



BREATHE RIGHT

Q2 SOCIAL

2025

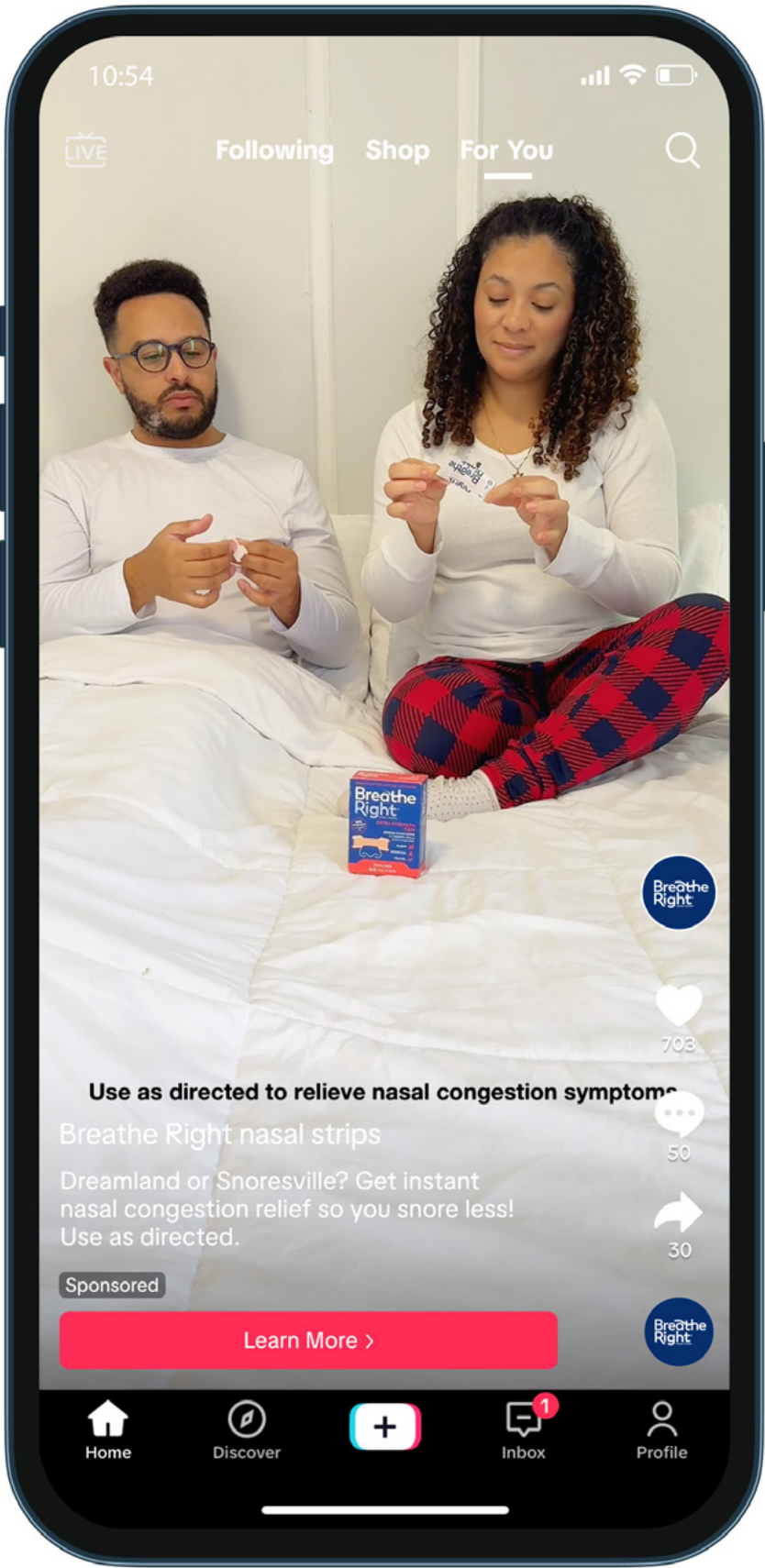
PAID ADS

VIMEO LINK FOR ALL VIDEOS

Vimeo: <https://vimeo.com/user/15089960/folder/24188325>

Password: Breatheright

Sort by: Title, A to Z



PAID | AD #1: SNORING CAUSED BY NASAL CONGESTION (9X16)

ART COPY

Tips for a snore less marriage
Awww, that's love
Less snoring, more snoozing with Breathe Right
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 97 Characters

Dreamland or Snoresville? Get instant nasal congestion relief so you snore less! Use as directed.

META (PAID)

HEADLINE | 25 Characters

Relieves nasal congestion

DESCRIPTION | 22 Characters

A better night's sleep

CAPTION | 125 Characters

Need help meeting those snore less goals? Get instant nasal congestion relief so you BOTH wake up refreshed!
Use as directed.

CTA

Learn more (<https://www.breatheright.com/>)

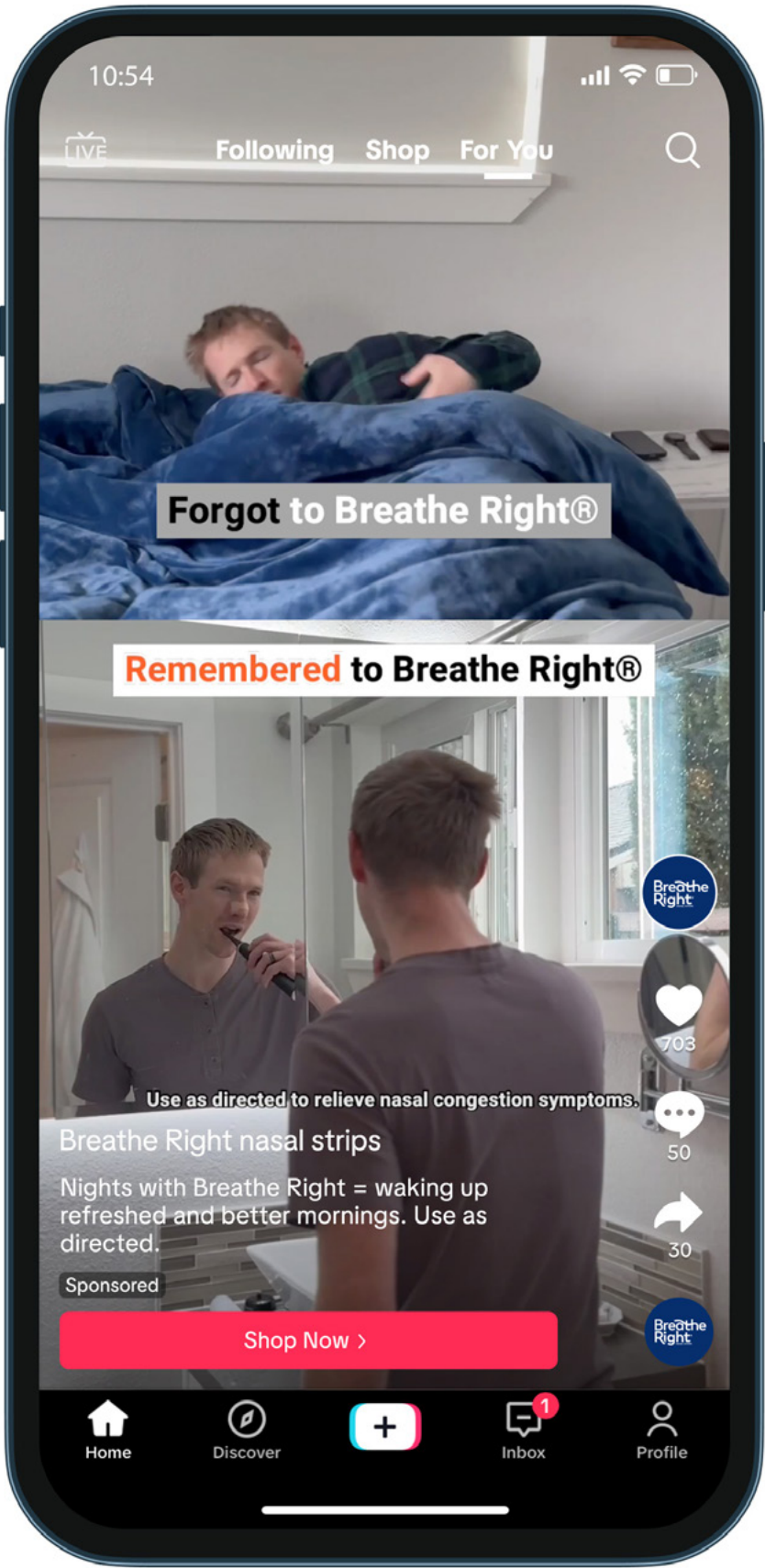
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 2: GENERAL NASAL CONGESTION RELIEF (9X16)

ART COPY

Forgot to Breathe Right®
Remembered to Breathe Right®
Relieve nasal congestion while you sleep, so you can wake up refreshed!
Shop now on Amazon.
Use as directed to relieve nasal congestion symptoms.

ALT COPY

Mornings without BR
Mornings with BR
Don't let nasal congestion get in the way of your day!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 85 Characters

Nights with Breathe Right = waking up refreshed and better mornings. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Relieves nasal congestion

DESCRIPTION | 18 Characters

Shop now on Amazon

CAPTION | 121 Characters

12 hours of continuous nasal congestion relief while you sleep, means waking up refreshed! Good morning! Use as directed.

CTA

Shop Now (BR amazon page)

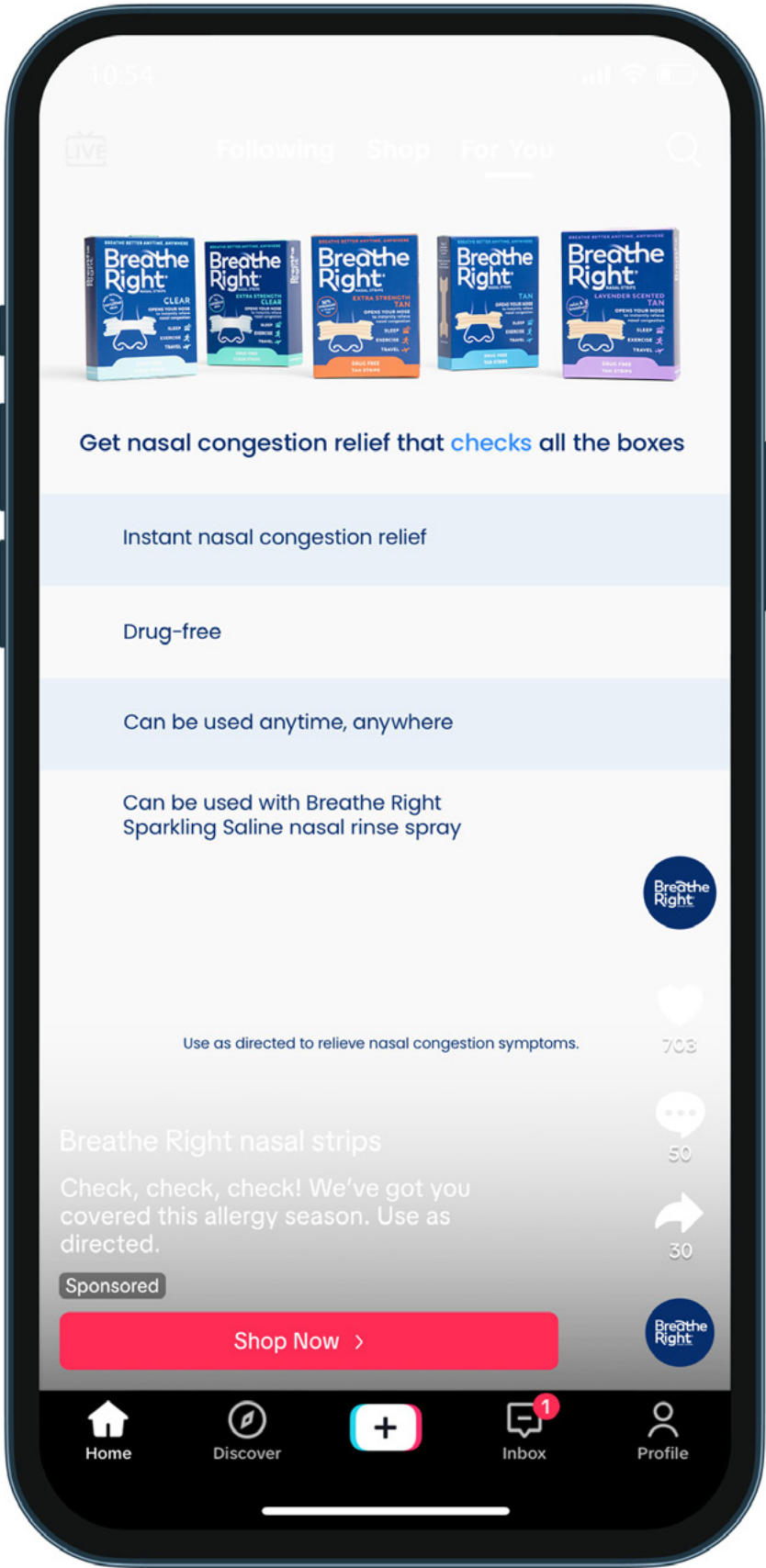
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 3: DRUG-FREE OPTION FOR ALLERGY SEASON (9X16)

ART COPY

Get nasal congestion relief that checks all the boxes
[Chart]
Instant nasal congestion relief
Drug-free
Can be used anytime, anywhere
Can be used with Breathe Right Sparkling Saline nasal rinse spray
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 81 Characters

Check, check, check! We've got you covered this allergy season. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Drug-free, instant relief

DESCRIPTION | 25 Characters

Relieves nasal congestion

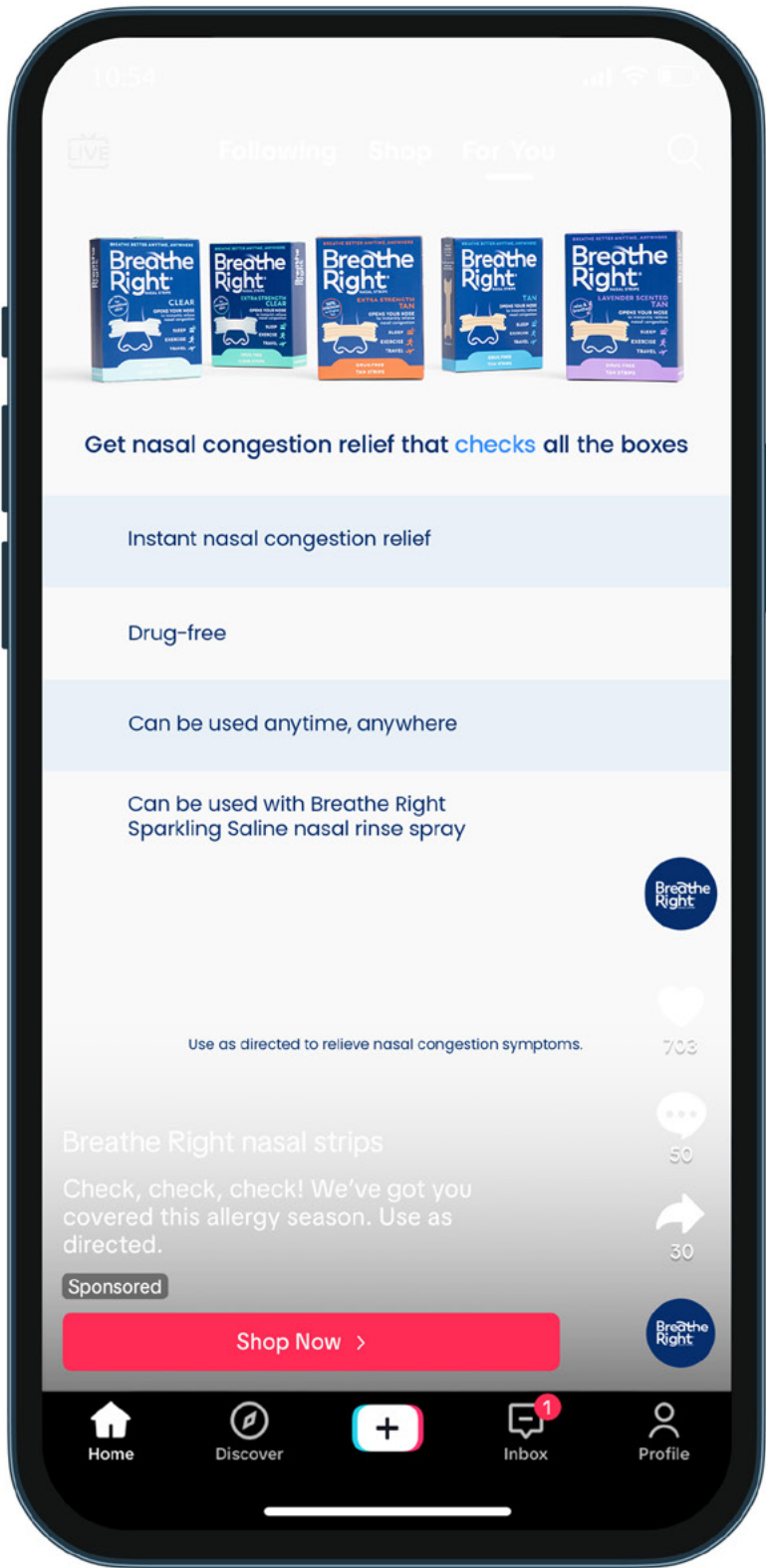
CAPTION | 123 Characters

We've got you covered this spring with Breathe Right nasal strips and Sparkling Saline nasal rinse spray. Use as directed.

CTA

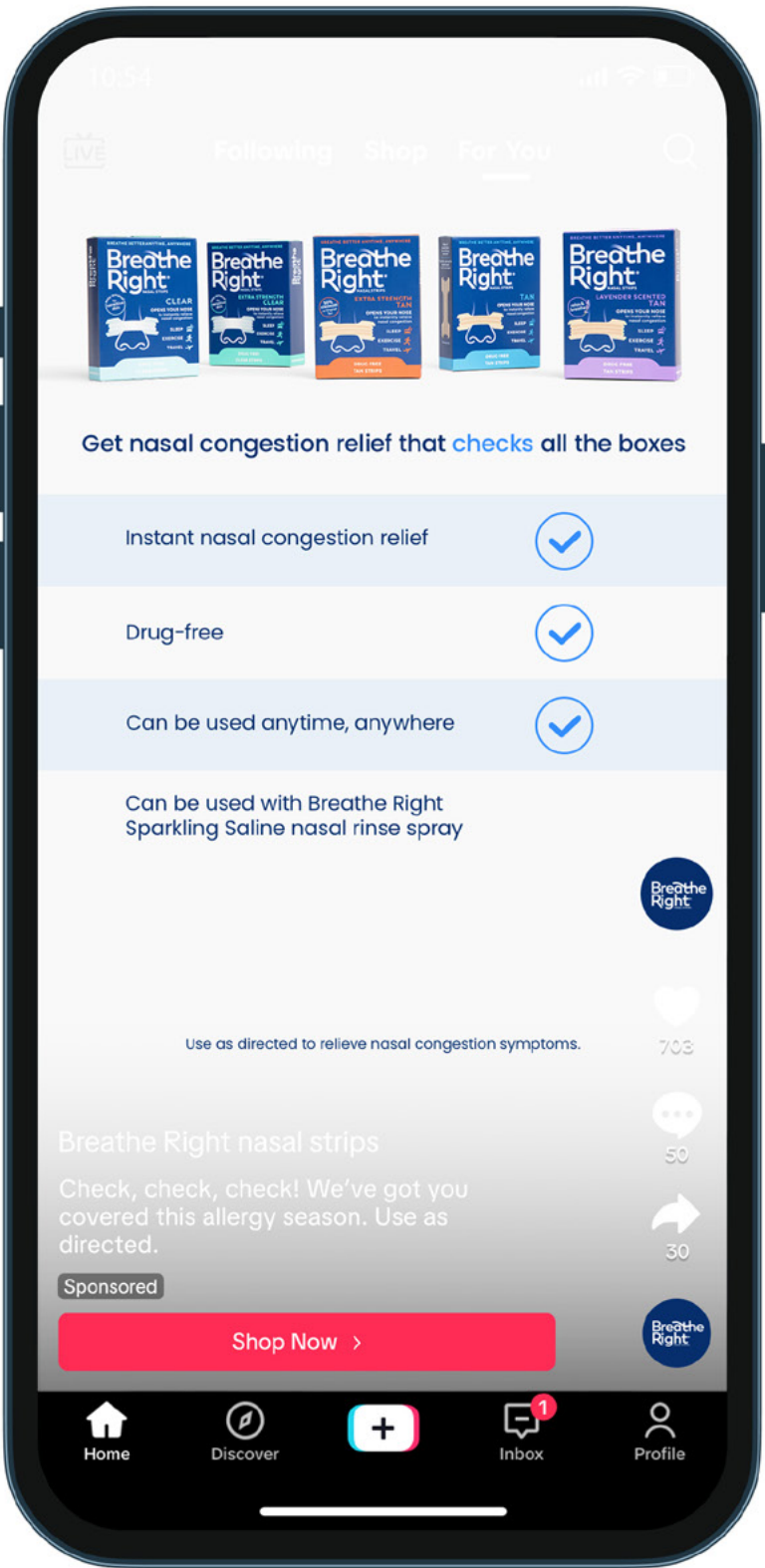
Shop Now (<https://www.breatheright.com/find-a-store/>)

Video Frame 1



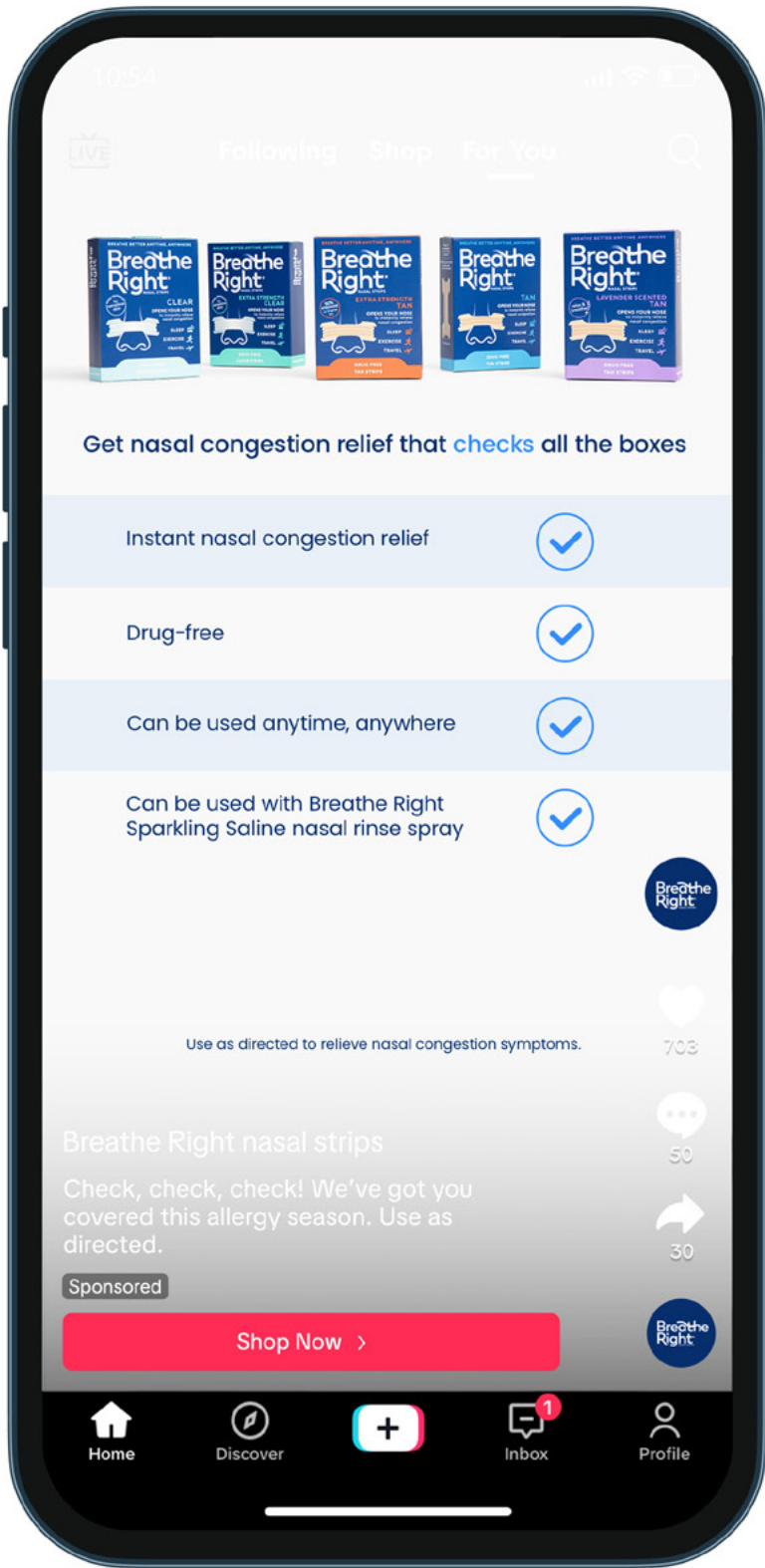
Open with boxes and chart elements on screen

Video Frame 2



Checkmarks and Xs appear together one at a time

Video Frame 3



Checkmarks and Xs appear until the end of the chart

ALL SIZES

PAID: 9x16
(TikTok & Meta)



Get nasal congestion relief that **checks** all the boxes

- Instant nasal congestion relief ✓
- Drug-free ✓
- Can be used anytime, anywhere ✓

Can be used with Breathe Right Sparkling Saline nasal rinse spray ✓

Use as directed to relieve nasal congestion symptoms.

PAID: 4x5
(Meta)

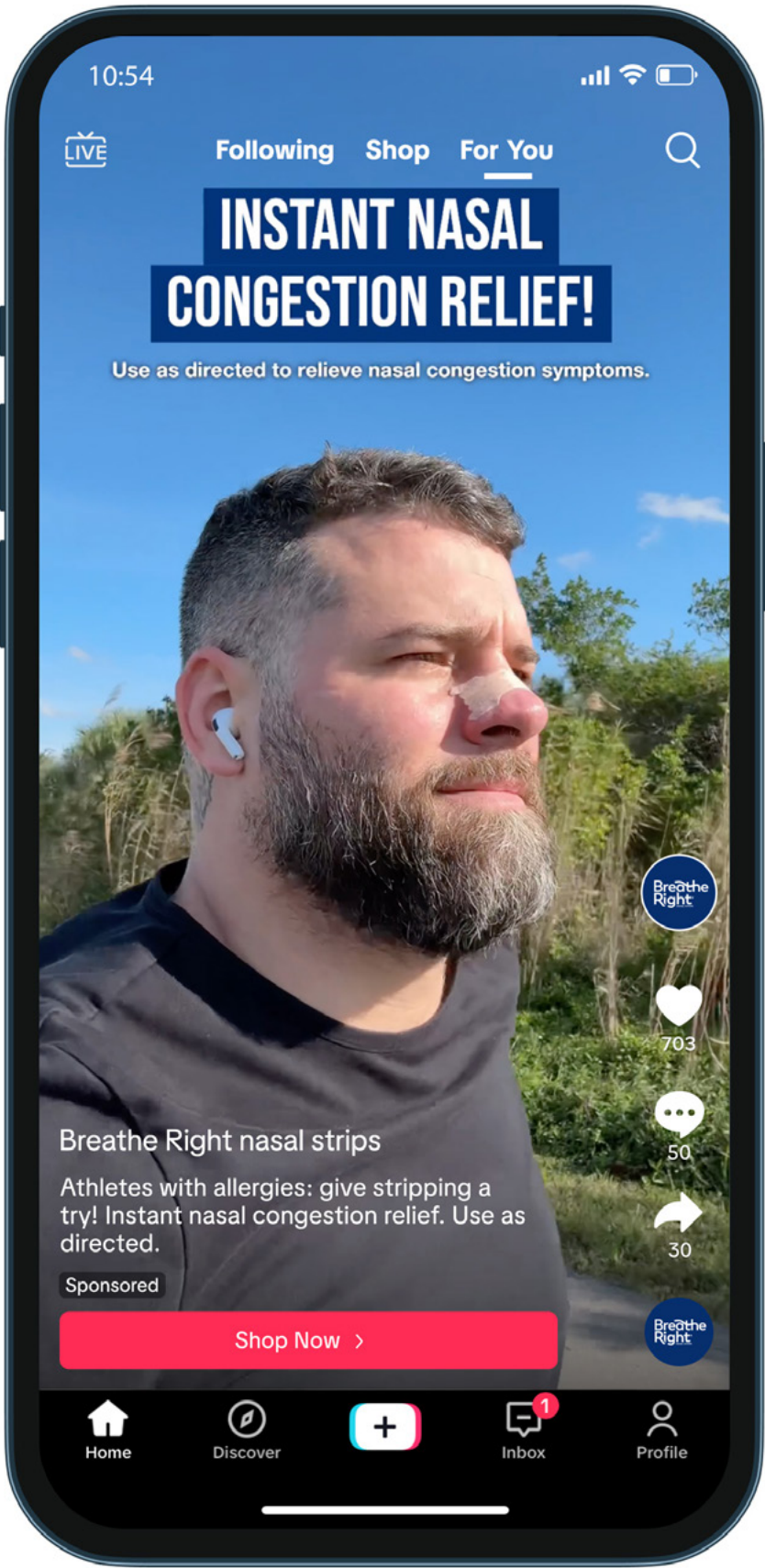


Get nasal congestion relief that **checks** all the boxes

- Instant nasal congestion relief ✓
- Drug-free ✓
- Can be used anytime, anywhere ✓

Can be used with Breathe Right Sparkling Saline nasal rinse spray ✓

Use as directed to relieve nasal congestion symptoms.



PAID | AD 4: RELIEVE NASAL CONGESTION CAUSED BY SEASONAL ALLERGIES (9X16)

ART COPY

Breathe Right: Springtime run savior
Instant nasal congestion relief!
Drug-free!
Non-drowsy!
Take that, allergies!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 96 Characters

Athletes with allergies: give stripping a try! Instant nasal congestion relief. Use as directed.

META (PAID)

HEADLINE | 25 Characters

Seasonal nasal congestion

DESCRIPTION | 24 Characters

Up to 12 hours of relief

CAPTION | 122 Characters

Spring workouts: yay! Spring allergies: booo! Instant nasal congestion relief that lasts your entire run. Use as directed.

CTA

Shop Now (<https://www.breatheright.com/find-a-store/>)

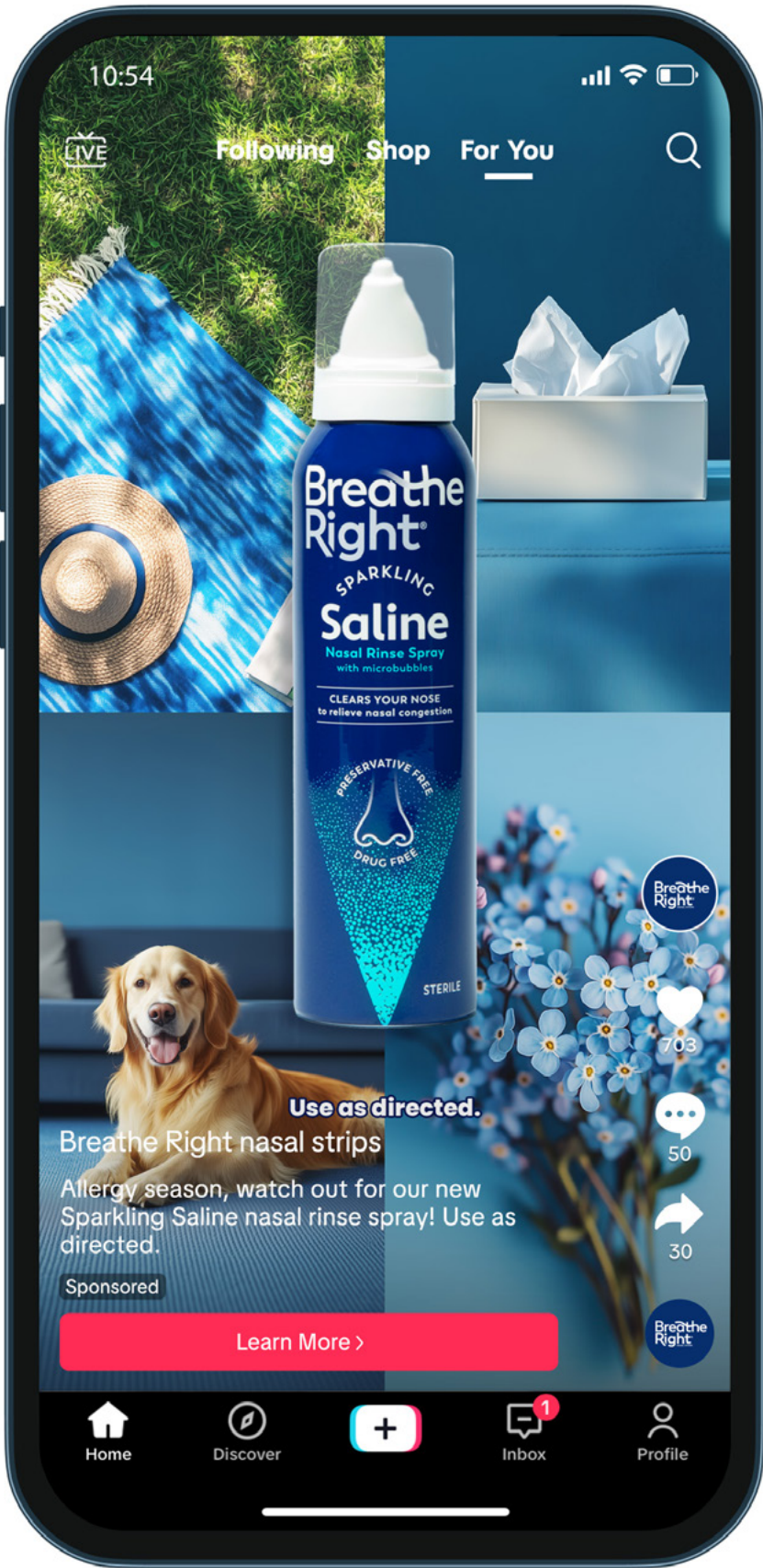
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 5: SALINE - HOW TO USE/HOW IT WORKS (9X16) - OPTION 1

ART COPY

Use as directed.

