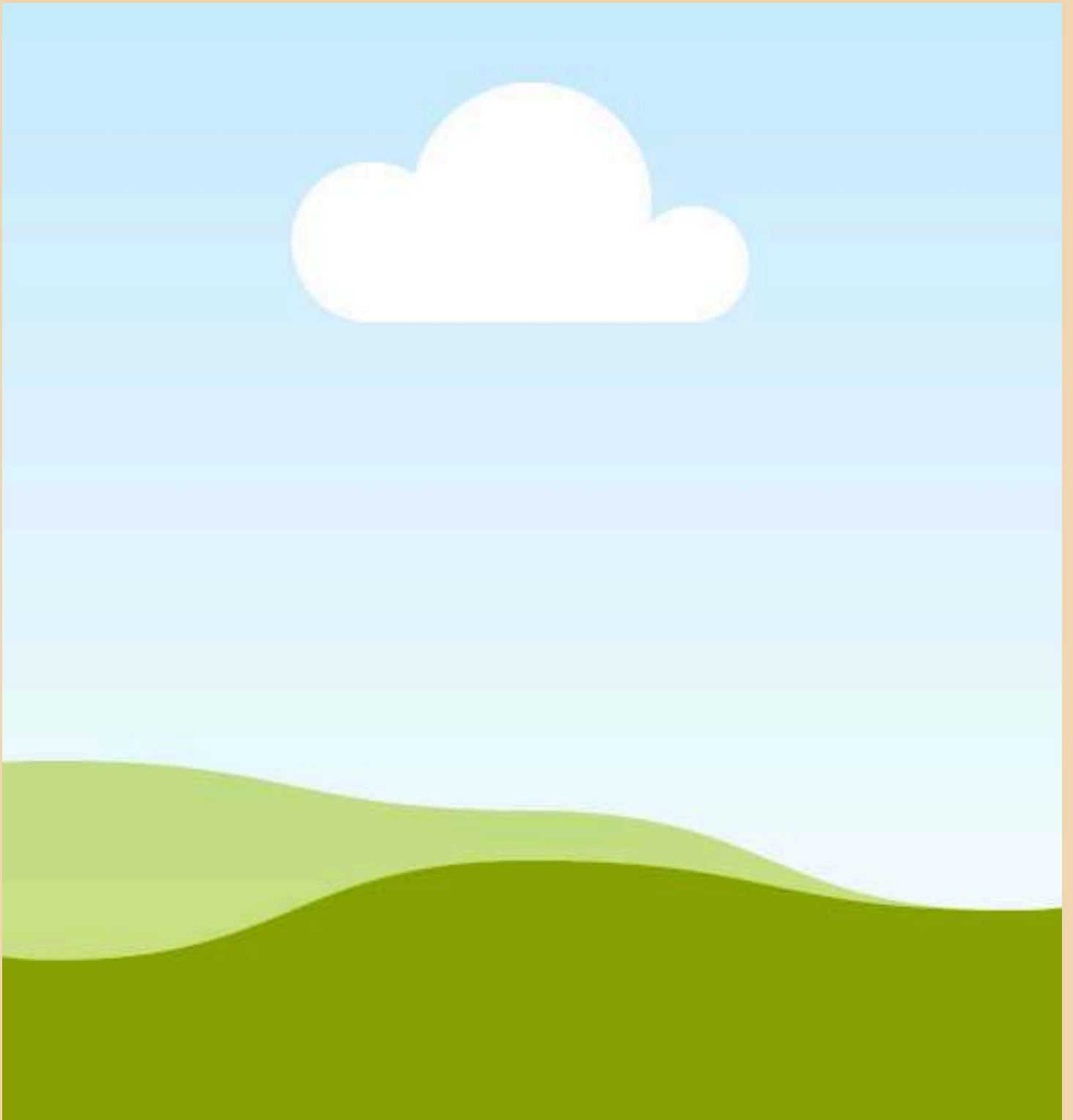
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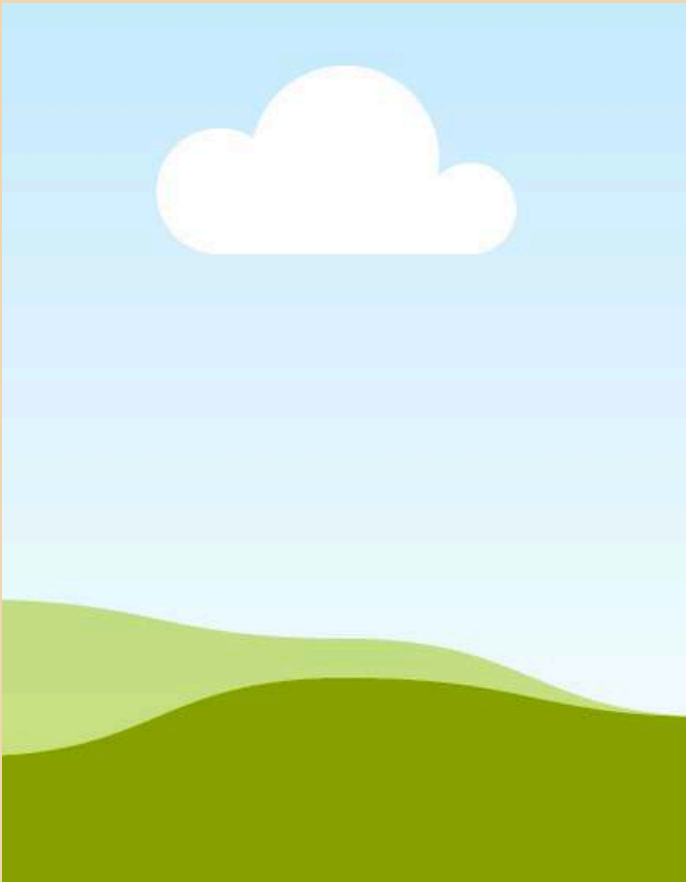
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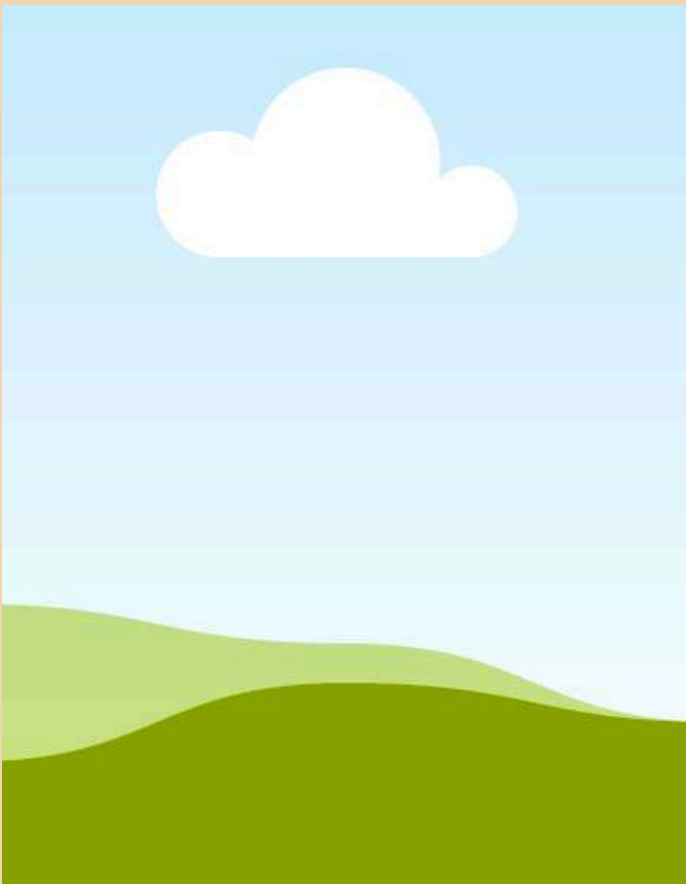
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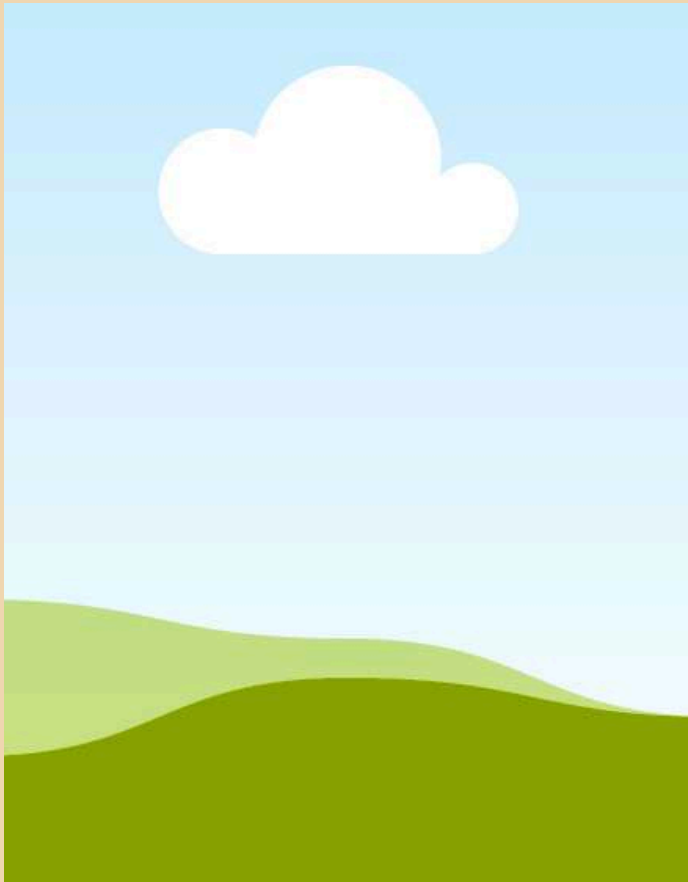
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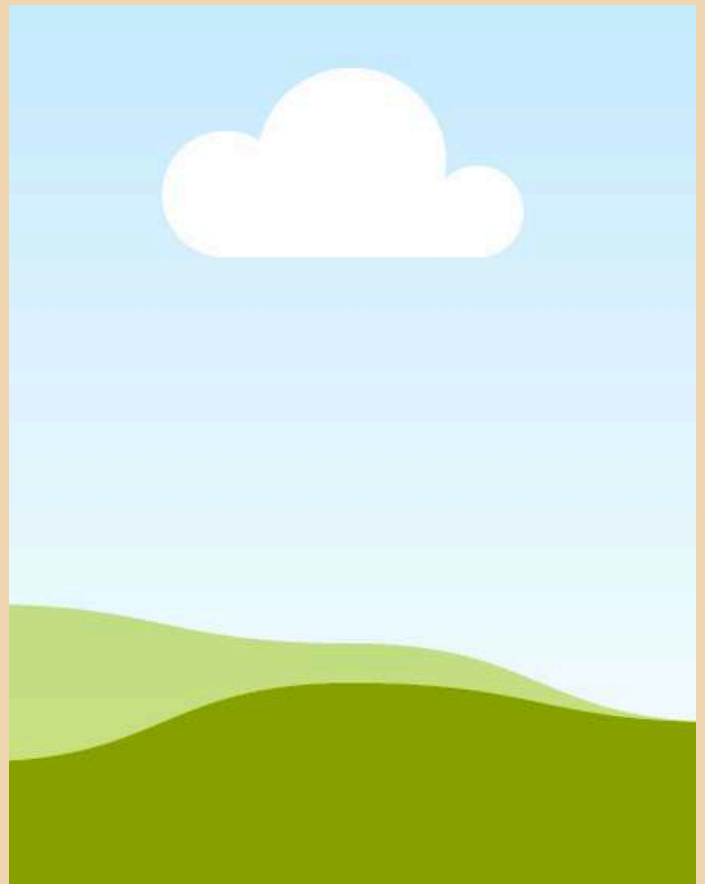
