

# SERVICES

## *Overall*

### MAKE-UP

SOFT GLOW	\$199
AUSSIE GIRL GLAM	\$199
COOL-TONED	\$199
MONO CHROMATIC	\$199

### UGC

Unit	\$180
Upscale	\$520
Ultimate	\$1,100

### PHOTOSHOOT

Hour	\$180
Half Day	\$720
Full Day	\$1,350

### COLLAB

Curated Gifted	\$0
Core	\$180
Campaign	\$320

### USAGE FEE

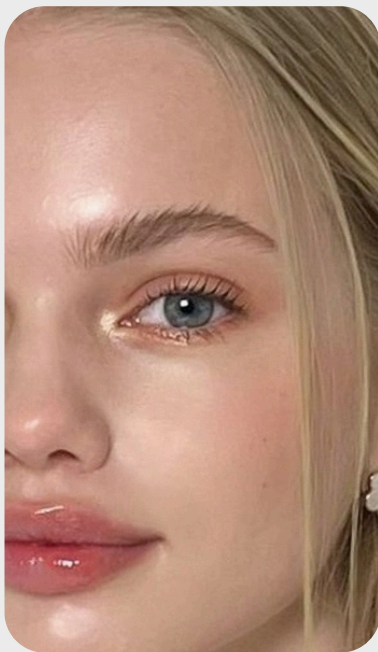
Organic (Brand Post)	\$150
Paid Ads	\$250
Whitelisting	From \$100

# Make-up Rate Card

\$199 per session, using premium counter brands and dermatologist-grade skincare prep. Custom add-ons are available.



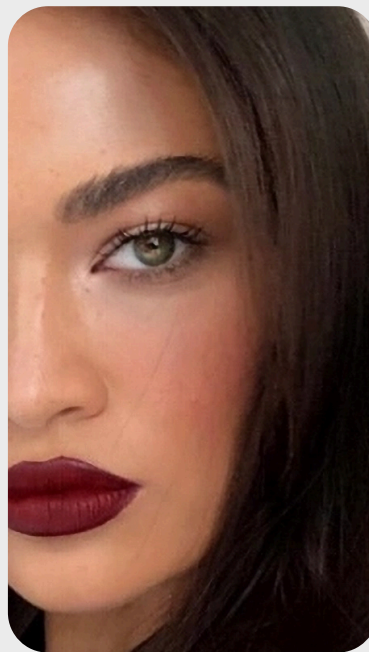
SOFT GLOW



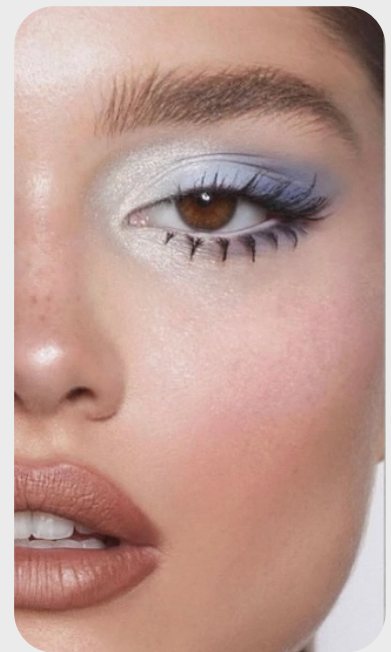
AUSSIE GIRL GLAM



MONO-CHROMATIC



COOL-TONED

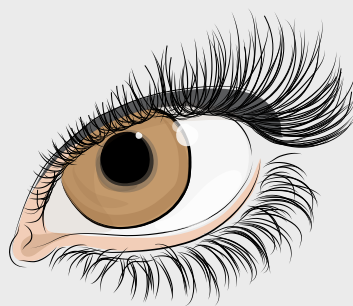


**Optional Upgrade**

- 50% deposit to confirm your booking. Balance due on the day.
- Travel (Sydney area) — from \$20
- On-Site Stay (Touch-Ups) — \$90 / h

Last-minute bookings available

Sydney-based service



Premium Lash +\$15

Includes higher-quality lashes with lightweight comfort and vegan-friendly adhesive for better hold and a more seamless finish.



