



BREATHE RIGHT

Q3 SOCIAL

2025

PAID ADS

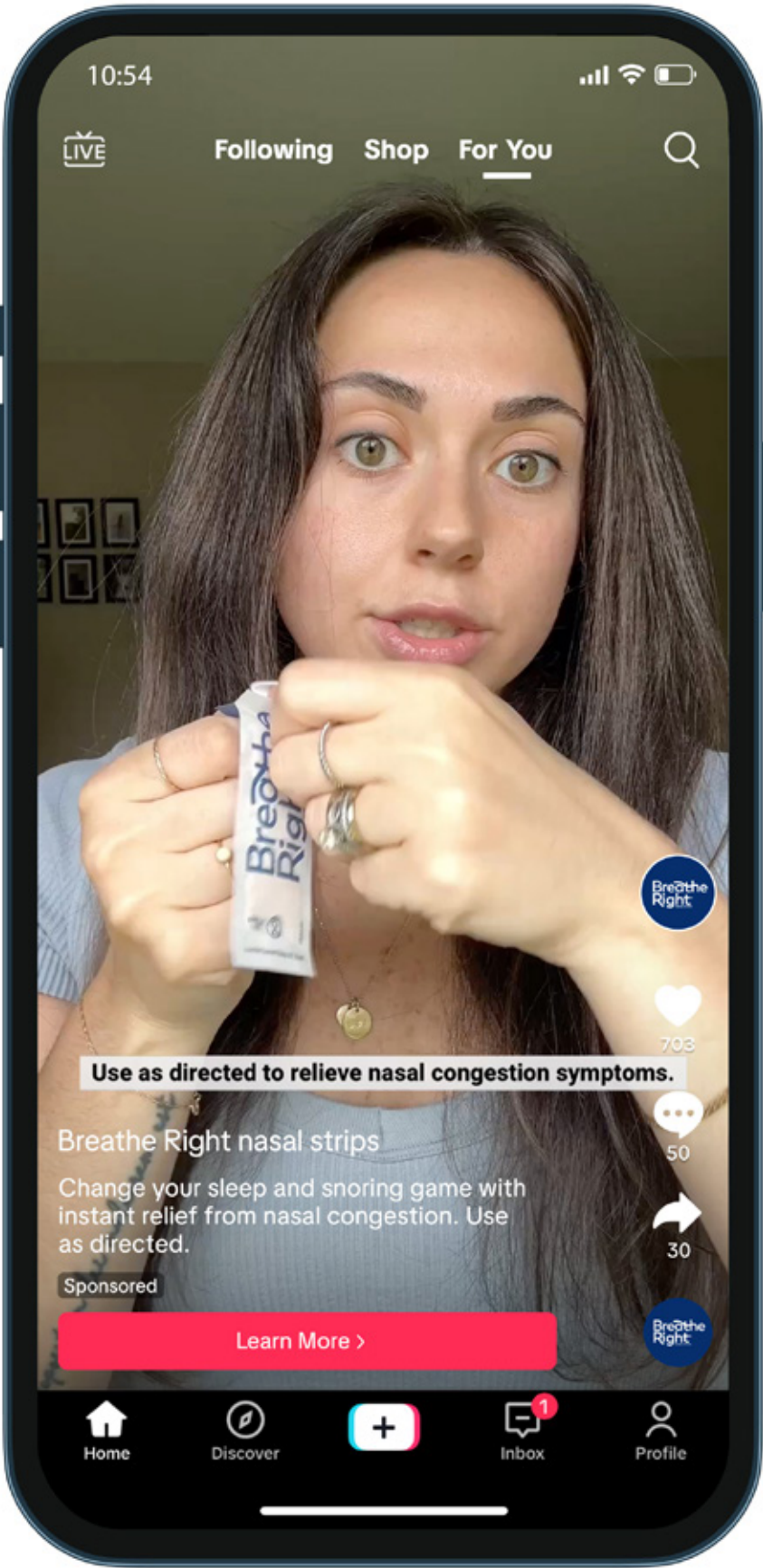
VIMEO LINK FOR ALL VIDEOS

Vimeo: <https://vimeo.com/user/15089960/folder/25158746>

Password: Breatheright

Sort by: Title, A to Z

REACH ADS



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

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

Story time! Here’s how Breathe Right changed my sleeping and snoring game. So my snoring was getting so bad that I was waking myself AND my partner up. After a little research I realized that my snoring was being caused by my nighttime nasal congestion. So I tried Breathe Right® nasal strips and let me tell you. They are a game changer. Not only am I not snoring as much, I’m sleeping through the night and waking up feeling so refreshed! I’m so happy I found them, and so is my partner.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

Change your sleep and snoring game with instant relief from nasal congestion. Use as directed.

META (PAID)

HEADLINE | 27 Characters

Relieve nasal congestion 📌

DESCRIPTION | 20 Characters

Wake up refreshed 🙌

CAPTION | 114 Characters

Are you ready to relieve your snoring caused by nasal congestion? 📌 We’re here when you are. ❤️ Use as directed.

CTA

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

ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #2: ADDING BR TO YOUR NIGHTTIME ROUTINE FOR SLEEP (9X16 VIDEO)

ART COPY

GRWM: bedtime routine with Breathe Right®
Ready for my strip
Time to moisturize
Off to bed!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 97 Characters

Pastes, potions, peptides... stick us into your routine! Snore less, sleep better. Use as directed.

META (PAID)

HEADLINE | 23 Characters

Nightly nasal routine ✓

DESCRIPTION | 27 Characters

Brush, floss, Breathe Right

CAPTION | 124 Characters

Your teeth and skin get so much love at bedtime... how about your airflow? Relieve nasal congestion at night. Use as directed.

CTA

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

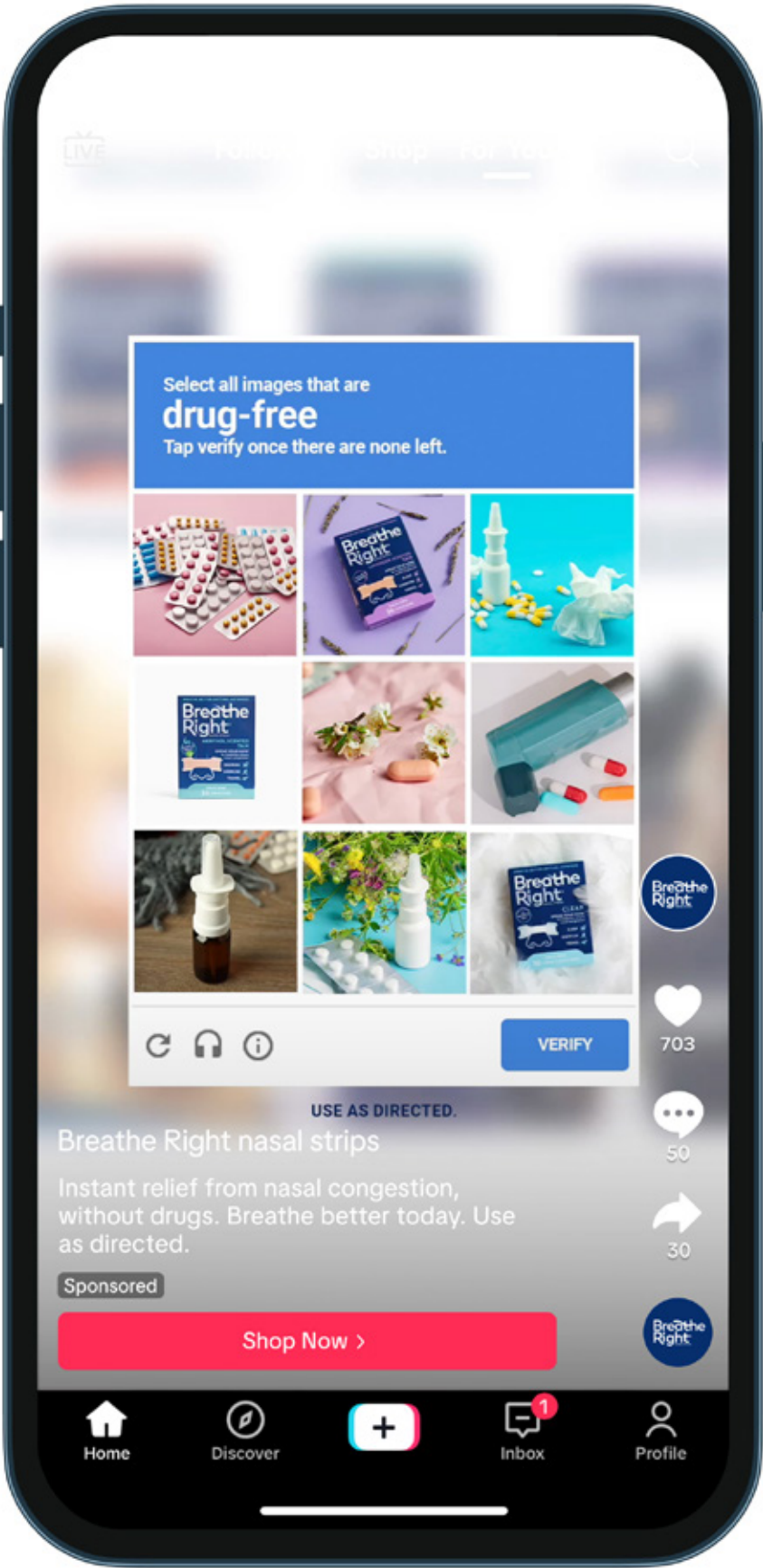
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #3: DRUG-FREE OPTION (9X16 VIDEO)

ART COPY

Select all the images that are
Drug-free
Tap verify once there are none left
Drug-free nasal congestion relief is here
Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 92 Characters

Instant relief from nasal congestion, without drugs. Breathe better today. Use as directed.

META (PAID)

HEADLINE | 25 Characters

Breathe better, sans meds

DESCRIPTION | 24 Characters

Relieve nasal congestion

CAPTION | 112 Characters

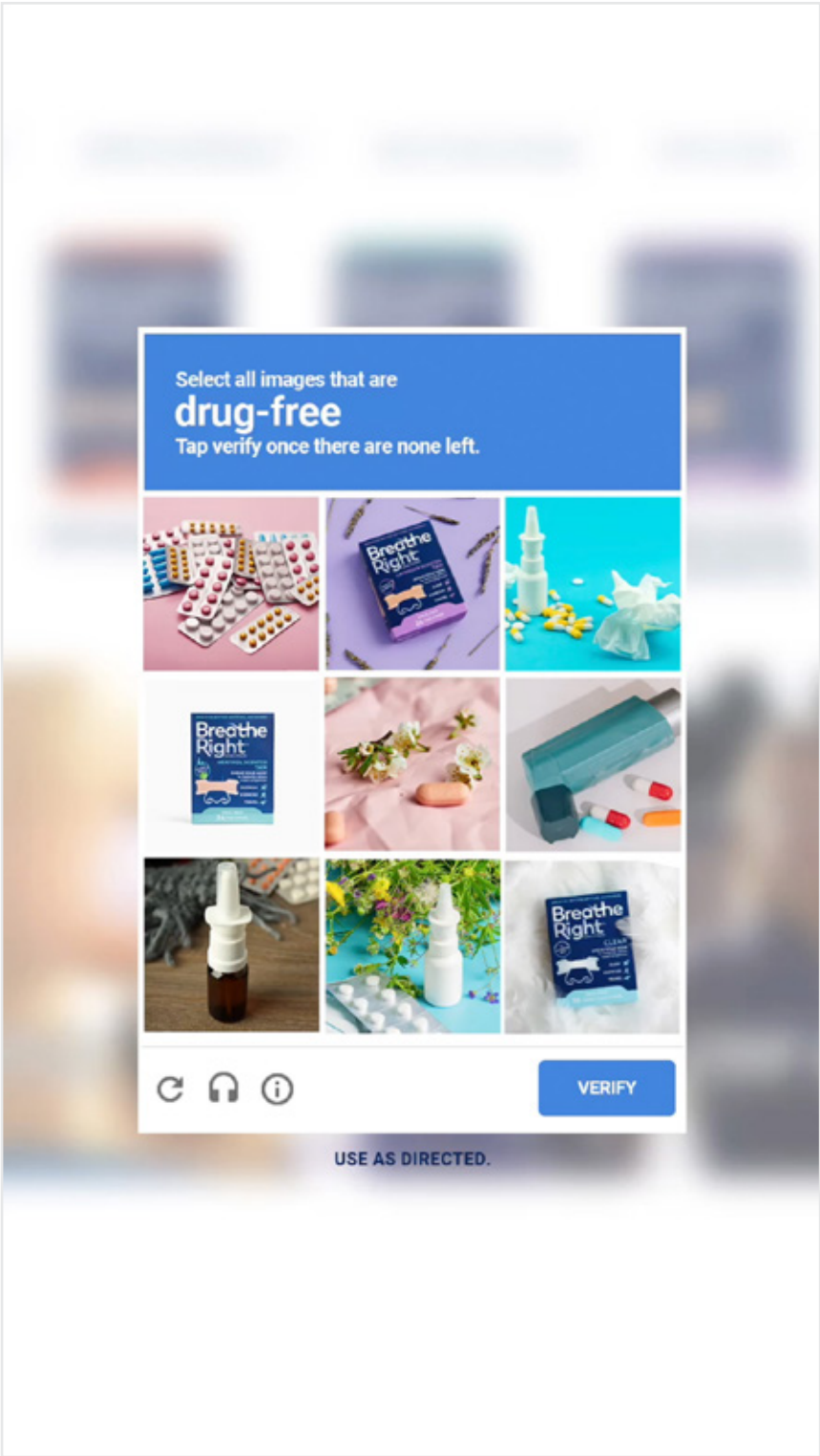
It's true! Our nasal strips are 100% drug-free. They open your nose so you can breathe better! Use as directed.

CTA

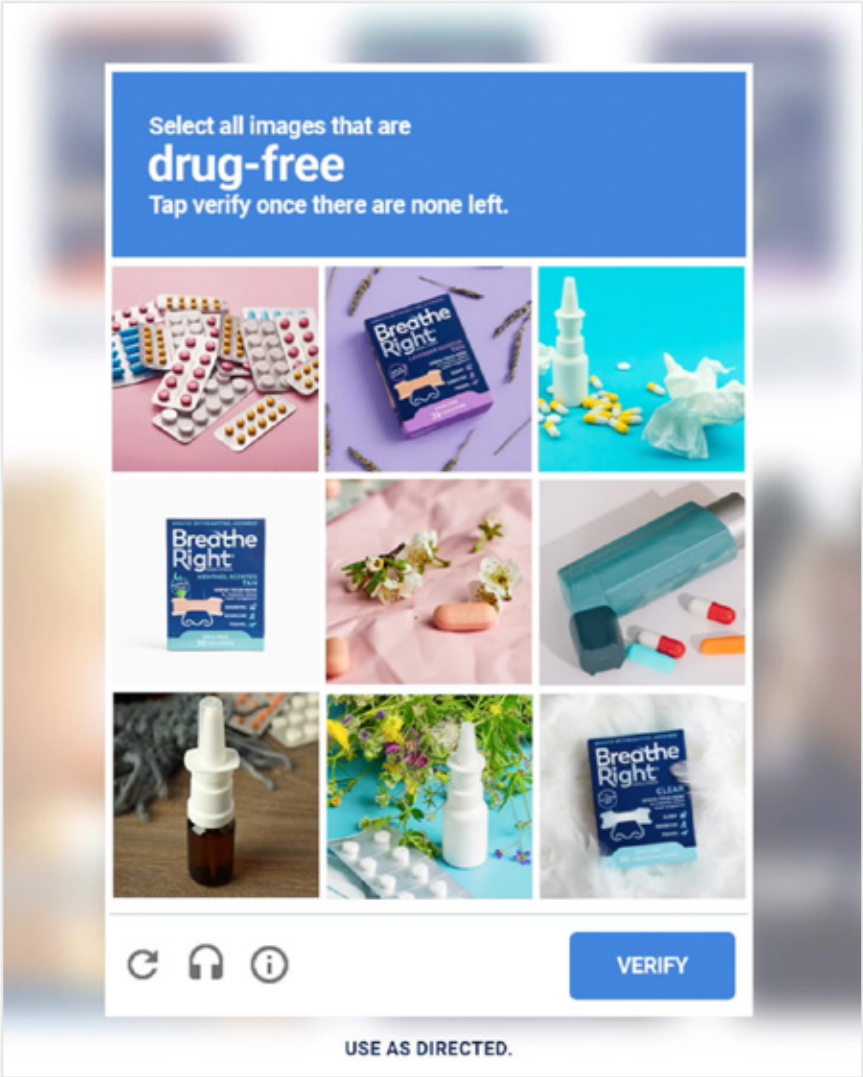
Shop Now (<https://www.breatheright.com/find-a-store/>)

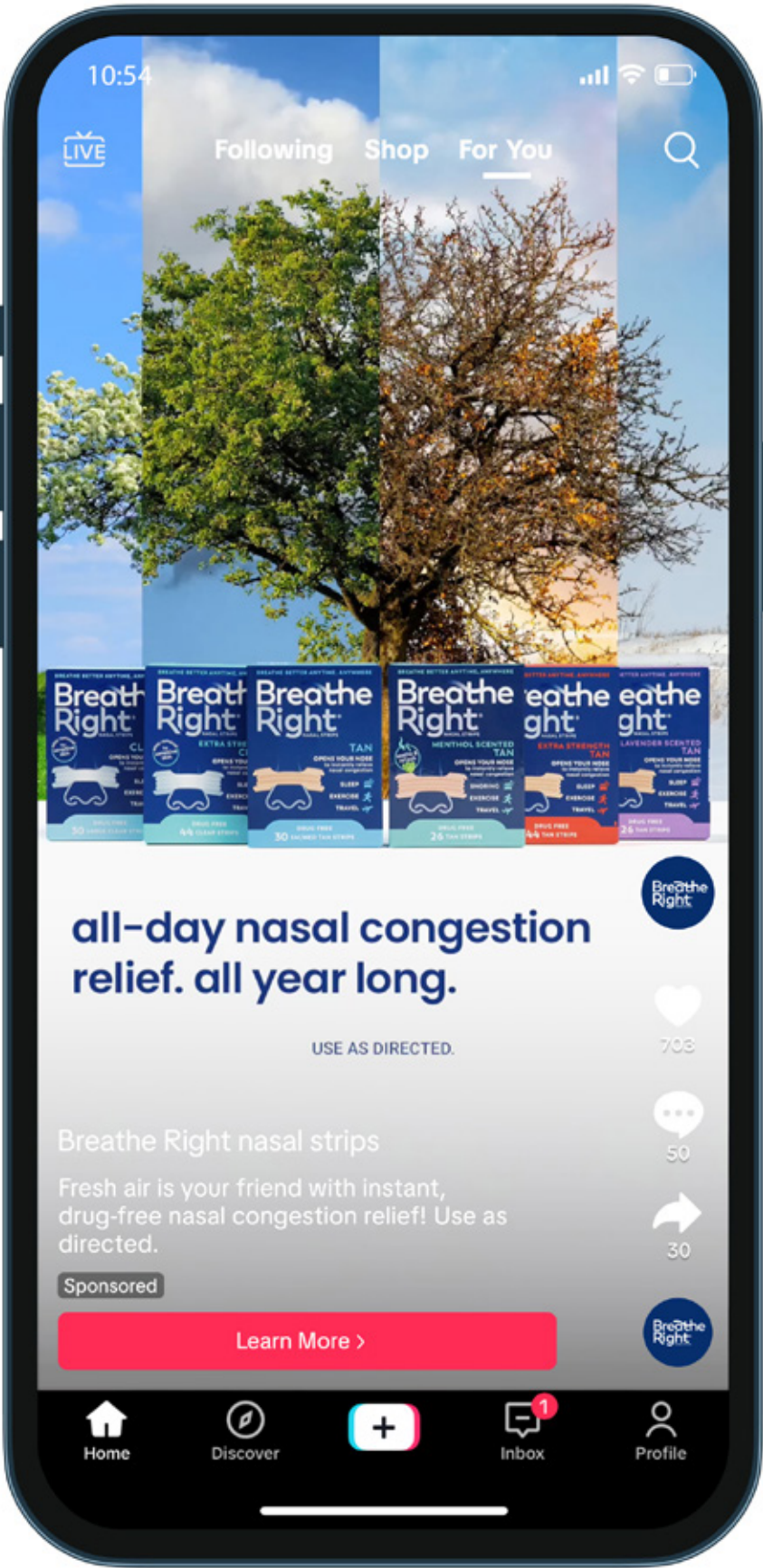
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #4: CHRONIC ALLERGIES (9X16 VIDEO)

ART COPY

All-day nasal congestion relief. All year long.
Use as directed.

ALT ART COPY

Up to 12 hours of continuous nasal congestion relief. Any season you need it.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 90 Characters

Fresh air is your friend with instant, drug-free nasal congestion relief! Use as directed.

META (PAID)

HEADLINE | 24 Characters

Relieve nasal congestion

DESCRIPTION | 22 Characters

Improves nasal airflow

CAPTION | 122 Characters

For some of us, allergy season is every season - IYKYK! 📌 Get all-day, drug-free nasal congestion relief. Use as directed.

CTA

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

ALL SIZES

PAID: 9x16
(TikTok & Meta)



all-day nasal congestion relief. all year long.

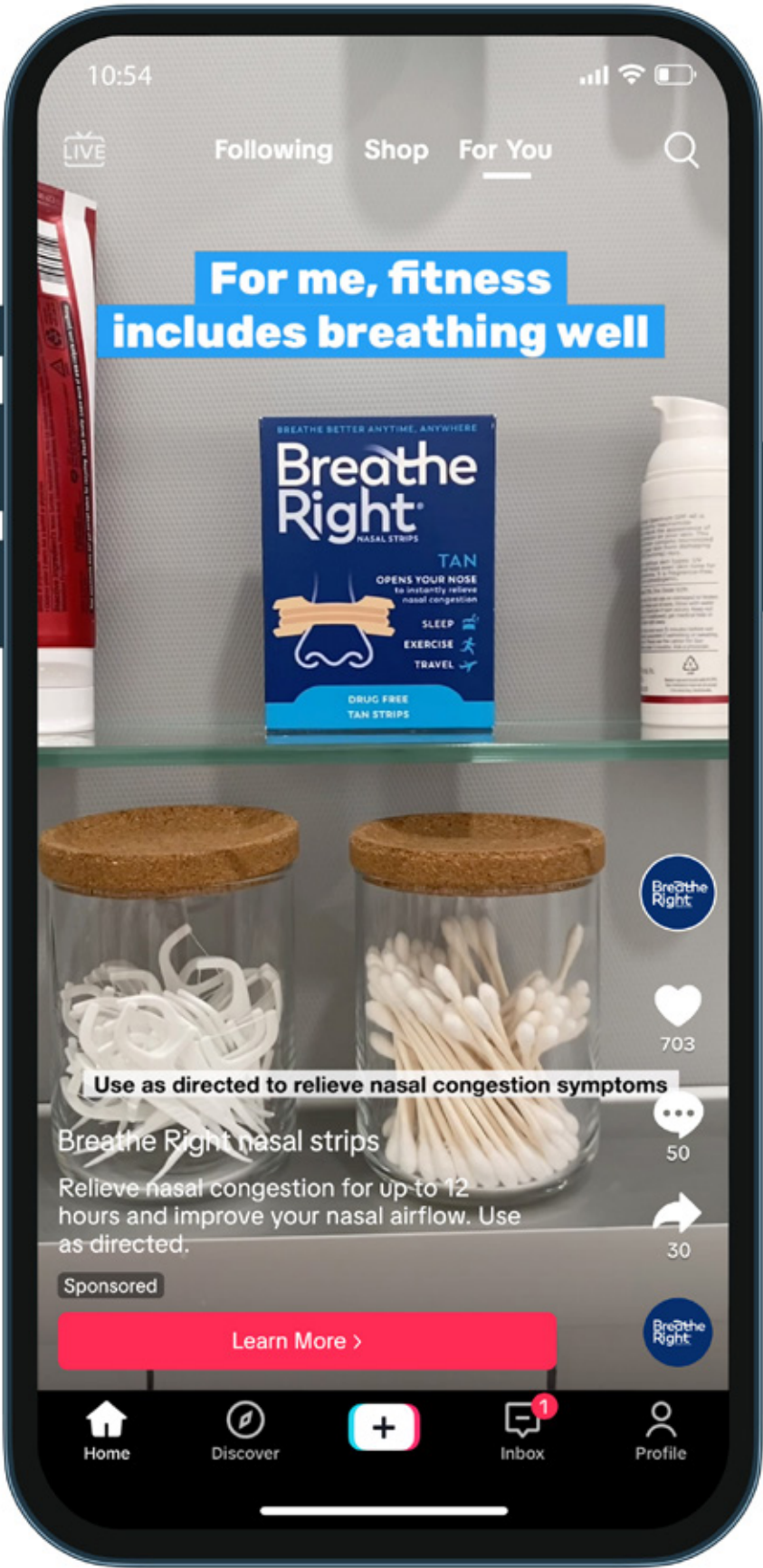
USE AS DIRECTED.

PAID: 4x5
(Meta)



all-day nasal congestion relief. all year long.

USE AS DIRECTED.



PAID | AD #5: FITNESS – BR DURING ACTIVITIES (9X16 VIDEO)

ART COPY

For me, fitness includes breathing well
Exercise is huge for me
But if I've got nasal congestion, it throws me off
Breathe Right® helps me breathe better so I stay in my flow
That's a Breathe Right day 🧡
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 92 Characters

Relieve nasal congestion for up to 12 hours and improve your nasal airflow. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Workout with Breathe Right

DESCRIPTION | 27 Characters

Active, open-nose breathing

CAPTION | 121 Characters

Continuous nasal congestion relief (up to 12 hours!) so you can focus on whatever activity today brings. 🧡 Use as directed.

CTA

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

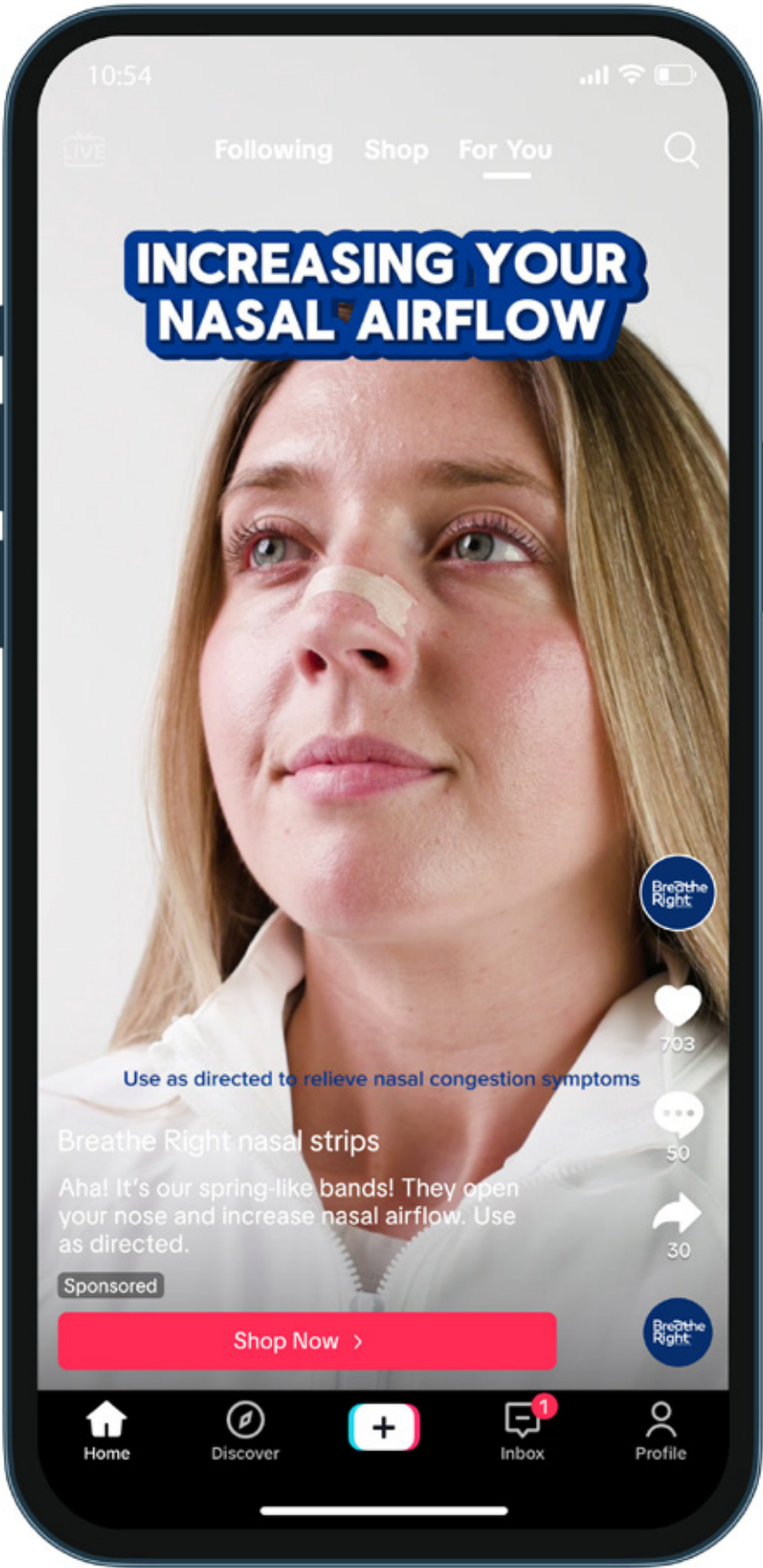
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #6: AHA MOMENT, INSTANT RELIEF (HOW IT WORKS) (9X16 VIDEO)

ART COPY

This one's for the Breathe Right® skeptics!
Go ahead, press it on
The spring-like bands flex
Widening your nostrils
Increasing your nasal airflow
Feels pretty cool, huh?!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 97 Characters

Aha! It's our spring-like bands! They open your nose and increase nasal airflow. Use as directed.

META (PAID)

HEADLINE | 26 Characters

A Breathe Right wow moment

DESCRIPTION | 26 Characters

Open nose, happy nose 🧡💙

CAPTION | 123 Characters

Our strips physically widen your nostrils, opening your nose for increased nasal airflow that feels... 🧑🏻 Use as directed.

CTA

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

ALL SIZES

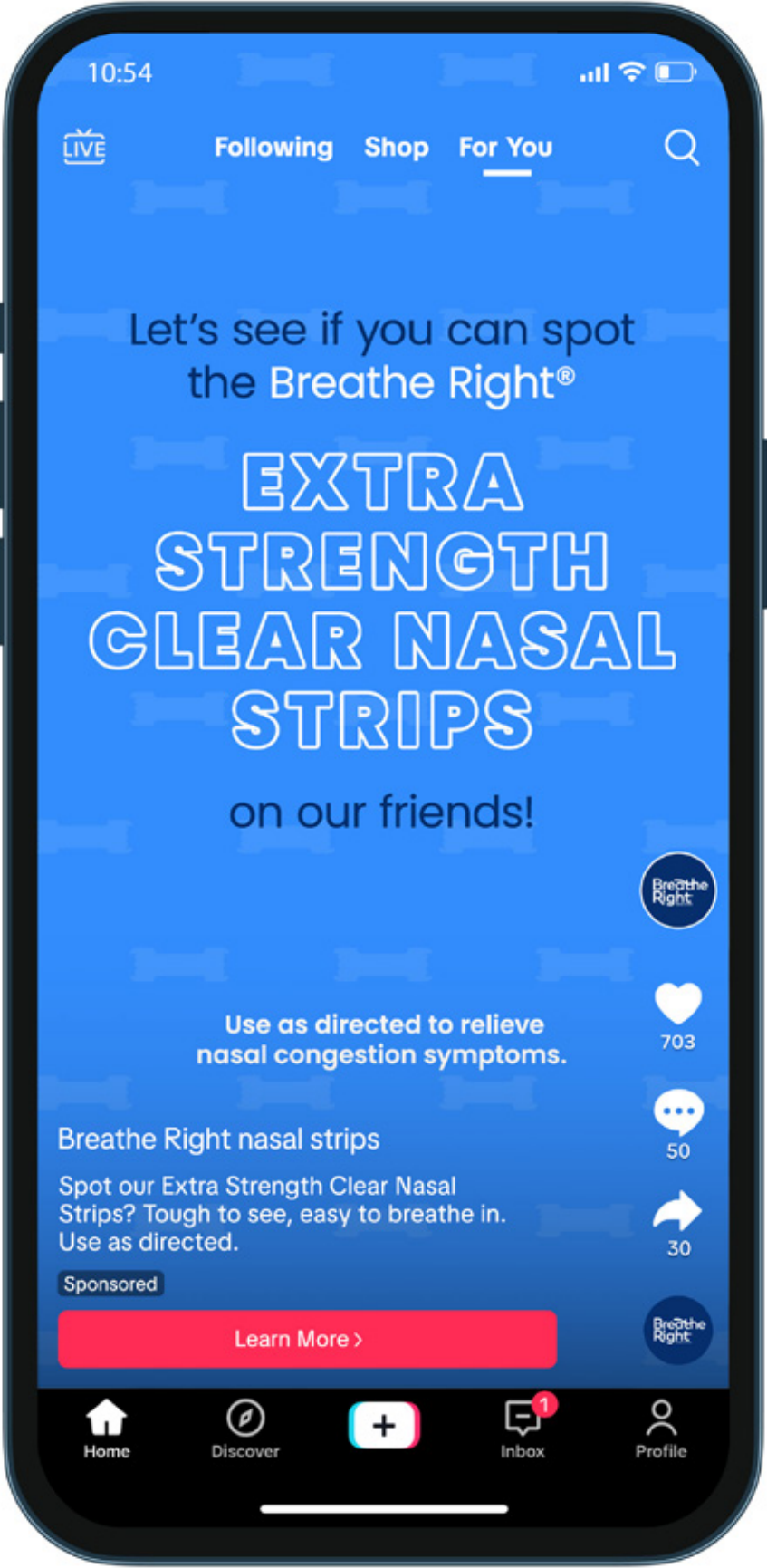
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



TRAFFIC ADS



See mockup of all frames on next page of PDF

PAID | AD #7: ES CLEAR, SPOT THE STRIP! (9X16 VIDEO)

ART COPY

Let's see if you can spot the Breathe Right® Extra Strength Clear nasal strips on our friends!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

Spot our Extra Strength Clear Nasal Strips? Tough to see, easy to breathe in. Use as directed.

META (PAID)

HEADLINE | 24 Characters

Spot the nasal strip! 🔍

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 116 Characters

Can you spot our Extra Strength Clear Nasal Strips? 🔍👀 Made for sensitive skin AND tough to spot! Use as directed.