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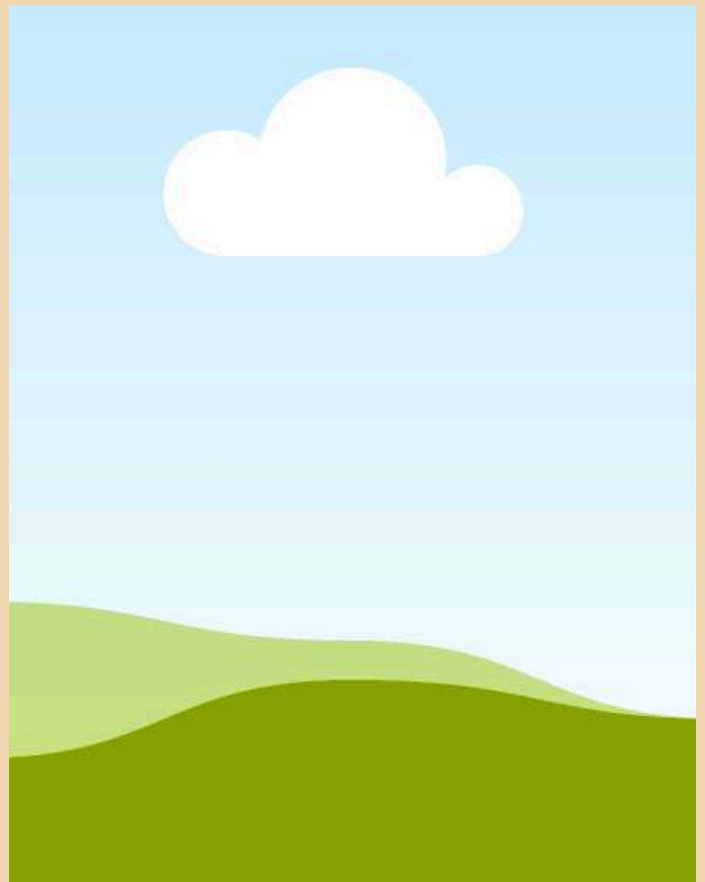
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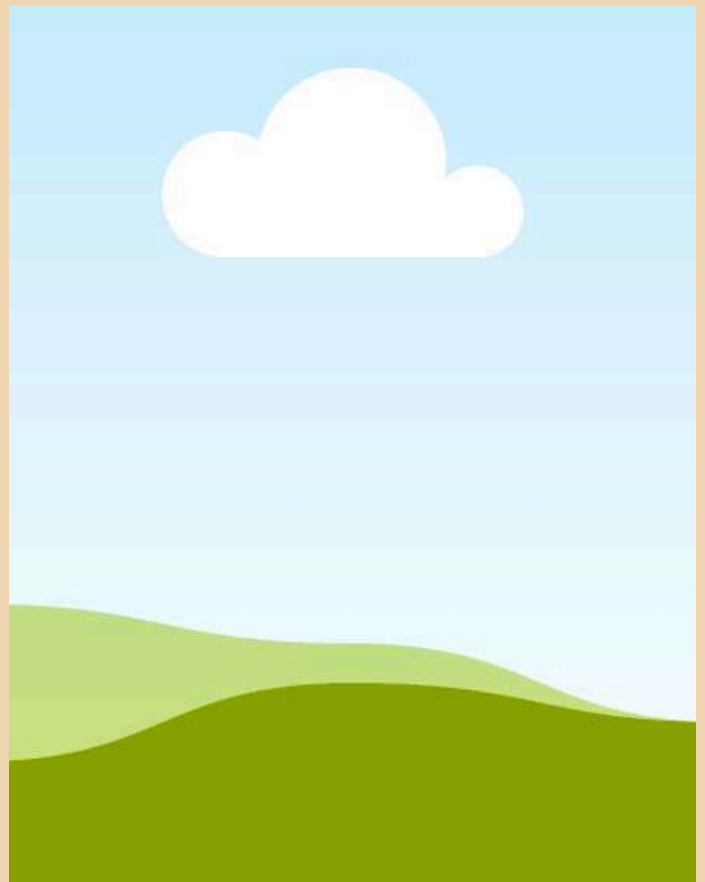
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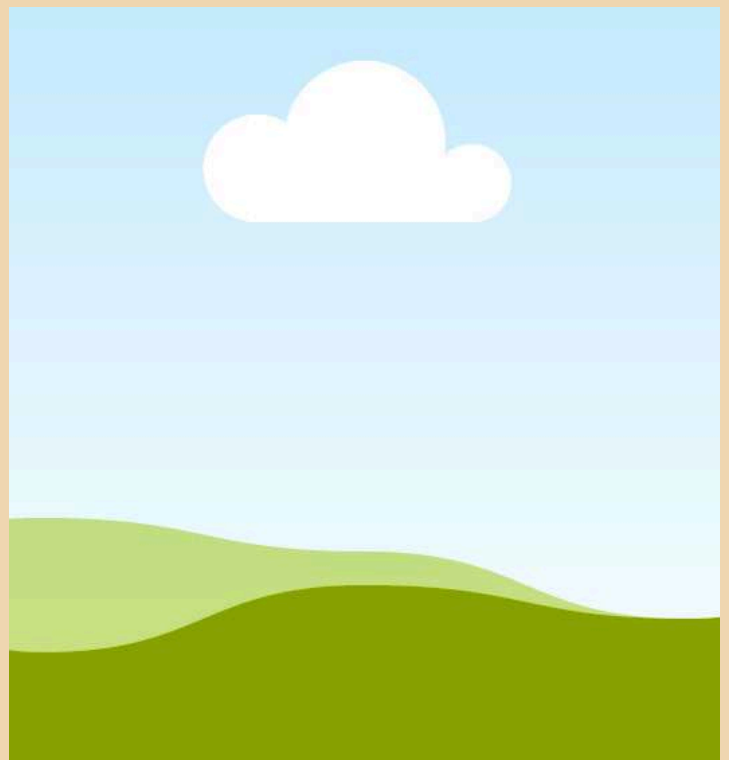
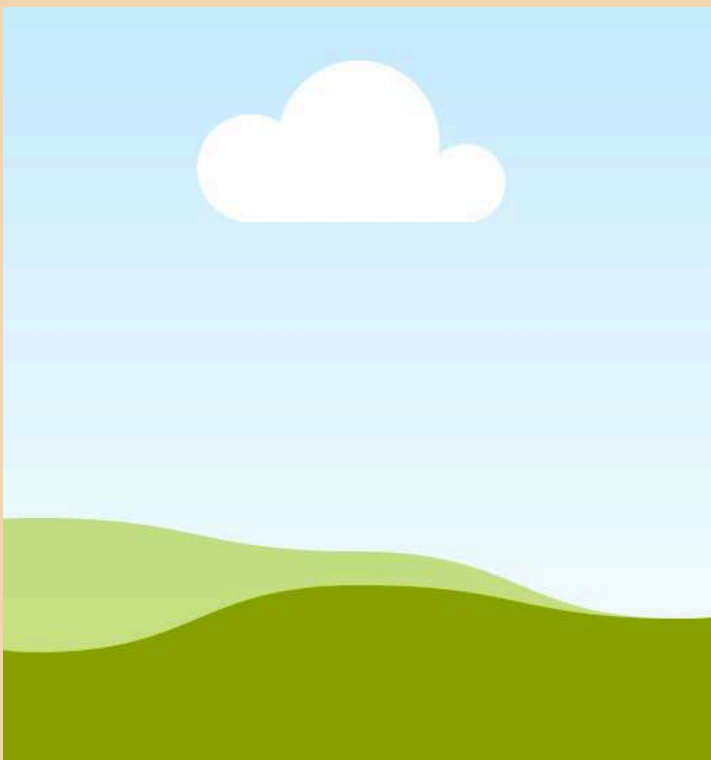
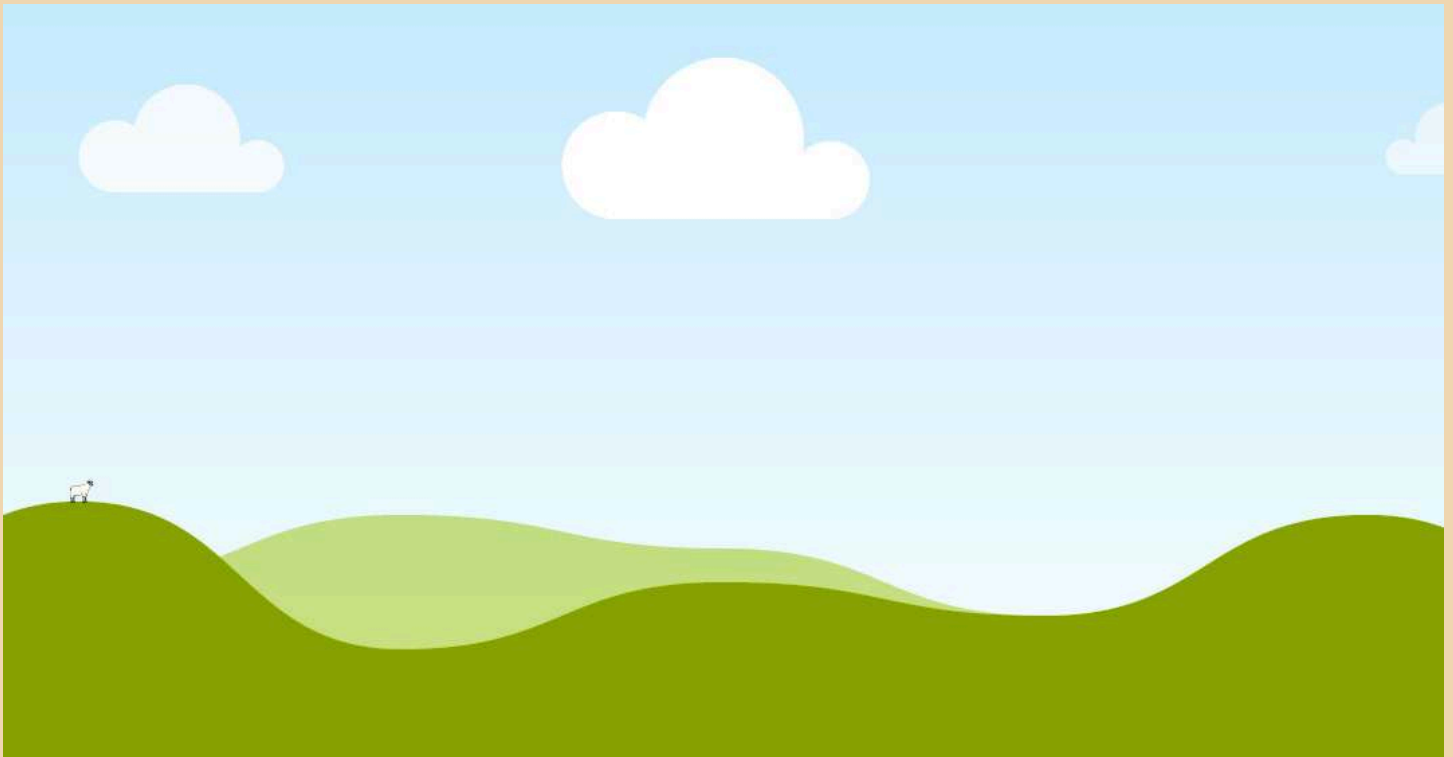


