Clarity Hair Care Social Media Strategy

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Executive Summary

Clarity Hair Care was created to offer eco-conscious consumers ethical and high-quality hair care products. The online store offers an inclusive line of shampoos, conditioners, and more, in durable glass bottles and biodegradable refill packs. At Clarity Hair Care, we foster sustainability from our headquarters in Pittsburgh, however, our exclusively online retail makes it possible for our products to reach the entire country, making healthy hair care possible everywhere.

Our social media presence aims to be informational, while still aesthetically pleasing. The soothing nature visuals with green accents reflect our company's values of clean beauty. We post content relating to sustainability and self-care daily, and our social media posts are engaging through Q&As, behind-the-scenes sneak peeks, and short-form videos.

Company Profile

Company Description

Clarity Hair Care is a company that believes everyone should have access to sustainable, ethical, and high-quality hair products. The founders began the CHC journey five years ago by experimenting with different formulas to create the best vegan, cruelty-free, inclusive hair care product line. In June 2024, Clarity Hair Care was officially launched, headquartered in Pittsburgh, Pennsylvania.

At Clarity Hair Care, we aim to reduce plastic waste in the beauty industry by offering durable glass bottles and biodegradable product refill pouches. Our collections feature shampoos, conditioners, and more, made for every hair type. Every product is vegan and cruelty-free, allowing our customers to feel confident in every CHC purchase.

Our business is entirely online, allowing us to offer eco-conscious hair care to the entire country. Additionally, we make our customers' hair care routines as seamless and satisfying as possible with our automatic refill options. Customers who love CHC products can sign up for our automatic refill subscription where monthly product refills are automatically sent to the customer's doorstep.

We're redefining beauty with sustainable, ethical hair care that cares for you and the planet—shop Clarity Hair Care today and make beauty more sustainable with us.

Mission Statement

At Clarity Hair Care, we provide consumers with eco-friendly hair care solutions that prioritize sustainability from production to packaging.

Vision Statement

We aim to provide our customers with the products they need to feel confident in their natural beauty and their contribution to a healthy environment.

Business Objectives

- Reduce checkout errors on the Clarity Hair Care website by 30% through routine maintenance once a month for the next 6 months.
- Increase profit margins by 15% by acquiring a different manufacturer to reduce product costs by the end of the year.
- Become carbon neutral by 2026 through practicing sustainability and partnerships at an increased 30% rate.
- Implement quality control guidelines to increase product quality by 5% in 3 months.
- Improve employee satisfaction by 20% through increased communication during October.

- Increase refill subscription sign-up rate by 5% through increased communication on social media platforms and the Clarity Hair Care website.

Marketing Objectives

- Increase brand awareness through paid Instagram advertisements that are posted once a week until December 31.
- Increase brand presence by uploading to social media a minimum of 4-5 times per week.
- Partner with content creators to reach new audiences through promotional videos of our products.
- Increase website clicks by 10% by including a "click the link to shop" call-to-action on every social media post, video, and advertisement.
- Boost our customer retention rate by 15% by pushing a check-out survey when someone purchases a shampoo refill pouch to identify customer satisfaction with the product.
- Boost engagement on our Instagram profile by 25% by implementing interactive posts on our stories and main-feed posts.

Social Media Audit

Current State of Sector

The haircare and beauty sectors grow rapidly every year, largely influenced by ever-changing customer preferences and new hair care practices. As an industry, it is valued at billions globally and is only continuing to rise. Additionally, the concept of the "conscious consumer" has emerged, generating an increased emphasis on clean, cruelty-free products. This has influenced brands to create products that are sustainable and environmentally responsible. Many brands today have taken to social media platforms to influence buying decisions. This has

allowed a multitude of companies to get noticed, based on certain platforms' algorithms. It has also given rise to the “beauty influencer” which allows for a wider reach of promoted products.

Competitor Audit

The Good Fill

A similar brand to Clarity Hair Care is The Good Fill, which is a proclaimed zero-waste cleaning product company. While they do not sell hair or personal care items, they do sell refillable glass bottles for cleaning soap, such as laundry and dish soap. Through The Good Fill website, customers can purchase products, which arrive in glass bottles with pumps for the product. Reorders include another glass bottle without the pump so that customers can seamlessly replace their products. The Good Fill website is sophisticated with clear call-to-actions to their social media platforms.

