



RESEARCH · PURITY · RESULTS

— CREATOR —

CONTENT INSPIRATION GUIDE

Simple ideas for creating honest, wellness-focused content
in your own voice.



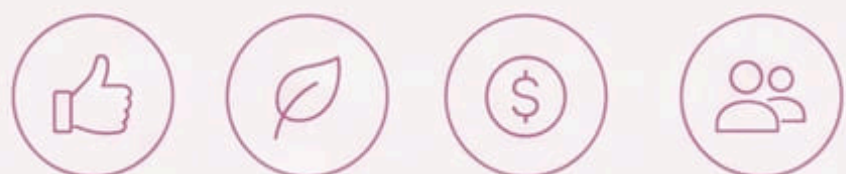
This guide exists to help creators feel confident, inspired
and creatively free while partnering with Healio Peptides.



OUR CREATOR PHILOSOPHY

We Don't Want Scripted Creators.

THE BEST CREATOR CONTENT FEELS:



REAL NATURAL HONEST AUDIENCE-FIRST

That's why we intentionally give creators creative freedom.

WE DON'T EXPECT:

- + Scripted videos
- + Forced promotions
- + Unrealistic claims
- + Corporate-style content

INSTEAD, WE ENCOURAGE CREATORS TO:

- ✓ Share their honest experience
- ✓ Talk naturally
- ✓ Educate in their own voice
- ✓ Disclose the partnership clearly

TRUST ALWAYS PERFORMS
BETTER THAN FORCED MARKETING.





HOW THE PARTNERSHIP WORKS

Simple. Flexible. Long-Term.

Creators accepted into the Healio partner programme receive:



**YOUR OWN
REFERRAL CODE**



**A 60-DAY
TRACKING LINK**



**A 10% DISCOUNT
FOR YOUR
AUDIENCE**



**A LIVE AFFILIATE
DASHBOARD**



**A BRAND ASSET
LIBRARY**



**PRE-APPROVED
SWIPE COPY**

OUR GOAL IS SIMPLE:

We want creators to experience the products honestly first.

Then, if they genuinely want to share that with their audience, they can begin earning through their referral link.

CREATORS EARN:

20%

COMMISSION PER SALE

On the item subtotal, for 60 days after the click.
Cleared after a 30-day hold, with no minimum payout.

IMPORTANT CLARIFICATION

There is no pressure to aggressively promote anything.

We care much more about:

- ✓ Authentic alignment
- ✓ Honest experiences
- ✓ Audience trust
- ✓ Long-term partnerships

DAILY ROUTINE CONTENT

Some of the strongest content feels simple and unhurried.
Show how a product sits inside your routine, your habits, **your morning**.

EXAMPLE CONTENT IDEAS



Waking sun "What my morning actually looks like"



"My slow Sunday reset"



Calendar check "What I've been consistent with lately"



"What lives in my travel pouch"



Bottle on shelf "What's on my bathroom shelf right now"



"My evening wind-down"

CREATOR GUIDANCE



Keep it casual.



Speak naturally.



Show real moments.

The goal is content that feels true
to your audience and your life.



MORNING LIGHT



DAILY RITUAL



WHAT'S ON MY SHELF



TRAVEL POUCH



EVENING WIND-DOWN



CONTENT STYLE OPTION 2

TALKING / EDUCATIONAL CONTENT

Educational content performs best when it sounds like a conversation.
Creators are encouraged to share:



Experience

what they've personally experienced



Learning

what they've been learning



Discussion

what wellness communities are discussing



Utility

what they find genuinely useful



EXAMPLE CONTENT IDEAS

"What I've been reading about peptides"
"How I decide whether to try something new"
"What a Certificate of Analysis actually is"
"My honest experience so far"
"How this fits into my routine"
"Why I chose Healio"

PLEASE AVOID

- ✗ medical claims
- ✗ exaggerated results
- ✗ unrealistic promises
- ✗ dosing or usage advice

Honest experiences always perform better long-term.

CREATOR GUIDANCE

- ✓ Speak in your own voice.
- ✓ Keep it conversational.
- ✓ Share real insight.
- ✓ Add value for your audience.
- ✓ Always disclose the partnership.

PRODUCT EXPERIENCE CONTENT

Simple product content reads as trustworthy when it is presented plainly.

Creators can share:



first
impressions



unboxing



packaging
quality



the shipping
experience



setting
it up



how you
organise it



EXAMPLE CONTENT IDEAS

"What arrived this week"
"First impressions of Healio"
"My unboxing"

"The packaging honestly surprised me"
"What I ordered and why"
"How I organise my shelf"

CREATOR GUIDANCE

Keep reactions real.
**Authenticity builds stronger audience trust
than polished sales content.**

LIFESTYLE INTEGRATION CONTENT

Content does not have to feel promotional.
Often the best-performing posts simply show a product sitting naturally inside
an ordinary day.