VO

Allergy season, meet Breathe Right's new Sparkling Saline nasal rinse spray. It's the first nasal spray in the US market that combines the simplicity and comfort of isotonic saline and the refreshing, cleansing power of a sparkling formulation. And, it's drug-free. Carbonated with millions of microbubbles, our rinse gently flushes away mucus, pollen and allergens in the nose for nasal congestion relief you can feel right away.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 91 Characters

Allergy season, watch out for our new Sparkling Saline nasal rinse spray! Use as directed.

META (PAID)

HEADLINE | 26 Characters

How Sparkling Saline works

DESCRIPTION | 25 Characters

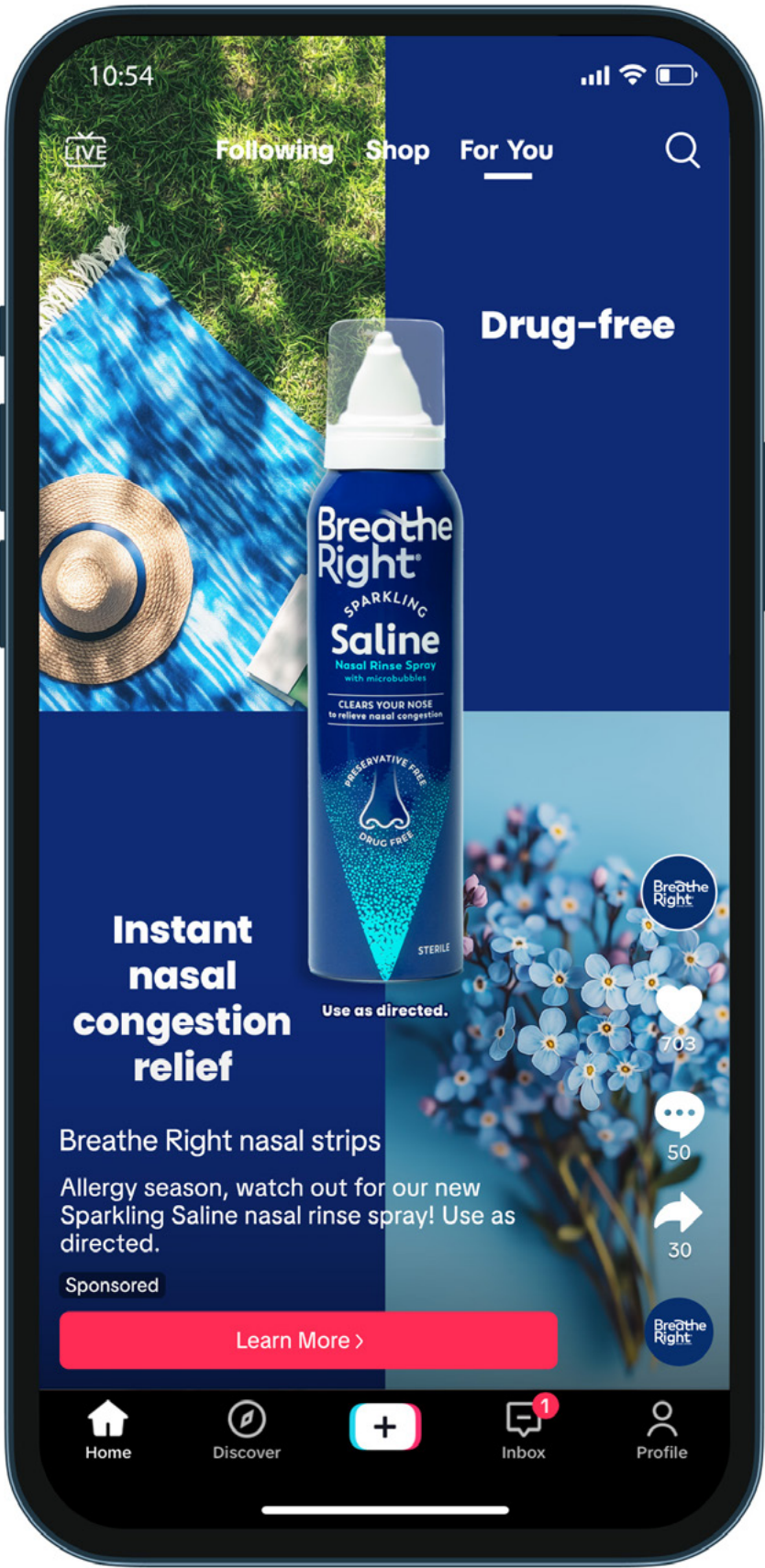
Cleanse & clear your nose

CAPTION | 117 Characters

Heads up, Allergy Season! Our new Sparkling Saline nasal rinse spray is here. Start spraying today! Use as directed.

CTA

Learn more (<https://www.breatheright.com/products/breathe-right-saline-nasal-spray/>)



PAID | AD 5: SALINE - HOW TO USE/HOW IT WORKS (9X16) - OPTION 2

ART COPY

Drug-free
Instant nasal congestion relief
Isotonic saline nasal rinse spray
Use as directed.

VO

Allergy season, meet Breathe Right’s new Sparkling Saline nasal rinse spray. It’s the first nasal spray in the US market that combines the simplicity and comfort of isotonic saline and the refreshing, cleansing power of a sparkling formulation. And, it’s drug-free. Carbonated with millions of microbubbles, our rinse gently flushes away mucus, pollen and allergens in the nose for nasal congestion relief you can feel right away.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 91 Characters

Allergy season, watch out for our new Sparkling Saline nasal rinse spray! Use as directed.

META (PAID)

HEADLINE | 26 Characters

How Sparkling Saline works

DESCRIPTION | 25 Characters

Cleanse & clear your nose

CAPTION | 117 Characters

Heads up, Allergy Season! Our new Sparkling Saline nasal rinse spray is here. Start spraying today! Use as directed.

CTA

Learn more (<https://www.breatheright.com/products/breathe-right-saline-nasal-spray/>)

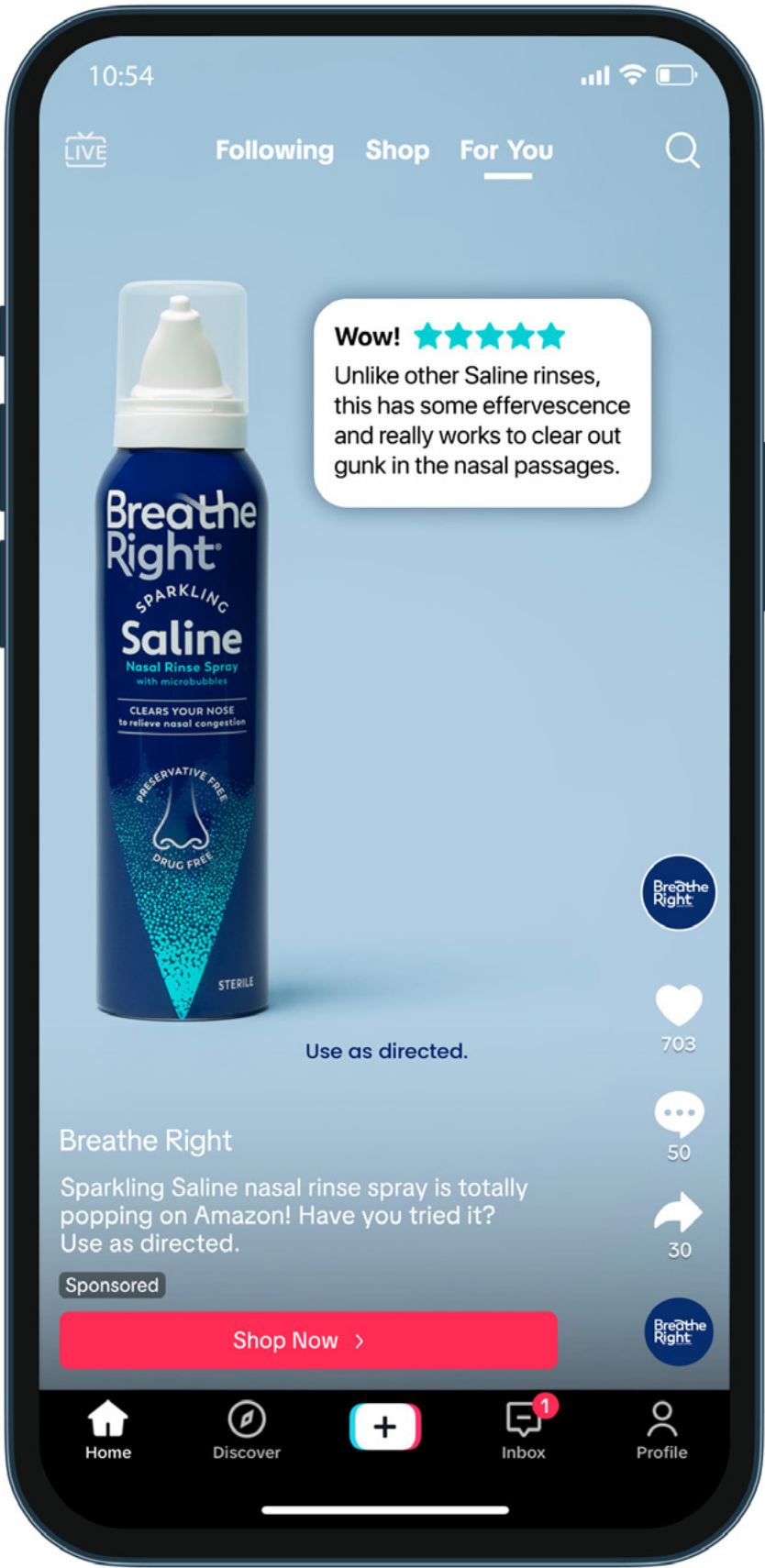
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 6: SALINE - AMAZON DELIVERY/PURCHASE (9X16)

ART COPY

[Title of Review] Wow!
[Review] Unlike other Saline rinses, this has some effervescence and really works to clear out gunk in the nasal passages.

[Title of Review] The BEST saline spray
[Review] I have purchased at least a dozen different brands of nasal spray and in my opinion this one is the absolute BEST, hands down.

Use as directed.

TIKTOK

BRAND NAME | 13 Characters

Breathe Right

CAPTION | 100 Characters

Sparkling Saline nasal rinse spray is totally popping on Amazon! Have you tried it? Use as directed.

META (PAID)

HEADLINE | 26 Characters

Sparkling Saline on Amazon

DESCRIPTION | 24 Characters

Saline nasal rinse spray

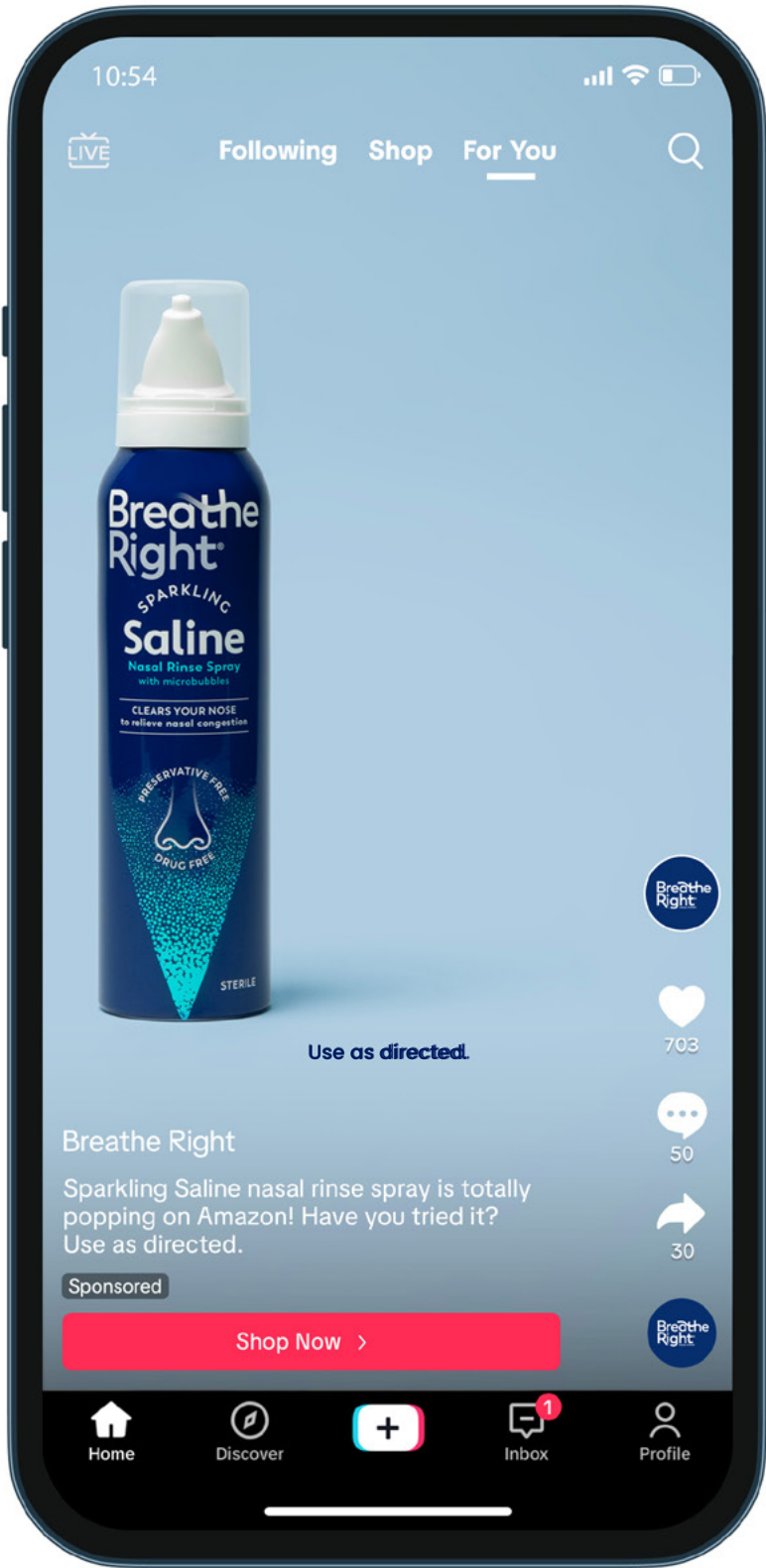
CAPTION | 124 Characters

Folks are feeling pretty bubbly about Breathe Right! Grab our Sparkling Saline nasal rinse spray on Amazon. Use as directed.

CTA

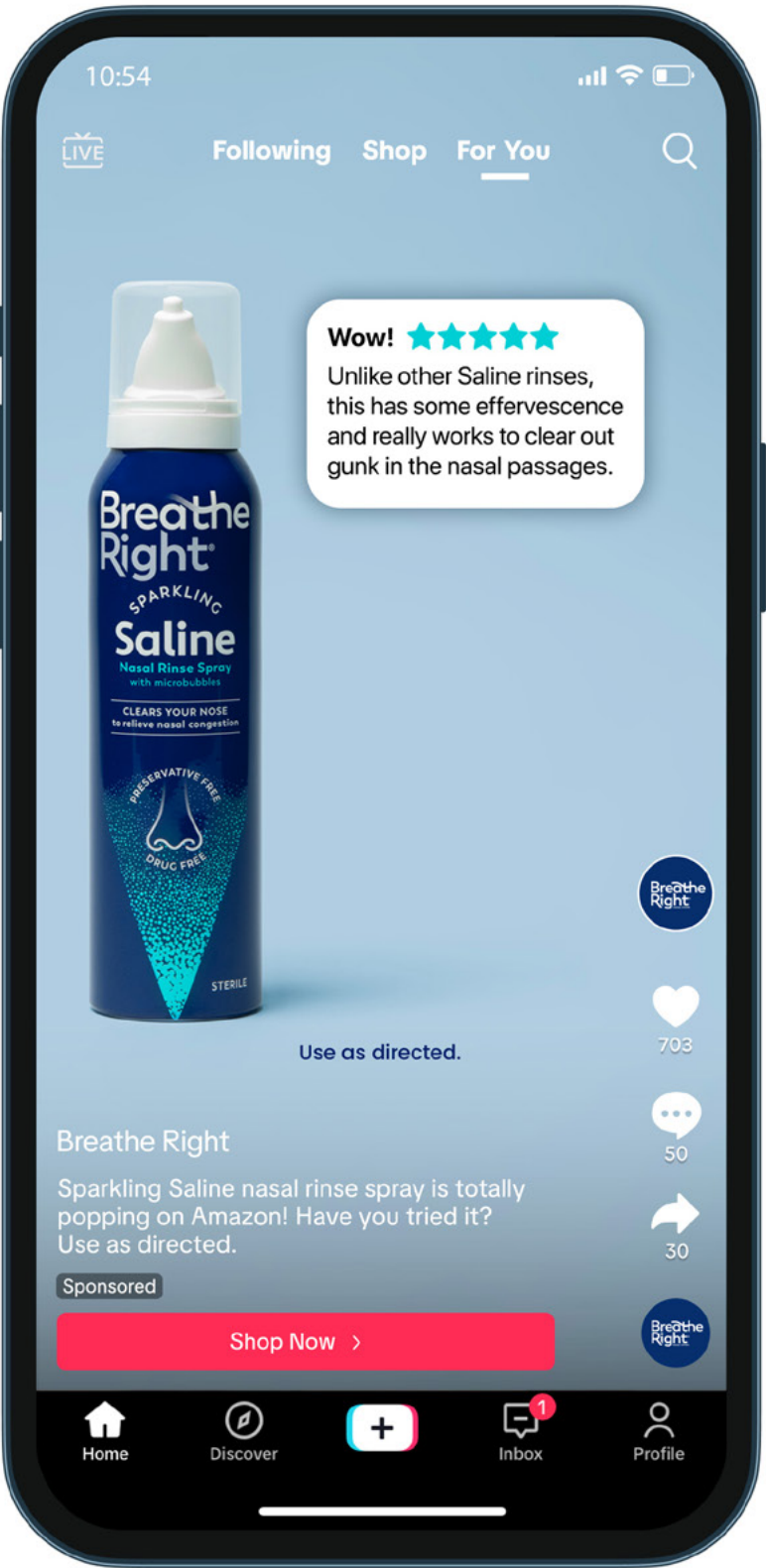
Shop Now (Amazon product page)

Video Frame 1



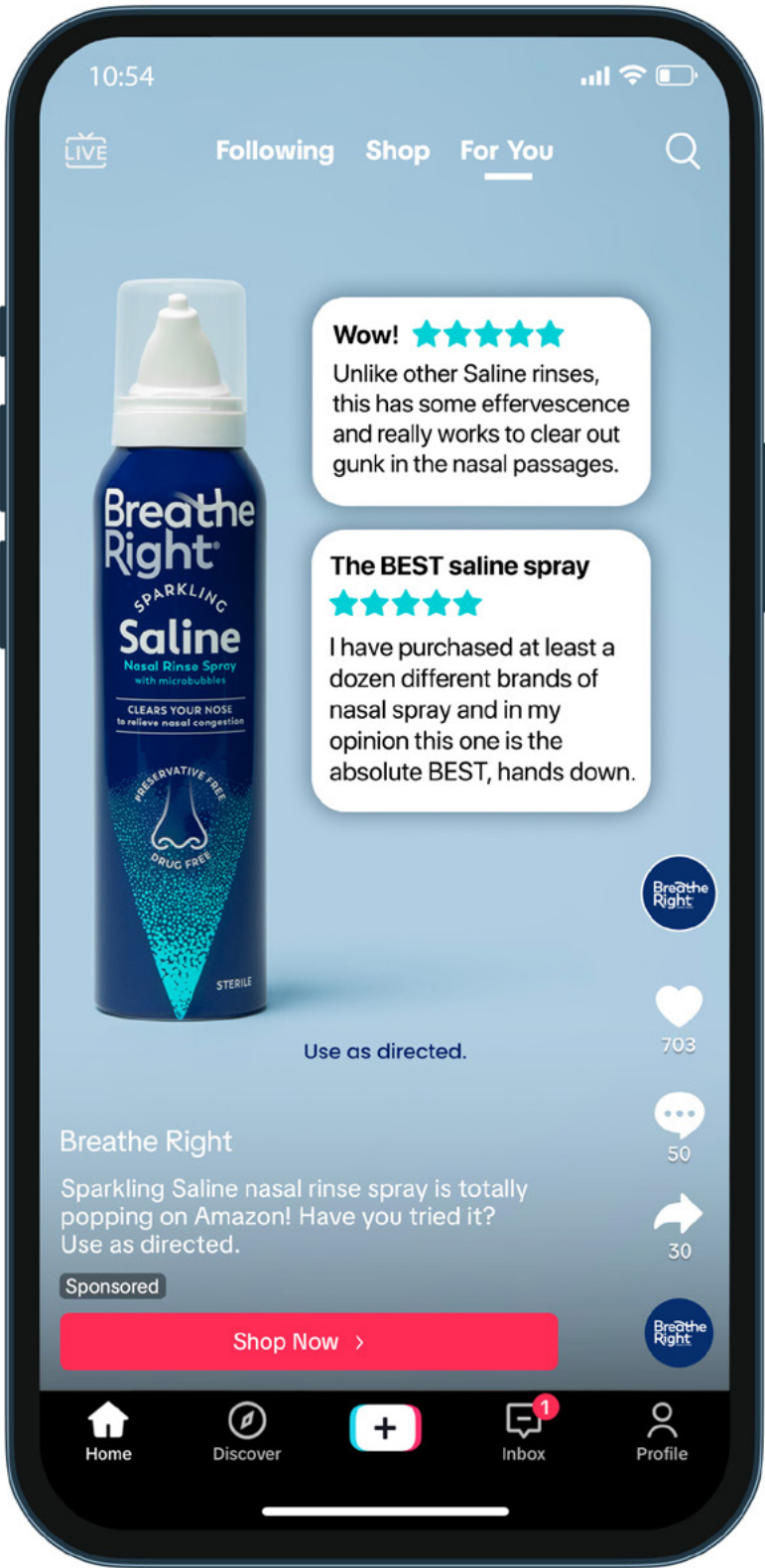
Open with image of bottle

Video Frame 2



First review pops into place.

Video Frame 3



The rest of the reviews pop into place one at a time

ALL SIZES

PAID: 9x16
(TikTok & Meta)



Wow! ★★★★★

Unlike other Saline rinses, this has some effervescence and really works to clear out gunk in the nasal passages.

Use as directed.

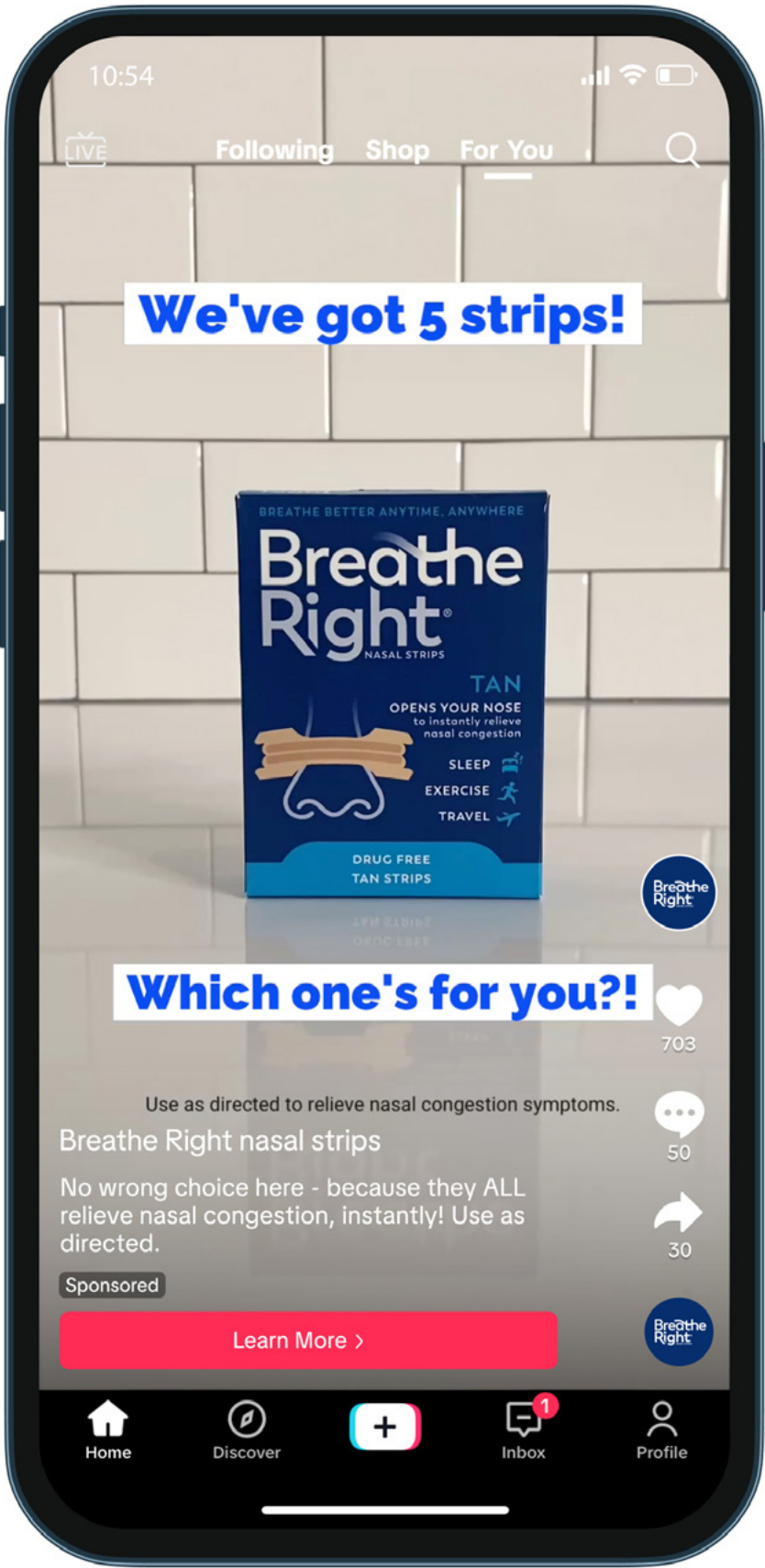
PAID: 4x5
(Meta)



Wow! ★★★★★

Unlike other Saline rinses, this has some effervescence and really works to clear out gunk in the nasal passages.

Use as directed.



PAID | AD 7: SKU DIFFERENCES/SIMILARITIES (9X16)

ART COPY

We've got 5 strips – which one's for you?!

[Tan] The OG, Great for first time strippers!, A popular go-to

[Lavender] The soother, Extra Strength Tan strip + calming lavender!, 50% stronger (due to an added band)

[Clear] The mister sensitive, Easier removal for sensitive skin, Nearly invisible!

[ES Tan] The extra oomph, 50% stronger (due to an added band), Our best-seller!

[ES Clear] The strong silent type, 50% stronger (due to an added band), Easier removal for sensitive skin, Nearly invisible!

All five give you instant nasal congestion relief - for up to 12 hours!

Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 93 Characters

No wrong choice here - because they ALL relieve nasal congestion, instantly! Use as directed.

META (PAID)

HEADLINE | 21 Characters

Breathe Right options

DESCRIPTION | 20 Characters

Find the right strip

CAPTION | 120 Characters

Decisions are more fun when you can't go wrong! All our strips provide instant nasal congestion relief. Use as directed.

CTA

Learn More (<https://www.breatheright.com/products/>)

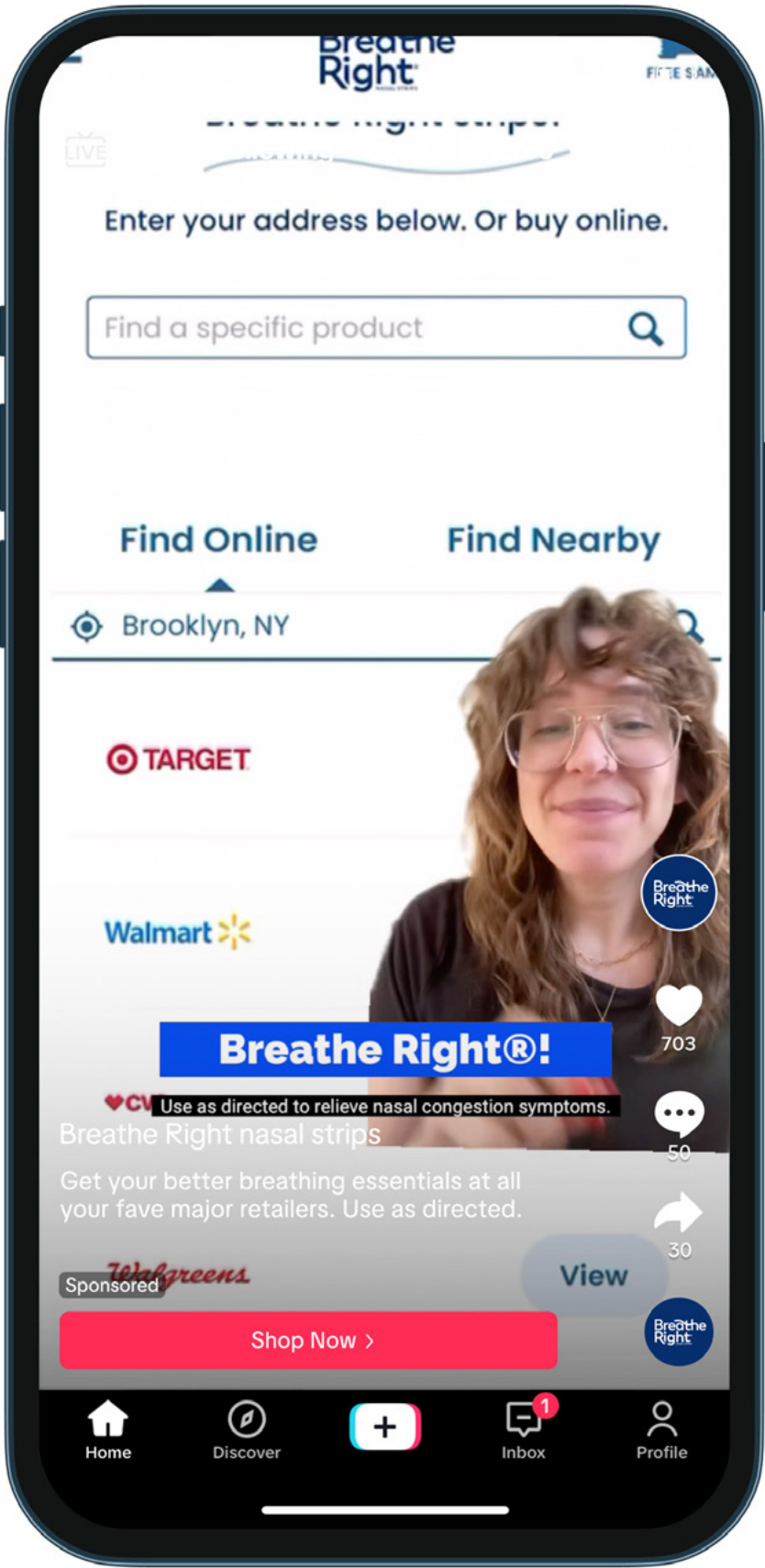
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 8: RETAILER AVAILABILITY (9X16)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

Breathe Right® nasal strips are my absolute go-to for nasal congestion during allergy season. You can find them right on the shelf at major retailers like Target, CVS, Walmart or Walgreens. Visit [breatheright.com](https://www.breatheright.com) to check store availability. Thanks to Breathe Right®!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 88 Characters

Get your better breathing essentials at all your fave major retailers. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Where to buy Breathe Right

DESCRIPTION | 23 Characters

At all major retailers

CAPTION | 125 Characters

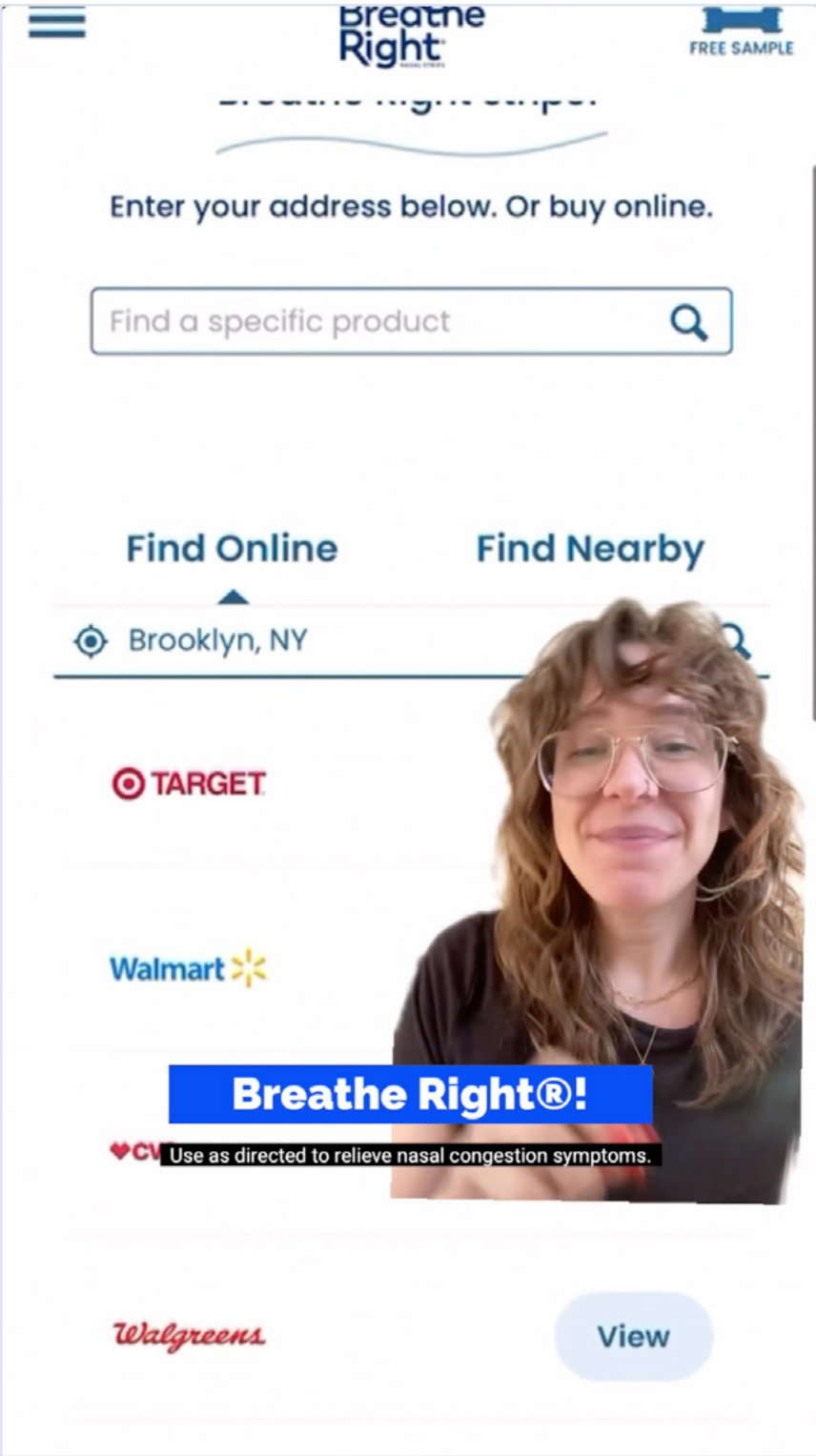
Available right off the shelf at all your fave major retailers so you can breathe better, wherever you are. Use as directed.

