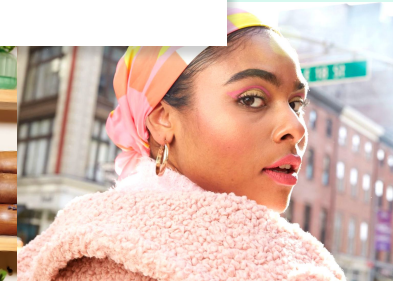
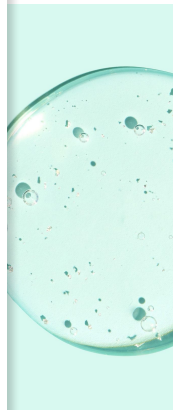




BASE
BEAUTY
CREATIVE
AGENCY.
18 YEARS

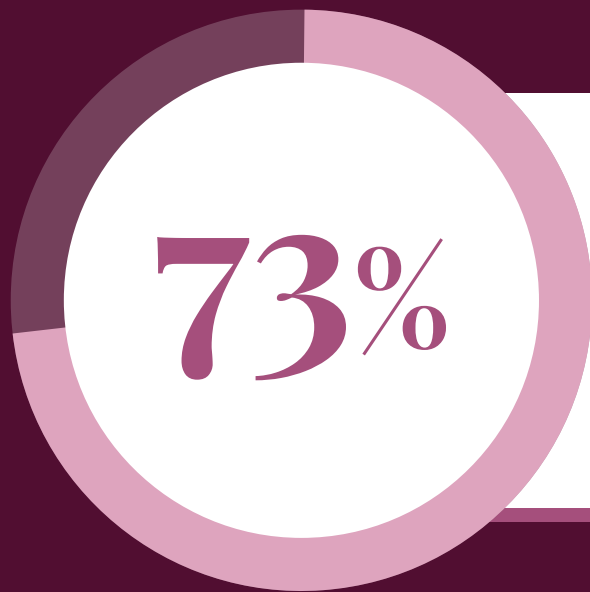
DERMATOLOGICAL
**BEAUTY
CONNECT**

Data-Driven Creativity

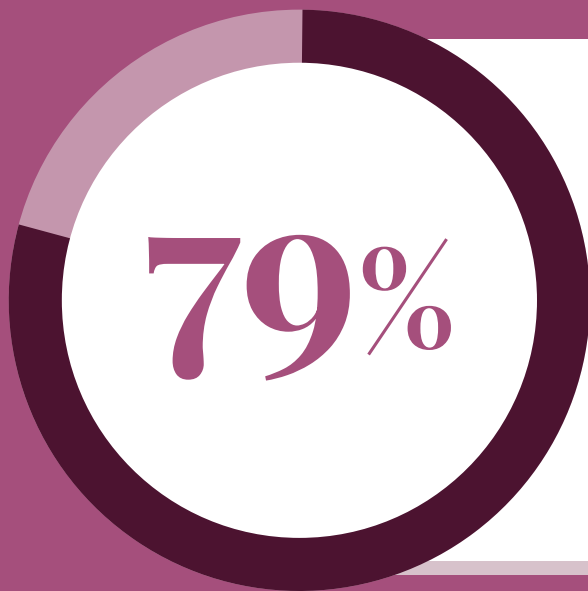


The Art & Science Of Content That Converts

Mizz Korea - PDP Brand Extension



Of consumers say
**good content is the
reason they buy**



Of consumers say
**bad content has
deterred them
from purchasing**

Strong Content Premiumizes Your Brand

Poor Content Devalues Your Brand



Five essential products work in harmony to deeply nourish your skin and give you your best glow ever

Good Content

Balance of Art + Science

Educates the consumer

Improves organic ranking

Influences engagement & conversion

Drives revenue

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

Mizz Korea

“Before” PDP Image Gallery

- ❌ No storytelling
- ❌ No education
- ❌ Not SEO optimized
- ❌ Nothing about the brand or brand values
- ❌ Visuals not ideal for conversion



Mizz Korea

“After” PDP Image Gallery

✔ Addresses common consumer questions

✔ Stays true to brand identity

✔ Optimized for SEO

✔ Shares certifications

✔ Great first impression



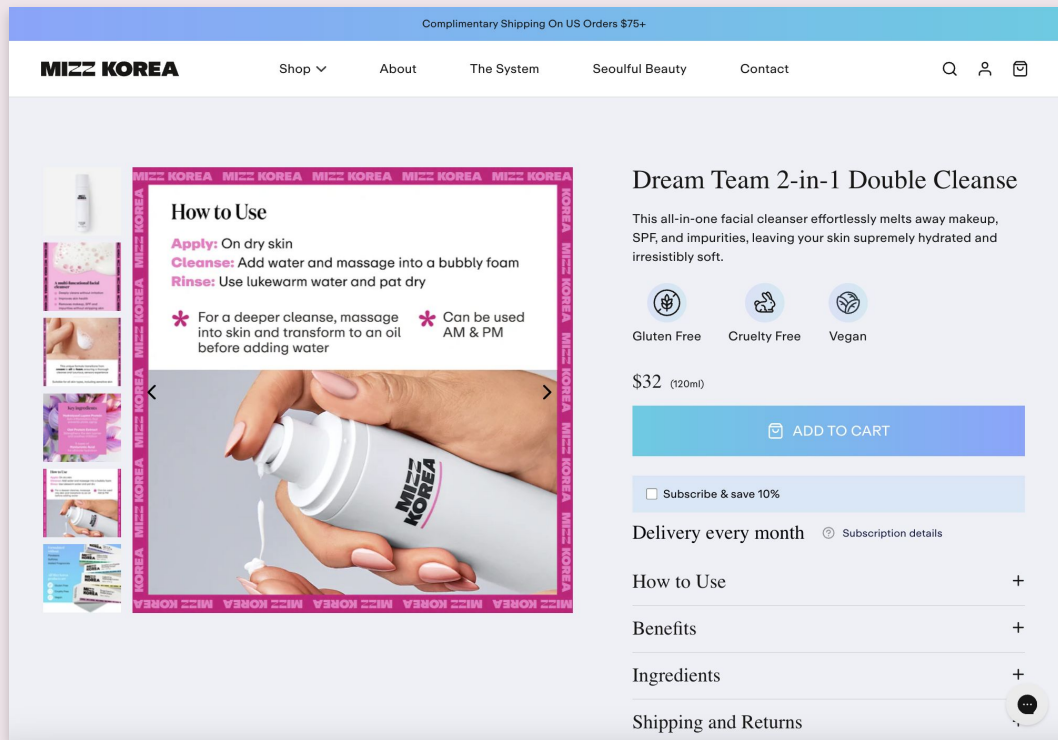
Digital Content With The End Goal In Mind