CTA

Learn More (<https://www.breatheright.com/products/breathe-right-extra-strength-clear/>)

Video Frame 1

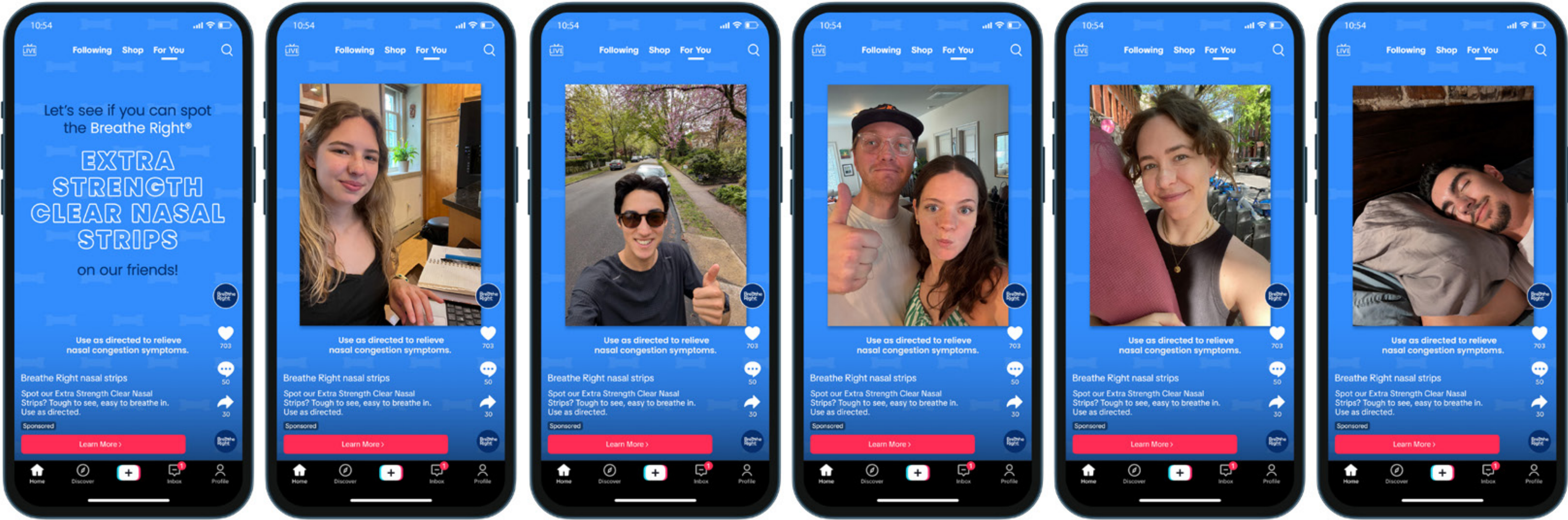
Video Frame 2

Video Frame 3

Video Frame 4

Video Frame 5

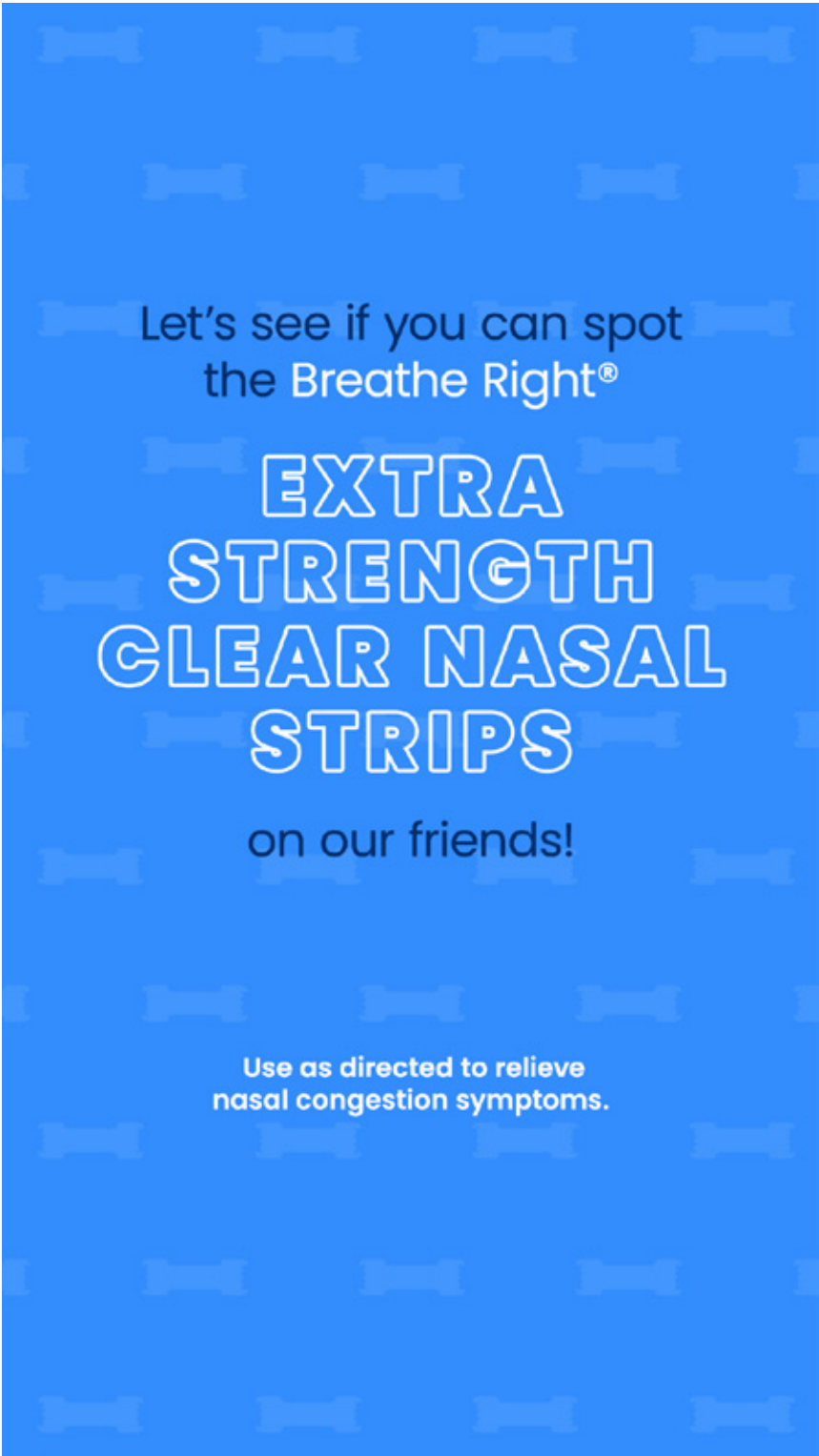
Video Frame 6



ANIMATION NOTES: Each frame will be visible for 2-3 seconds then slide from left to right off screen

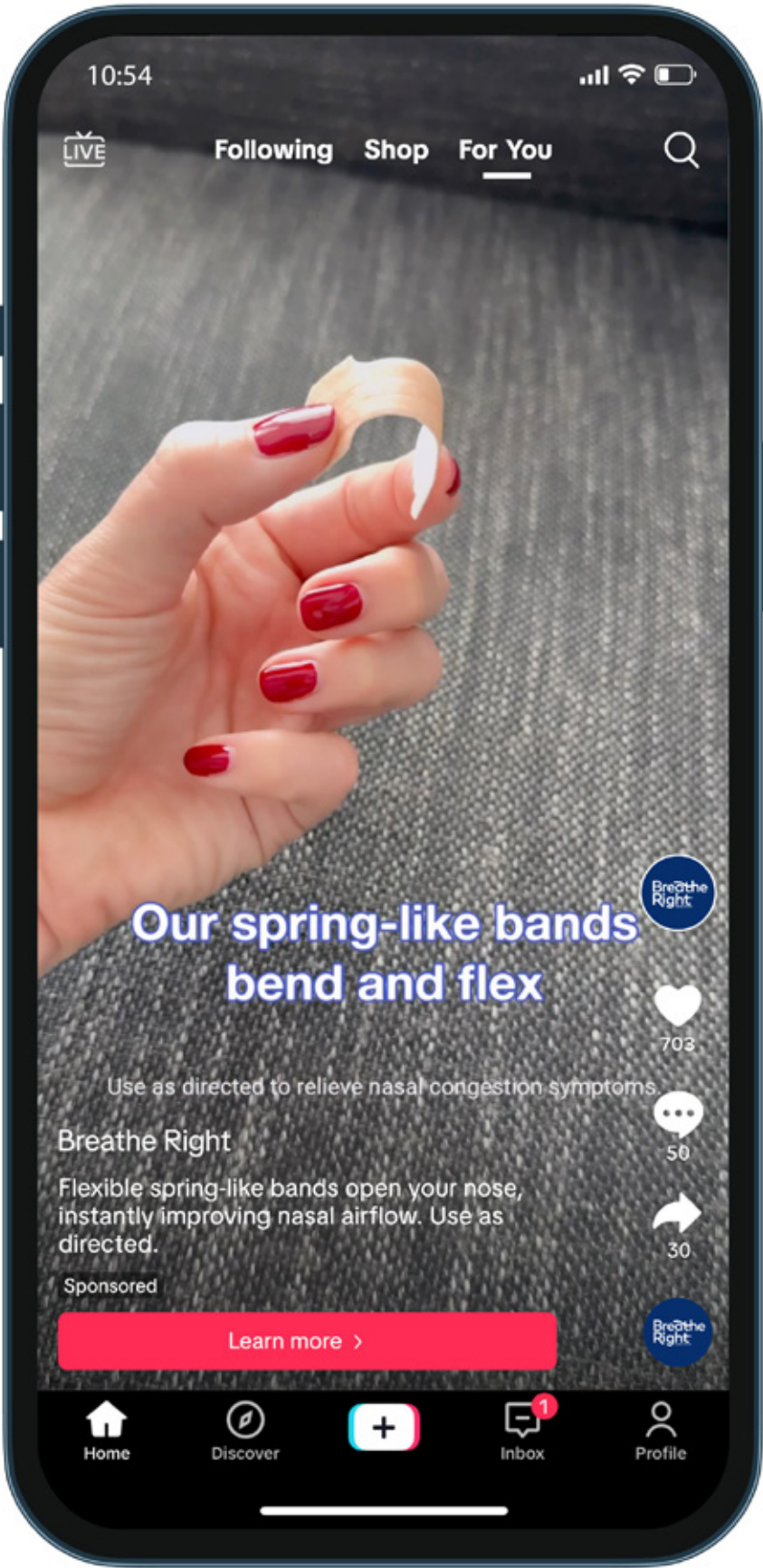
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #8: HOW IT WORKS (9X16 VIDEO)

ART COPY

Our spring-like bands bend and flex
To fit the curve of your nose
And widen your nostrils
For improved nasal airflow!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 94 Characters

Flexible spring-like bands open your nose, instantly improving nasal airflow. Use as directed.

META (PAID)

HEADLINE | 21 Characters

How does it do that?!

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 124 Characters

🦋 Simple physics: flexible spring-like bands open your nose for improved nasal airflow you feel right away. Use as directed.

CTA

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

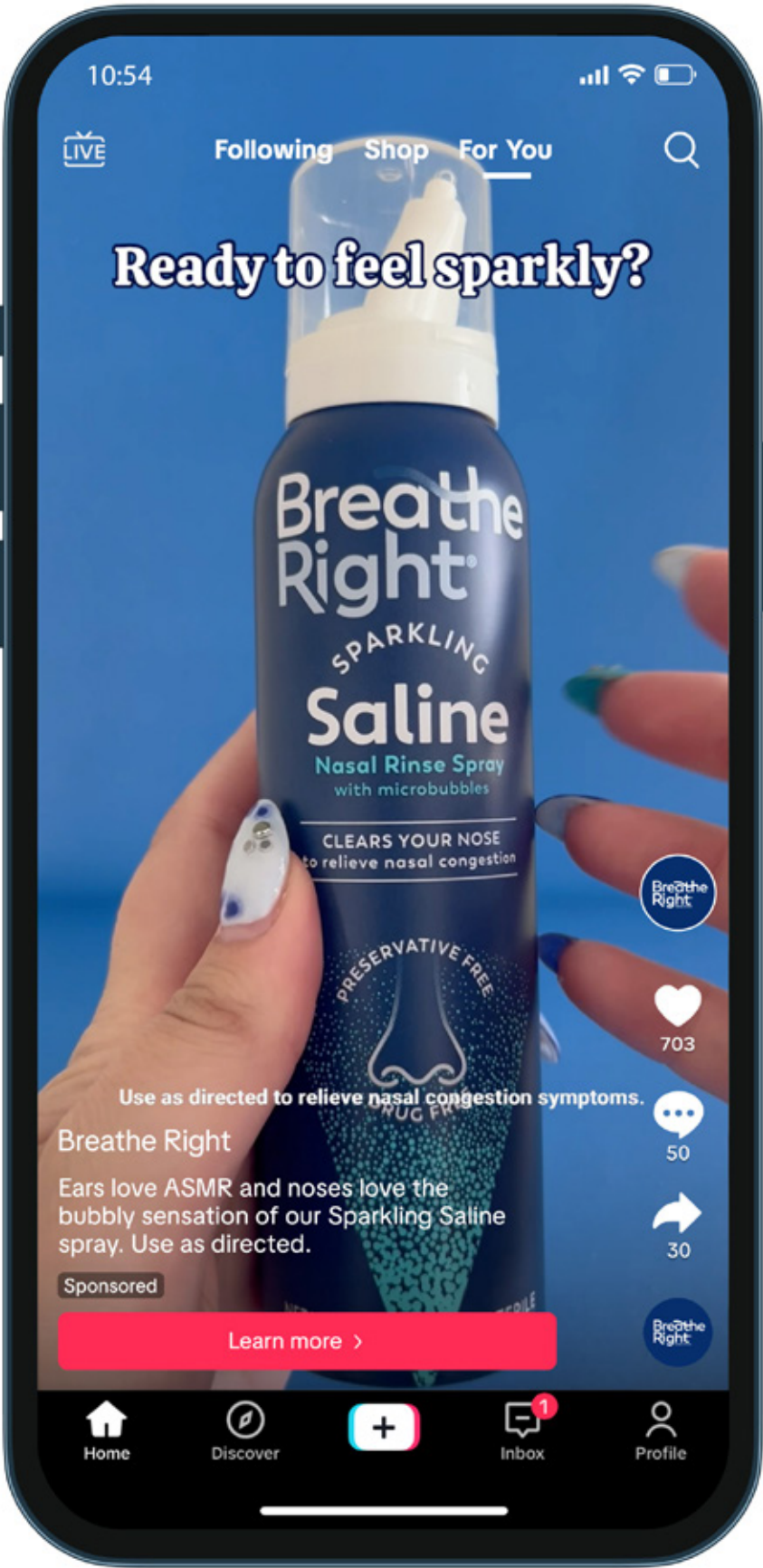
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #9: SALINE – HOW TO USE (9X16 VIDEO)

ART COPY

Ready to feel sparkly?
Instantly clears the nose of mucus & irritants
Clean, sparkling sensation of bubbles
Drug-free, non-habit forming
No bad aftertaste (yay!)
Happy, refreshed nose
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 98 Characters

Ears love ASMR and noses love the bubbly sensation of our Sparkling Saline spray. Use as directed.

META (PAID)

HEADLINE | 20 Characters

✨ Feel the sparkle ✨

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 119 Characters

Pamper your nose w/ Breathe Right saline nasal rinse spray: the clean, sparkling sensation of bubbles. Use as directed.

CTA

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

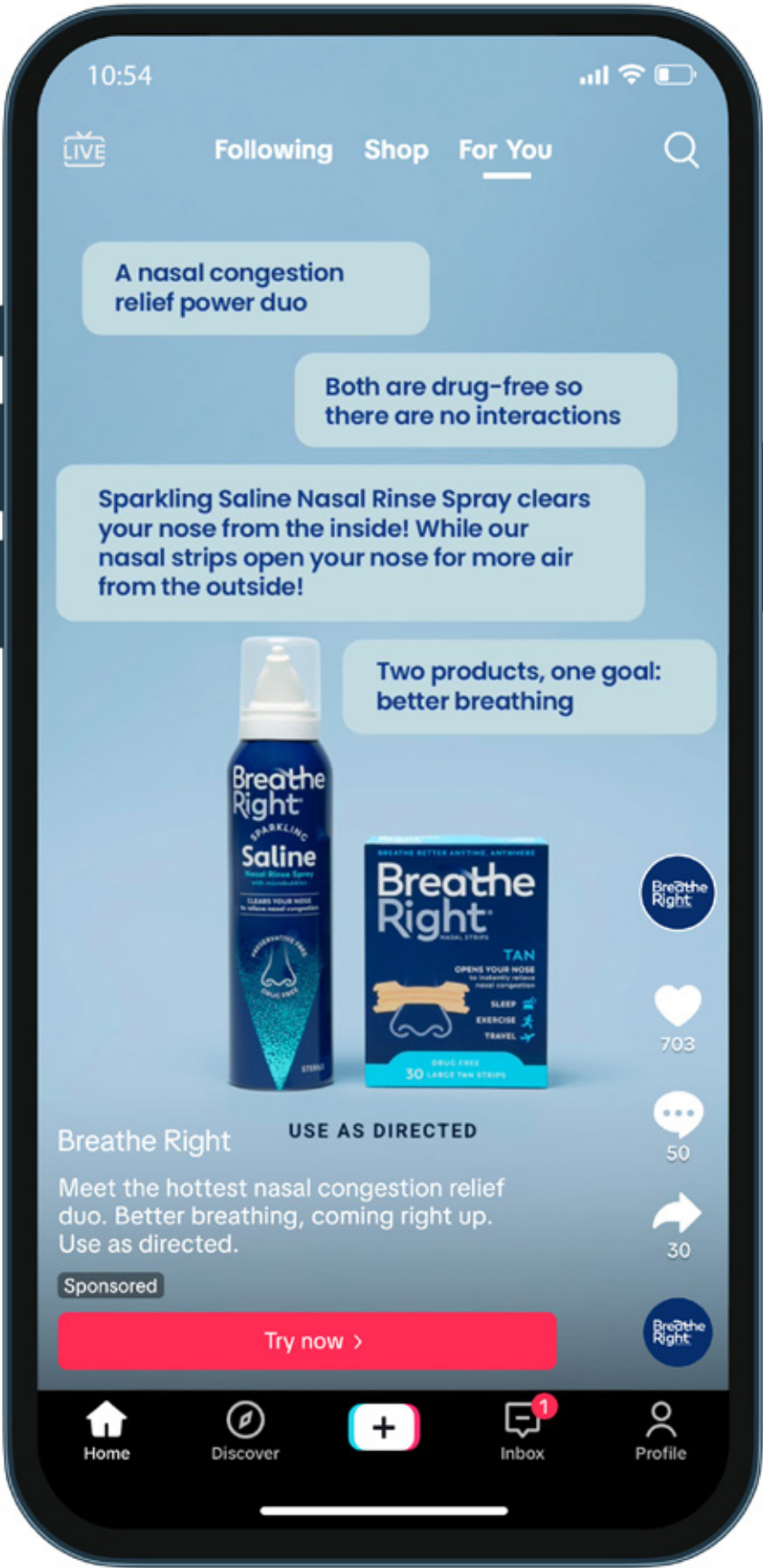
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #10: SALINE + STRIP (9X16 VIDEO)

ART COPY

Name a better duo. We'll wait.
A nasal congestion relief power duo
Both are drug-free, so there are no interactions
Sparkling Saline Nasal Rinse Spray clears your nose from the inside! While our nasal strips open your nose for more air from the outside!
Two products, one goal: better breathing
Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 98 Characters

Meet the hottest nasal congestion relief duo. Better breathing, coming right up. Use as directed.

META (PAID)

HEADLINE | 21 Characters

Meet our power duo 🧡

DESCRIPTION | 27 Characters

Relieve nasal congestion 🧡

CAPTION | 109 Characters

Sparkling Saline nasal rinse Spray 🧡 Breathe Right® nasal strips. A breathing better duo. Use as directed.

CTA

Try now (https://www.amazon.com/Breathe-Right-Extra-Strength-Bundle/dp/B0DXLHVGLV?ref_=ast_sto_dp)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

A nasal congestion relief power duo

Both are drug-free so there are no interactions

Sparkling Saline Nasal Rinse Spray clears your nose from the inside! While our nasal strips open your nose for more air from the outside!

Two products, one goal: better breathing

Breathe Right

SPARKLING Saline

Nasal Rinse Spray

STERILE

Breathe Right

TAN

30 LARGE TAN STRIPS

USE AS DIRECTED

PAID: 4x5
(Meta)

A nasal congestion relief power duo

Both are drug-free so there are no interactions

Sparkling Saline Nasal Rinse Spray clears your nose from the inside! While our nasal strips open your nose for more air from the outside!

Two products, one goal: better breathing

Breathe Right

SPARKLING Saline

Nasal Rinse Spray

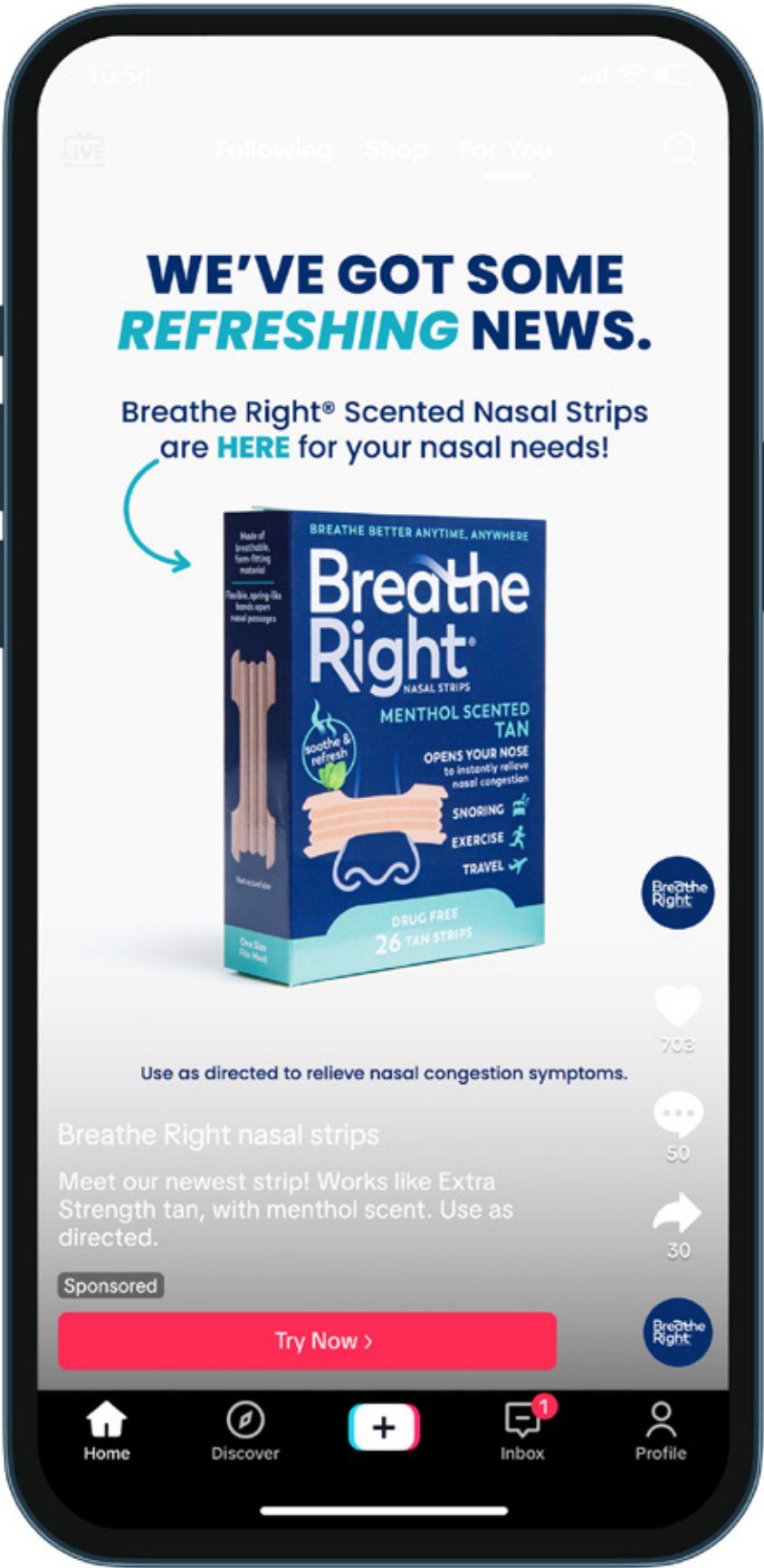
STERILE

Breathe Right

TAN

30 LARGE TAN STRIPS

USE AS DIRECTED



PAID | AD #11: MENTHOL (9X16 STATIC)

ART COPY

We've got some refreshing news.
Breathe Right® Menthol Scented Nasal Strips are HERE for your nasal needs!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 90 Characters

Meet our newest strip! Works like Extra Strength tan, with menthol scent. Use as directed.

META (PAID)

HEADLINE | 25 Characters

New Breathe Right Menthol

DESCRIPTION | 19 Characters

Refreshing scent 🌿

CAPTION | 125 Characters

Meet Menthol! The same instant nasal congestion relief as our Extra Strength tan strip, just extra soothing! Use as directed.

CTA

Try Now (Amazon Menthol PDP)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

WE'VE GOT SOME
REFRESHING NEWS.

Breathe Right® Scented Nasal Strips
are **HERE** for your nasal needs!



Use as directed to relieve nasal congestion symptoms.

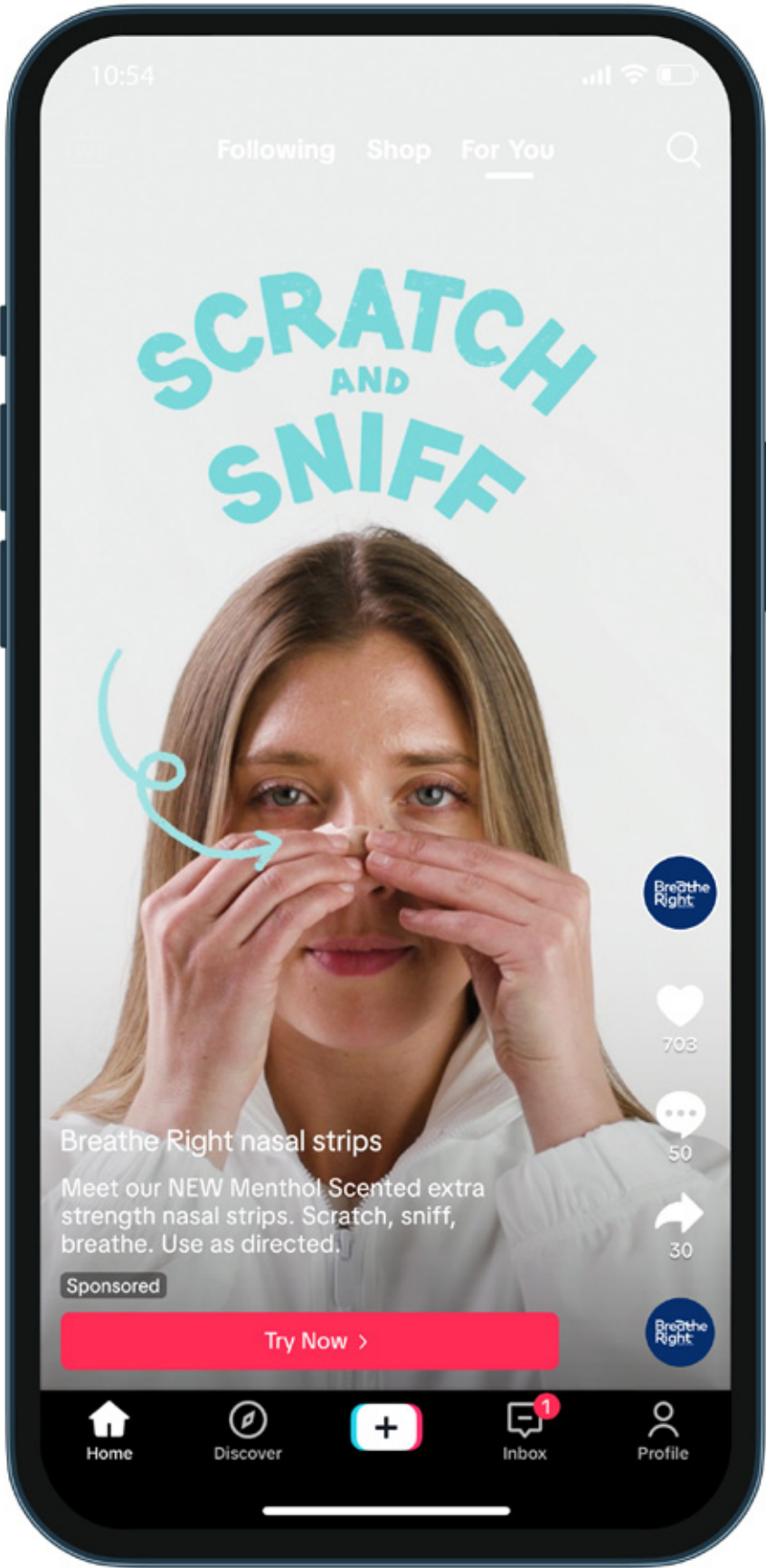
PAID: 4x5
(Meta)

WE'VE GOT SOME
REFRESHING NEWS.

Breathe Right® Scented Nasal Strips
are **HERE** for your nasal needs!



Use as directed to relieve nasal congestion symptoms.



PAID | AD #12 MENTHOL (9X16 VIDEO)

ART COPY

Scratch and sniff
Meet the newest member of our family:
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

Meet our NEW Menthol Scented extra strength nasal strips. Scratch, sniff, breathe. Use as directed.

META (PAID)

HEADLINE | 27 Characters

Menthol Scented nasal strip

DESCRIPTION | 26 Characters

Scratch, sniff, breathe 🌿

CAPTION | 122 Characters

Relieving nasal congestion has never felt like this. 🌿💚 Introducing, NEW Menthol Scented nasal strips. Use as directed.

CTA

Try Now (Amazon Menthol PDP)

ALL SIZES

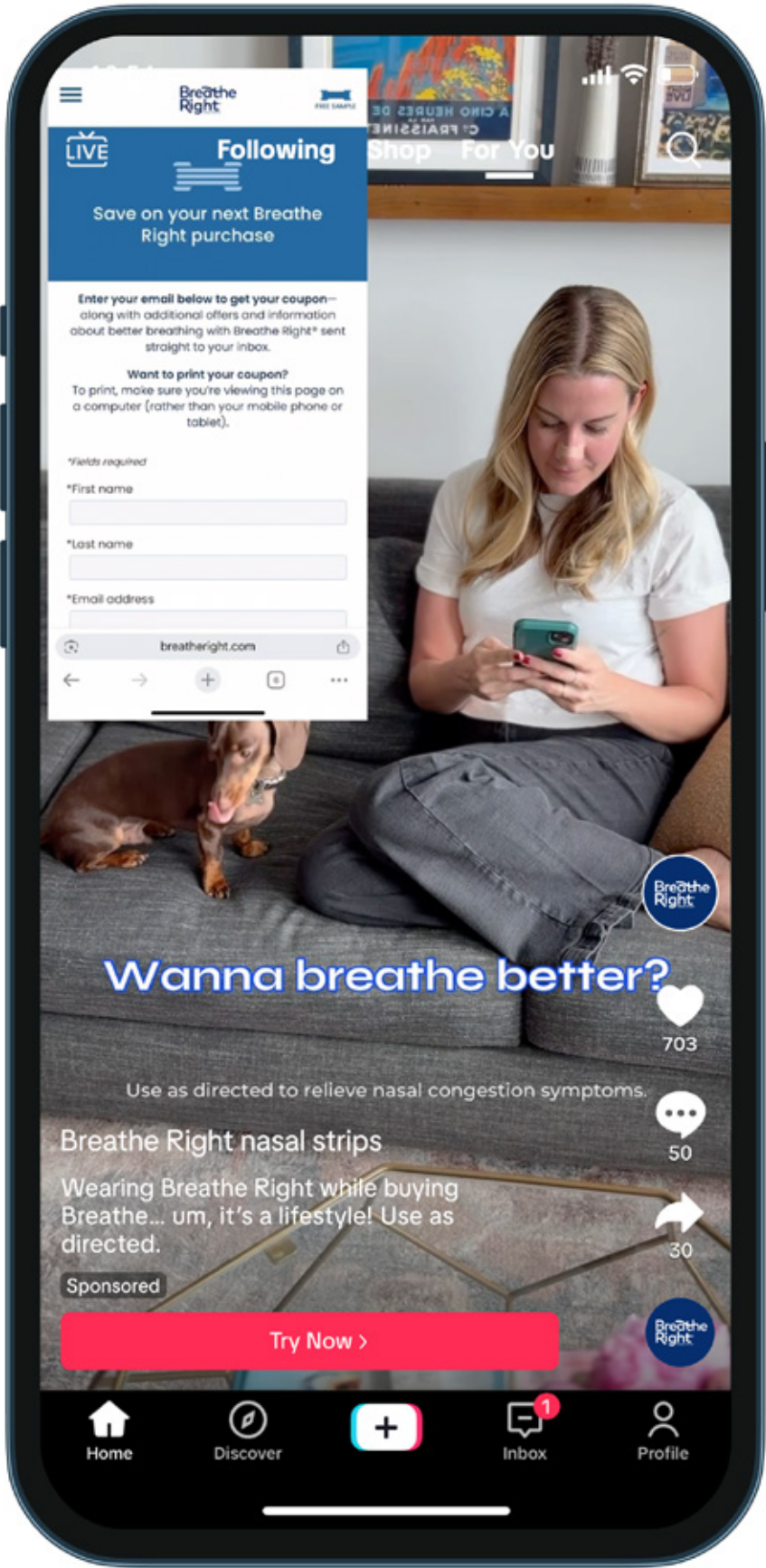
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



REDEMPTION ADS



PAID | AD #13 UMO (9X16 VIDEO)

ART COPY

Wanna breathe better?
Throw on a strip!
Grab a coupon!
Yep, it's ALL that simple
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 82 Characters

Wearing Breathe Right while buying Breathe... um, it's a lifestyle! Use as directed.

META (PAID)

HEADLINE | 24 Characters

💰 Save on Breathe Right®

DESCRIPTION | 24 Characters

It's coupon time, y'all!

CAPTION | 124 Characters

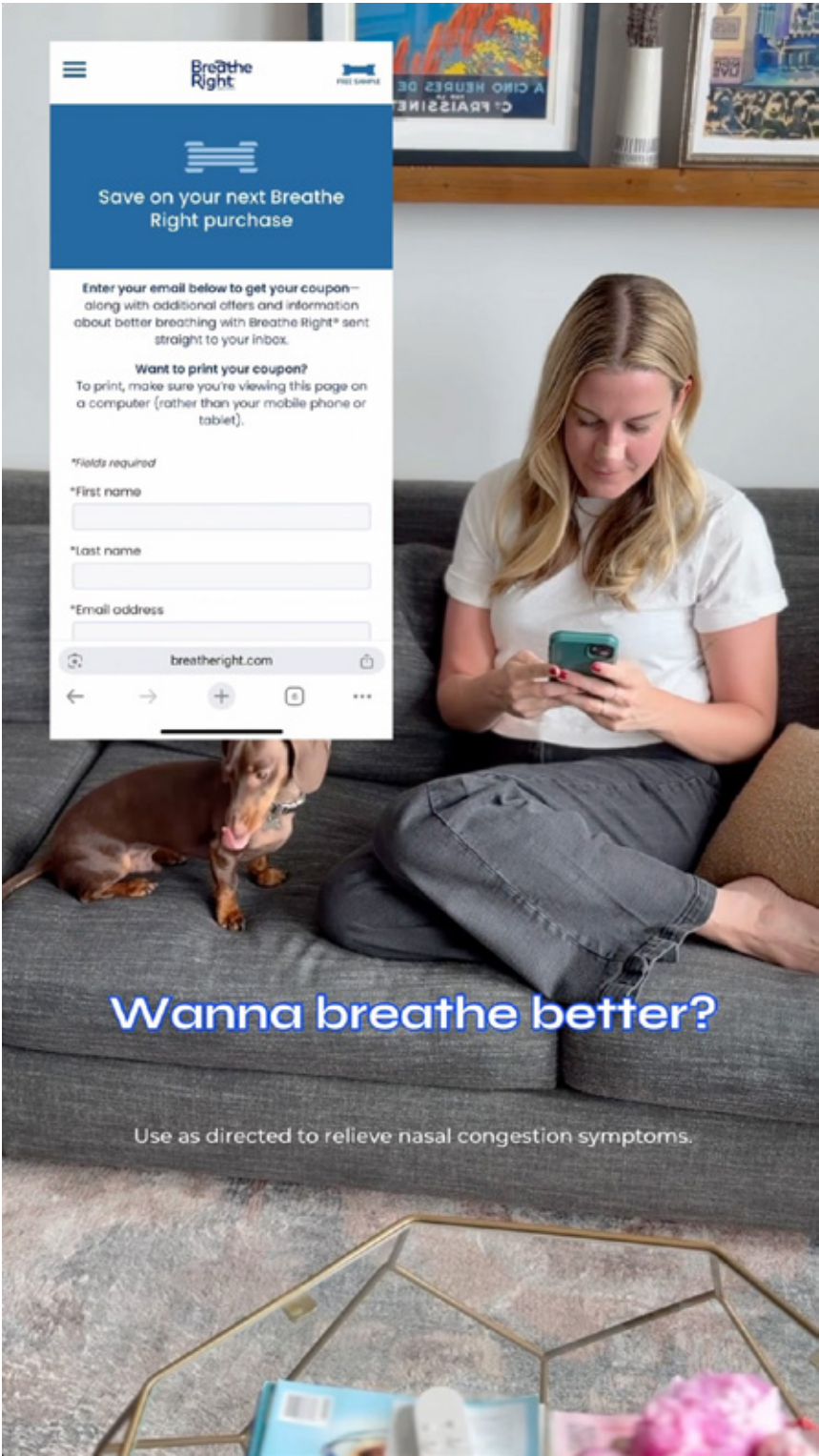
Honestly not sure which is easier: feeling the instant “ahhh” of Breathe Right, or tapping for this coupon. Use as directed.