CTA

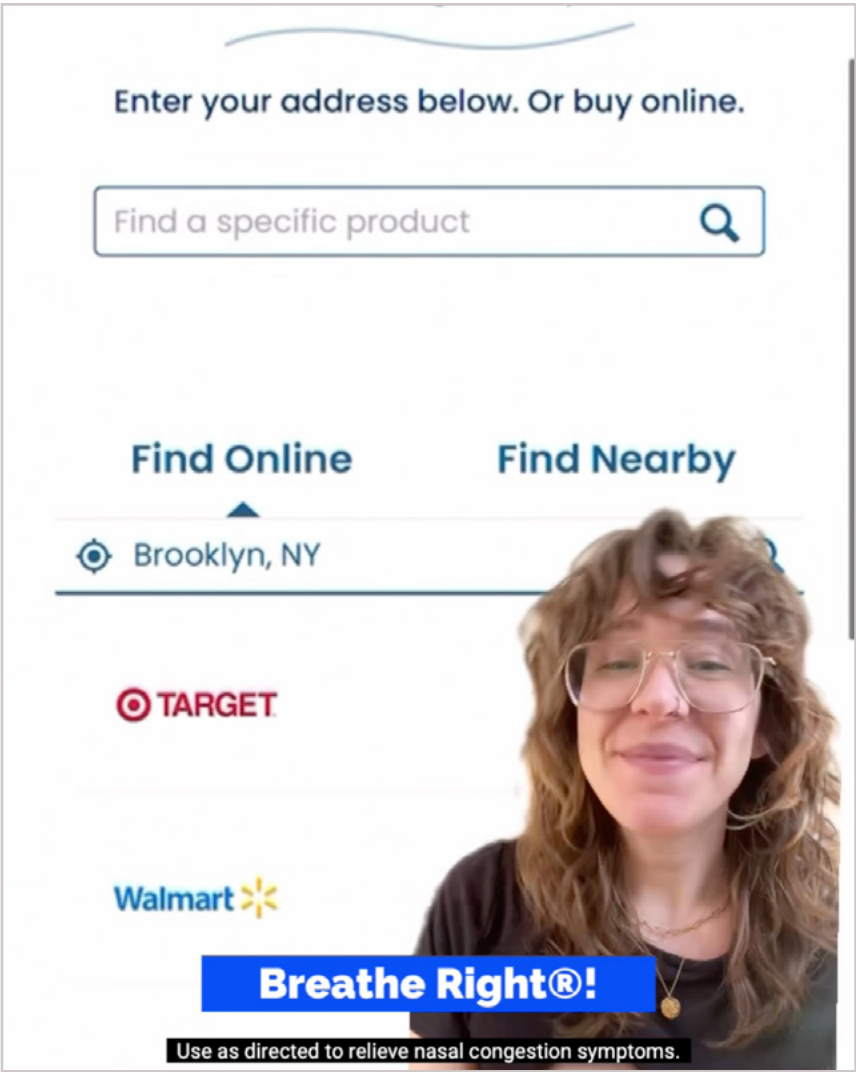
Shop Now (<https://www.breatheright.com/find-a-store/>)

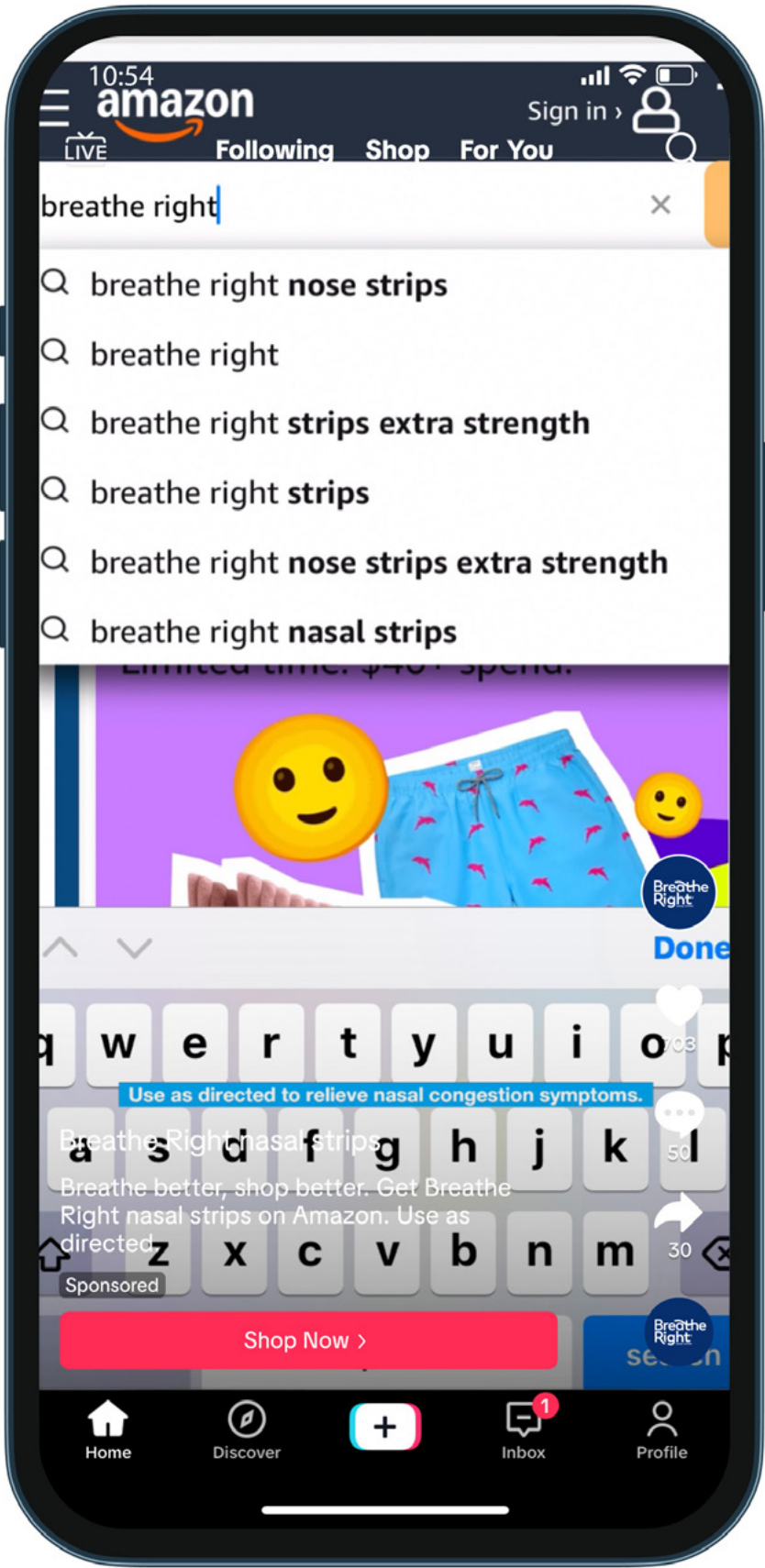
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD 9: EASE OF AMAZON DELIVERY/PURCHASE (9X16)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

It's allergy season, which means it's time to stock up on my Breathe Right nasal strips—QUICKLY! It's super easy to order them on Amazon and have them arrive straight to my door, AND I can set up subscribe and save, so I don't have to worry about running out. Nasal congestion ain't got nothing on me, thanks to Amazon!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 87 Characters

Breathe better, shop better. Get Breathe Right nasal strips on Amazon. Use as directed.

META (PAID)

HEADLINE | 22 Characters

Breathe Right + Amazon

DESCRIPTION | 19 Characters

Subscribe and save

CAPTION | 98 Characters

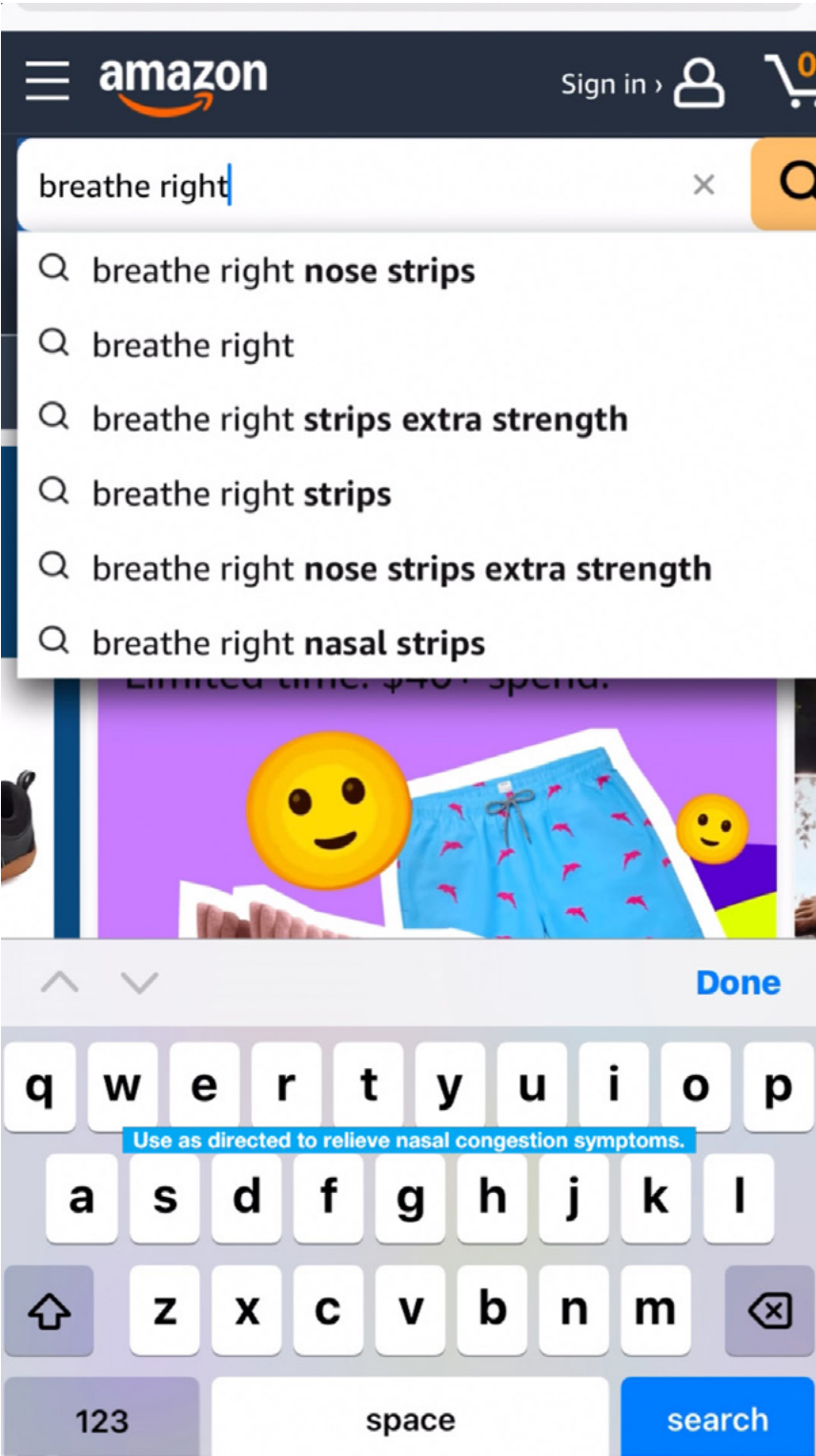
Breathing easy is even easier when you buy Breathe Right nasal strips on Amazon! Use as directed.

CTA

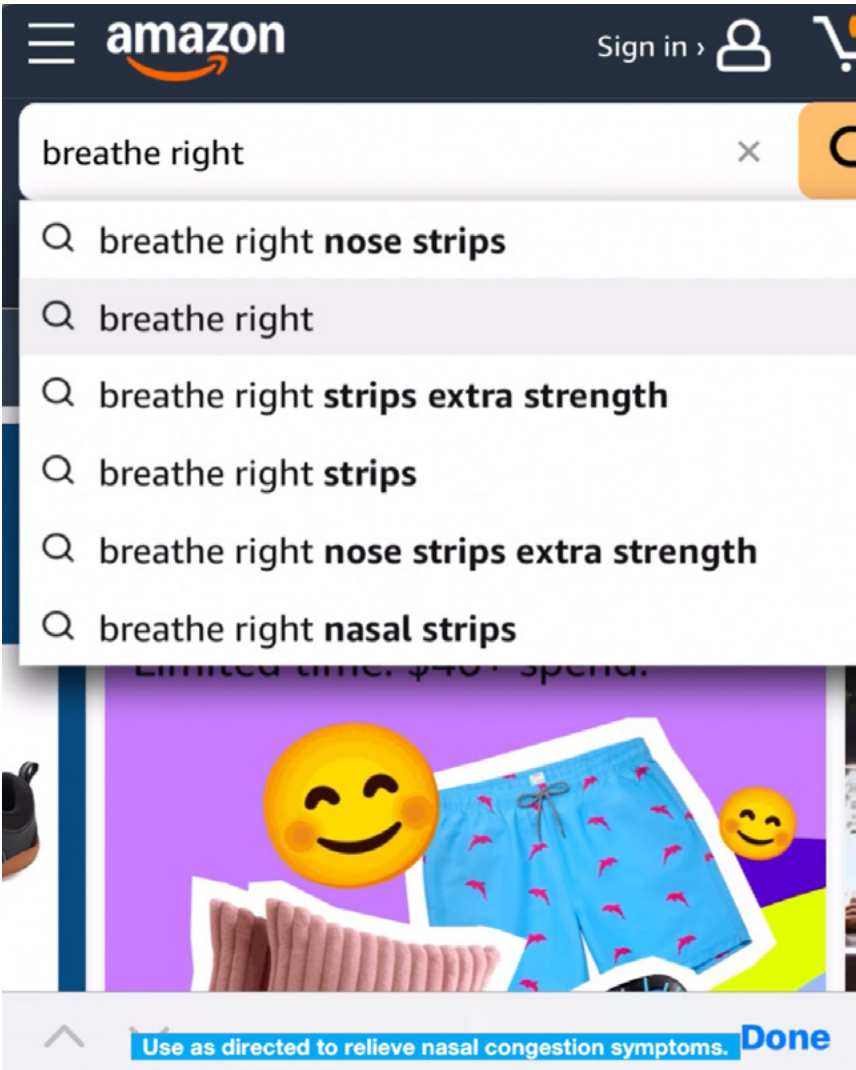
Shop Now (Amazon BR product page)

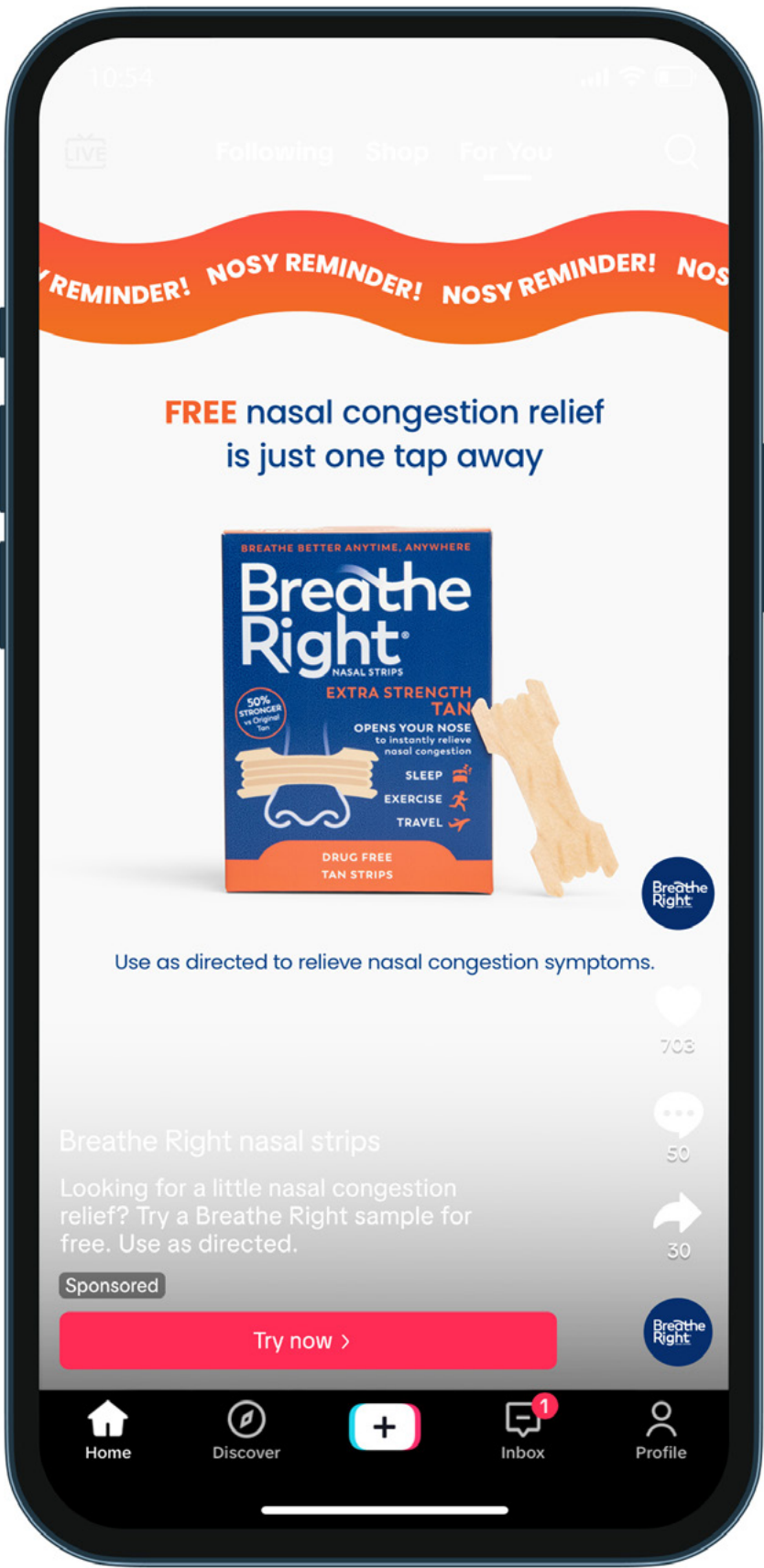
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





This asset will be animated at a later date.

PAID | AD 10: FREE SAMPLE (9X16)

ART COPY

[scrolling ticker tape] Nosy reminder! Nosy reminder! Nosy reminder!
FREE nasal congestion relief is just one tap away
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 99 Characters

Looking for a little nasal congestion relief? Try a Breathe Right sample for free. Use as directed.

META (PAID)

HEADLINE | 25 Characters

Free Breathe Right sample

DESCRIPTION | 23 Characters

Nasal congestion relief

CAPTION | 123 Characters

Wanna try Breathe Right, on us? Tap for a free sample. No fine print, no catch, no hook, nada. Just... free. Use as directed.

CTA

Try now (<https://www.breatheright.com/samples-sign-up/>)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

NOSY REMINDER! NOSY REMINDER! NOSY REMINDER! NOSY R

FREE nasal congestion relief
is just one tap away

BREATHE BETTER ANYTIME, ANYWHERE

Breathe Right[®]

NASAL STRIPS

50% STRONGER vs Original Tan

EXTRA STRENGTH TAN

OPENS YOUR NOSE to instantly relieve nasal congestion

SLEEP

EXERCISE

TRAVEL

DRUG FREE TAN STRIPS



Use as directed to relieve nasal congestion symptoms.

PAID: 4x5
(Meta)

NOSY REMINDER! NOSY REMINDER! NOSY REMINDER! NOSY R

FREE nasal congestion relief
is just one tap away

BREATHE BETTER ANYTIME, ANYWHERE

Breathe Right[®]

NASAL STRIPS

50% STRONGER vs Original Tan

EXTRA STRENGTH TAN

OPENS YOUR NOSE to instantly relieve nasal congestion

SLEEP

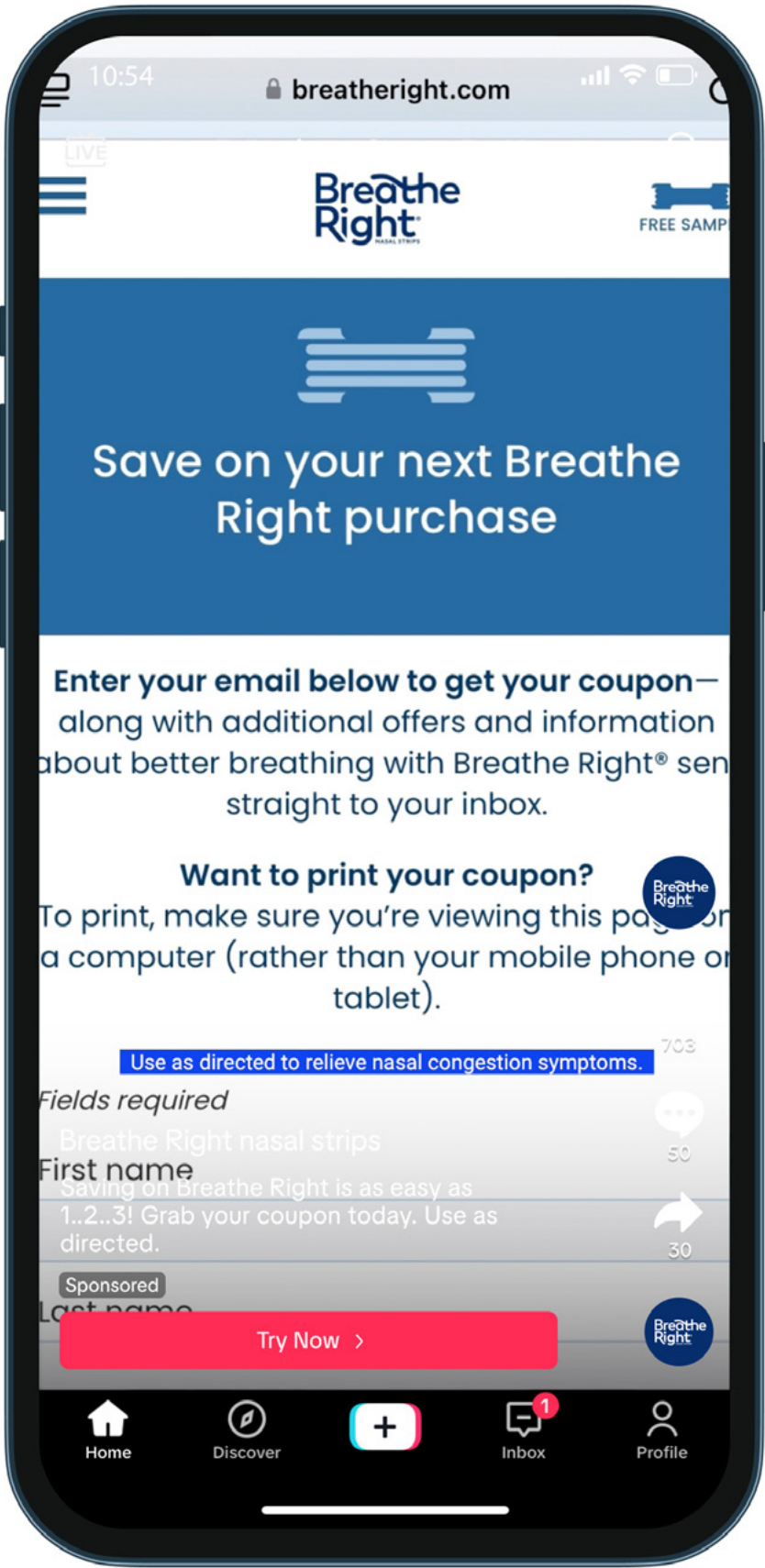
EXERCISE

TRAVEL

DRUG FREE TAN STRIPS



Use as directed to relieve nasal congestion symptoms.



PAID | AD 11: COUPON (9X16)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

Did you know you can get a coupon for Breathe Right nasal strips? And it's easy to get, let me show you. 1. Visit breathright.com 2. Scroll to the bottom of the page and click "Get a coupon." and 3. Enter your information and a coupon will be sent straight to your inbox. Happy better breathing!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 88 Characters

Saving on Breathe Right is as easy as 1..2..3! Grab your coupon today. Use as directed.

META (PAID)

HEADLINE | 21 Characters

Save on Breathe Right

DESCRIPTION | 22 Characters

Grab your coupon today

CAPTION | 110 Characters

Grab your Breathe Right coupon in 3 easy steps. Your nose (and your wallet!) will thank you! Use as directed.

CTA

Try Now (UMO coupon)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

breatheright.com

FREE SAMPLE

Save on your next Breathe Right purchase

Enter your email below to get your coupon—along with additional offers and information about better breathing with Breathe Right® sent straight to your inbox.

Want to print your coupon?
To print, make sure you're viewing this page on a computer (rather than your mobile phone or tablet).

[Use as directed to relieve nasal congestion symptoms.](#)

**Fields required*

*First name

*Last name

PAID: 4x5
(Meta)

FREE SAMPLE

Save on your next Breathe Right purchase

Enter your email below to get your coupon—along with additional offers and information about better breathing with Breathe Right® sent straight to your inbox.

Want to print your coupon?
To print, make sure you're viewing this page on a computer (rather than your mobile phone or tablet).

[Use as directed to relieve nasal congestion symptoms.](#)

**Fields required*

ORGANIC ASSETS



ORGANIC | AD #1: SNORING CAUSED BY NASAL CONGESTION (9X16 META STORY)

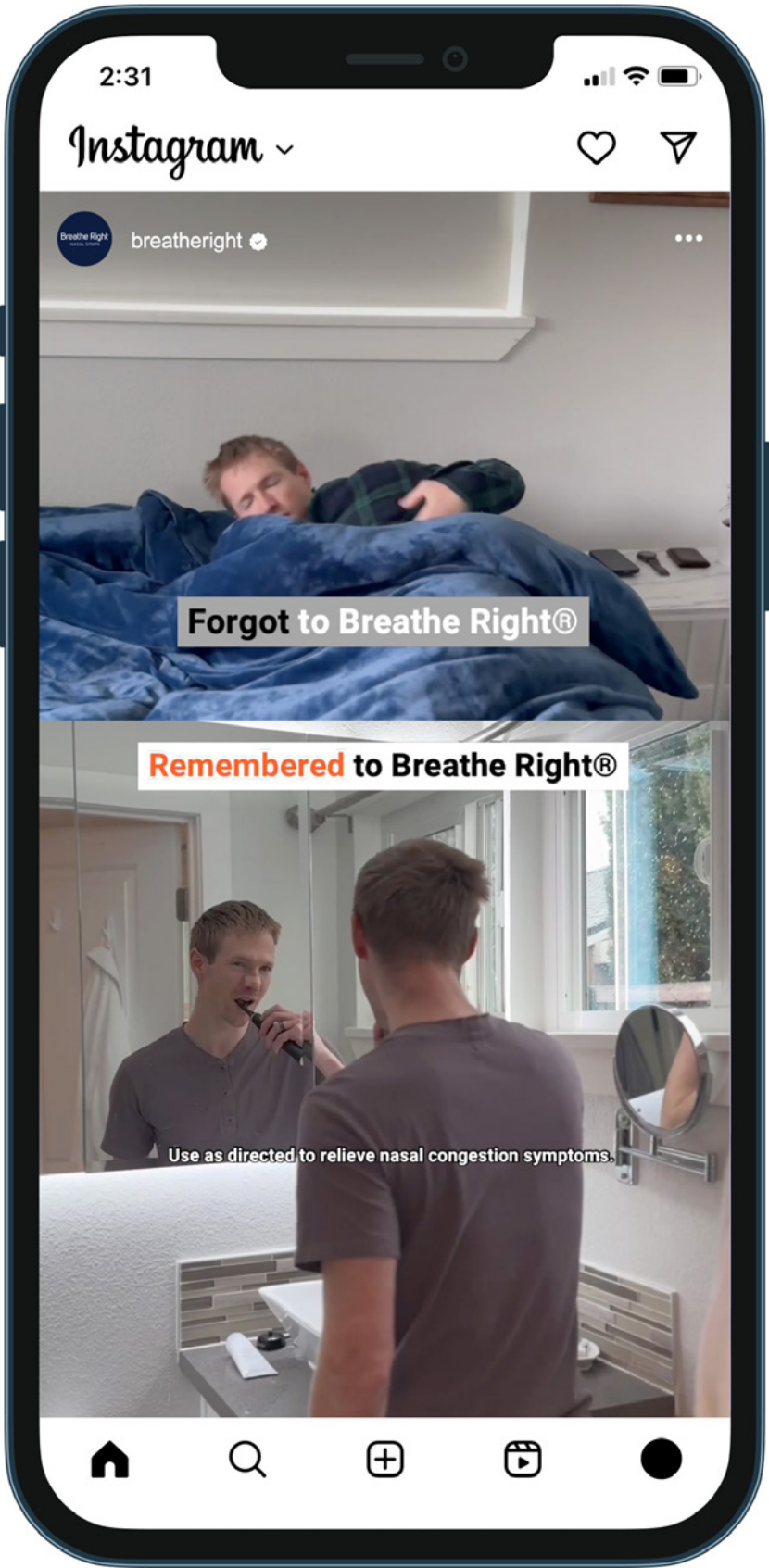
ART COPY

Tips for a snore less marriage
Awww, that's love
Less snoring, more snoozing with Breathe Right
Use as directed to relieve nasal congestion symptoms.

LINK STICKER

Let's snore less!
<https://www.breatheright.com/>

NOTE: Meta link sticker will need to be recreated before posting



ORGANIC | AD #2: GENERAL NASAL CONGESTION RELIEF (9X16 META IN-FEED)

ART COPY

Forgot to Breathe Right®
Remembered to Breathe Right®
Relieve nasal congestion while you sleep, so you can wake up refreshed!
Shop now on Amazon.
Use as directed to relieve nasal congestion symptoms.

ALT COPY

Mornings without BR
Mornings with BR
Don't let nasal congestion get in the way of your day!