Brands see average

10%–35%

increase in sales from
optimized PDP content

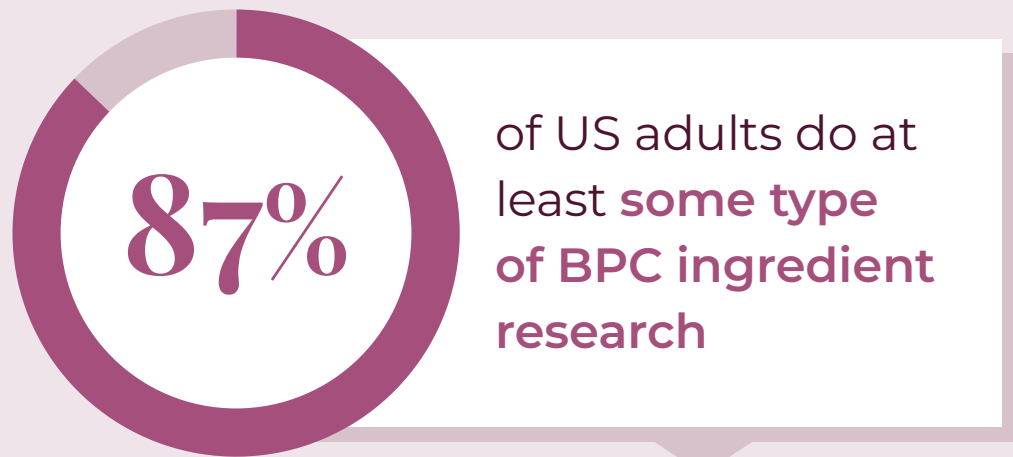




Invest in Your Brand's Equity

Revision Skincare - Brand Campaign

Data-Driven Creativity



Our patients want the **results**. That is why they come here.

That is what they **expect**.

– Gabrielle, Skincare Professional
+ Revision Skincare Provider

THE
SCIENCE
IS BLACK
& WHITE.

BASE
BEAUTY
CREATIVE
AGENCY.
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

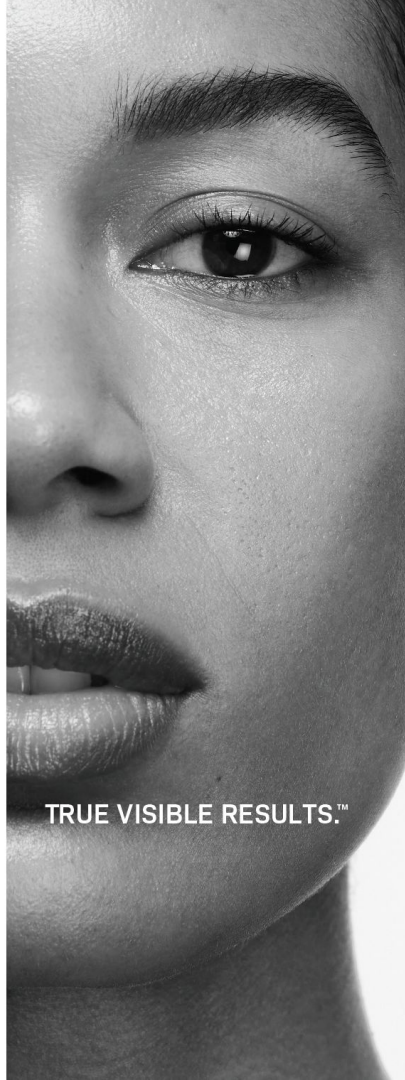


DISRUPTIVE INNOVATION.

TRUE VISIBLE RESULTS.™



revisionskincare.com/results

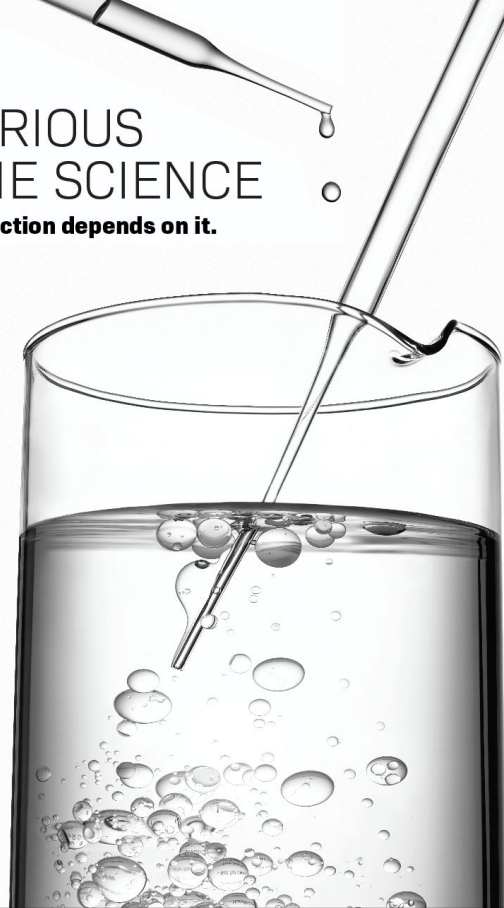


WE'RE SERIOUS ABOUT THE SCIENCE

Your patients' satisfaction depends on it.

