



# THE HYALOGIC Social Media Toolkit



Have questions? We're here to help.  
Please contact [info@hyalogic.com](mailto:info@hyalogic.com)

## To our Retailers,

As Hyalogic partners, we are excited to provide you with **exclusive content** to post on your own social media channels. Our hope is to provide your store with content to not only help your customers, but to *support your store's financial success*.

In this toolkit you will find all of the information you need to easily share content across your various social media channels.

*Please find a LINK to all approved images for your use on page 5 of this document!*





## What is *Hyaluronic Acid*?

**Hyaluronic Acid (HA)**, also known as hyaluronan or hyaluronate, is a carbohydrate (more specifically a mucopolysaccharide) occurring **naturally throughout the human body**. It can be several thousands of sugars (carbohydrates) long. When not bound to other molecules, it binds to water giving it a stiff viscous quality similar to “Jello”.

This viscous gel is one of the most heavily researched substances in medicine today with thousands of trials mostly in the fields of orthopedics and eye surgery. Its function in the body is, amongst other things, to bind water and to **lubricate movable parts of the body, such as joints and muscles**. Its consistency and tissue-friendliness allows it to be beneficial in *skin-care products as an excellent moisturizer*.

*Because HA is one of the most hydrophilic (water-loving) molecules in nature with **numerous benefits** for the human body, it can be described as “**nature’s moisturizer**”.*



# The Science of Hydration

## 5 REASONS WHY HA IS BENEFICIAL

**1. AGING** / Increased levels of HA may ward off the aging process by helping the cells of the body thrive and retain moisture, keeping joints lubricated, protecting the retina in eyes, and keeping skin smooth and elastic.

**2. HYDRATION** / HA seeks out and binds to water and becomes a viscous substance that serves as the body's natural lubricant and provider of cushioning and elasticity. Hyaluronic Acid is found in our bodies' connective tissues (tendons, ligaments, cartilage, skin, ground substance/matrix or extra cellular matrix fluid) and synovial fluid between the joints and eyes.

**3. MOBILITY** / The human body degrades about one-third of its Hyaluronic Acid stores each day. Normally, this Hyaluronic Acid is simply replaced with new Hyaluronic Acid that the body synthesizes, but beginning as early as young adulthood, our production of HA begins to decrease, and this decrease accelerates with age.

**4. YOUTHFUL SKIN** / Smooth, elastic young skin is naturally loaded with HA—as our young bodies produce HA abundantly and easily replace the HA that is lost. The HA provides continuous moisture to the skin by binding up to 1,000 times its weight in water. Unfortunately, the ability of our skin to produce HA decreases as we age and consequently, the amount of HA in our skin drops significantly.

**5. EYESIGHT** / The very substance that nourishes the collagen in our Eye Diagram skin and provides the cushion in our joints, also makes up a large percentage of our eyes' vitreous humor gel fluid. We need an abundance of HA for healthy eye function.





# Social Media Posts *Tips*

## KEEP IT CONCISE

- Keep posts between 90-200 characters.
- Easy to understand.
- Engaging/Informative.
- Has a Call to Action.
- Always post with an image.
- Always post with a shortened link. Use a tool such as bitly.

## DO:

- Share and repurpose influencer content, appropriately tagging all creators involved.
- Share content from worthy news sources and key-opinion leaders and brand partners.
- Engage with your audience daily. Liking, sharing and responding to comments will increase engagement on your page.

## DON'T:

- Blindly share. When sharing content make sure to always add a point of view, consider what the viewer would want to see or know more about.
- Use hashtags just for the sake of using hashtags. Make sure they are industry related or relevant to the brand.

## Original Photography *Resource*

These images are high resolution and available for download for **social media use and marketing purposes**. They are not to be edited, sold, re-distributed or used for any other purpose than to promote Hyalogic's products.

View and Download Here: [DROPBOX LINK](#)

