

Hårklinikken

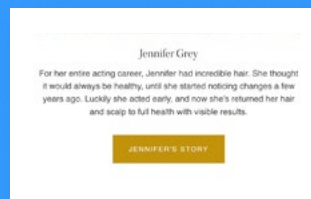
Hair & scalp care

Scandinavian hair and scalp care brand, Hårklinikken, wanted to raise awareness of their customised method, and launch new products and memberships globally.

I was a brand consultant and copywriter working directly with the Hårklinikken marketing team for over a year.



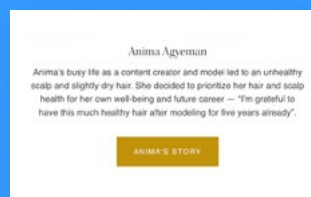
Copy case #4 / Hårklinikken



Challenge — Communicate the supreme quality of Hårklinikken's hair gain products, methods and offers in an empathetic, inspirational and precise voice.

Insight — Hårklinikken's new pay-off **It's more than hair, it's you** inspired a personal approach to brand storytelling.

Solution — A collection of **Ambassador hair stories** from high-profile clients who shared their unique hair stories and experiences. From Dirty Dancing's Jennifer Grey to celeb hair stylist Denis De Souza and content creator Anima Agyeman.



A remarkable life story

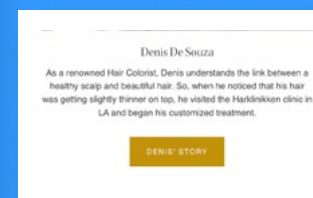
Jennifer Grey is an American actor best known for her roles in the iconic 80's film Dirty Dancing and teen comedy, Ferris Bueller's Day Off. She has been nominated for a Golden Globe Award, won 'Dancing with the stars' and has been featured in a variety of TV shows over the years. In early 2022, she published her captivating, New York Times bestselling memoir, 'Out of the Corner,' which she describes as "the process of owning my entire life story." Jennifer has indeed led a remarkable and interesting life.



The King of Color

Denis De Souza is a Brazilian celebrity colorist with his own West Hollywood salon, Mare Salon, which he opened with Mara Roszak and Alex Polillo. He's been called a "hair visionary" and "the King of Color", and his innovative work has been seen on the Red Carpet and featured in countless beauty magazines, such as Vogue, Harper's Bazaar, Glamour and Allure. He was also recently listed as one of the top five colorists in the U.S. by Vogue magazine.

Denis is not afraid to be creative with his client's hair and believes in beautiful, natural looks that require minimal maintenance — he wants to "create looks that are natural and feel great". He has colored the famous locks of stars like Olivia Wilde, Mila Kunis, Zoë Saldana, Rashida Jones and Nicole Richie. He is also very aware of maintaining or improving the health of his client's hair and is quick to share advice and techniques. "It's all about enhancing what you already have, not changing something too drastically".



Find your true passion

Anima Agyeman was born in Virginia as the daughter of proud Ghanaian immigrant parents. She started studying medicine, but quickly realized it was not for her. "I was worried about disappointing my parents, but luckily I organically and quite quickly found a new path with modeling and content creation for beauty brands. I have always loved clean products and have been a strong proponent of natural hair in the modeling world. I saw too few 'girls like me' growing up and I wanted to change that. In my work, I want to show young women who resemble me that they have representation and that they can have confidence just as they are."

Copy case #4 / Hårklinikken

Product naming / descriptions

Launch copy for **luxurious accessories, hair care sets** and **exclusive memberships** across web, SoMe, emails, newsletters and PR.

Copywriter Clare ©2026



The Hair Brush

The new Harklinikken Hair Brush lets you effectively brush your hair and improve its condition at the same time. The brushes' nylon and natural, wild boar hair bristles stimulate your scalp, protect each strand, lessen frizz and breakage and give you softer, smoother hair.

SHOP

The Toiletry Bag

Keep all your Harklinikken products organized with the stylish Harklinikken Toiletry Bag in warm gray with gold details. Made from 100% pure cotton with a convenient zipped inner pocket, it's the perfect companion for your travels or at home, and the Harklinikken Travel Essentials set fits perfectly inside.