Skincare backed by
pioneering innovation,
clinical rigor and an
unwavering passion to
transform skin.

**Disruptive Innovation.
True Visible Results.™**



Become a Revision Skincare Partner
1.800.385.6652 | revisionskincare.com/partners

Results



↑ Increase in **Instagram engagement** rate, exceeding industry benchmarks



↑ Increase in **Reels engagement** vs. previous 4-month period

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

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BEAUTY
CONNECT
DATA-DRIVEN CREATIVITY



Building Community & Brand Loyalty

Clairol - Integrated Digital Programs

Retention, Loyalty, Devotion: The Path to Lifelong Customers

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

Community Building ROI



of consumers are more loyal to a brand
because of their access to a community.

CLAIROL

A Strong Community...

Strengthens brand loyalty
and customer retention

Inspires engagement

Builds trust and generates
positive sentiment

Attracts new fans



BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT
DATA-DRIVEN CREATIVITY

Celebrating “Hairitage” for Culturally Significant Moments

- ✓ Community Building Activation
- ✓ Immersive Storytelling
- ✓ Partnership with Local Organization
- ✓ Influencer Activation
- ✓ Event Planning

CLAIROL

En Conversación con Clairol

1,709%
above ER
benchmark!

2,052.4%
above ER
benchmark!

I find that my favorite ways
to celebrate my heritage are
really just through

UNSTOPPABLE
Intense color + moisturizing shine
Color intenso + brillo hidratante
PERMANENT BOLD + INTENSE COLOR 1 APPLICATION

Black History Month

Celebrating “Hairitage” for Culturally Significant Moments

- ✓ Community Building Activation
- ✓ Immersive Storytelling
- ✓ Influencer Activation
- ✓ Event Planning

CLAIROL

CLAIROL

1,960%
above ER
benchmark!

DEBUNKING MYTHS
ABOUT BLACK HAIR

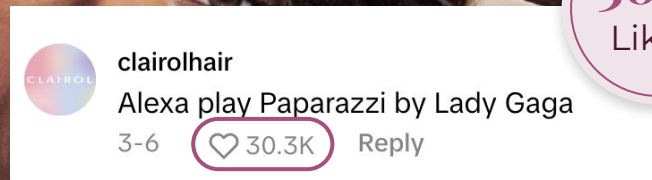
History Month with

Celebrating
Black History Month
with Clairol

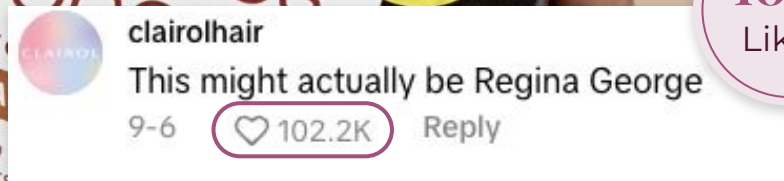
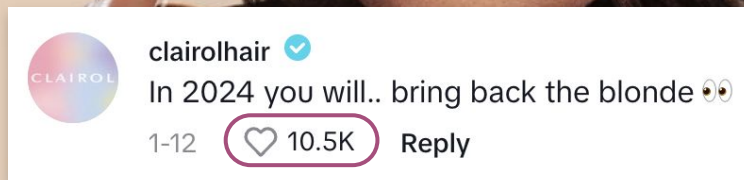
1,030%
above ER
benchmark!

Fostering a Rich Community

- ✓ “Always-On” Community Management Strategy
- ✓ Outbound & Inbound Community Management
- ✓ Viral Moments
- ✓ Strategic Nurturing



30k+ Likes!



102k Likes!



KOLs Drive Growth

New Frontiers in Marketing

The Exosome Hype: Harnessing Regenerative Beauty

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

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BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

KOLs Help Our Clients...

Tell the science story

Reinforce product claims

Debunk myths

Author blog content & media pitches

Provide insights into future trends

Act as a third party voice during moments that matter

And more!



PRO



Opens New Accounts!

22% increase in inbound requests
by derms/estys to sell Epionce

CONSUMER



The Unlikely TikTok Success Story of Derm-Beloved Sunscreen Brand EltaMD

Photos: Courtesy of EltaMD; Pixabay; Artwork: Brooke Frischer/Fashionista

The decidedly unflashy skin-care company has reached millions
— and sold thousands of mineral sunscreens — in the process.

Grows Metrics that Matter

“EltaMD tinted sunscreen” emerged as a **breakout**
topic on Google Trends, growing more than
5,000% YoY

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY



Partner
Content

Media
Pitching

The 13 Best Sunscreens for Sensitive Skin That Dermatologists and *Allure* Staffers Love

Singing, burning, and redness are a thing of the past, thanks to these dermatologist- and *Allure* editor-approved sunscreens from Neutrogena, Klalil, and SkinCeuticals.