The Good Fill primarily uses Instagram and Facebook, with a lowly optimized TikTok page. They have a following of 14.1K on Instagram, 2.3K on Facebook, and 1K on TikTok. Their posts are primarily centered around their products and services at a brick-and-mortar store in Nashville, Tennessee. Their branding shows in their posts as consistently neutral tones and an overall semi-formal tone. Of their social media platforms, Instagram is most utilized with a varied amount of picture and video posts as well as regular story posts. However, their Facebook and TikTok platforms are neglected. The Good Fill’s Facebook page is the default business profile layout, mostly posting updates about new and returning products. On TikTok, they do not get significant traction due to over-posting informational videos and under-posting trending topics. Clarity Hair Care could take inspiration from The Good Fill’s practices on Instagram but could otherwise learn from the pitfalls of The Good Fill’s Facebook and TikTok profiles.

A Drop in the Ocean

This brand is similar to Clarity Hair Care's refillable aspect. Their website is simple, and their social media accounts are linked through large icons at the bottom of the homepage. This brand creates bars of shampoo and conditioner, which significantly helps to reduce plastic waste. They also offer multiple refillable products such as laundry detergent, soaps, cleaning products, and bug spray. Their social media accounts consist of Instagram, Facebook, TikTok, and Pinterest, though their activity is minimal. They are most active on Instagram, with a link to their website on their profile. Overall, A Drop in the Ocean's posts on all platforms showcase their products and why they want to reduce plastic waste to help the ocean.

Audience Profiles

Demographics

The Clarity Hair Care audience consists of people aged 18-40, primarily women, who are college-educated with values of sustainability and ethical purchasing. Since Clarity Hair Care products are high-end, consumers are upper to middle class. Our consumers live in American urban and suburban areas, are single or married, and may have children.

Clarity Hair Care's target audience prioritizes recycling, sustainability, minimalist aesthetics, maintaining personal hygiene, and is against animal testing. They are primarily in the middle of the Social Technographics Ladder (STP), as they periodically consume hair care content, read/comment on hair care blogs/videos, and write reviews on products.

We have created sample audience profiles to further segment our proposed target audience. Each profile represents different needs per age range, social media platform, and place on the STP ladder.

User Persona #1

Summary

Sophia Davis is a 28-year-old critical care nurse from Maplewood, New Jersey, with a Bachelor's Degree in Nursing. She works in the ICU and earns an annual salary of $75,000. Sophia stays active with jogging and yoga while balancing a demanding career. She prioritizes self-care and sets aside time each evening to relax after her shifts. Her primary goal is to advance her career and start a family once financially stable. She is looking for a shampoo that keeps her hair healthy, clean, and oil-free despite her busy lifestyle. Sophia prefers texting for communication and uses social media occasionally.

What We Can Do

Sophia notices a significant amount of medical waste at her job and wants to reduce her habit of neglecting proper recycling practices. She is committed to finding more sustainable practices in her professional and personal life.

Position on STP Ladder

Sophia is a collector on the STP ladder. She has created profiles on major social media sites like Facebook, Instagram, and TikTok. While on the platforms, Sophia will follow other users and slightly develop her feed, but she doesn't spend a large amount of time on the platforms.

User Persona #2

Summary

Anya Coso is a 20-year-old college junior at the University of California, Berkeley, studying Linguistics to become a Speech Pathologist. She works as a part-time babysitter to support herself. Anya is focused on maintaining her grades while in a demanding major. She

values maintaining her health and appearance despite her hectic schedule and feels the pressure to balance an academic life with a social life. Anya prefers to talk through texting and social media. When ordering items online, she struggles with the cost of products and delays in shipping. She seeks convenient and affordable solutions to manage her personal health and environmental impact.

What We Can Do

Anya would benefit from a stress-free way to purchase high-quality hair care products without feeling guilty about environmental impact. Clarity Hair Care is an easy solution that could alleviate any stress Anya has about her personal hygiene and carbon footprint.

Position on STP Ladder

Anya is a Conversationalist; she casually comments on and reposts content on social media. She values other's opinions when making purchases and contributes to conversations on platforms.

User Persona #3

Summary

Rose Miller is a 35-year-old sustainability officer from Brooklyn, New York, and earns $130,000 per year. She holds a bachelor's and master's degree and has worked with her company for five years. Married with a 3-year-old daughter, Rose is passionate about recycling, minimalism, and thrifting. She works full-time and travels to help other companies become more sustainable. Rose goes to yoga classes, scrolls through social media, and reads parenting blogs in her free time. She prefers texting for communication and is active on Facebook and Instagram. Her goals include advancing her career, being eco-conscious, and creating a future for her family.

What We Can Do

Rose is busy and does not have extra free time to find quality products that are safe for the environment and her family. Clarity Hair Care takes the guesswork out of finding eco-friendly products that are convenient to purchase online.

Position on STP Ladder

Rose is in the middle between Conversationalist and Creator. She is active on sustainability and parenthood advice platforms but has not posted any significantly recognized content.