META (ORGANIC)

CAPTION

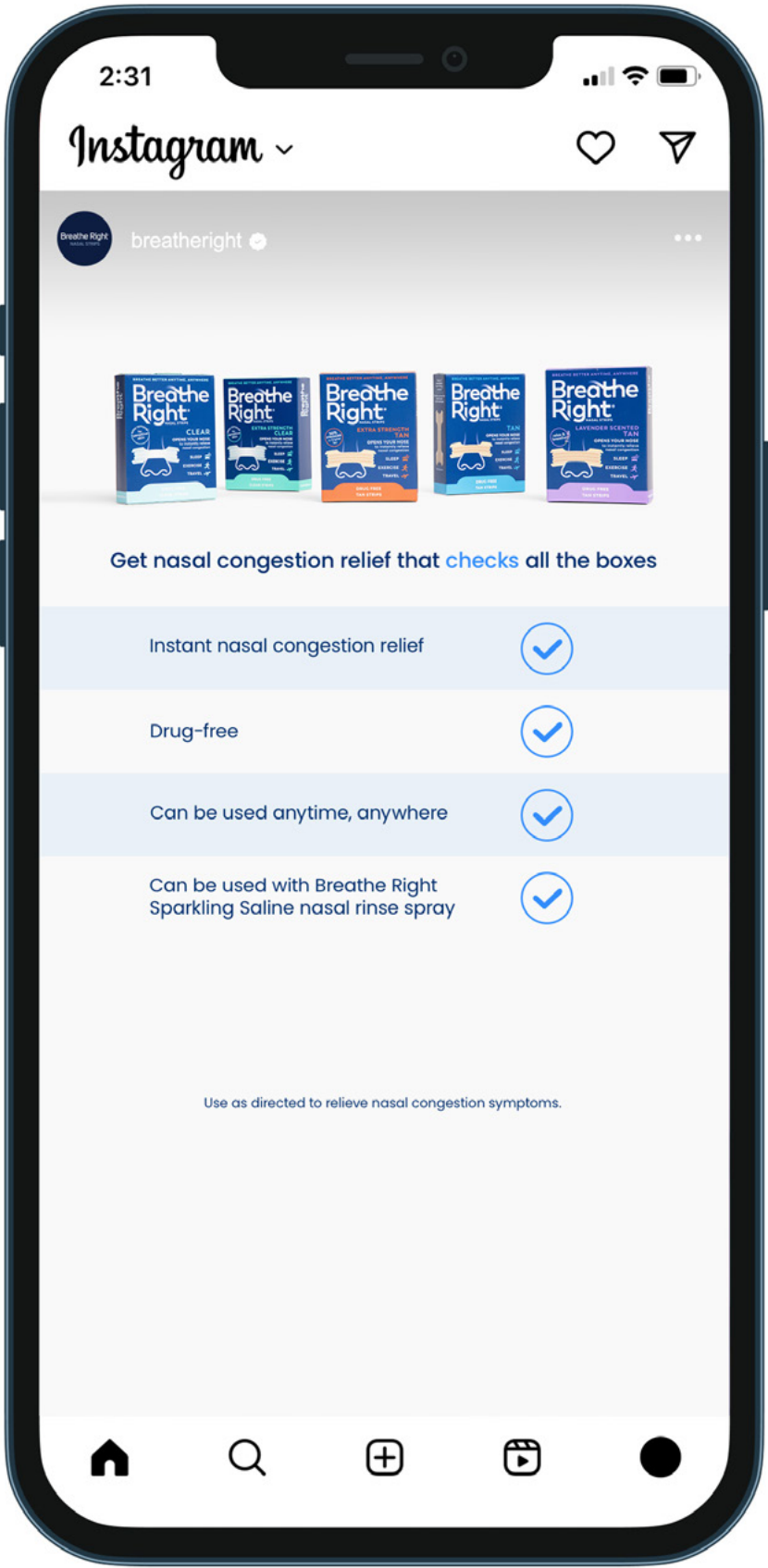
Look out for your future self and relieve nasal congestion with Breathe Right® nasal strips while you sleep so you can wake up refreshed. 📌🔔 Head to the link in bio to see all our better breathing products! 💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

BR Amazon page

FACEBOOK VIDEO TITLE

Better mornings with Breathe Right



ORGANIC | AD #3: DRUG-FREE OPTION FOR ALLERGY SEASON (9X16 META IN-FEED)

ART COPY

Get nasal congestion relief that checks all the boxes
[Chart]
Instant nasal congestion relief
Drug-free
Can be used anytime, anywhere
Can be used with Breathe Right Sparkling Saline nasal rinse spray
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

✓✓✓
.
.
.
Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

ALT CAPTION

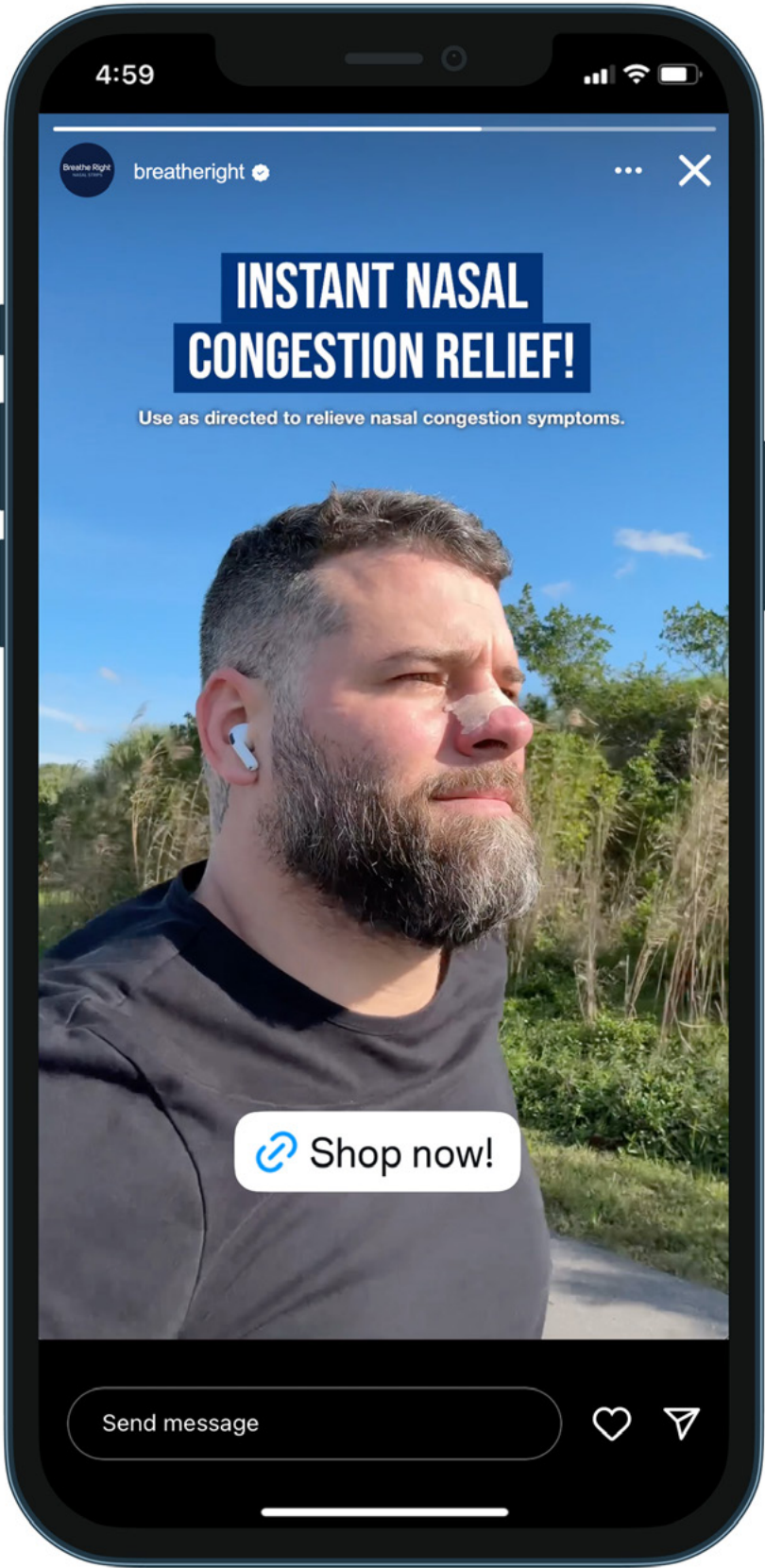
Get nasal congestion relief that checks all the boxes ✓. Get your strip (or your spray!) on today and show allergy season who's boss. 🙌 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/find-a-store/>

FACEBOOK VIDEO TITLE

Check, Check, Check!



ORGANIC | AD #4: RELIEVE NASAL CONGESTION CAUSED BY SEASONAL ALLERGIES (9X16 META STORY)

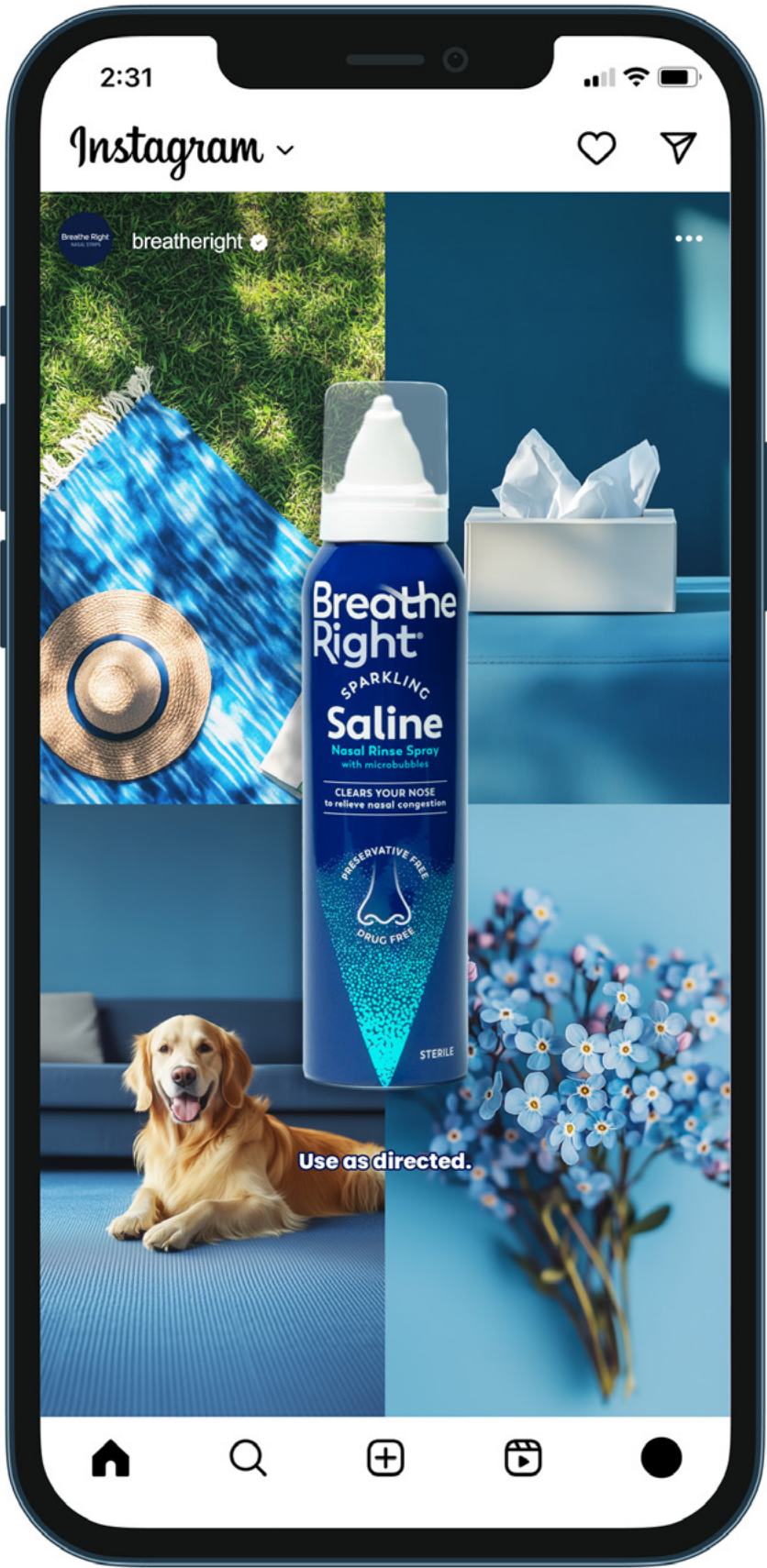
ART COPY

Breathe Right: Springtime run savior
Instant nasal congestion relief!
Drug-free!
Non-drowsy!
Take that, allergies!
Use as directed to relieve nasal congestion symptoms.

LINK STICKER

Shop now!
<https://www.breatheright.com/find-a-store/>

NOTE: Meta link sticker will need to be recreated before posting



ORGANIC | AD #5: SALINE - HOW TO USE/HOW IT WORKS (9X16 META IN-FEED) OPT. 1

ART COPY

Use as directed.

VO

Allergy season, meet Breathe Right’s new Sparkling Saline nasal rinse spray. It’s the first nasal spray in the US market that combines the simplicity and comfort of isotonic saline and the refreshing, cleansing power of a sparkling formulation. And, it’s drug-free. Carbonated with millions of microbubbles, our rinse gently flushes away mucus, pollen and allergens in the nose for nasal congestion relief you can feel right away.

META (ORGANIC)

CAPTION

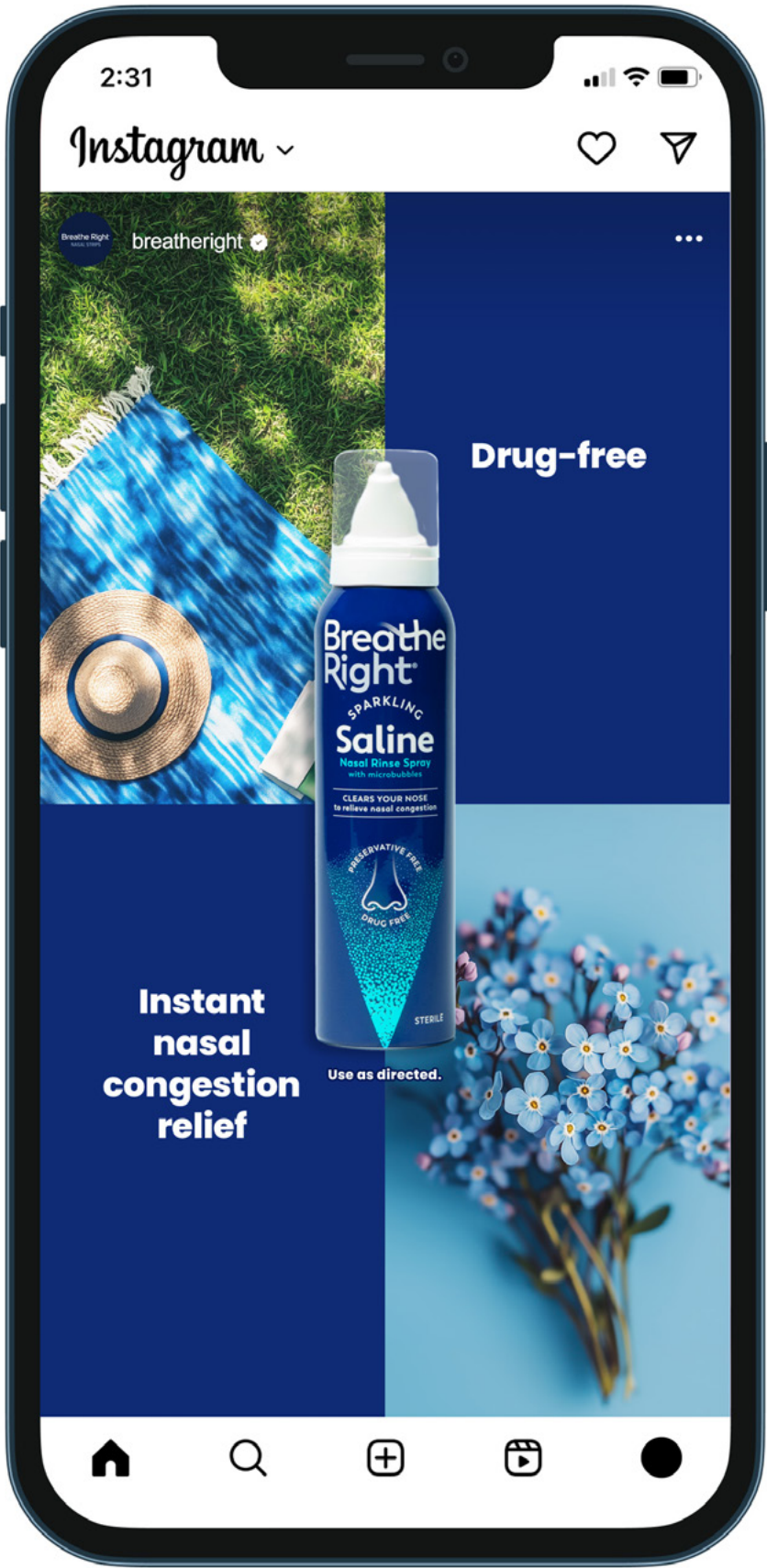
Heads up, Allergy Season! Discover a breath of fresh air (and nasal congestion relief!) with our drug-free, Sparkling Saline nasal rinse spray 🌬️✨. Trust us, your nose will thank you. 💙👉 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/products/breathe-right-saline-nasal-spray/>

FACEBOOK VIDEO TITLE

Sparkling Saline + Seasonal Allergies



ORGANIC | AD #5: SALINE - HOW TO USE/HOW IT WORKS (9X16 META IN-FEED) OPT. 2

ART COPY

Drug-free
Instant nasal congestion relief
Isotonic saline nasal rinse spray
Use as directed.

VO

Allergy season, meet Breathe Right's new Sparkling Saline nasal rinse spray. It's the first nasal spray in the US market that combines the simplicity and comfort of isotonic saline and the refreshing, cleansing power of a sparkling formulation. And, it's drug-free. Carbonated with millions of microbubbles, our rinse gently flushes away mucus, pollen and allergens in the nose for nasal congestion relief you can feel right away.

META (ORGANIC)

CAPTION

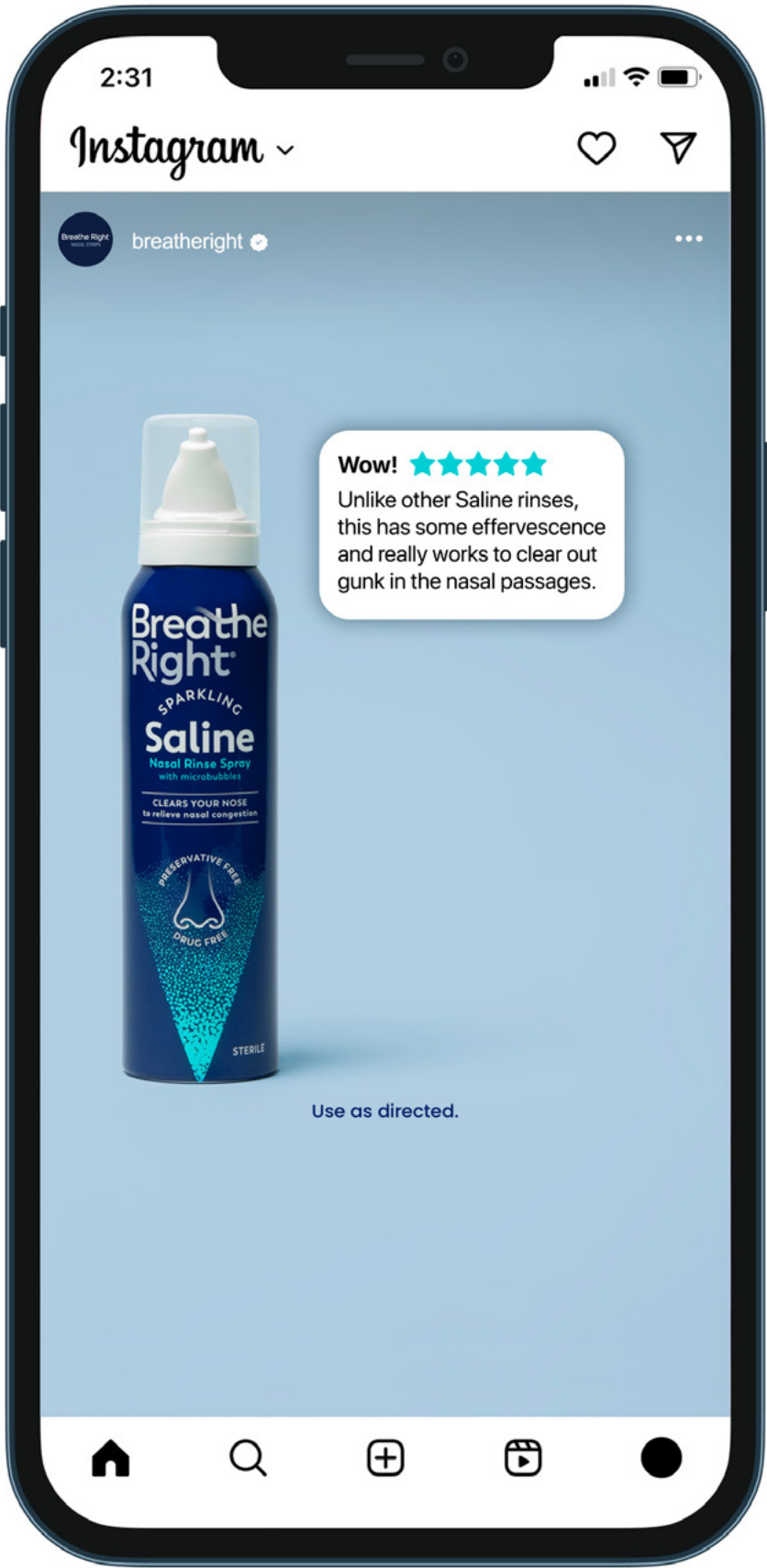
Heads up, Allergy Season! Discover a breath of fresh air (and nasal congestion relief!) with our drug-free, Sparkling Saline nasal rinse spray 🌬️✨. Trust us, your nose will thank you. 💙📌 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/products/breathe-right-saline-nasal-spray/>

FACEBOOK VIDEO TITLE

Sparkling Saline + Seasonal Allergies



ORGANIC | AD #6: SALINE - AMAZON DELIVERY/PURCHASE (9X16 META IN-FEED)

ART COPY

[Title of Review] Wow!
[Review] Unlike other Saline rinses, this has some effervescence and really works to clear out gunk in the nasal passages.
[Title of Review] The BEST saline spray
[Review] I have purchased at least a dozen different brands of nasal spray and in my opinion this one is the absolute BEST, hands down.
Use as directed.

META (ORGANIC)

CAPTION

Hey Breathe Right family, have you tried our Sparkling Saline nasal rinse spray yet? 💧 The reviews are starting to bubble up over on Amazon (where it's exclusively available for now) and we're just so happy you all love it! We are HERE to relieve your nasal congestion and our sparkling isotonic saline spray (with millions of microbubbles!) is just another helpful tool you can use to keep your nose open, clean, and breathing more easily. 🙌💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

Amazon Saline product page

FACEBOOK VIDEO TITLE

Read the Sparkling reviews!



ORGANIC | AD #7: SKU DIFFERENCES/SIMILARITIES (9X16 META IN-FEED)

ART COPY

We've got 5 strips – which one's for you?!

[Tan] The OG, Great for first time strippers!, A popular go-to

[Lavender] The soother, Extra Strength Tan strip + calming lavender!, 50% stronger (due to an added band)

[Clear] The mister sensitive, Easier removal for sensitive skin, Nearly invisible!

[ES Tan] The extra oomph, 50% stronger (due to an added band), Our best-seller!

[ES Clear] The strong silent type, 50% stronger (due to an added band), Easier removal for sensitive skin, Nearly invisible!

All five give you instant nasal congestion relief - for up to 12 hours!

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

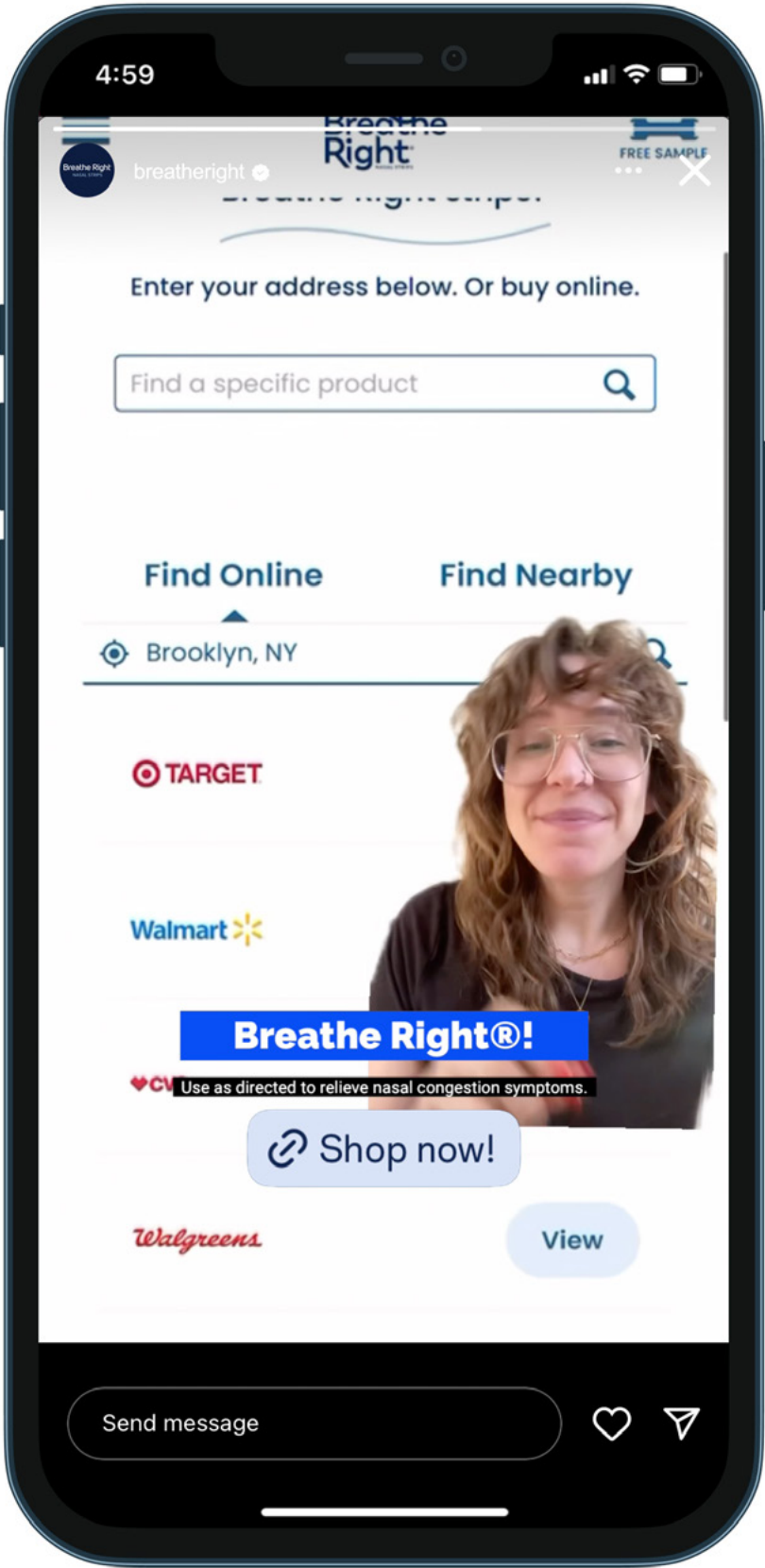
We've heard people say they're not sure which of our five strips to choose.🤔 Noted!✍️ Ok, here's the skinny on our strips: we've got regular and extra strength in both tan and clear (try starting with regular strength if you're a newbie – and if you've got sensitive skin, opt for clear!) and then we've also got a lavender-scented extra strength tan option for an added pinch of peaceful calm. 🌿💜 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/products/>

FACEBOOK VIDEO TITLE

Choose your sidekick strip!



ORGANIC | AD #8: RETAILER AVAILABILITY (9X16 META STORY)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

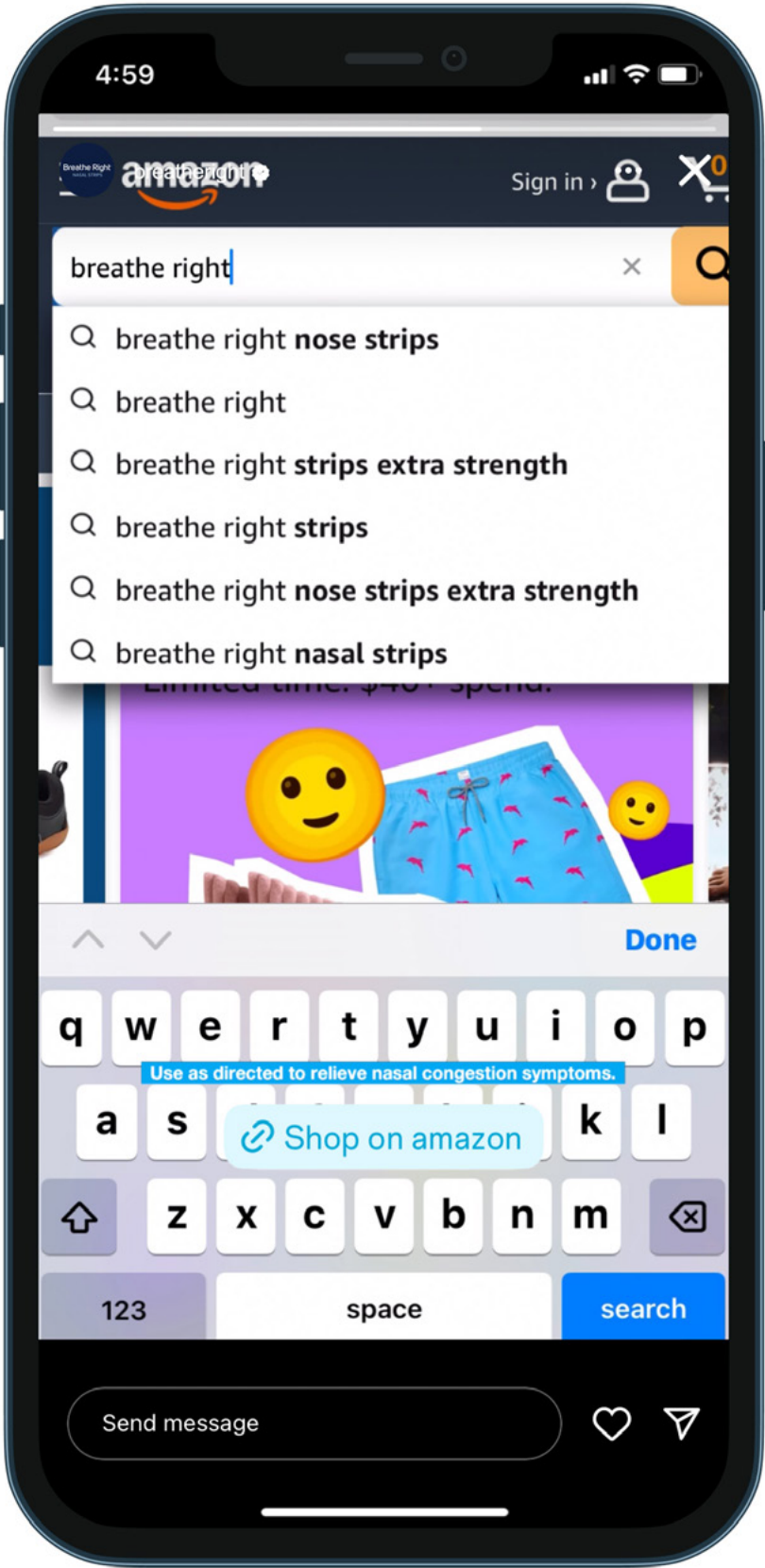
Breathe Right® nasal strips are my absolute go-to for nasal congestion during allergy season. You can find them right on the shelf at major retailers like Target, CVS, Walmart or Walgreens. Visit [breatheright.com](https://www.breatheright.com) to check store availability. Thanks to Breathe Right®!

LINK STICKER

Shop Now!

<https://www.breatheright.com/find-a-store/>

NOTE: Meta link sticker will need to be recreated before posting



ORGANIC | AD #9: EASE OF AMAZON DELIVERY/PURCHASE (9X16 META STORY)

ART COPY

Use as directed to relieve nasal congestion symptoms.

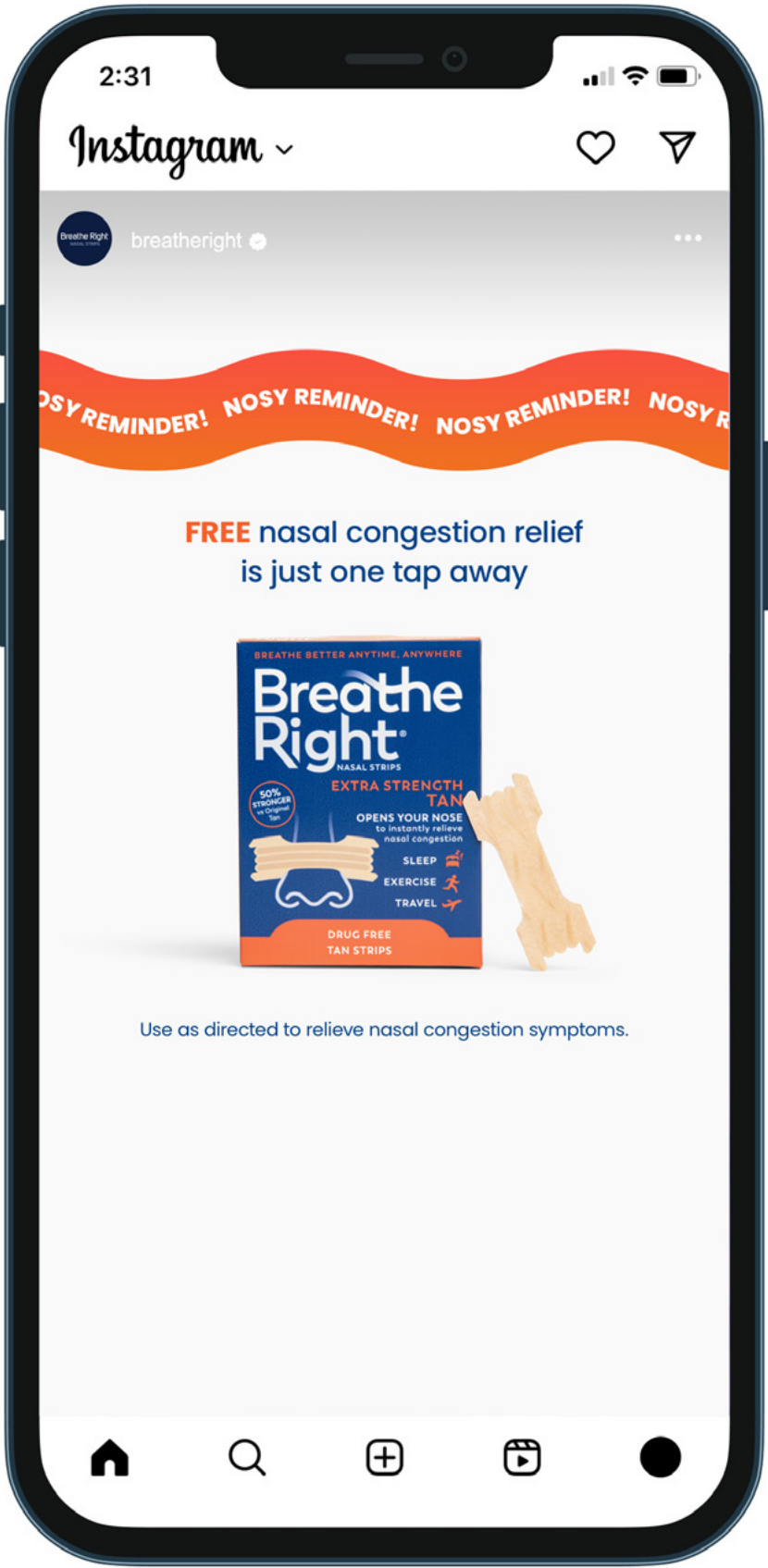
VO

It's allergy season, which means it's time to stock up on my Breathe Right nasal strips—QUICKLY! It's super easy to order them on Amazon and have them arrive straight to my door, AND I can set up subscribe and save, so I don't have to worry about running out. Nasal congestion ain't got nothing on me, thanks to Amazon!