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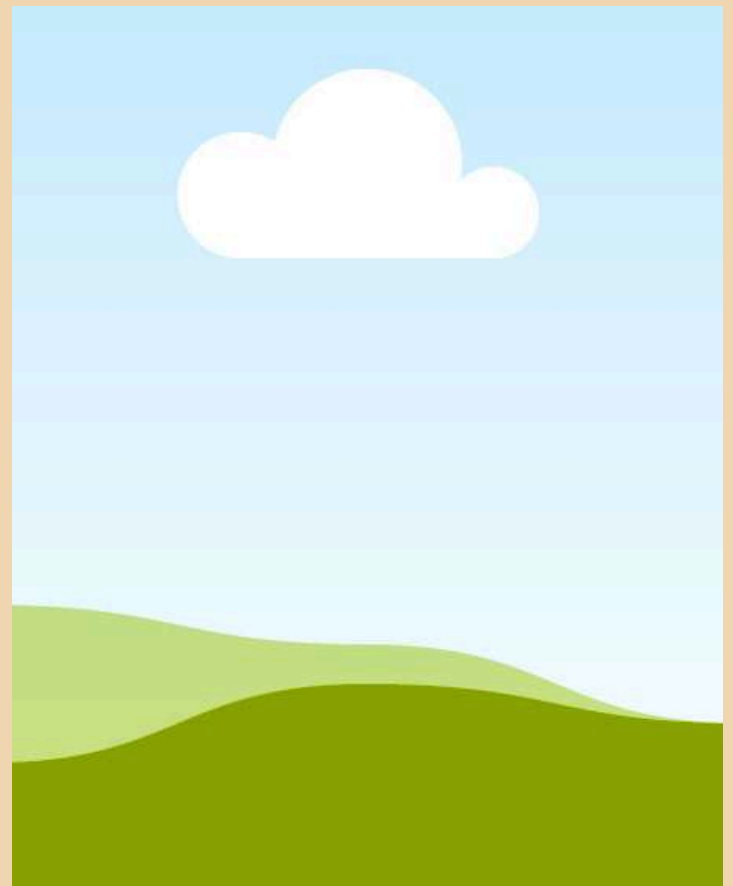
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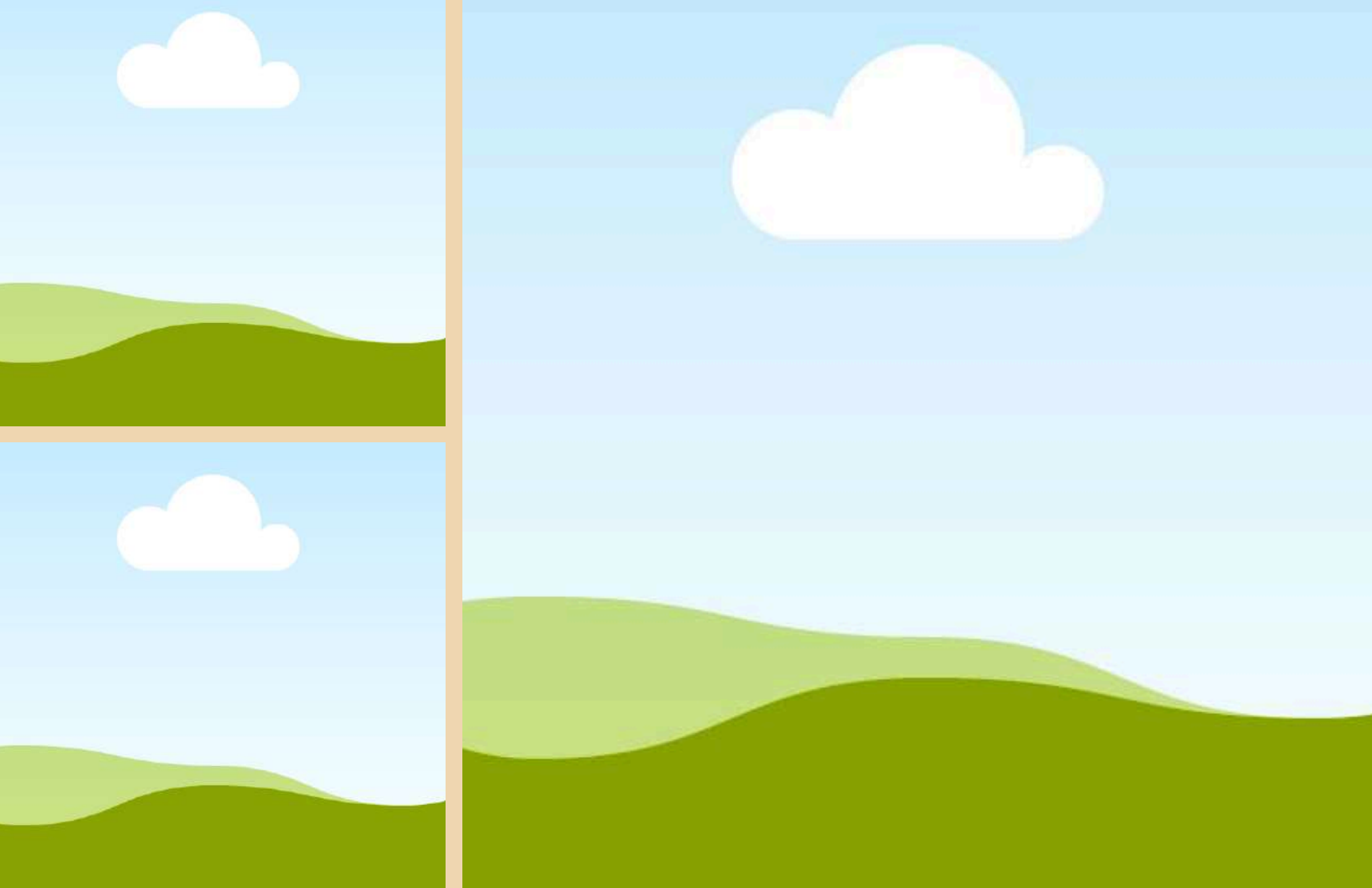
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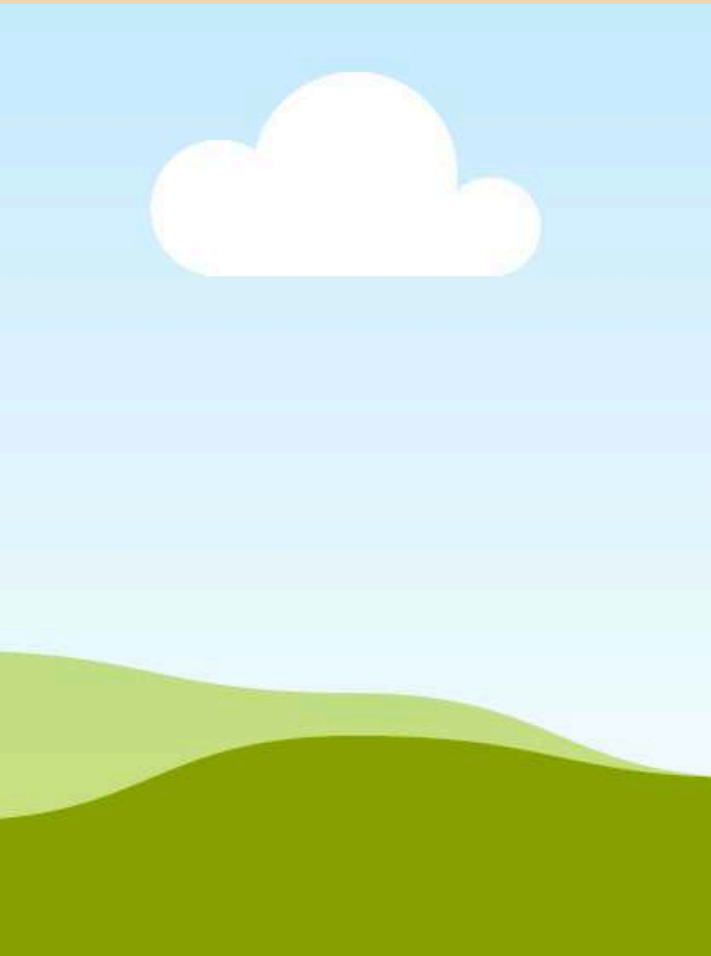
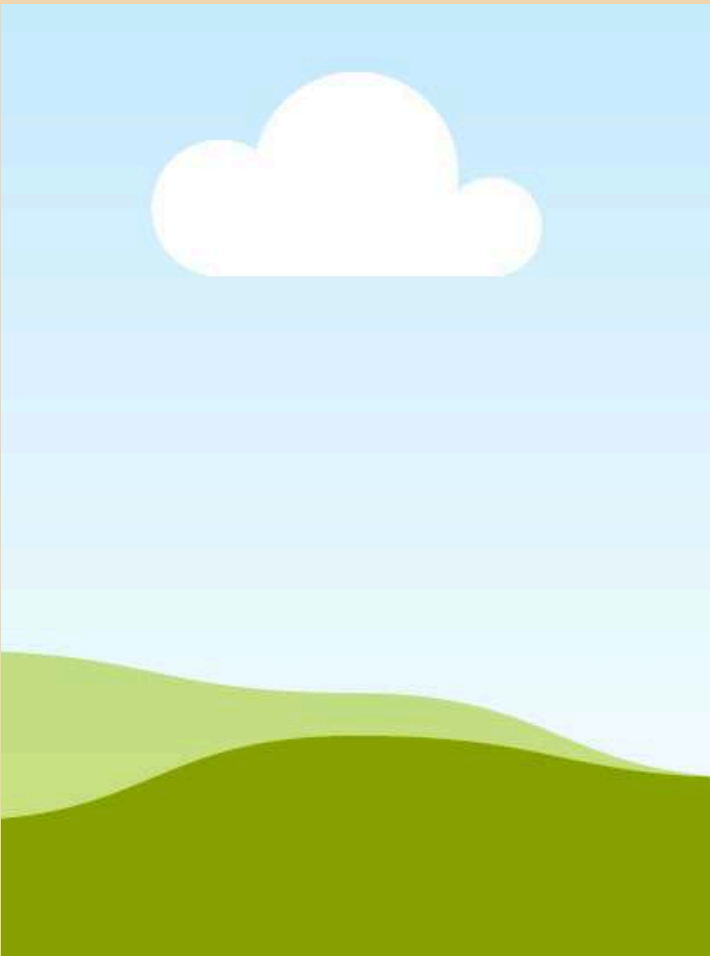
