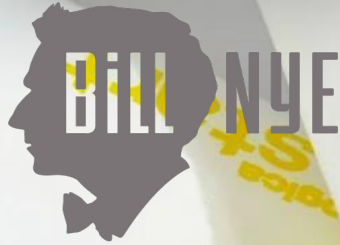


Clear Start™ by Dermalogica x Bill Nye

dermalogica®



clearing
defense
SPF 30

high protection
haute protection





breakout clearing
foaming
wash

clear sta

weightless hydrating
hydratation

85%

*of people between the ages of 12 and 24 experience at least minor acne.**

**Data provided by the American Academy of Dermatology Association.*



Dermalogica's Clear Start™

- **The first skin care regimen aimed at helping teens to get their healthiest skin**
 - Created by the skin health experts at Dermalogica
- **Providing products that get results with the education they need**
 - Teen skin care often contains harsh and inexpensive ingredients to strip the skin of oil and is filled with artificial fragrances and colors





First Impressions/Potential

- **Why don't more people know about this line?!**
 - ie: How can we effectively reach more millennials/Gen Z consumers?
- **Is the demographic-specific language successful?**
 - ie: How can we otherwise engage the younger crowd?
- **The science is cool... but what even are AHAs and BHAs?**
 - ie: How can we familiarize younger consumers with the science behind Dermalogica's skin care? How can we motivate our consumers to care about skin care education?

The Initiative: Clear Start™ x Bill Nye

Clear Start™ would release **three skincare sets** called **The Treat Set**, **The Repair Set**, and **The Prevent Set**.

Each set would cater to a different Young Adult skin concern and include 3-4 products from the pre-existing Clear Start™ line.

Endorsed and scientifically explained in bite-size dermatology-speak, Bill Nye would be the face of the Clear Start™ set campaign.



Set Curation*

The screenshot shows the Dermalogica website interface. At the top, there is a navigation bar with the Dermalogica logo, a search icon, a user profile icon with the text 'Sign In TO EARN POINTS', and a shopping bag icon. Below the navigation bar is a horizontal menu with the following items: SHOP, HOLIDAY COLLECTION, CLEAR START, PRO TREATMENTS, ABOUT, FACE MAPPING, and OFFERS. The main content area features a purple background with three white-bordered boxes. Each box contains an icon, a category name, a brief description, and a 'SHOP PRODUCTS' button. The categories are 'treat', 'repair', and 'prevent'. At the bottom of the purple section is a white button that says 'VIEW OUR ENTIRE COLLECTION'. In the bottom right corner of the purple section, there is a 'Chat' button with a speech bubble icon.

Target Breakouts & Blackhead

dermalogica.com/pages/clearstart?g_acctid=529-936-8876&g_adgroupid=145087254424&g_adid=611247... Relaunch to update

dermalogica

Sign In TO EARN POINTS

SHOP HOLIDAY COLLECTION CLEAR START PRO TREATMENTS ABOUT FACE MAPPING OFFERS

treat
Treat breakouts quickly and effectively
SHOP PRODUCTS

repair
Repair and fade post-breakout damage
SHOP PRODUCTS

prevent
Prevent future breakouts before they begin
SHOP PRODUCTS

VIEW OUR ENTIRE COLLECTION

Chat

*The curation of each set was determined based on the professional judgment of Dermalogica's skin experts.

The Treat Set by Clear Start™



clarifying bacne spray

treats and prevents body breakouts



breakout clearing foaming wash

fighting breakouts and deep cleans



breakout clearing booster

soothes and rapidly clears skin



blackhead clearing fizz mask

clears pores and blackheads

**The curation of The Treat Set was determined based on the professional judgment of Dermalogica's skin experts.*

The Repair Set by Clear Start™



post-breakout fix

fades post-breakout marks



skin soothing hydrating lotion

soothes discomfort and hydrates



cooling aqua jelly moisturizer

hydrates and cools skin

**The curation of The Repair Set was determined based on the professional judgment of Dermalogica's skin experts.*

The Prevent Set by Clear Start™



breakout clearing liquid peel

evens and brightens skin tone



clearing defense spf30

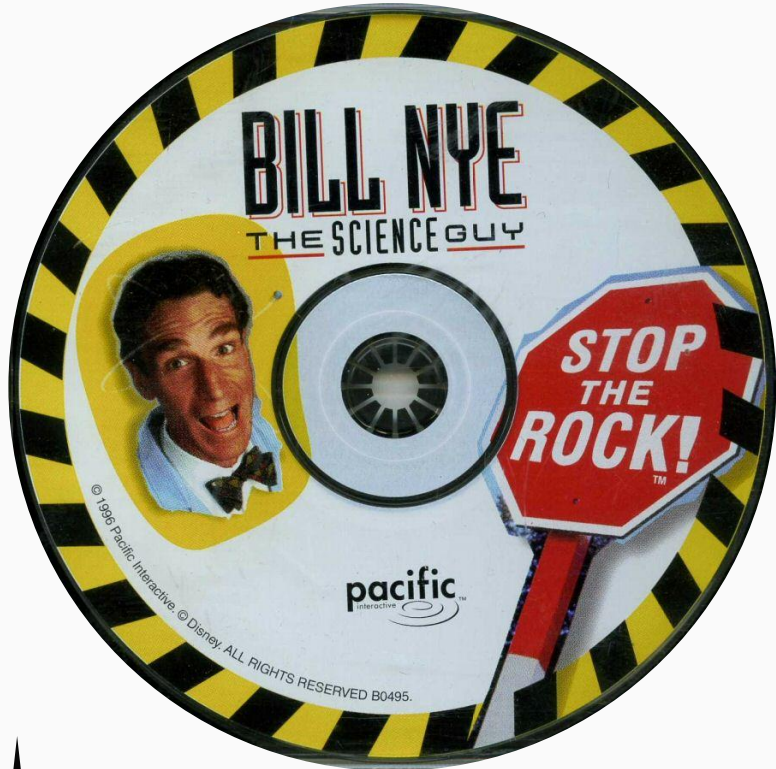
reduces shine and mattifies skin



micro-pore mist

minimizes pores and refreshes

**The curation of The Prevent Set was determined based on the professional judgment of Dermalogica's skin experts.*



Now, why Bill Nye?

