



WINNING VARIANTS

FREE HOOK PACK

30 FTC-safe hook templates for skincare and supplement ads

Fill-in-the-blank openers for Meta and TikTok, each with a skincare and a supplement example, and the reason it stays inside the rules.

From Tumi and the WinningVariants team · October 2026

Five rules every hook here follows

A hook gets the first two seconds. These rules keep those two seconds from costing you an ad account. They're how we write, not legal advice: check claims for your product with your own counsel.

1 Talk like a creator, never claim to be a customer.

Speak to the viewer naturally and confidently about the product. Just never "I used this for 30 days" or a before-and-after in the presenter's name. The FTC's rule on consumer reviews and testimonials (16 CFR Part 465, in force since October 2024) bans testimonials from people who don't exist or didn't have the experience, and that includes AI-generated ones.

2 No disease claims.

Cosmetics can't claim to treat or cure a condition; supplements can make structure/function claims ("supports..."), not disease claims ("treats..."). If a hook needs the word "cure", "heal", "treat" or "prevent", rewrite it.

3 Only claims you can back.

Numbers, timelines and "clinically shown" need real substantiation for this product. Every [blank] in these templates is filled with something you can prove: an ingredient amount, a format, a price, a step.

4 Disclose with settings and a small tag, not with your script.

The script never mentions AI. Switch on the platform disclosure (TikTok's AI-generated label; Meta's AI disclosure in Ads Manager) and add a small on-screen "AI-generated" tag in a corner. If your ads can reach New York, its synthetic performer law (in force since June 2026) asks for a conspicuous disclosure in the ad itself, and the tag covers it without costing a second of your hook.

5 Show the real product.

Texture, pump, dissolve and pour shots must be real footage of your product. Never let AI invent how your product looks or performs.

How to use this pack. Pick 3 angles, then 3 hooks per angle from different sections. That's 9 variants for one test. Fill the [blanks] only with facts from your product page or label. Each template shows one skincare (SC) and one supplement (SP) example with a made-up product.

SECTION 1

Stop the scroll habits

01 Stop [common habit] before you've seen this.

- SC Stop layering five serums before you've seen this.
SP Stop picking protein by the size of the tub before you've seen this.

Safe because: it challenges a habit, not a person, and promises information, not results.

02 If your [routine] has more than [number] steps, watch this.

- SC If your night routine has more than four steps, watch this.
SP If your morning stack has more than five pills, watch this.

Safe because: it qualifies the viewer by behaviour; no outcome is claimed.

03 You're probably [using / taking] [product type] at the wrong time.

- SC You're probably putting on vitamin C at the wrong time of day.
SP You're probably taking magnesium at the wrong time of day.

Safe because: "probably" plus a usage tip from your label's directions; nothing about what it does to the body.

04 Don't buy another [product type] until you check this one thing.

- SC Don't buy another sunscreen until you check this one thing.
SP Don't buy another collagen powder until you check this one thing.

Safe because: the "one thing" is a label fact (SPF type, grams per serving) you can show on screen.

05 Most [product type] go to waste for one reason.

- SC Most serums go to waste for one reason: the dropper.
SP Most powders go to waste for one reason: the scoop.

Safe because: "waste" is about packaging or use, which you can demonstrate with real footage.

SECTION 2

Read the label hooks

06 Read the back of the [bottle / tub] with me.

SC Read the back of this moisturiser with me.

SP Read the back of this tub with me.

Safe because: the label is the claim. You're only reading what's legally printed.

07 [Number] ingredients. That's the whole list.

SC Seven ingredients. That's the whole list.

SP Three ingredients. That's the whole list.

Safe because: a countable fact. Only use it if the count is true and complete.

08 The [number]-second label check most people skip.

SC The five-second label check most people skip: where the actives sit in the list.

SP The five-second label check most people skip: the serving size.

Safe because: it teaches a skill. "Most people" is soft framing, not a statistic; never put a % on it without data.

09 What [amount] of [ingredient] actually looks like.

SC What 2% salicylic acid actually looks like on a cotton pad.

SP What 25 grams of protein actually looks like.

Safe because: a visual of a stated amount. Use real product footage for the visual.

10 Here's what [ingredient] does, and what it doesn't.

SC Here's what niacinamide is in this formula for, and what it isn't for.

SP Here's what magnesium glycinate is in here for, and what it isn't.

Safe because: "and what it doesn't" builds trust and forces you to stay inside cosmetic or structure/function language.

SECTION 3

Creator-voice hooks (talk to the viewer, never testify)

11 Okay, [audience], we need to talk about your [product type].

SC Okay, oily-skin girls, we need to talk about your moisturiser.

SP Okay, gym people, we need to talk about your protein.

Safe because: it calls out the buyer the way a creator would. It's about the viewer's problem, never the presenter's results.

12 Look at this [texture / format].

SC Look at this texture. That's a gel cream, not a balm.

