

# DIY Post Ideas:

## YOUR content is best for your feed!

Here are some content ideas to make yourself, based on what’s happening now.



### TRENDS:

Share cut & color trends you’re loving for summer!



### MOTHER’S DAY:

Ideas for May 14 and/or the week prior:

- Post a picture with your mom (or mother figure)
- Share your most memorable thing/experience you’ve had with mom (or mother figure)



### HAIR TUTORIALS:

Show us how to style hair at home!

- Your favorite styling technique – fluffy beach waves, etc.
- Before/After photo or video using NP ONS



### SPECIAL DEAL:

25% Off (May 13 - 21):

Share your favorites, why and how you like to use them. Plug your Artists A-Comm page if you have one, to earn commission!



### EXPERT ROUTINES:

- What is your hydrating summer routine?
- Share your nighttime hair routine



### COLOR CONTROL FOCUS:

- Show behind the scenes video or photos using Color Control during a color service
- Talk about protecting your investment! The importance of using a color-protecting shampoo/conditioner + the new leave-in treatment to FIGHT COLOR FADE for 12 weeks.

EXTRA COLOR CONTROL ASSETS