EXAMPLE CONTENT IDEAS

- 🌸 morning routine content
- 🌸 workday wellness setups
- 🌸 travel wellness essentials
- 🌸 small habit routines
- 🌸 desk and window-light moments
- 🌸 slow weekend mornings
- 🌸 everyday wellness rituals

CREATOR GUIDANCE

- ★ Focus on storytelling, lifestyle and honesty.
- ♥ Your audience follows you because they **trust your perspective and your taste.**

COMMUNITY & CREATOR JOURNEY CONTENT

Creators are also welcome to share the experience of joining the
Healio partner community.

This kind of content often feels the most relatable.



EXAMPLE CONTENT IDEAS

- "Why I joined the Healio partner programme"
- "Brands I actually align with"
- "Why authenticity matters to me as a creator"
- "Creator partnerships that feel different"
- "How I choose wellness brands carefully"
- "What a long-term partnership looks like"

CREATOR GUIDANCE

Speak honestly.

People connect with creators who feel **genuine and intentional**.

EMOTIONAL TONE

🌹 Belonging.

🌹 Trust.

🌹 Long-term alignment.

The Best Content Feels Honest.



WE ENCOURAGE CREATORS TO:

- ✓ speak naturally
- ✓ create in their own style
- ✓ prioritise audience trust
- ✓ share honest experiences
- ✓ disclose the partnership clearly



PLEASE AVOID

- ✗ sounding scripted
- ✗ exaggerated claims
- ✗ unrealistic promises
- ✗ aggressive selling
- ✗ medical or dosing advice



We care more about **long-term audience trust** than short-term hype.



IMPORTANT CLARIFICATION

Creators are never required to:

- ✗ create paid advertisements
- ✗ follow strict scripts
- ✗ hit unrealistic quotas
- ✗ sound overly promotional



Your audience trusts your voice. That is exactly why we want you to keep it yours.

WE LOVE CONTENT
THAT FEELS:



editorial



honest



soft



considered



minimal



unhurried



calm

VISUAL STYLE INSPIRATION

- ✓ warm ivory and blush tones
- ✓ champagne and rose-gold accents
- ✓ soft natural window light
- ✓ linen, cream marble and pale wood
- ✓ dried florals and silk
- ✓ clean uncluttered surfaces
- ✓ minimal editing, no heavy filters
- ✓ real skin and real texture

The Healio Aesthetic

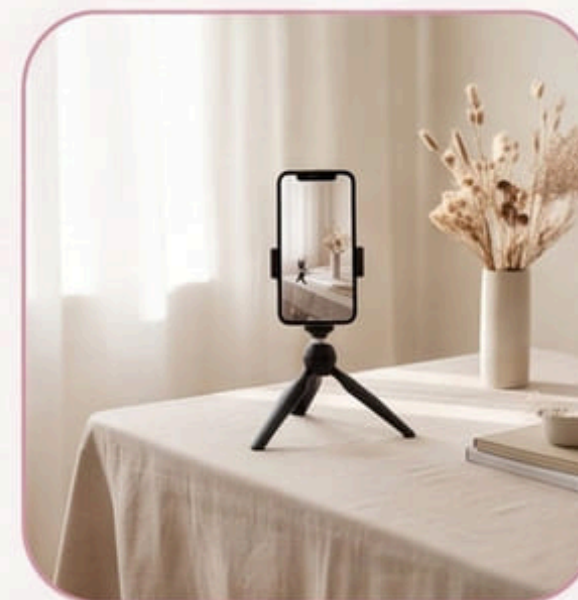
Soft luxury. Quiet confidence.
Women-first wellness.



CREATOR GUIDANCE

You do NOT need expensive
equipment or highly
produced video.

Natural, honest content
almost always performs best.



CREATOR FREEDOM

Make It Your Own.

At the end of the day, your audience follows **YOU**.
Your personality, your voice and your perspective
are what make your content worth watching.

THAT'S WHY WE PRIORITISE:



AUTHENTICITY



TRUST



CREATIVE
FREEDOM



LONG-TERM
RELATIONSHIPS

over perfectly polished marketing.

We want creators to feel comfortable making content
that **genuinely fits** their audience and their life.

“

CLOSING STATEMENT

We're not looking for perfect influencers.
We're looking for real creators we can grow with over time.



We're Excited to Create With You.

Thank you for being part of the Healio
creator community.

WE'RE BUILDING PARTNERSHIPS ROOTED IN:



TRUST



TRANSPARENCY



AUTHENTICITY



EDUCATION



LONG-TERM
GROWTH

IF YOU EVER NEED:



SUPPORT



CONTENT IDEAS



CLARIFICATION



ONBOARDING HELP

Our team is always here to help.



The best creator partnerships are built on trust —
and **we're excited to build that with you.**





healio

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