Dermal Mask +\$30

Advanced Skin Prep (\$30) includes a mini facial with massage and a BIODANCE hydrogel mask for deep hydration and a long-wear base. Express Prep (\$15) uses the mask only for quick hydration and prep

By booking a makeup service, you agree that a 50% non-refundable deposit is required to confirm your appointment, with the remaining balance due on the day. Cancellations within 24 hours will result in loss of deposit, and rescheduling is subject to availability. Clients must disclose any allergies or skin conditions prior to the service; while high-quality, skin-conscious products are used, no liability is accepted for any reactions. Results may vary depending on individual skin type and conditions, and exact looks cannot be guaranteed. Late arrivals may result in reduced service time. By proceeding, you acknowledge and accept these terms.

# Photoshoot Rate Card

Your final price is tailored based on shoot duration and selected enhancements

**Gallery**

**Shoot duration**

▲▲▲ \$180/HOUR    ◐ \$720/HALF DAY    ○○○ \$1,350/ FULL DAY

**Optional Enhancements**

- ⊕ Full-body studio @Waterloo — \$66/hr
- ⊕ Priority Delivery (Same Day) — \$30
- ⊕ Further Locations — from \$20
- ⊕ Extra Time — \$90 / 30 mins
- ⊕ Extra Edited Images — \$10 / image

**img000 . jpg**

In case of unsuitable weather, the session may be rescheduled.

Timing begins from the first shot — setup and travel time are not counted

Deposits are non-refundable but may be transferred to a new date with prior notice

By booking a photoshoot, you agree that sessions are conducted as outdoor portrait shoots at one agreed location within the Sydney metropolitan area. Additional locations or extended travel may incur an extra fee from \$20 depending on distance. Studio hire is not included; however, studio options can be arranged through partner studios upon request at additional cost. All equipment, including lighting, is transported by the photographer, and locations must be reasonably accessible for setup. Timing begins from the first shot, with setup and travel time not counted. A 50% deposit is required to confirm your booking, with the remaining balance due on the day. By proceeding, you acknowledge and accept these terms.

# UGC Rate Card

Each package includes 30-day organic usage, with extended usage, whitelisting and advertising options available.

## Unit



For emerging brands

- ✓ 1 video asset
- ✓ Organic usage only
- ✓ 1 revision included
- ✓ 3 photo assets

\$180 AUD

✓ 50% deposit

## Upscale **Top Pick**

For growing brands

- ✓ 4 UGC videos
- ✓ Ad-optimised\*
- ✓ 2 revision included
- ✓ 8 photo assets

\$ 520 AUD

✓ Clear timelines

## Ultimate



Monthly content support

- ✓ 10 videos
- ✓ Variations included\*
- ✓ Ad-optimised\*
- ✓ 20 photo assets

\$1,100 / mo

✓ Customisation available

### ORGANIC POST

+ 30 days

\$150

### PAID ADS

+ 30 days

\$250

+ 90 days

\$600

### WHITELISTING (MONTHLY)

Light usage

\$150

Ongoing campaigns

\$350

Scaling campaigns

\$500

### LICENSING

Options available



\*Usage rights allow content to be used across paid channels. Whitelisting enables ads to run through the creator's identity, for example appearing as content from my profile, looking like my post, or using my name and account credibility to enhance performance.

\*Ad-optimised refers to the structure and style of the video, designed with strong hooks and clear messaging for paid advertising. Usage rights and whitelisting can be added later based on your campaign needs.

\*Variations refer to multiple versions of content with different hooks, messaging, pacing, and visual angles. This allows brands to test different creative approaches and identify what performs best across platforms.

\*One revision is included for minor adjustments. Additional changes or new concepts may incur extra fees. For enquiries or consultation, please contact hello@reggynia.com

# UGC Structure

Final Price = Base Package + Licence fee

*What's  
your current focus?*

LAUNCHING OR  
EXPLORING CONTENT

You're introducing a product or refining your visual direction.



SCALING WITH  
CONSISTENT CONTENT

You need ongoing, high-quality content to support campaigns and full strategy.



IMPROVING PERFORMANCE  
& RESULTS

You're looking to create content that drives stronger engagement and conversions.