CTA

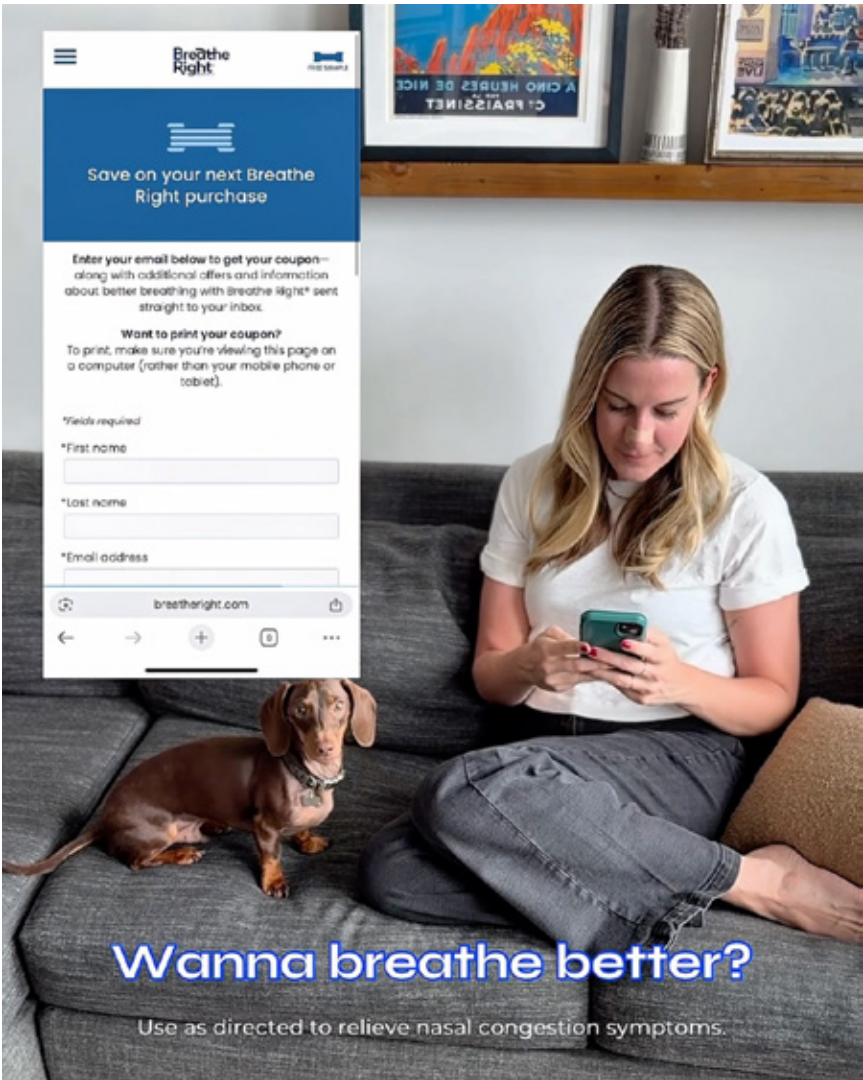
Try Now (UMO)

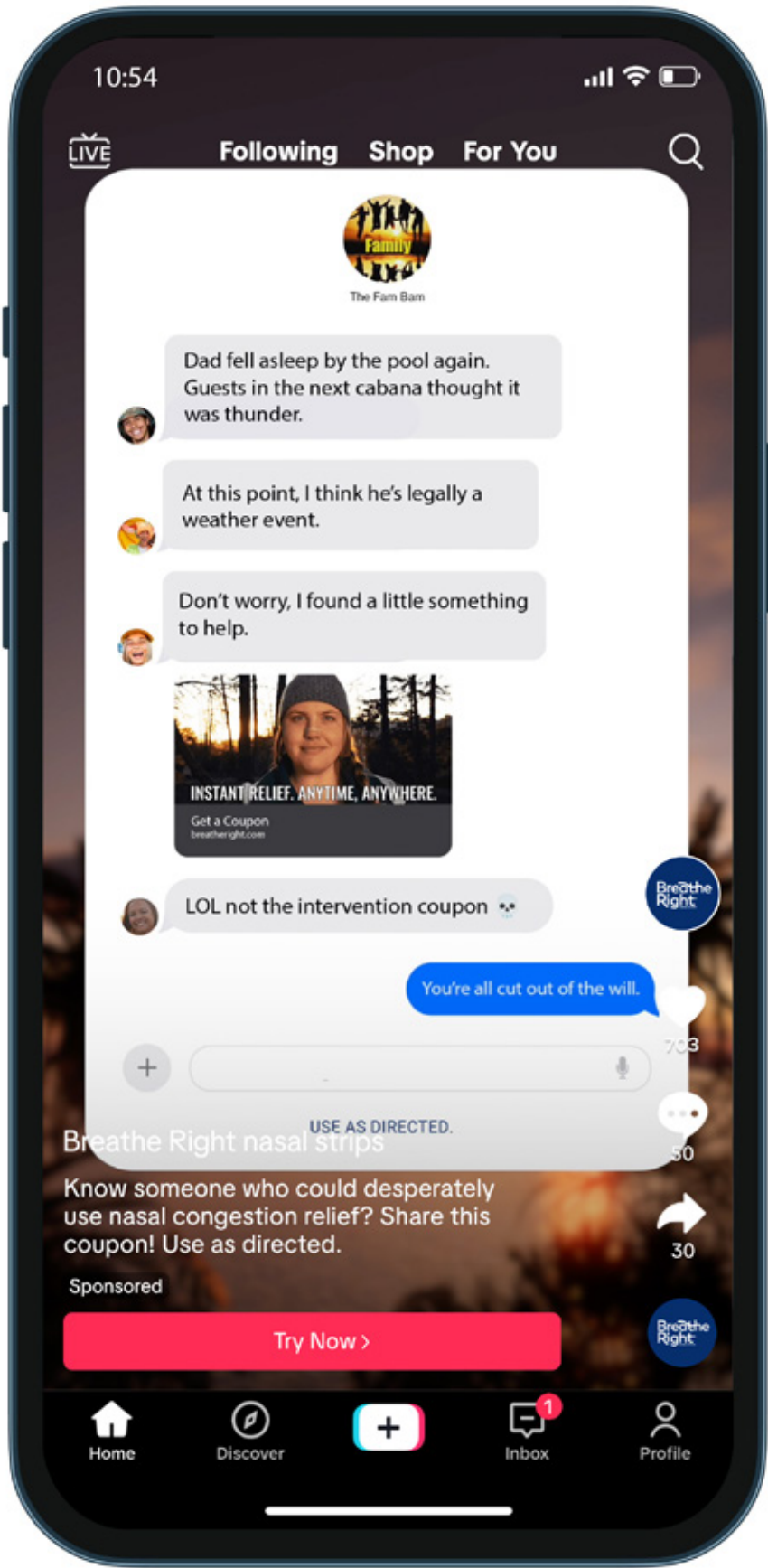
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #14 UMO (9X16 VIDEO)

ART COPY

The Fam Bam
-Dad fell asleep by the pool again. Guests in the next cabana thought it was thunder.
-At this point, I think he is legally a weather event.
-Don't worry, I found a little something to help:
<https://www.breatheright.com/get-a-coupon/>
-LOL not the intervention coupon 🤪
-You're all cut out of the will.
Use as directed.

ALT ART COPY

The Fam Bam
-🤪🤪🤪 guys. I think I found the solution to dad's snoring.
-OMG. Just in time for the family trip.
-I'll believe it when I see it.
-Dad! Breathe Right nasal strips relieve snoring caused by nasal congestion! And I found you a coupon: <https://www.breatheright.com/get-a-coupon/>
-Wow. Thanks, honey! I'm excited to try.
-We're excited too LOL.
Use as directed.

TIKTOK

BRAND NAME | 26 Characters
Breathe Right nasal strips

CAPTION | 100 Characters
Know someone who could desperately use nasal congestion relief? Share this coupon! Use as directed.

META (PAID)

HEADLINE | 26 Characters
Save on Breathe Right® 💙

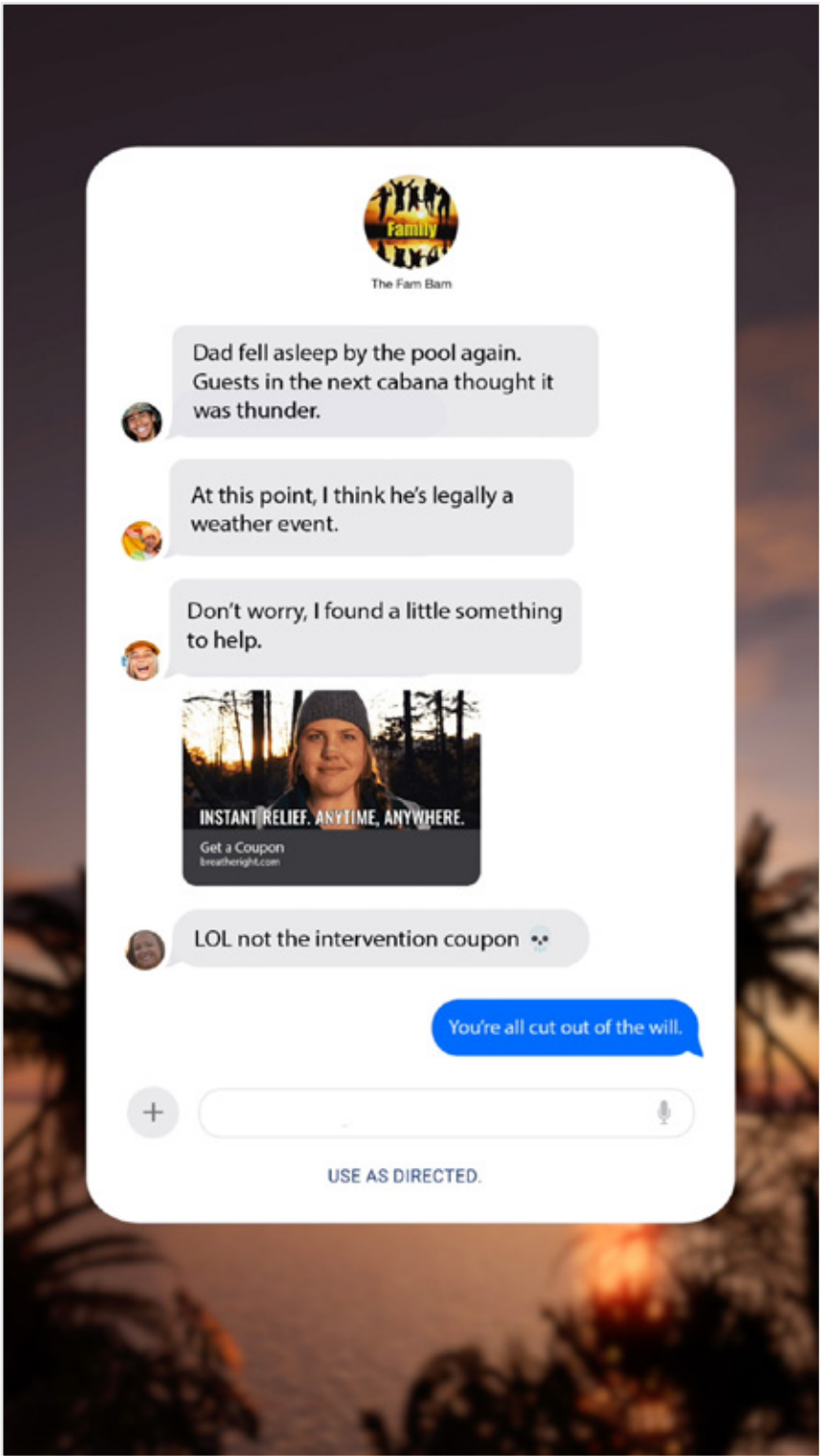
DESCRIPTION | 25 Characters
Share with a snorer 🤪

CAPTION | 118 Characters
Sharing is caring! And sharing a coupon for nasal congestion relief? Now that's love! 💙 Save today. Use as directed.

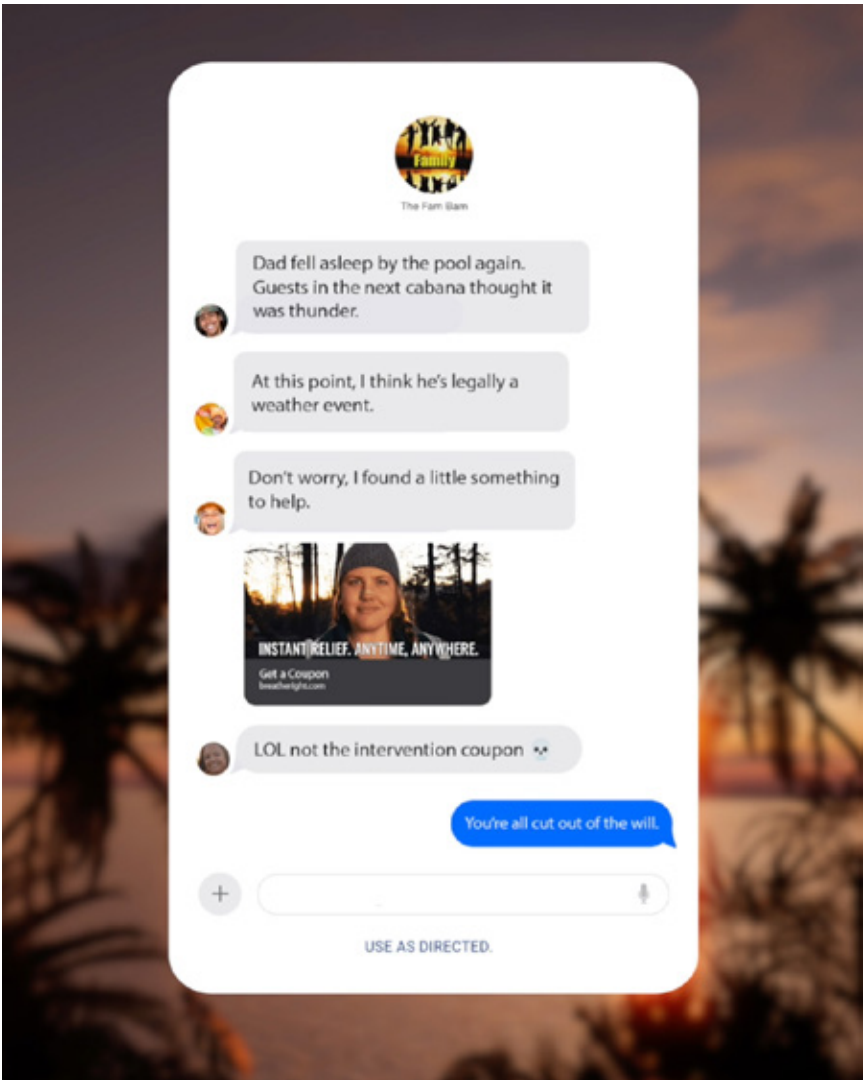
CTA
Try Now (UMO)

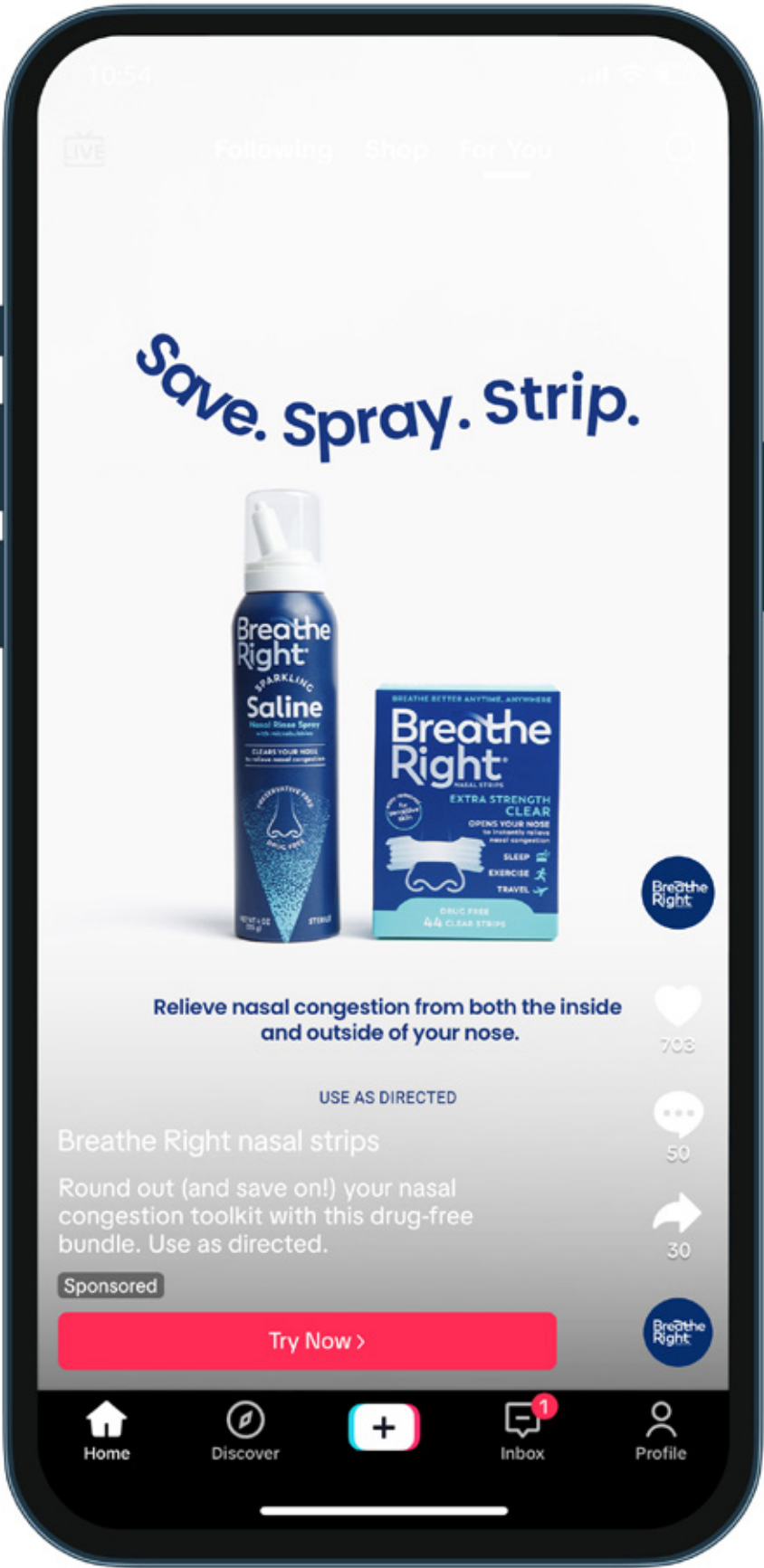
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #15 SALINE + STRIP AMAZON BUNDLE (9X16 STATIC)

ART COPY

Save. Spray. Strip.
Relieve nasal congestion from both the inside and outside of your nose.
Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

Round out (and save on!) your nasal congestion toolkit with this drug-free bundle. Use as directed.

META (PAID)

HEADLINE | 25 Characters

Bundle and save on Amazon

DESCRIPTION | 25 Characters

Relieve nasal congestion

CAPTION | 117 Characters

This duo relieves nasal congestion in 2 different ways—allowing you to breathe better sans meds. 🙌 Use as directed.

CTA

Try Now (Amazon Bundle Page)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

Save. Spray. Strip.



Relieve nasal congestion from both the inside and outside of your nose.

USE AS DIRECTED

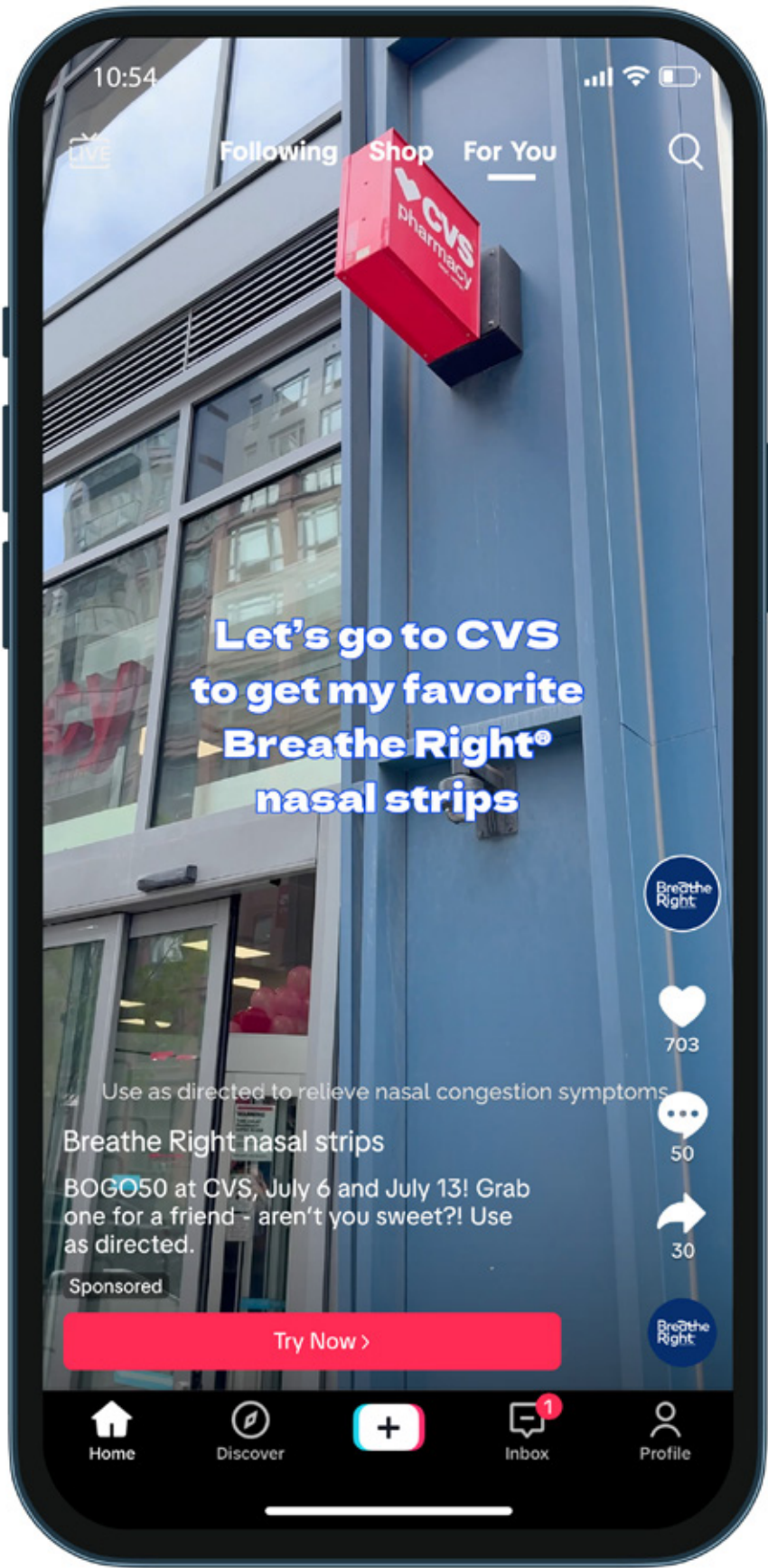
PAID: 4x5
(Meta)

Save. Spray. Strip.



Relieve nasal congestion from both the inside and outside of your nose.

USE AS DIRECTED



PAID | AD #16 RETAILER HIGHLIGHT, CVS (9X16 VIDEO)

ART COPY

Let's go to CVS and get my favorite Breathe Right® nasal strips
My favs: Original Tan & Extra Strength Tan
Use as directed to relieve nasal congestion symptoms.

VO

Ok y'all, I love my local CVS because it has all my better breathing needs like my favorite Breathe Right nasal strips. I'm all about Original Tan and Extra Strength Tan because I love wearing these for my workouts, or just walking the dog! Grab some next time you're at CVS — they're on sale right now!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 94 Characters

BOGO50 at CVS, July 6 and July 13! Grab one for a friend - aren't you sweet?! Use as directed.

ALT CAPTION | 80 Characters

Check us out at CVS! Grab one for a friend - aren't you sweet?! Use as directed.

META (PAID)

HEADLINE | 25 Characters

Grab Breathe Right at CVS

DESCRIPTION | 26 Characters

Nasal congestion relief 🙌

CAPTION | 120 Characters

!! BOGO50 at CVS! July 6th and July 13th! Give one to a friend and breathe better all summer, together. Use as directed.

ALT CAPTION | 99 Characters

Check us out at CVS! Give one to a friend and breathe better all summer, together. Use as directed.

CTA

Try Now (<https://www.cvs.com/shop/brand-shop/b/breathe-right>)

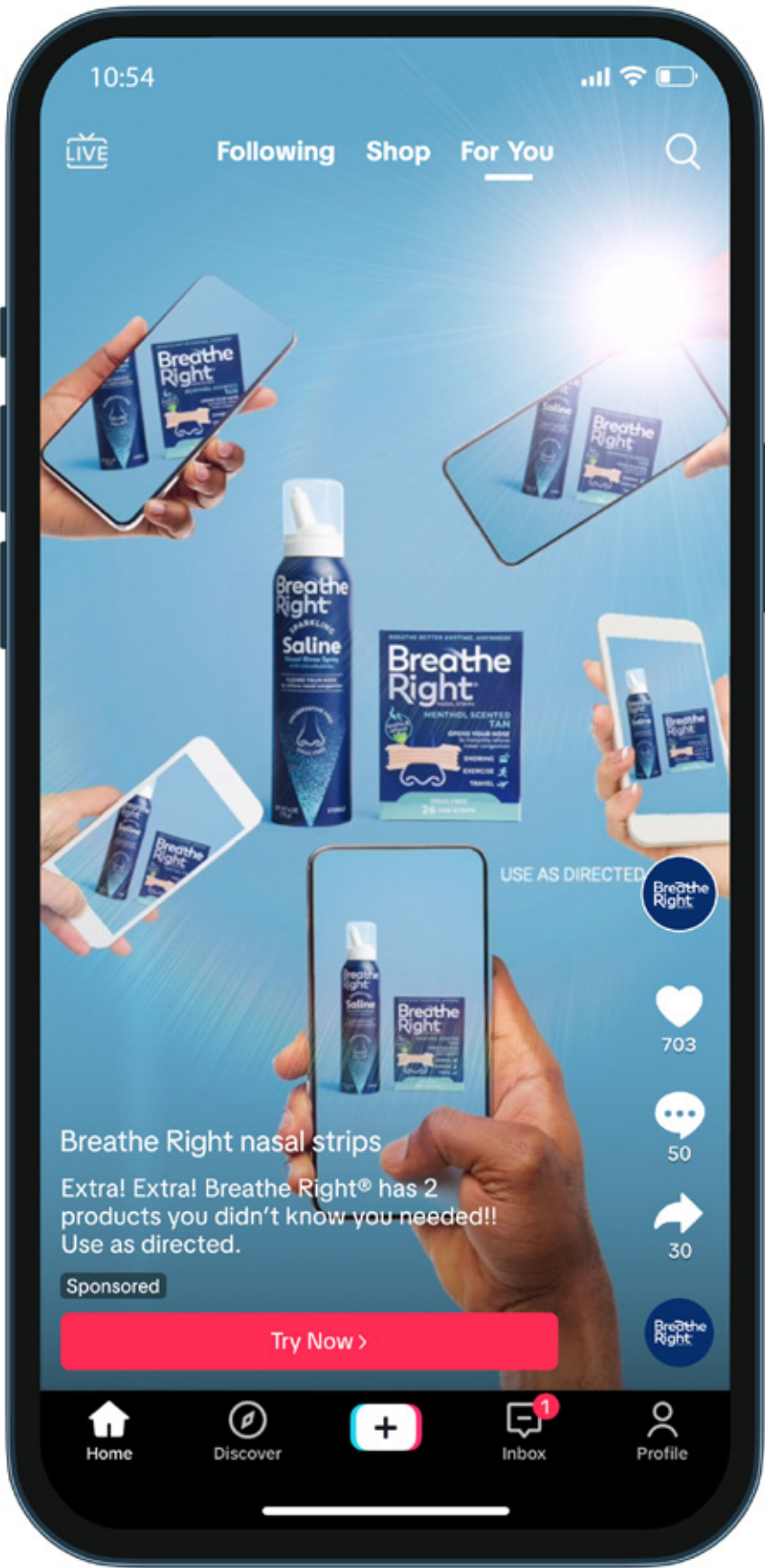
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #17 AMAZON MENTHOL + SALINE (9X16 VIDEO)

ART COPY

Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 89 Characters

Extra! Extra! Breathe Right® has 2 products you didn't know you needed!! Use as directed.

META (PAID)

HEADLINE | 26 Characters

2 new exciting products 🥰

DESCRIPTION | 27 Characters

Your nose will thank you 📌

CAPTION | 122 Characters

Who dis?! Our exciting new products! Nasal congestion relief with fun new twists! Tap to learn more. 🧴🌿 Use as directed.

CTA

Try Now (<https://www.amazon.com/stores/page/D83E4F79-86BD-4ECF-B7C6-089DB9A71B2E>)

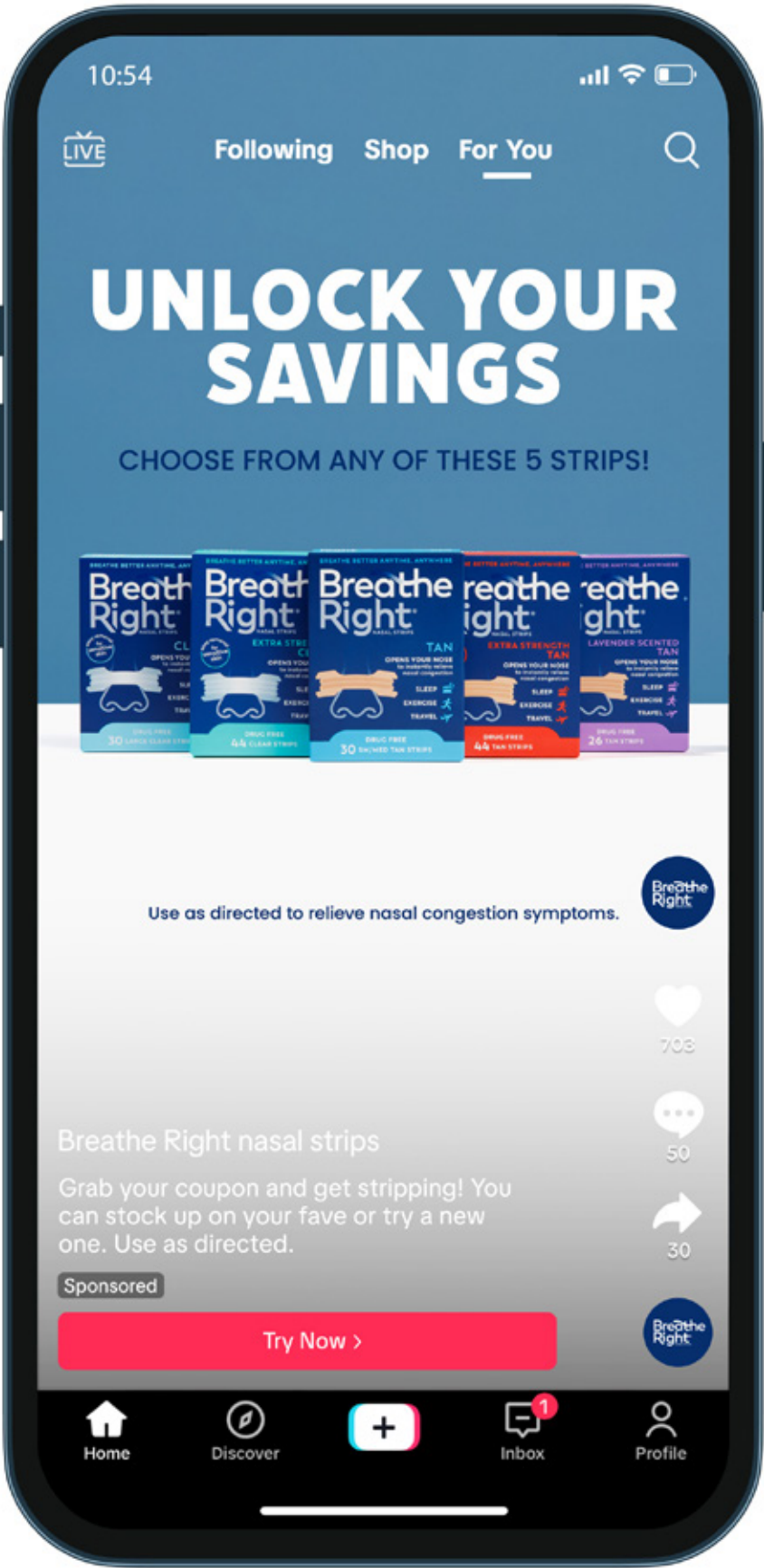
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #18 REFRAMING UMO (9X16 STATIC)

ART COPY

Unlock your savings
Choose from any of these 5 strips!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

Grab your coupon and get stripping! You can stock up on your fave or try a new one. Use as directed.

META (PAID)

HEADLINE | 23 Characters

🔥 Claim your coupon! 🔥

DESCRIPTION | 23 Characters

Nasal congestion relief

CAPTION | 122 Characters

Get your coupon, then get your strip on! It's a great way to try a new one or just stock up on your fave. Use as directed.

CTA

Try Now (UMO)

ALL SIZES

PAID: 9x16
(TikTok & Meta)

UNLOCK YOUR SAVINGS

CHOOSE FROM ANY OF THESE 5 STRIPS!



Use as directed to relieve nasal congestion symptoms.

PAID: 4x5
(Meta)

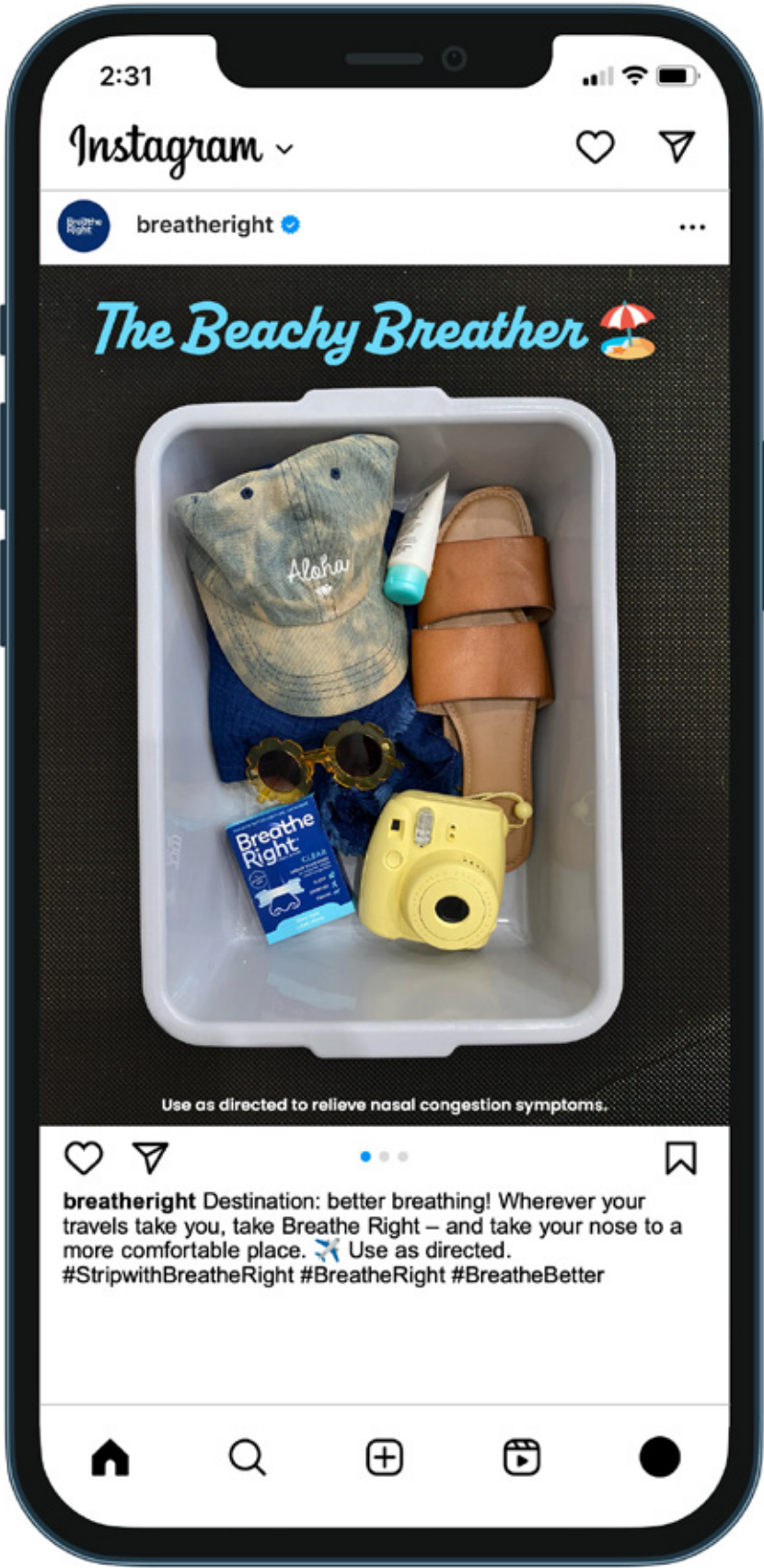
UNLOCK YOUR SAVINGS

CHOOSE FROM ANY OF THESE 5 STRIPS!



Use as directed to relieve nasal congestion symptoms.