BY CALYPSO PARABOLLA AND JENNIFER HARTLEY
MARCH 15, 2021



Paid
Media

360°
Touchpoints

Targeted
Seeding



Content
Creation

Community
Management



drwallacenoze I keep hearing about this line, I'm going to have to give it a try! Lord knows my heels could use some extra attention this winter 🤔🤔

BASE
BEAUTY
CREATIVE
AGENCY.
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY



Stackable Skincare

Face Reality - Dermatology Launch

Skin Deep Innovation - Unveiling Tomorrow's Treatments





39%

of US Skincare consumers,
GenX or older, **feel it is
important for skincare
products to be recommended
by a doctor or dermatologist.**

Current Success:



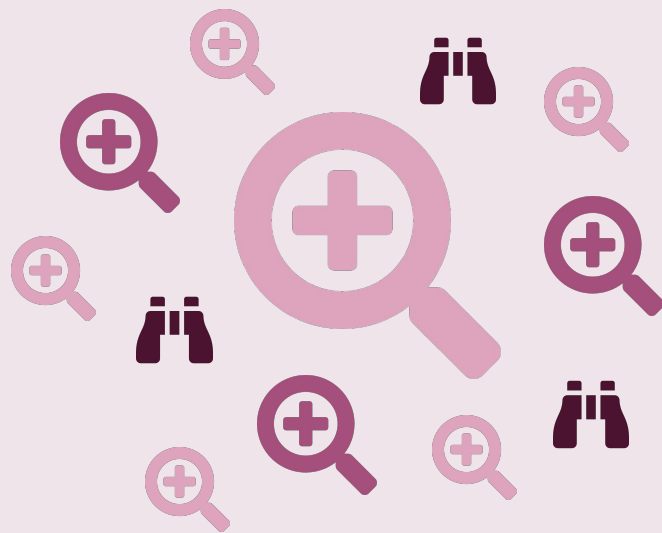
4,000 Estys
50 States



Opportunity:



11,000 Derms in the US



BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

Stackable Solutions

Rx



Laser



Topical



Derm Partners



Dr. Lindsey Zubritsky



Face Reality is a favorite amongst dermatologists because of how seamlessly it integrates with existing acne treatments.

Whether combined with prescription therapies or used as a standalone regimen, it enhances overall treatment effectiveness-leading to better, longer-lasting outcomes.



face reality® Networking Lunch

Join us for an exclusive networking lunch to be hosted by Face Reality CEO, Jeremy Soine and Face Reality Partner, Dr. Lindsey Zubritsky.



Connect with fellow professionals, enjoy a great meal, and learn more about how Face Reality can support your practice with targeted acne solutions.



Results



drmislankar 39m

love to hear your thoughts! I just contacted them for the office!

1 like Reply



— Hide all replies



toralmd 40m

@drmislankar oh wonderful!!
happy to connect you with
their team directly as well.
@facerealityskincare

1 like Reply



teawithmd 1w

Looking forward to trying
@facerealityskincare

1 like Reply



— View all 1 replies



dr.derm.love 1w

Level up acne! I'm loving
@facerealityskincare so far!

1 like Reply



Outperformed
client lead goal by

900%

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

Introducing New Tech to the US Market

YA-MAN Medi Lift - Device Launch

Commercializing Technology Breakthroughs in Anti-Aging



DATA-DRIVEN CREATIVITY



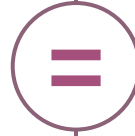
put it on! lol

Replying to capricorneum.skin



1
billion

Media
Impressions



\$9.54
million

Advertising
Value Equivalency



235% revenue





219% traffic



BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

KOL Partners

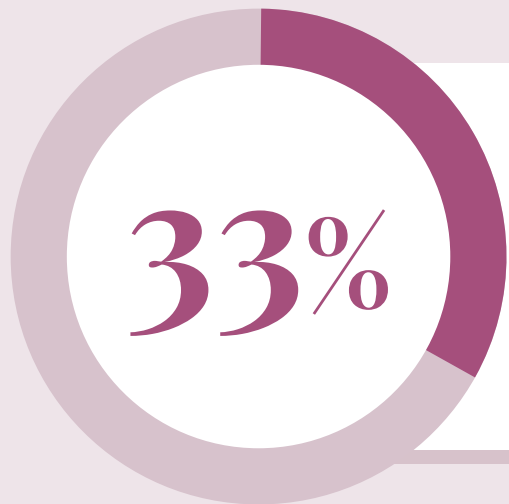


SUCCESS

342%

increase in EMV
vs. benchmark

KOL Seeding



of recipients
posted **UGC**

SUCCESS



But we
needed more!

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

OSCARS®

3 notable
Makeup Artists
working
with high-
profile talent



Caroline Gonzalez for
Sabrina Carpenter



Alexander Echeverri for
Victoria Monét



Simone Siegl for
Leslie Mann

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

WHO WHAT WEAR

NEWBEAUTY®

NYLON



The Best Beauty Looks From the 2024 Vanity Fair Oscar Party

“For tonight’s Vanity Fair Oscar Party, skin prep was key,” says celebrity makeup artist Carolina Gonzalez. Before doing Sabrina Carpenter’s makeup, I used the Medi Lift Essential Mask (\$400) , powered by electrical muscle stimulation (EMS), to provide an instant lift and healthy glow.”