*Unit  
package*

*Upscale package*

*Ultimate  
package*

How long will this content be used for?

> 30 Days

NO

*Base package*

YES

*Base package +  
Organic Useage extention*

How will the ads be run?

Through  
my  
account

YES

*Base package +  
Whitelisting*

NO

*Base package +  
Paid Ads*

# Collab Rate Card

Each collaboration includes content posted on my platforms, where it stays on my profile with no expiry. You can also use the content on your own channels, run ads, or use whitelisting as licensing options.

## Curated Gifted

Product exchange only

- ✓ 1 content deliverable
- ✓ Organic post
- ✓ Product showcase
- ✓ Selective content\*

\$0 AUD

✓ 50% deposit

## Core

Top Pick

Developed into high-quality content

- ✓ Co-creation\*
- ✓ 2 revisions
- ✓ 1 permanent post
- ✓ Posted within 7 days
- ✓ Performance insights

\$180 AUD

✓ Clear timelines

## Campaign

Multi-post content for consistent posting

- ✓ Brand-led direction\*
- ✓ 3 revisions
- ✓ 3 permanent posts
- ✓ Scheduled & optimised posting

\$320 AUD

✓ Customisation available

### ORGANIC (BRAND POST)

30 days

\$150

### BRAND RUNS ADS

30 days

\$250

90 days

\$600

### WHITELISTING (MONTHLY)

Light usage

\$150

Ongoing campaigns

\$350

Scaling campaigns

\$500

## LICENSING

Options available 

\*In Curated Gifted package, content is created based on brand fit, aesthetic, and audience alignment.

\*In the Core package, content is developed together by combining your input with my creative approach. Your key messages, product focus, and preferences are considered, while I lead the concept, filming, and execution in my style to ensure the content feels natural, aligned, and performs well with my audience.

\*In the Campaign package, the brand leads the brief, product information, and campaign objectives. I handle filming, editing, and final execution, ensuring consistency with your brand voice.

# Collab Structure

Final Price = Base Package + Licence fee

*What's  
your current focus?*

BRANDS EXPLORING FIT  
AND FIRST EXPOSURE

One product is exchanged for one  
content piece



*Curated Gifted  
package*

ONGOING PROMOTION  
AND BRAND GROWTH

Multi-content execution aligned with  
your campaign goals & brand voice



PRODUCT HIGHLIGHTS &  
CONVERSION-FOCUSED

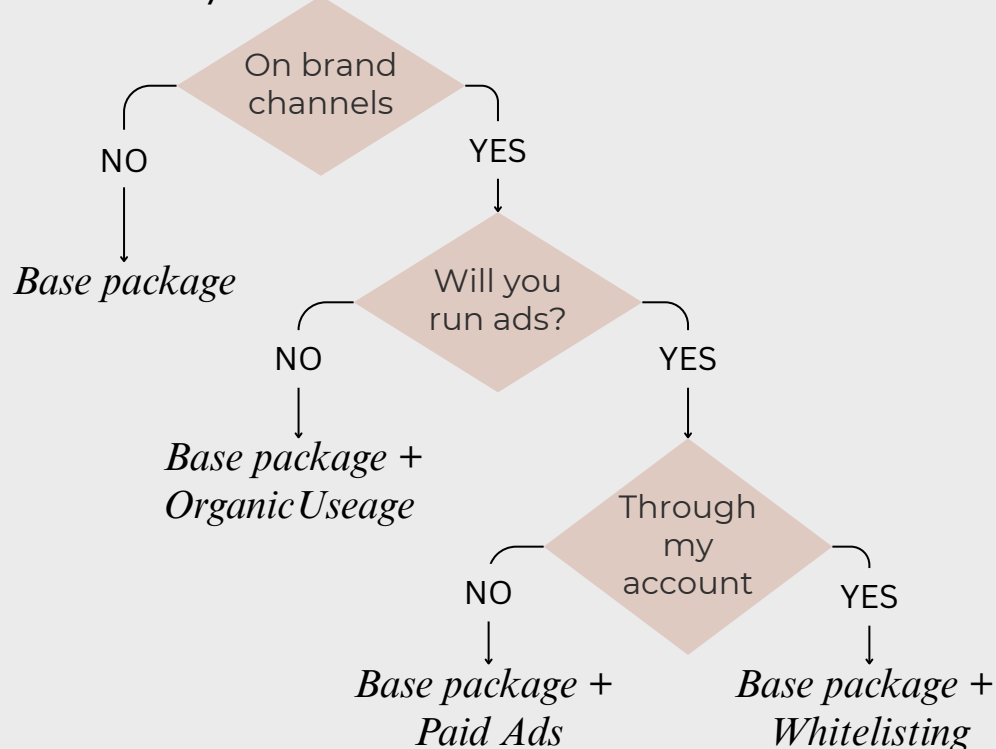
Structured content designed to showcase  
your product clearly with performance intent.

