

## **Varona & Co Copywriting Product Description Samples**

**Note:** All brand names and product names used in these samples have been approved by the owners. All other names have been redacted to keep client identities confidential.

## Sabeli Bracelet Descriptions

*Below you will find **product descriptions** written for Sabeli Handmade's healing crystal bracelets product line.*

### **Lapis Lazuli**

The name "Lapis Lazuli" means stone of the heavens. Throughout history Lapis Lazuli was worn by kings, queens, pharaohs, and emperors. Lapis Lazuli provides mental clarity, wisdom, power, spiritual enlightenment, truth, and protection.

Lapis Lazuli enhances intuition and psychic abilities. It allows the user to have more vivid dreams and more clarity when attempting to interpret dreams. Lapis Lazuli boosts intellect. It also improves logical analysis and problem-solving skills.

### **Amethyst**

Amethyst is a purple and violet type of quartz that is not easily found. Historically, amethyst has been used by royalty and it is associated with wealth, luxury, and power. Amethyst has the power to calm the mind and help the wearer make wise decisions. It is also used to aid in meditation, and to ease anxiety.

Amethyst is often used to help the wearer let go of the past. It radiates a peaceful energy that creates bliss and happiness. Amethyst can greatly improve sleep. It also helps with facing and overcoming your greatest fears.

## **Tiger's Eye**

Soldiers of the Roman Empire wore Tiger's Eye on their breastplates to grant them bravery in battle, to deflect weapons, and to enhance focus. Tiger's Eye emboldens wearers to step out of the box to challenge themselves intellectually, artistically, and physically. It is a stone for practicality and balance. It turns discord into harmony.

Tiger's Eye can help heal intellectual, emotional, and spiritual afflictions. It is also known for attracting good luck. Tiger's Eye can be relied on to aid in deep thought and problem solving that is unclouded by emotions.

Tiger's Eye strengthens and empowers its user to take on and overcome obstacles. It makes its users more charismatic and determined so that they can confidently take charge, lead others, and inspire those around them. Tiger's Eye unlocks the will power of its users so that they can develop their strengths and heal their shortcomings.

## **Malachite**

Malachite is believed to be connected to Venus, the Goddess of Love. It is used for finding and establishing your personal power. Malachite is an amulet of prosperity best used for embarking on bold spiritual, emotional, and physical journeys. Malachite actively repels toxic energies from your life.

Malachite helps the user take responsibility for their own healing and growth. It unlocks the inner strength you already possess to help you advance in your personal development.

Malachite shows its users the truth in ambiguous situations and gives them the power to press forward when they are stuck. It

gives greater awareness to its users, and empowers them to commit to personal transformation and growth. Malachite gives the user the power to defeat the fear of confrontation, and gives them the tenacity they need to take their rightful place in society.

## **Turquoise**

Turquoise was worn by Native American Shamans of the Apache tribe. Turquoise brings power and wisdom. It also attracts victory, good fortune, and reveals hidden truths to its user. Turquoise is a master healing stone because it balances and aligns all chakras.

Turquoise amplifies the natural abilities of empaths. It increases compassion and stimulates honest communication. Turquoise unlocks its users' intuition to help them understand the interconnectedness of the physical and spiritual worlds. It compels the wearer to remain aligned with the synchronicity of the universe.

## **Jade**

Ancient cultures treated Jade as the ultimate Dream Stone. They used Jade to access the spiritual world and to gain occult metaphysical knowledge. Jade is known for blessing everything it touches. It is used to attract good luck and prosperity. Jade helps users create harmony in their lives.

Jade aids creatives by stimulating ideas, and by encouraging them to become their true selves. It improves problem-solving skills and gives users the strength they need to trust their decisions. Jade enlightens wearers to push beyond self-limiting beliefs, and grants them wisdom to live a balanced and rewarding life.

## **Rose Quartz**

Ancient Egyptians treasured Rose Quartz for beauty, it would give them clear skin and a beautiful complexion. Rose Quartz helps fierce lovers amplify and strengthen their aura. It attracts unconditional love and intimacy. Rose Quartz radiates a compassionate, peaceful, and healing energy.

Rose Quartz helps users energize their feminine charm. It gives users an enchanting magnetism that makes them more alluring and desirable. Rose Quartz unleashes the charisma and magic that lies within. It gives wearers a captivating mystique, and makes them more attractive, confident, and compelling.

## **Onyx**

The Navajo people, a powerful Native American warrior tribe, used Onyx as a shield against harm from the unseen realms. It also granted them wisdom, endurance and strength. Onyx boosts self-confidence and assertiveness. It helps users combine their passion with reason, and it is great for resolving tense conflicts while keeping a cool head.

