

WRITING SAMPLES- Not for publication
A selection of retail/product descriptions for clients in
Personal care, fashion, toys, personal care and service industries

CLIENT: OPI Products, a nail polish manufacturer. Brochure copy for a new line of nail polish targeted to females 18-22 years old:

The Colors of Nicole.. Where Renegade Color Meets Boundless Imagination.

The Nicole line of nail lacquers offers a visionary palette of 24 overt, outrageous colors, from to electric greens and cosmic blues to earthy rain forest greens and browns.

Nicole is more than just a fashion accessory... it's an adventure in color, vibration and light. Nicole's range of moods is limitless. Iridescent purples and electric greens speak to your ethereal nature, while subterranean shades of gray are perfect for life on the edge in the big city. Deep, irreverent tones give way to delicate pastels, neutrals and shimmers, which can be used as overtones for playfulness or undertones for subtle secrets.

CLIENT: etoys.com. This was written as an "audition" for a copywriting project:

BARBIE'S DELUXE DREAM HOUSE

Barbie can't wait to invite you and your friends to her exciting new home. It's big, it's beautiful, and it's loaded with great Barbie furniture and accessories, including an elevator that really works! Spend hours in imaginative play with Barbie, whether you're helping her serve tea in the elegant living room or cooking up something fabulous in her gourmet kitchen. After an evening spent sitting on the terrace under the stars, you can send Barbie off to sleep in her cozy upstairs bedroom with sweet dreams of another wonderful day in her dream house.

DUKE NUKEM

Duke is at his jet-packing, space-cruising, high-tech killing best in this 34-level total death and destruction extravaganza.. You'll meet the biggest, baddest bad guys and the most menacing alien lowlifes ever to appear on your video monitor. Duke's arsenal of super techno weapons makes this macho Martian terminator the king of all intergalactic fighters.

CLIENT: Jason Natural Products. Package copy for a line of vitamins:

Vitamin A Complex

Topical application of Vitamin A works deep within the skin's surface to moisturize, soften and rejuvenate dry, aging, or damaged skin. Vitamin A is needed by all cells to produce a mucus that coats cell membranes. It's the body's first line of defense in resisting viral and bacterial attack. This is why Vitamin A has been called the *anti-infection vitamin*. Deficiencies can create cracks in the skin, allowing pathogens to penetrate.

Vitamin B Complex

The B vitamins are essential for the production of cellular energy and for the synthesis of nucleic acids and proteins that create new skin cells. B vitamins are also known to relieve stress, and when applied topically, can soothe skin and nails that have been stressed by exposure to sun, environmental toxins, and lifestyle factors such as smoking or poor diet.

CLIENT: Xtemcell, an organic beauty product

Xtemcell... Nature's Gift to Skin Care Technology

Xtemcell represents a new breed of skin care products that work hand-in-hand with Mother Nature. Unlike most so-called "natural" products, Xtemcell's formulas are created directly from the cells of plants that are known to contain moisturizing and anti-aging properties. The miraculous process that makes this possible is known as *cloning*, and the miraculous plant at the root of all Xtemcell products is the Date Palm.

The Date Palm tree was chosen because of its unparalleled ability to live and thrive in the driest, most moisture-starved areas on our planet. It has a remarkable, innate ability to hydrate itself and sustain itself by generating and conserving its own water supply. A specific cell in the Date Palm's chemistry -- *Phoenix dactylifera L* -- makes this possible, and our scientists have been able to duplicate this cell for use in Xtemcell products. By cloning these cells, we have isolated their desirable properties and created a series of age-maintenance skincare products that contain 100% organic stem cells from the mother plant. The result is superior moisturization of the skin without the use of harmful chemical ingredients.

CLIENT: Sebastian International. These are selected headlines for a youthful hair product called "Xtah," designed to make the hair look muddy and matted. The client wanted "weird, artful copy"

HAIR DEFLOWERED.
CONVENTION DEFILED.
It's not pretty.
Molded and matted to X-tremes.
Hair in earthen armor, sculpted in fertile soil.

X-IST AS ART
Conjure the mythical.
Shape a savage mane from primal mud.
Emerge original.

X-ISTENTIAL HAIR
Charge your hair with primal matter.
Make it muddy. Indelicate.
Raw fiber baked in hard rain.