SHOP



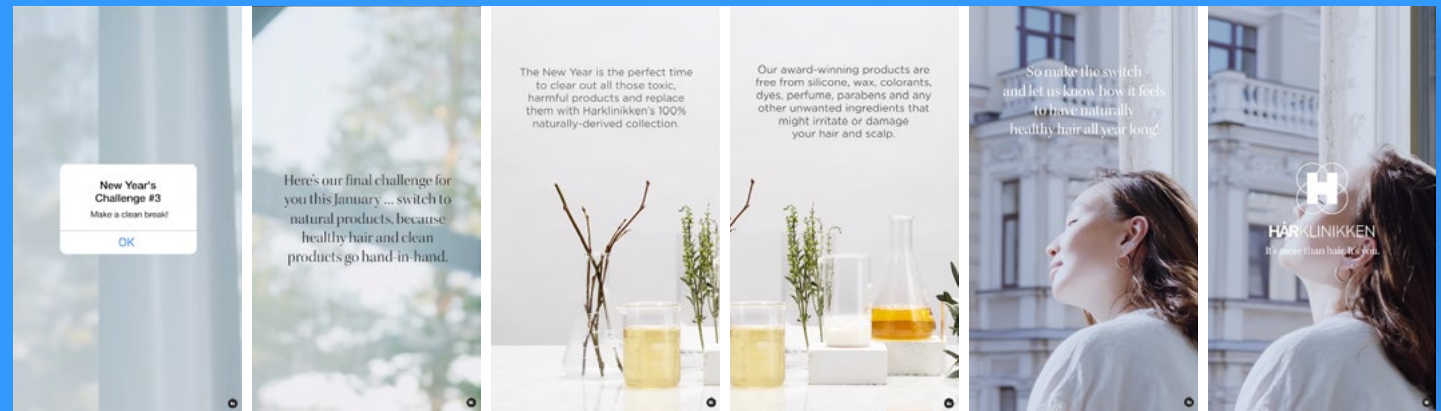
The Hair Towel

Pamper yourself daily with the new, super soft and absorbent Harklinikken Hair Towel. This beautiful towel is made from 100% cotton, with a specially-designed elastic band sewn in. Simply wrap the towel around your head with the band at the base of your neck, twist the towel around your hair and place the ends inside the band.

SHOP

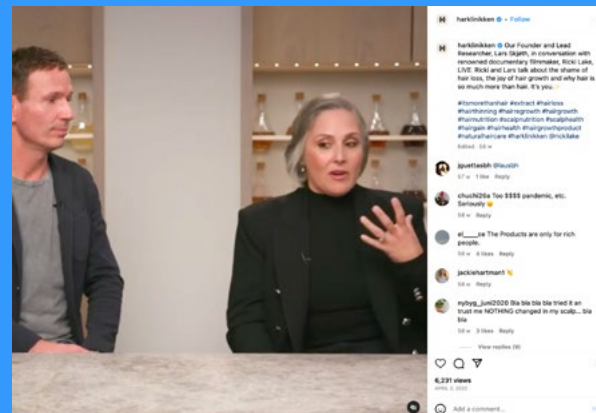
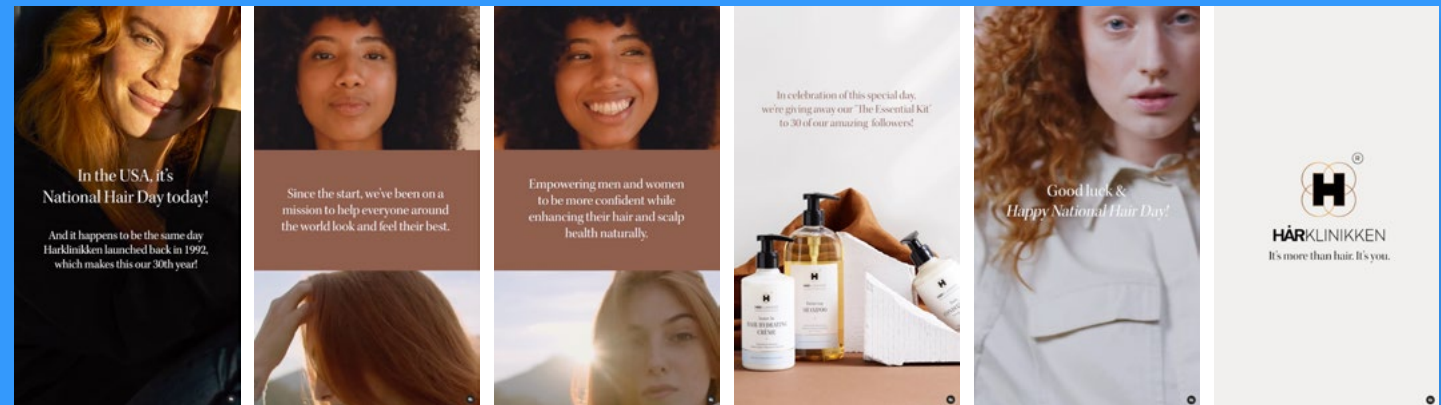


Copy case #4 / Hårklinikken



Social Media

Hårklinikken social media. Everything from giveaways to education, product launches, brand news, community challenges, and captions for celebs like Ricki Lake and Jennifer Grey.



Some kind words from the Global Brand
Director at Hårkliniken, **Katrine Leisby
Hammerlund**. Thank you Katrine.

“Clare worked with us through a period of huge growth,
and her vast knowledge of copywriting and strategy
have been invaluable. Her experience means she can
successfully write for any part of our brand platform,
from storytelling for our Ambassadors to promotional
SoMe posts or product names. She’s a great support
and inspiration to our marketing team”.



My copy tasks

- UX / website copywriting
- SEO copywriting
- Product naming
- SoMe content
- Blog content
- Signage
- Email flows
- Newsletters
- Press releases
- Presentation decks
- Competitor audit
- Interviews / editorial



Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO optimisation
- AEO/LLM optimisation

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts** for foundational language guides if they help facilitate better brand writing. Most copy is, however, still best made by lovely, feeling humans! 🥰

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I look forward to collaborating with you and making words the hero! 🙌