## **Obsidian**

Obsidian was used by Ancient Mayans to communicate with otherworldly entities, and to create portals to realms that could be seen, but not interacted with. Obsidian is used to cut through falsehoods and clear mental clutter. It gives its wearer a shield against negative energy and psychic attacks. Obsidian does not need cleansing.

## **Lava Rock**

Lava rock forms when magma cools and solidifies. It comes from the center of the Earth. Since it is made from raw energy, it is the perfect stone for rebirth, and for stabilizing and grounding the root chakra. Lava rock gives the user strength and courage. It helps the user maintain an emotional balance and control anger while simultaneously boosting vitality and energy levels.

## **Hematite**

Hematite is an iron-based compound that is also found on Mars. It is used to clear out confusion and guide users to practical actions to help them manifest their desired reality. Hematite helps users be more open-minded and accepting. It helps overcome social anxiety and timidity, while boosting courage and emboldening users.

Hematite detoxifies the body to ease pain. It fills users with a vigorous and revitalizing energy. Hematite greatly increases focus, will-power, and self-esteem. It helps users attract what they desire by invigorating the magnetism of their aura. Hematite is an extremely protective stone that shields users from dark and toxic energies. Hematite relaxes the body to improve blood flow and accelerate healing.

## Sabeli Bracelet Bullet Points

*Below you will find a list of **product features** written for Sabeli Handmade's healing crystal bracelets product line.*

### **PRODUCT DESCRIPTION**

Handmade healing crystal bracelet. Includes 6mm healing crystal beads and 6mm steel beads. The bracelet is entirely handmade with barrel knots that hold the beads in place, and additional barrel knots at the tips. The bracelet comes in an adjustable "one-size-fits-all" size. The adjustable closure is made with handcrafted macramé braids. The bracelet is made with artisanal Terlenka thread. The maximum circumference of the bracelet is 9.4in. The bracelet is great for both men and women. Includes an accompanying metaphysical information card that explains what the bracelet does.

**HEALING CRYSTAL BRACELET:** Our bracelets are made with 100% authentic, high-quality crystals. Our bracelets can be used for meditation, focus, energy, balance, protection, and power.

**HANDCRAFTED BY EXPERT ARTISANS:** Our bracelets are crafted carefully by hand. Our bracelets were made with an incredible level of care and attention to detail. Each bead was carefully chosen to make sure only the highest quality materials were used in the process. The bracelet has 6mm Lapis Lazuli beads and 6mm steel beads.

**AUTHENTIC HIGH-QUALITY STONES:** All our crystals and gemstones are 100% authentic. We carefully source our materials to ensure the quality of our products. Sabeli Handmade uses only high-purity, genuine crystals and gemstones. All our crystals and gemstones are unique; therefore, the color and pattern of the beads may slightly differ from the picture.

**INCLUDES METAPHYSICAL INFO CARD:** All our bracelets come with an accompanying metaphysical information card. The card describes in detail what the bracelet does. It also includes a brief history of the crystals or gemstones used in the bracelet, and talks about the best way to use each bracelet.

**PERFECT GIFT:** Our bracelets make the perfect gift for friends and family. Our bracelets come with a description of the crystal or gemstone and its various metaphysical properties. Our bracelets are a perfect gift for birthdays, Mother's Day, Father's Day, Christmas, Valentine's Day, and any other special occasions you can think of!

**SPECIAL DETAILS:** Our bracelets are adjustable. They are made with a handcrafted adjustable closure of macramé braids and with barrel knot tips. To increase the longevity of your bracelet, make sure to remove the bracelet before showering or going to sleep.

**SATISFACTION GUARANTEE:** Sabeli Handmade is a brand you can trust. Our products are carefully crafted to be of the highest quality. If you have any issues, please contact us through



Amazon as soon as possible. We will gladly address your concerns and take care of any issues you may have.

## **Sabeli Catholic Accessories Bullet Points**

*Below you will find **product descriptions** and **product features** written for Sabeli Handmade's Catholic Accessories product line.*

### **PRODUCT DESCRIPTIONS**

Handmade Rosary Keychain. Our keychain is embroidered by hand with Czech beads. It also has 8mm and 4mm Murano Crystal beads. It comes in different styles that feature the Virgin Mary, Archangel St. Michael, the Virgin of Guadalupe, and Divine Child Jesus. Our keychains are the perfect way to share your faith with your friends and family. They make excellent Catholic gifts for birthdays, anniversaries, New Year's, Mother's Day, Father's Day, Christmas, First Communions, Baptisms, and any other occasion you can think of! They can be clipped-on to your bag, backpack, purse, or the belt loops of your pants. Our keychains are a wonderful way to proudly display your faith wherever you go!