LINK STICKER

Shop on Amazon!
Amazon BR product page

NOTE: Meta link sticker will need to be recreated before posting



ORGANIC | AD #10: FREE SAMPLE (9X16 META IN-FEED)

ART COPY

[scrolling ticker tape] Nosy reminder! Nosy reminder! Nosy reminder!
FREE nasal congestion relief is just one tap away
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

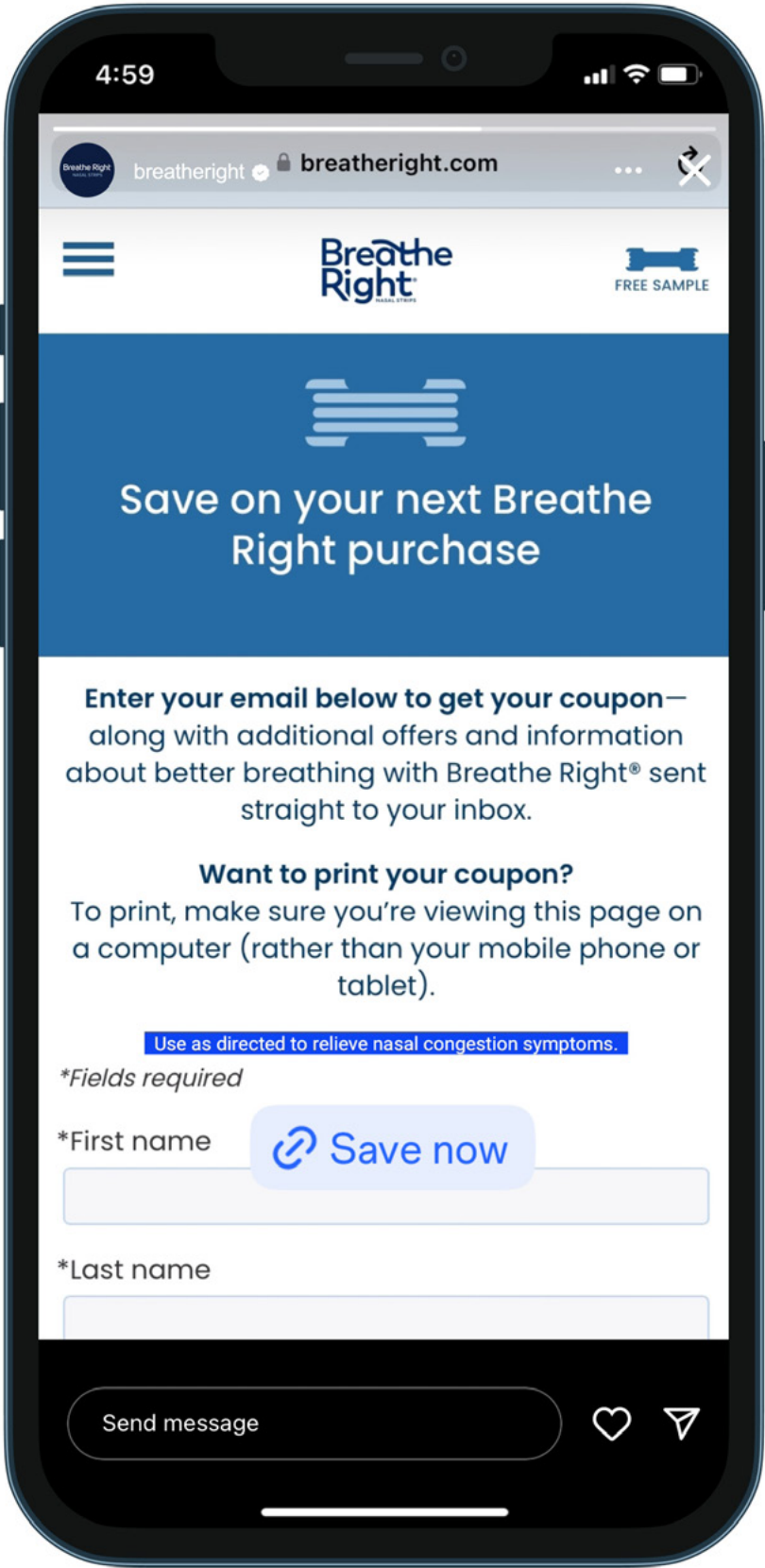
FREE Spring is in the air and whether you’ve got seasonal allergies, nighttime congestion, or just want to breathe easier with relief from nasal congestion on that lovely morning jog – it’s the perfect time to try Breathe Right. With a **FREE SAMPLE** you’ve got nothing to lose! **FREE** Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/samples-sign-up/>

FACEBOOK VIDEO TITLE

Try Breathe Right, **FREE!**



ORGANIC | AD #11: COUPON (9X16 META STORY)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

Did you know you can get a coupon for Breathe Right nasal strips? And it's easy to get, let me show you. 1. Visit breathright.com 2. Scroll to the bottom of the page and click "Get a coupon." and 3. Enter your information and a coupon will be sent straight to your inbox. Happy better breathing!

LINK STICKER

Save now!
UMO coupon

NOTE: Meta link sticker will need to be recreated before posting



ORGANIC | AD #12: RUNNING POST (1X1 META STATIC IN-FEED)

ART COPY

Nasal congestion relief for the marathon of life!
Use as directed to relieve nasal congestion symptoms.

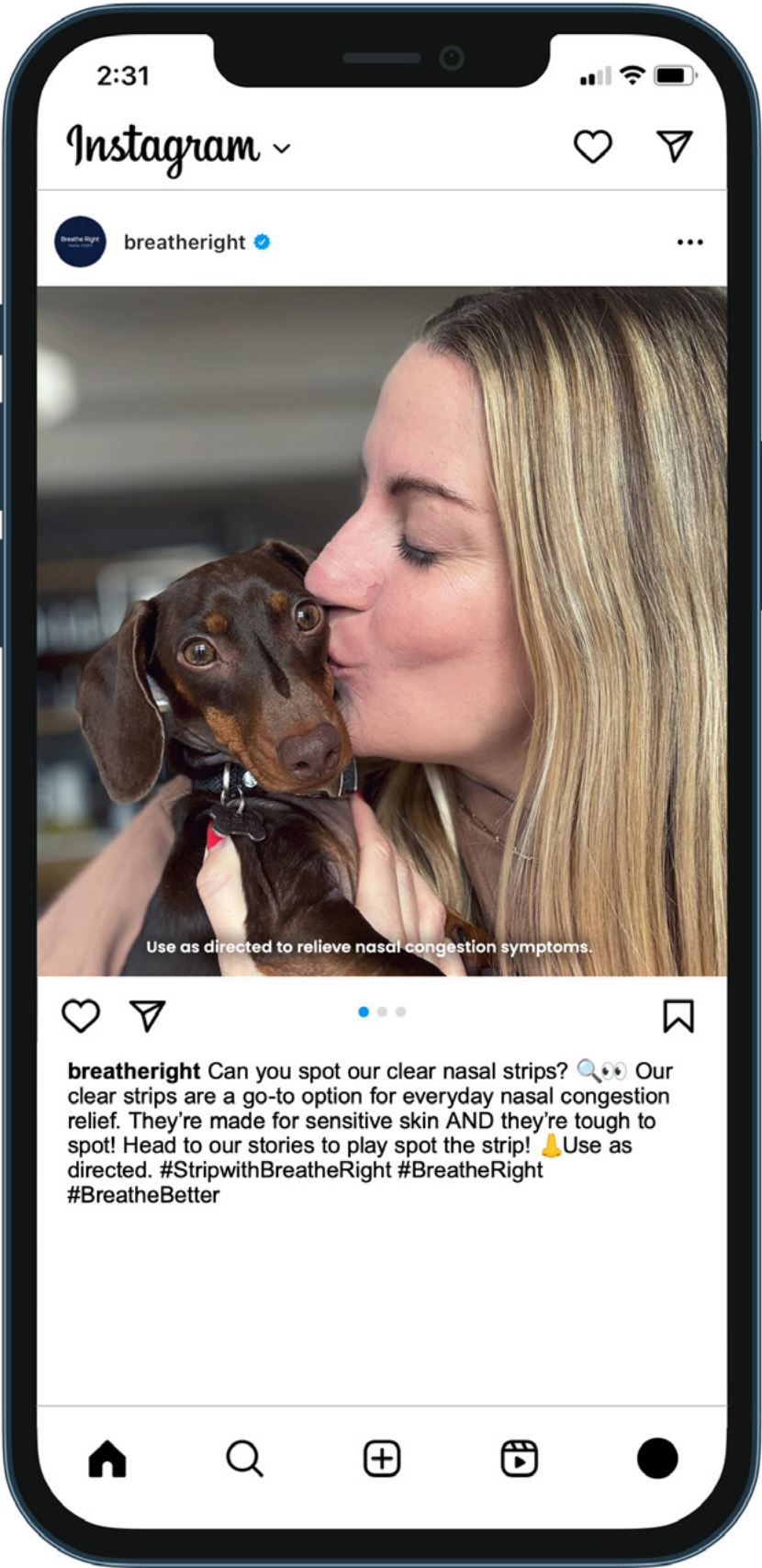
META (ORGANIC)

CAPTION

Whether you're a marathoner, a half-miler, a hot walker, or part of the cheering squad, Breathe Right helps open your nose for better breathing when you suffer from nasal congestion while you're on the move! 🏃 And hey, if you're at the Boston Marathon (April 21st!) or London Marathon (April 27th!), take a strip selfie and tag us - seeing you in action inspires the whole Breathe Right community. 📸💛💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/breathing-and-fitness/how-to-breathe-while-running/>



ORGANIC | AD #13: CAN YOU SPOT THE STRIP? (1X1 META STATIC CAROUSEL)

ART COPY

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

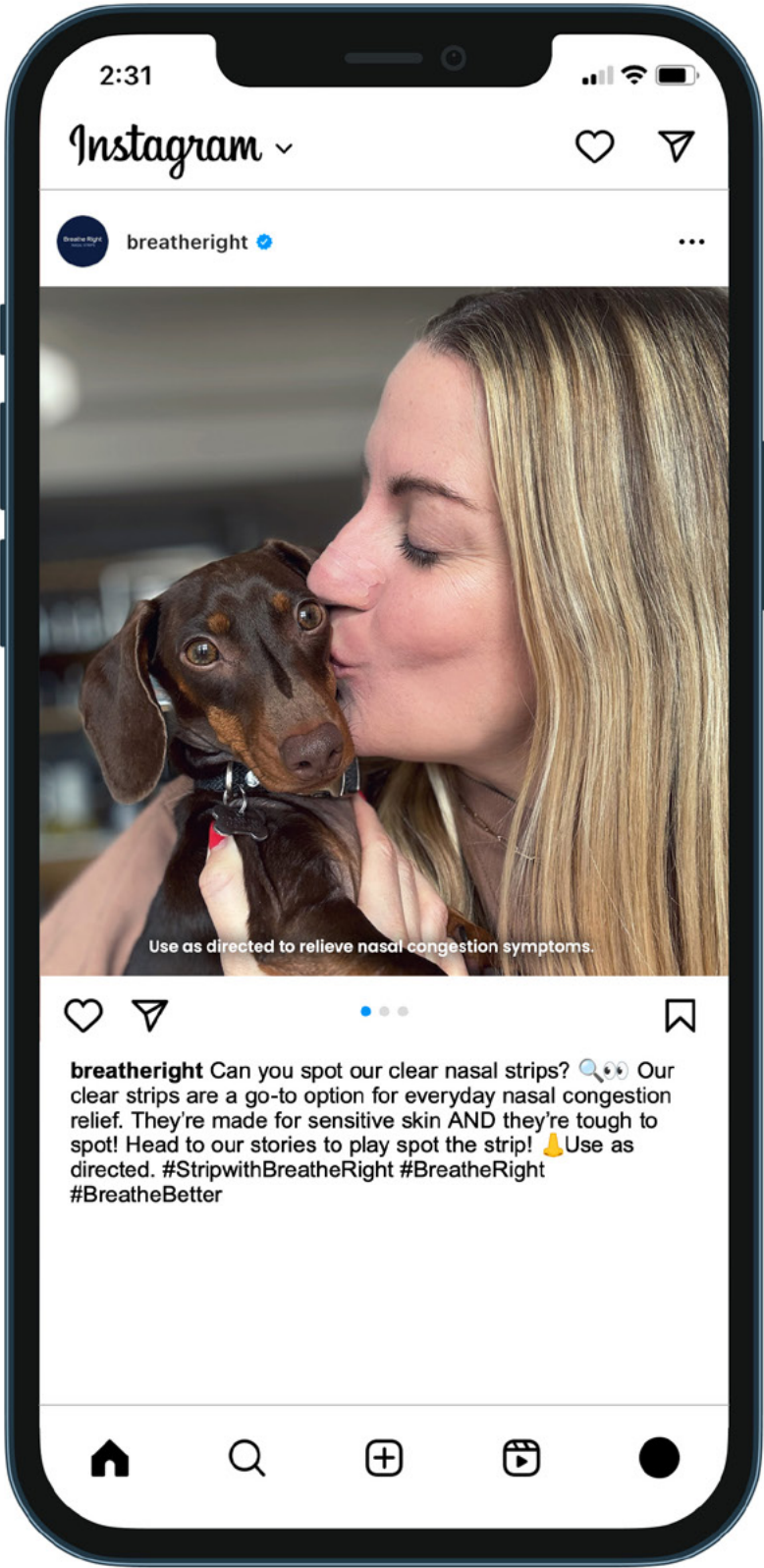
CAPTION

Can you spot our clear nasal strips? 🔍👀 Our clear strips are a go-to option for everyday nasal congestion relief. They're made for sensitive skin AND they're tough to spot! Head to our stories to play spot the strip! 📌 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/products/breathe-right-original-clear/>

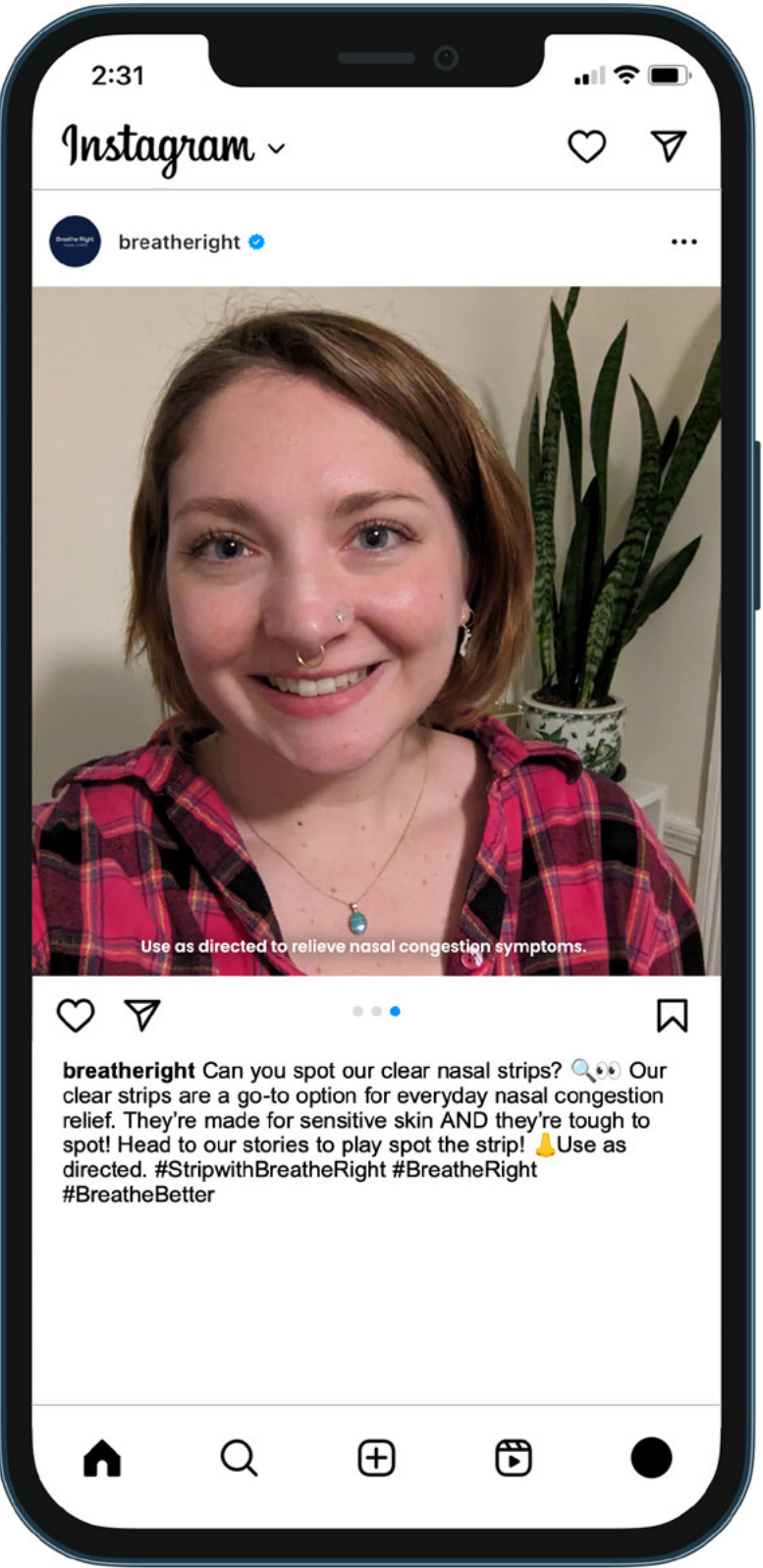
Static Frame 1

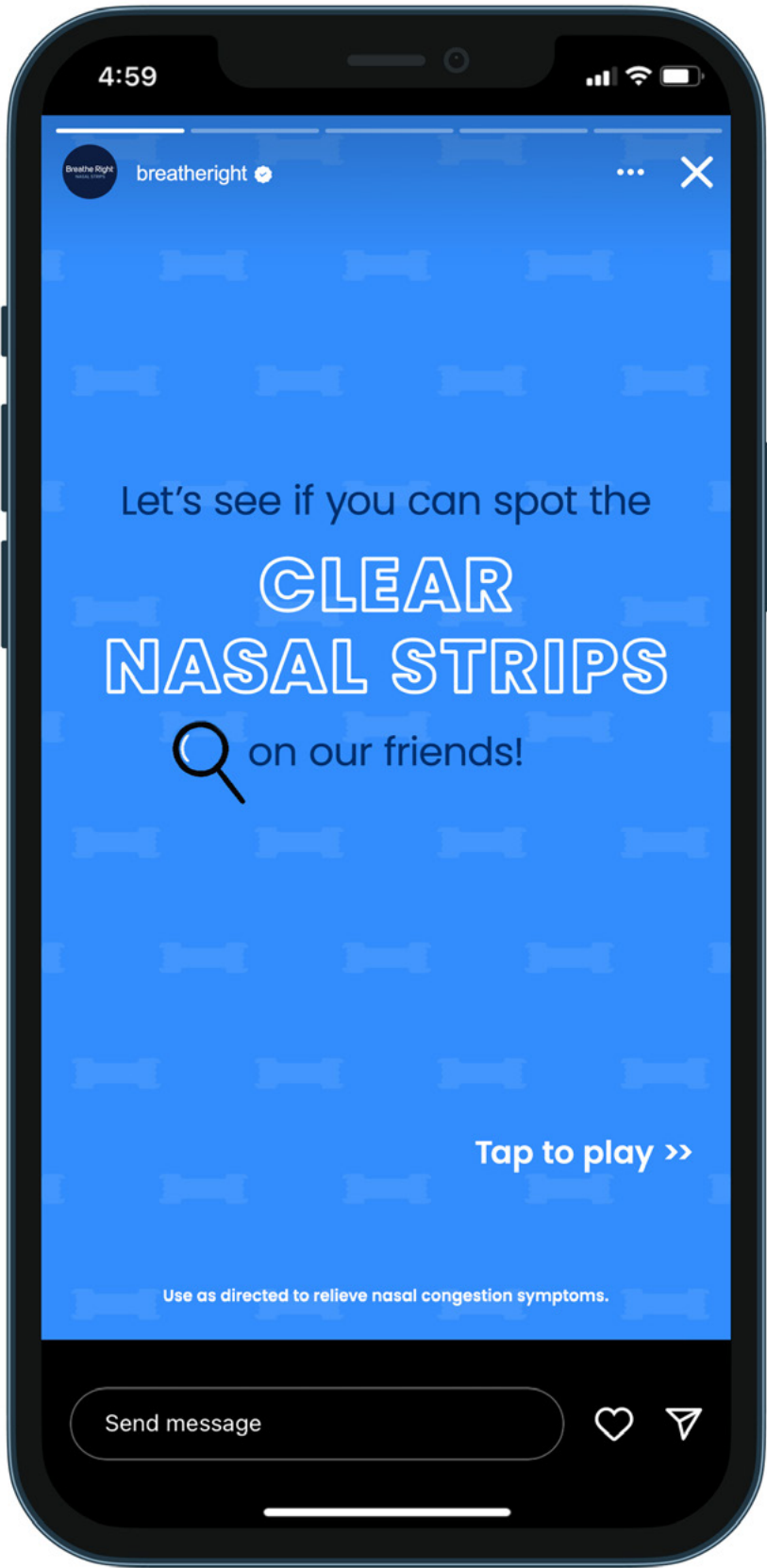


Static Frame 2



Static Frame 3





ORGANIC | AD #14: CAN YOU SPOT THE STRIP? (9X16 META STORY)

ART COPY

Frame 1:
Let's see if you can spot the clear nasal strips on our friends! Tap to play >>

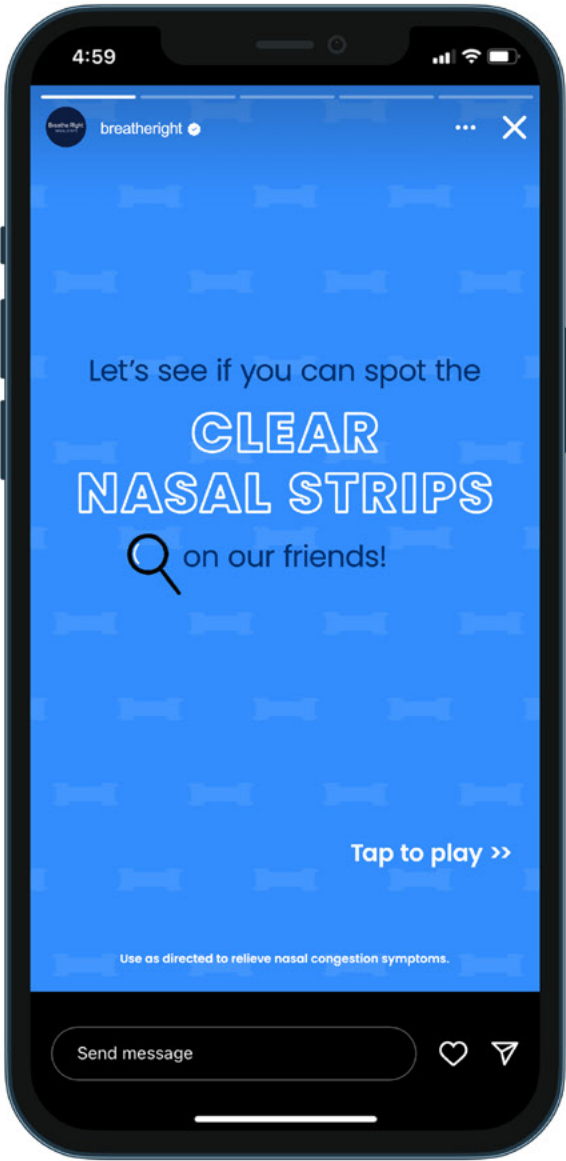
Frame 2-4:
[Poll - same on frames 2-4]
Can you spot the strip?
I found it 🙄
Still on the hunt 🔍

Frame 5:
Thanks for playing!! Grab your very own clear nasal strips here!
Use as directed to relieve nasal congestion symptoms.

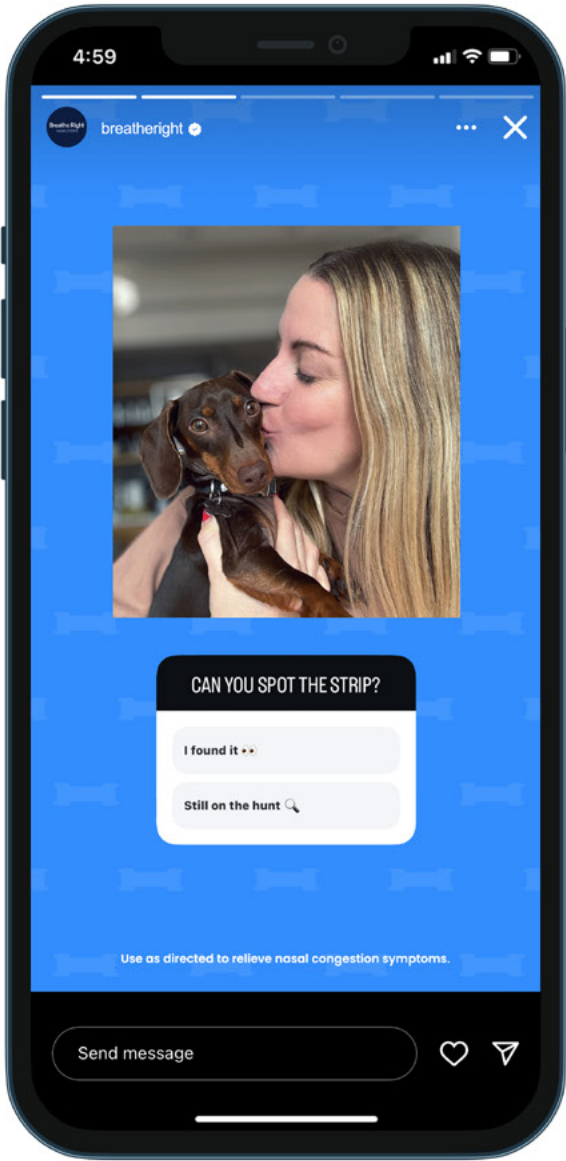
LINK STICKER

Get Strippin'
<https://www.breatheright.com/products/breathe-right-original-clear/>

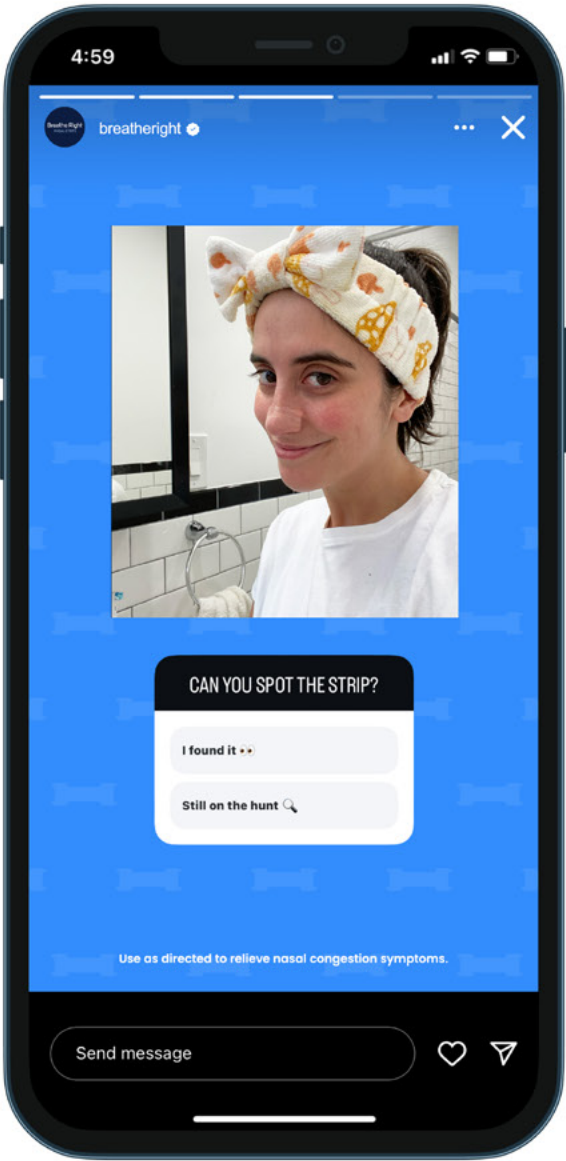
Static Frame 1



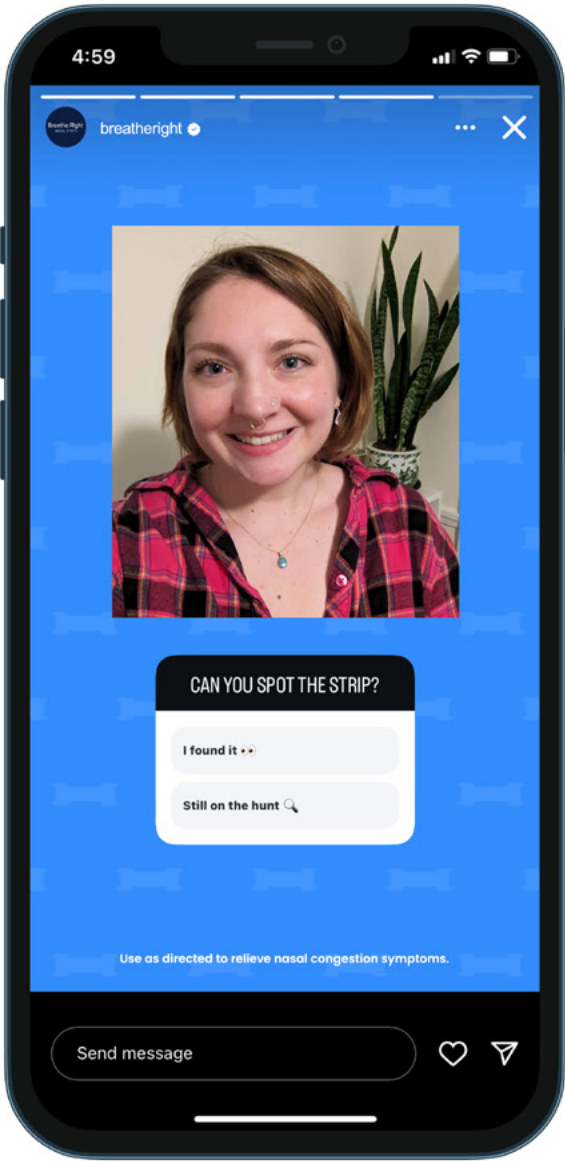
Static Frame 2



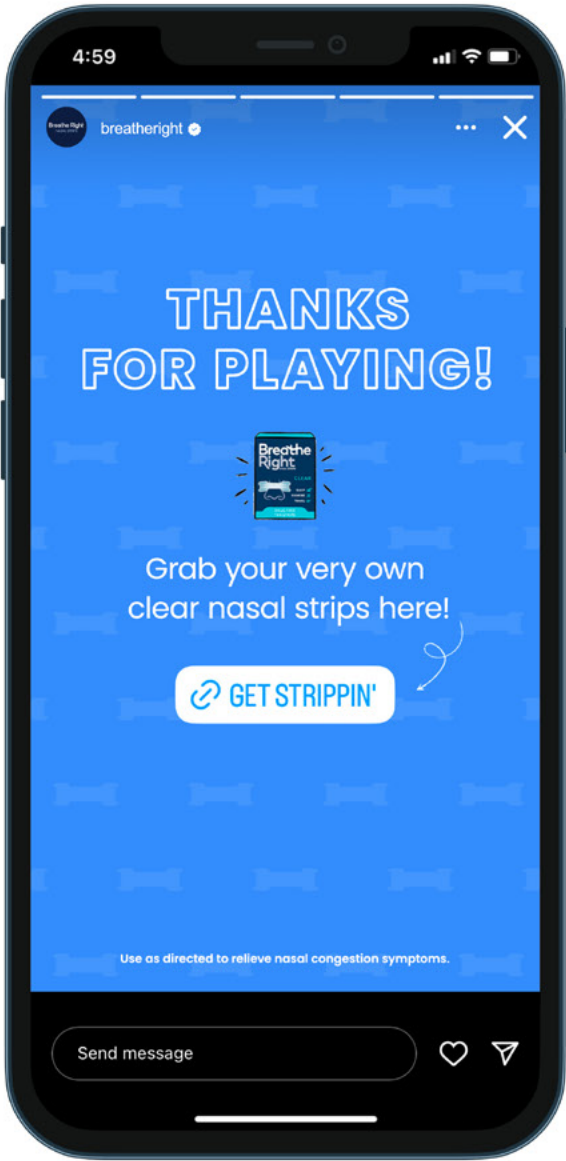
Static Frame 3



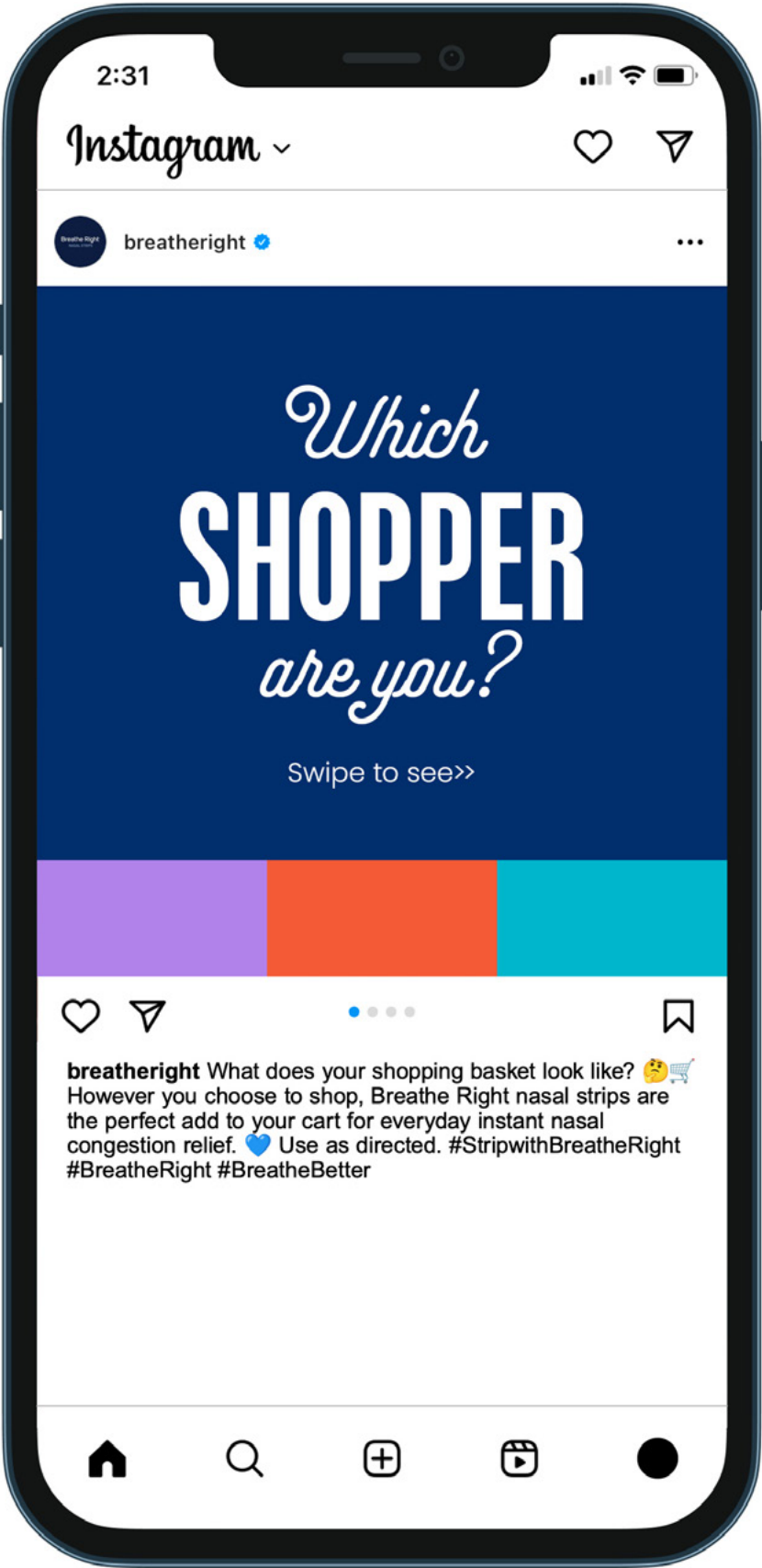
Static Frame 4



Static Frame 5



NOTE: Meta polls, gifs and link sticker will need to be recreated before posting



ORGANIC | AD #15: DIFFERENT BASKETS FOR DIFFERENT SHOPPERS (1X1 META STATIC IN-FEED)