**Facebook:** @hyalogic

<https://www.facebook.com/hyalogic>

**Instagram:** @hyalogic\_ha

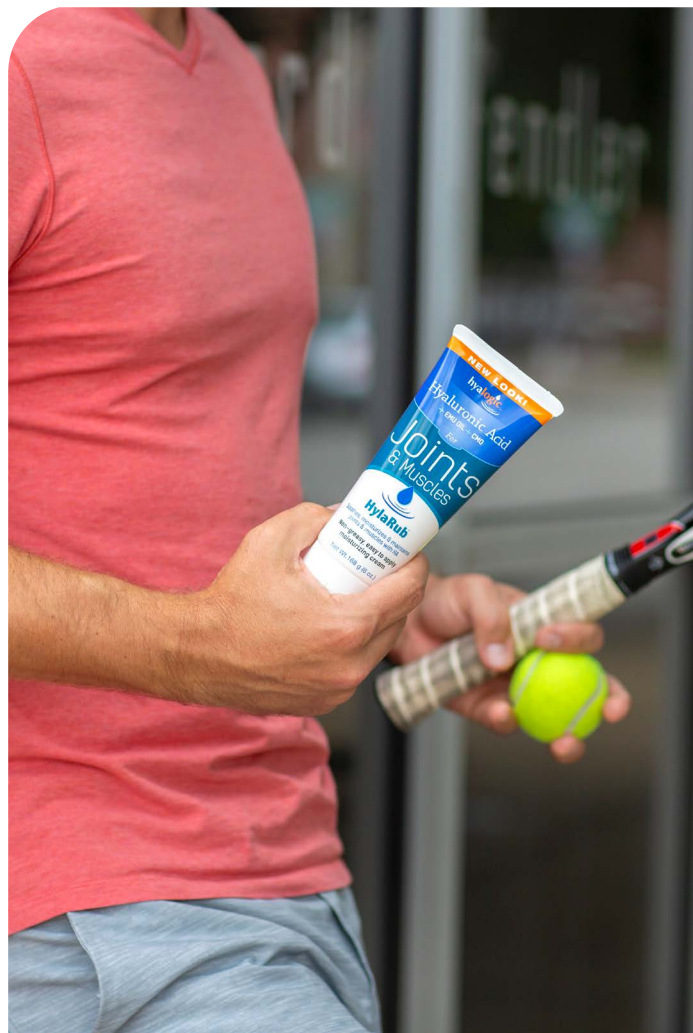
[https://www.instagram.com/hyalogic\\_ha](https://www.instagram.com/hyalogic_ha)

**Twitter:** @HyalogicHA

<https://twitter.com/hyalogicha>

## HASHTAGS

#hyaluronicacid #hyalogic #skincare #healthyskin  
#beauty #skintherapy #glowingskin #awardwinning  
#scienceofhydration #beautyfromwithin



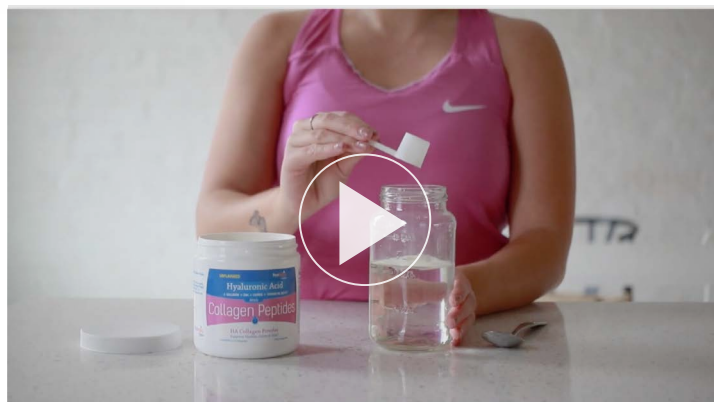
## Featured Product *Videos*



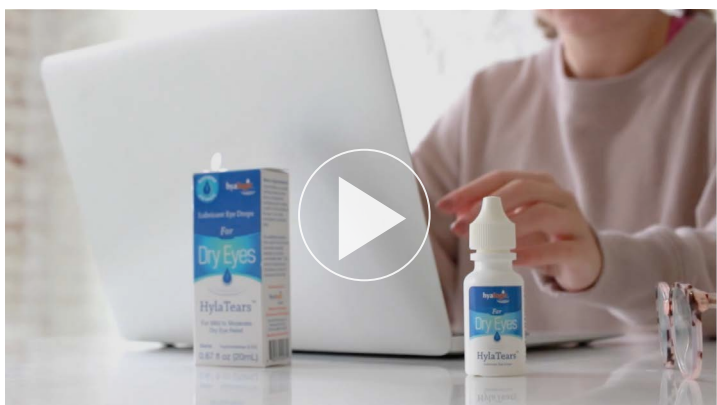
**Pure Hyaluronic Acid Face Serum** (:45 sec)