Social Media Platforms and Strategies

Profile Page Set-up

Although there is some variance between each social media platform, the profile page is similar for all. Each platform has the company logo set as the profile picture. The username is @ClairityHairCare across all platforms. The CHC Instagram profile also features story highlight reels with titles such as “FAQ,” “Q&As,” and “Reviews.” There is also a Link Tree linked in all CHC social media platform bios for easy navigation from the profile page to the Clarity Hair Care website and other social media platforms. All comments will be responded to, including complaints. Complaints will be contacted privately to ask for further elaboration so the issue may be resolved.

Content Strategy & Tactics

Across all social media platforms, Clarity Hair Care strives to portray a trustworthy and professional, yet relatable and practical brand. We aim to use our social media platforms to connect with our current and potential customers, helping to build a sense of personhood behind the Clarity Hair Care brand. The content posted to each CHC profile will have a call-to-action or

some sort of feature to drive engagement such as comment prompts, instructions to share the post, etc.

Social Media Content

Instagram

We chose Instagram as one of our social media platforms to promote our brand. Instagram's main demographic is older teens to middle-aged adults, our brand's target audience. Instagram profiles can provide a perfect mixture of socialization and relatability, while also using aesthetics to create a feed that is inspirational and visually pleasing to the viewer. Before a consumer purchases our products, we must create a desire for them to want to purchase them. Our Instagram page will be the mood board and visual of our brand. While our website is a place to purchase our products, our Instagram page creates a sense of aspiration for potential customers by putting a personality and aesthetic behind the brand, while simultaneously informing viewers about our products.

We plan to use our Instagram story to connect with our community of followers. We plan to engage with our audience through main feed posts and DMs, but our Instagram story is where we will repost customer product photos and PR unboxings of our products, use interactive features such as polls and Q&As, and promote our main-feed posts. We will use our main feed posts as an inspirational vision board for our followers. Taking care of yourself is about more than what shampoo you use and other physical aspects; it's the way you treat yourself and the way you take care of yourself mentally. Our Instagram page will bridge the gap between our products and our consumers by creating a sense of relatability through our Instagram page. We will not only post about the products we sell but also "blog" style posts such as "5 Daily Positive Affirmations," "3 Ways Your Self-Care Routine Impacts the Environment," "10 Everyday Self-

Care Tips," and so forth. With this, the Clarity Hair Care Instagram page will not only be a place to promote our products but also a hub for all things self-care.

Facebook

Clarity Hair Care will share between three and five Facebook posts per week. These posts will include text with photos or text with short videos (Facebook reels). Hashtags will be incorporated into text posts, which are searchable and clickable throughout Facebook. While Facebook has a large user base, it does not gain as much daily traffic as other social media platforms, which is why our posting on Facebook won't be as frequent as it will on Instagram.

User-generated content will also be reshared on Facebook, if Clarity Hair Care's page is tagged. Salon professionals are encouraged to upload photos of their client's hair after using Clarity Hair Care products to be featured on the Facebook page. We will reshare posts of salon professionals who use the brand's products, giving both Clarity Hair Care and salons more visibility. Facebook reels that feature short "before and after" videos of salon clients' hair will be featured on Clarity Hair Care's Facebook page so the demonstration of achieved results will generate more sales.

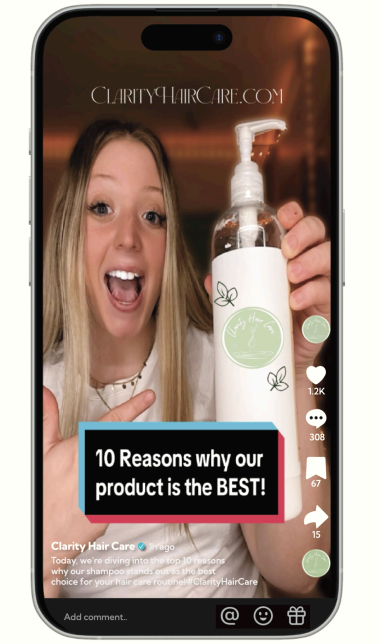
TikTok

Our company adopted TikTok because we recognize it as a rapidly growing platform that people use for entertainment worldwide. We strive to be more than just an ordinary hair care brand. We want to incorporate a fun, interactive, and entertainment aspect to our brand, and TikTok is an ideal platform to achieve that. TikTok has a diverse age range, but when it comes to hair care, younger demographics are more likely to engage with content they discover on TikTok compared to other platforms. TikTok has millions of users daily, so the more our account is active and constantly creating and posting new content, the more the brand will get recognized. This benefits from TikTok's algorithm, which gives even small profiles a strong chance to go viral and reach millions. We can significantly enhance our brand's visibility and popularity by utilizing effective marketing tactics—such as identifying peak posting times based on user activity and determining the number of daily posts. With TikTok's focus on younger audiences, whose attention spans have shortened, our brand can take advantage of the short-form content to create catchy and entertaining videos that effectively catch people's interests and eventually lead to users taking the next step and buying our products.

