

CREATE. SHARE. GROW.

JOIN OUR VITA FAMILY.

The Vita Creator Programme is a community built to support and reward creators who love beauty, self-tan and making great content.

There is no minimum following. We value creativity, authenticity, consistency and the contribution you make to our community.



Product gifting. Personal and follower discounts. Opportunities to grow into paid campaigns and brand experiences. Benefits vary by tier; paid opportunities and progression are not guaranteed.

BEGIN YOUR JOURNEY

VITA COMMUNITY

YOUR REWARDS

- A welcome product gift
- A personal Vita discount code
- A special discount code to share with followers
- One friends and family discount opportunity per year
- Creator communications and selected product news
- The opportunity to progress into Vita Collective

WHAT YOU BRING

- Genuine product content: before-and-afters, after images, reels or reviews
- Tags and mentions when using gifted products
- Product feedback
- Professional and reliable communication

VITA COLLECTIVE

YOUR REWARDS

- Regular product gifting and inclusion in monthly send-outs
- Priority gifting for selected new product launches
- Personal and exclusive follower discount codes
- Two friends and family discount opportunities per year
- Opportunities to earn from content used in paid advertising
- Consideration for paid campaigns
- Up to five professional spray tans per year
- Invitations to selected Vita events and creator opportunities

WHAT YOU BRING

- Consistent, high-quality content and strong before-and-afters
- Product survey feedback and content Vita can repost organically
- Reliable delivery following gifting or campaign briefs
- Positive engagement, clicks, sales or other measurable value

GO FURTHER TOGETHER

VITA PARTNERS

YOUR REWARDS

- First access to new products before wider release
- Priority and personalised product gifting
- A personal discount of up to 30% and exclusive follower codes
- Four friends and family discount opportunities per year
- Opportunities to earn from Vita paid-media spend
- Priority access to paid campaigns
- Five complimentary professional spray tans per year
- Introductions to selected beauty brands
- Invitations to launches, events and brand experiences
- Consideration for longer-term paid partnerships

WHAT YOU BRING

- Consistent, high-quality content suitable for organic and paid media
- Reliable participation in launches and campaigns
- Strong creative performance, sales or brand awareness
- A proven, professional relationship with Vita

THE CONTENT THAT MATTERS

YOUR VOICE. YOUR VITA JOURNEY.

EDUCATE & INSPIRE

Share application techniques, product guidance, skin-preparation tips and helpful advice.

SHARE YOUR HONEST EXPERIENCE

Written and video reviews, real routines and before-and-after transformations. Authentic opinions matter more than scripted praise.

BRING YOUR OWN PERSPECTIVE

Educational, entertaining, beautifully produced or unexpected: show Vita through your eyes.

HOW YOU GROW

We consider content quality and brand fit, consistency and reliability, usability for Vita, sales or clicks, and engagement. Following size does not determine your value.

READY TO JOIN?

Complete the application on the Creator Programme page. Tell us about yourself, your social channels and why you would love to join. Applicants must be 18 or over.

Programme opportunities depend on your tier and selection by Vita. Specific paid work and content usage should be agreed with Vita for each opportunity.