ORGANIC ASSETS



ORGANIC | ASSET #19 SUMMER TRAVEL (SKU DIFFS) (4X5 META STATIC CAROUSEL)

ART COPY

The Beachy Breather 🏖️

The Fitness Fanatic 🏃

The Culture Craver 📷

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

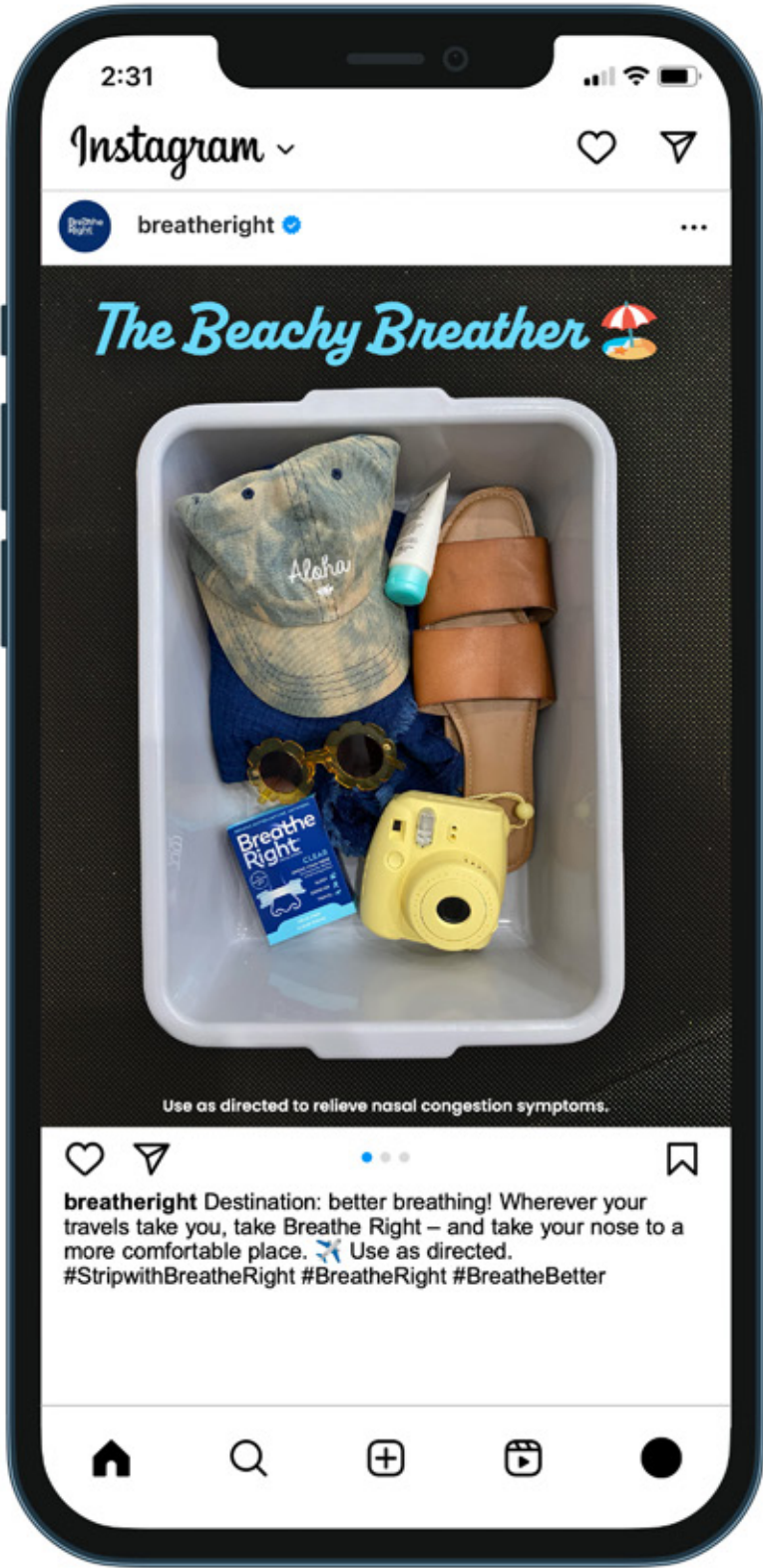
CAPTION

Destination: better breathing! Wherever your travels take you, take Breathe Right – and take your nose to a more comfortable place. 🛩️ Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

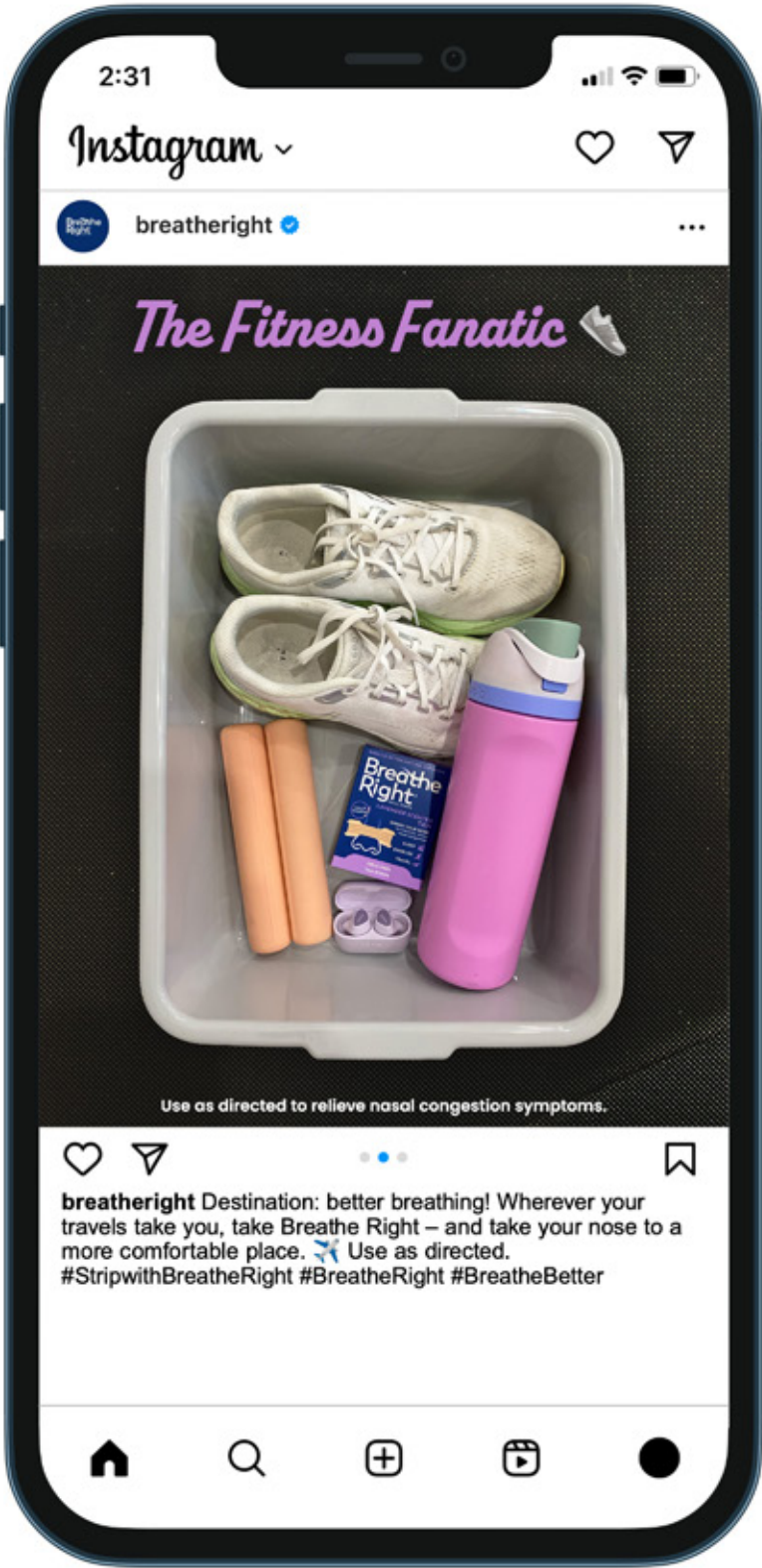
LINK IN BIO

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

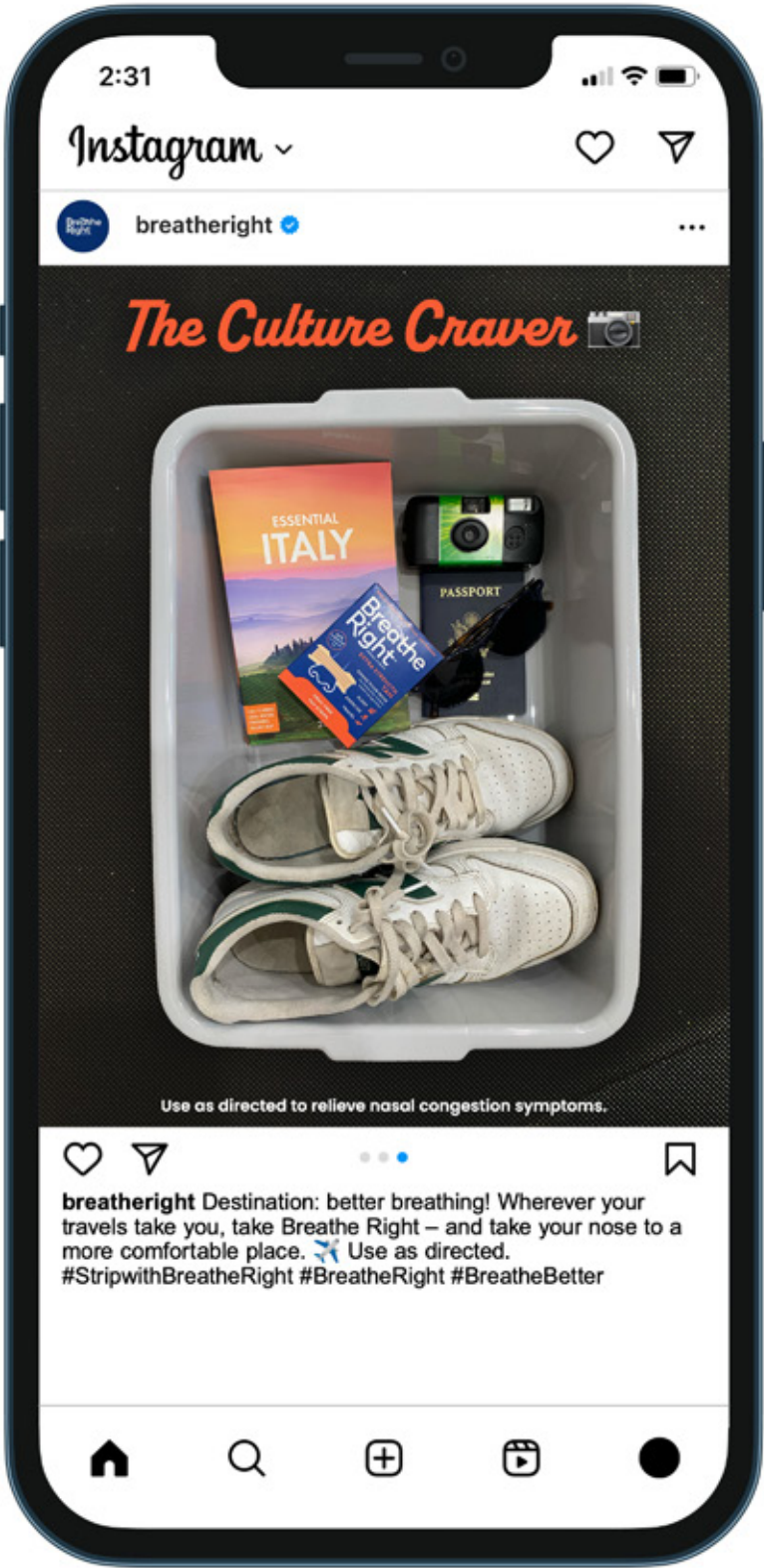
Static Frame 1



Static Frame 2



Static Frame 3



ORGANIC | ASSET #20 CHOOSING BR OVER OTHER DECONGESTANTS (9X16 IN-FEED VIDEO)

ART COPY

Upgrading my medicine box...
with drug-free nasal congestion relief!
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

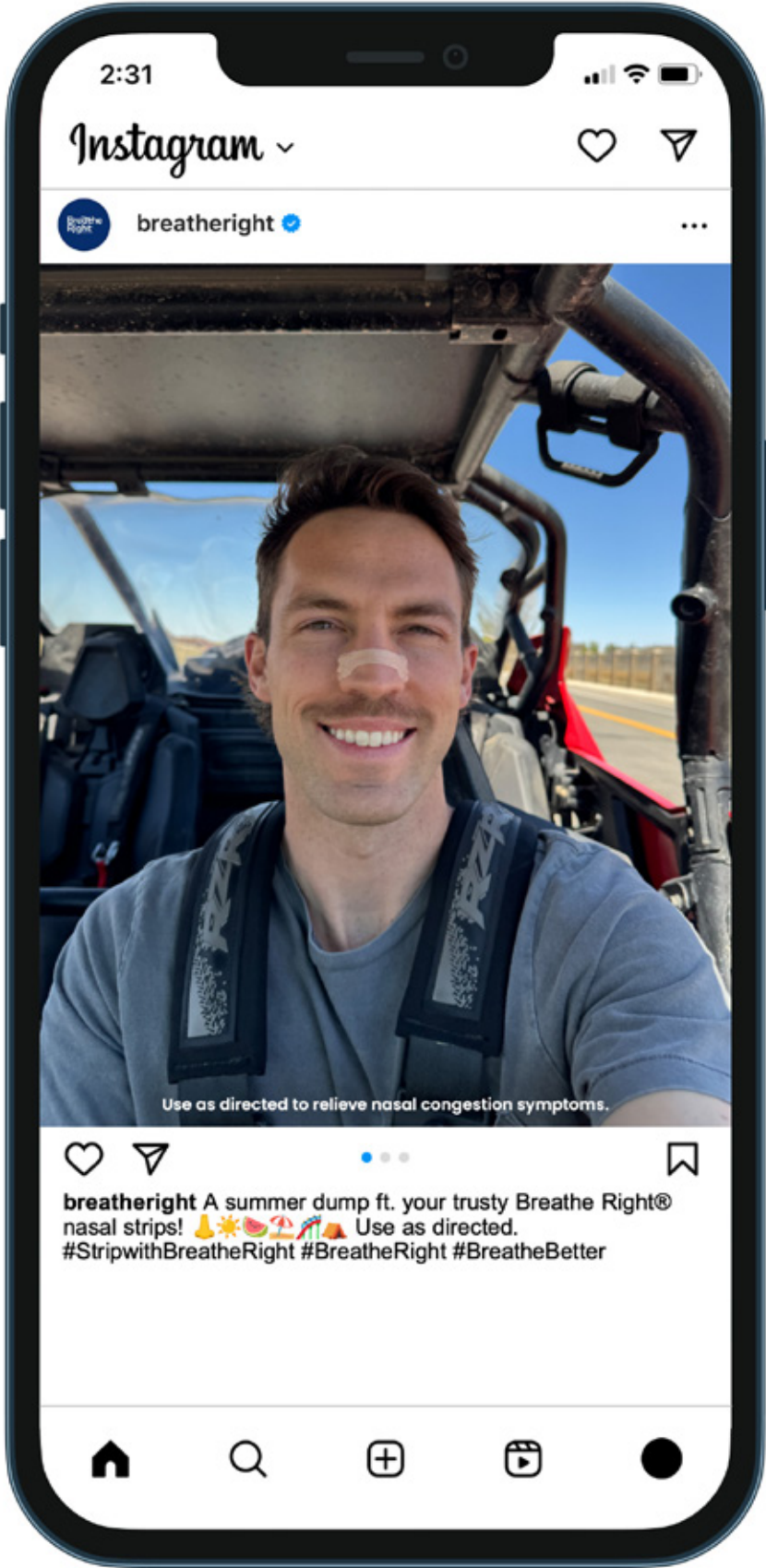
CAPTION

Are you ready to upgrade to drug-free nasal congestion relief?! 💙📌 Use as directed. #StripwithBreatheRight
#BreatheRight #BreatheBetter

LINK IN BIO

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





ORGANIC | ASSET #21 END OF SUMMER PHOTO DUMP (4X5 META STATIC CAROUSEL)

ART COPY

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

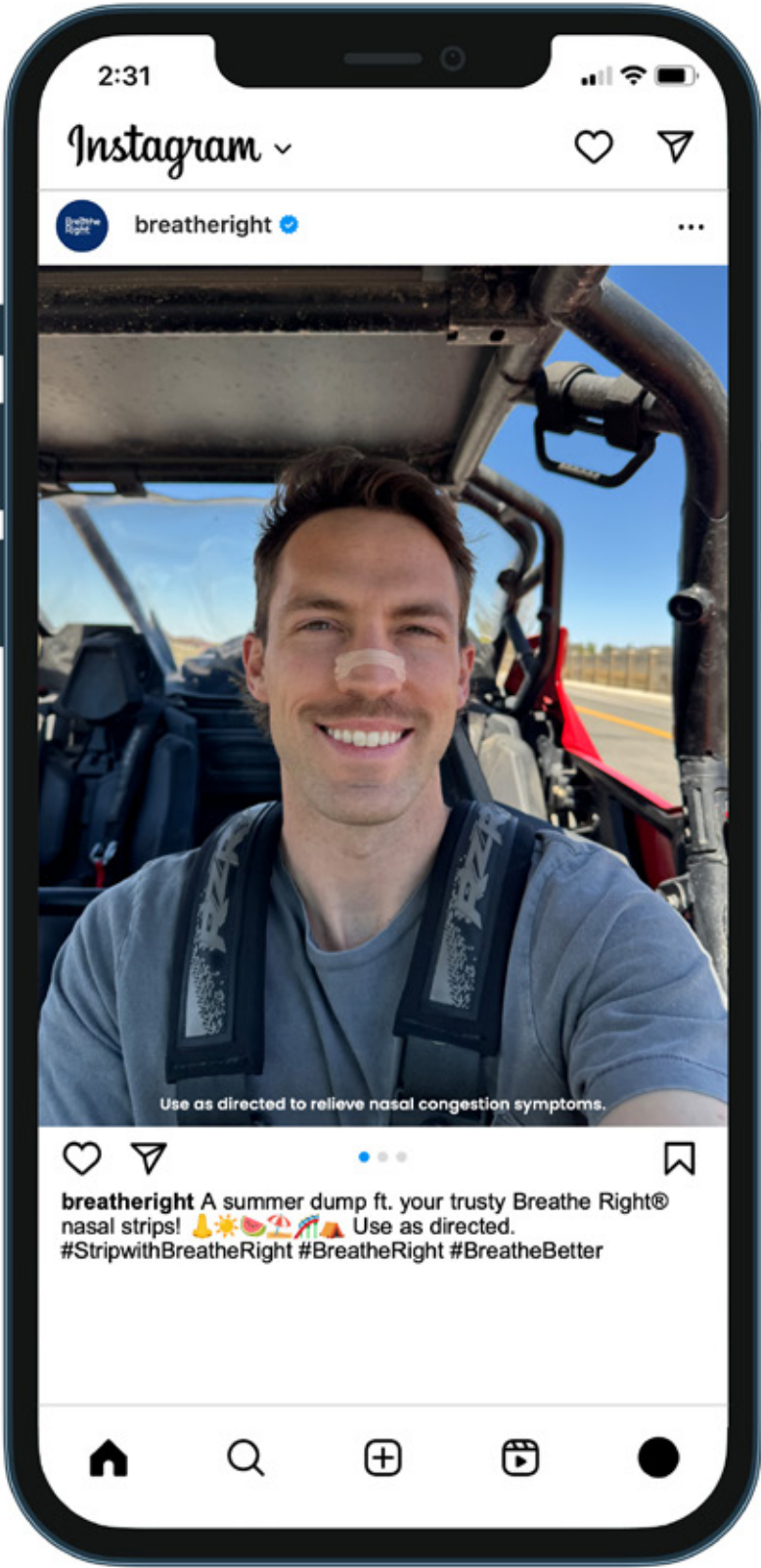
CAPTION

A summer dump ft. your trusty Breathe Right® nasal strips! 📌☀️🍉🏖️🏡 Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

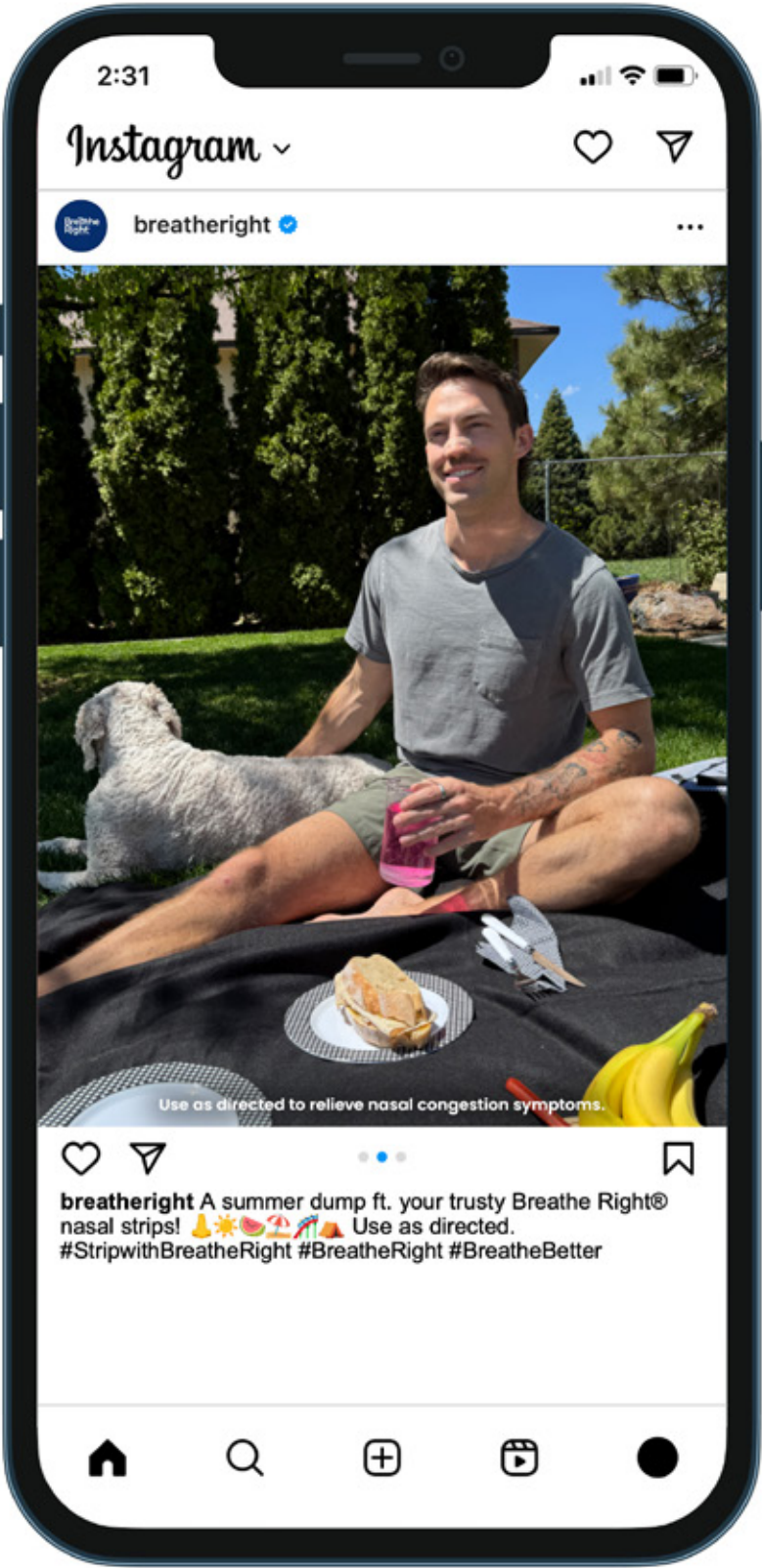
LINK IN BIO

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

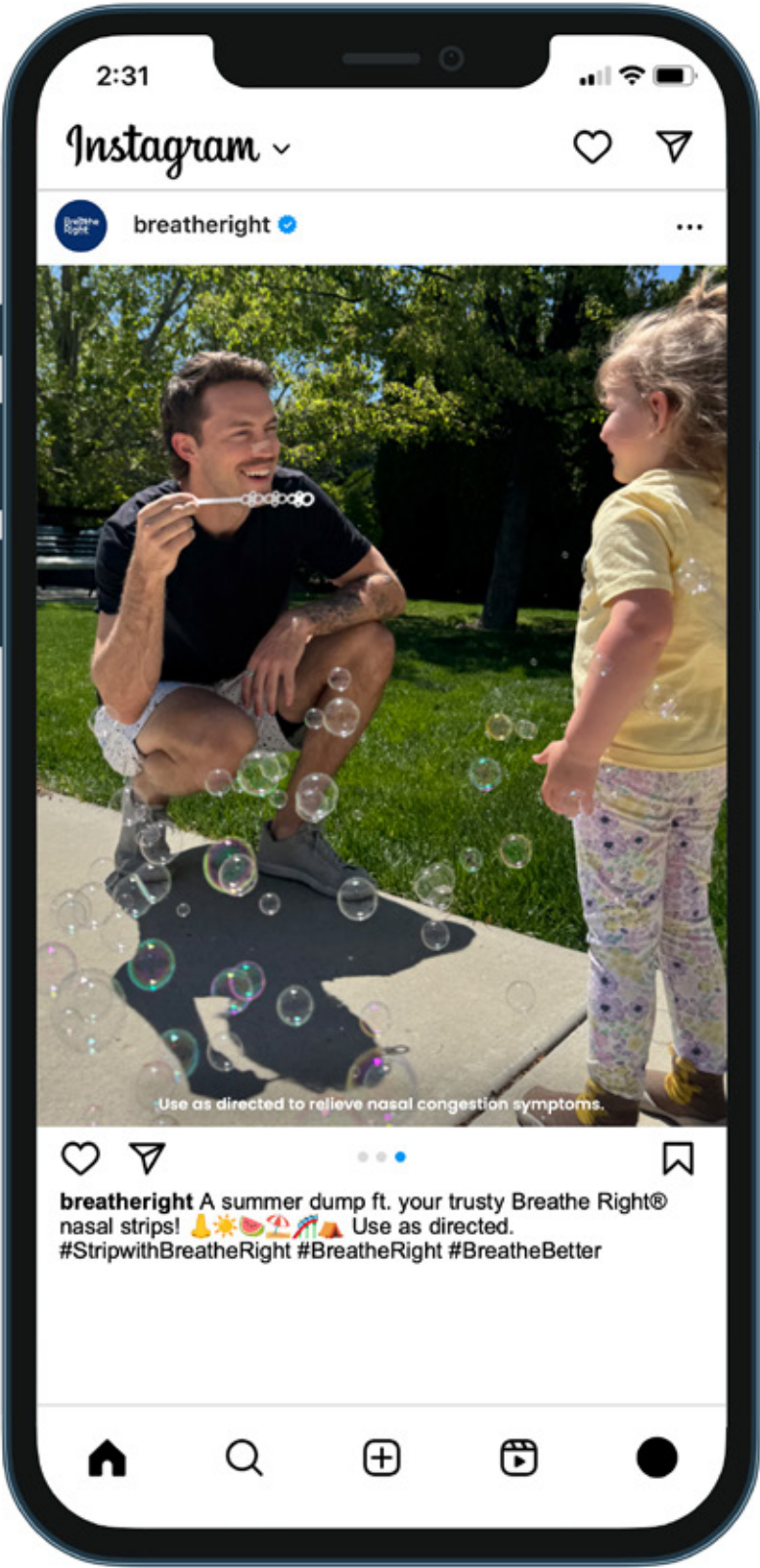
Static Frame 1

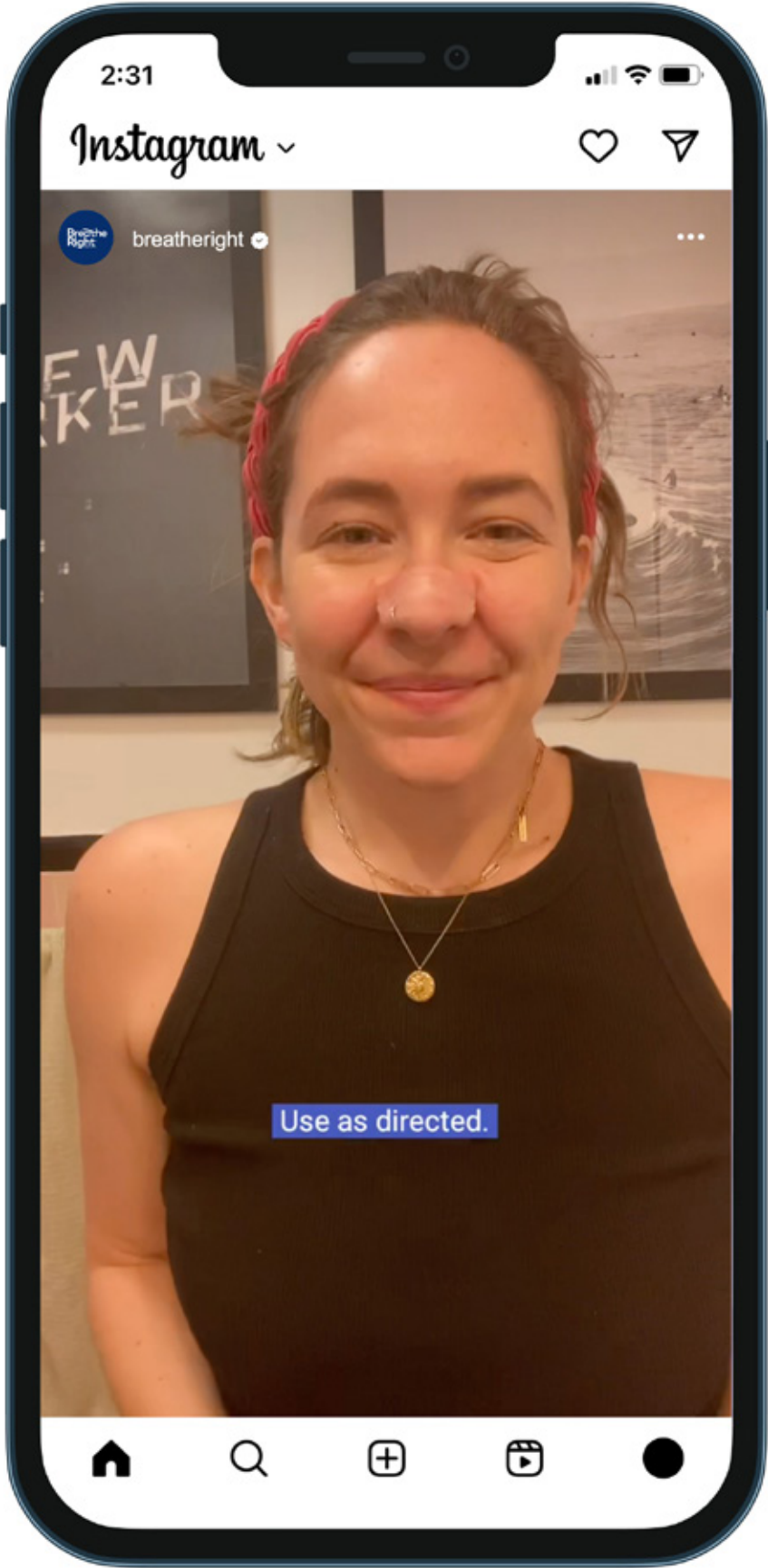


Static Frame 2



Static Frame 3





ORGANIC | ASSET #22 DIML (9X16 IN-FEED VIDEO)

ART COPY

A day in my life with Breathe Right💙
Quick coffee + journal break between strips
Thanks, Breathe Right!
Use as directed.

VO

Spend a day with me and my Breathe Right nasal strips. So I actually wear them all night to help with my nighttime nasal congestion and snoring, but I also wear them during the day, so I do my daily trading of the guards every morning and every night because they relieve nasal congestion for up to 12 hours. Took my dog for a walk, picked up my friend's dog for the day, and started to get to work. Then I decided to head out for a little midday yoga class, took a little nap (don't tell my boss). Back to work. And ending the night with my favorite girl, and my favorite nasal strip!

META (ORGANIC)

CAPTION

A special (yet typical!!!) day with my trusty Breathe Right® nasal strips. 📌💙 Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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



ORGANIC | ASSET #23 GRWM FOR A RUN (9X16 IN-FEED VIDEO)

ART COPY

GRWM for a run!
All the essentials ✔️
Running + nasal congestion relief = 🏃👟👟
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

When it comes to running, your breath is one of your most important tools! So why not level up your breathing with drug-free, instant relief from nasal congestion! Go ahead, give us a test run. 😊🏃📌 Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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



ORGANIC | ASSET #24 MENTHOL (9X16 IN-FEED VIDEO)

ART COPY

How refreshing is this?!

Scratch and Sniff

Meet the newest member of our family

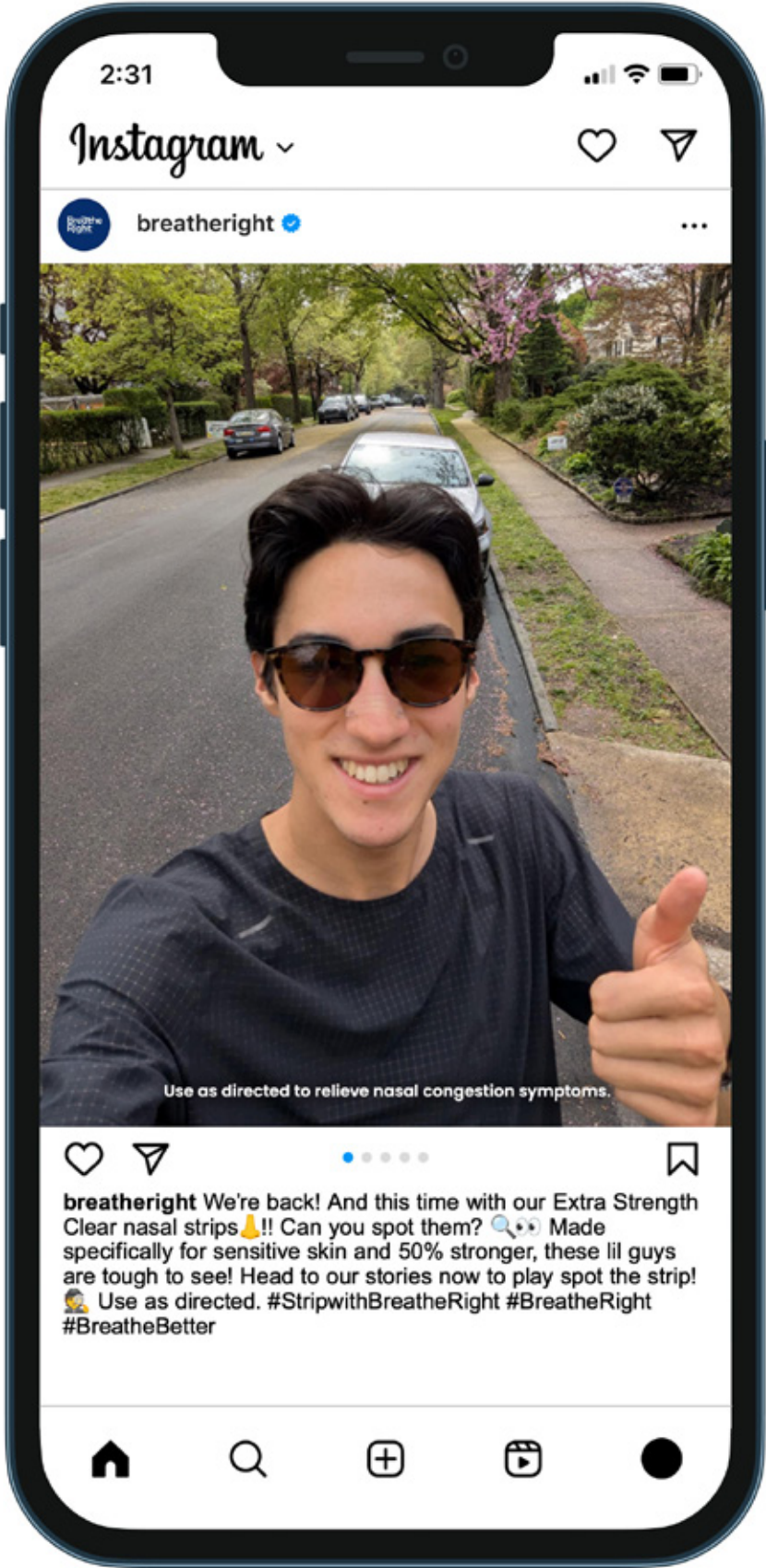
META (ORGANIC)

CAPTION

A scratch & sniff strip?! 🌿 Our new Menthol strip is made with the refreshing scent of menthol, eucalyptus, and camphor, so you feel an added cooling sensation while it improves your nasal airflow! An open nose is a happy nose with new Menthol, check us out. 📌💚 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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



ORGANIC | ASSET #25 ES CLEAR, SPOT THE STRIP (4X5 META STATIC CAROUSEL)

ART COPY

Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

We're back! And this time with our Extra Strength Clear nasal strips 🙌!! Can you spot them? 🔍👁️ Made specifically for sensitive skin and 50% stronger, these lil guys are tough to see! Head to our stories now to play spot the strip! 🧑🏻 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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

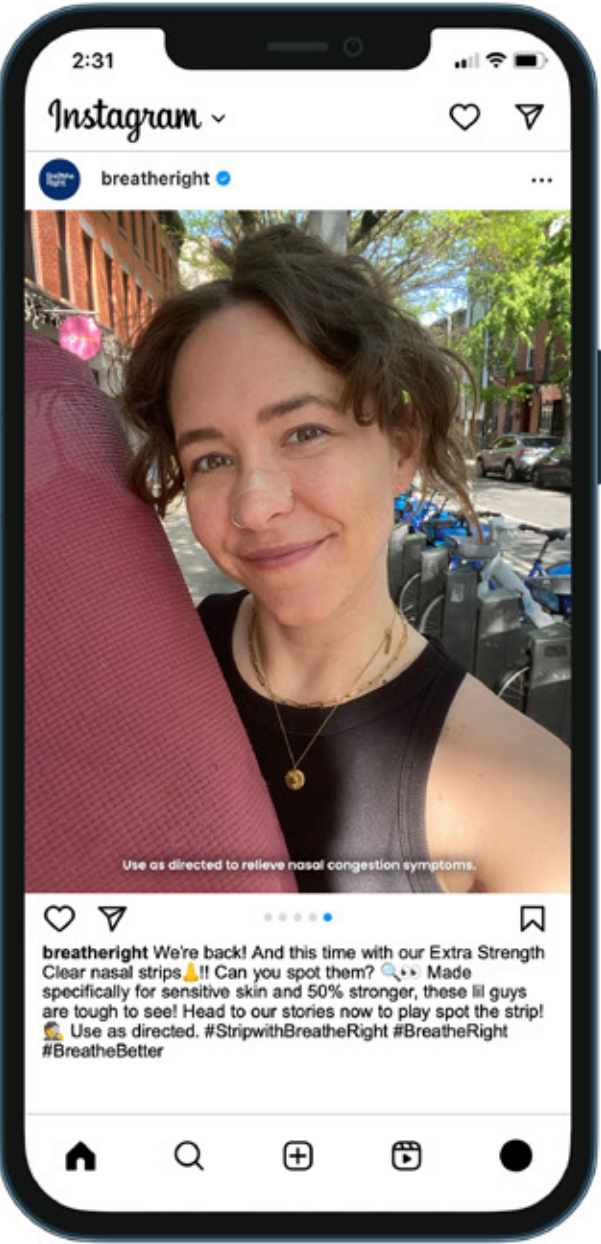
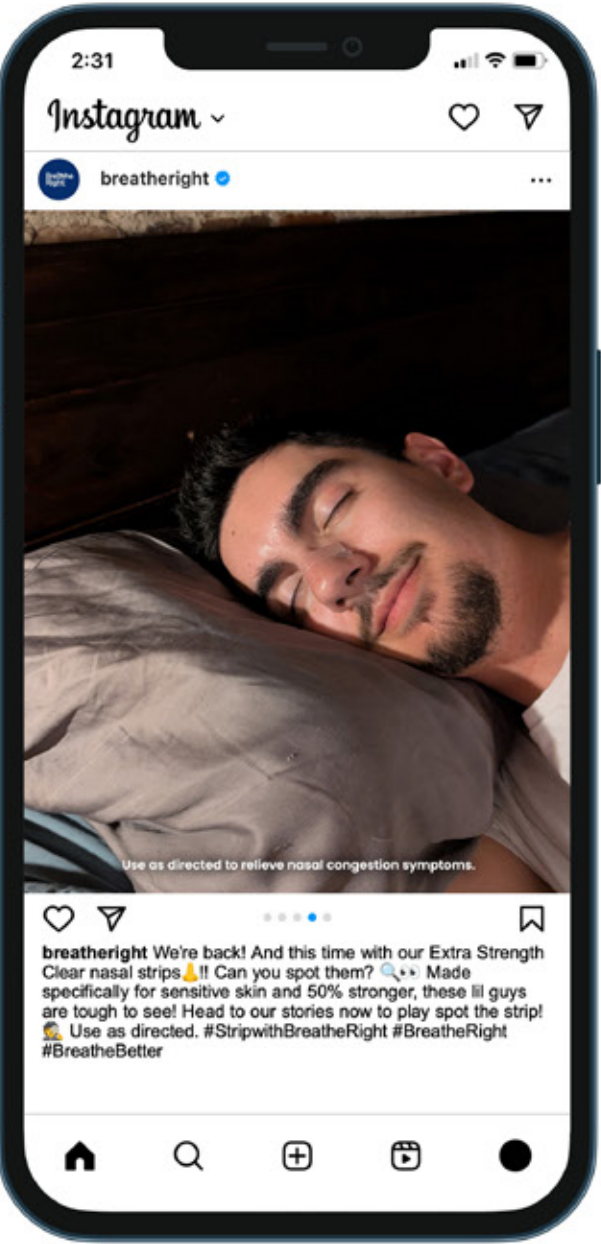
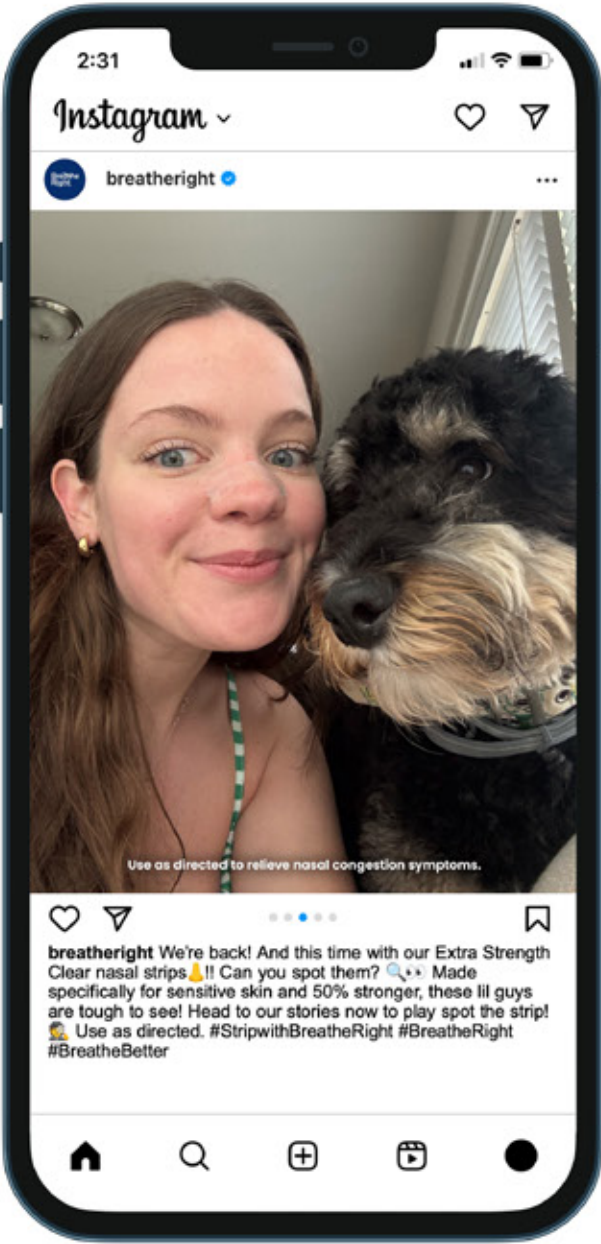
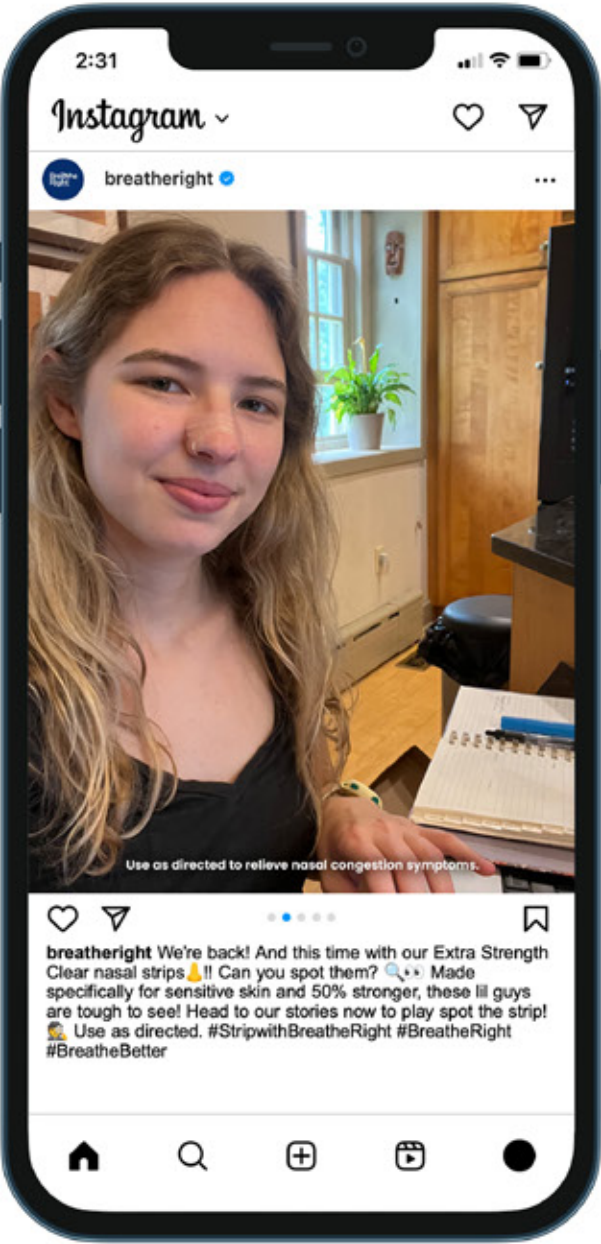
Static Frame 1

Static Frame 2

Static Frame 3

Static Frame 4

Static Frame 5





ORGANIC | ASSET #26 I WORE BR FOR A WEEK (4X5 META STATIC CAROUSEL)

ART COPY

I wore Breathe Right® nasal strips for a week to help relieve my nasal congestion. Here's what happened... [lil arrow >>]
I tried wearing the nasal strips while working from home! It was SO nice to be able to breathe better and focus on work.
I wore them for my yoga class! Better breathing allowed me to focus on my form more.
I wore them to bed every night and they relieved my nighttime nasal congestion, so I slept so much better!!
After I tried sleeping with a Breathe Right nasal strip, I woke up refreshed and ready for my daily morning walk!
TLDR; Breathe Right nasal strips changed my breathing game. If you struggle with nasal congestion, you gotta give them a try.
Use as directed to relieve nasal congestion symptoms.