We will utilize TikTok to promote the brand and its products, attracting new audiences more quickly and in a more engaging way. TikTok, known for short-term content, allows our brand to create catchy, memorable videos. Since TikTok has evolved, younger audience attention spans have decreased, making it easy for someone to skip over a video, thus, it is essential to make sure these videos are attention-grabbing and make our brand stick out more than similar hair product brands.

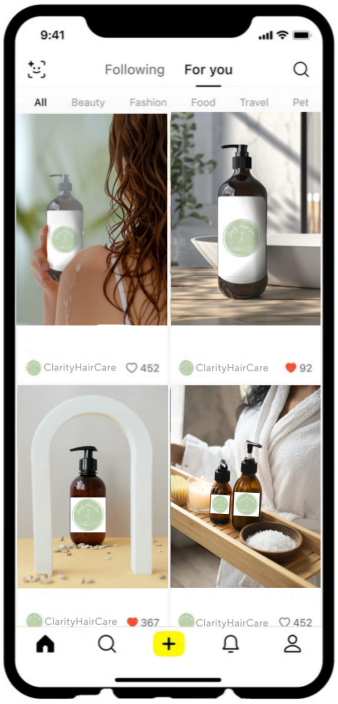
We strive to post at least once a day. The types of content we post are more product focused. For example, we post "How-To" tutorials and videos highlighting how to use our

products on all hair types. Other examples of content we create are ingredient-focused content, where our team shares the process behind our product formulations and explains why each chosen ingredient is essential for promoting healthy hair. We also promote "Meet the Team" content, giving our audience a behind-the-scenes look at the people behind our brand. We discuss our brand values and share real examples of our customers using our products that highlight the benefits of our products to better hair health. Our team also encourages open content reviews, where customers can share video reviews of our products for a chance to be seen by our team and featured on our page. Our brand is very dedicated to engaging with our audience through live streaming on TikTok. For example, if our team attends a hair care convention, we will go live to connect with our followers and share real-time updates about our brand. It allows our audience to ask questions directly, enabling our team to respond promptly and effectively. Finally, Clarity Hair Care engages in PR influencer advertising by sending product packages to well-known influencers. These influencers will review our products and share their experiences on TikTok, helping our brand reach a wider audience and improve our brand visibility.



Lemon8

Clarity Hair Care will post between 2-4 times a week, shifting between posting videos, promoting products with photos, or sharing hair inspiration with Clarity Hair Care products being promoted. Posts are less frequent on this platform, as it is more for "aesthetic purposes" rather than promotional posts. The link to Clarity Hair Care's website will be in the description of the posts, so users are easily able to find it. Posts will include hashtags, such as #ClarityHairCare, #HairCare, and #SmallBusiness. Occasionally posts will be promoted, especially ones showing off new products and possible sales.