CLIENT: "The Territory Ahead," a clothing catalog (this was an audition piece)

PRIMAVERA JACKET

Primavera is the Spanish word for "Spring," a time when the earth opens itself to the elements, receiving water, air, light and heat to nourish itself for the process of creation. It's a time of transformation, and on a primal level, we all have an instinctive need to re-create ourselves each spring.

What better place to start than our spring wardrobes? The acrylic-cotton blend fabric of the Primavera Jacket is as soft and sweet as new Spring grass, and will wrap you in comforting warmth as you emerge from your Winter doldrums. As the seasons change, the Primavera transforms too, into a lightweight summer cover up. Its box cardigan shape makes it easy to wear over t-shirts or blouses, and wooden buttons create a natural, earthy look.

WASHABLE SUEDE JEANS

Rough, raw and natural, but sexy and slinky at the same time, these exceedingly adaptable true suede jeans can be worn on a cattle drive or to the open house at your daughter's elementary school. They're comfortable enough to wear all day without binding or bloat, and best of all, they're machine washable. Shaped, sewn and trimmed with an eye toward enhancing hip curve and leg length, and lined in sensuous satin.

CONSCIENTIOUS OBJECTORS

A far cry from your old hippie sandals (circa Berkeley 1976), but at the same time, strangely reminiscent of the days when fashion didn't matter nearly as much as making a statement about personal preferences and politics.

There's nothing political -- correct or otherwise -- about these suede-lined sandals. The woven leather straps have a contemporary look, while the cushioned footbed constructed atop a thick polyurethane sole is designed for pure comfort. You can walk miles in these, whether you're marching for a cause or shopping for groceries.

BEACHCOMBER PANTS

Ever wonder how to dress for extreme comfort without looking like you're wearing the dregs left over on laundry day? Is there an alternative to shapeless, sloppy sweats or faded, stretched out leggings?

Lightweight drawstring pants are the answer. They're built for comfort and function, but the look is slick and slimming. An elasticized waist in the back provides for a relaxed fit, making it easy to work and play without feeling restricted or confined. These pants feel great and go anywhere, and the spring-weight cotton fabric is tough enough to stand up to years of machine washing.

CLIENT: Urban Upkeep, a high-end New York City home maintenance service:

You've worked hard to create a high-performance, high-quality lifestyle. Now let us help you maintain it.

The home you own and care for -- whether it's a full-time residence, a vacation retreat or an investment property -- is a place of respite, beauty and personal expression. It takes time and energy to keep it clean, organized and running smoothly. But with your demanding schedule, it's difficult to maintain your home or work environment at the high standards you expect from yourself.

That's when Urban Upkeep can step in and take charge, allowing you to maximize your free time and rest assured that the care and maintenance of your home is in good hands. Our meticulously screened, bonded professionals can provide everything from routine cleaning and housekeeping to complicated errands, pet sitting and even child care.

Our clients include some of New York's most prestigious executives, celebrities and VIPs, all of whom lead busy lives and need a trusted, reliable partner to help meet their home maintenance needs. As an Urban Upkeep client you'll be able to take advantage of a full range of in-residence services that keep your home in near-perfect condition. Whether you need simple scheduled cleaning or a wider scope of services that include personal valet or commercial property management, Urban Upkeep can help.

OUR SERVICES

Because our clients represent a broad spectrum of lifestyles, business interests and time management needs, Urban Upkeep offers eight areas of specialized service:

Oxford Maids

Our housekeeping division provides everything from floor-to-ceiling deep cleaning to scheduled tidying and upkeep. We even do laundry and windows. The quality of our cleaning and household maintenance is so high that we were voted the Best Housekeeping Company Worldwide for Q106 by Exclusive Resorts and a 4.5 Star Rating on Service Magic

- Residential or office housekeeping
- Customized maid service
- Light to heavy cleaning as needed

Urban Errands

Whether you're a busy professional, a stay-at-home parent or a world traveler, daily errands can be overwhelming, especially in a large city where fighting traffic and waiting in long lines can be time consuming and annoying. Urban Errands can help with anything from picking up your dry cleaning to standing in line for you at the passport office.

- Short-term personal assistants
- On call help with household or office errands
- Shoppers
- Office assistants
- Hosts/greeters
- Drivers
- Party or event support (more... not shown)