META (ORGANIC)

CAPTION

Nasal congestion, meet Breathe Right nasal strips. How can Breathe Right change your breathing game? 📌🌟
Get instant nasal congestion relief for up to 12 hours. Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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

Static Frame 1

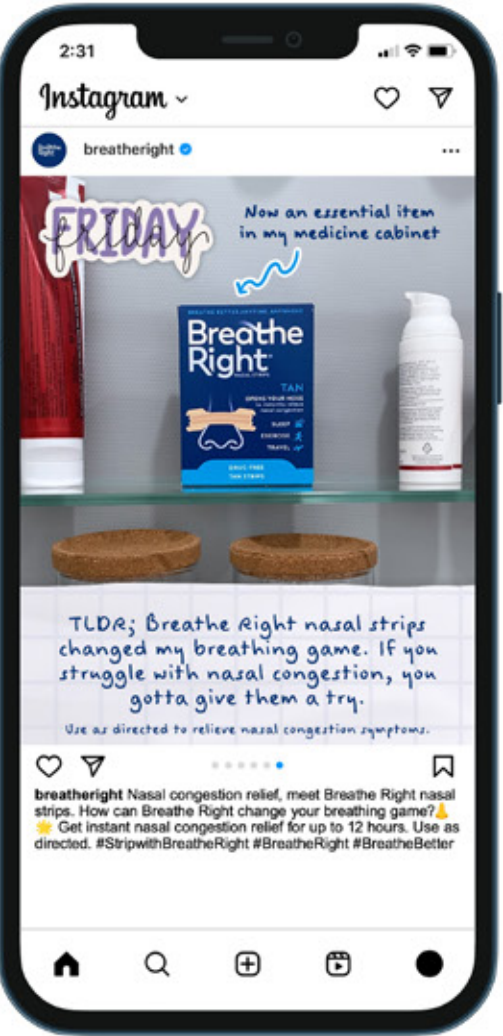
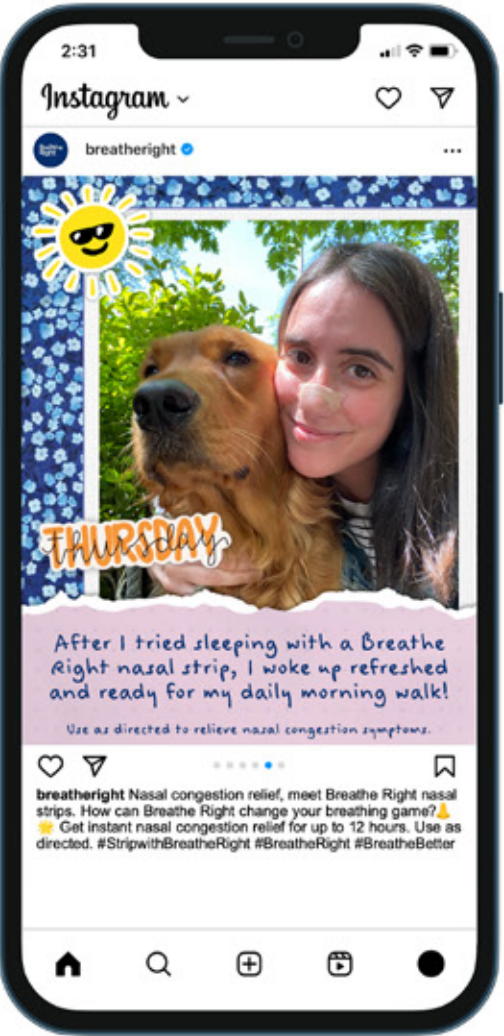
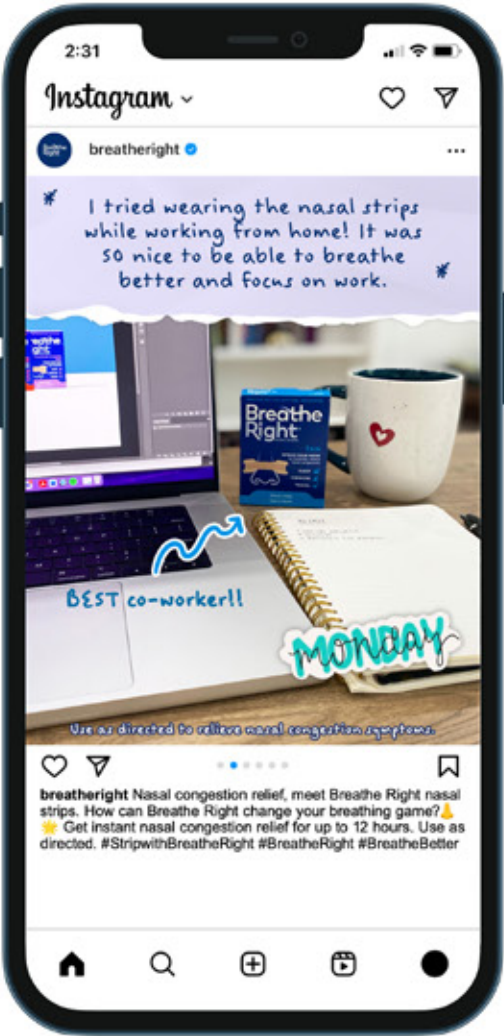
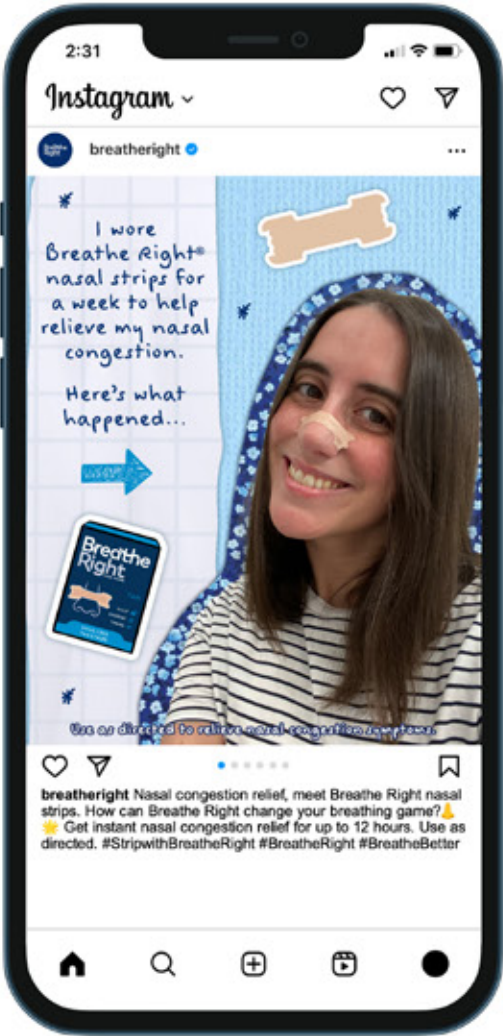
Static Frame 2

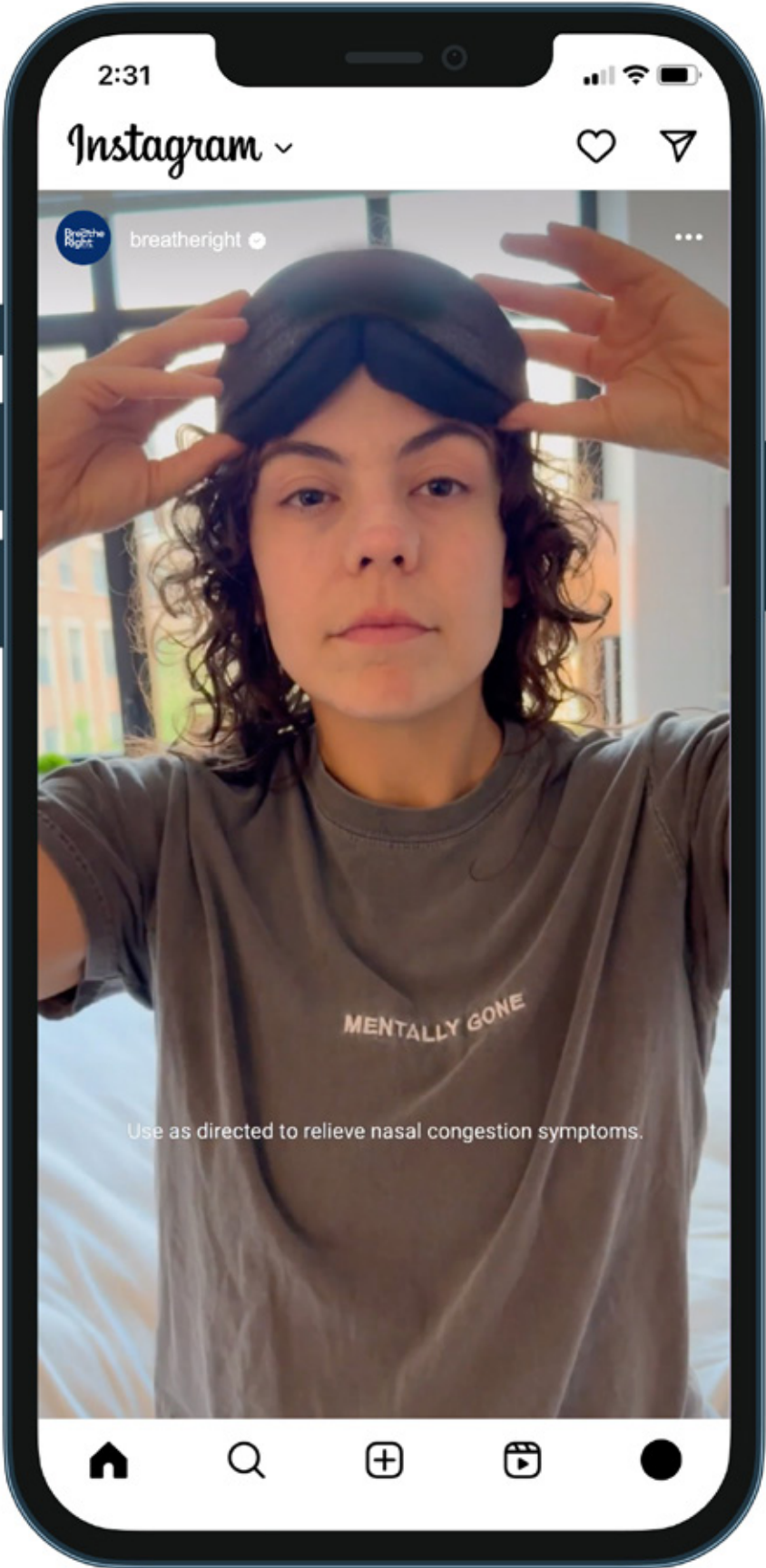
Static Frame 3

Static Frame 4

Static Frame 5

Static Frame 6





ORGANIC | ASSET #27 MOUTH TAPE, TRY BR (9X16 IN-FEED VIDEO)

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

If you're like me, and you've tried every sleeping hack in the book to fight nighttime nasal congestion (I'm talking mouth tape, neti pots, you name it) then you NEED to try Breathe Right nasal strips. They're the perfect plus 1 to my nighttime routine and they relieve my nighttime nasal congestion, so I wake up feeling refreshed.

META (ORGANIC)

CAPTION

If you've tried almost everything to help with nighttime nasal congestion, you may wanna try Breathe Right nasal strips, too! See what opening your nose can do for you. 🧡👉🧐 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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



ORGANIC | ASSET #28 AHA MOMENT, DOMINO EFFECT (9X16 IN-FEED VIDEO)

ART COPY

Have you tried it yet?
Use as directed to relieve nasal congestion symptoms.

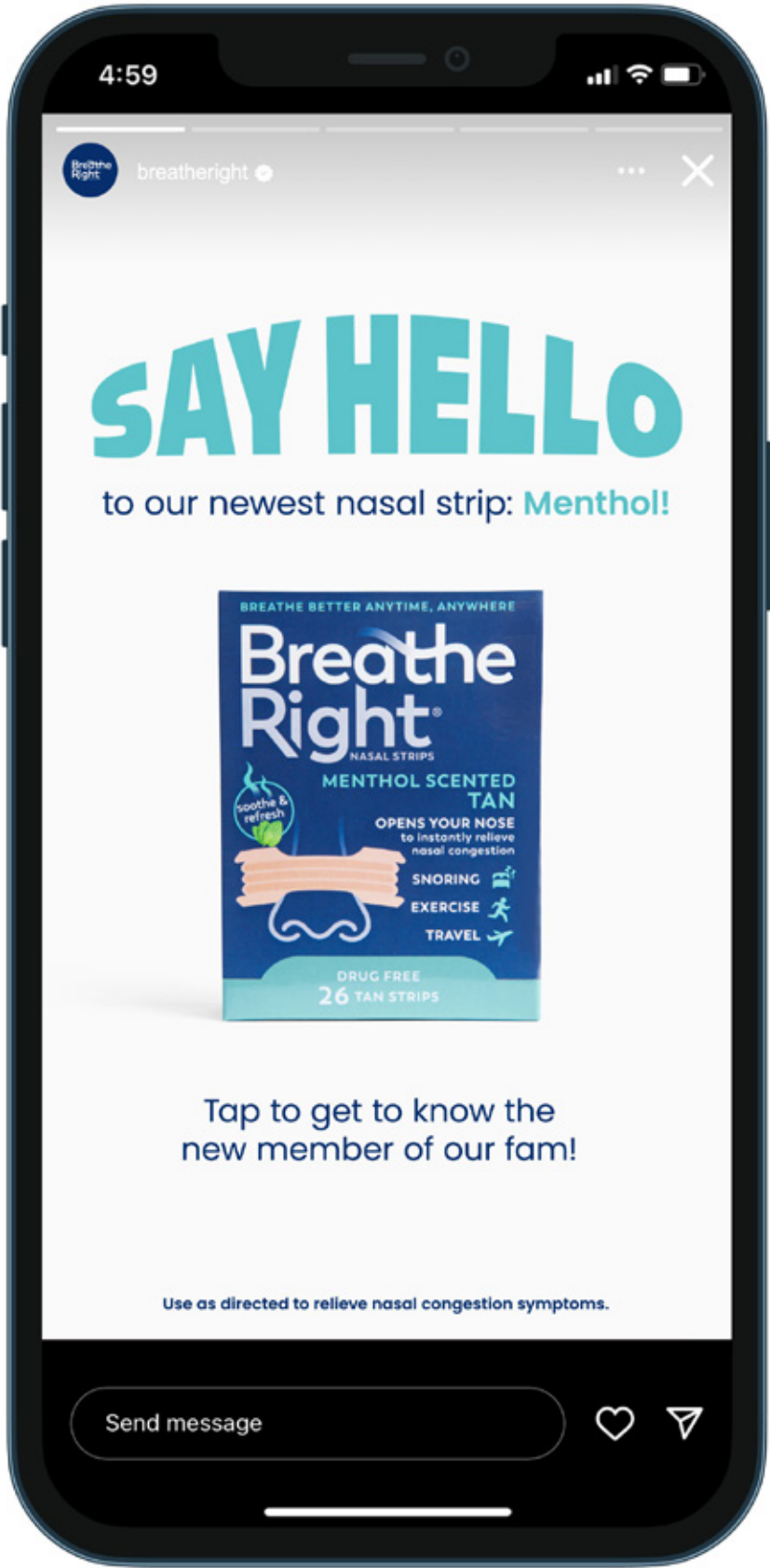
META (ORGANIC)

CAPTION

Call a friend! Breathe Right feels THAT amazing and they need to hear about it. 📞📌 Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

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



ORGANIC | ASSET #29 MENTHOL (9X16 META STORY)

ART COPY

Frame 1:

Say hello to our newest nasal strip: Menthol!
Tap to get to know the new member of our fam!

Frame 2:

[Quiz]

Our new Menthol nasal strips are Extra Strength

- True ☒ [THIS IS THE CORRECT ANSWER]
- False ☐

Frame 3:

[Quiz]

Which scents are infused in these nasal strips?

- Menthol ☒
- Camphor ☒
- Eucalyptus ☒
- All of the above!! ☒ [THIS IS THE CORRECT ANSWER]

Frame 4:

[Quiz]

Are the Menthol nasal strips drug-free?

- Not sure ☐
- Yes!! ☒ [THIS IS THE CORRECT ANSWER]

Frame 5:

Thanks for playing!! Let's recap!

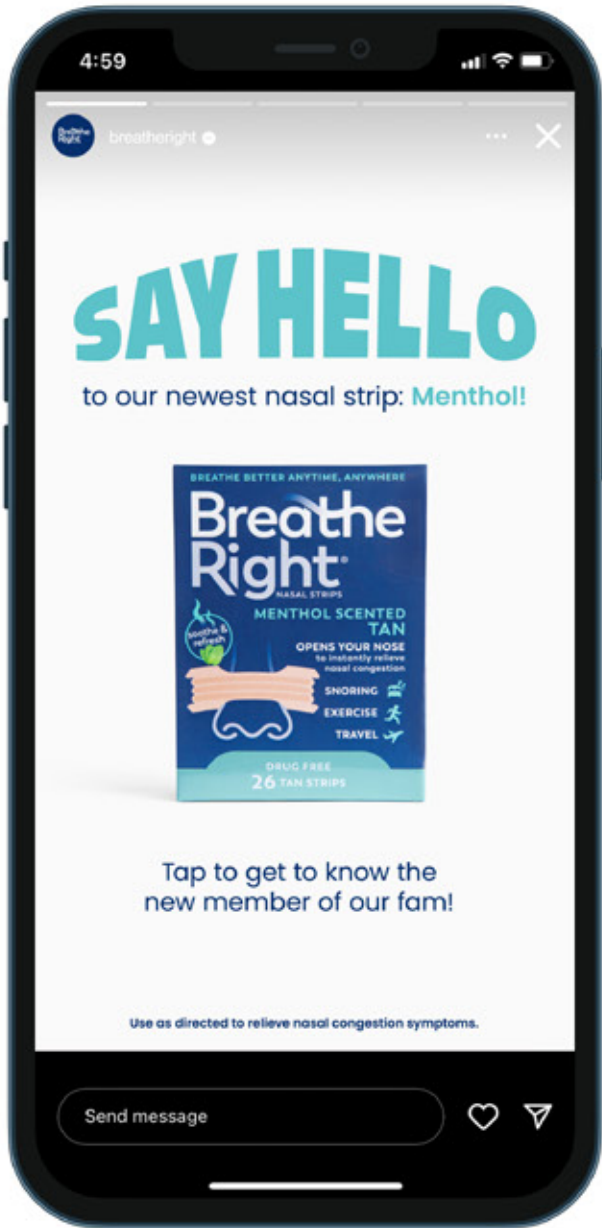
Our new Menthol Scented nasal strips are:

- Just like the Extra Strength strips you know and love but with a fresh, scratch and sniff Menthol scent!
- Infused with a soothing blend of menthol, eucalyptus and camphor scents
- Drug-free

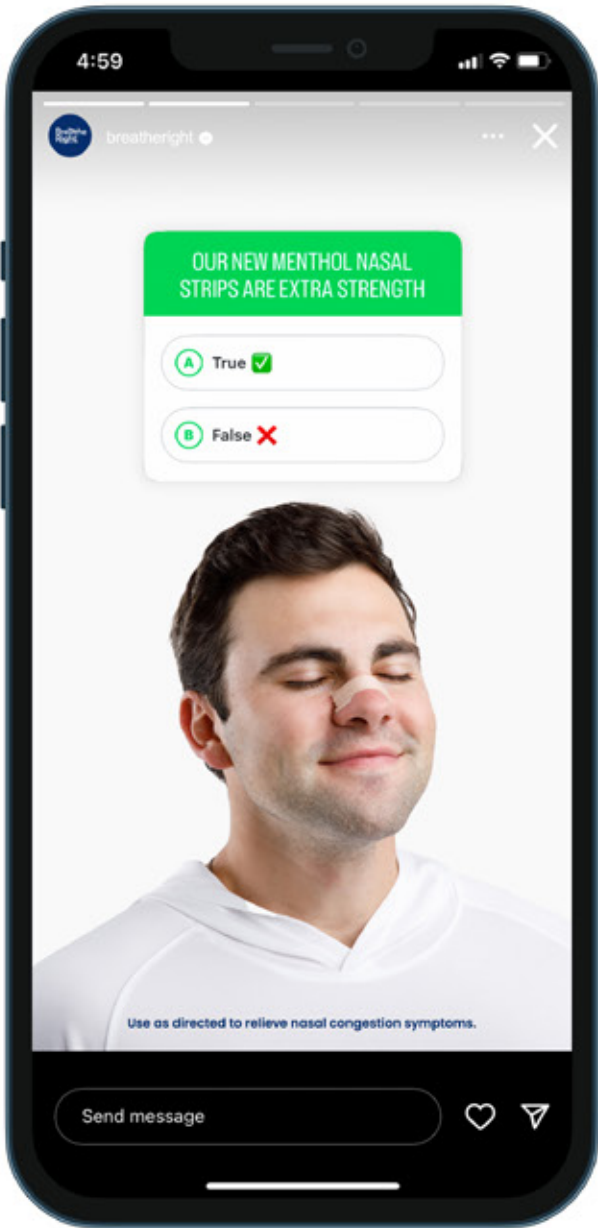
LINK STICKER

Try them here!
Menthol Amazon PDP

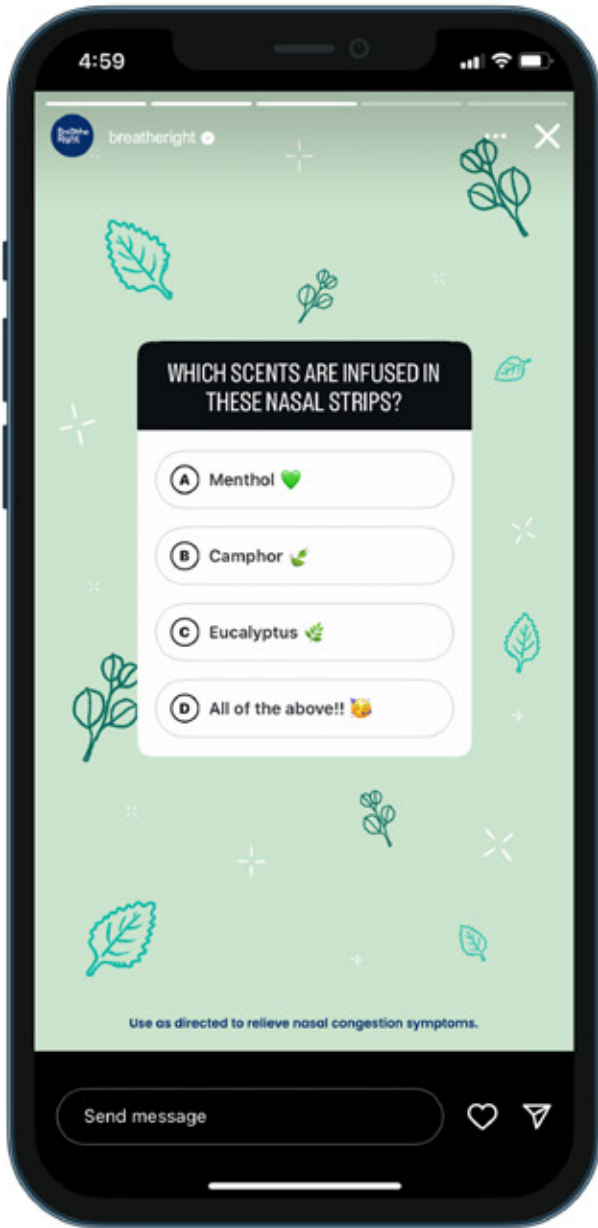
Static Frame 1



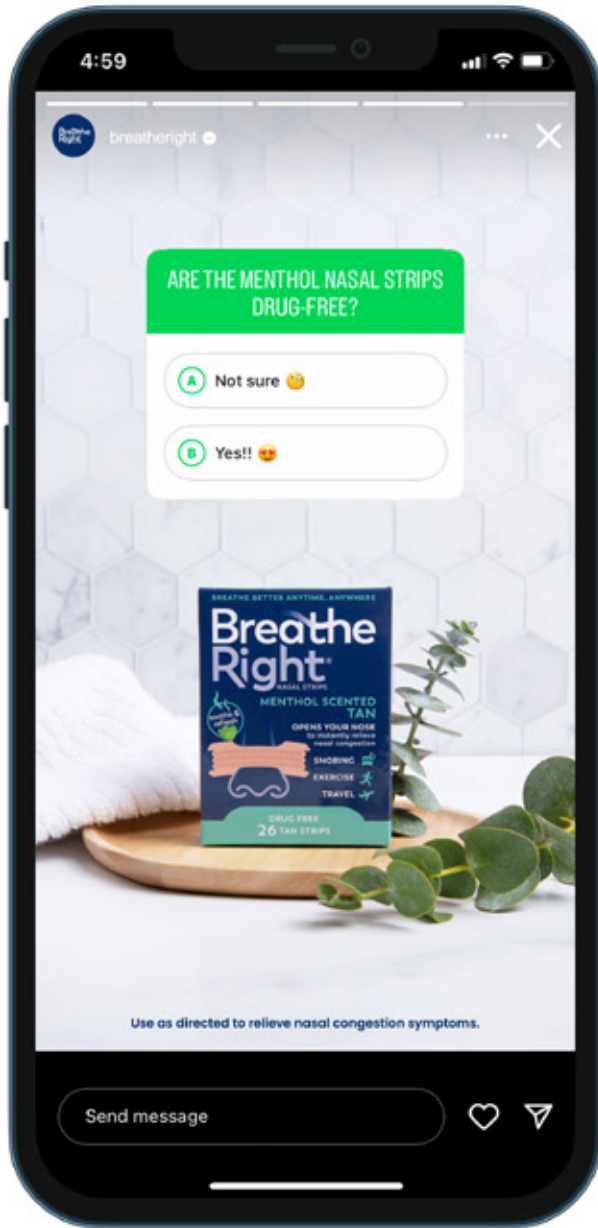
Static Frame 2



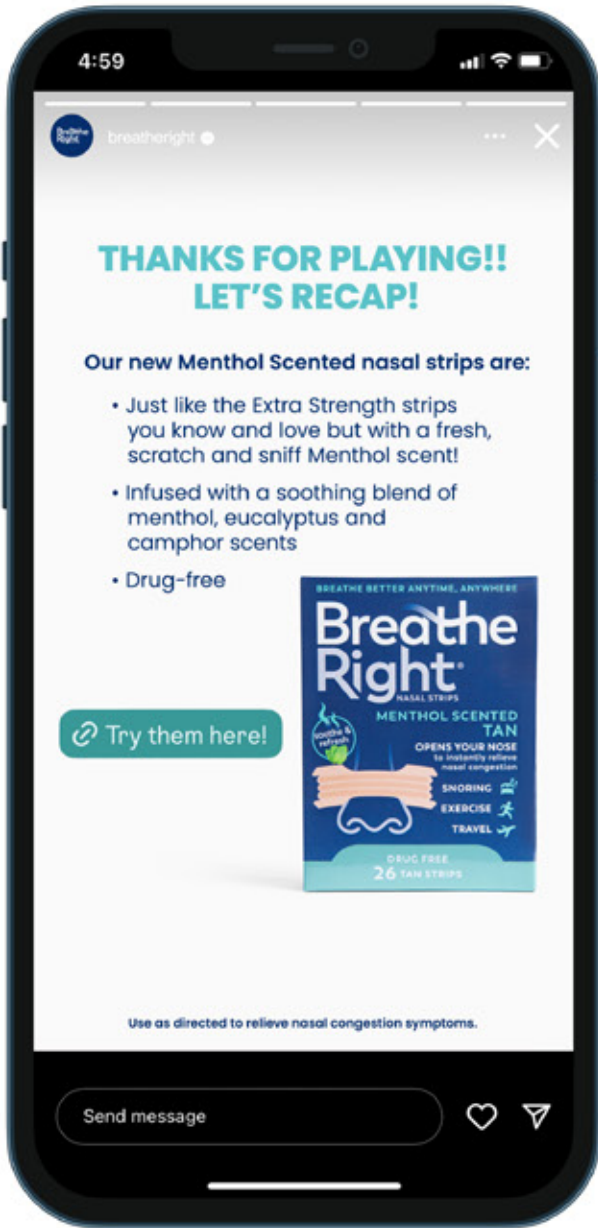
Static Frame 3



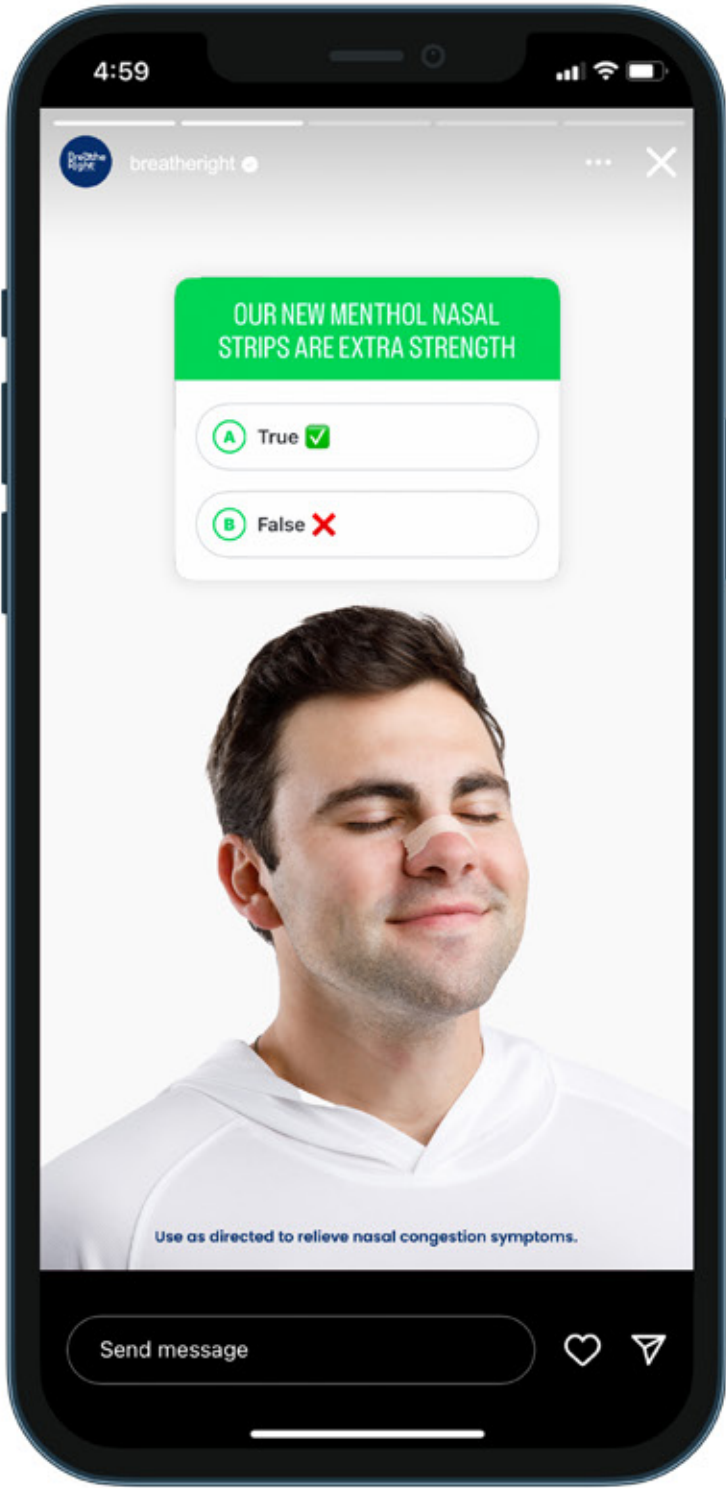
Static Frame 4



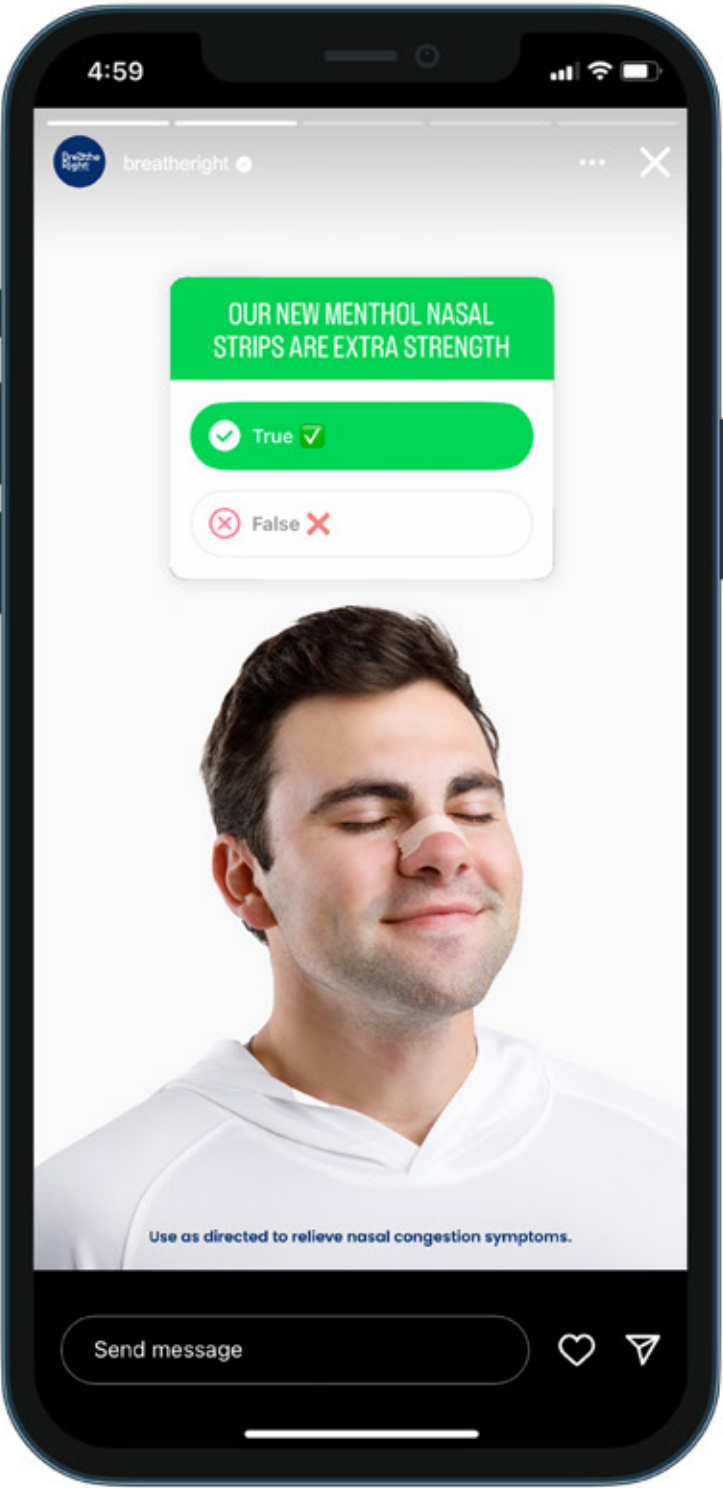
Static Frame 5



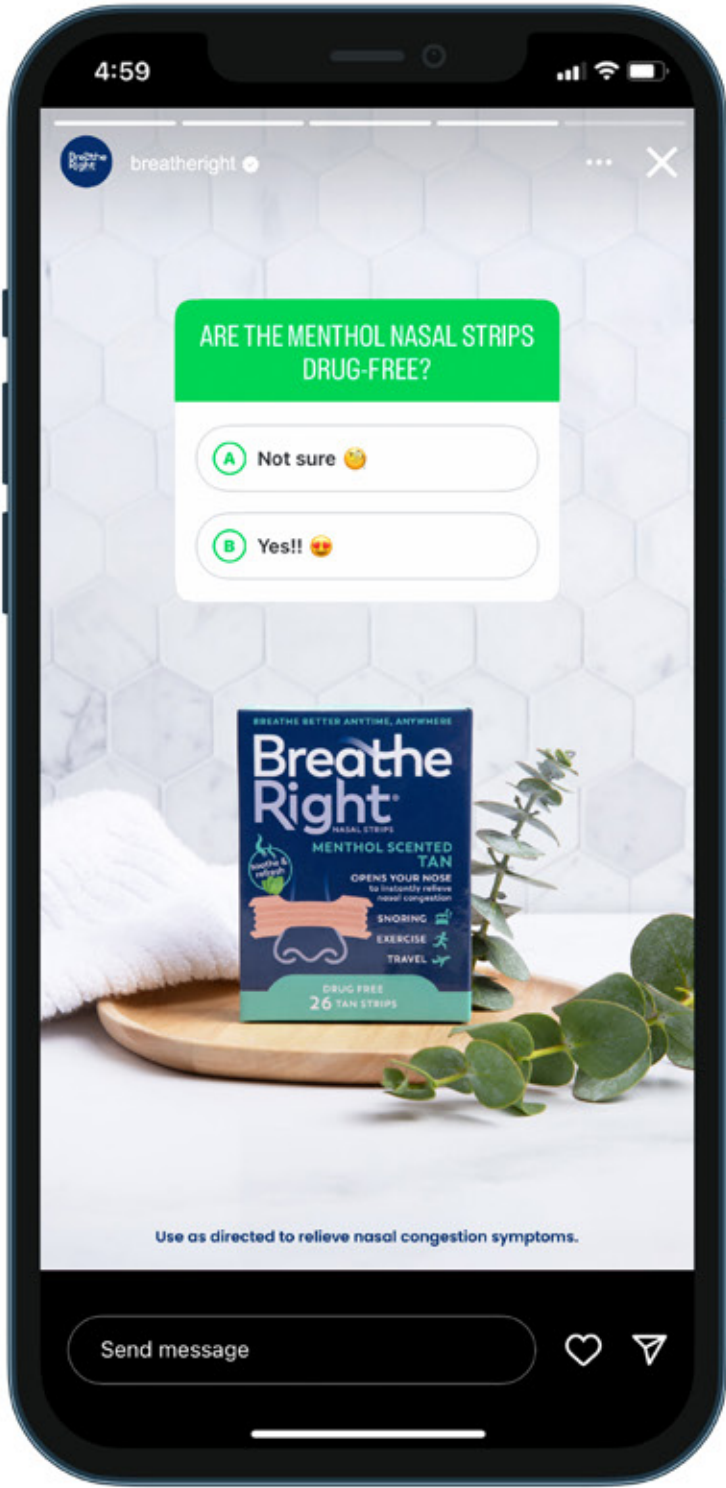
NOTE: Quizzes and link sticker will need to be recreated before posting