Handmade Saint Benedict Hanger. Our handmade Saint Benedict Protection Hanger is made from silk thread, and has a Saint Benedict medallion that is embroidered by hand with Czech beads. The silk thread is hand braided using the round Kumihimo braiding technique. The braid is then tied with a barrel knot to create the Protection Hanger. The Protection Hanger can be hung on doors, walls, the inside of your car, purses, or anywhere else you can think of. The Saint Benedict Hanger is used to pray to Saint Benedict for spiritual strength and for protection from dark

and evil energies. Our Saint Benedict Protection Hanger comes with a prayer card that has the prayer to Saint Benedict written on it.

Handmade Saint Benedict Keychain. Our keychain is embroidered by hand with Czech beads. Our keychains are the perfect way to share your faith with your friends and family. They make excellent Catholic gifts for birthdays, anniversaries, New Year's, Mother's Day, Father's Day, Christmas, First Communions, Baptisms, and any other occasion you can think of! They can be clipped-on to your bag, backpack, purse, or the belt loops of your pants. Our keychains are a wonderful way to proudly display your faith wherever you go! The Saint Benedict Keychain can be used to pray to Saint Benedict for spiritual strength and for protection from dark and evil energies. Our Saint Benedict Protection Keychain comes with a prayer card that has the prayer to Saint Benedict written on it.

**PROTECTION BLESSING:** Our St. Benedict Protection Keychain can be clipped-on to your bag, backpack, purse, or the belt loops of your pants for protection from dark and evil energies. The St. Benedict Protection Keychain comes with a prayer to St. Benedict to bless any space.

**PROTECTION BLESSING:** Our St. Benedict Hanger can be hung on doors or walls for protection from dark and evil energies. The St. Benedict Protection Hanger comes with a prayer to St. Benedict to bless any space.

**PERFECT CATHOLIC GIFT:** Share your faith with your loved ones! Our keychains make the perfect Catholic gift for your friends and family. They are a great gift for Christmas, Mother's Day, Father's Day, Valentine's Day, Baptisms, weddings, birthdays, and any other occasion you can think of.

**HANDMADE BY EXPERT ARTISANS:** All our Catholic Accessories are handmade by devoted expert artisans. A high degree of care and attention to detail is put into every item we handcraft. The hanger is hand woven with silk thread using the Kumihimo round braid technique. The medallion is 1.5 inches in diameter and is embroidered by hand with Czech beads.

Our Rosary Keychain is made with Murano Crystals. The medallion is embroidered by hand with Czech beads.

**HIGH-QUALITY MATERIALS:** We carefully and thoughtfully source all our materials. We spend substantial time and energy ensuring that our materials are durable, reliable, and of the highest quality.

**100% ORIGINAL DESIGNS:** Every one of our Catholic Accessories was born from an extensive and thorough design process. The materials, shape, colors, patterns, and overall harmony of the product are combined to create a beautiful Catholic Accessory that you can proudly display.

**DISPLAY YOUR FAITH:** Our Catholic Accessories are a great way to display your faith. All our Catholic Accessories can either

be hung on walls or doors, or they can be clipped-on or attached to your personal belongings like purses, belt loops, bags, and backpacks.

**VARIOUS STYLES:** We offer different styles and colors for all our Catholic Accessories. All our accessories depict prominent Catholic figures. The Virgin Mary, Archangel St. Michael, the Virgin of Guadalupe, Divine Child Jesus, and St. Benedict are some examples of figures depicted in our Catholic Accessories. Our product design combines colors and patterns to highlight the product's beauty.

**CORRESPONDING PRAYER CARD:** Every Catholic Accessory includes a corresponding prayer card for the Catholic figure it depicts.

**SATISFACTION GUARANTEE:** Sabeli Handmade is a brand you can trust. Our products are carefully crafted to be of the highest quality. If you have any issues, please contact us through Amazon as soon as possible. We will gladly address your concerns and take care of any issues you may have.

## **Bellissima Fiore Product Descriptions**

*Below you will find **product descriptions** written for Bellissima Fiore's product line.*

### **Audrey**

Audrey has her own style and views, and if you're lucky, she might tell you a little bit about them. She has mastered the art of being classy and outrageous at the same time. Audrey knows everyone and everyone knows her. She is the epitome of being in the know. Her close relationships are based on quality of time over quantity. She usually has the spotlight, but she knows when the people close to her need help, and she's always there for them.