ART COPY

Which shopper are you? Swipe to see>>
The Cozy Customer.
The Fitness Fanatic.
The Essential Errander.
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

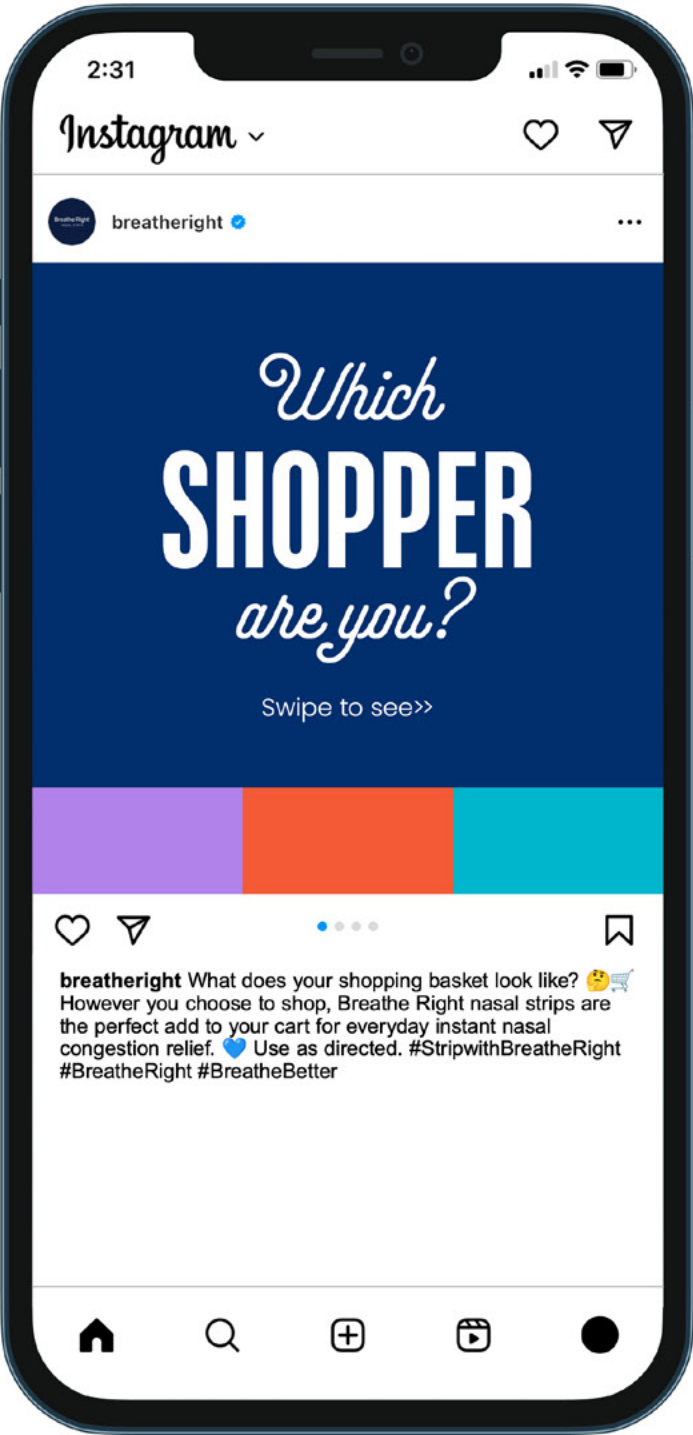
CAPTION

What does your shopping basket look like? 🧐🛒 However you choose to shop, Breathe Right nasal strips are the perfect add to your cart for everyday instant nasal congestion relief. ❤️ Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/find-a-store/>

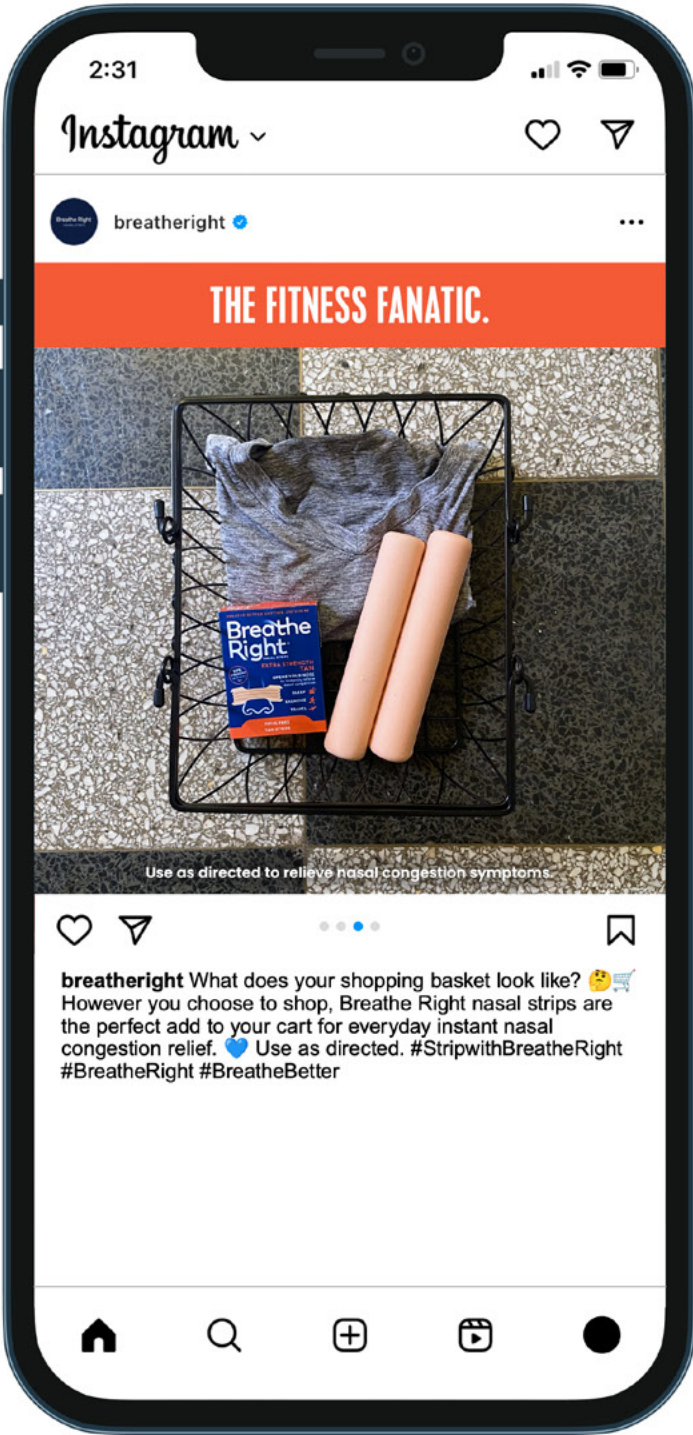
Static Frame 1



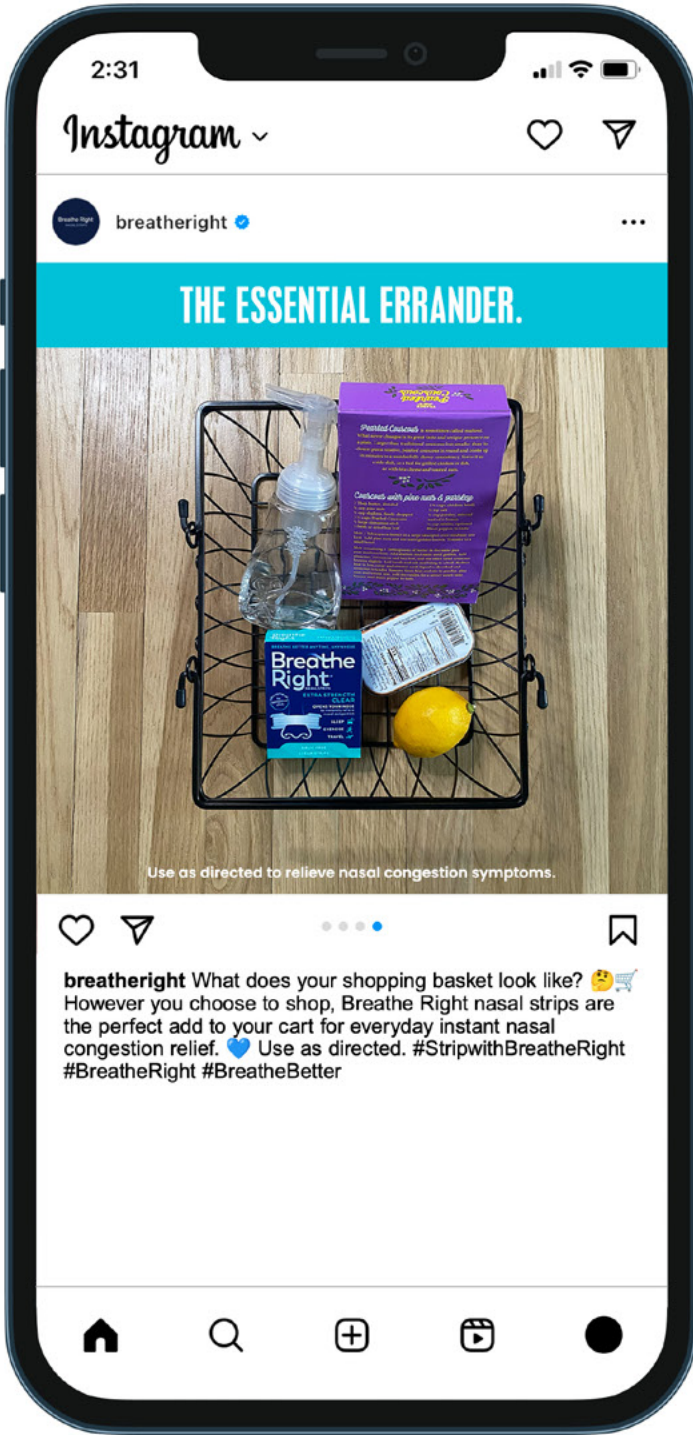
Static Frame 2

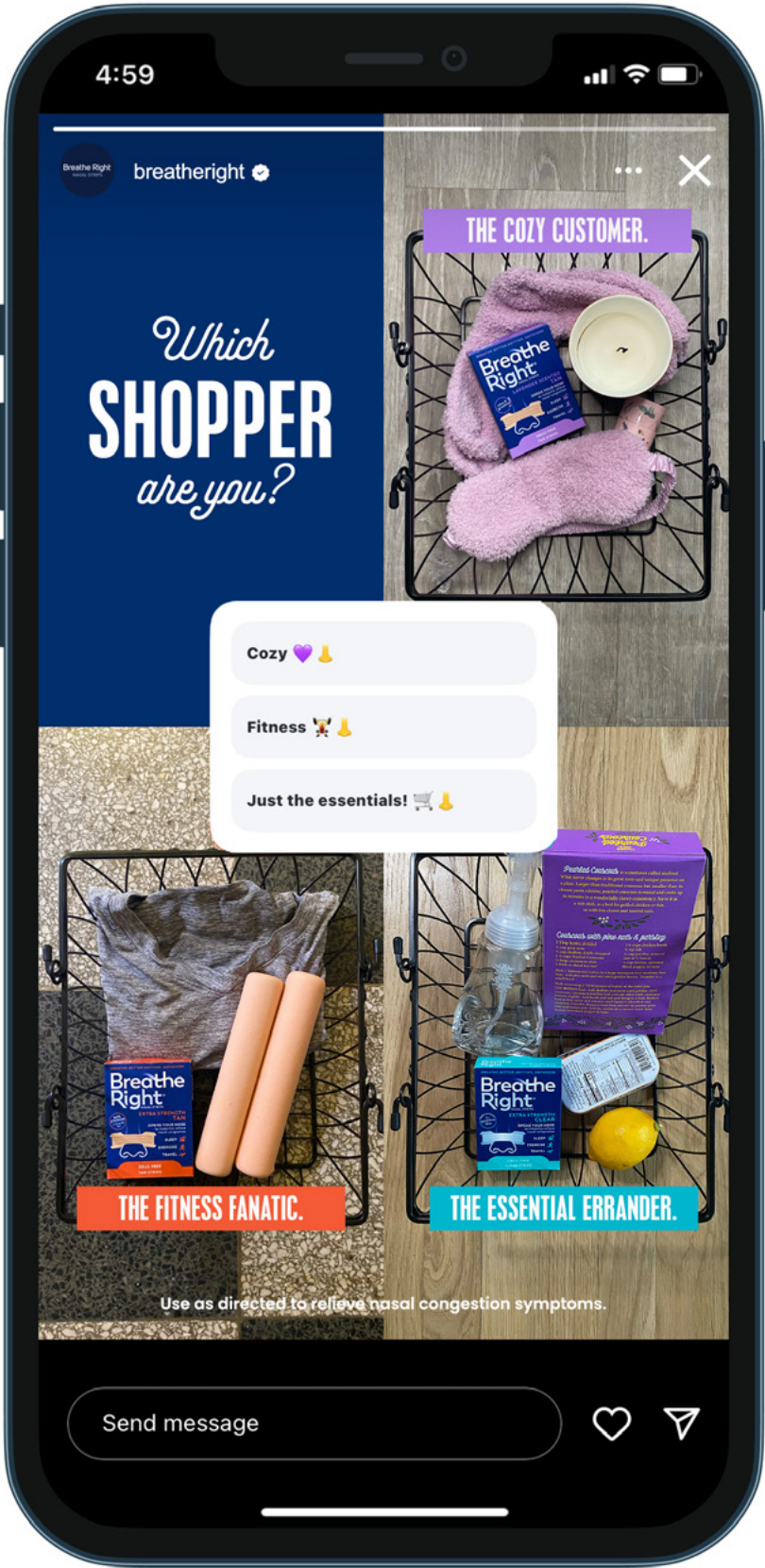


Static Frame 3



Static Frame 4





ORGANIC | AD #16: DIFFERENT BASKETS FOR DIFFERENT SHOPPERS (9X16 META STORY)

ART COPY

Which shopper are you?
The Cozy Customer.
The Fitness Fanatic.
The Essential Errander.

[Poll]
Cozy 💜🔔
Fitness 🏋️🔔
Just the essentials! 🛒🔔

Use as directed to relieve nasal congestion symptoms.

NOTE: Meta poll element will need to be recreated before posting



ORGANIC | AD #17: SPRING ACTIVITIES (1X1 META STATIC CAROUSEL)

ART COPY

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

🌸Spring is here! 🌸 Don't let nasal congestion caused by seasonal allergies get in the way of your fun—get up to 12 hours of continuous nasal congestion relief with Breathe Right. 💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

- Poll caption:
- What's your favorite spring activity?
- Picnics with friends! 🍴👫
 - Outdoor walks 🌞🐕
 - Gardening 🌱🌸

LINK IN BIO

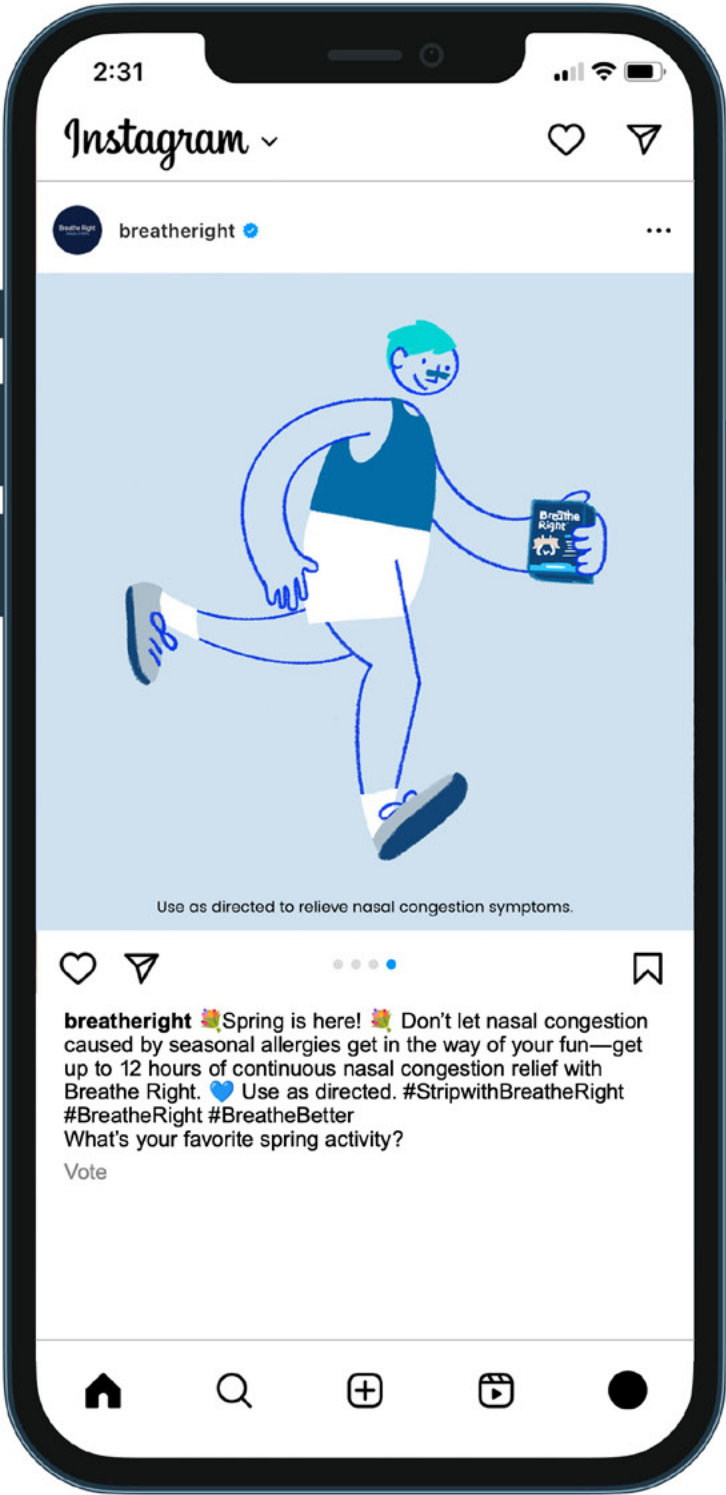
<https://www.breatheright.com/>

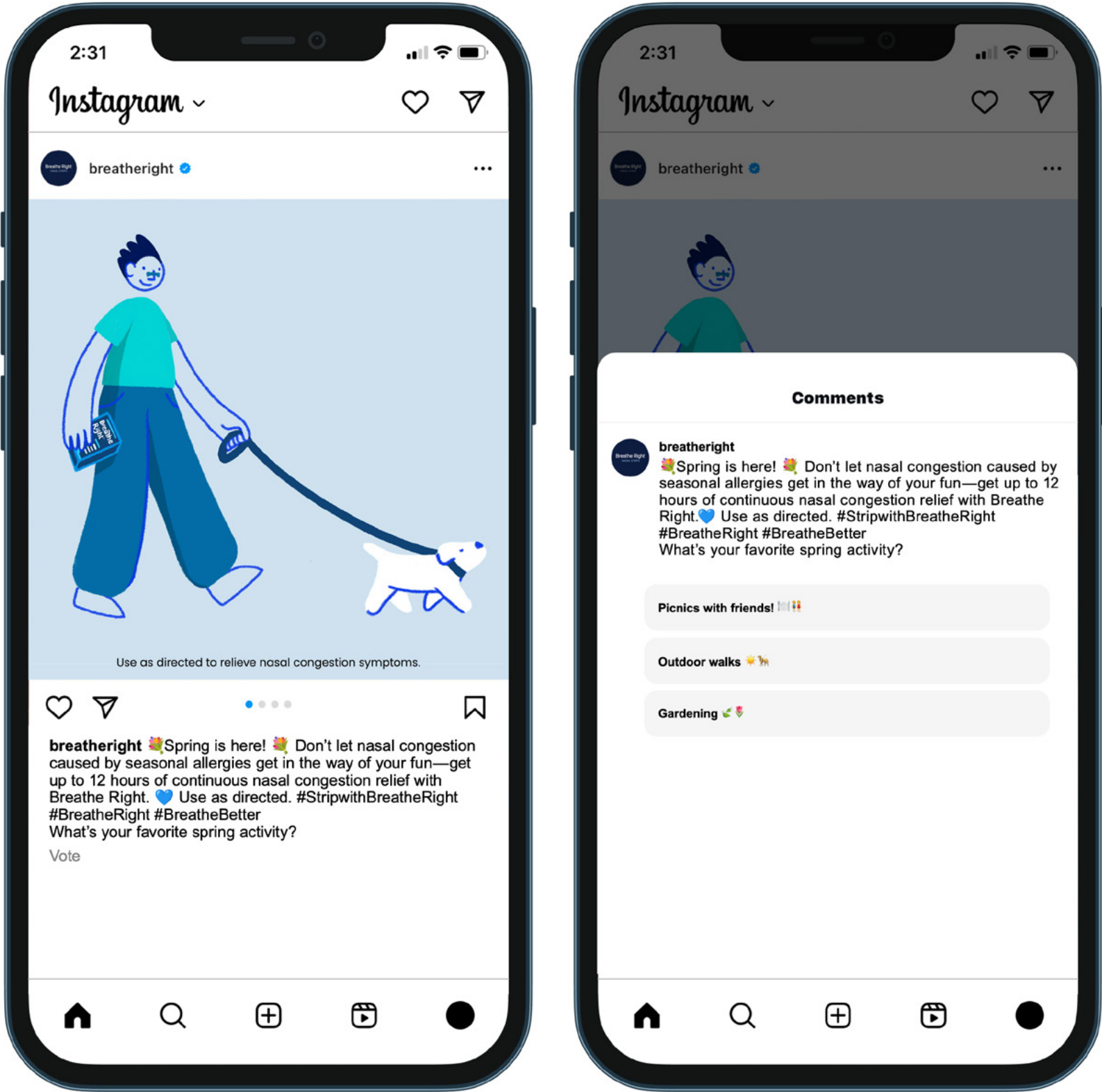
Static Frame 1

Static Frame 2

Static Frame 3

Static Frame 4





Mockup of caption poll



ORGANIC | AD #18: WORLD BREATHING DAY (1X1 META STATIC)

ART COPY

World Breathing Day

META (ORGANIC)

CAPTION

Does it feel like the whole world could use a deep, peaceful breath? 🧑🏻 We're here for it. Today is World Breathing Day 🌐 and it's a perfect moment to focus on the power of better, more conscious breathing – and how it contributes, even in a small way, to overall wellness. So pop your favorite Breathe Right nasal strip on today and feel how it opens your nose when you have nasal congestion to help you breathe more comfortably. We're humbled to play a part in helping the world breathe better, one happy nose at a time. 💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter #WorldBreathingDay

LINK IN BIO

<https://www.breatheright.com/breathe-better-with-breathe-right/>

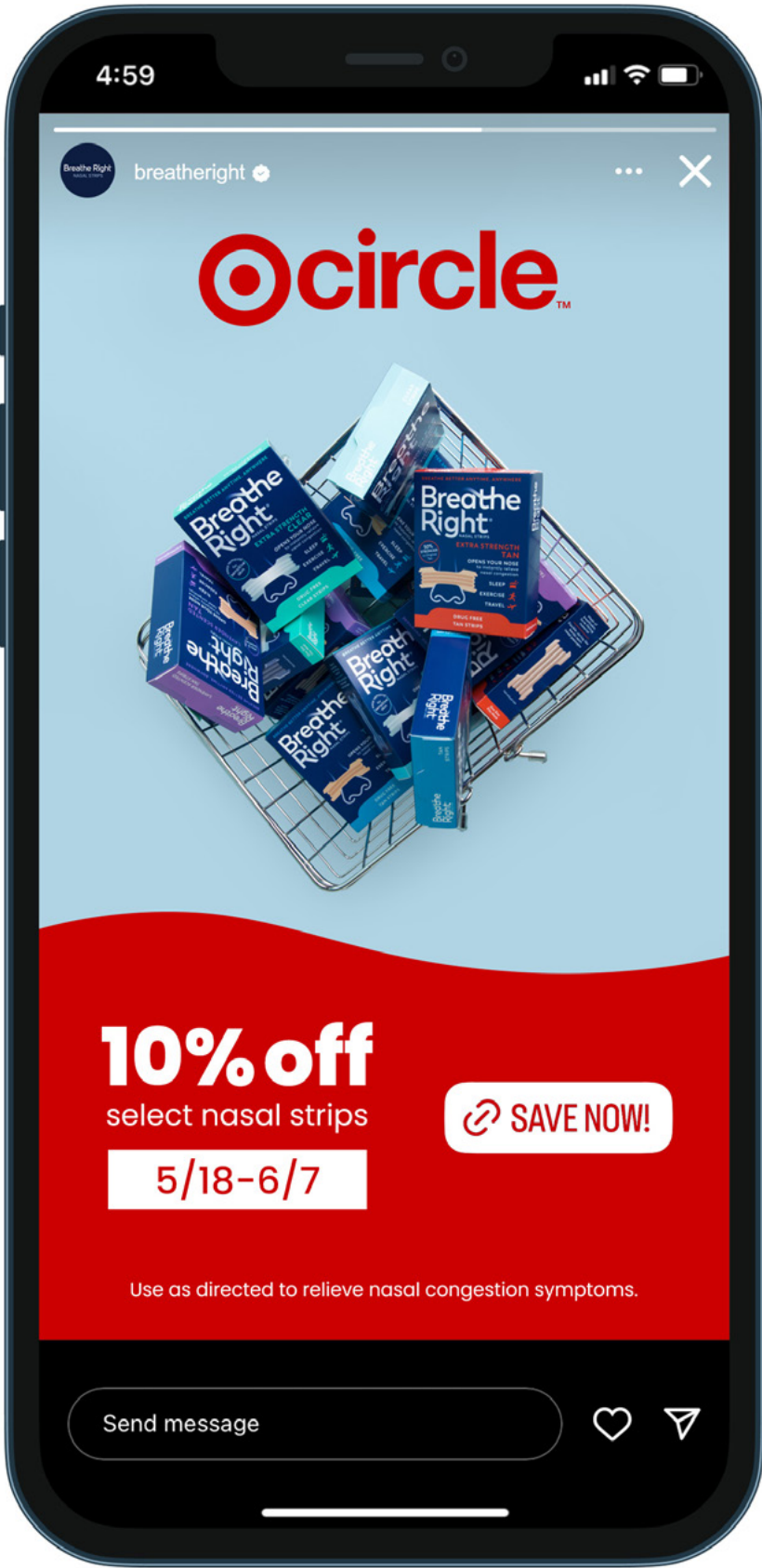


ORGANIC | AD #19: WORLD BREATHING DAY (9X16 META STORY)

ART COPY

Happy World Breathing Day! Let's breathe together ❤️
Use as directed to relieve nasal congestion symptoms.

NOTE: Meta copy will need to be recreated before posting



ORGANIC | AD #20: RETAILER ACTIVATIONS (9X16 META STORY)

ART COPY

Story 1: 4/20-5/3

Get your save on
Breathe Right nasal strips x Target circle
10% off select nasal strips 4/20-5/3
Exclusively on the Target Circle app
Use as directed to relieve nasal congestion symptoms.

LINK STICKER

Save now
TBD (Target circle link)

Story 2: 5/18-6/7

Save NOW
Breathe Right nasal strips x Target circle
10% off select nasal strips 5/18-6/7
Exclusively on the Target Circle app
Use as directed to relieve nasal congestion symptoms.

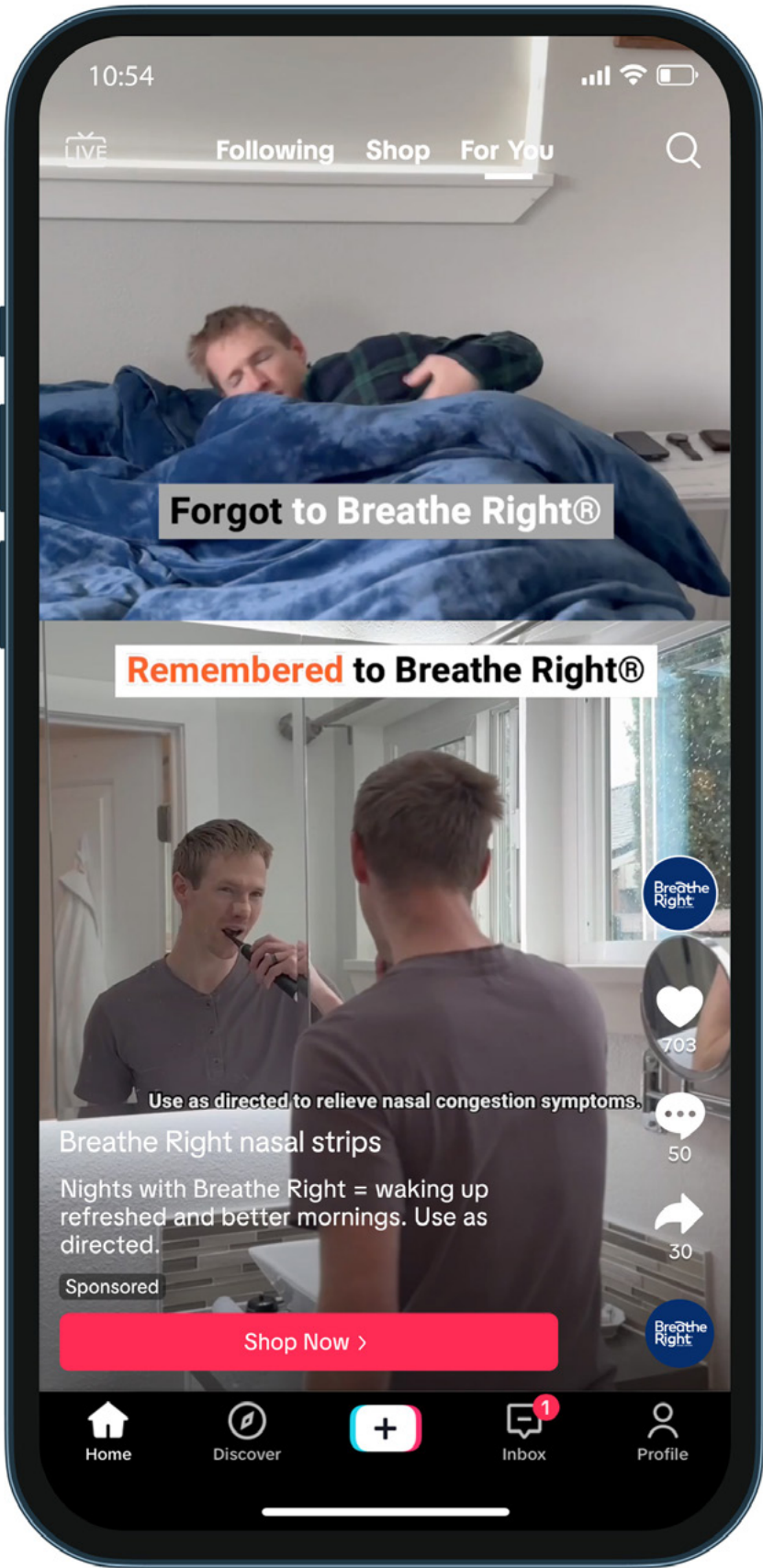
LINK STICKER

Save now
TBD (Target circle link)

NOTE: Meta link sticker will need to be recreated before posting

Note: Story 2 will look the same as Story 1 with updated dates/info.

CANADA



PAID CANADA | AD 1: ALLERGY (9X16)

ART COPY

Forgot to Breathe Right®
Remembered to Breathe Right®
Relieve nasal congestion while you sleep, so you can wake up refreshed!
Use as directed to relieve nasal congestion symptoms.

ALT COPY

Mornings without BR
Mornings with BR
Don't let nasal congestion get in the way of your day!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 85 Characters

Nights with Breathe Right = waking up refreshed and better mornings. Use as directed.

META (PAID)

HEADLINE | 27 Characters

Breathe better all day long

DESCRIPTION | 18 Characters

Relieves nasal congestion

CAPTION | 121 Characters

12 hours of continuous nasal congestion relief while you sleep, means waking up refreshed! Good morning! Use as directed.