Makeup Artist’s video was reposted by celeb:

Over 1.5M video views in 2 days



DERMATOLOGICAL
**BEAUTY
CONNECT**

DATA-DRIVEN CREATIVITY

Driving Business Growth

Balancing Short-Term
& Long-Term Initiatives

Marketing Shifts In The Mid-2020's



Business first, marketing second mindset from C-Suite



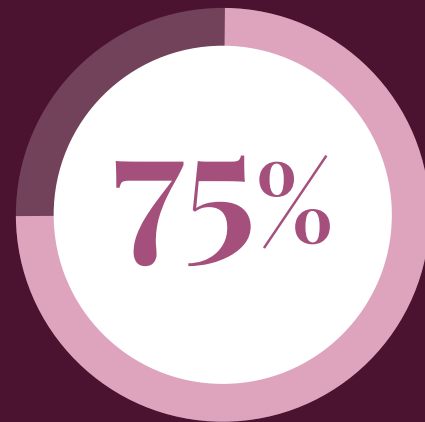
CMOs are challenged to connect all spend/activity to measurable business outcomes that ultimately drive revenue



CMO role evolving into CRO, CGO with closer ties to revenue



The push/pull of balancing short-term growth vs long-term priorities



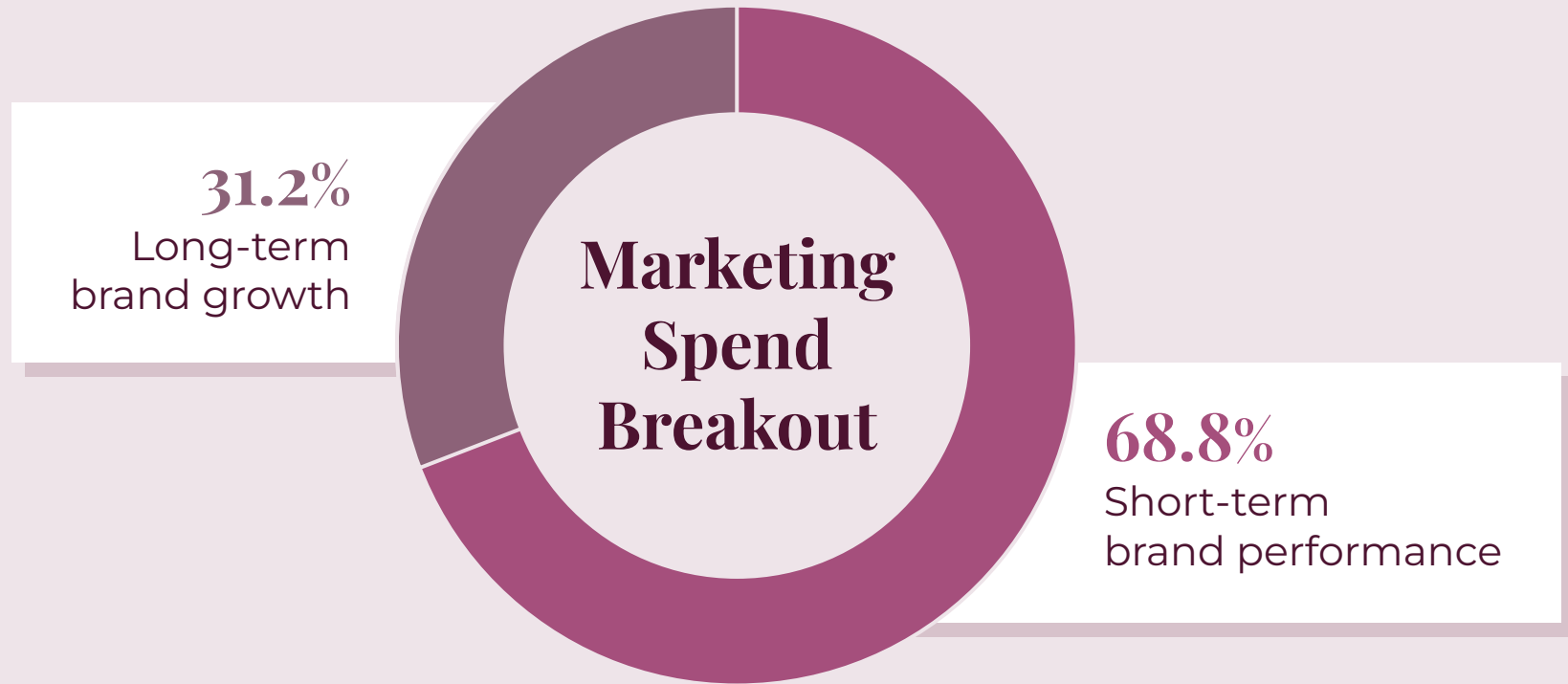
75%
of CMOs rank
short-term commercial
company growth as
their top priority*

*Source: "How the CMO role is evolving..." by Kaitlin O'Brian

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY



“Brands that balance short-term and long-term priorities see on average **10%-20% YOY revenue growth**”

Short-Term

Digital marketing
Revenue-driving
activity
Channel-focused
Measurable



Long Term

Content
Brand-building
PR
Thought leadership
Innovation



Revenue Growth

**Rooted in Data-Driven Creativity
& Consumer-Centric Approach**

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY



Marketing in a Gated Category

PlusOne - Brand Campaign

Holistic Horizons: The Next Era of Wellness Offerings

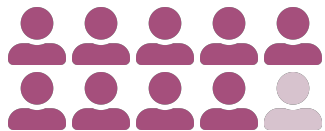
BASE
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AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

Data-Driven Creativity

Most women were under 23 when they bought their first vibrator



9 out of 10

- ↑ Quality of sleep
- ↑ Better mood overall
- ↑ Less general stress



↑ Improvement
in their overall
sexual well being

Data-Driven Creativity

“

“The sector faces growing challenges from censorship and platform restrictions, making it difficult for brands to reach consumers through traditional digital marketing.”