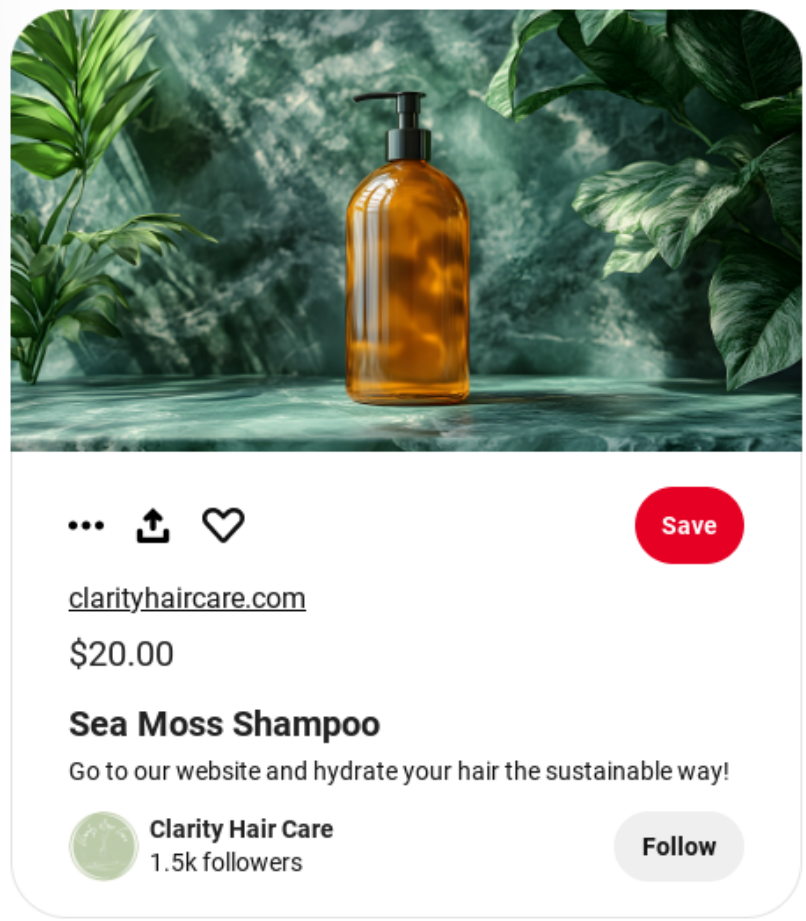


Pinterest

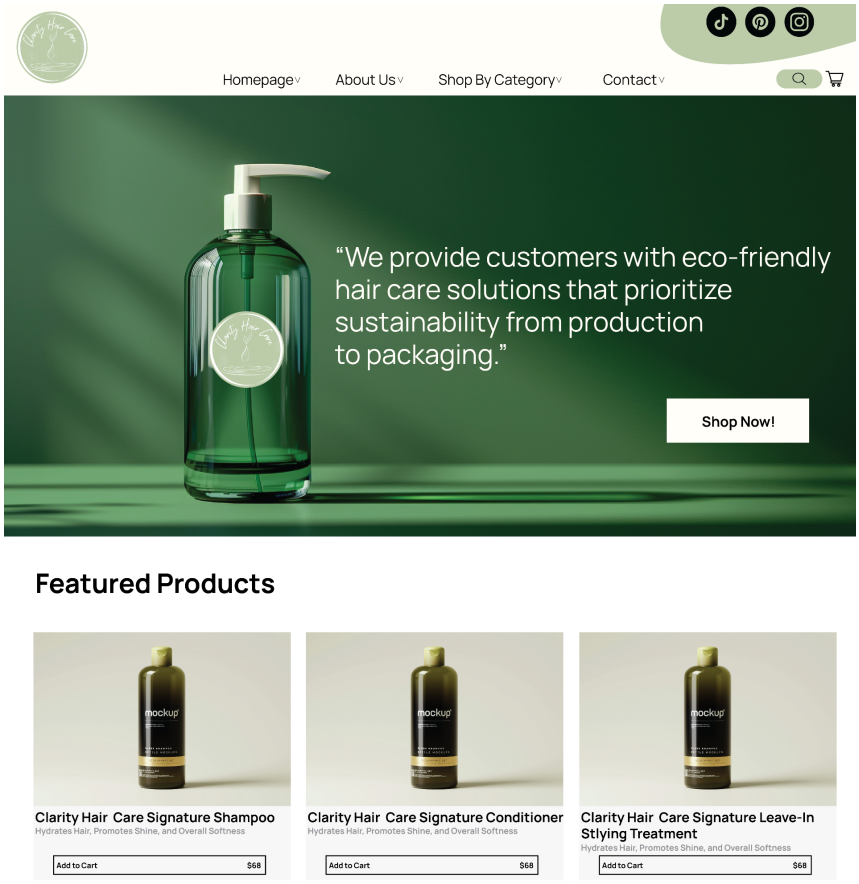
To participate in the conversations regarding haircare on the platform, Clarity Hair Care must have a presence that showcases the effectiveness of our products. A large focus of the platform is aesthetics and style inspiration, so Clarity Hair Care will perfectly fit into that niche.

Additionally, most Pinterest users are young to middle-aged women, which is a key public for Clarity Hair Care.

We will primarily use Pinterest as a forum to post pictures of the product in various forms. To follow this strategy, Clarity Hair Care will post or re-pin eleven pins a day. This includes posting original Clarity Hair Care-produced content as well as re-pinning/re-posting user-generated content. Clarity Hair Care will also engage with users by commenting on relevant pins and using (with credit) user-generated pins in its boards and collages. There are many pins on the platform that are paid ads, studies show that many Pinterest users have bought products from ad pins. As a business account, Clarity Hair Care will also pay for sponsored pins promoting its products.



Brand Website



Navigation

The Clarity Hair Care website was designed to maximize user experience. Having a clear, well-organized navigation bar at the top of the page allowed users to explore the site effortlessly and quickly find what they were looking for. The navigation has four main components: the Homepage, the About Us page, the Shop By Category page, and the Contact page. The navigation will also feature our signature logo, where users will resonate with our logo and our brand. Additionally, the navigation will have a series of recognizable icons like the shopping cart, login, and search bar.

