

Five Posts, Ready to Publish

The September restart — 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-Sep-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

The drawer gets opened the first week the weather turns. Most people restart where they left off in June, react, and then assume their skin has become sensitive. Your job this month is to get to them before that happens.

- **Week 1** Posts 01 and 02. Name the pattern before they live it.
- **Week 2** Post 03. The purge post is the one that gets saved and argued about in the comments — that is a good thing.
- **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-SEP-01.JPG

“Your retinol did not stop working”

Every September I have the same conversation.

Someone pulls the retinol back out, uses it the way they used it in March, and two days later their face feels like it has been scrubbed with sand. Then they tell me the product went bad, or that their skin has become sensitive.

Neither is usually true.

Tolerance is not something you earn once and keep. It is a current condition. A summer of sun, heat, sweat and a simpler routine has changed it, the way it does every year.

The product is fine. Your starting point moved.

#retinol #retinoids #melaninrichskin #skinofcolor #skincareroutine #estheticiantips #hyperpigmentation #licensedesthetician

POST 02 · GRAPHIC: MSR-SEP-02.JPG

“Do not restart where you left off”

If you stopped at four nights a week, four nights a week is where your skin was in June. It is not where your skin is now.

Going straight back to that number is the single most common cause of a September flare.

And on melanin-rich skin, a flare is rarely just a flare. Inflammation is what triggers pigment. A week of irritation can leave marks that take months to clear, which means you can spend the whole fall undoing two days of impatience.

Start at once a week. Buffered. Yes, really.

Comment LADDER and I will walk you through the six-week version.

#retinolroutine #skinbarrier #melaninrichskin #pih #skinofcolor #skincareeducation #estheticiantips

POST 03 · GRAPHIC: MSR-SEP-03.JPG

“That is probably not a purge”

“Push through the purge” is advice that gets repeated far past the point where it applies.

A real purge is your skin surfacing congestion that was already forming. So it shows up where you normally break out, and it settles within about four to six weeks.

If the breakouts are in places you do not usually get them, or it has been going on longer than that, it is not purging. It is irritation.

And on melanin-rich skin, irritation you push through becomes pigment you live with. You did not trade a bad month for clear skin. You traded a breakout for a dark mark that lasts into spring.

Send this to whoever is six weeks into “purging.”

#purging #skinpurge #acne #hyperpigmentation #melaninrichskin #skinofcolor #skincaremyths #estheticiantips

POST 04 · GRAPHIC: MSR-SEP-04.JPG

“One new thing at a time”

The fastest way to lose an entire season: start three products in the same week.

Something reacts. You have no idea which one did it. So you stop all three, wait for your skin to settle, and start over from nothing.

One new active. Minimum two weeks before anything else joins it. No new cleanser, no new serum, no new tool in the meantime.

It feels slow. It is the fastest route there is, because it is the only one you do not have to repeat.

#skincareroutine #skincaretips #melaninrichskin #skinofcolor #activeingredients #estheticiantips #skinbarrier

“Six weeks of patience”

Here is the whole reintroduction, start to finish:

Weeks 1 to 2. Once a week. Moisturizer first, then your active on top.

Weeks 3 to 4. Twice a week, only if week two passed clean.

Weeks 5 to 6. Three times, same rule.

Week 7 on. Hold wherever your skin is comfortable — not wherever you used to be.

You only move up from a calm baseline. Repeating a week costs you nothing. Skipping one costs you the season.

Six weeks of patience now, or six months of correcting pigment later. That is the actual trade.

Not sure where to restart? Bring me what is in your cabinet.

[YOUR BOOKING LINK]

#retinol #skincareroutine #melaninrichskin #skinofcolor #bookyourfacial #correctiveskincare #licensedesthetician

Story prompts

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

- **Poll.** “Did you restart your retinol this month?” — Yes / Not yet / What retinol
- **Question box.** “What is sitting in your cabinet that you stopped using?” The answers are next month's content.
- **Reshare.** Repost graphic 03 with a text overlay: “I will keep saying this.”

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