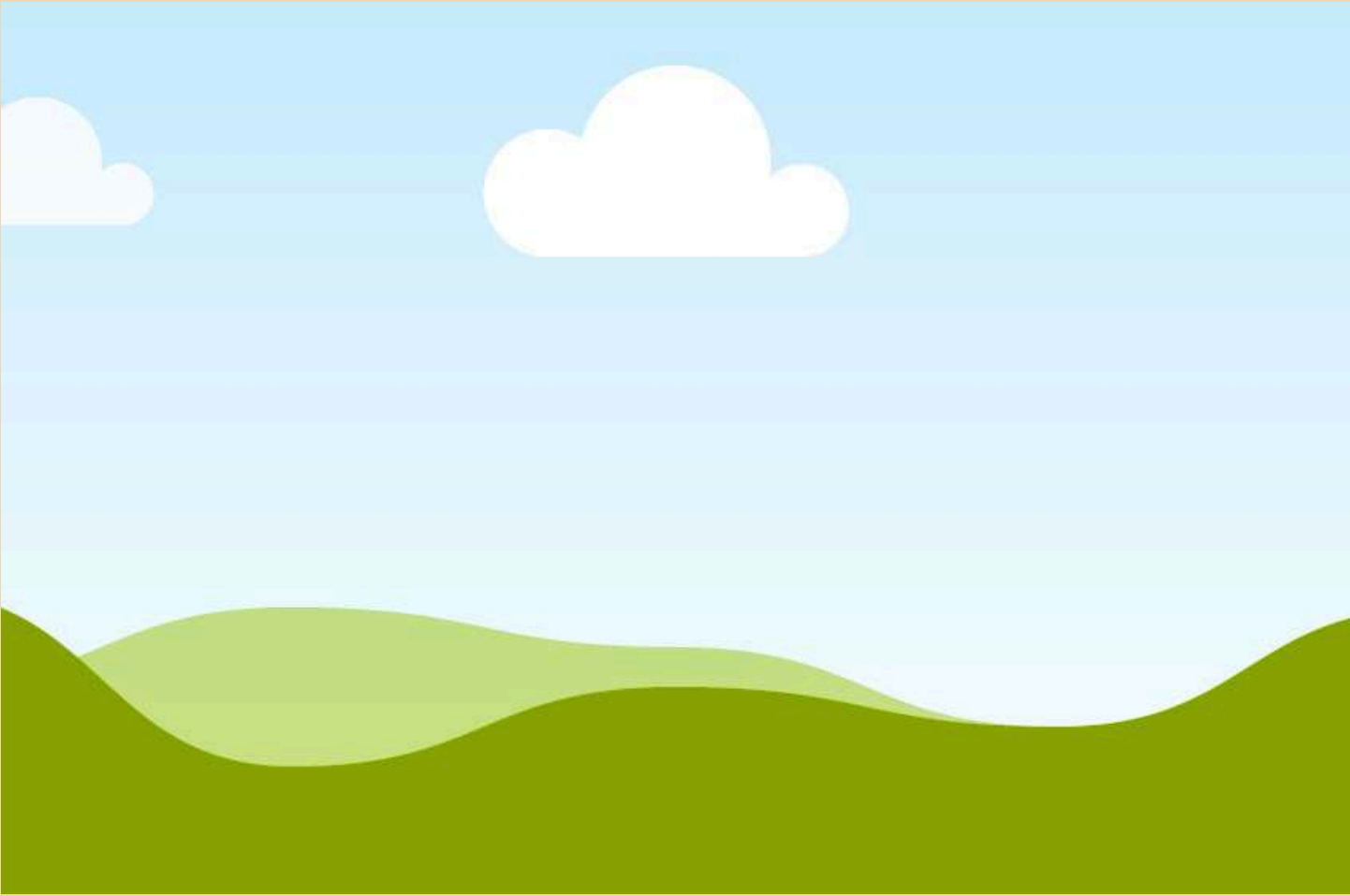
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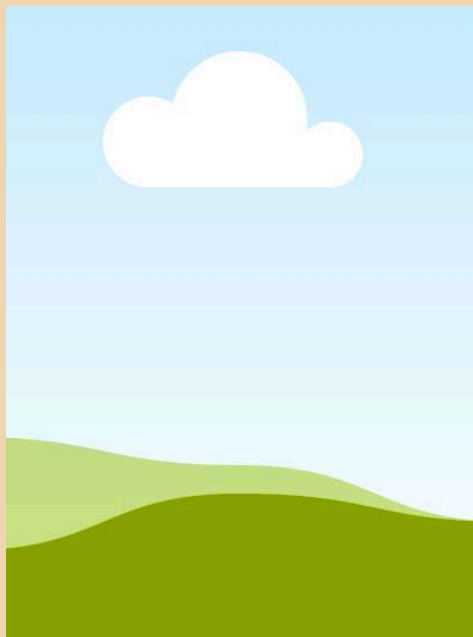
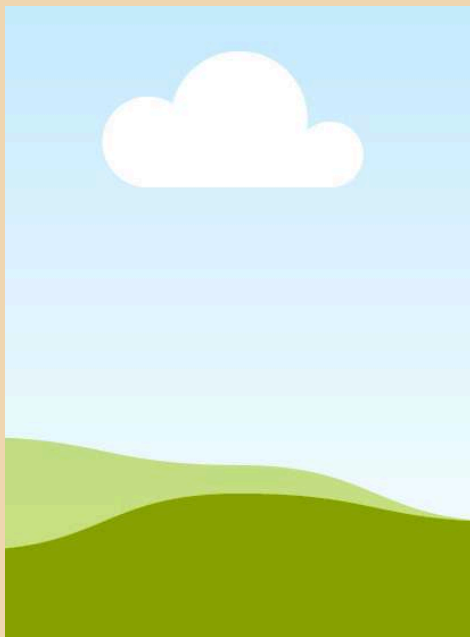
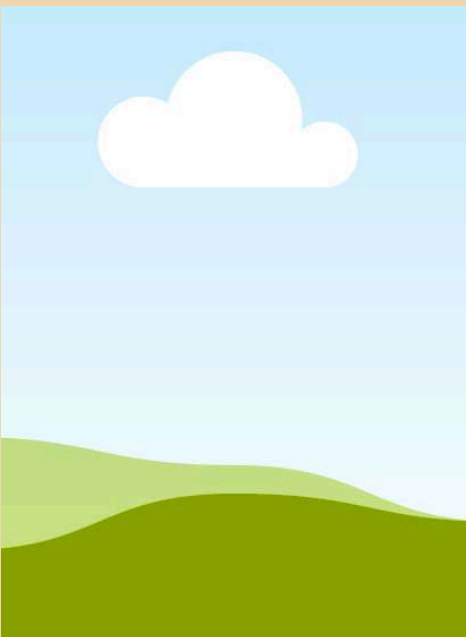
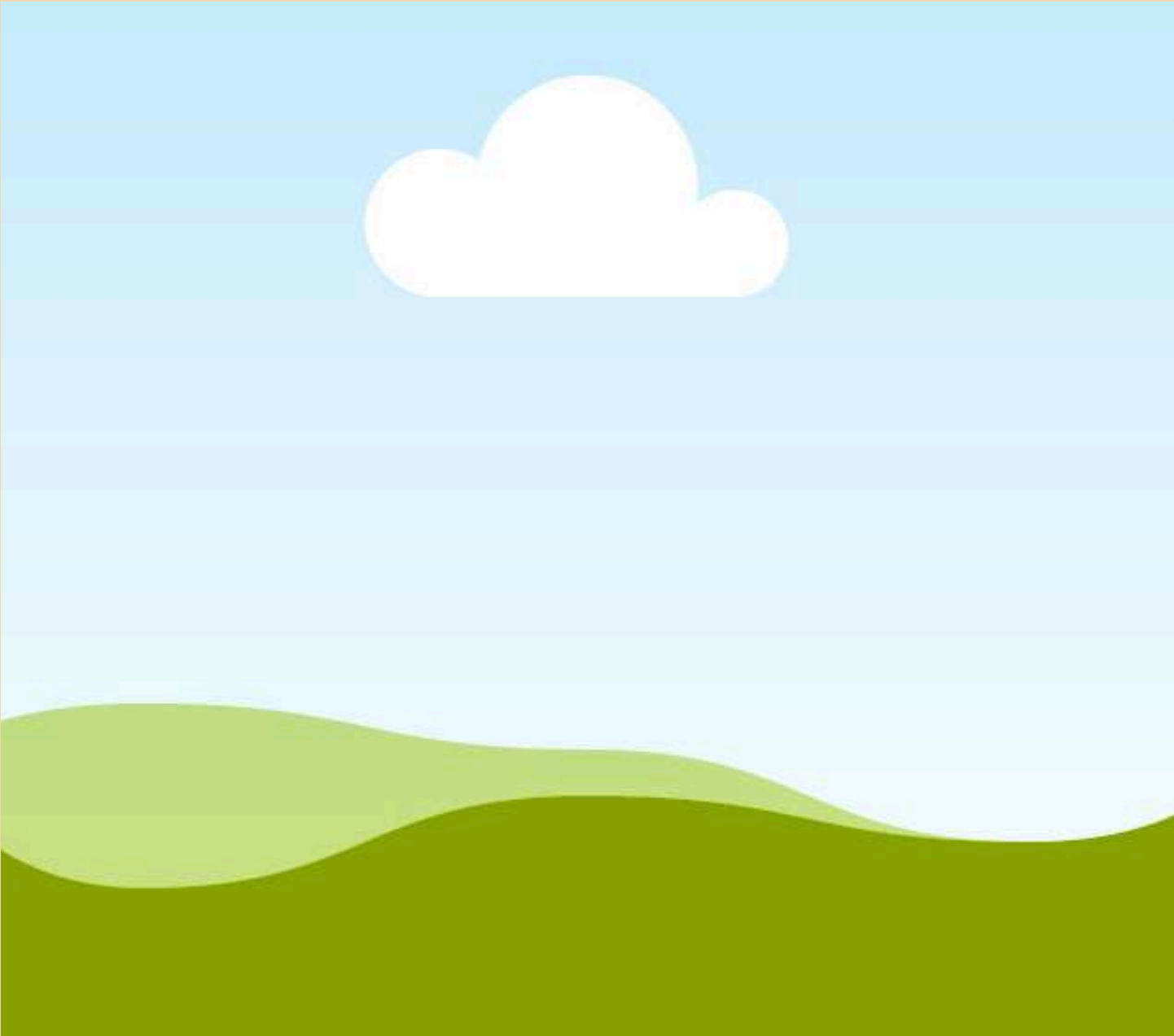
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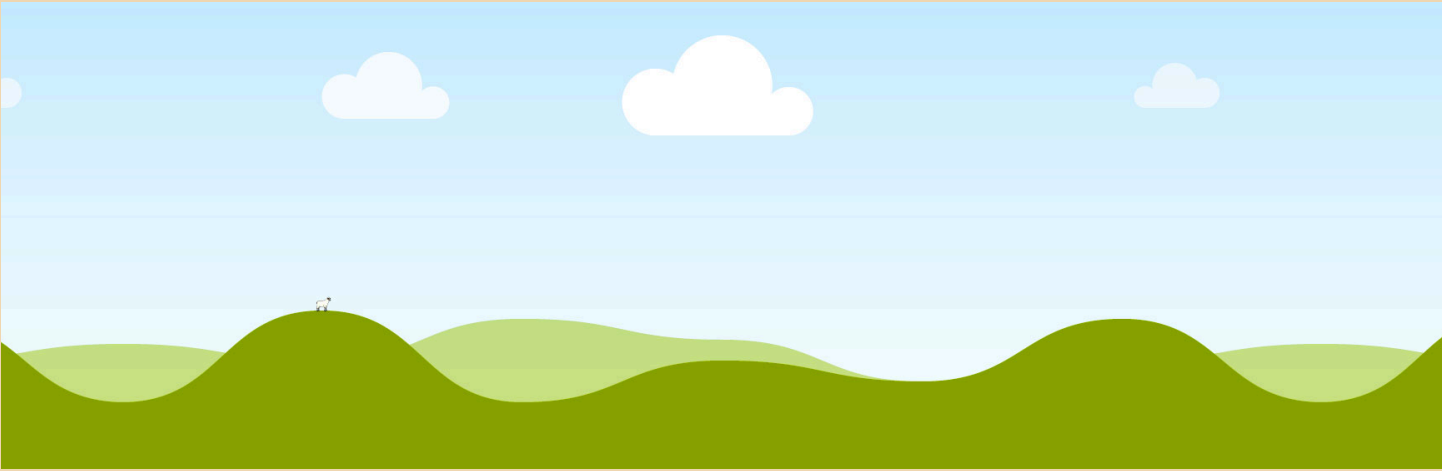