The Homepage

The Homepage is the site's main page, where users get their first impression of the brand and its website. The goal of the Homepage is to captivate users' attention by featuring something striking and memorable. A standout banner with a high-quality video/image that showcases the products in action with models can create a visually engaging experience for new users. Along with the banner, we will have a headline/quote expressing who we are as a brand and our mission. With that, a "Shop Now" button will take users directly to our product page. As you scroll down on the Homepage, you will see our featured and best-selling products pictured, with engaging images and brief descriptions. Each image is interactive, allowing users to click to view the product in more detail. Finally, the website will show the top-rated reviews from satisfied customers.

About Us Page

The About Us page will share the process of developing the brand. For instance, this page will highlight the brand's founders and share the inspiration behind the product development. The page will also outline our brand's core mission and values, emphasizing our dedication to sustainability and eco-friendly packaging. It's also essential to list our ingredients, allowing us to explain their benefits and demonstrate how each one contributes to making your hair healthier than ever. Since the team plays a huge role in this brand, it's important to include a "Meet the Team" section. This will feature the founders and brief bios sharing their connections to Clarity Hair Care and what the brand means.

Shop By Category Page

The Shop By Category Page will feature categories for all our products, including shampoos, conditioners, refillable pouches, and more. Many of these would also have

subcategories, for example, for types of hair, like curly, straight, frizzy, etc. Each category will feature product listings that showcase a high-quality image of each item, along with the product name, a brief description of what the product does, the price, and a list of ingredients for that specific product.

Contact Page

The Content Page may seem simple, but it is one of the most crucial pages on a website. With Clarity Hair Care, we would have a contact form where users can ask questions or express their concerns. The form would include the individual's name, email, phone number, and message. We would also have Frequently Asked Questions (FAQs) on the contact page. This can help users find answers to their questions before contacting the team. With that comes availability; the Clarity Hair Team is expected to reach back within 24-48 hours. Additionally, this page will include our customer support hours and phone number, during which you can call the team with

questions regarding our brand and products.

Footer

The footer will feature icons with direct links to our social media accounts, including Instagram, Twitter (X), Facebook, and TikTok. It will also include links to our "Terms and Conditions" and "Privacy Policy." Additionally, the footer will feature the same navigation bar as the main menu, ensuring consistent and easy access to all pages.

How Our Social Media Elements Align with the Website

Since we as a brand are utilizing both social media and a website, it's essential to keep them simple enough so buyers recognize our brand. Each piece of content shares the same theme, for example, a sage green and white color scheme and small leaf designs. You can also

see that the packaging is the same across all types of content, which would reflect identically to the products listed on our website. The mood of the content is light, warm, and inviting, which is essential to incorporate into the website. Finally, the logo and font are consistent throughout each piece of content, which would be the same for the website to keep it cohesive and recognizable.

Social Media Campaign

Overview

Clarity Hair Care's December social media campaign, “Show Us Your Empties,” promotes sustainability and engagement through a contest and giveaway. Participants follow Clarity Hair Care on Instagram and post a photo or video of their empty product bottles with the hashtag #ShowUsYourEmpties for a chance to win a curated prize basket. The campaign begins with a teaser post on December 13th, followed by a countdown on December 15th, and officially launches on December 16th. From December 16th–23rd, Clarity Hair Care will feature selected user submissions on its Instagram story, encouraging continued participation while reinforcing its mission to reduce plastic waste.

Campaign Walkthrough

Clarity Hair Care's December social media campaign will engage its audience by encouraging user-generated content through a contest and giveaway. The “Show Us Your Empties” campaign is an interactive social media initiative aimed at engaging followers while practicing sustainability. It will promote Clarity Hair Care’s mission to reduce plastic waste in the beauty industry through the visible use of reusable packaging.

To participate in the campaign, customers must follow Clarity Hair Care on Instagram and post a photo or video of their empty Clarity Hair Care bottles. Posts must include the hashtag #ShowUsYourEmpties to qualify. Each participant is automatically entered into a giveaway to

win a curated prize basket, which includes the Clarity Hair Care refillable shampoo and conditioner set, a hair straightener, and a $150 Clarity Hair Care gift card.

The first campaign "teaser" post will be posted to Instagram on Friday, December 13th. The purpose of this teaser post is to stir up buzz about the campaign on social media. This post will be featured across all Clarity Hair Care social media platforms, directing followers to the Clarity Hair Care Instagram page to participate in the giveaway. Throughout the campaign, posts will be made to the Clarity Hair Care social media platforms reminding followers to visit the Clarity Hair Care Instagram page to participate in the campaign.

