From: ████████████████ sundayriley.com
Subject: Homework time - Sephora.com Reviews
Date: ██████████████████
To: S████████████████ayriley.com, S████████████████@████████, Addison ██████

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HS

Hi All,

Now that Saturn is up and Space Race coming up next week, we need to make sure the reviews for clients stay positive and help generate and confidence in the products.

Credibility is key to the reviews!

If everyone could write *at least* 3 reviews for Saturn over the next week, and some for Space Race the week after. I would encourage you to create profiles ASAP and write a couple reviews on a makeup, hair or nail product to build a profile history. Please make sure to follow the guidelines for VPN (see below) as this is essential so the reviews don't get traced back to our IP address.

When reviewing Saturn please address things like how cooling it felt, the green color, the non-drying mask effect, radiance boosting, got rid of your acne after a couple uses. The biggest points of difference for this mask and other acne masks are how this mask increases radiance and doesn't dry out the skin like all other acne masks do. It helps to make yourself seem relatable - like you know how hard acne is and you've tried everything, and this one actually works or mention things like yes, it's a little more expensive, but works incredible well compared to the cheaper masks out there. If you need any help with things to come up with to say, feel to ask myself, Sunday or Addison. As reviews come in, read them too. If you notice someone saying things like I didn't like "x" about it, write a review that says the opposite. The power of reviews is mighty, people look to what others are saying to persuade them and answer potential questions they have.

Below are the ExpressVPN instructions, please do not forget to do any of the steps:

1. Download and Install ExpressVPN on your computer https://www.expressvpn.com
2. Erase all cookies from your computer.
3. Login to the VPN to hide your IP address. (Email: ███████████████ Password: ██████████████
4. Create an email account (gmail/yahoo/etc) and then a sephora account with the same log in. Keep track of your usernames because you will want to use them again periodically on our products and others. When you create your Sephora profile mix and match your identities, pick different ages, locations, etc.
5. Leave reviews for 3-4 non-SR products before you leave any for an SR product. The SR product review should be glowing, but DO NOT mention other brands/products or it will be flagged and pulled. Screenshot your review before you submit it. Reviews can be lengthy or short, just make sure they are effective with trying to sell the product to someone who may relate to what you say about it.
6. Log out of VPN when done because only 3 users can be on at a time.
7. Email ██████ your screenshot for SR products reviews
8.

If you skip any of step 2-5, it's a waste of time because your review will be pulled.

Happy reviewing and if you have any questions please let me know.

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