Who's a better fit to explain the science behind acne-prone skincare to millennials and Gen Z other than their favorite scientist?

- National education icon (especially 1990s-2010s adolescents)
- Acknowledged for diverse span of scientific intellect
- Staunch advocate for sustainability and philanthropy

Timeline



clears pores + blackheads
désincruste les pores +
élimine les points noirs jbc

Sample Pitch

Subj: Dermalogica Has Bill Nye-Approved Skincare Sets That You'll Want To Keep For Yourself

Hi XX – I hope you are staying warm as the cold approaches us!

You've seen gift guides for coworkers and father-in-laws, but what about for that niece or nephew of yours that you so desperately want the "cool" stamp of approval from? Look no further; **cruelty and gluten-free skincare brand Dermalogica collaborated with nationally treasured scientist, Bill Nye, to launch three skincare sets (The Treat Set, The Repair Set, and The Prevent Set)** that will definitely rack up brownie points when gifted to a Millennial or Gen Z, as it is the first skin care regimen aimed at helping teens and Young Adults to get their healthiest skin.

Vegan and FSC-certified skincare brand [Dermalogica](#) specializes in targeting breakouts, blackheads, and shine to help you achieve your healthiest skin; **all products are formulated free of artificial colors and fragrances, mineral oil, lanolin, S.D. alcohol, parabens and microbeads.** [The Treat Set](#) (\$XX.XX) features gentle ingredients like Salicylic Acid, TT Technology and Phytoplankton Extract, and Kaolin Clay, and includes skincare essentials like the Breakout Clearing Foaming Wash, Clarifying Bacne Spray, Breakout Clearing Booster, and the Blackhead Clearing Fizz Mask.

I'd love to know if you have any product-focused stories or roundups in acne-prone or Young Adult skincare in the works for the holiday season and if Dermalogica's dermatologist-approved cruelty and gluten-free The Treat Set would be of interest for inclusion! Always happy to get samples over your way if interested – looking forward to hearing from you!

My best,
Lina

Short Lead Media List

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Dream Outlets + Headlines

(Following each outlet's titling style)



ICYMI: The Dermalogica Product that Bill Nye Can't Leave the House Without



BYRDIE

Bill Nye Taught Millions of Students Basic Science— And Now Even Skincare



Dermalogica's Clear Start™ Launches Skincare Sets with the Help of Gen Z's Fave Scientist



Dream Outlets + Headlines (Cont.)

(Following each outlet's titling style)

allure

Dermalogica Launches the Bill Nye
Collaboration of Both Millennials and
Gen Z's Dreams



teenVOGUE

Finding a Skincare Routine
That Works is a Struggle—
Fear Not, Bill Nye's Here!



The Business of Fashion

BOF

How Dermalogica's Bill Nye
Collaboration Finally Won
Over Gen Z



jbc



Brand Activation





Social Media: Tik Tok and Instagram

- **#NewYearClearStart:** *familiarize the consumers*
 - Emphasis on simplicity and affordability of building a skincare regimen
 - GRWM + Unboxing TikToks: Teen/Young Adult influencers for circulation and micro-waves of product presence building
- **“Science Rules” Instagram Set Quiz Filter:** *interactive element*
 - Coding an interactive “tilt-head-to-answer” face filter that asks simple questions about the user’s skin type, needs, and concerns
 - Results in recommending the user one of the three Clear Start sets



Community Engagement: College Visit

- **Professor Nye:** *engagement with target demographics*
 - Promotional video concept: Bill Nye surprises a chemistry lecture hall and “take over” the class by breaking down the chemical formula of a Clear Start™ product
- **Jane Wurwand x Bill Nye Q&A:** *interacting with the future of skincare*
 - Dermalogica founder, Jane Wurwand, and Bill Nye could share their experiences in science education and building empires, as well as answer student questions



Additional Ideas

- **Potential Goodie Bags:**

- Brown paper bag “sack lunch” inspired reusable burlap pouch
 - One Clear Start™ set, Clear Start™ samples, and one exclusive Clear Start™ x Bill Nye planner

- **Potential Event Drink Menu:** *served in beakers*

- After School Special: white rum, pomelo lemonade, mint, crazy straw
- Woohoo YooHoo: vodka, Kahlúa, cream, and a splash of YooHoo
- Scantron-i Negroni: gin, vermouth, Campari, and orange peel

Broadcast Opportunity for Bill Nye

GQ Magazine's YouTube & written series:
"10 Essentials ____ Can't Live Without"



Inclusion of one of the non-acne related Clear Start™ products (ex. the Clearing Defense SPF30)



Can share the science behind the skin's natural microbiome and the consequences of sun damage



Mass appeal; how some Clear Start products are universal, not just for teens with troubled skin





Thank you for listening!

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