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LOREM IPSUM DOLOR SIT AMET

# CHECKLIST

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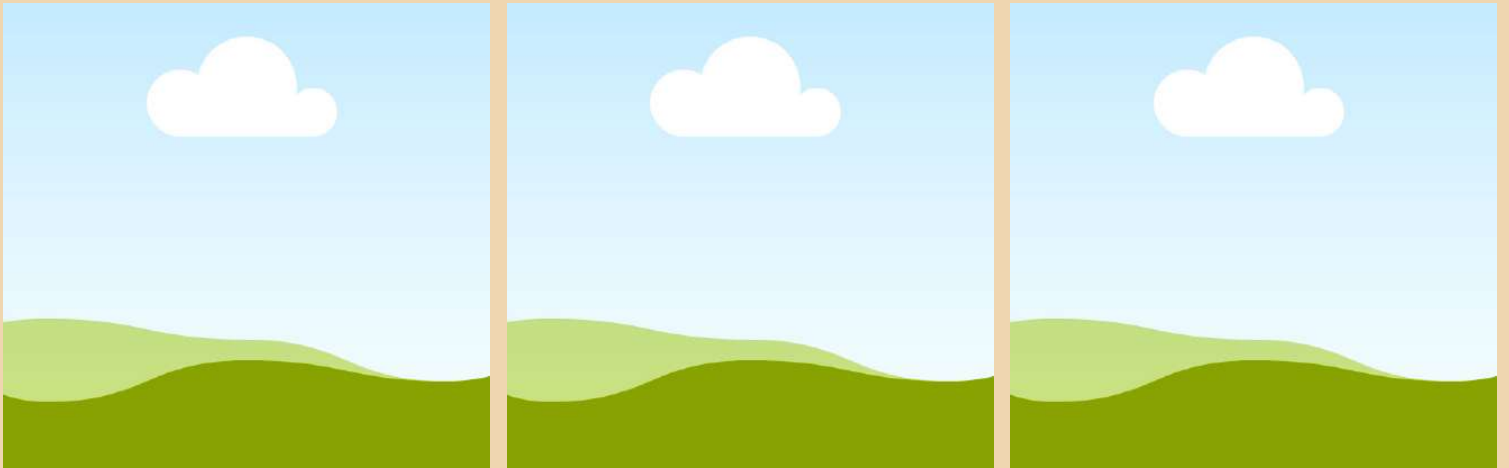
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# CHECKLIST

