

Spec Work – Dr. Squatch

Creative Brief

Dr. Squatch speaks to men with plain-spoken, rugged honesty. This speculative copy reframes that voice for women who buy — and use — men’s grooming products themselves. The tone blends feminine masculinity, tender grit, and grounded Southern Gothic warmth to create a message that feels strong, intimate, and real.

Headline

[For women who want cleaner ingredients ... and tender grit.]

Subhead

[An exfoliating bar built for roughened skin – hers included.]

Body Copy

[Some women want clean that’s stronger, steadier, and more honest than anything in the women’s aisle. Dr. Squatch brings hardened care — natural oils, real scents, and a bar that relies on earth-born ingredients — to the roughened skin of women who work hard and don’t need perfume to prove it. It’s grooming that feels genuine: no melodramatic bulls**t, no second-guessing, just clean that shows up the way you do. Give yourself the kind of care you’ve always deserved... the kind that feels like settling into a porch swing on a summer evening.]

CTA (call-to-action)

[Button]

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Alternate Headlines

- You deserve a scent with a spine
- For women who want soap that lasts as long as they do
- Because your fire deserves something natural to burn with
- For women who like to smell confident – not sweet