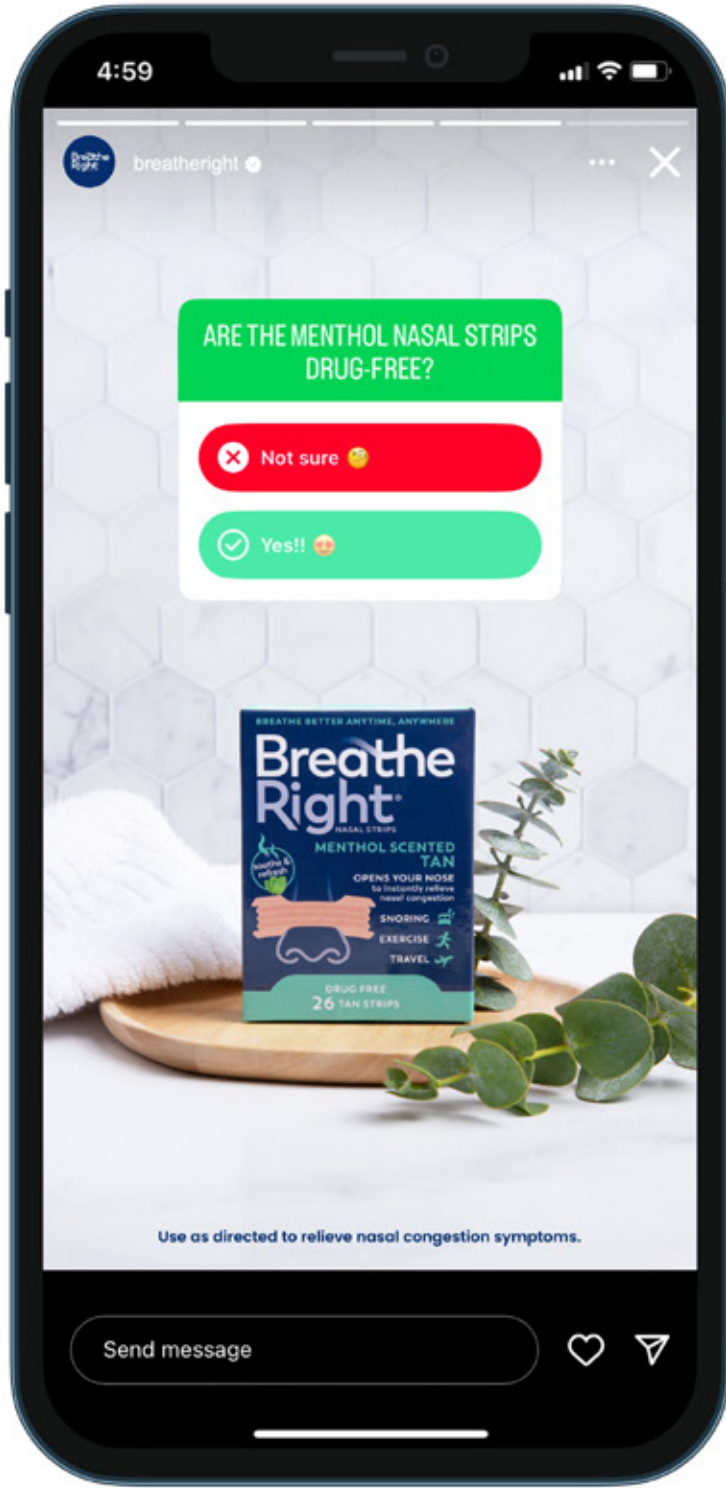
WHAT QUESTION LOOKS LIKE



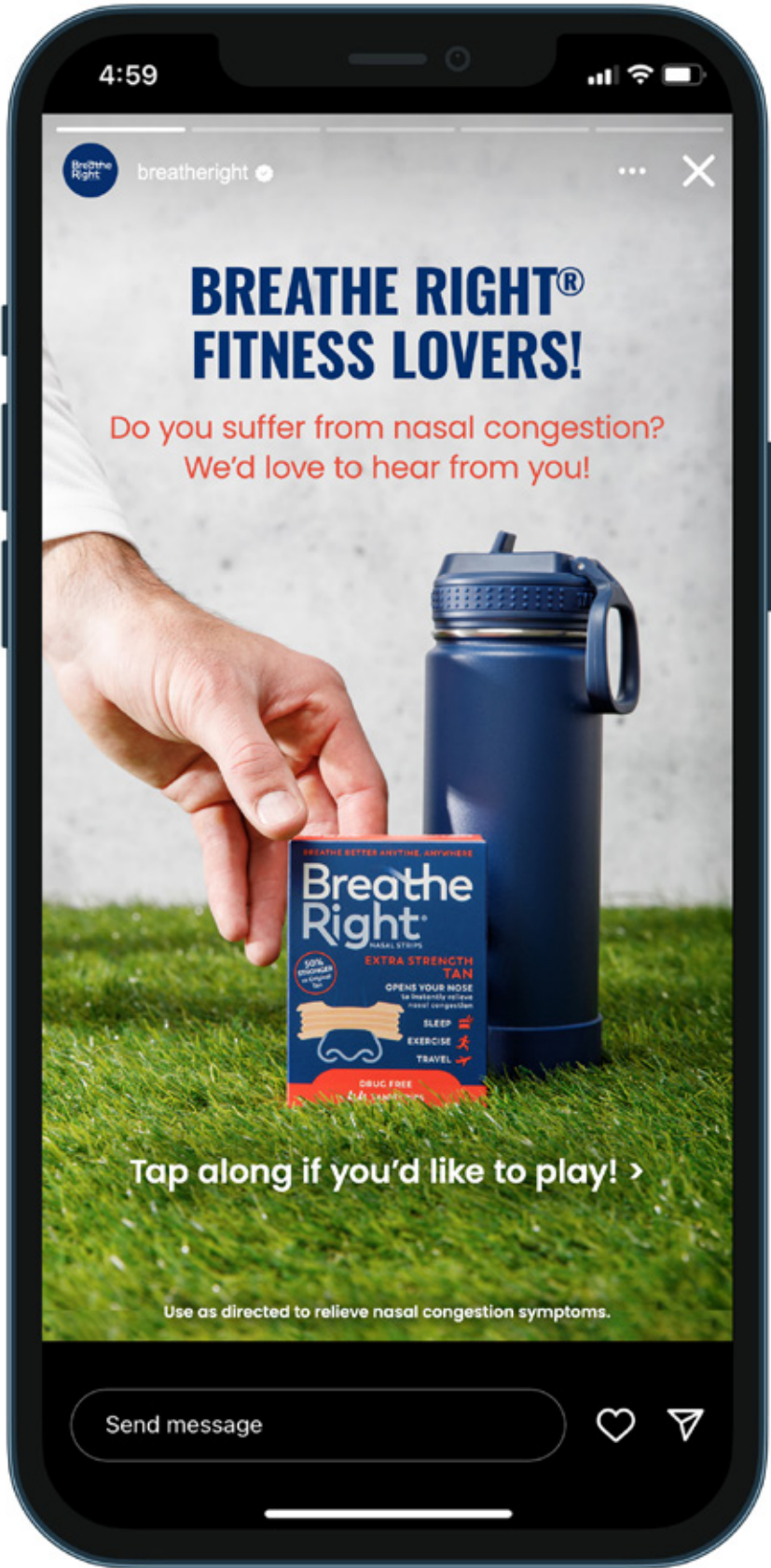
WHAT IT LOOKS LIKE WHEN VIEWER ANSWERS CORRECTLY



WHAT QUESTION LOOKS LIKE



WHAT IT LOOKS LIKE WHEN VIEWER ANSWERS INCORRECTLY



ORGANIC | ASSET #30 FITNESS, WE WANT TO HEAR FROM YOU (9X16 META STORY)

ART COPY

Frame 1:

Breathe Right® fitness lovers!
Do you suffer from nasal congestion? We'd love to hear from you!
Tap along if you'd like to play! >

Frame 2:

[Poll]
Do you wear Breathe Right when you workout?
-Yes!
-Not yet!

Frame 3:

[Open Question]
During which fitness activities do you wear Breathe Right?

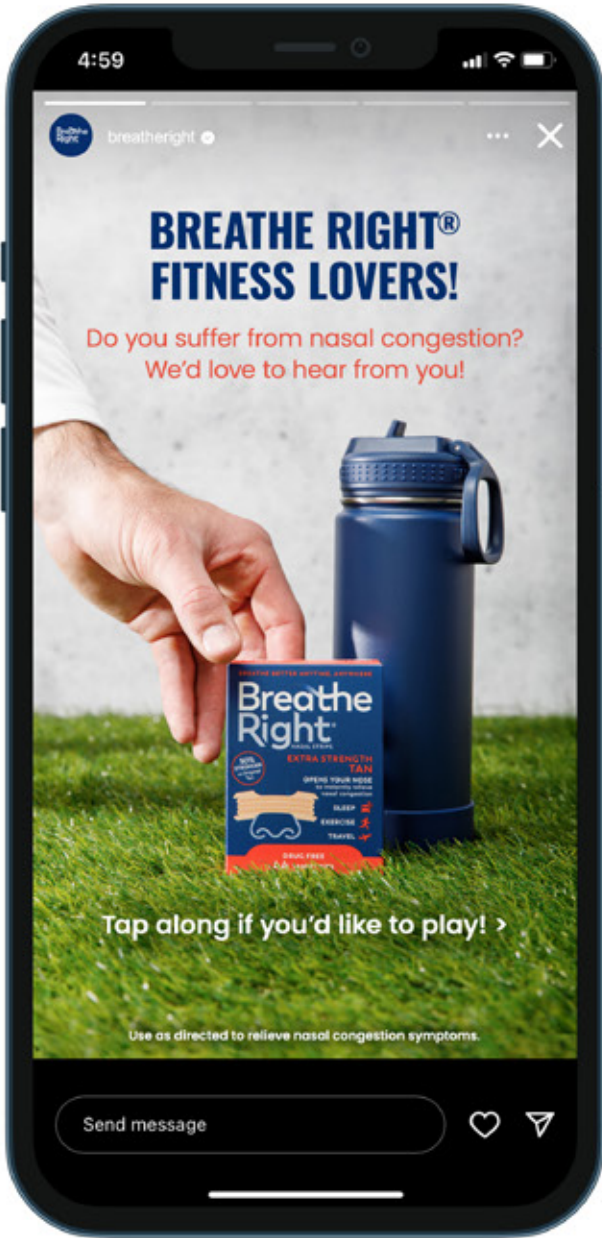
Frame 4:

[Open Question]
Which nasal strips do you prefer to wear during this activity?

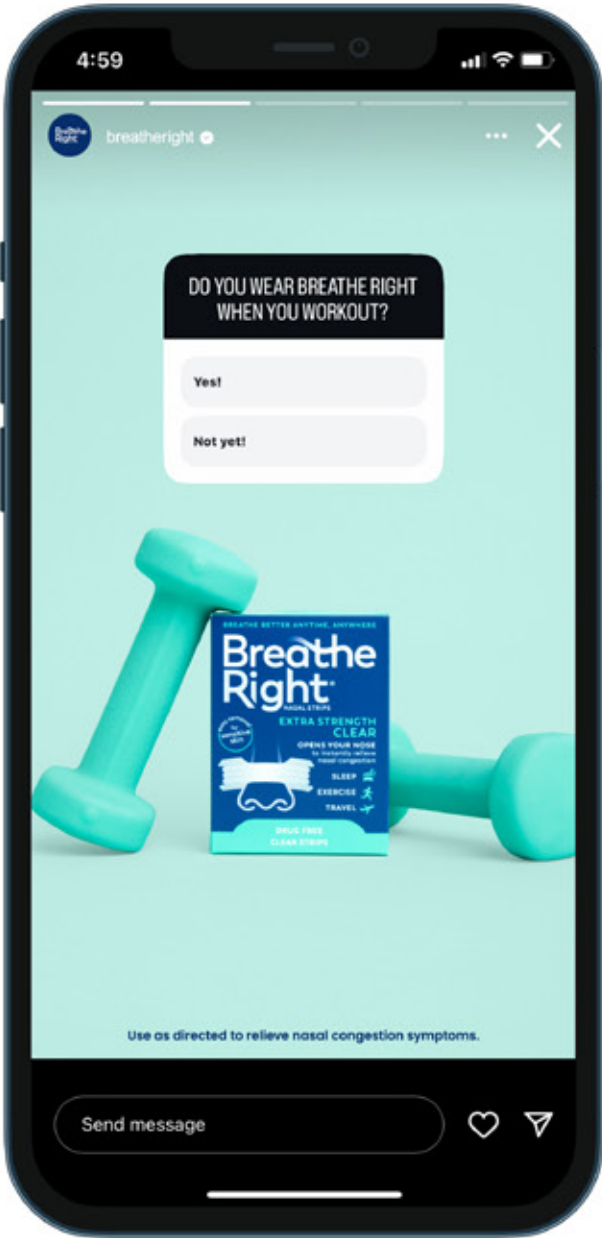
Frame 5:

Thank you SO much for your feedback. Keep breathing better. ❤️

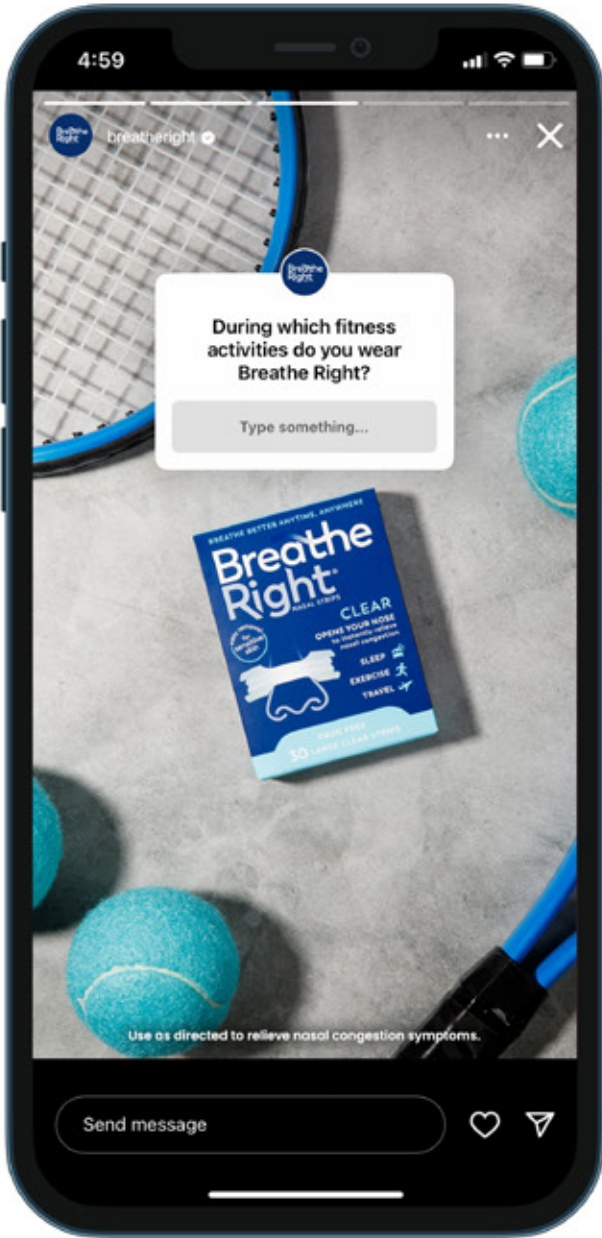
Static Frame 1



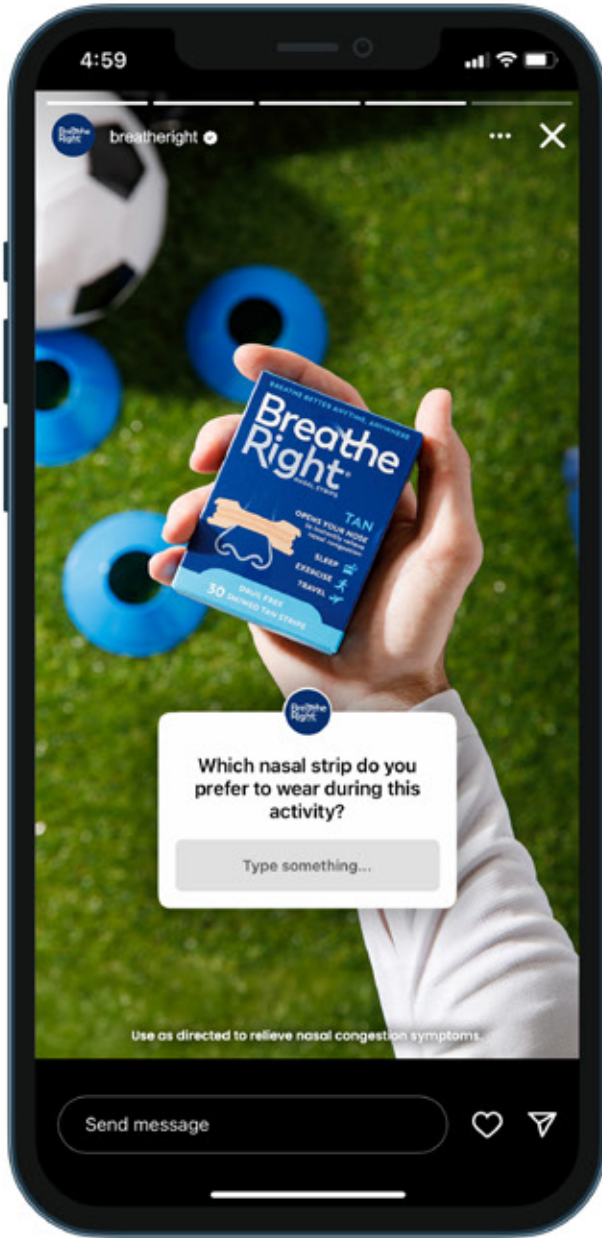
Static Frame 2



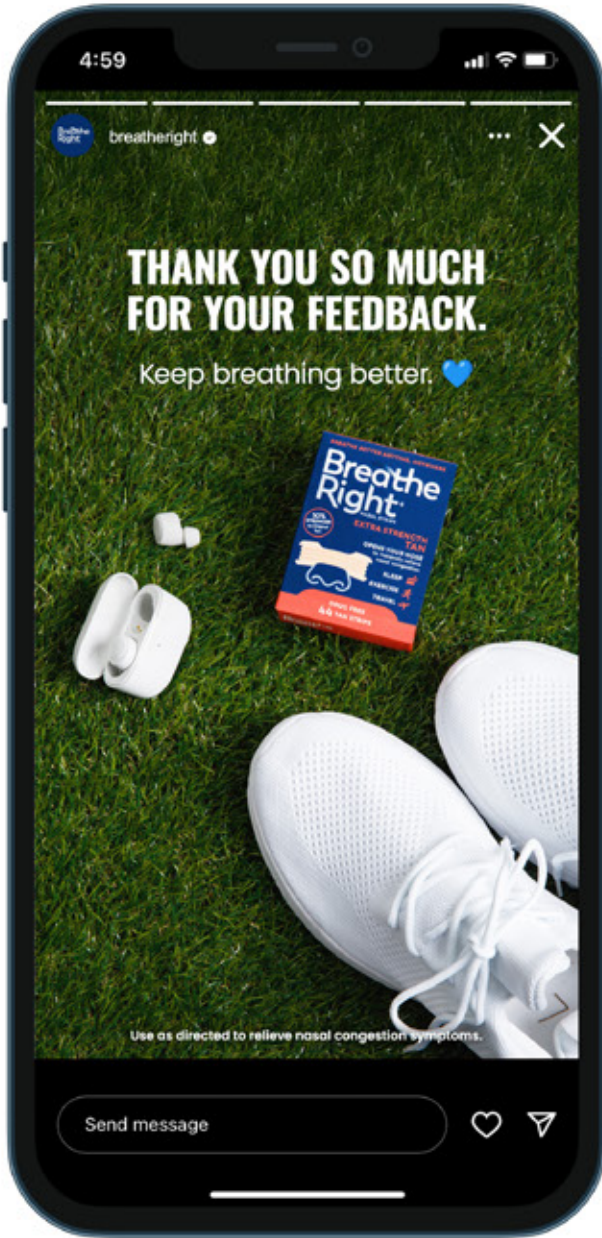
Static Frame 3



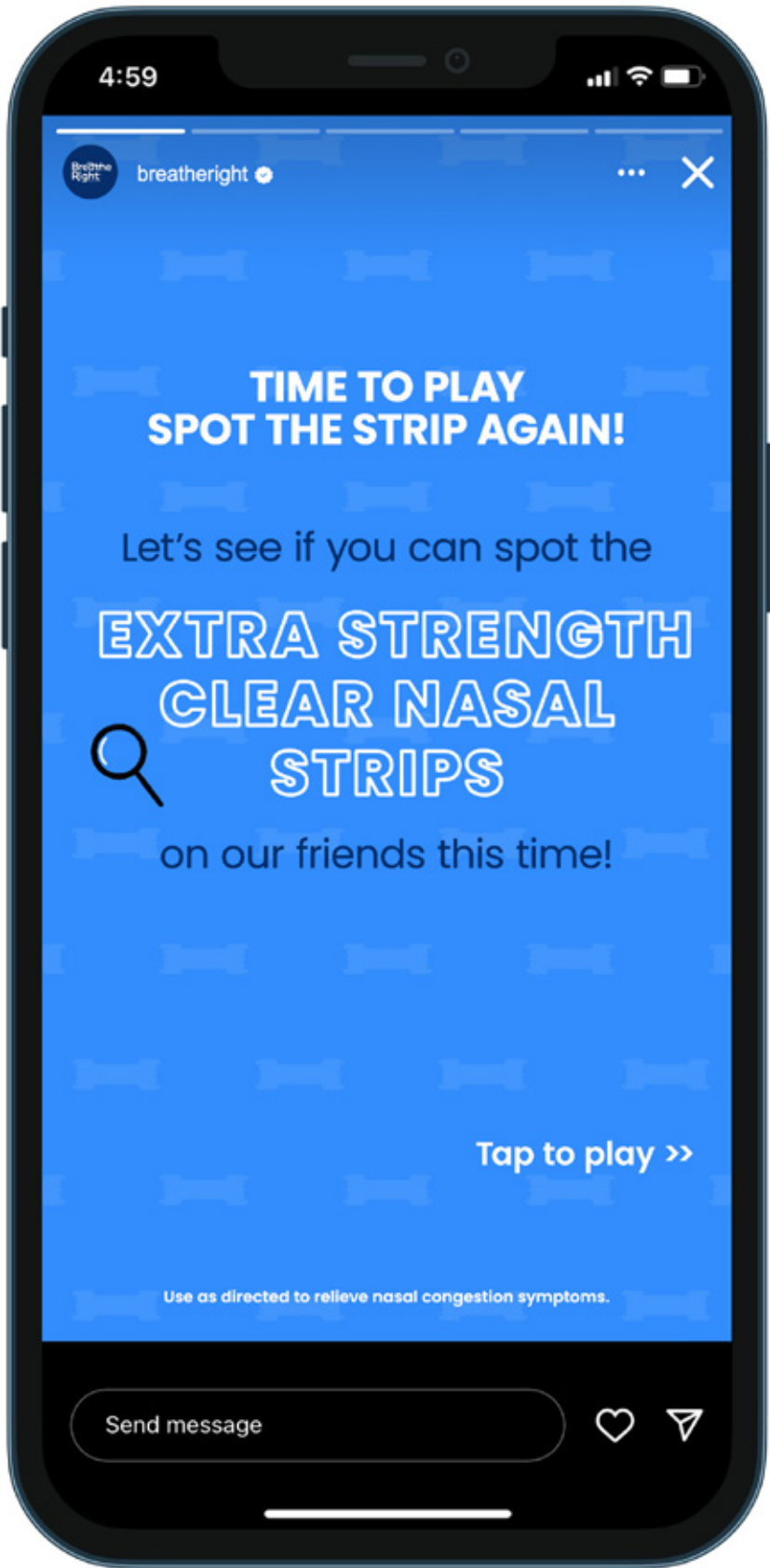
Static Frame 4



Static Frame 5



NOTE: Poll and Open questions will need to be recreated before posting



ORGANIC | ASSET #31 ES CLEAR, SPOT THE STRIP STORY (9X16 META STORY)

ART COPY

Frame 1:
Time to play Spot the Strip again! Let's see if you can spot the Extra Strength Clear nasal strips on our friends this time! Tap to play >>

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

Frame 3:
Thanks for playing!! Grab your very own Extra Strength Clear nasal strips here!

LINK STICKER
Get Strippin'
<https://www.breatheright.com/products/breathe-right-extra-strength-clear/>

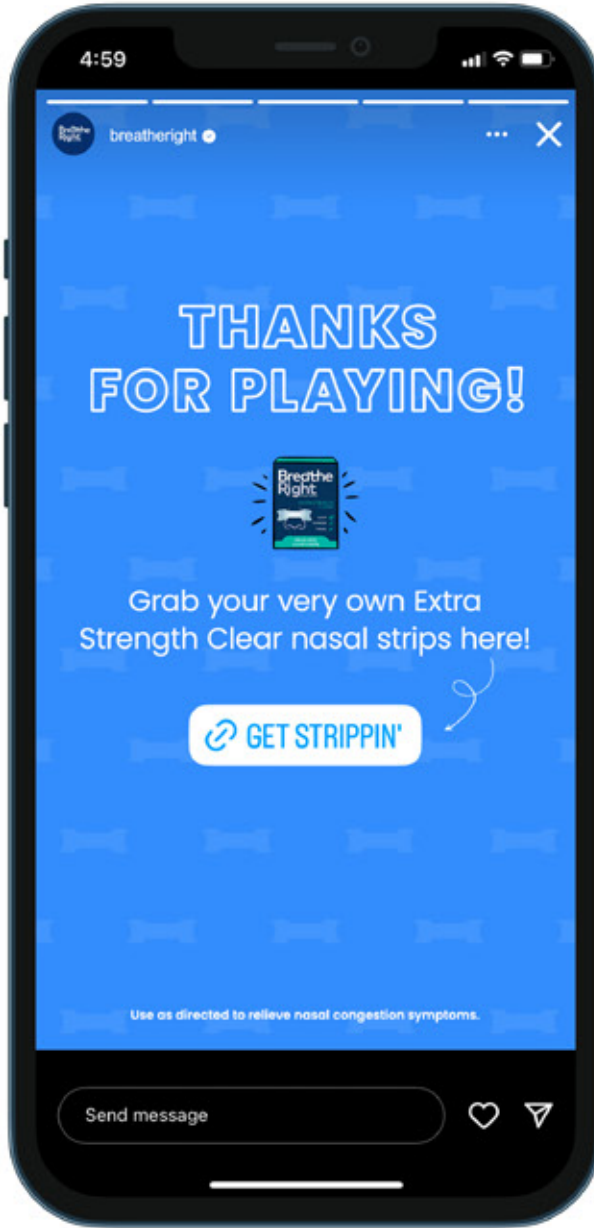
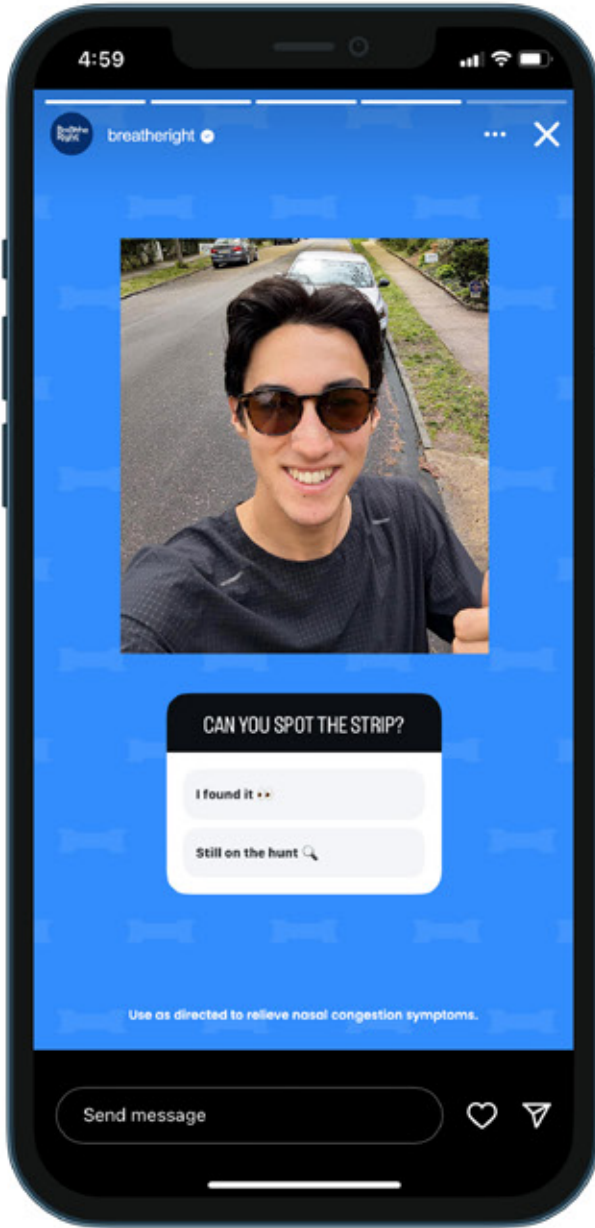
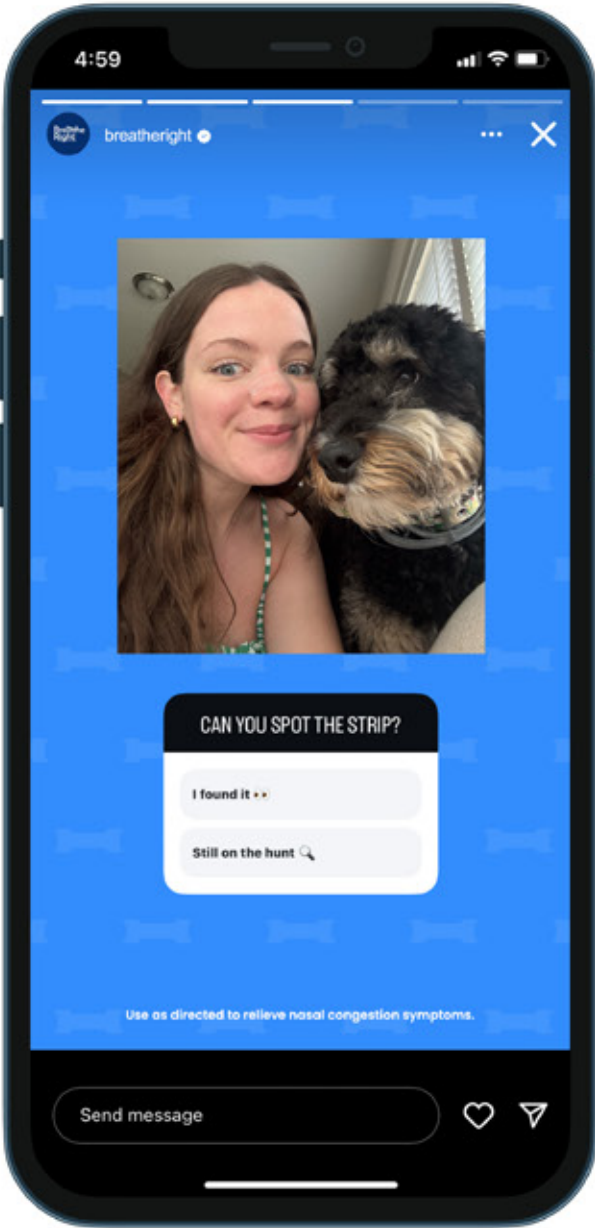
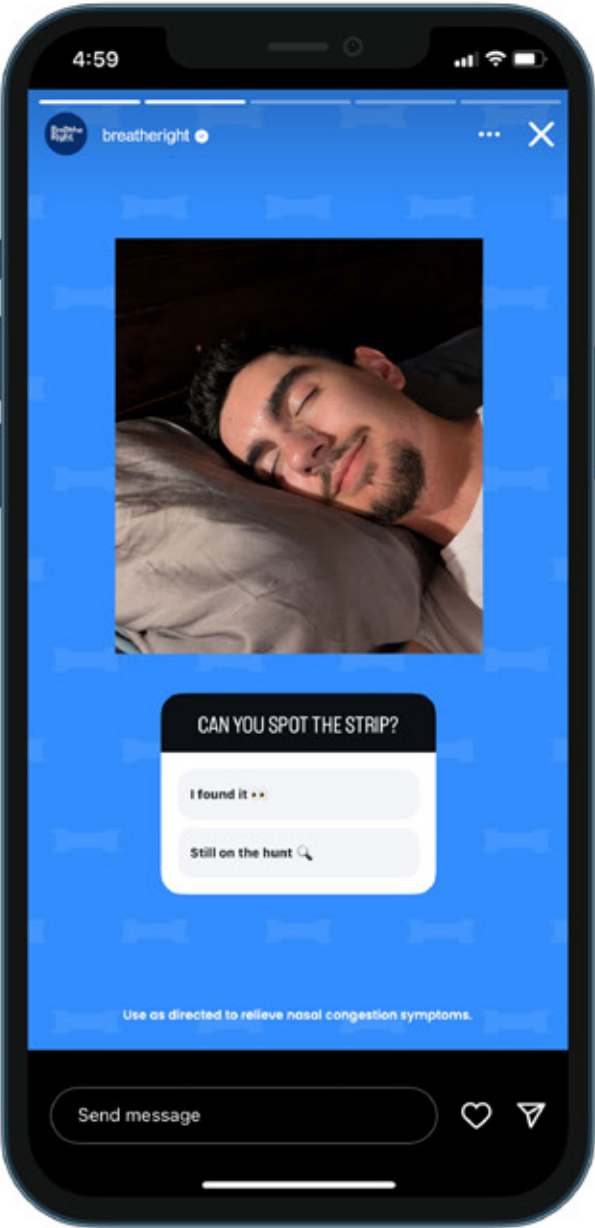
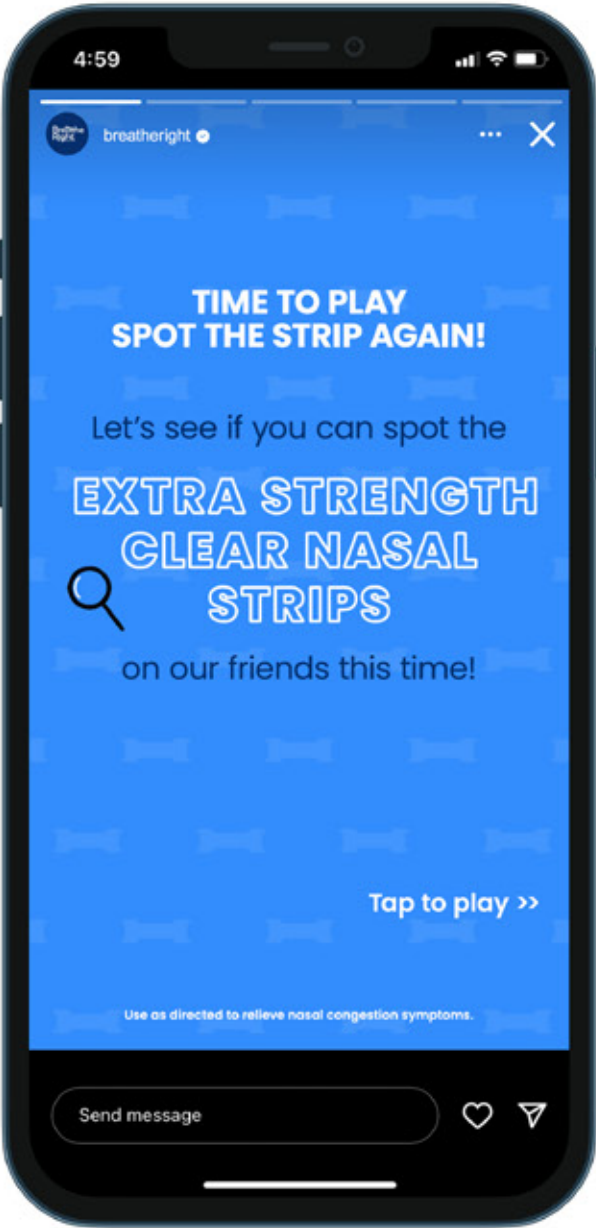
Static Frame 1