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# CHECKLIST

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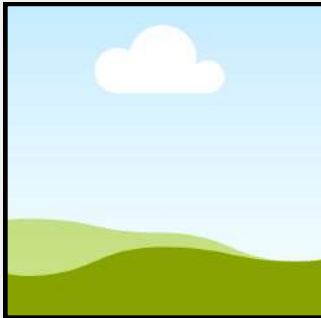
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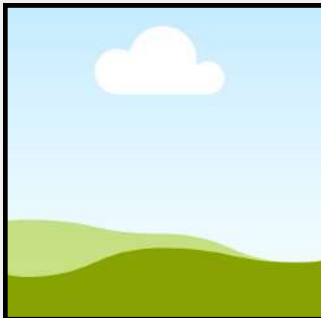
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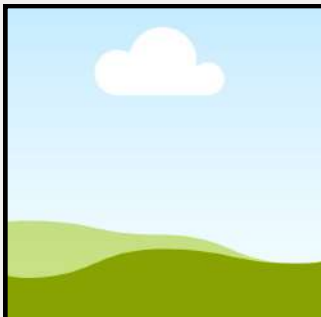
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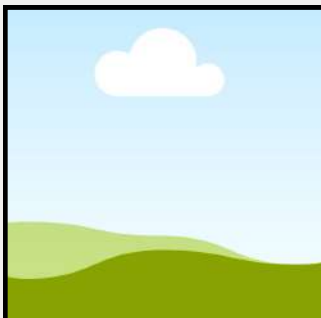
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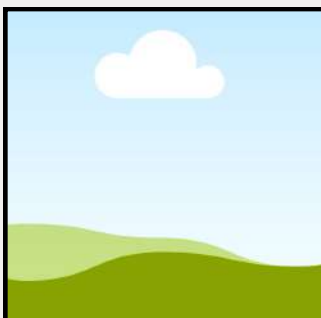
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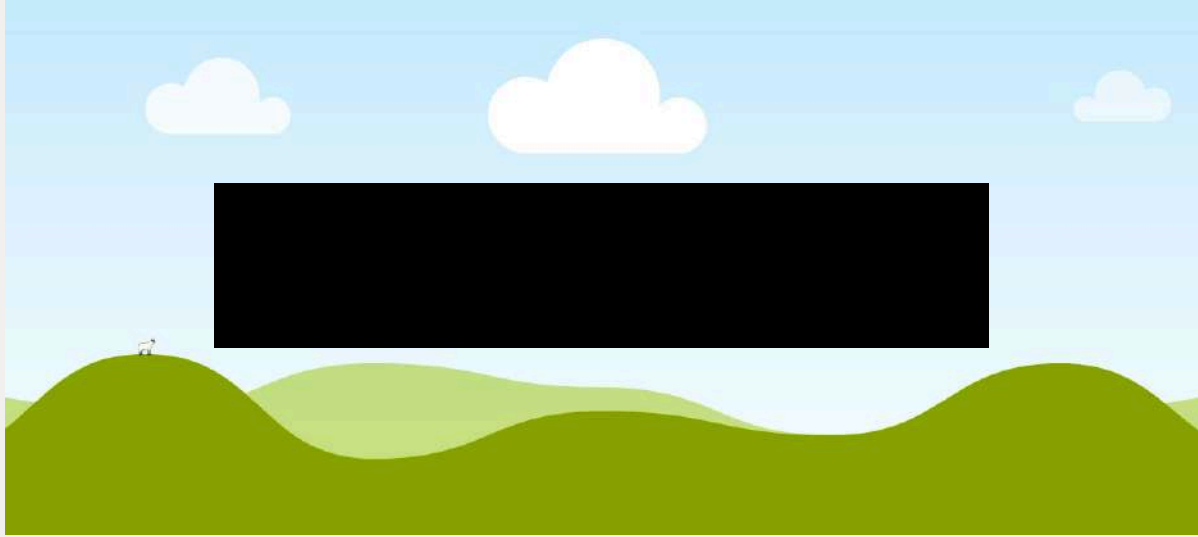
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## 2. LIST ITEM

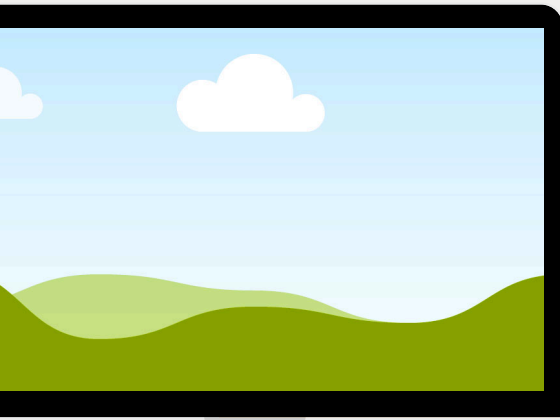
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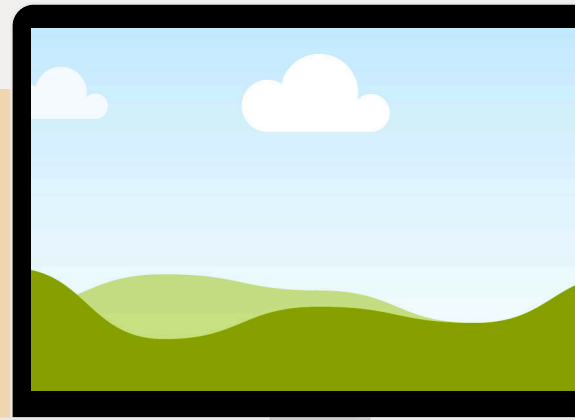
# YOUR TOOLKIT



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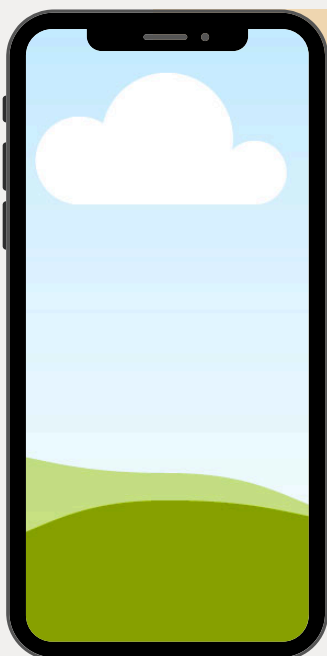
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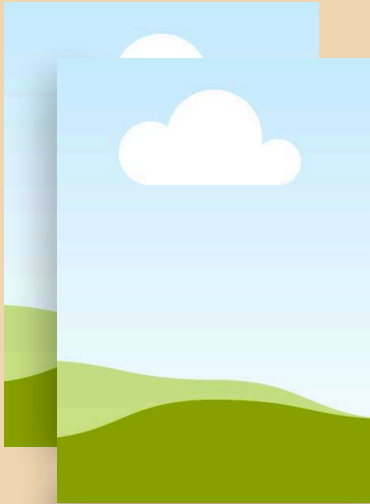


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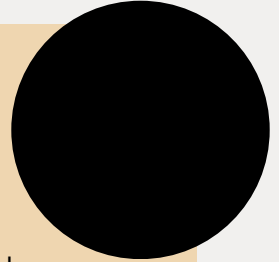
# The Toolkit



## Tool Name

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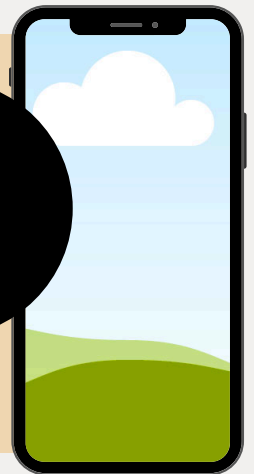
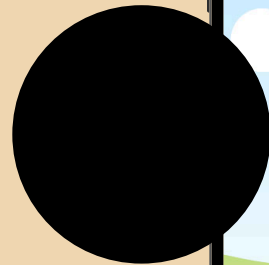
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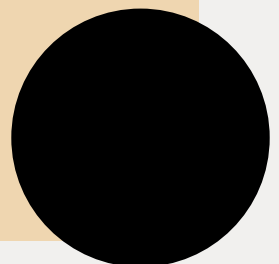
**LOREM IPSUM**



## Tool Name

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**LOREM IPSUM**



# YOUR TOOLKIT

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# SMART GOALS

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3. YOUR QUESTION GOES HERE

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4. YOUR QUESTION GOES HERE

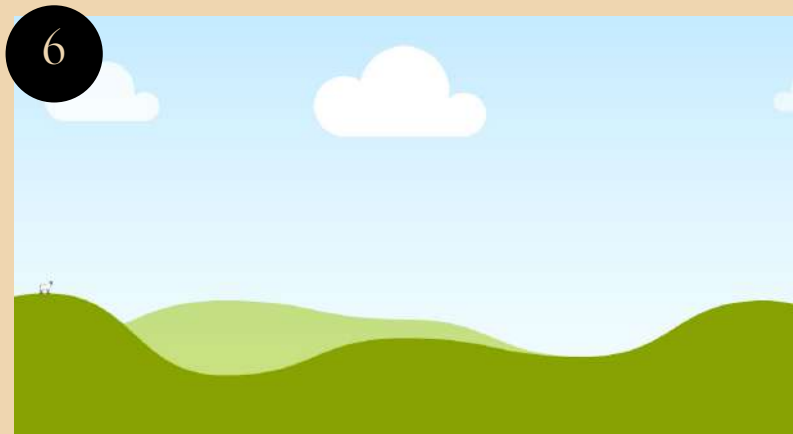
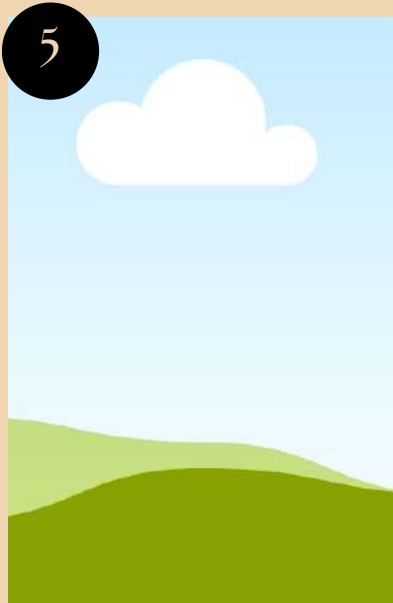
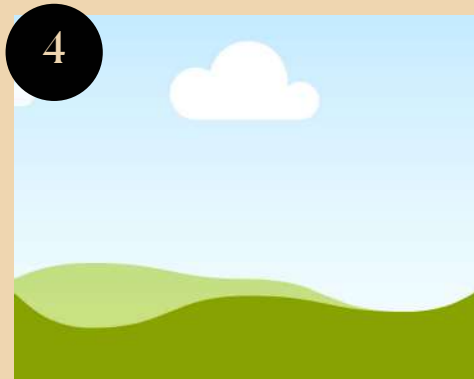
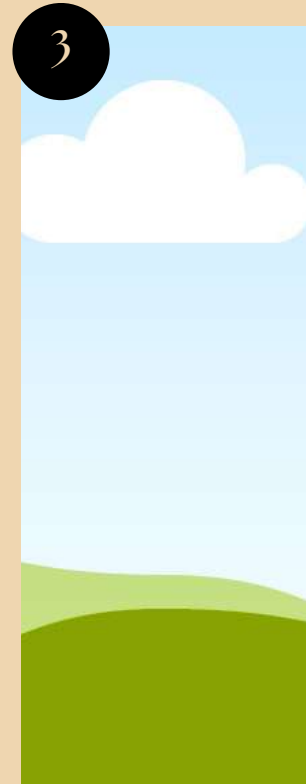
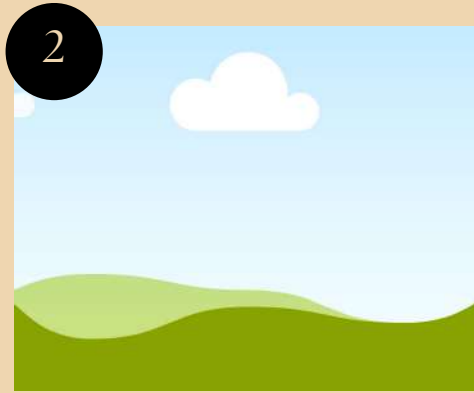
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# GIFT GUIDE