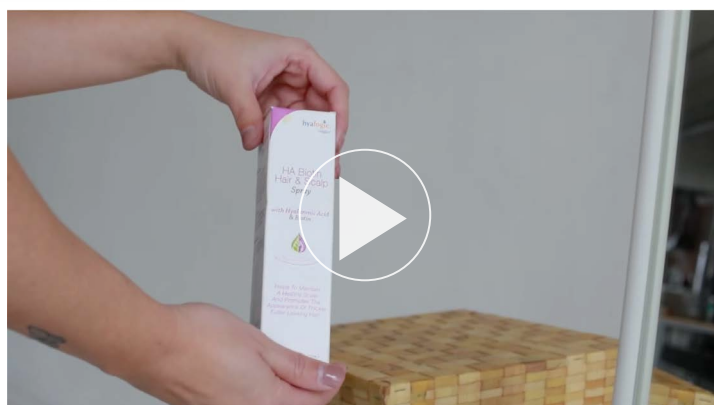
**Collagen Peptides** (:45 sec)



**HylaTears** (:45 sec)



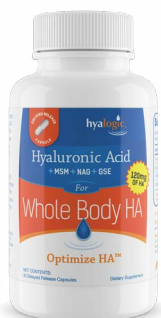
**Biotin Scalp Spray** (:45 sec)



**Synthovial Seven** (:35 sec)



## Featured *Products*



### OPTIMIZE HA CAPSULE

Offers support for flexible joints, healthy skin and collagen for whole body hydration with natural Hyaluronic Acid.

- 💧 **Vegan and Gluten Free**    💧 **Delayed-Release Capsule**
- 💧 **Contains Grape Seed Extract**    💧 **Helps Maintain Proper HA levels**



### HYLATEARS FOR DRY EYES

Lubricating eye drops providing soothing comfort and long lasting lubrication, keeping eyes feeling refreshed throughout the day. Maintains the natural moisture balance in your eyes, providing effective, long lasting dry eye relief.

- 💧 **Mild or Moderate Dry Eye Relief**    💧 **Contains Highly Lubricating Hyaluronic Acid**
- 💧 **Convenient and Gentle**    💧 **Non-Irritating**



### COLLAGEN FACIAL MIST

Features Marine Collagen with Hyaluronic Acid to support moisture levels and a firm, elastic appearance.

- 💧 **Maintains Skin Elasticity**    💧 **Quick Daily Mist**    💧 **Enhances Skin Firmness**



### LUSH LASH + BROW SERUM

Protects and supports beauty of your lashes and brows with a formula of nourishing oils and vitamins (Argan, Coconut and E). These are known to nourish follicles and condition hair.

- 💧 **HA Locks in Moisture**    💧 **Keratinocyte Growth Factor protein**
- 💧 **Applied Nightly**

# Best Sellers



## SYNTHOVIAL SEVEN®

An oral Hyaluronic Acid dietary supplement that supplements the natural HA in your body. Helps lubricate joints and cartilage for normal movement, and supports skin hydration for healthy skin appearance.

💧 **Hydrate Your Skin**

💧 **Lubricate Joints and Cartilage**

💧 **Facilitate Eye Health**



## PURE HYALURONIC ACID FACE SERUM

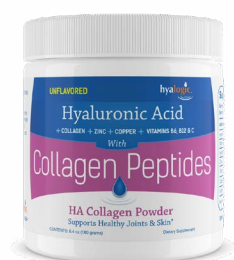
Supports skin hydration with a light, non-greasy texture that soothes and refreshes facial skin, as well as helps to lessen the appearance of fine lines and wrinkles.

💧 **For All Skin Types**

💧 **Skin Softening**

💧 **Maintains Moisture**

💧 **Supports Skin Health**



## COLLAGEN PEPTIDES POWDER

A unique combination of Premium High Molecular Weight Hyaluronic Acid (HA) and Hydrolyzed Bovine Collagen Type 1 & 3, to provide benefits for healthy joints, bones, skin and nails. Add to your favorite beverage daily.

💧 **Unflavored Powder**

💧 **Collagen, Zinc, Copper, Vitamins B6, B12 and C**

💧 **Non GMO, Grass Fed**



## COLLAGEN HA TRIPLE BOOST

Uses Hyaluronic Acid to moisturize and hydrate, Syn-Coll to stimulate collagen production and our special Marine collagen antioxidant formula that promotes healthy, young looking skin.

💧 **Promotes synthesis of collagen**

💧 **Moisturizes and Firms Skin**

💧 **Powerful Antioxidant**





THE LEADER IN HYALURONIC ACID

**For *more* information:**

visit **hyalogic.com**

call **(866) 318-8484**

email **info@hyalogic.com**