Static Frame 2

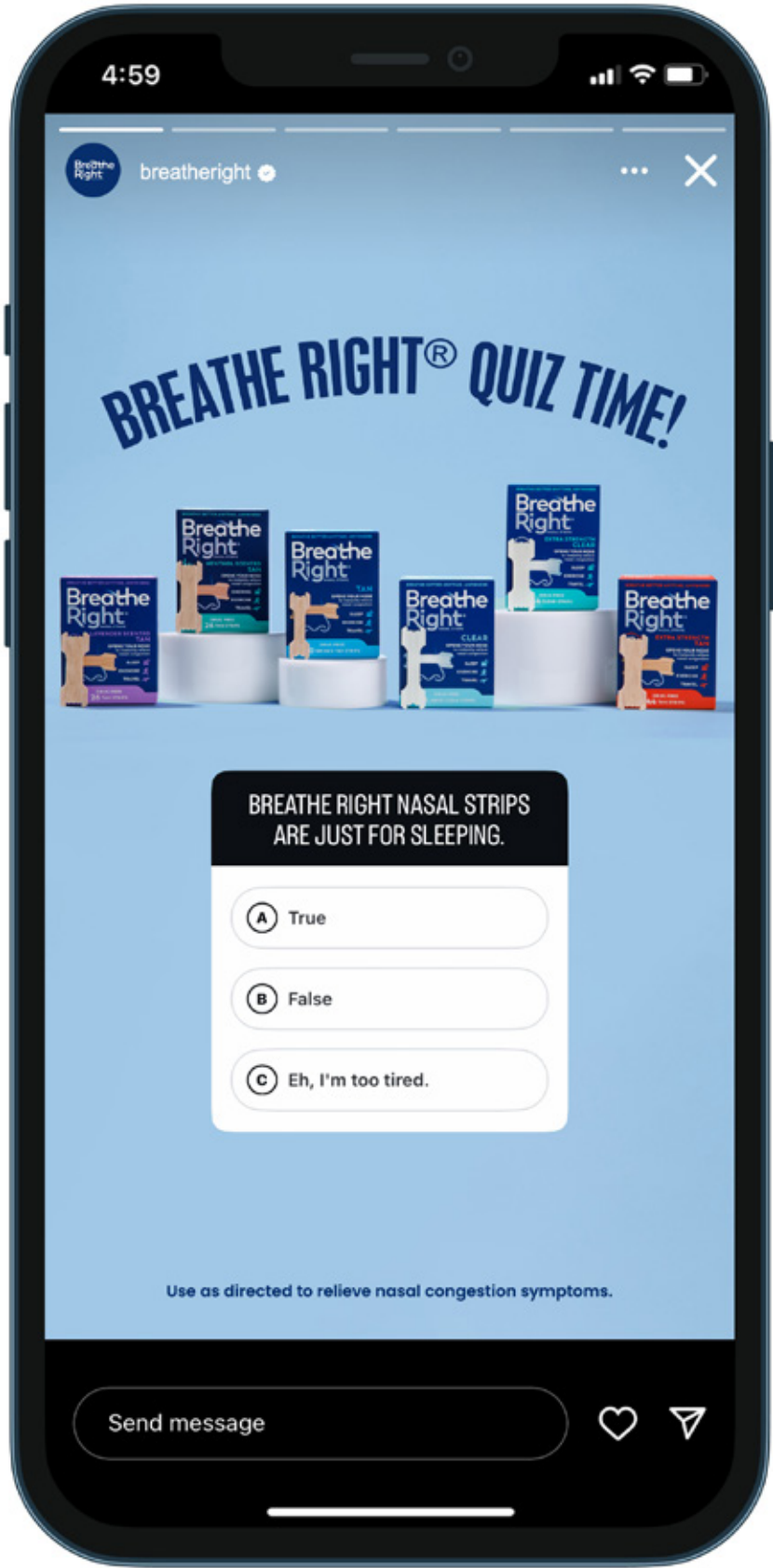
Static Frame 3

Static Frame 4

Static Frame 5



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



ORGANIC | ASSET #32 MYTHBUSTING (9X16 META STORY)

ART COPY

Frame 1:

Breathe Right® Quiz Time!

[Quiz]

Breathe Right nasal strips are just for sleeping.

-True

-False [THIS IS THE CORRECT ANSWER]

-Eh, I'm too tired.

Frame 2:

False

Breathe Right helps with snoring due to nasal congestion and sleeping, sure – but it's also great for working out, allergies, or just anytime you want to open your nose and improve nasal airflow!

Frame 3:

[Quiz]

Breathe Right is just for when you're sick.

-True

-False [THIS IS THE CORRECT ANSWER]

-I need a lozenge.

Frame 4:

False

We can help you relieve nasal congestion and breathe more comfortably on sick days, but who doesn't want to breathe better and improve nasal airflow EVERY day?! Sleep with us, workout with us, you name it.

Frame 5:

[Quiz]

Breathe Right is for instant nasal congestion relief.

-True [THIS IS THE CORRECT ANSWER]

-False

-I love a quick win.

Frame 6:

True

Breathe Right nasal strips provide instant nasal congestion relief anytime – day or night. They're drug-free and last for up to 12 hours!

Use as directed to relieve nasal congestion symptoms.

Static Frame 1

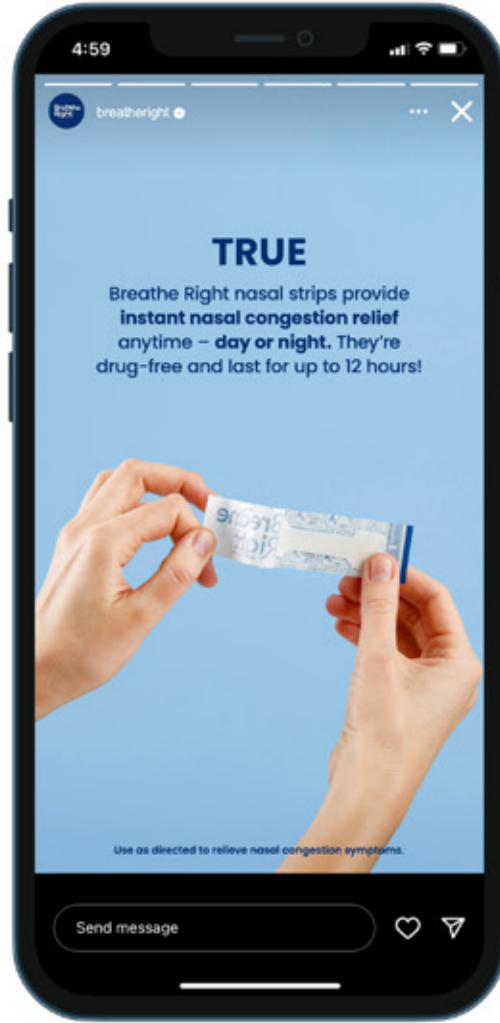
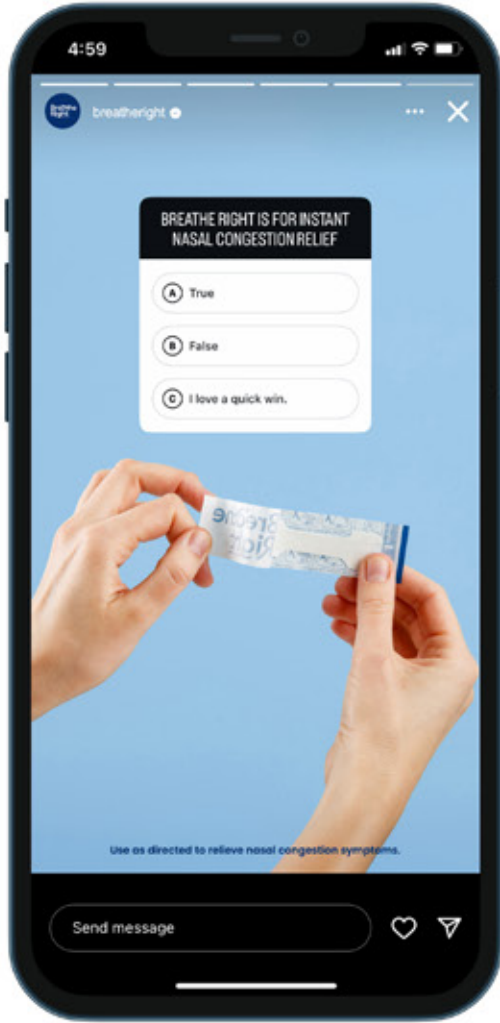
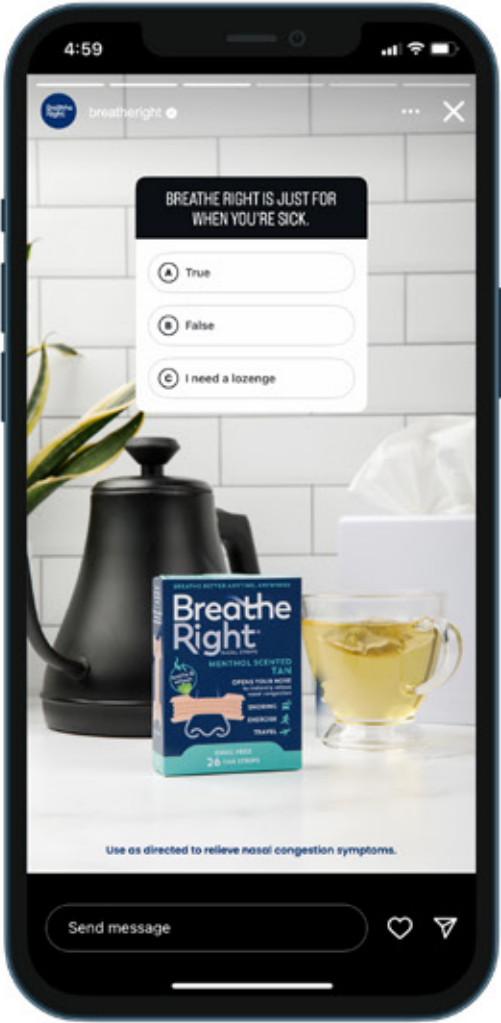
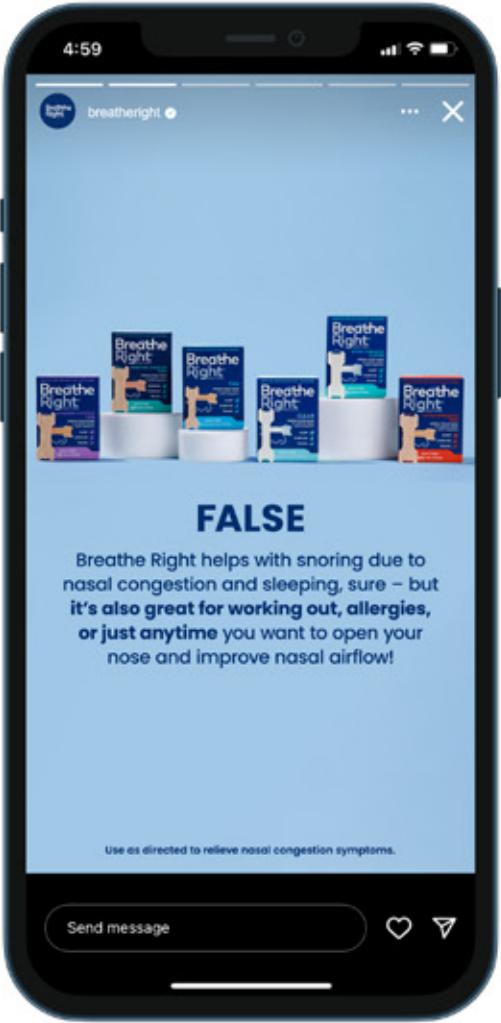
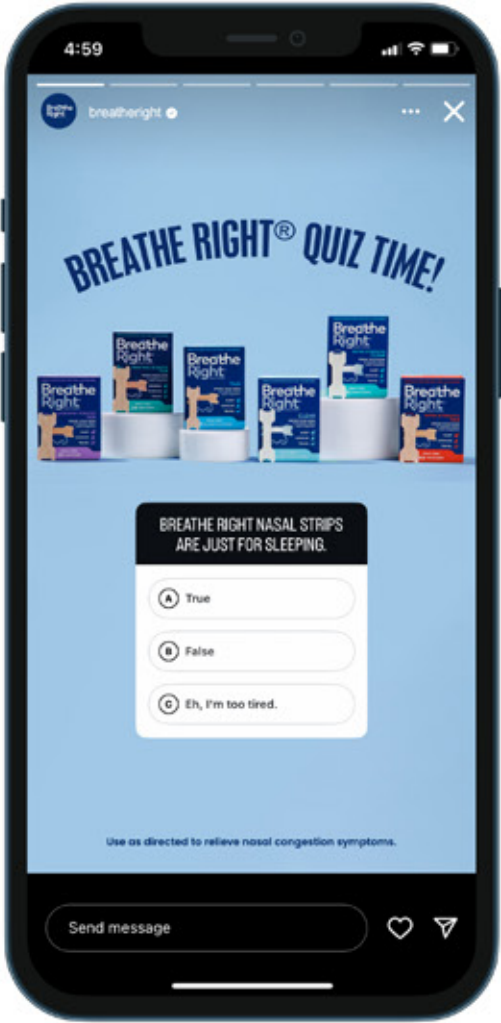
Static Frame 2

Static Frame 3

Static Frame 4

Static Frame 5

Static Frame 6



Please see page 60 for what quiz looks like when viewers answer correctly or incorrectly

NOTE: Meta polls will need to be recreated before posting



ORGANIC | ASSET #33 INTERNATIONAL SELF CARE DAY (9X16 META STORY)

ART COPY

Frame 1:

It's International Self Care Day!

Frame 2:

Open your nose to relieve nasal congestion and enjoy better breathing

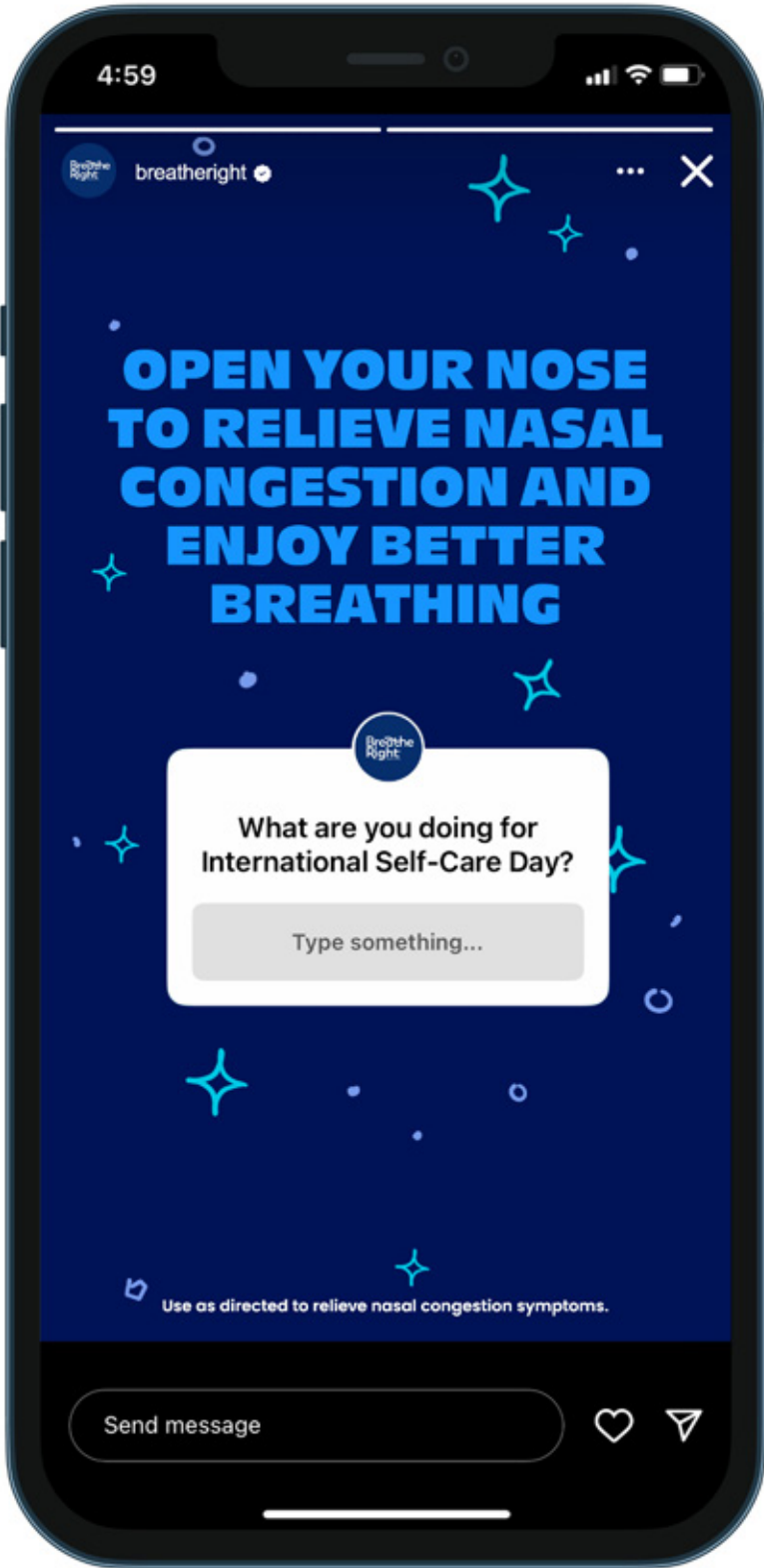
[Open Question]

What are you doing for International Self Care Day?

Static Frame 1

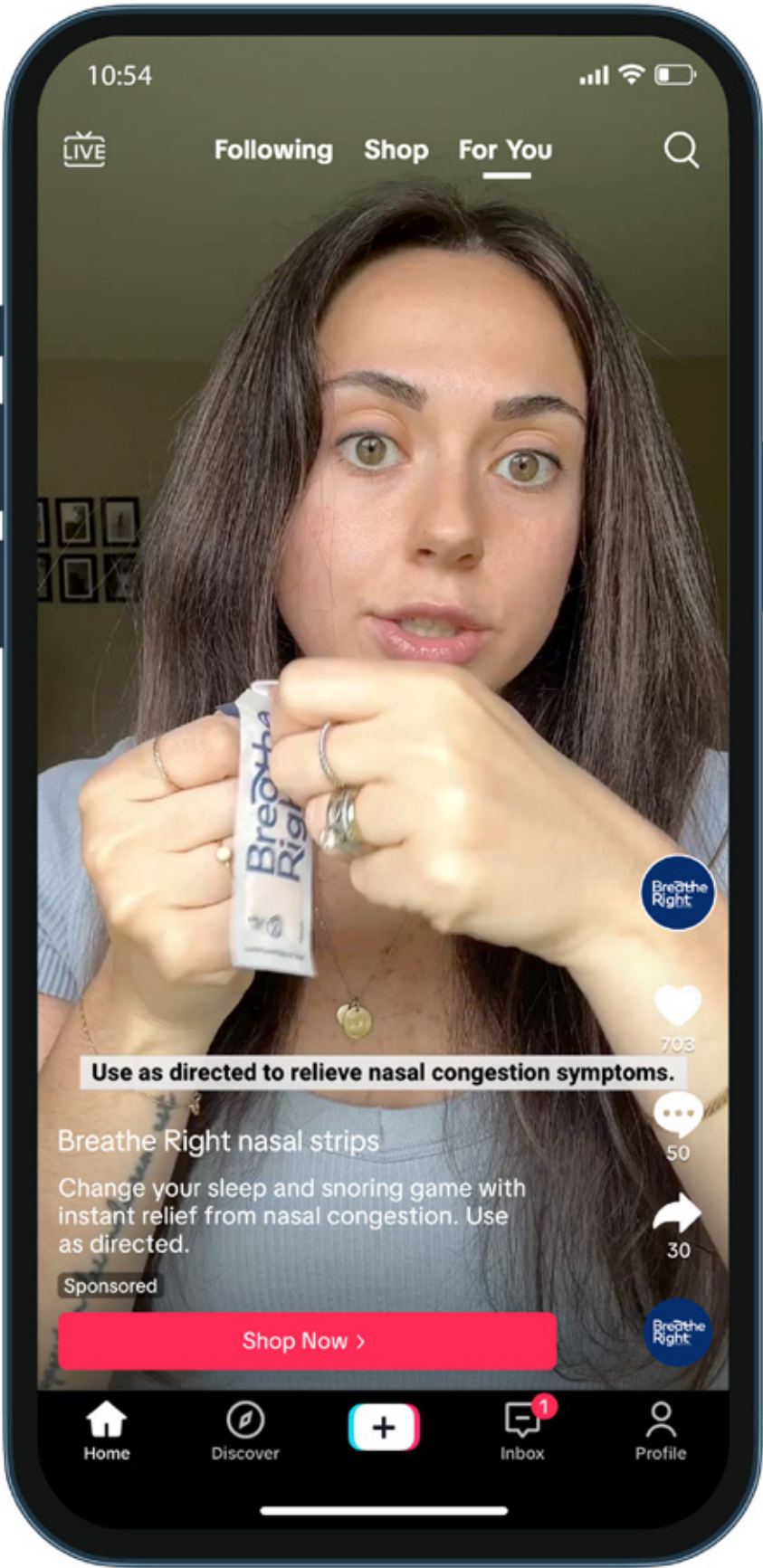


Static Frame 2



NOTE: Open Question will need to be recreated before posting

CANADA PAID ADS



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

ART COPY

Use as directed to relieve nasal congestion symptoms.

VO

Story time! Here's how Breathe Right changed my sleeping and snoring game. So my snoring was getting so bad that I was waking myself AND my partner up. After a little research I realized that my snoring was being caused by my nighttime nasal congestion. So I tried Breathe Right® nasal strips and let me tell you. They are a game changer. Not only am I not snoring as much, I'm sleeping through the night and waking up feeling so refreshed! I'm so happy I found them, and so is my partner.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

Change your sleep and snoring game with instant relief from nasal congestion. Use as directed.

META (PAID)

HEADLINE | 27 Characters

Relieve nasal congestion 📌

DESCRIPTION | 20 Characters

Wake up refreshed 🙌

CAPTION | 114 Characters

Are you ready to relieve your snoring caused by nasal congestion? 📌 We're here when you are. ❤️ Use as directed.

CTA

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

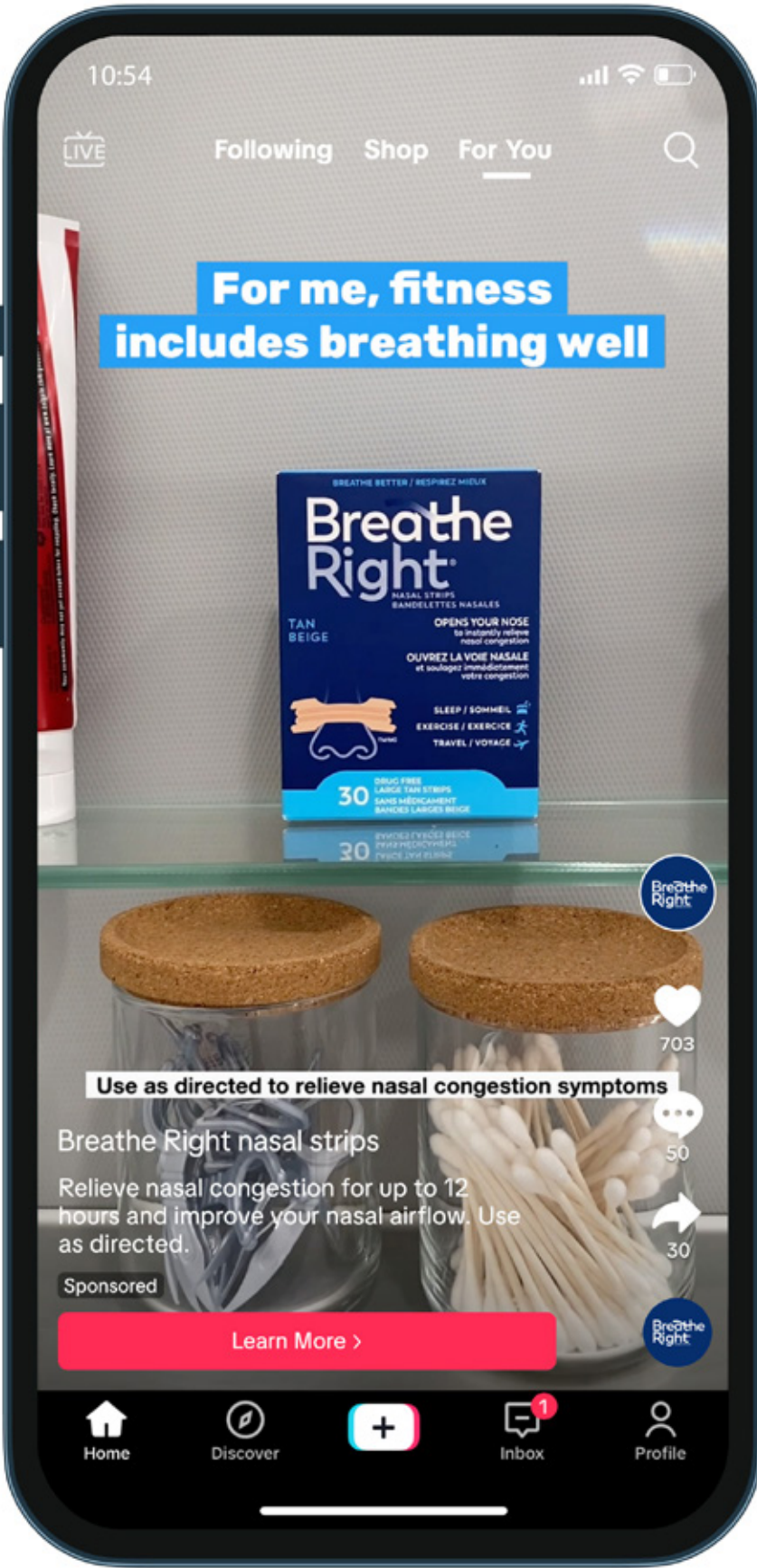
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | CANADA AD #2: FITNESS – BR DURING ACTIVITIES (9X16 VIDEO)

ART COPY

For me, fitness includes breathing well
Exercise is huge for me
But if I've got nasal congestion, it throws me off
Breathe Right® helps me breathe better so I stay in my flow
That's a Breathe Right day 🧡
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 92 Characters

Relieve nasal congestion for up to 12 hours and improve your nasal airflow. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Workout with Breathe Right

DESCRIPTION | 27 Characters

Active, open-nose breathing

CAPTION | 121 Characters

Continuous nasal congestion relief (up to 12 hours!) so you can focus on whatever activity today brings. 🧡 Use as directed.

CTA

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

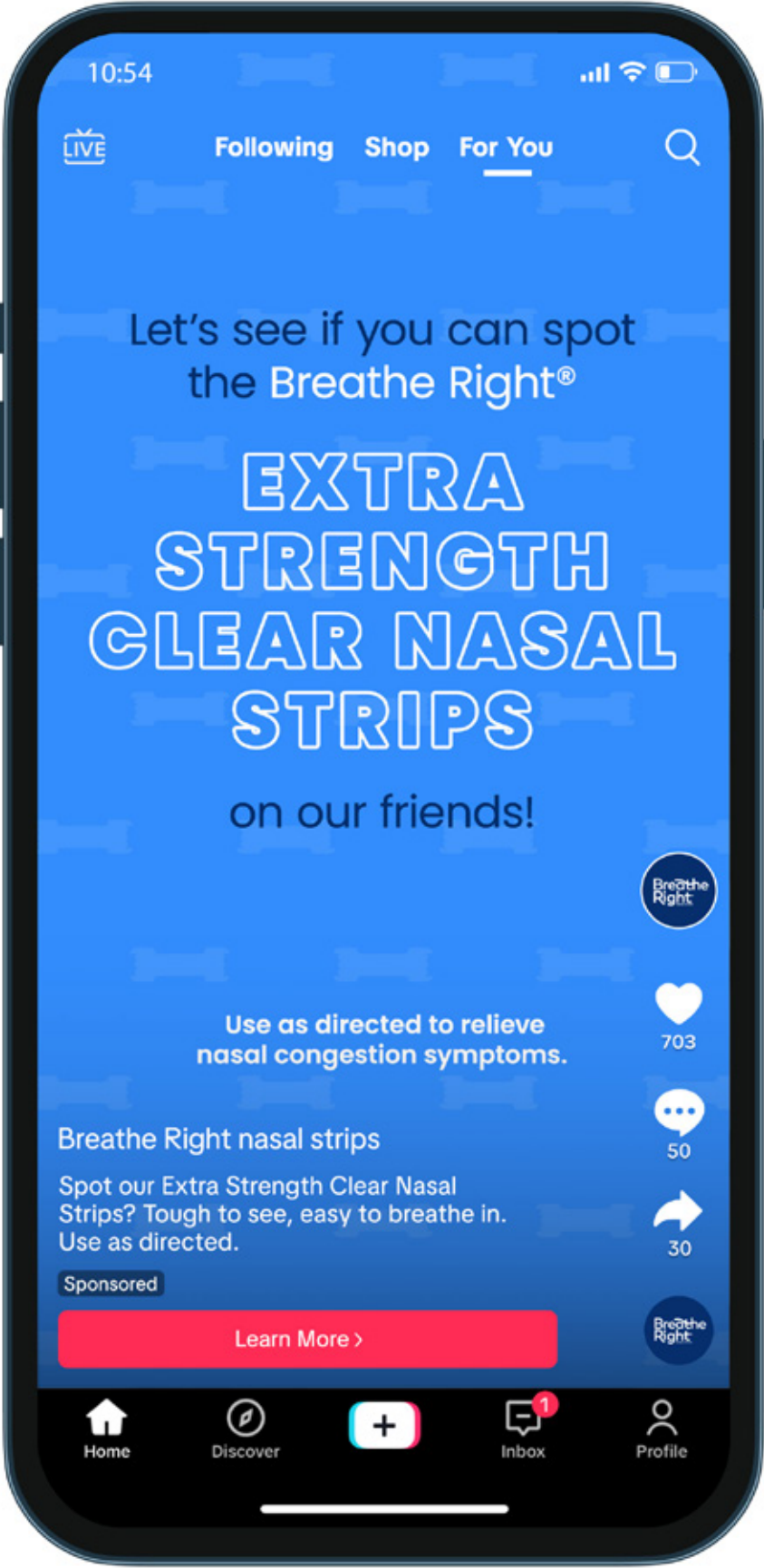
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





See page 18 for mockup of all frames

PAID | CANADA AD #3: ES CLEAR, SPOT THE STRIP! (9X16 VIDEO)

ART COPY

Let's see if you can spot the Breathe Right® Extra Strength Clear nasal strips on our friends!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

Spot our Extra Strength Clear Nasal Strips? Tough to see, easy to breathe in. Use as directed.

META (PAID)

HEADLINE | 24 Characters

Spot the nasal strip! 🔍

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 116 Characters

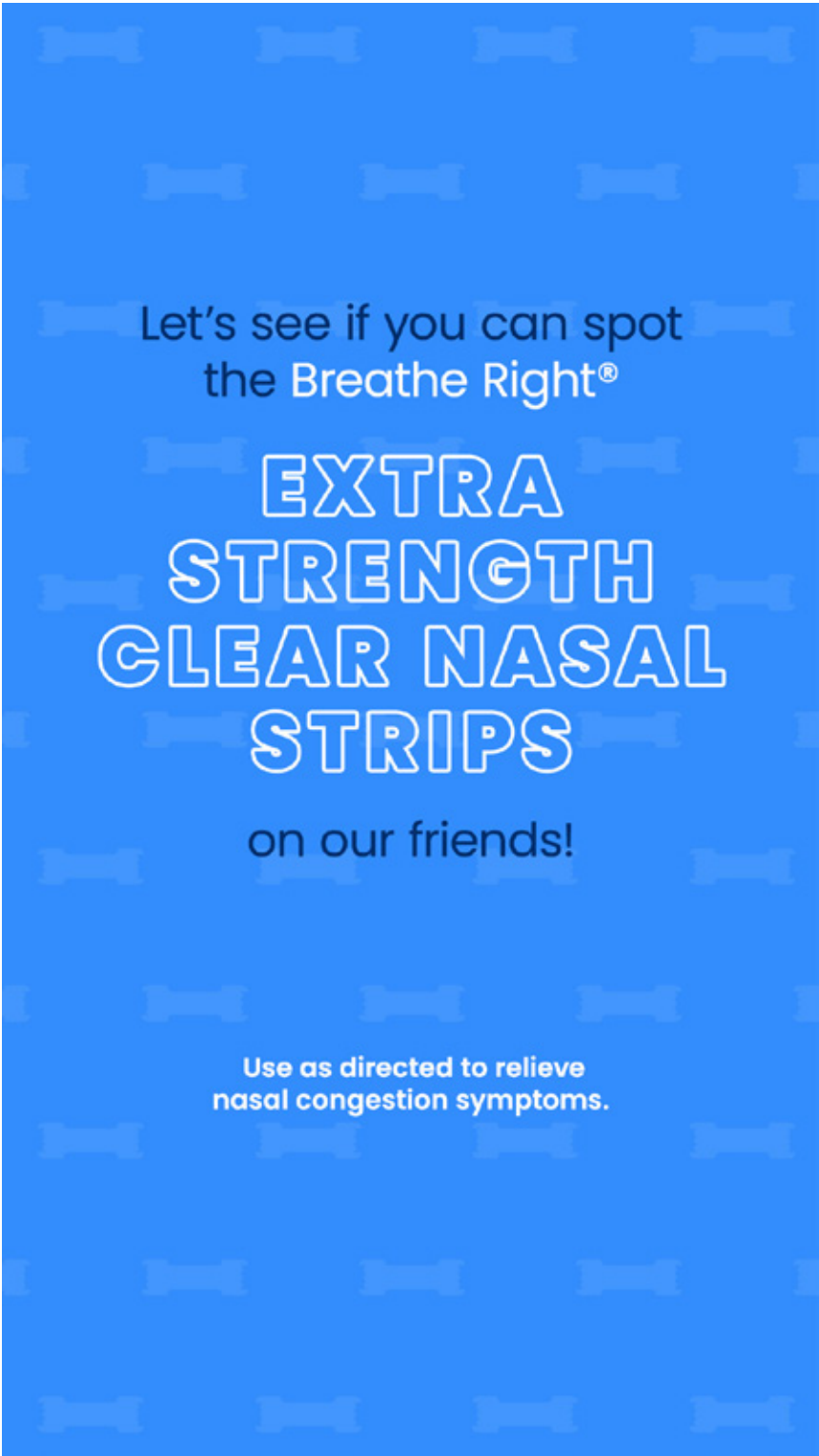
Can you spot our Extra Strength Clear Nasal Strips? 🔍👀 Made for sensitive skin AND tough to spot! Use as directed.