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# Gift Guide

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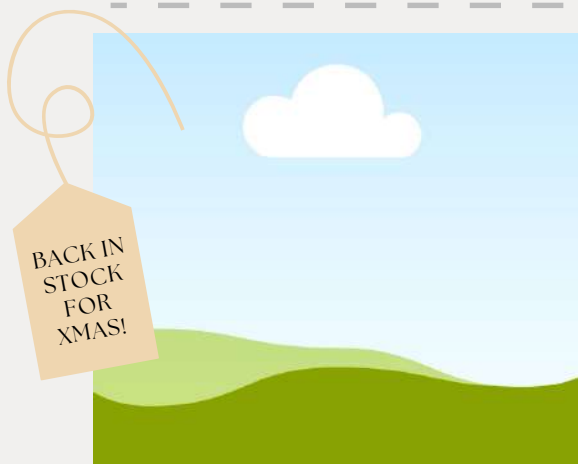
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### 2 Gift name

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**CTA / PRICE / DISCOUNT HERE**



### 3 Gift name

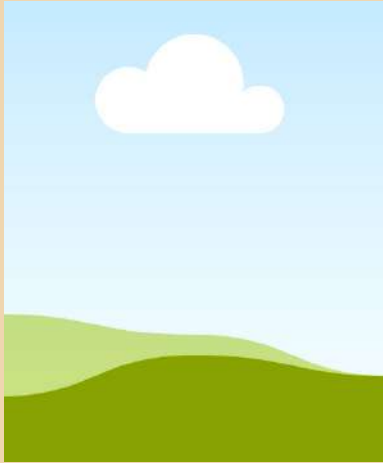
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**CTA / PRICE / DISCOUNT HERE**

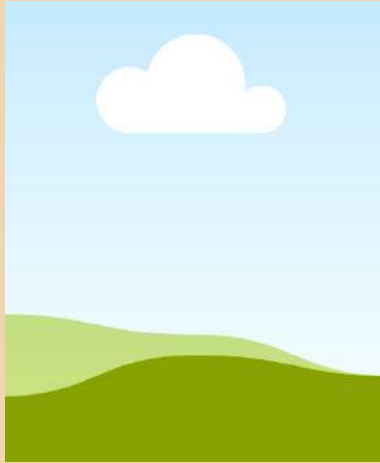
# XYZ GIFT GUIDE

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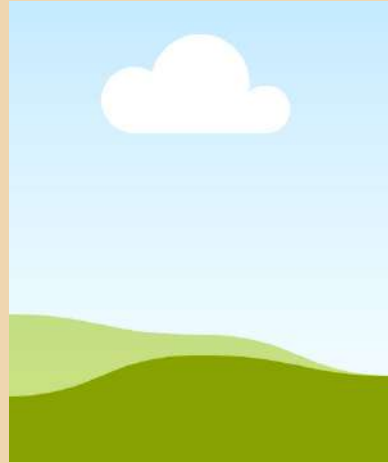
GIFT NAME



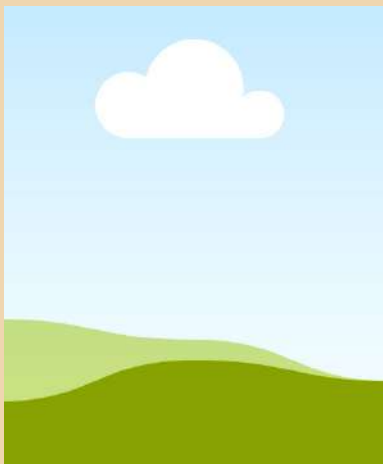
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GIFT NAME



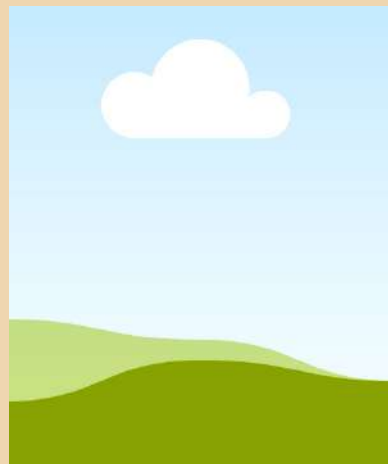
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# 4 STEP ROADMAP

## STEP TITLE

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- Sit amet, consectetur
- Adipiscing elit. Sed blandit

LOREM IPSUM DOLO

# ROADMAP

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START

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2

## TITLE GOES HERE

Pellentesque nibh dui, imperdiet non malesuada a, imperdiet nec enim. Nulla sollicitudin nec odio at luctus

3

## TITLE GOES HERE

Pellentesque nibh dui, imperdiet non malesuada a, imperdiet nec enim. Nulla sollicitudin nec odio at luctus



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END

## TITLE GOES HERE

Pellentesque nibh dui, imperdiet non malesuada a, imperdiet nec enim. Nulla sollicitudin nec odio at luctus

# STEP BY STEP

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## **LOREM IPSUM**

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Nulla facilisi.



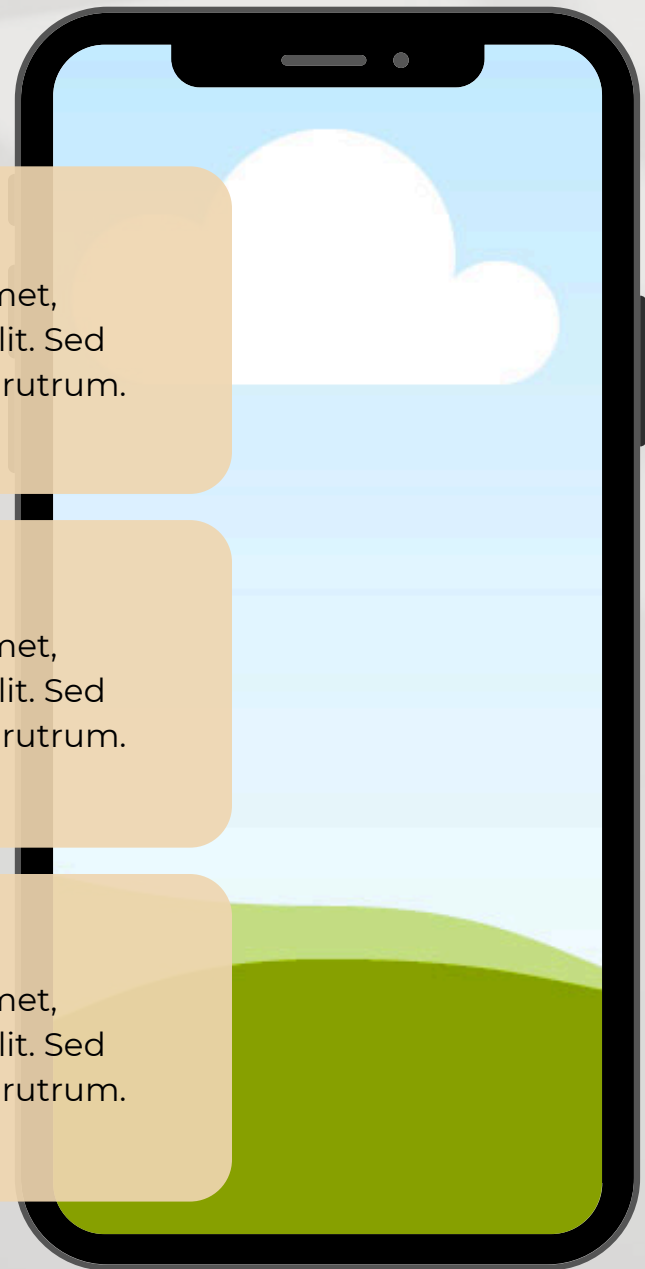
## **LOREM IPSUM**

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## **LOREM IPSUM**

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Nulla facilisi.