SP Look how fast this dissolves in cold water.

Safe because: the product proves itself on camera. Film the real product.

13 The first thing people ask about [product]: [question].

SC The first thing people ask about this serum: why is it this price?

SP The first thing people ask about this blend: why no flavours?

Safe because: the answer comes from the brand's own facts, delivered in a natural creator voice.

14 Your questions about [product], answered in [number] seconds.

SC Your three biggest questions about retinol, answered in 20 seconds.

SP Your three biggest questions about creatine, answered in 20 seconds.

Safe because: FAQ format. Answers come from your label, directions and approved claims list.

15 Here's who [product] is for, and who should skip it.

SC Here's who this exfoliant is for, and who should skip it.

SP Here's who this pre-workout is for, and who should skip it.

Safe because: "who should skip it" mirrors your label warnings, which reads as care, not hype.

SECTION 4

How-to and routine hooks

16 Your [time of day] routine in [number] seconds.

SC Your morning skin routine in 15 seconds.

SP Your morning shake in 15 seconds.

Safe because: a demonstration of use with real product footage; no result promised.

17 The order matters: [step 1], then [step 2].

SC The order matters: serum first, then moisturiser, then SPF.

SP The order matters: water first, then the powder, then shake.

Safe because: directions from your label, presented as a tip.

18 How to use [product] so you don't waste it.

SC How to use this serum so you don't waste a drop.

SP How to use this powder so it doesn't clump.

Safe because: a practical tip about the product, not about the body.

19 Pair it with this, not that.

SC Pair vitamin C with SPF, not with this.

SP Pair this with water or milk, not with hot coffee.

Safe because: only use pairings your formulator or label supports.

20 Three ways to use one [product].

SC Three ways to use one tinted balm.

SP Three ways to use one tub of unflavoured protein.

Safe because: a value angle based on product versatility you can show.

SECTION 5

Myth and comparison hooks

21 [Category] myths, ranked from harmless to expensive.

SC Skincare myths, ranked from harmless to expensive.

SP Protein myths, ranked from harmless to expensive.

Safe because: myth-busting with general, well-established facts; don't name competitors.

22 This is not a miracle. It's [verifiable feature].

SC This is not a miracle. It's a 10% niacinamide serum in an airless pump.

SP This is not a miracle. It's 5 grams of creatine monohydrate and nothing else.

Safe because: it rejects hype out loud and lands on a checkable fact.

23 Why [Brand] says "supports" and not "cures".

SC Why Lumen says "helps skin look smoother" and not "fixes acne".

SP Why Northfield says "supports" and not "cures".

Safe because: it makes compliance the story, and buyers read it as honesty.

24 If you've tried [category] and hated [feeling], this is different because [feature].

SC If you've tried SPF and hated the white cast, this one is a tinted mineral formula.

SP If you've tried fish oil and hated the aftertaste, this one is in coated softgels.

Safe because: it compares a product feature, not results, and doesn't name a rival.

25 What "[label word]" should mean, and what it doesn't.

SC What "fragrance-free" should mean, and what it doesn't.

SP What "third-party tested" should mean, and what it doesn't.

Safe because: only use it when your product genuinely meets the stricter meaning, and you can show proof (a certificate, a full list).

SECTION 6

Value and offer hooks

26 What [price] gets you: [count] [units] at [cost per use].

SC What \$38 gets you: 60 uses, about 63 cents each.

SP What \$45 gets you: 30 servings, \$1.50 each.

Safe because: simple maths from your real price and pack size. Recheck it whenever the price changes.

27 [Offer] until [real date]. Here's what's in it.

SC Free travel size until Sunday. Here's what's in the bundle.

SP Free shaker until Sunday. Here's what's in the box.

Safe because: a real deadline only. Fake countdowns and "ends tonight" every night are deceptive.

28 [Brand] made one change to [product]. Here's why.

SC Lumen made one change to this cream: a pump instead of a jar. Here's why.

SP Northfield made one change to this blend: no added sugar. Here's why.

Safe because: news format, built on a real product change.

29 The part of [product] nobody shows you: [texture / format].

SC The part of this sunscreen nobody shows you: how it looks after it dries.

SP The part of this powder nobody shows you: how it mixes in cold water.

Safe because: it promises a real demonstration. Film the actual product.

30 One question to ask before you try any [category]: [question].

SC One question to ask before you try any acid: what percentage is it?

SP One question to ask before you try any greens powder: is the full dose of each ingredient on the label?

Safe because: it teaches buyers to judge the category, then your label answers the question.

Want these turned into ads?

We take one product, pick three angles, and write three hooks each from templates like these. Then an AI presenter like Tumi delivers them, cut for Meta and TikTok, with the platform AI disclosure handled for you.

Get a free spec ad for your product.

One finished ad in 48 hours. Free, no call needed. Send your product link at
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