CTA

Learn More (<https://www.breatheright.ca/en/find-a-store/>)

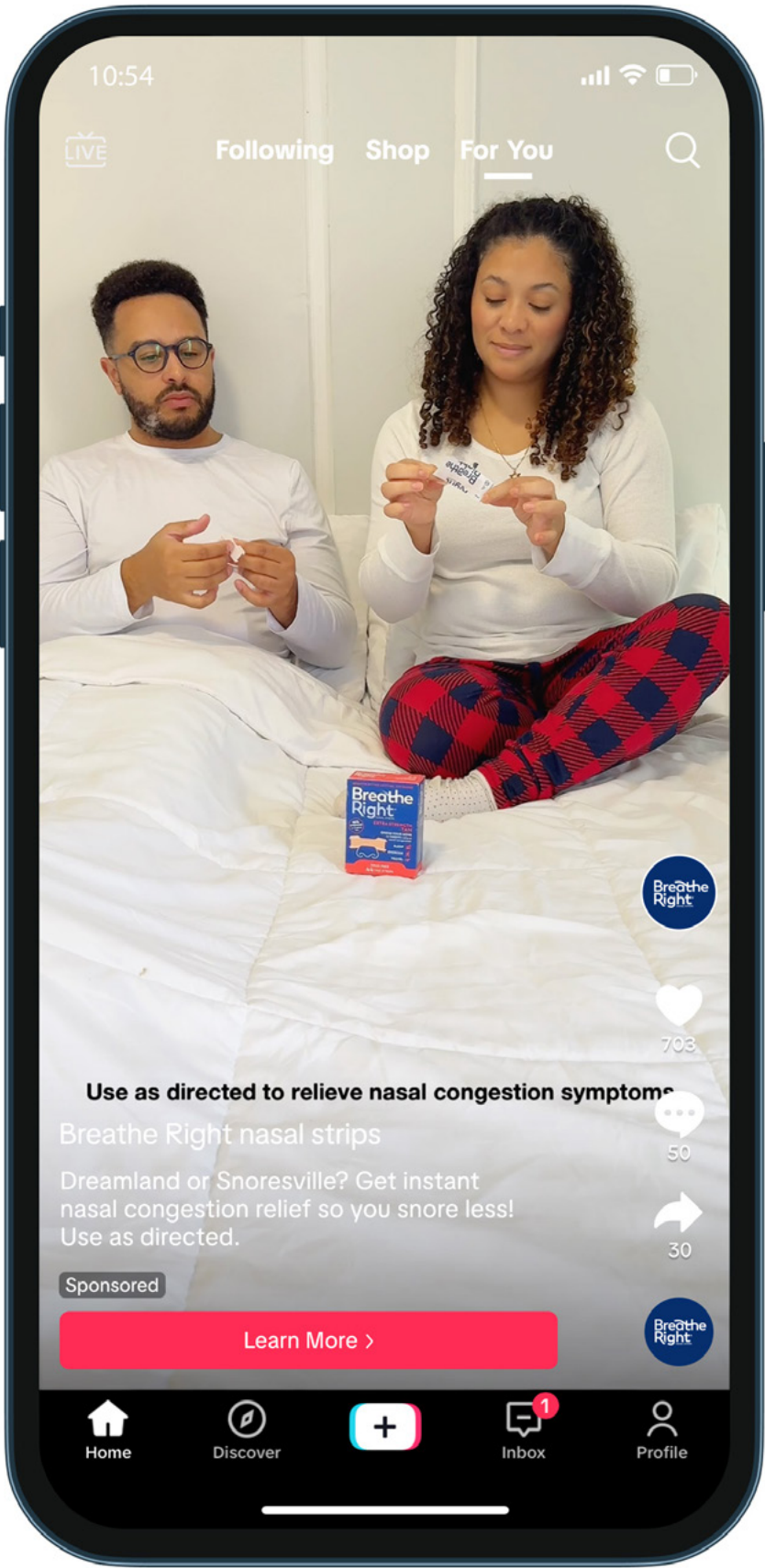
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID CANADA | AD #2: SLEEP/SNORE (9X16)

ART COPY

Tips for a snore less marriage
Awww, that's love
Less snoring, more snoozing with Breathe Right
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 97 Characters

Dreamland or Snoresville? Get instant nasal congestion relief so you snore less! Use as directed.

META (PAID)

HEADLINE | 25 Characters

Relieves nasal congestion

DESCRIPTION | 22 Characters

A better night's sleep

CAPTION | 125 Characters

Need help meeting those snore less goals? Get instant nasal congestion relief so you BOTH wake up refreshed!
Use as directed.

CTA

Learn More (<https://www.breatheright.ca/en/>)

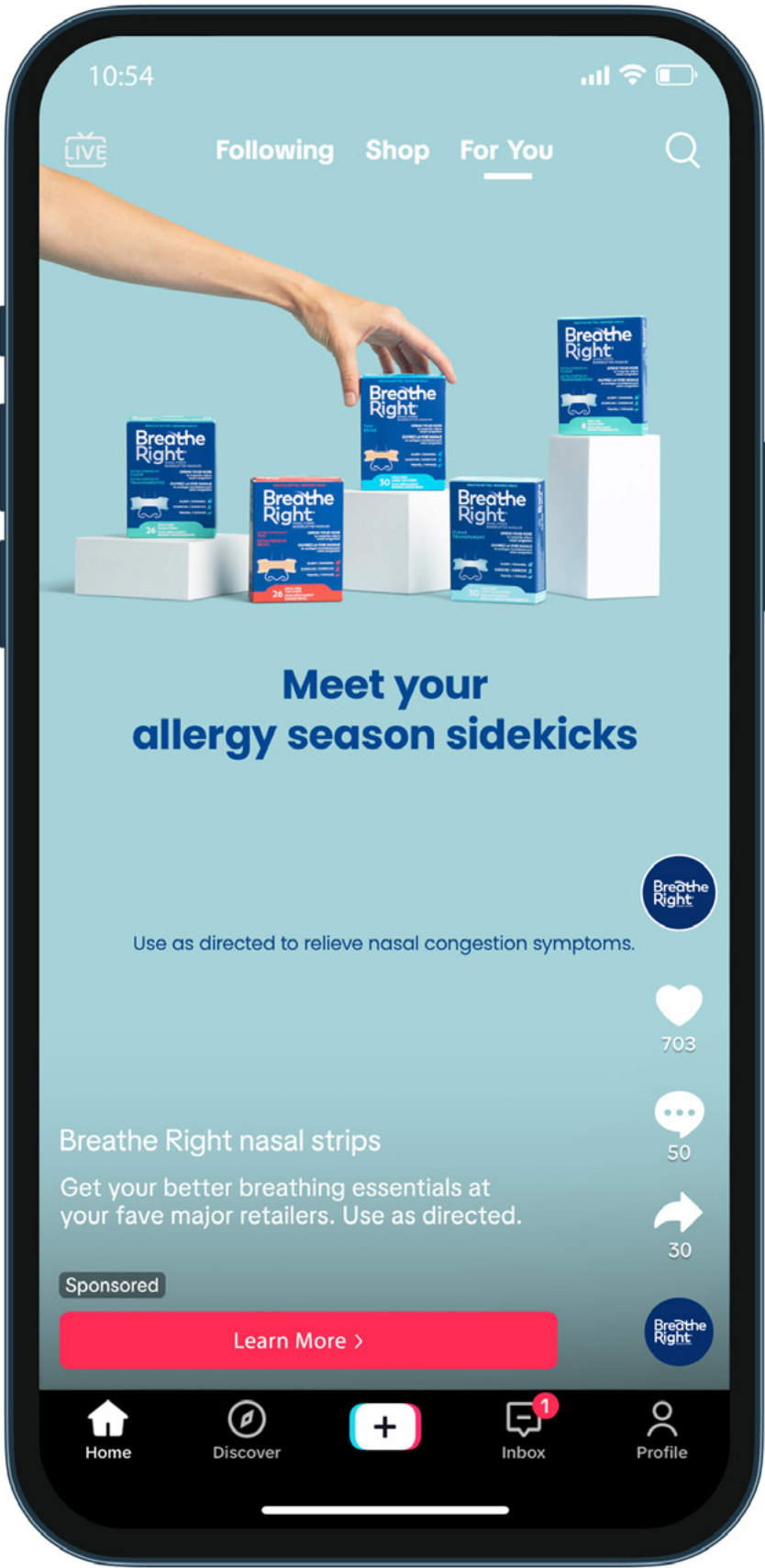
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID CANADA | AD 3: CANADA RETAILERS (9X16)

ART COPY

Meet your allergy season sidekicks
Find Breathe Right at these major retailers [animated ticking of logos for SDM, Walmart, Loblaw, Jean Couto, Amazon, Rexall]
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 84 Characters

Get your better breathing essentials at your fave major retailers. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Where to buy Breathe Right

DESCRIPTION | 23 Characters

At all major retailers

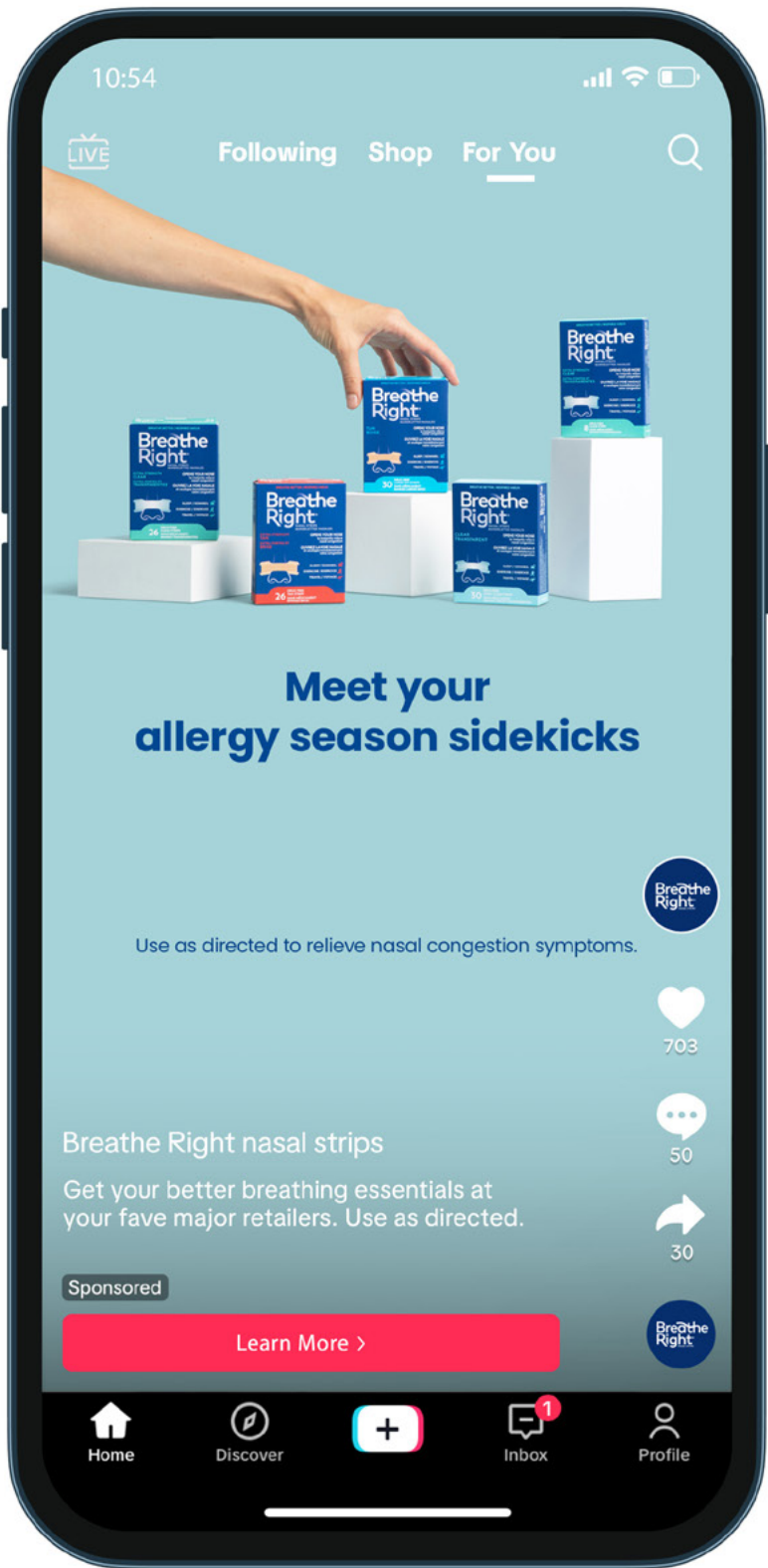
CAPTION | 121 Characters

Available right off the shelf at your fave major retailers so you can breathe better, wherever you are. Use as directed.

CTA

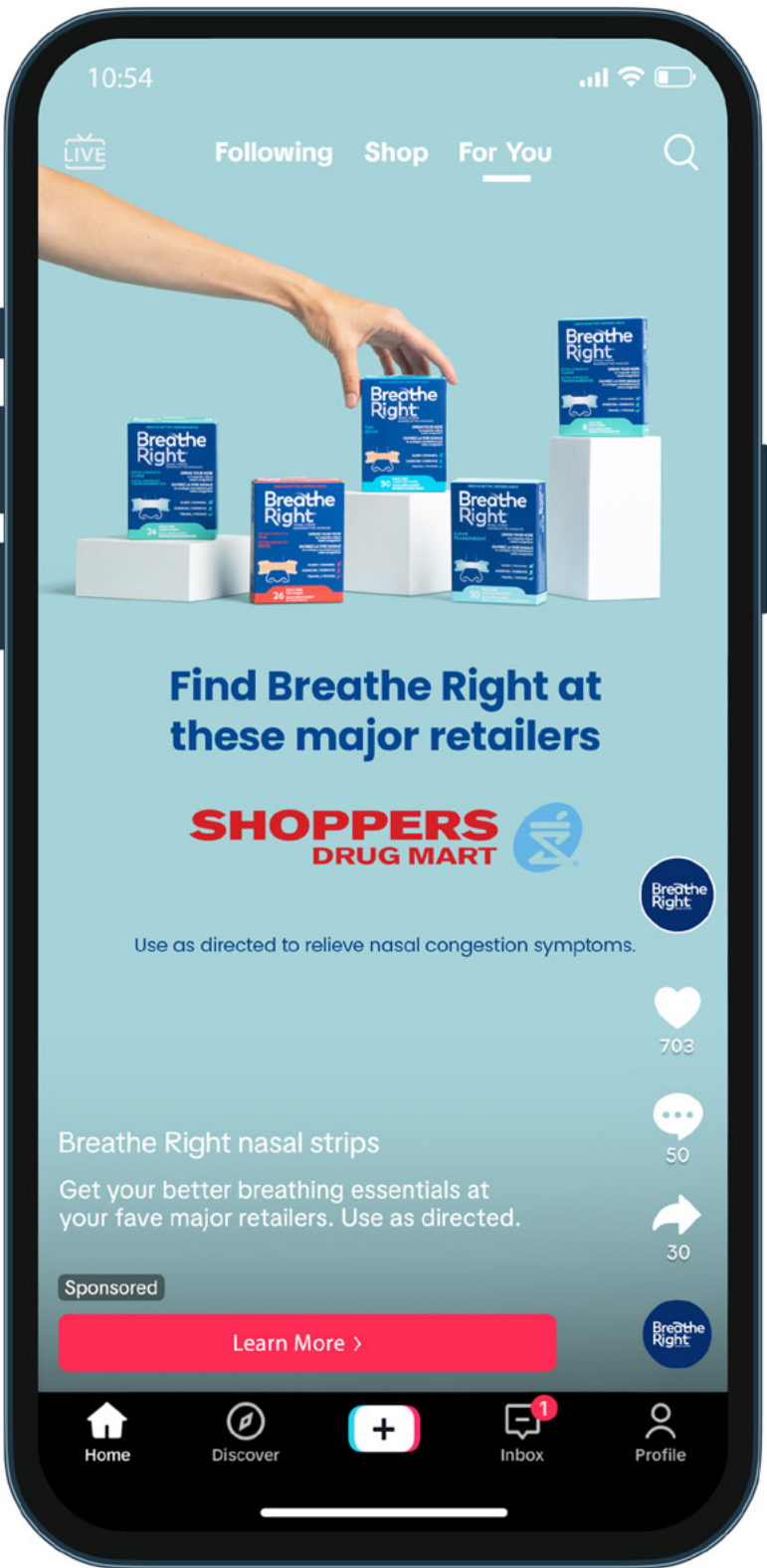
Learn More (<https://www.breatheright.ca/en/find-a-store/>)

Video Frame 1



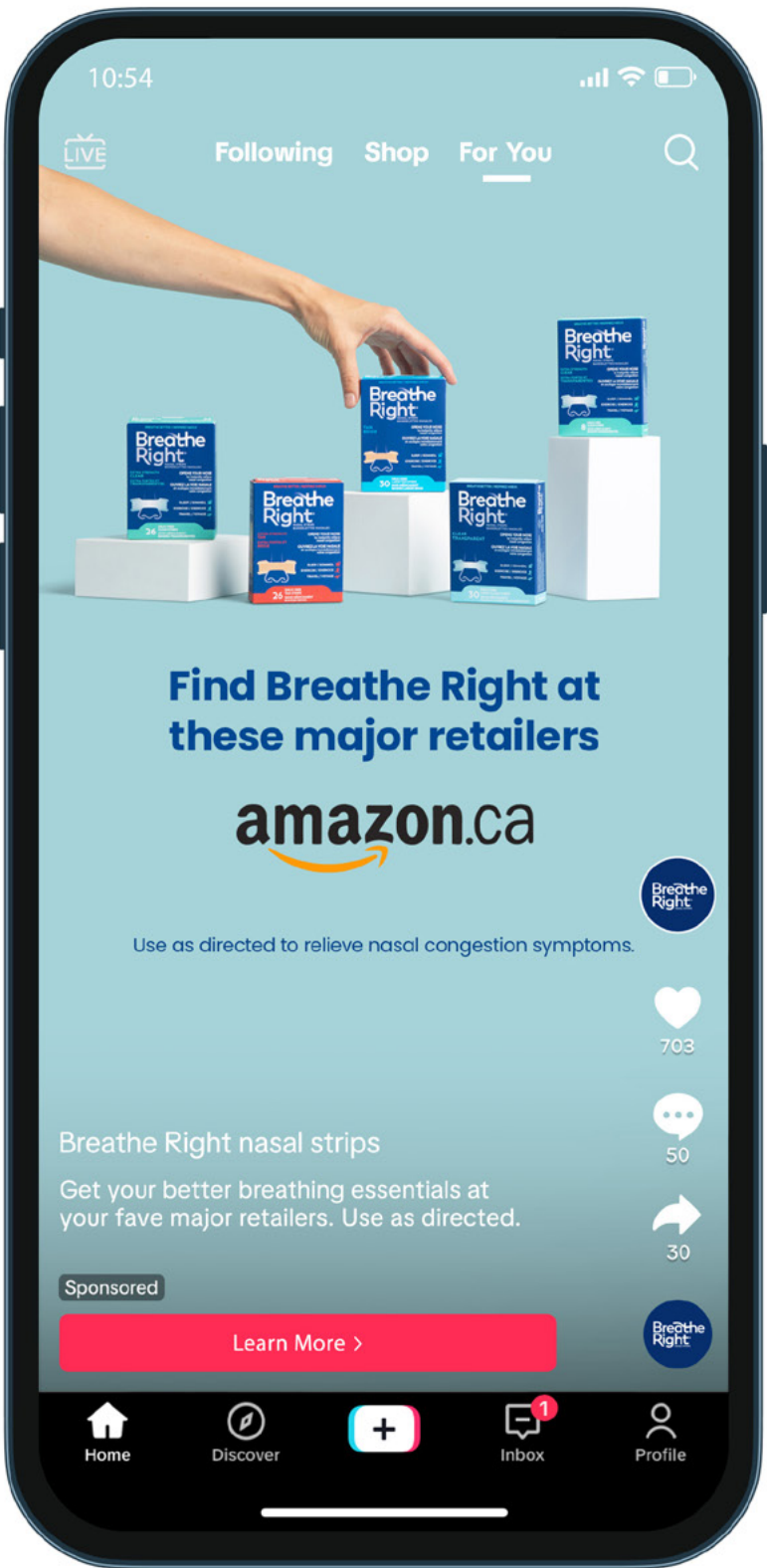
Open on image of boxes and UAD
Super 1 animates on screen

Video Frame 2



Super 2 animates on screen.
Logos begin to tick by.

Video Frame 3



Logos continue to tick by (Lolaws,
Rexall, Jean Coutu and Walmart)

ALL SIZES

PAID: 9x16
(TikTok & Meta)



Meet your
allergy season sidekicks

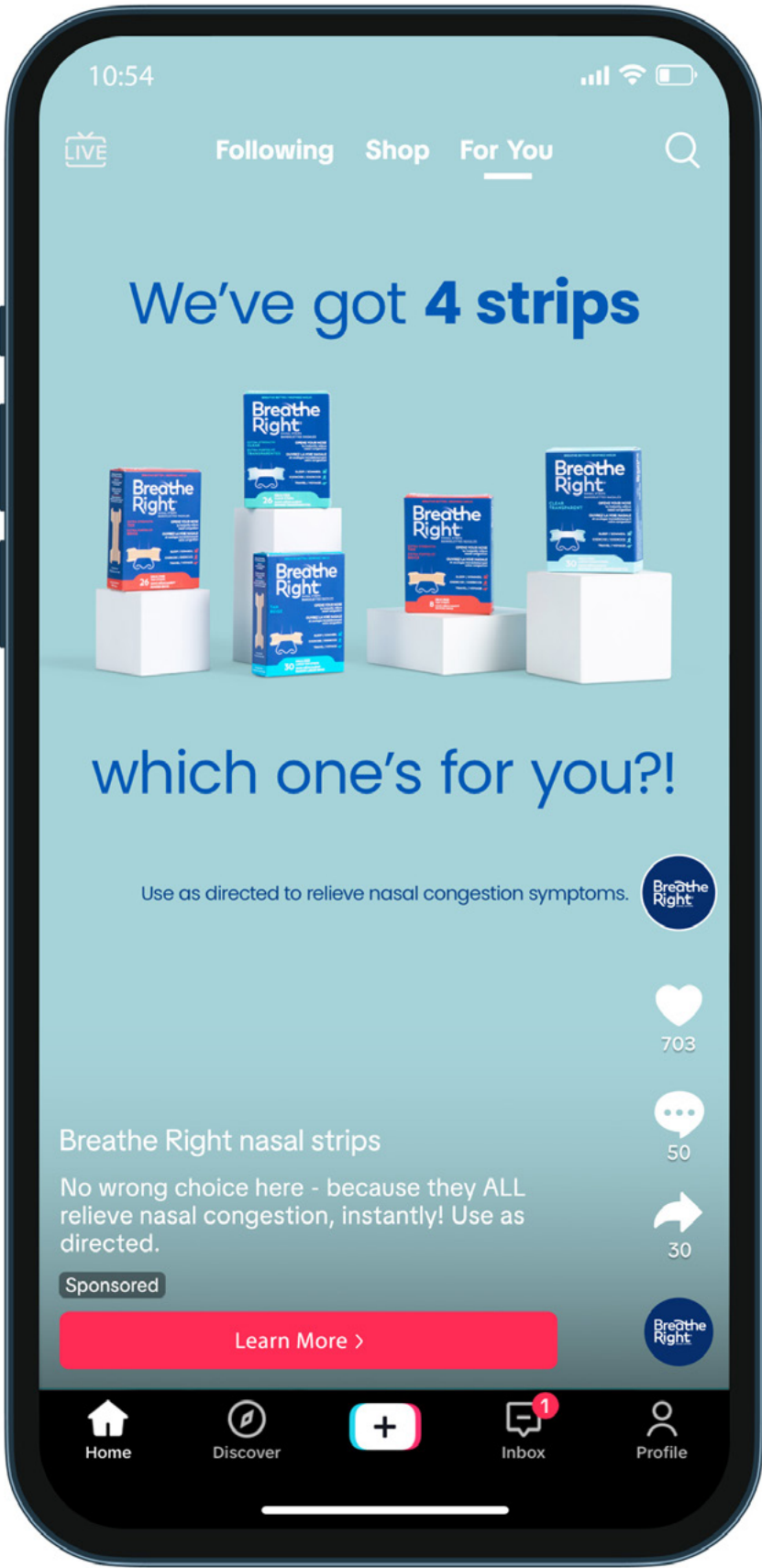
Use as directed to relieve nasal congestion symptoms.

PAID: 4x5
(Meta)



Meet your
allergy season sidekicks

Use as directed to relieve nasal congestion symptoms.



PAID CANADA | AD 4: SKU HIGHLIGHTS (9X16)

ART COPY

We've got 4 strips – which one's for you?!

ALT: Meet the Breathe Right Fab Four!

[Tan] The OG, Great for first time strippers!, A popular go-to

[Clear] The mister sensitive, Easier removal for sensitive skin, Nearly invisible!

[ES Tan] The extra oomph, 50% stronger (due to an added band), Our best-seller!

[ES Clear] The strong silent type, 50% stronger (due to an added band), Easier removal for sensitive skin
Nearly invisible!

All four give you instant nasal congestion relief – for up to 12 hours!

Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 93 Characters

No wrong choice here - because they ALL relieve nasal congestion, instantly! Use as directed.

META (PAID)

HEADLINE | 21 Characters

Breathe Right options

DESCRIPTION | 20 Characters

Find the right strip

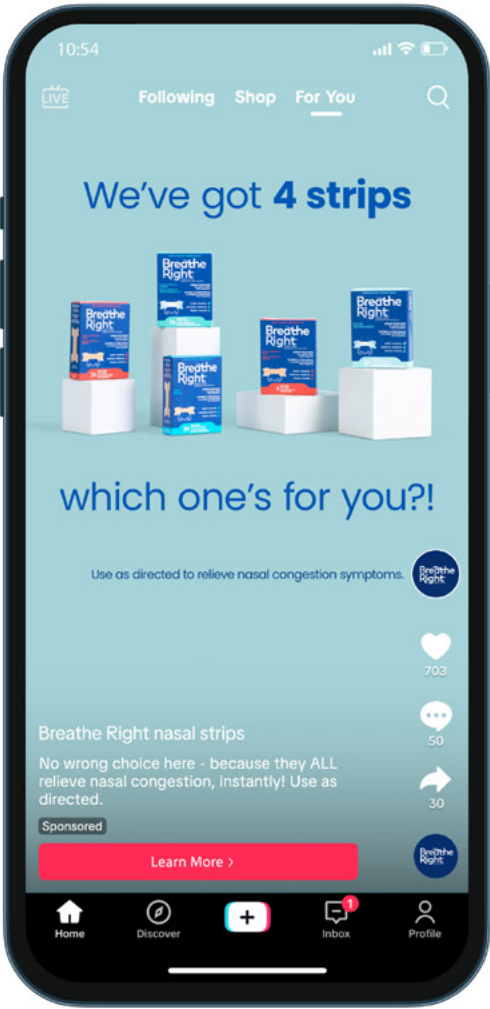
CAPTION | 120 Characters

Decisions are more fun when you can't go wrong! All our strips provide instant nasal congestion relief. Use as directed.

CTA

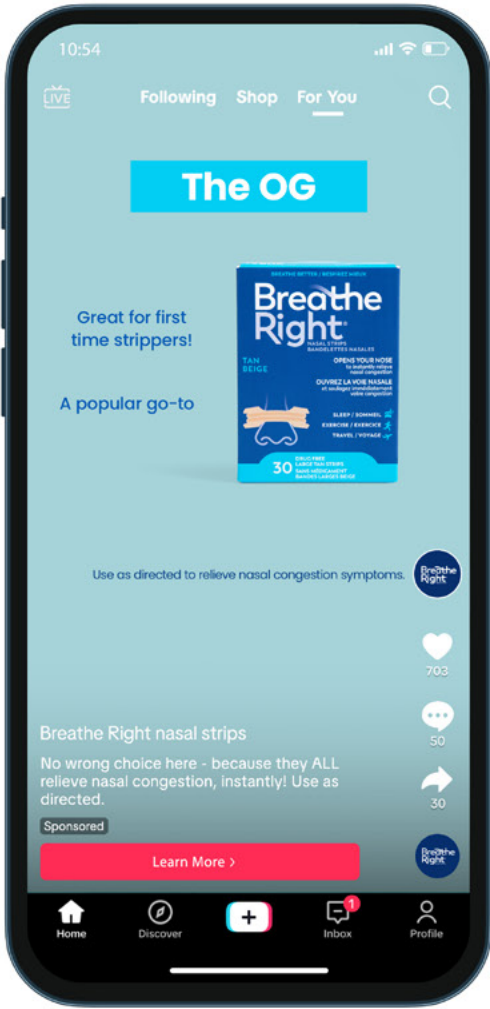
Learn More (<https://www.breatheright.ca/en/products/>)

Video Frame 1



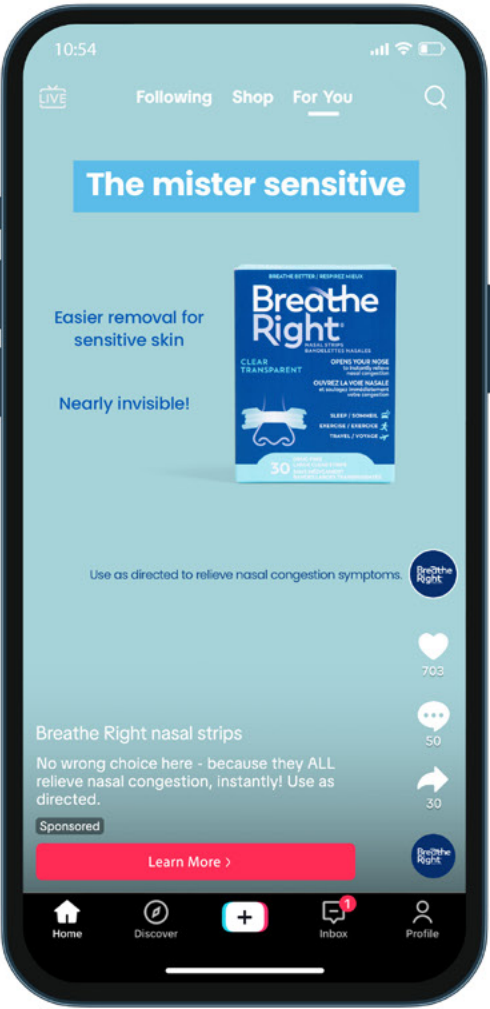
Open on box image.
Super 1 animates on screen.

Video Frame 2



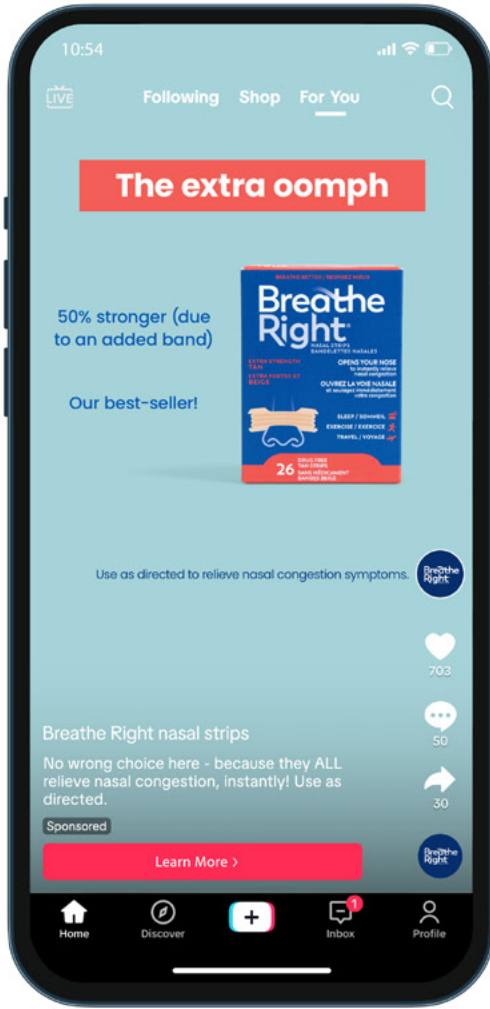
Frame 1 fades out. Box 1 slides
into place. Title and facts
animte on screen

Video Frame 3



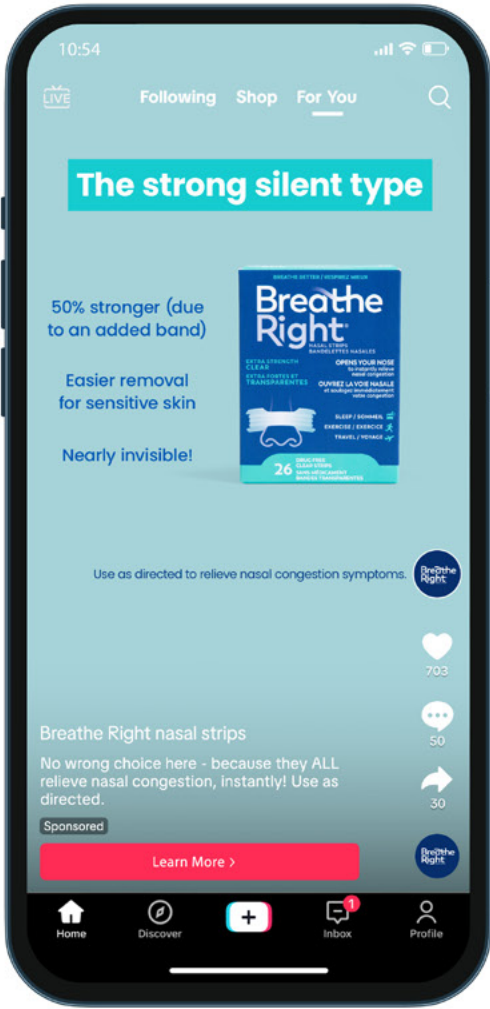
Box 2 slides into place. Title
and facts aniamte on screen

Video Frame 4



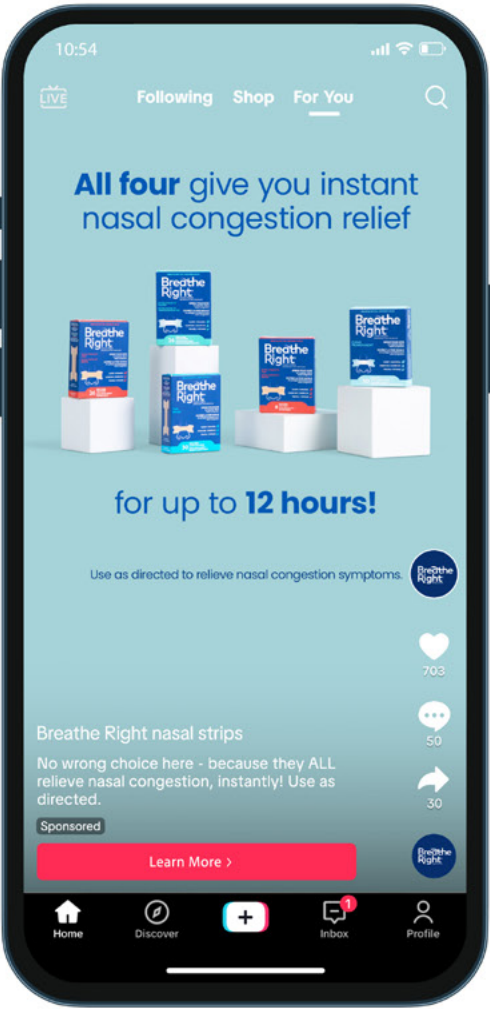
Box 3 slides into place. Title
and facts aniamte on screen

Video Frame 5



Box 4 slides into place. Title
and facts aniamte on screen

Video Frame 6



Box image fade into place.
Supers animate in

ALL SIZES

PAID: 9x16
(TikTok & Meta)

We've got **4 strips**



which one's for you?!