# 30 DAY XYZ CHALLENGE

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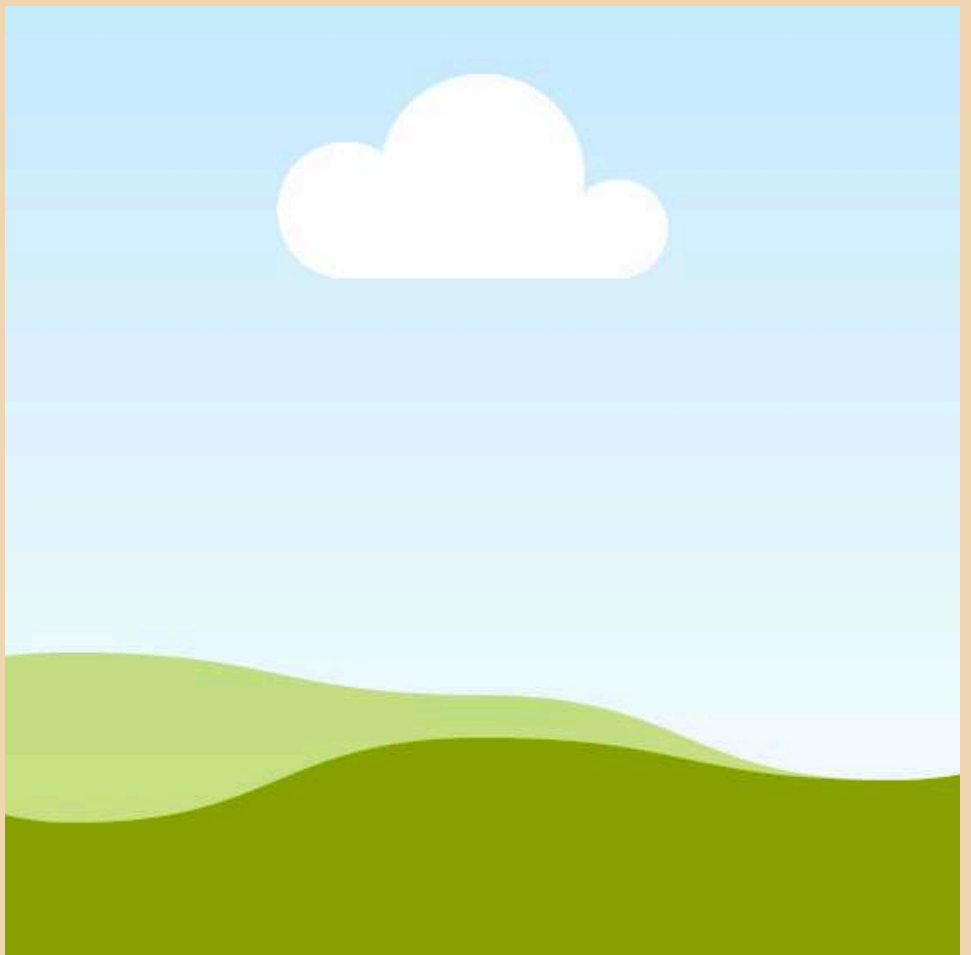
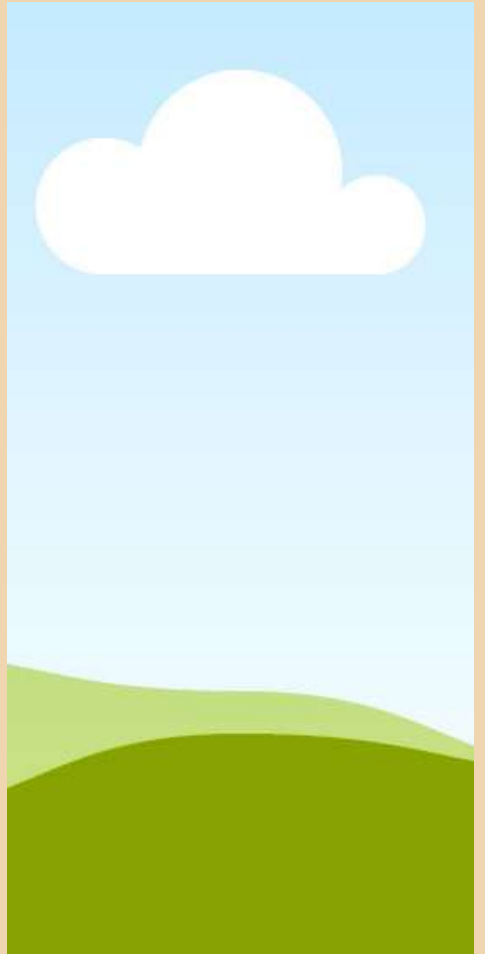
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# CALL TO ACTION

✓ LOREM IPSUM  
DOLOR SIT AMET

✓ LOREM IPSUM  
DOLOR SIT AMET

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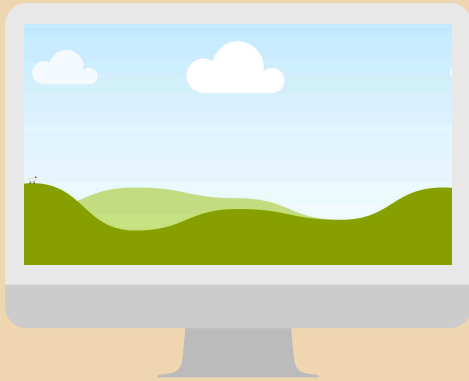
... & SO MUCH MORE!

**CTA GOES HERE**



# RESOURCES

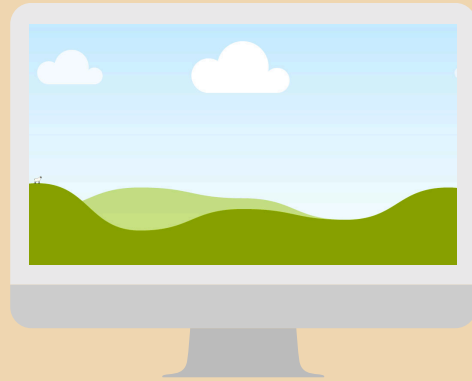
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TITLE HERE

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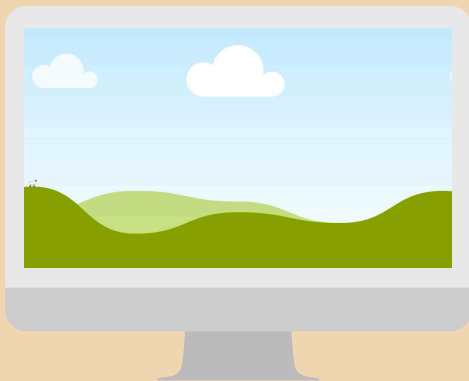
WATCH NOW



TITLE HERE

Nemo enim ipsam voluptatem quia voluptas sit aspernatur

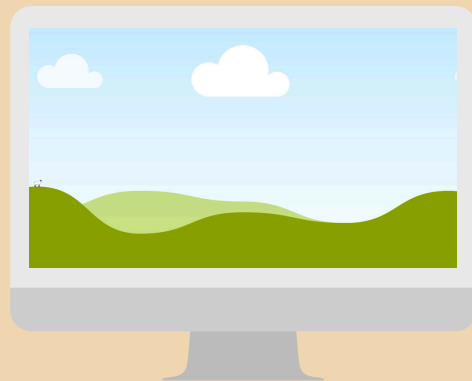
WATCH NOW



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WATCH NOW

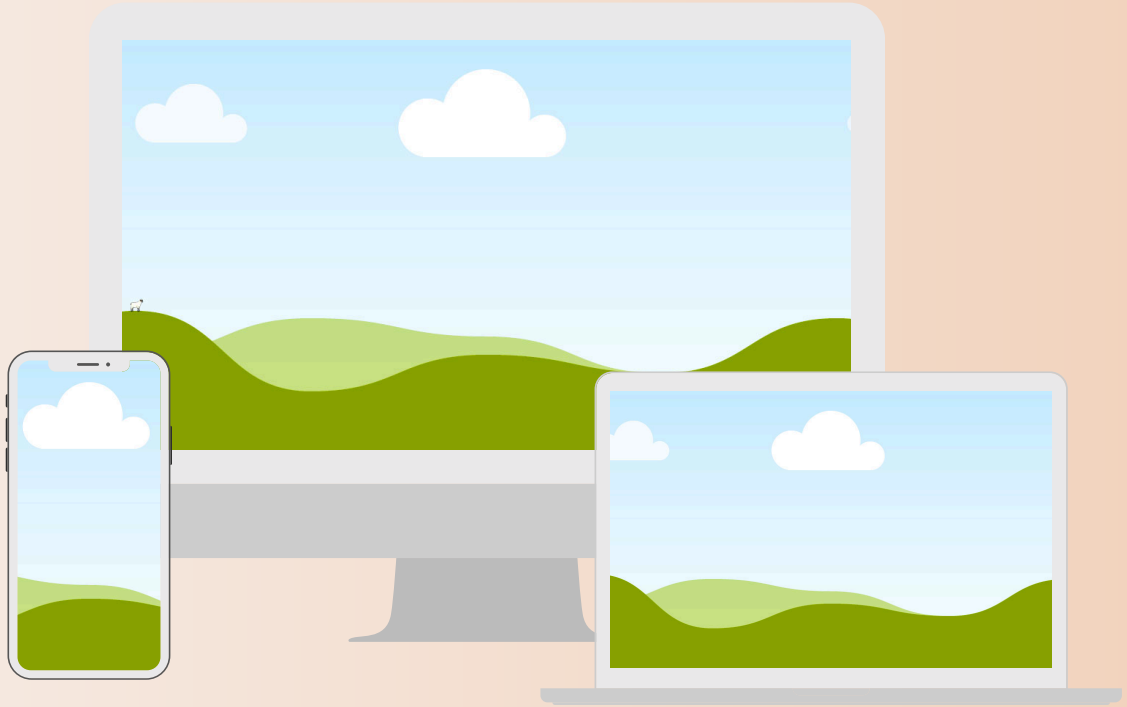


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WATCH NOW

# YOUR PROMO GOES HERE



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0444 444 4444

[WWW.WEBSITE.COM.AU](http://WWW.WEBSITE.COM.AU)



# YOUR PROMO GOES HERE

SED UT PERSPICIATIS UNDE OMNIS  
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# CONTACT US



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