On Sunday, December 15th, the Clarity Hair Care Instagram will post an Instagram story countdown to the start of the campaign. At this point, followers do not know the name, theme, or guidelines of the campaign. Monday, December 16th, the "Show Us Your Empties" campaign will officially begin, and the name of the campaign and its guidelines will be announced on social media. From December 16th until December 23rd, Clarity Hair Care will repost and feature a handful of the "Show Us Your Empty" post submissions on our Instagram story.

This will encourage our followers to continue posting their submissions for the campaign because they could have the opportunity to be featured on the Clarity Hair Care Instagram story. Selections for these featured Instagram story posts will be made based on the following criteria:

- Does the post feature Clarity Hair Care bottles/products?
- Does the original poster follow the Clarity Hair Care Instagram?

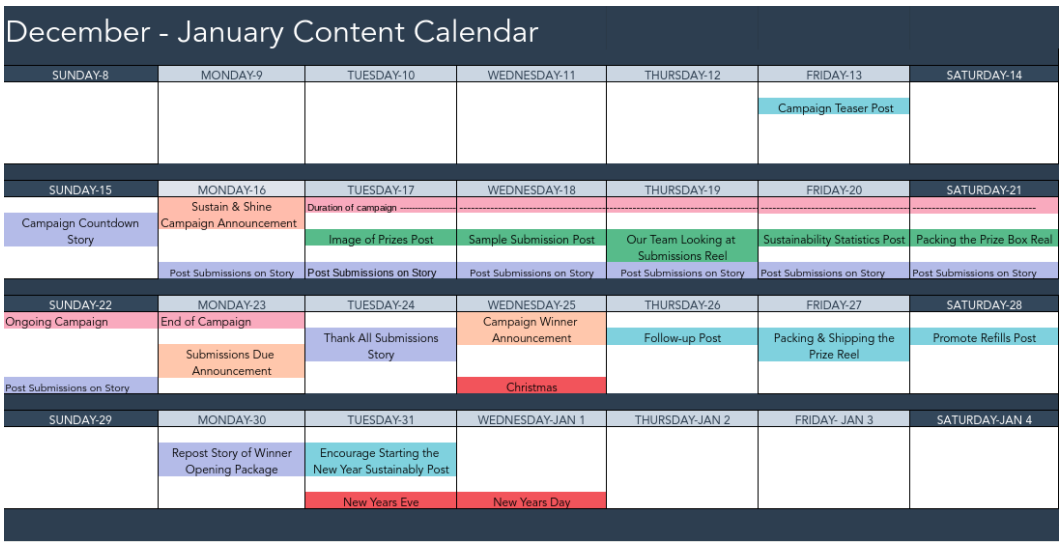
Monday, December 23rd, a story will be posted to the Clarity Hair Care Instagram announcing the end of the "Show Us Your Empties" campaign. This will be the final call for any last-minute post submissions. On the following day, December 24th, a post will be made to thank all Clarity Hair Care followers who participated in the giveaway and for the influx of

submissions. December 25th, the winner of the "Show Us Your Empties" giveaway will be announced on all social media platforms. Friday, December 27th, a video post will be made featuring the packing process of the giveaway prizes before being shipped to the winner.

Target Market

For this campaign, Clarity Hair Care will continue to target our general demographic, which is 18-40-year-old women, but it also targets certain social media personalities from the STP ladder, as well. Clarity Hair Care wants to target Spectators, who consume Clarity Hair Care's content but do not interact, by creating a social media campaign that requires them to be interactive. This campaign targets Joiners, who already have a social media presence, by urging them to post about Clarity Hair Care's products for their friends and family to take notice of. It targets Critics, who are very interactive across social media platforms, by creating a campaign requiring them to post, allowing them to share their thoughts on Clarity Hair Care's products. Finally, this campaign targets Creators, who Clarity Hair Care strives for all their followers to be, by giving them a campaign that allows them to do what they enjoy, which is curating social media posts.