Use as directed to relieve nasal congestion symptoms.

PAID: 4x5
(Meta)

We've got **4 strips**

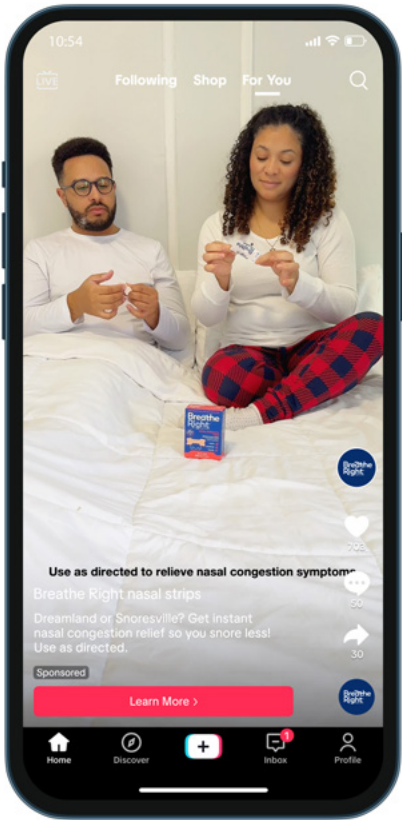


which one's for you?!

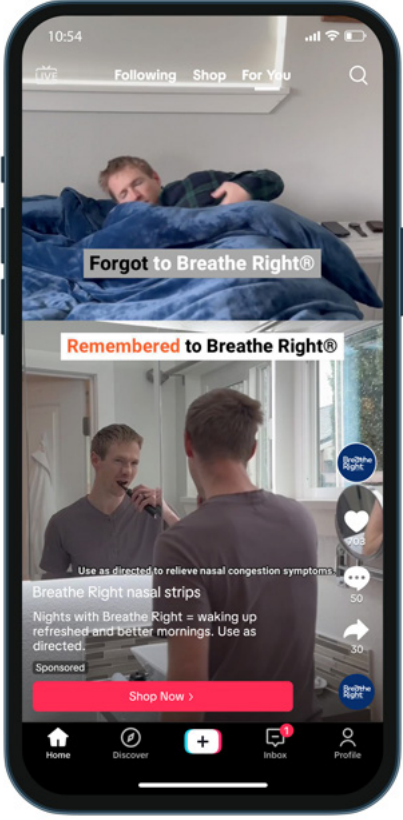
Use as directed to relieve nasal congestion symptoms.

RECAP

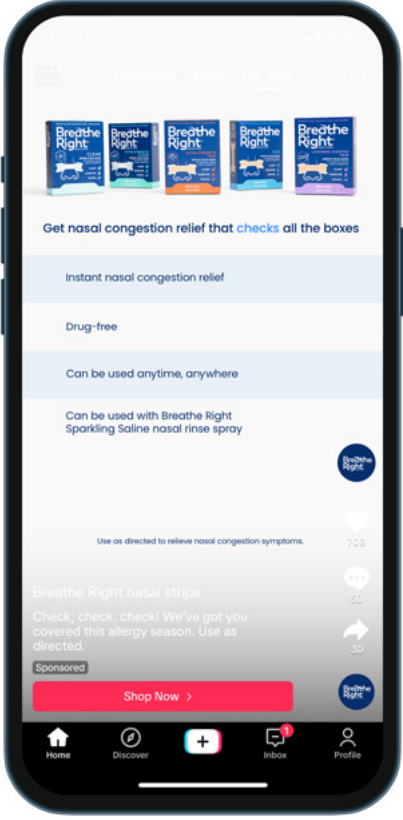
PAID ADS RECAP (11 ADS)



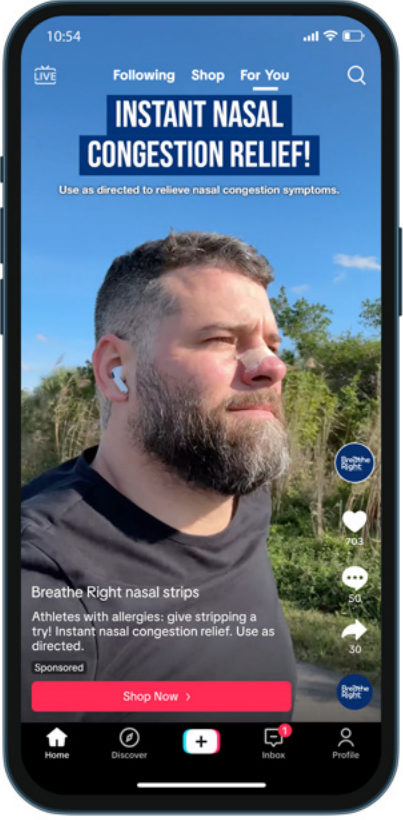
Ad #1: Snoring



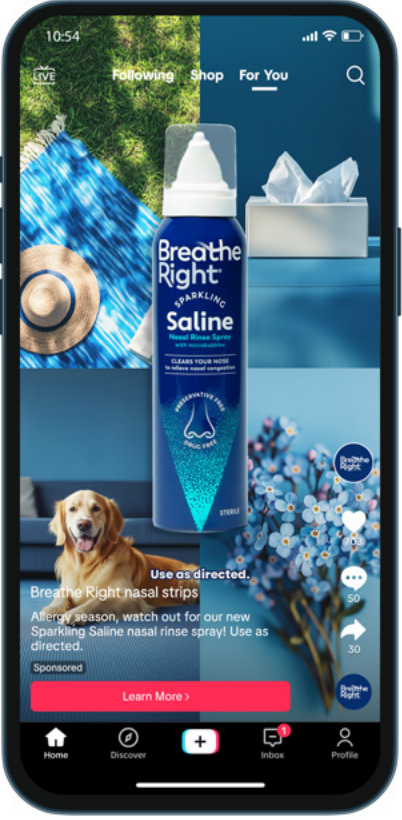
Ad #2: nasal congestion relief



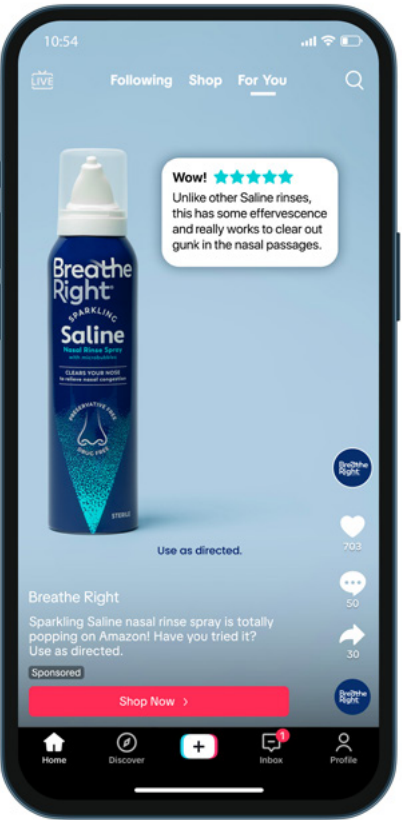
Ad #3: Drug-free/allergy



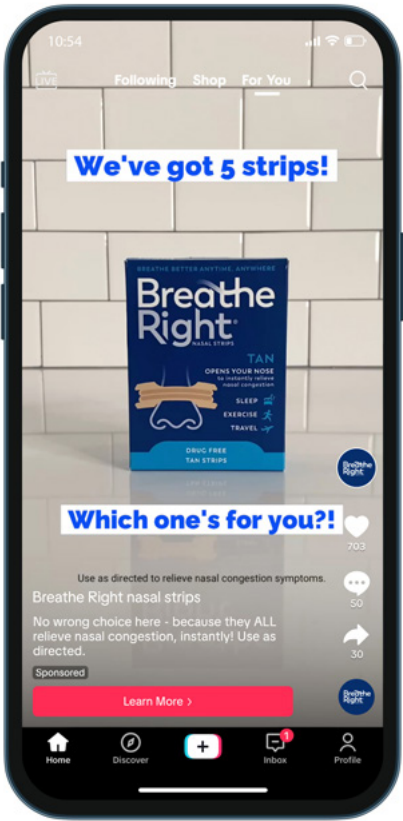
Ad #4: Seasonal allergies



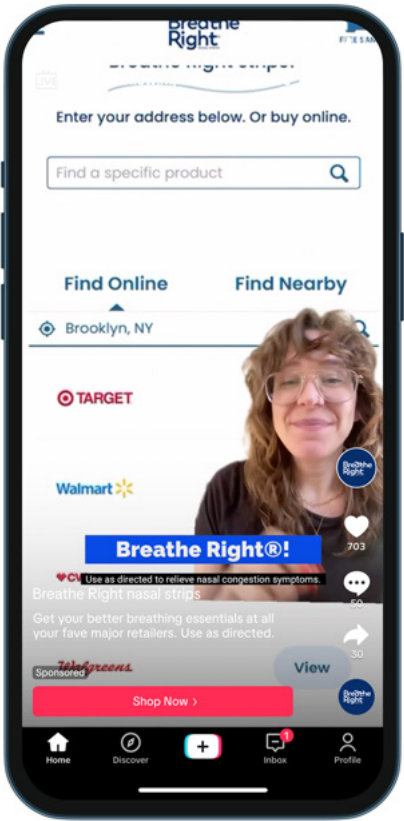
Ad #5: Saline/How to us



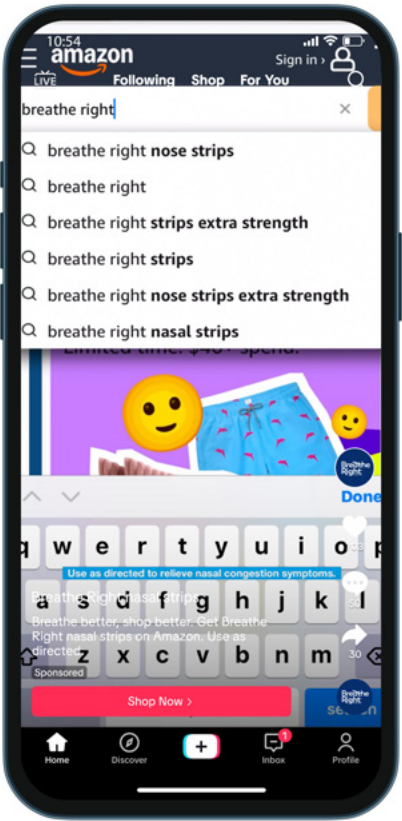
Ad #6: Saline/Amazon



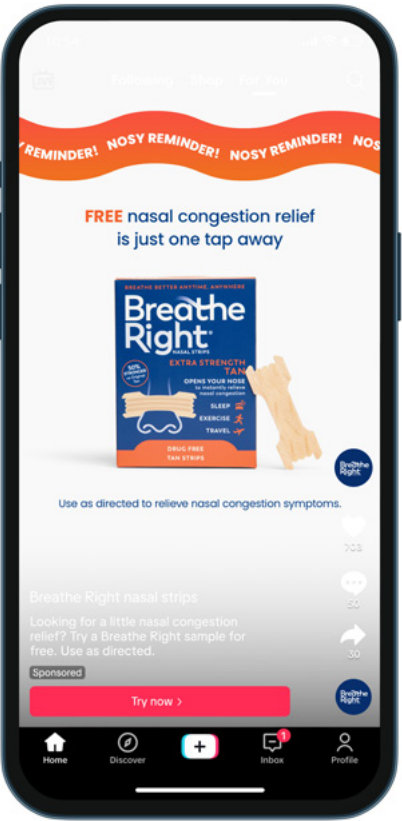
Ad #7: Skus



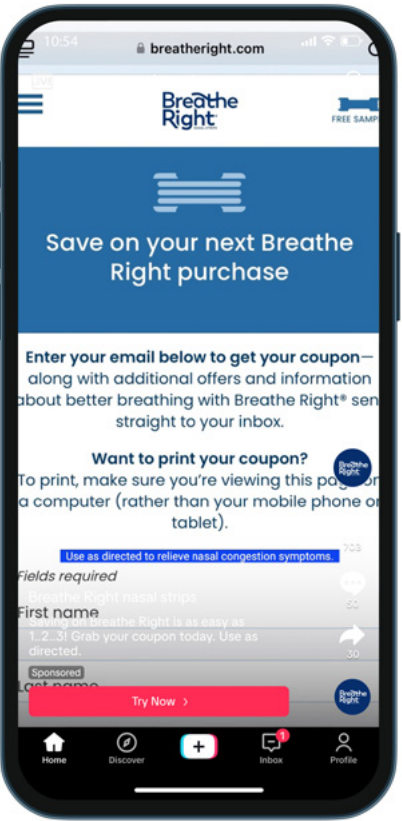
Ad #8: Retailer Availability



Ad #9: Ease of Amazon



Ad #10: Free Sample

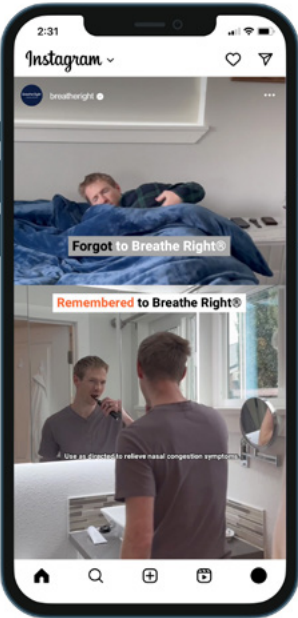


Ad #11: Coupon

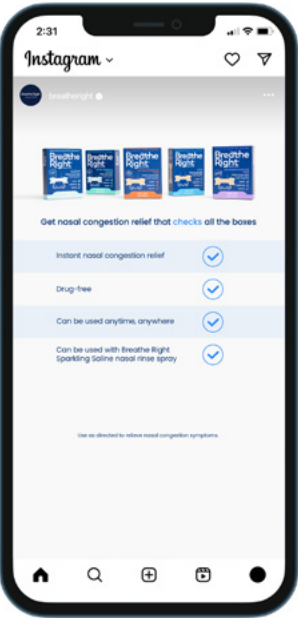
ORGANIC POSTS RECAP (20 ADS)



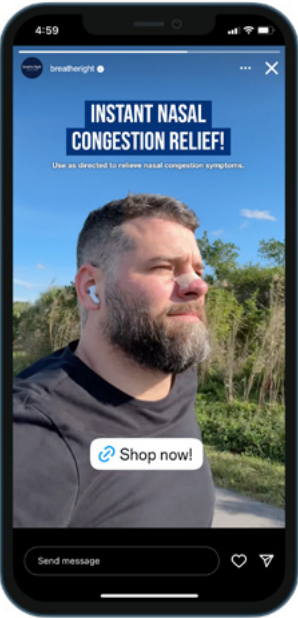
Ad #1:
Meta Story (9x16)



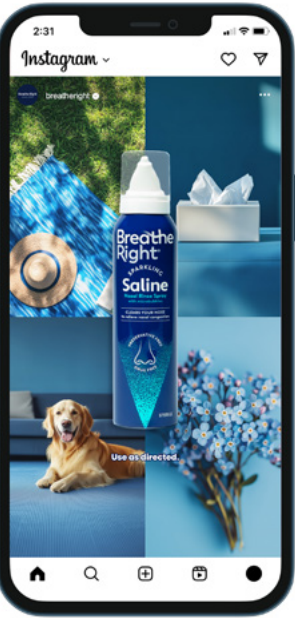
Ad #2:
Meta In-Feed (9x16)



Ad #3:
Meta In-Feed (9x16)



Ad #4:
Meta Story (9x16)



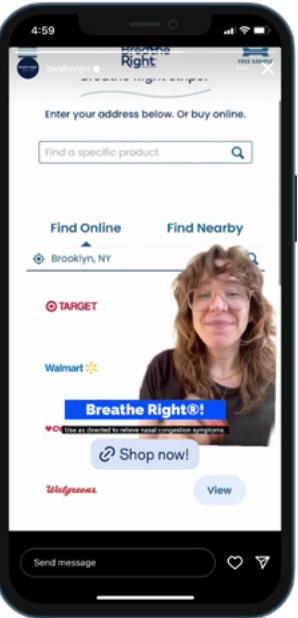
Ad #5:
Meta In-Feed (9x16)



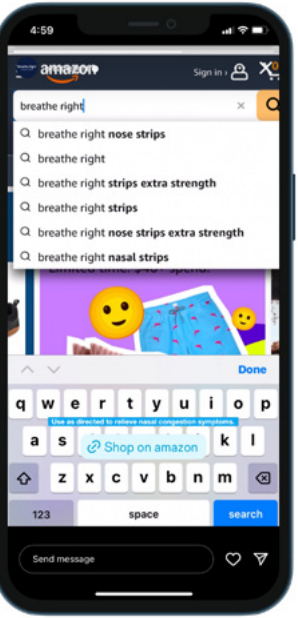
Ad #6:
Meta In-Feed (9x16)



Ad #7:
Meta In-Feed (9x16)



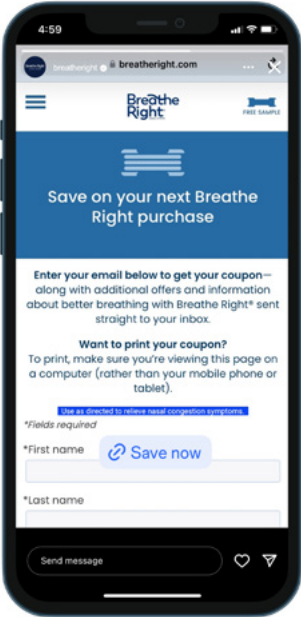
Ad #8:
Meta Story (9x16)



Ad #9:
Meta Story (9x16)



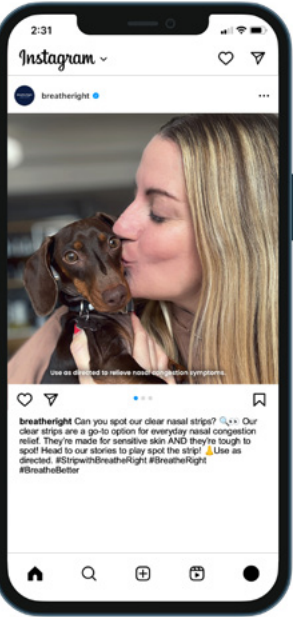
Ad #10:
Meta In-Feed (9x16)



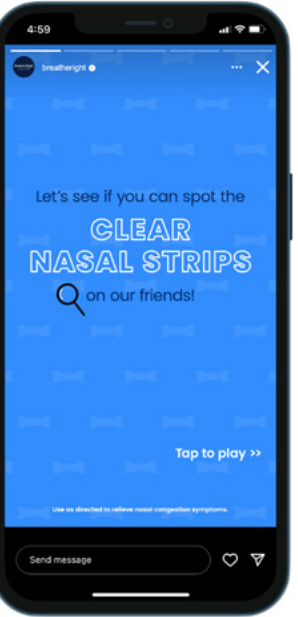
Ad #11:
Meta Story (9x16)



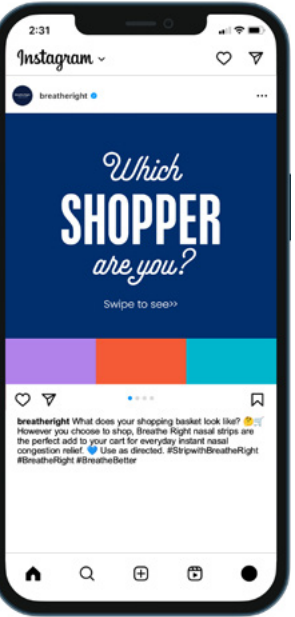
Ad #12:
Meta In-Feed (1x1)



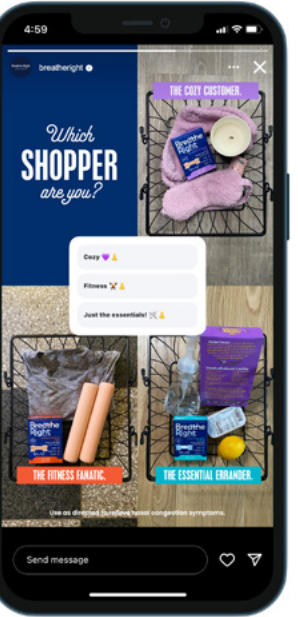
Ad #13:
Meta In-Feed (1x1 carousel)



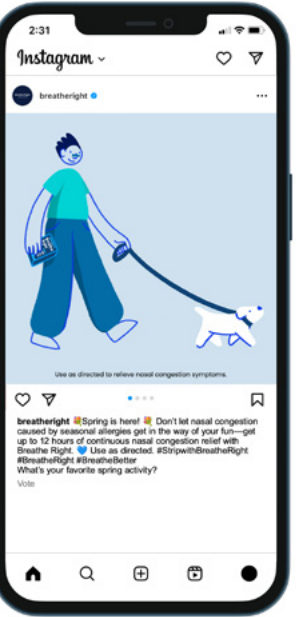
Ad #14:
Meta Story (9x16)



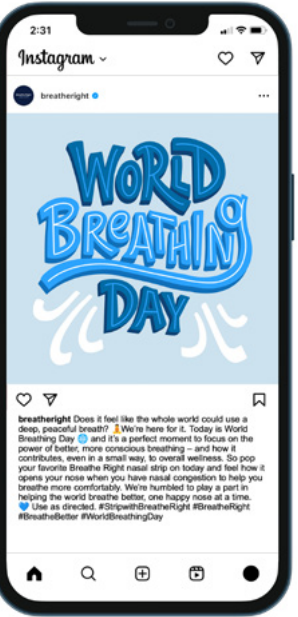
Ad #15:
Meta Story (9x16)



Ad #16:
Meta Story (9x16)



Ad #17:
Meta In-Feed (1x1 carousel)



Ad #18:
Meta In-Feed (1x1)

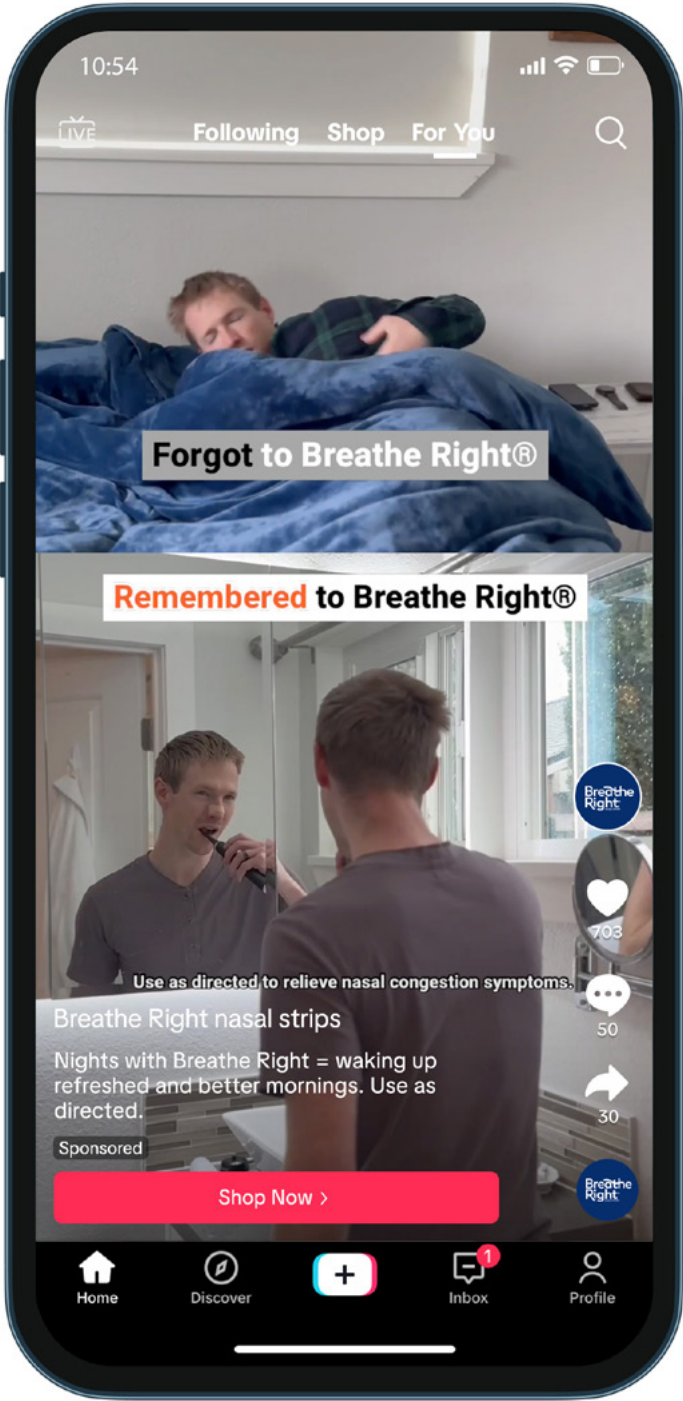


Ad #19:
Meta Story (9x16)

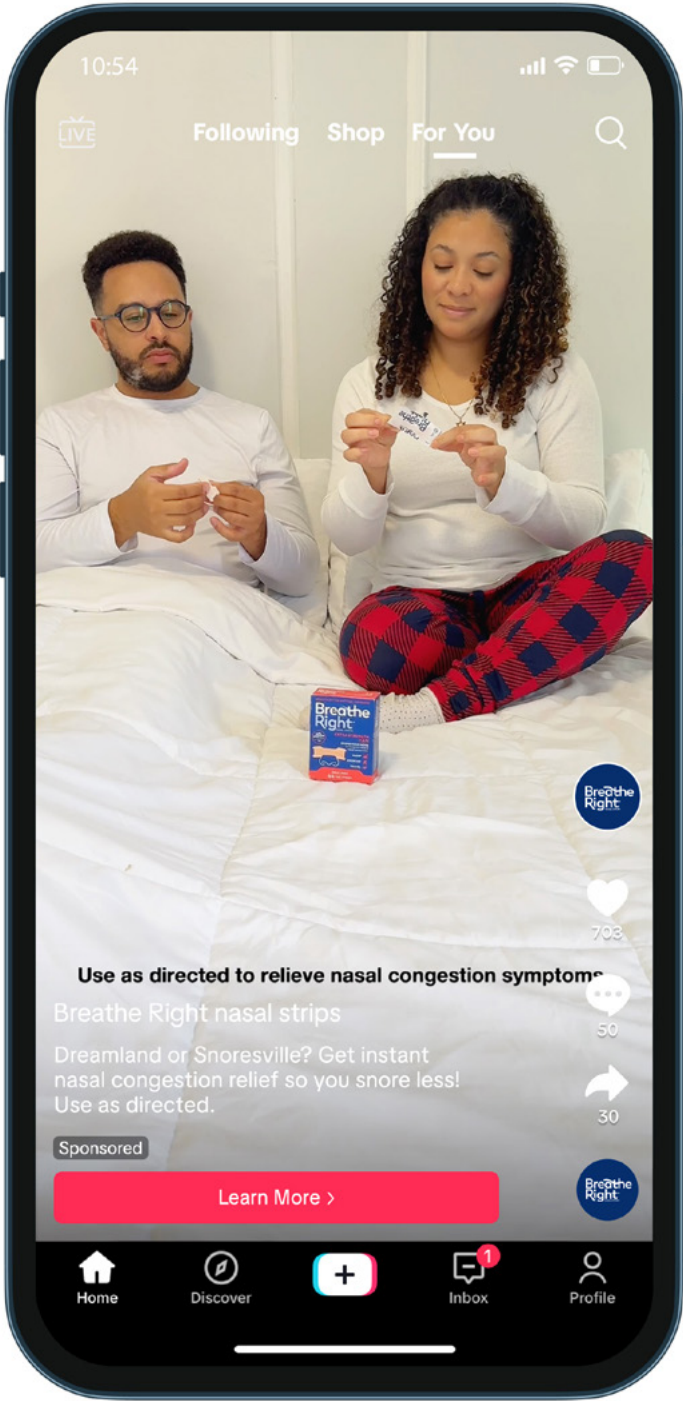


Ad #20:
Meta Story (9x16)

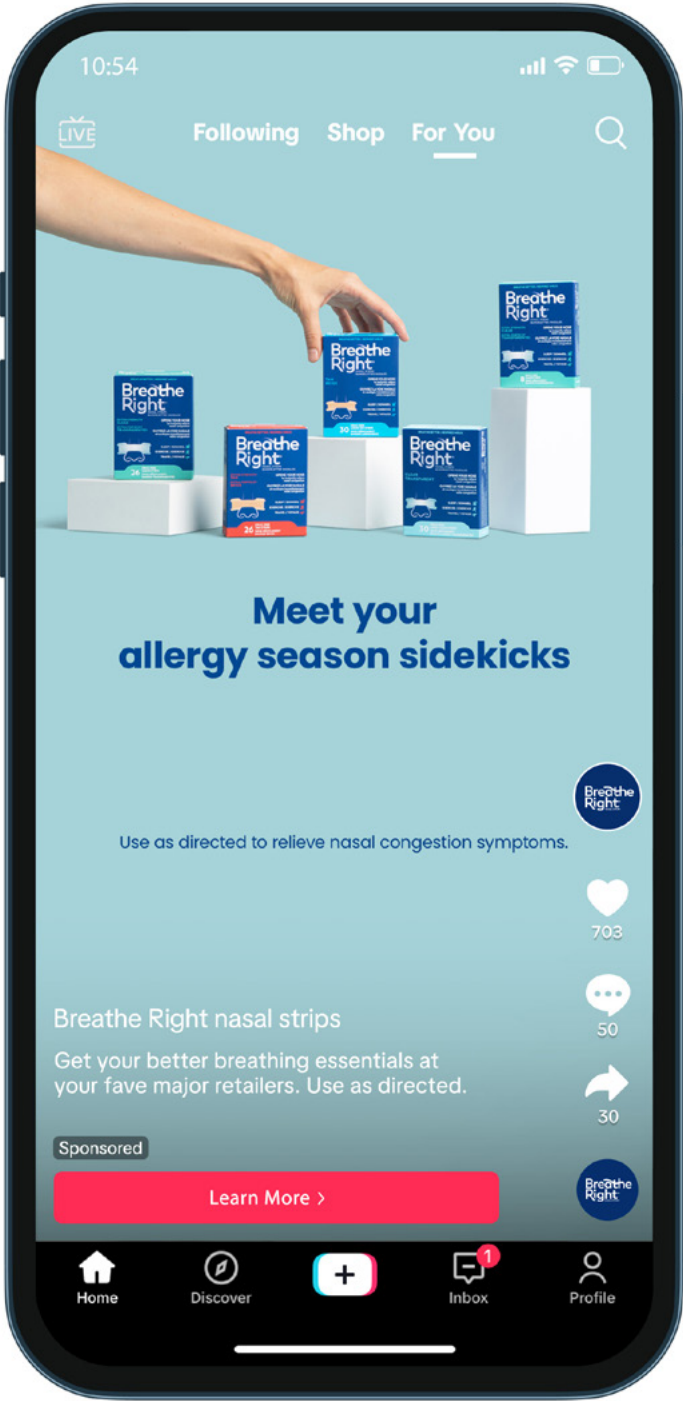
CANADA POSTS RECAP (4 ADS)



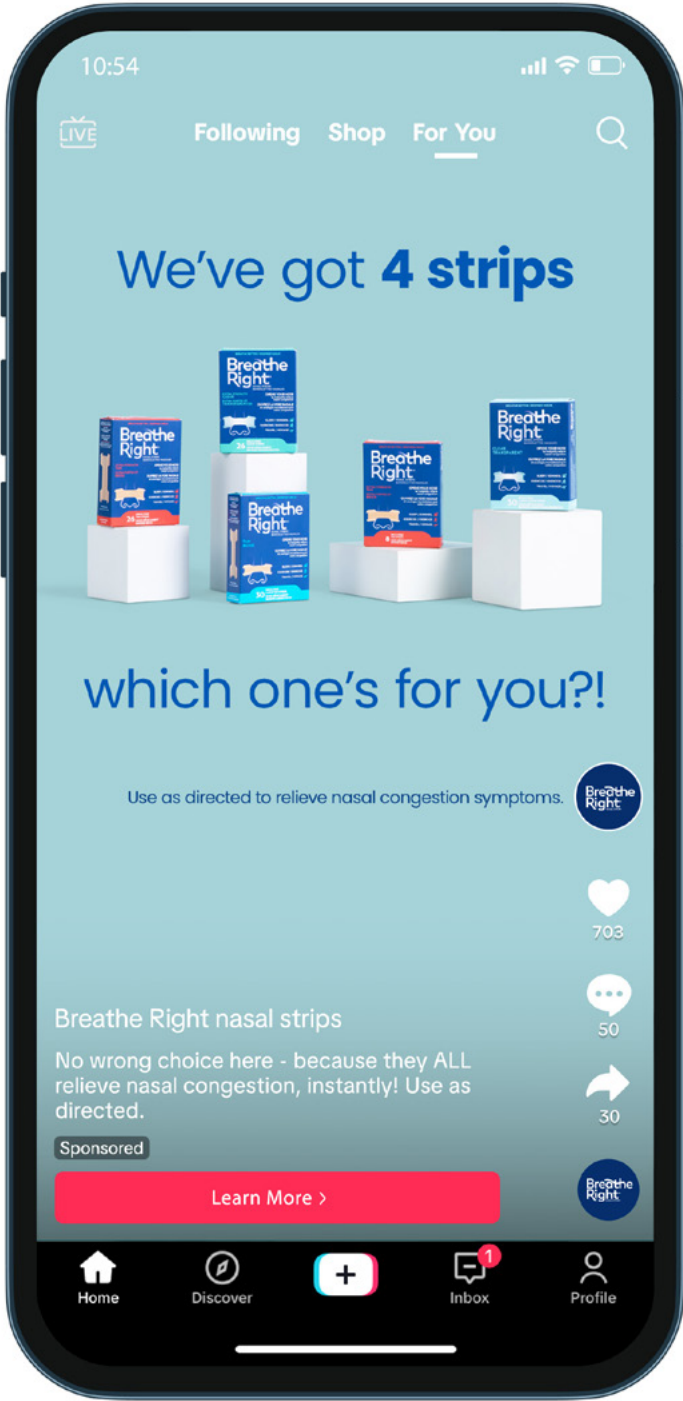
Ad #1: Allergy



Ad #2: Sleep/snore



Ad #3: CA Retailers



Ad #4: SKU Highlights