The Business of Fashion
BOF

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
**BEAUTY
CONNECT**

DATA-DRIVEN CREATIVITY

How to Break Through



Showcase **faces** of pleasure



Utilize strong campaign **headline** to reflect an allusive style



Create **coy intrigue** without being explicit



Emphasize **brand mission** to democratize sexual wellness as holistic wellness

Campaign: Ohh For All

Positioning Pillars

```
graph TD; A[Positioning Pillars] --- B[Discovery]; A --- C[Revelation]; A --- D[Pleasure];
```

Discovery



Revelation



Pleasure



A close-up photograph of a person's mouth, slightly open, showing their teeth. The image is framed by dark purple vertical bars on the left and right sides. Overlaid on the mouth is the text "ohh" in a large, white, lowercase, sans-serif font. Below "ohh" is the text "for all" in a smaller, white, lowercase, sans-serif font. The overall composition suggests a theme of oral health or dental care.

ohh
for all

plusOne®



ohh

for all

plusOne®



**making
spirits
bright**

ohh for all
plusOne



**naughty
or
nice?**

ohh for all
plusOne



Unlocking New Frontiers

Colgate Optic White - Beautifying Oral Care

The GLP-1 Effect: Capitalizing on Metabolic Beauty

BASE
BEAUTY
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18 YEARS

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BEAUTY
CONNECT

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“The beautification of oral care has begun”

With self-care in the spotlight, consumers are embracing their oral hygiene routines as a way to feel like their better selves.

6 Month Partnership!

Collaboration with Kayla Risch, Sr. Brand & Innovation Design
Manager/Director: Global Whitening Enterprise Oral Care

Giving Colgate Optic White “The Beauty Treatment”



69%

of consumers say
maintaining **oral**
health is a form
of self care



70%

Maintaining oral
health is **important**
to maintaining
overall health



47%

of consumers
express interest in
oral care products
from beauty brands

- ✓ Industry Audit & Data-Driven Insights
- ✓ Strategy
- ✓ Brand Fundamentals
- ✓ Art Direction
- ✓ Copywriting



Removes
Years of Stains
In Just
1 WEEK

THE FORMULA
FOR A
BRIGHTER YOU.

Whitening Toothpaste
With 5% Hydrogen Peroxide
For A Visibly Brighter Smile

A Formula That
Gets Beneath The
Surface, Where True
Confidence Begins.

Visibly Whiter
Teeth in 5 Days

Content
leveraged
globally.





IT DOESN'T
TAKE A
MIRACLE
...IT TAKES
A **SYSTEM.**



IT DOESN'T
TAKE A



Recipient of **THREE** Transform Awards

Gold: Best Creative Strategy (Consumer)

Silver: Best Implementation of a Brand Development Project

Bronze: Best Brand Evolution (Consumer)





Future Proof Your Business

Select the Right Partners

Your Blueprint for Scaling Success

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

A Strategic Partner Helps You

- 1 Build Scalable Growth
- 2 Stay Ahead Of Market Changes
- 3 Gain access to tech stack & data
- 4 Complement Existing Teams' Expertise

AdAge

THE EMPATHY EFFECT

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

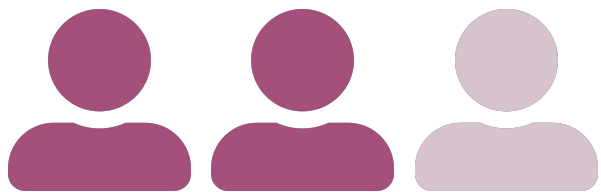
What are the Capabilities within the Client's Marketing Team?



84%

“My company’s marketing team is stretched too thin to keep up with all of our business goals and priorities.”

What are the Capabilities within the Client's Marketing Team?

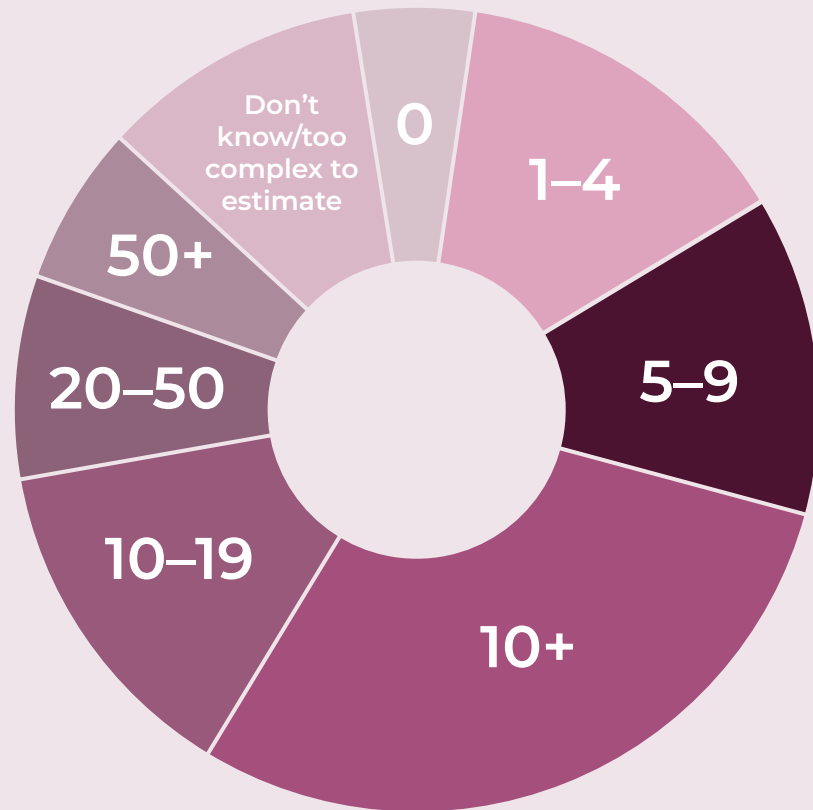


2/3 of respondents agree that:

“Change occurs so frequently in the advertising ecosystem that it is difficult for our marketing team to keep up with them”



Approximately how many full time employees would you need to hire to replace the work of your agencies?