Audrey usually has an opinion on most things, but she says the most when she chooses to not say anything.

### **Lucy**

Lucy would describe herself as an introvert. She has a lot to say, and she knows to save her words for those who will actually listen. She's an intellectual, she loves her glasses, and she has at least one book on her at all times. She's the smartest person in the room, but she also understands the value of playing dumb. She knows how to pick her fights, and she can turn on her feminine charm to get things done when necessary.

Lucy doesn't like labels, but if you ask her to describe her beliefs, she'll tell you she's a "pragmatic idealist".

## **Leah**

Leah is the alpha in whatever group of people she finds herself in. Her voice has a way of attracting people's attention, and she has a unique way of being super cool and personable. Leah is an overachiever and she's in charge of a lot of things. Whenever you go out with her, she seems to know everyone.

And while Leah can be a little stubborn at times, she knows she's earned that right because being HBIC is a full-time job, and she's damn good at it.

## **Luke**

Luke plays by his own rules. He's always traveling, moving, and reinventing himself. He knows something about everything, and you learn something new everytime you talk to him. Luke is always taking risks and experimenting mostly just to see what happens. He's the go-to person for advice since he's smart, honest, and bold.

Luke gives all of himself to the people in his life and the world around him. But with all his focus on the outside, it does leave some to wonder "What's going on inside?".

## **Sandra**

Sandra is an angel. She is kind, compassionate, and she knows how to comfort anyone. She's generally mild-mannered, but she'll be the first to kick your butt if she sees you taking advantage of

others. Sandra believes in the rules and systems that society has put in place, mostly because she sincerely believes in the goodness of people. She's had a couple of crises of faith, but she always goes back to helping others and doing things the right way.

She might come off as a stickler for the rules to those who don't know her. She strongly believes that you should do things by the book. But she also understands that sometimes you gotta grease some hands and shake some trees to get things done. And that's just life.

## **Scarlet**

Scarlet is mysterious. She has a certain allure that gets everyone talking. When you see her, you immediately want her to be your best friend, but you're also intimidated to talk to her because she is so cool. A lot of people presume that they can get overly friendly with Scarlet. She'll usually play along, keep it superficial, and use it to her advantage.

Scarlet is willing to open up and get real, but it's gonna take a lot of work and time to prove to her that she can trust you. After all, literally everyone wants to be her best friend, what makes you special?

## **Stacy**

Stacy is a literal ray of sunshine. Her clothes are always so bright that sunglasses are recommended. She makes wherever she is happier and more joyous. Her presence is so alluring that everyone always wants to talk to her. She has a lot of acquaintances and her interactions are plentiful, brief, superficial,

and uplifting. Stacy has a lot of emotion but when things get turbulent, she prefers isolation. She needs space to think and reflect.

Stacy knows who she is and what she wants, and she's not afraid to go after it. Some would say her standards are "too high", she would say that life is too short to settle just because somebody told you to.

### **Veronica**

When people first meet Veronica, they can't stop talking about her for the rest of the day (sometimes week). She's really good at what she does and she has fun doing it, which her peers find inspiring. She will always put the needs of those she cares about before hers.

Everyone can tell that Veronica is going places. She's passionate and extremely capable, but what really sets her apart is her strategic mind. Even her accidents and mistakes are deliberate.

## [Redacted Client Name] Product Descriptions

*Below you will find **product descriptions** written for a Varona & Co client.*

### [Redacted Product Name]

[Redacted Product Name] is synonymous with confidence, allure, and class. It is the reliable go-to that never goes out of style. This aroma is romantic and refined; an incomparable feel that radiates femininity and sophistication. [Redacted Product Name] is the timeless classic that you can count on to make any night special and memorable.

### [Redacted Product Name]

[Redacted Product Name] is a lighthearted fragrance that is soothing and refreshing. It is reminiscent of new beginnings, fresh starts, and different perspectives. After the harshness of winter comes springtime, a time that brings with it renewed beauty and comfort. We combined Spring with the European elegance of Paris to bring you an aroma that is unique, yet classic and familiar.

### [Redacted Product Name]

Energetic, warm, friendly, open-minded. Love is tricky and complex, and the [Redacted Product Name] brings forth a mindset that allows us to flow with our surroundings while we pursue what we truly desire. [Redacted Product Name] is calming



but energizing. Straight-forward yet complicated. Giving and possessive. As nuanced and intricate as love itself, this fragrance creates an ambiance that we can all recognize but can't quite pin down. It was created to help us open up to, and embrace the blessings that are simply waiting to be invited into our lives.