

AFFILIATE PARTNER TOOLKIT

Product Matching Guide

Precision over intensity. Partnerships built on honest recommendation.

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One-Page Product-Matching Guide

Choose the product that matches the problem the audience already recognises - not the ingredient with the loudest trend.

RADIANCE SHIELD

PROTECTS | MORNING

Match when the audience says

- "My skin looks fresh at 8 a.m. and flat by lunch."
- "Vitamin C often stings, smells or does not suit my routine."
- "I want one morning serum under moisturiser and SPF."

Formula facts to use

- 3% niacinamide
- 2% panthenol
- 2% hydrogenated lecithin
- 0.5% NAD and 0.1% ATP
- 0.1% cholesterol
- Humectants, antioxidants and a multi-peptide blend

Best partner: Morning-routine, antioxidant, skin-longevity, dullness, peptide and ingredient-education creators.

Best content opening: "Why does your morning glow disappear by lunchtime?"

Do not match when: The person wants a medical pigmentation treatment, expects NAD+ to "recharge cells", or needs a guaranteed vitamin C substitute.

RETINAL RESET

RENEWES | EVENING

Match when the audience says

- "I have used retinoids before, but my routine keeps becoming difficult to sustain."
- "I care about fine lines, uneven tone or texture."
- "I want the exact retinal percentage."

Formula facts to use

- 0.2% retinal
- 5% niacinamide
- 3.5% 3-O-ethyl ascorbic acid
- 0.1% bakuchiol
- 1% hydrogenated lecithin and 0.1% cholesterol
- Sterols, emollient oils and peptide ingredients

Best partner: Experienced retinoid users, skincare-over-30 educators, evidence-led reviewers and routine-consistency creators.

Best content opening: "The best retinoid is the one you can keep using."

Do not match when: The person is a complete vitamin A beginner, asks about pregnancy/breastfeeding suitability, or expects "no purge" or "zero irritation".

DERMAL RESTORE

REINFORCES | AM/PM

Match when the audience says

- "My skin feels dry or tight again later."
- "My active routine leaves my skin less comfortable."
- "The moisturiser I used for years no longer feels enough."

Formula facts to use

- 5% panthenol
- 3.5% snail secretion filtrate
- 1% cholesterol and 1% lecithin
- Multiple ceramide types
- 2% squalane and 1% squalene
- 0.1% ectoin, hyaluronic ingredients and peptides

Best partner: Dry/dehydrated, active-stressed, mature, perimenopause, retinoid-recovery and aesthetician-led audiences.

Best content opening: "Why does your skin feel dry again after moisturising?"

Do not match when: The person wants treatment for eczema/rosacea/acne, needs a guaranteed non-comedogenic claim, or dislikes rich emollient textures.

FAST DECISION

Glow fades later
RADIANCE SHIELD

Retinoid stop-start cycle
RETINAL RESET

Dry again after cream
DERMAL RESTORE

Matching rule: begin with the customer's words, confirm the product fits their routine and experience level, then use only verified formulation facts and approved cosmetic wording. Product fit matters more than sending every partner the same "hero" product.

THANK YOU!