A Strategic Partner Gives You Access To

1 Skills + Expertise

2 Faster Innovation

3 Advanced Technology & Data

4 Reduced Costs

AI's Marketing Potential

Borghese - Fango 40th Anniversary Campaign



30%

Brands see a **30% increase** in sales during beauty brand anniversary campaigns among both loyal and lapsed customers.

A donut chart with a light pink outer ring and a dark pink inner ring. The inner ring is filled with a dark pink color, representing 82% of the total. The percentage '82%' is displayed in the center of the chart.

82%

of consumers **expect brands**
to deliver personalized,
visually compelling content
across digital touchpoints

A donut chart with a light pink outer ring and a dark pink inner ring. The inner ring is filled with a dark pink color, representing 70% of the total. The percentage '70%' is displayed in the center of the chart.

70%

say a brand's imagery **influences**
their purchase decisions.



BORGHESE

ROMA

Esperienza Borghese

From the land. From the hands.
From the heart of Italy.

40
years
of
Fango



Elevated



Evocative



300% savings



1/3 of the time to produce

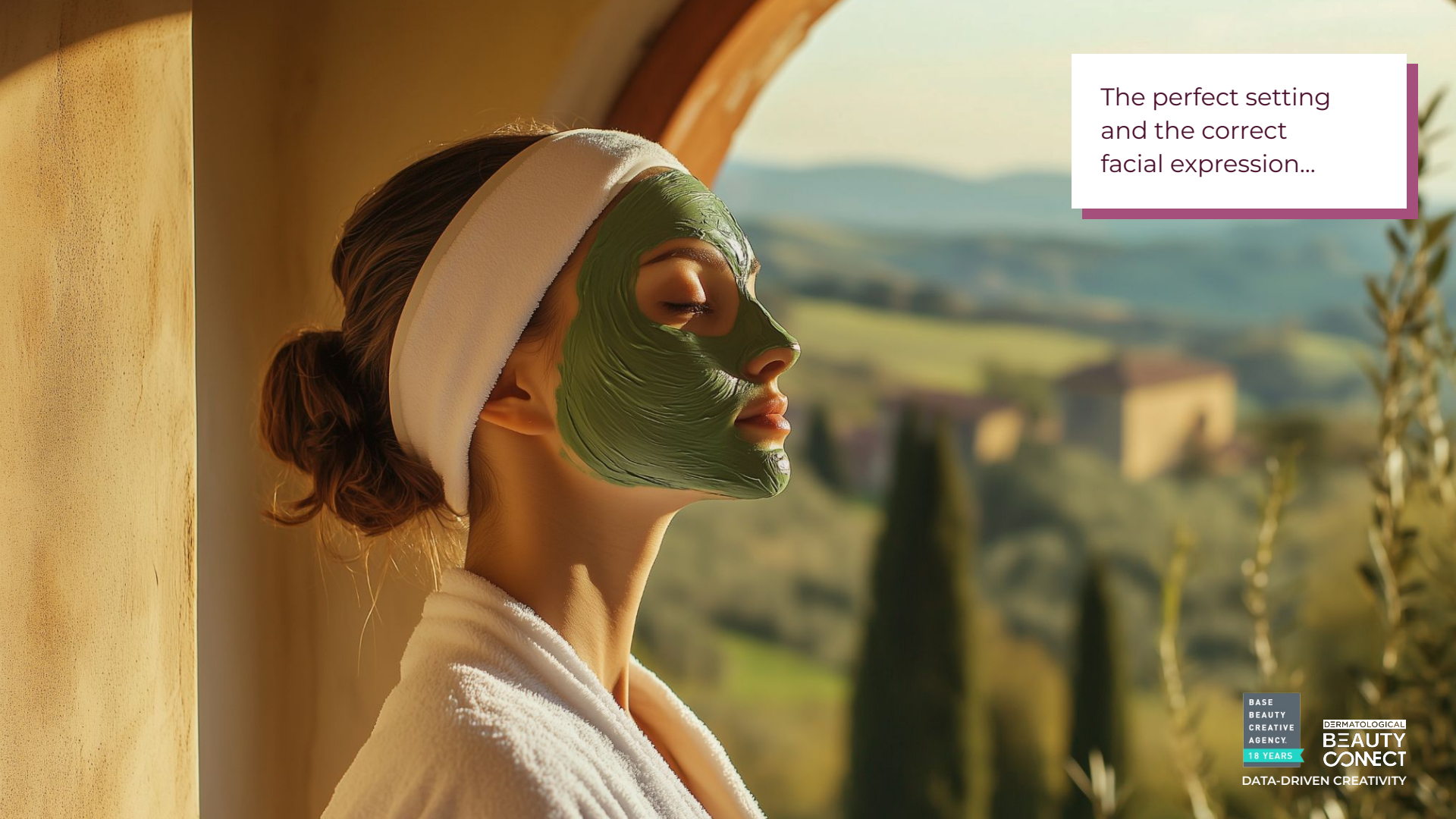
BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

A sampling of the 124 images we generated.





The perfect setting
and the correct
facial expression...

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

A woman with brown hair tied in a bun is shown in profile, facing right. She is wearing a thick, green, textured facial mask that covers her entire face except for her eyes and mouth. She also wears a white headband. She is wearing a white towel or robe. The background is a scenic view of rolling green hills and a small village with a church, seen through a large arched window. The lighting is warm and golden, suggesting late afternoon or early morning.

...gave her a more
realistic-shaped nose...

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

...more refined bun...

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT
DATA-DRIVEN CREATIVITY



...added
realistic details...