Content Calendar



Tracking and Metrics

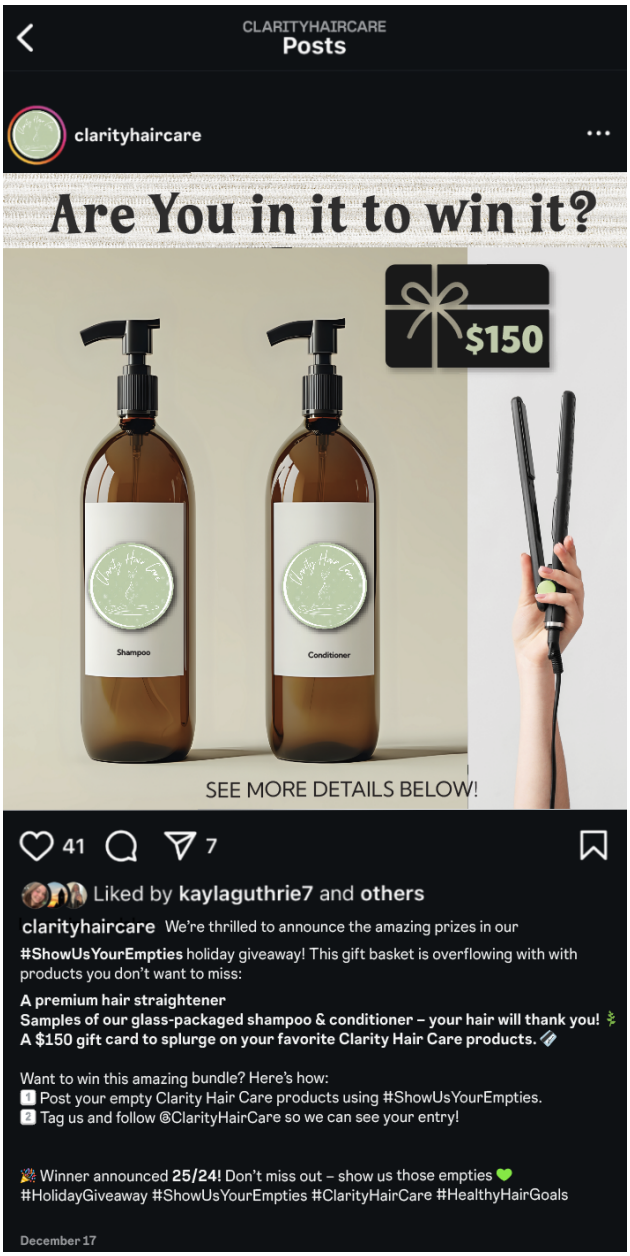
Clarity Hair Care will use Instagram Insights to measure the success of its Show Us Your Empties campaign. Instagram Insights is Instagram's free tool that provides business and creator accounts with analytical information, including the number of views, interactions, total followers, shared content, accounts reached, interactions, and accounts engaged a profile gets within the past 90 days. Since the Show Us Your Empties campaign is only running for a week, Clarity Hair Care will take seven days of measurements into account.

Metrics that Define Clarity Hair Care's Campaign Goals

- Increase brand awareness by 10%: reach new consumers by resharing campaign information throughout the week and by creating an Instagram story about the campaign.
- Increase user-generated content by 15% over the week-long campaign: encourage consumers to #ShowUsYourEmpties by uploading photos of empty shampoo pouches and tagging @ClarityHairCare to be entered to win the giveaway prize.
- Increase Instagram profile traffic by 20% while the campaign is running: use Instagram Analytics to find out how many profile views Clarity Hair Care gets during the week of the campaign.
- Feature the hashtag #ShowUsYourEmpties in at least seven Clarity Hair Care posts throughout the week of the campaign: check the social media calendar's schedule to see what time a post with this hashtag should be shared.
- Gain 130 new followers over the week of the campaign: use Instagram Analytics to see how many new followers Clarity Hair Care has gained while the campaign is running.

- Obtain at least 60 comments on the original campaign announcement post by the first three days of the campaign: use Instagram Analytics to find out how many comments per day were added to the post.
- Boost post engagement rate by 10%: keep the campaign conversation going by commenting on as many user-submitted photos as possible under @ClarityHairCare.
- Generate 100 purchases from "click the link to shop" while the campaign is running: use Instagram Analytics to find out how many users clicked the direct link to Clarity Hair Care's website and made a purchase during the week of the campaign.

Campaign Images


CLARITYHAIRCARE
Posts
clarityhaircare
Are You in it to win it?
$150
Shampoo
Conditioner
SEE MORE DETAILS BELOW!
41
7
Liked by kaylaguthrie7 and others
clarityhaircare We're thrilled to announce the amazing prizes in our #ShowUsYourEmpties holiday giveaway! This gift basket is overflowing with with products you don't want to miss:
A premium hair straightener
Samples of our glass-packaged shampoo & conditioner – your hair will thank you!
A $150 gift card to splurge on your favorite Clarity Hair Care products.
Want to win this amazing bundle? Here's how:
1 Post your empty Clarity Hair Care products using #ShowUsYourEmpties.
2 Tag us and follow @ClarityHairCare so we can see your entry!
Winner announced 25/24! Don't miss out – show us those empties
#HolidayGiveaway #ShowUsYourEmpties #ClarityHairCare #HealthyHairGoals
December 17

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