*Core package*



*Campaign  
package*

How will you use the content?



# Service Terms

Term	What It Means	Applies To	How It Works (In My System)	Why It Matters for Brands
<b>Ad-Optimised</b>	Content structured for advertising performance (format only)	Upscale and Ultimate package in UGC	Includes strong hooks, clear messaging, and fast pacing	Increases effectiveness of ads and overall ROI
<b>Base Package</b>	The cost of creating content	All UGC and Collab services	Packages based on content volume and complexity	Provides clear structure for production and budget planning
<b>Brand-led Direction</b>	Content guided by the brand's concept and campaign direction	Campaign package in Collab	Used with a structured brief from the brand	Ensures strong alignment with campaign strategy and brand voice
<b>Co-creation</b>	Content developed collaboratively between brand and creator	Core package in Collab	Shared input on key messages and direction	Balances brand goals with creator style for better performance
<b>Monthly Content Support</b>	Ongoing content creation support	Ultimate package in UGC	Delivered on a monthly basis (retainer style)	Helps maintain consistent content and long-term growth
<b>Organic Usage</b>	Posting content on your own platforms (no ads)	Add-on	Included in all UGC packages for 30 days. Available as an add-on for collab	Allows brands to test content performance naturally before scaling
<b>Paid Ads (Brand Account)</b>	Running ads from the brand's account using the content	Add-on	Available as an add-on to any package	Expands reach and drives conversions through paid promotion
<b>Revisions</b>	Minor edits after delivery	All paid package	1-2 revisions included within original scope	Ensures content aligns with brand expectations
<b>Selective Content</b>	Content is created to feel natural and relevant to my audience	Curated Gifted package in Collab	Applied to gifted collaborations and selected partnerships	Maintains authenticity and stronger audience connection
<b>Variations</b>	Multiple versions of the same content	Ultimate package in UGC	Different hooks, edits, or angles of one concept	Enables testing and scaling of top-performing content
<b>Whitelisting</b>	Running ads through the creator's account	Add-on	Monthly add-on based on duration and usage	Builds higher trust and improves ad performance

# CONTENT CREATION AGREEMENT

Before we begin, all projects are based on a clearly agreed scope, including the type of content, format, and intended usage. A 50% deposit is required to start the project, with the remaining balance due on the day of final file delivery. Production will begin once the deposit and brief are confirmed. Content will be delivered within the agreed timeframe and includes a limited number of revisions aligned with the original direction. Additional edits, rush delivery, or raw footage can be arranged as add-ons. The client is responsible for providing accurate information, clear instructions, and timely approvals throughout the process.

For curated gifted collaborations, one product is exchanged for one content piece, created in the creator's style and creative direction. All gifted collaborations are curated, and content is not guaranteed if the product does not align with the creator's standards, audience, or brand direction. Product value does not constitute payment. The creator retains full creative control over concept, execution, and final delivery to ensure authenticity and alignment with audience expectations.

For paid projects (UGC and collaborations), all content is provided for organic use for 30 days unless otherwise agreed. Any usage for paid advertising, extended duration, or whitelisting must be confirmed and licensed in advance. Content may not be resold, heavily altered, or reused for other campaigns without prior approval. Projects may be cancelled at any time; however, the deposit is non-refundable, and no refunds will be issued once production has started or content has been delivered. The creator does not guarantee specific results and is not liable for indirect or consequential damages. The client is responsible for ensuring all claims and product information comply with applicable laws and regulations.

By proceeding with the project and payment, you acknowledge and agree to these terms.