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY



...updated to a
realistic ear...

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT

DATA-DRIVEN CREATIVITY

A close-up photograph of human skin, showing the texture of the dermis and the ridges of a fingerprint. The skin is a warm, golden-brown color. The image is used as a background for the top half of the slide.

No Skin Texture

...and added realistic skin texture.

Subtle Skin Texture

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DERMATOLOGICAL
BEAUTY
CONNECT
DATA-DRIVEN CREATIVITY



BORGHESE

ROMA

Esperienza Borghese

From the land. From the hands.
From the heart of Italy.



40
years
of
Fango



BORGHESE

ROMA

Esperienza Borghese

From the land. From the hands.
From the heart of Italy.



40
years
of
Fango

Esp Bo

From

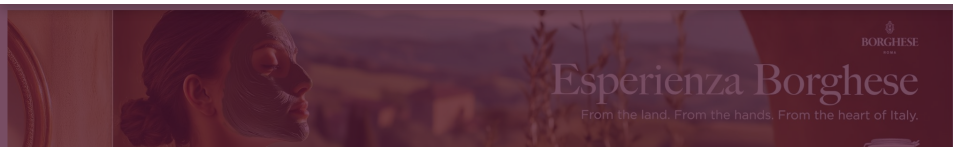
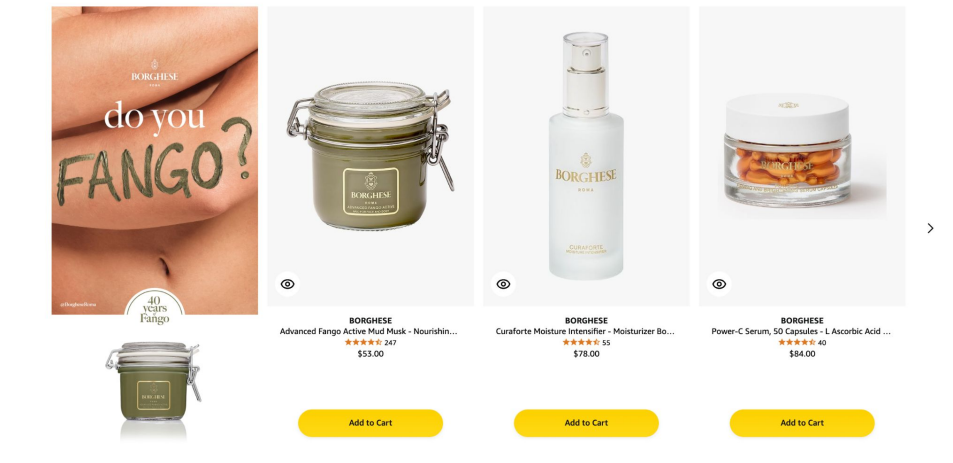


40
years
of
Fango



Minimal Skincare, Maximum Results.

Used regularly, these products the power of Advanced Fango Active Mud, creating a luxurious, spa-worthy ritual that supports long-term skin health. Instantly hydrate, boost nutrient absorption, replenish collagen and brighten.





Trend: Sensorial Beauty

Epionce Skincare - Social Media



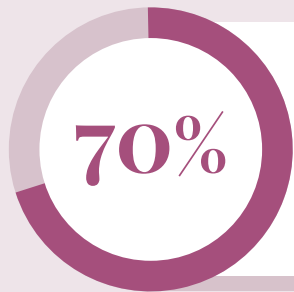
Sensorial beauty is all about engaging the senses—sight, touch, and even smell.



The Proof is in the Data



of global consumers want multisensory experiences from brands



of US respondents expressed interest in beauty products that have mood-boosting qualities, such as de-stressing or calming benefits.

715%

increase in engagement on Rhode Skin's social channels following Krispy Kreme collaboration, where the brand launched a strawberry-flavored version of Peptide Lip Treatment

“We are increasingly seeing sensorial experiences being incorporated into beauty routines.”

TWEET THIS

Taste the trend: how gen-Z is driving food-inspired beauty and fashion

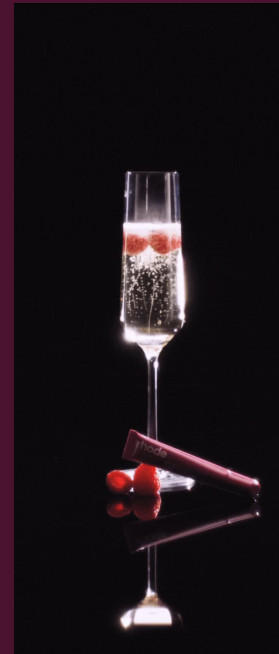


BEAUTY

Pretty Enough to Eat: Behind Beauty's Food Obsession

In recent years, TikTok has birthed a number of beauty trends with very little staying power. Despite this reality, labels are increasingly using sweet treats like glazed doughnuts, jelly and gummy bears to sell their products to Gen-Z and Gen Alpha shoppers.

BEAUTY CRAVINGS: TASTE AS
THE NEW FACE OF BEAUTY
MARKETING



#

strawberrymakeup

38.6K posts

BASE
BEAUTY
CREATIVE
AGENCY
18 YEARS

DATA-DRIVEN CREATIVITY

DERMATOLOGICAL
BEAUTY
CONNECT

The Gratifying Drizzle

↑ Impressions
64.69%
above average

Crisp, Hydrating Sensation

↑ Engagement Rate
2.88pp
above benchmark



Creamy, Dreamy Milky Lotion

↑ Engagement Rate
4.83pp
above benchmark



As Satisfying as Cake Batter

Is it cake batter or your
favorite Epionce product?

↑ Comments
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