

Five Posts, Ready to Publish

Post-summer pigmentation — captions, graphics, and a posting rhythm.

START HERE

What's in this set

Five captions below, each paired with a graphic in the Graphics folder. The file names match the post numbers — post 01 goes with MSR-Aug-01, and so on.

Graphics are sized 1080 × 1350 for the Instagram feed. They also work as a carousel: post all five together in order, or as stories.

THE RHYTHM

A four-week plan

Late August into September is the highest-intent stretch of the year for corrective pigment work. Clients notice their spots the week their summer color drops. Your job this month is to already be talking about it when they start looking.

- **Week 1** Posts 01 and 02. Name the problem before anyone else does.
- **Week 2** Post 03. This is the one that gets saved and sent to a friend.
- **Week 3** Post 04, then email the client handout to your existing list.
- **Week 4** Post 05 with your booking link. Consultations convert best after three weeks of context.

Trim these freely. They're written long so you can cut rather than pad. Change anything that doesn't sound like you — your voice will always outperform mine.

POST 01 · GRAPHIC: MSR-AUG-01.JPG

“You didn’t get these spots in September”

Every September, the same conversation happens in my treatment room.

Someone sits down convinced something new has gone wrong with their skin. Almost always, nothing new has.

You didn’t get these spots in September. You got them in June. Your summer color was masking the pattern — and now that it’s faded, the pattern is all that’s left.

It reads as sudden. It isn’t. It’s three months of accumulation becoming visible at the same time.

Which is actually good news: this is the most treatable moment of the entire year.

Save this for when you’re staring at your face in October wondering what happened.

#hyperpigmentation #melaninrichskin #estheticiantips #darkspots #skincareeducation #pih #brownskincare
#licensedesthetician

POST 02 · GRAPHIC: MSR-AUG-02.JPG

“Your tan faded. The pigment didn’t.”

Here’s what’s actually happening.

Sun exposure is cumulative, and the pigment it produces doesn’t surface evenly or all at once. Through the summer, an overall warmth hides the unevenness. As it fades, the unevenness is what’s left behind.

Skin with more melanin activity responds to any injury — sun, a breakout, an ingrown hair, a product that stung — by producing pigment faster, more intensely, and for longer.

That’s not a flaw. That’s reactivity. But it’s exactly why the wrong correction doesn’t just work slowly. It actively makes things worse.

Comment RESET if you want to know what the right one looks like.

#melasma #hyperpigmentation #skinofcolor #estheticianeducation #melaninrichskin #pigmentation #skincarefacts

POST 03 · GRAPHIC: MSR-AUG-03.JPG

“The fade cream made it darker”

If you’ve bought a dark spot corrector and watched the spots get worse, you are not imagining it and you did not use it wrong.

Inflammation is the trigger for pigment. Anything that leaves melanin-rich skin red, tight, or stinging is producing more of exactly what you’re trying to remove.

So the routine gets more aggressive. And the pigment gets deeper. And it looks like the products aren’t strong enough, when the actual problem is that they were never the right approach for your skin in the first place.

The correction for reactive skin is not more force. It’s less, applied for longer, by someone who understands what they’re working with.

Send this to whoever’s on their fourth fade cream.

#hyperpigmentation #darkspots #skincaremyths #melaninrichskin #estheticiantips #skinofcolor #pih #skincareeducation

POST 04 · GRAPHIC: MSR-AUG-04.JPG

“SPF is not a summer product”

Putting the sunscreen away in September is why next spring is going to look exactly like this one.

UVA is year-round and passes straight through window glass — your office, your car, your living room.

And here’s the part almost nobody gets told: visible light contributes to pigmentation in deeper skin tones. Daylight through a window counts. Which is why a tinted sunscreen does something a clear one simply doesn’t.

If you’re working on pigment and skipping this, you are treating with one hand and undoing it with the other.

The single biggest variable in your result is not what happens in my treatment room. It’s whether you wear sunscreen every day for the next three months.

#sunscreen #spf #hyperpigmentation #melaninrichskin #tintedsunscreen #skinofcolor #skincareeducation #estheticiantips

“The 90-day reset”

The right moment to start corrective work is when UV levels drop.

That's now.

What a real reset looks like:

Weeks 1–3 — Calm. Everything aggressive stops. We repair the barrier and establish daily protection. Nothing corrective starts until the skin is calm, because treating inflamed skin is how pigment gets deeper.

Weeks 4–9 — Correct. Professional treatment on a schedule built for your skin, with a deliberately simple routine at home.

Weeks 10–13 — Consolidate. Protect the result. This is what turns a good season into a permanent change.

Honest expectation: meaningful visible improvement in 90 days. Not erasure. Anyone promising two weeks is either not treating pigment or about to cause more of it.

Booking fall consultations now — link in bio.

[YOUR BOOKING LINK]

#hyperpigmentation #melaninrichskin #skinofcolor #estheticianlife #bookyourfacial #darkspots #correctiveskincare
#licensedesthetician

BETWEEN POSTS

Story prompts

Quick ones for the days you don't have a feed post ready:

- **Poll.** "Did your dark spots look worse this month than in July?" — Yes / No / Just noticed now
- **Question box.** "What have you tried on your dark spots that didn't work?" The answers become next month's content.
- **Reshare.** Repost graphic 03 with a text overlay: "This one's for my clients who don't believe me."