CTA

Learn More (Amazon CA ES clear PDP)

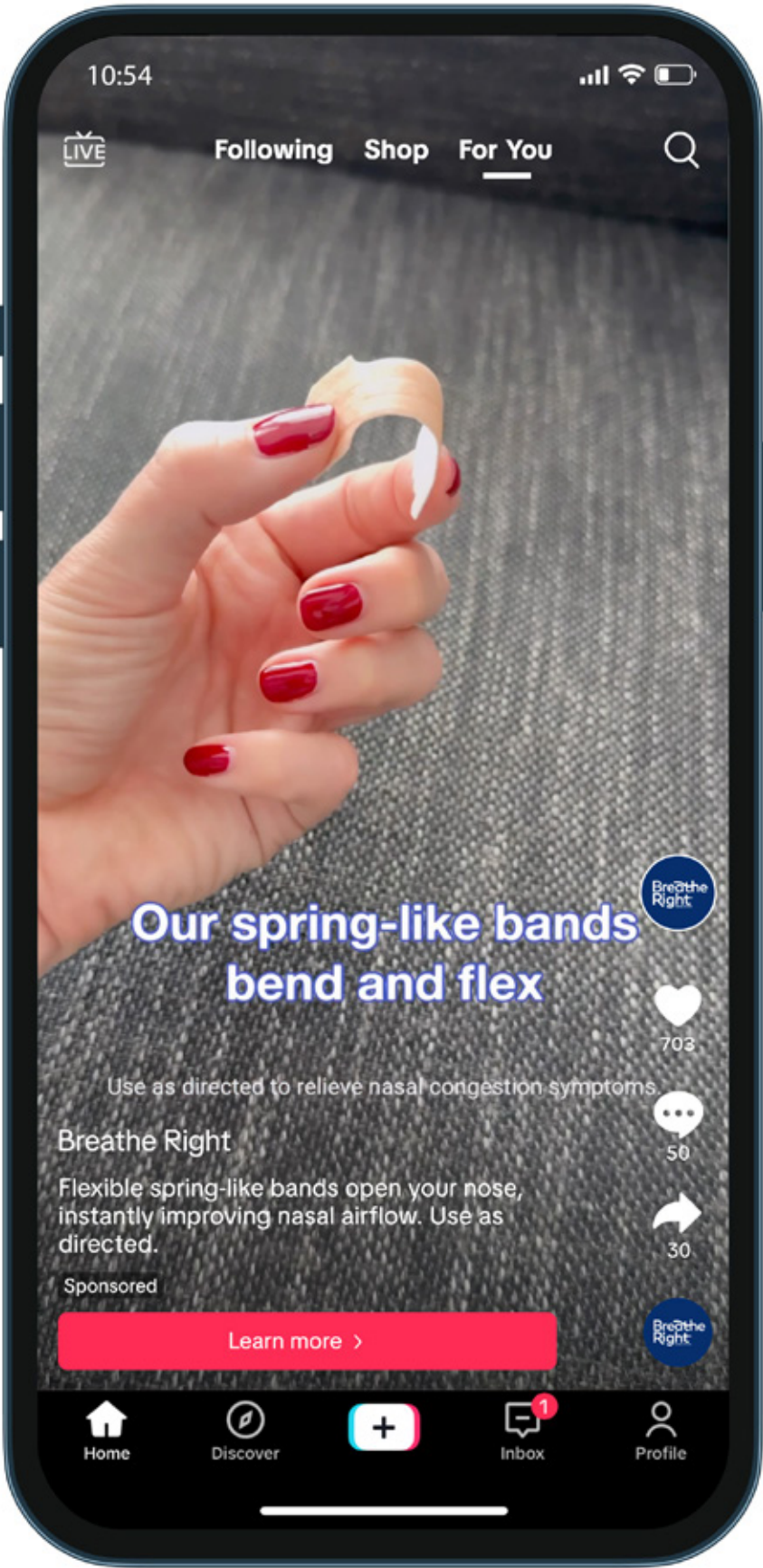
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | CANADA AD #4: HOW IT WORKS (9X16 VIDEO)

ART COPY

Our spring-like bands bend and flex
To fit the curve of your nose
And widen your nostrils
For improved nasal airflow!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 94 Characters

Flexible spring-like bands open your nose, instantly improving nasal airflow. Use as directed.

META (PAID)

HEADLINE | 21 Characters

How does it do that?!

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 124 Characters

🦋 Simple physics: flexible spring-like bands open your nose for improved nasal airflow you feel right away. Use as directed.

CTA

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

ALL SIZES

PAID: 9x16
(TikTok & Meta)

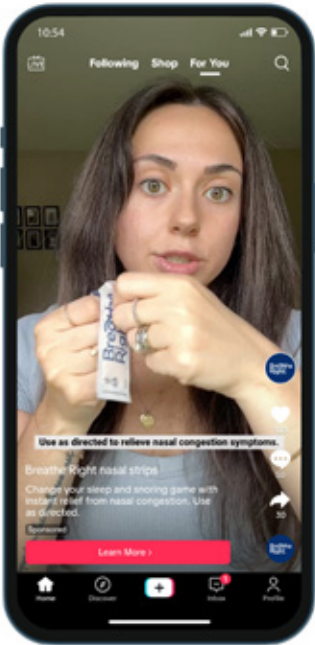


PAID: 4x5
(Meta)

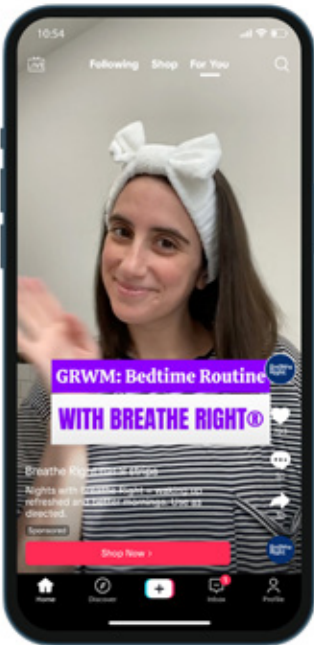


RECAP

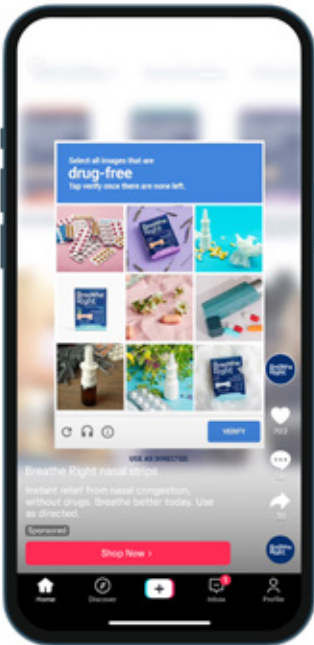
PAID ADS RECAP (18 ADS)



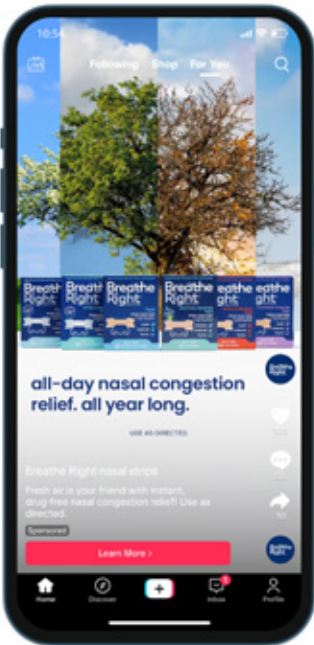
Ad #1: Snoring caused by nasal congestion



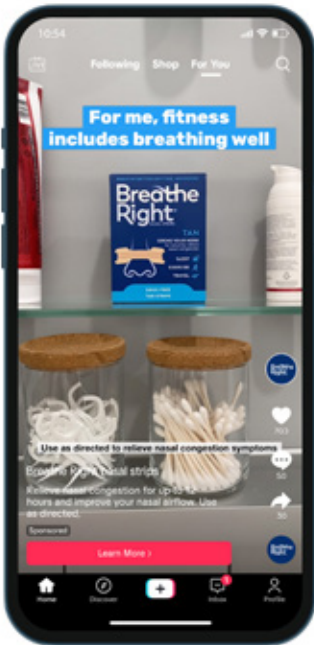
Ad #2: Adding BR to your nighttime routine for sleep



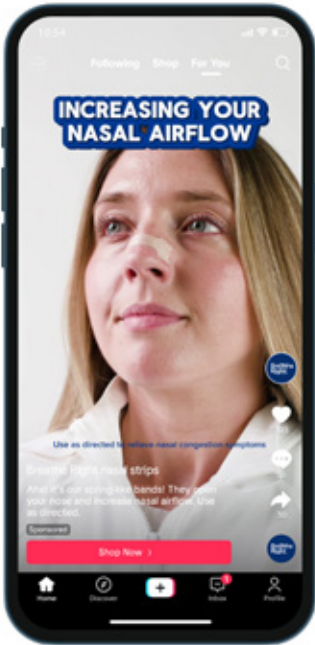
Ad #3: Drug-free option



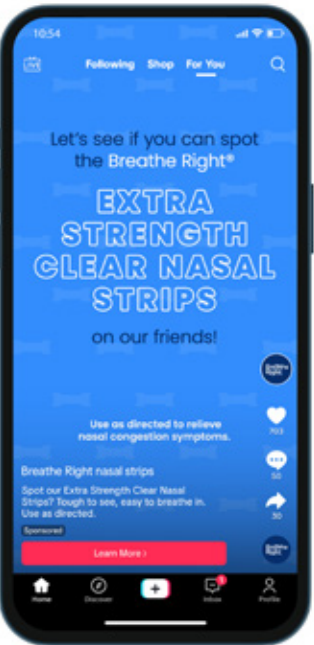
Ad #4: Chronic allergies



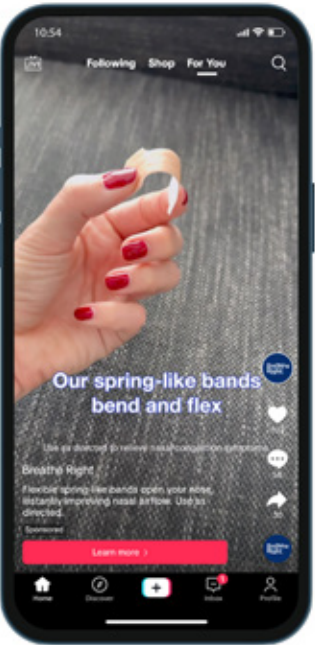
Ad #5: Fitness BR during activities



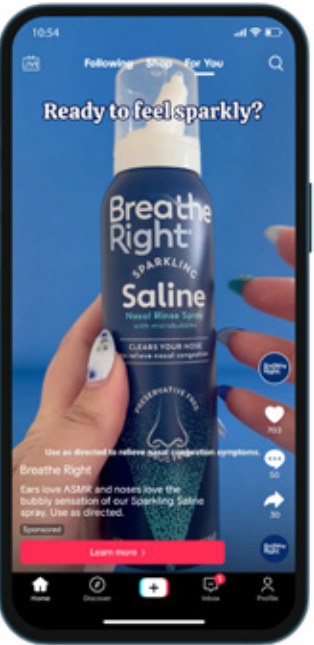
Ad #6: AHA moment (How it Works)



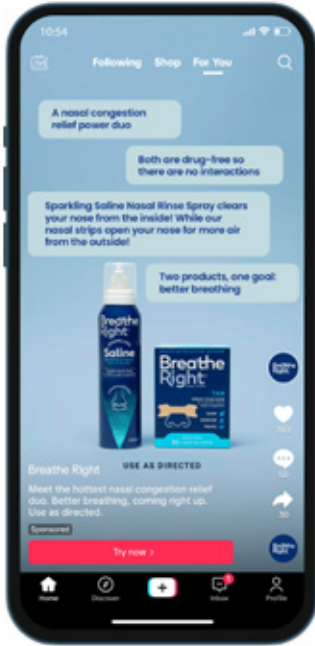
Ad #7: ES Clear, Spot the strip!



Ad #8: How it Works



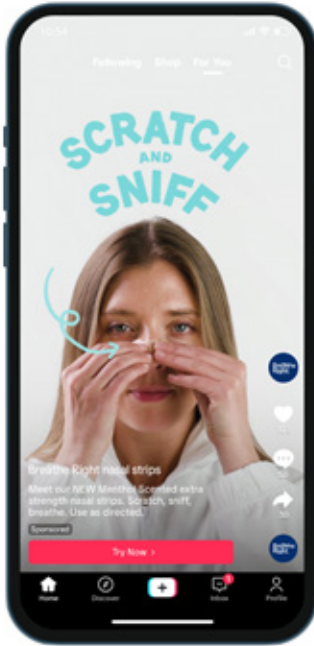
Ad #9: Saline How it Works



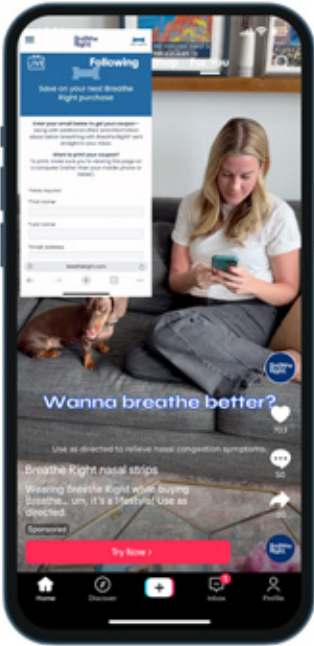
Ad #10: Saline + Strip



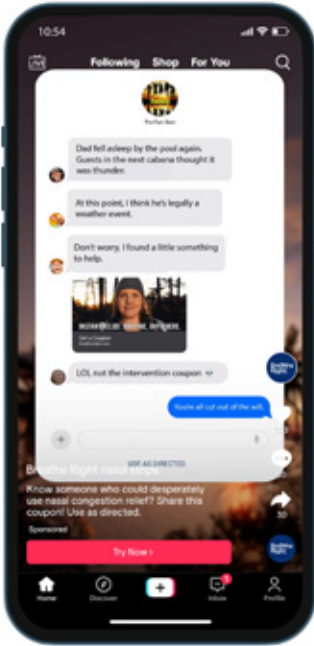
Ad #11: Menthol



Ad #12: Menthol



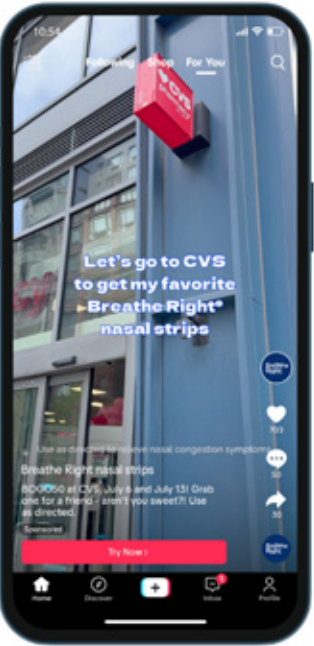
Ad #13: UMO



Ad #14: UMO



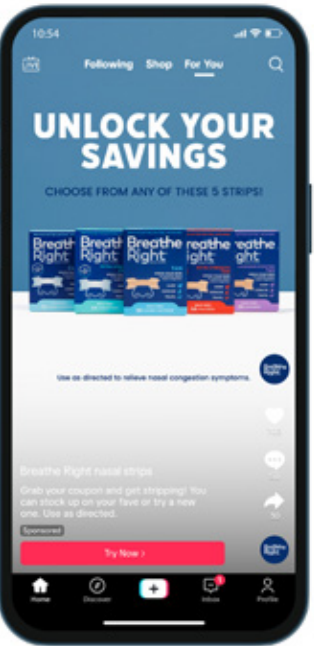
Ad #15: Saline + Strip Amazon Bundle



Ad #16: Retailer Highlight CVS

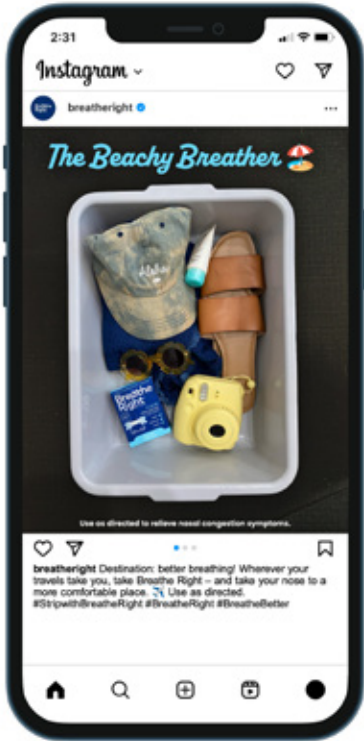


Ad #17: Amazon Menthol + Saline



Ad #18: Reframing UMO

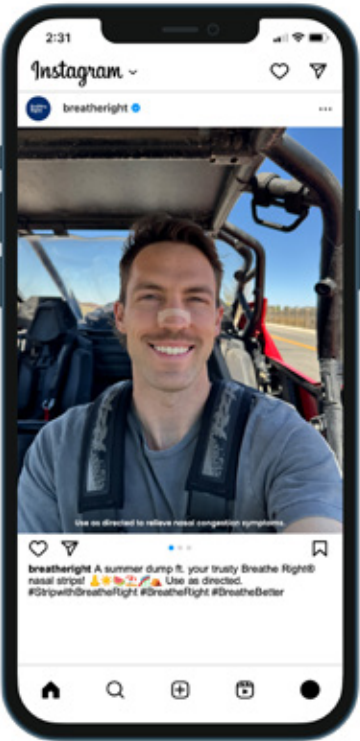
ORGANIC ASSETS RECAP (15 ASSETS)



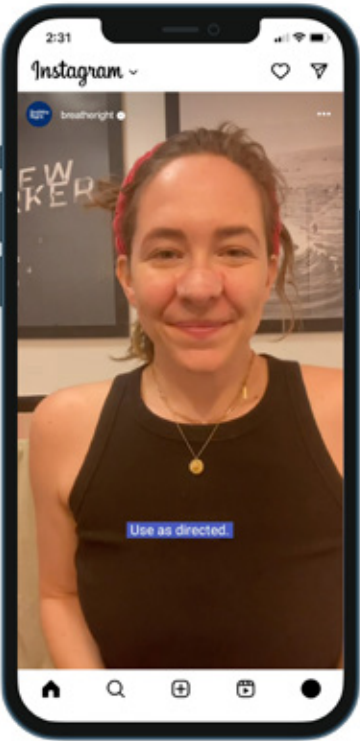
Asset #19: Summer travel
Meta In-Feed (4x5 static carousel)



Asset #20:
BR over other decongestants
Meta In-Feed (9x16)



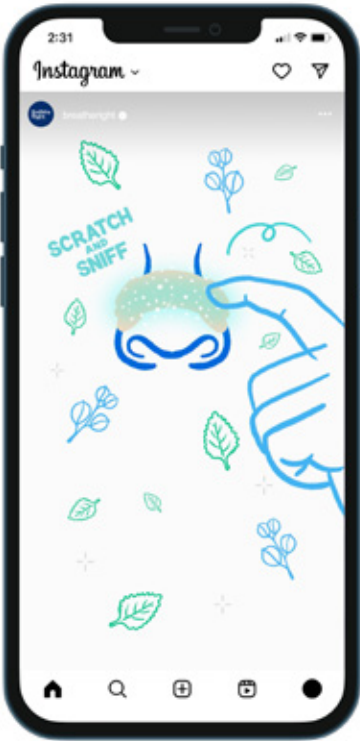
Asset #21: End of
summer photo dump
Meta In-Feed (4x5 static carousel)



Asset #22: DIML
Meta In-Feed (9x16)



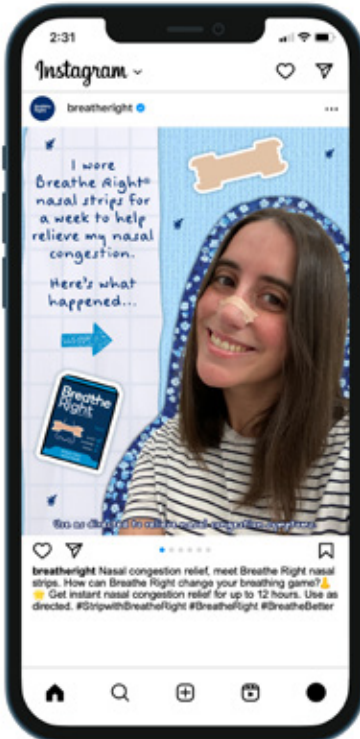
Asset #23: GRWM (Run)
Meta In-Feed (9x16)



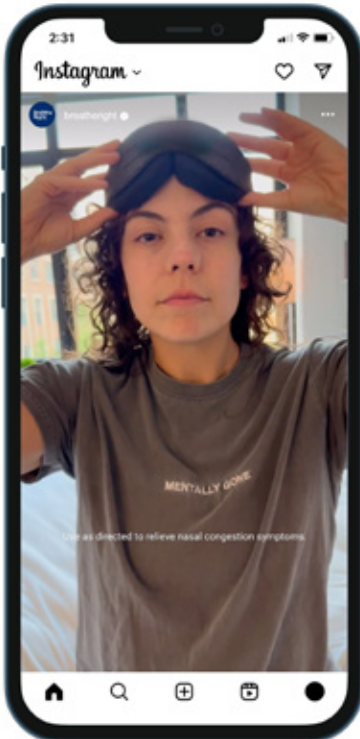
Asset #24: Menthol
Meta In-Feed (9x16)



Asset #25: ES Clear, Spot the strip
Meta In-Feed (4x5 static carousel)



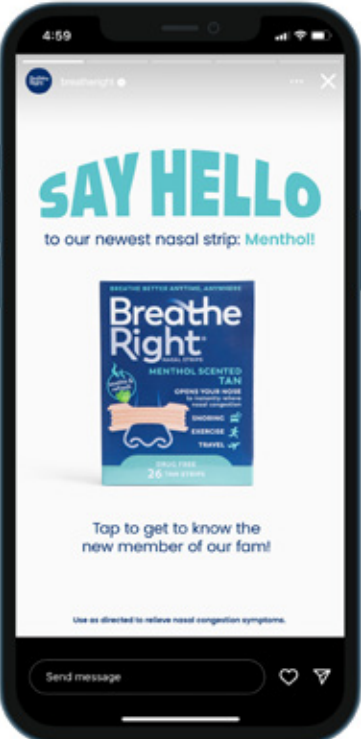
Asset #26: I wore BR for a week
Meta In-Feed (4x5 static carousel)



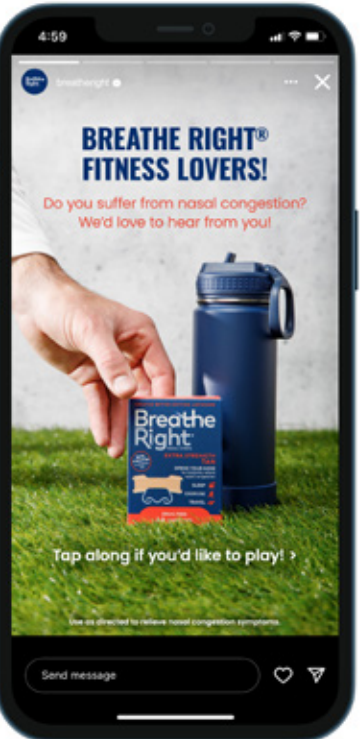
Asset #27: Mouth tape, try BR
Meta In-Feed (9x16)



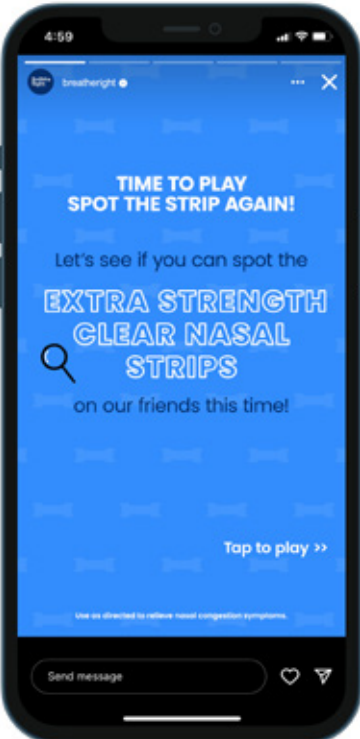
Asset #28: AHA moment,
domino effect
Meta In-Feed (9x16)



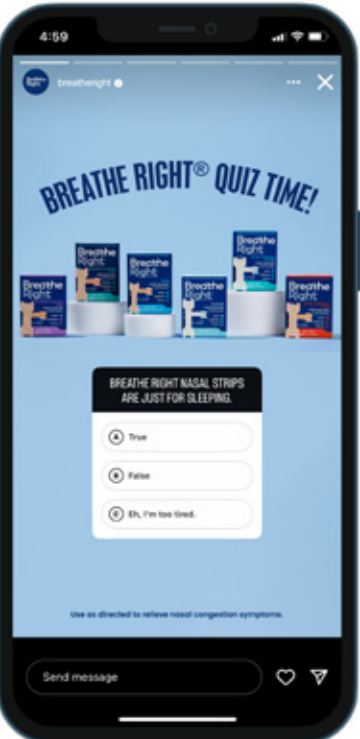
Asset #29: Menthol Story
Meta Story (9x16)



Asset #28: Fitness
Meta Story (9x16)



Asset #31: ES Clear, spot the strip
Meta Story (9x16)

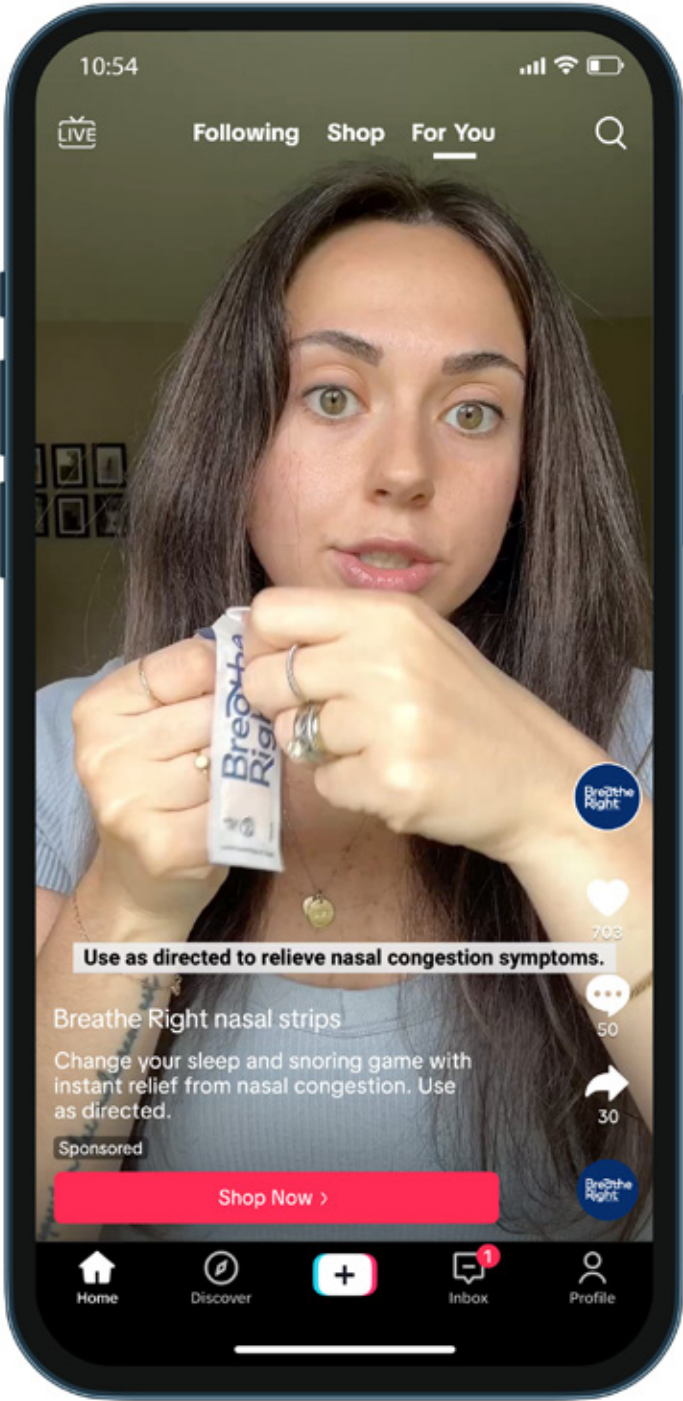


Asset #32: Mythbusting
Meta Story (9x16)

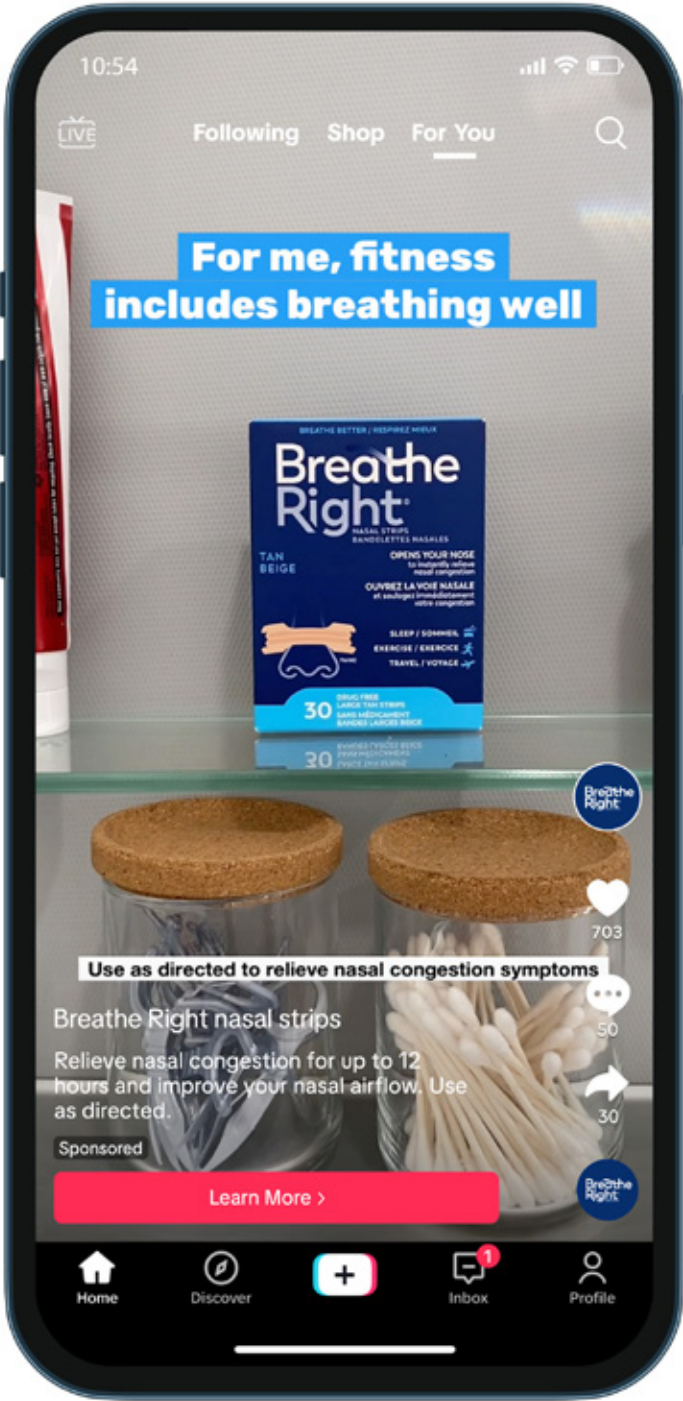


Asset #33:
International Self-Care Day
Meta Story (9x16)

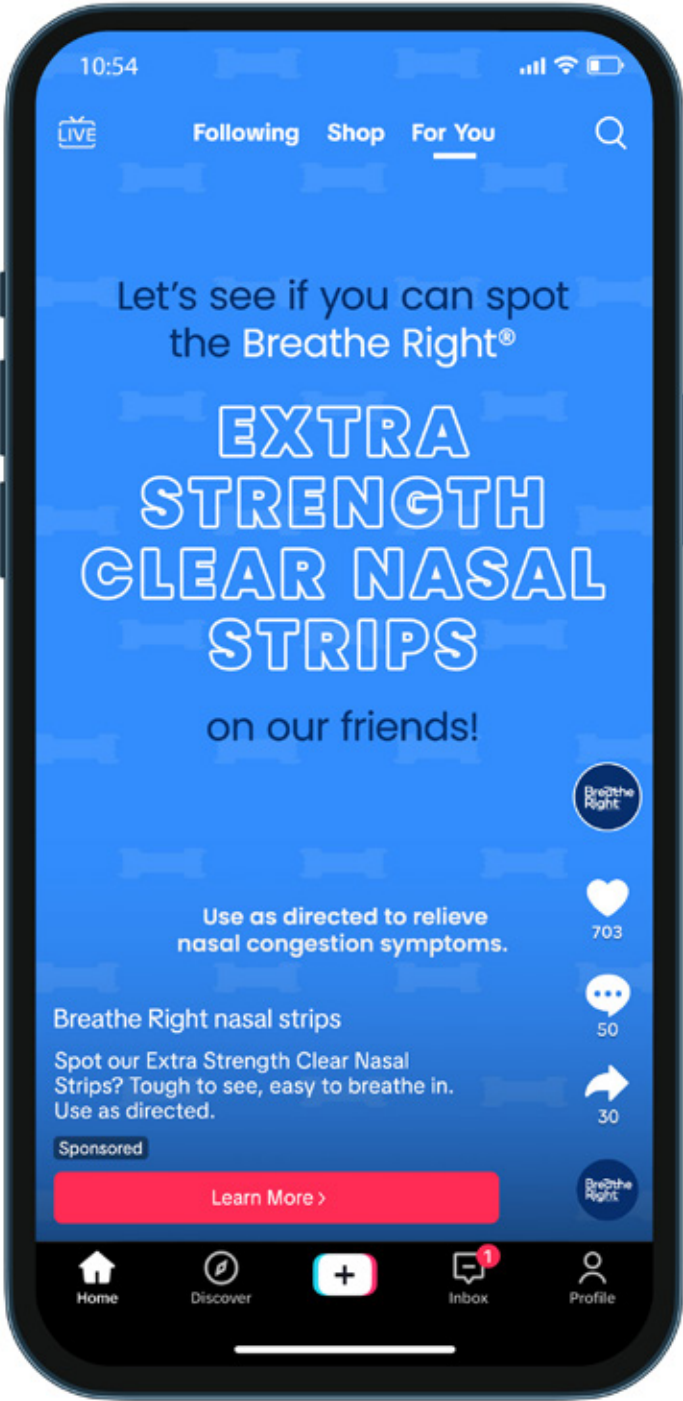
CANADA ADS RECAP (4 ADS)



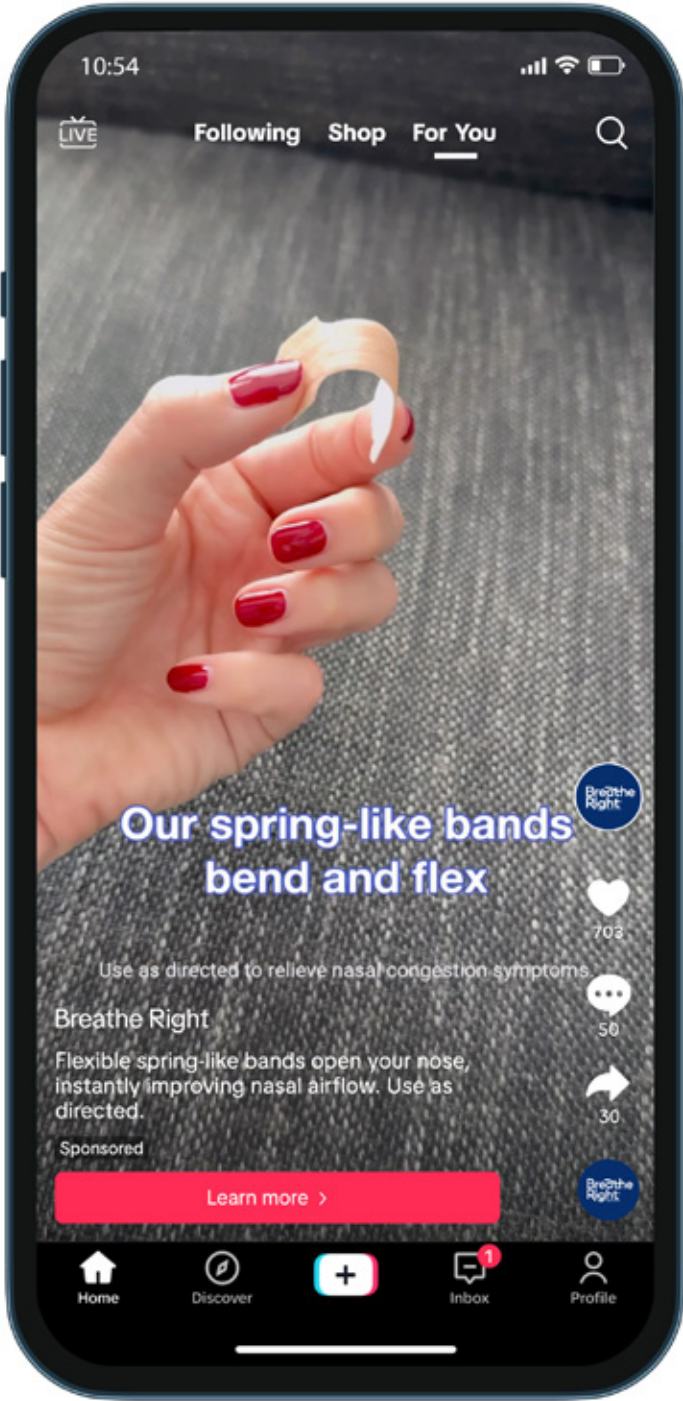
Ad #1 Snoring caused by nasal congestion



Ad #2 Fitness – BR during activities



Ad #3 ES Clear spot the strip



Ad #4 How it works