

fadeout™

Brand Update Autumn 2020

PRESENTED BY **VIVALIS** | 

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DISCLOSE, DUPLICATE OR DISTRIBUTE.

Our Philosophy: Trust, efficacy & accessibility for every skin kind.

2022 will mark our 40th Anniversary – a significant milestone for Fade Out, testament to our constantly evolving mission to deliver trusted, effective and accessible skincare.

We work with active, efficacious, internationally recognised ingredients, renowned for delivering proven results, resulting in skin confidence to each and every consumer.

Every jar of Fade Out has been created to promote a more radiant complexion, empowering our consumer to feel their most confident – leaving a radiant glow from the inside out.



fadeout™

The global facial care market size is valued at USD \$94.2 billion** with the global skin whitening products market size valued at USD \$8.3 billion*

Skincare growth in the grocery channel is notable: The hypermarket and supermarket segment is expected to reach \$59.9 billion by the year 2025**

The Global Brightening, Lightening, Whitening, Even Skin Tone market is estimated to obtain a value of \$13.7 billion by 2025, with a CAGR of 7.4%*



Market Research*

Why: To gain a clear understanding of category users and the implications for Fade Out

Who: 1000+ users of Skin Whiteners, Lighteners, Brighteners, or Even Skin Tone cream



519 respondents

KSA: 64 % KSA Nationals 74% under 35yrs

UAE: 26% UAE Nationals 67% under 35yrs



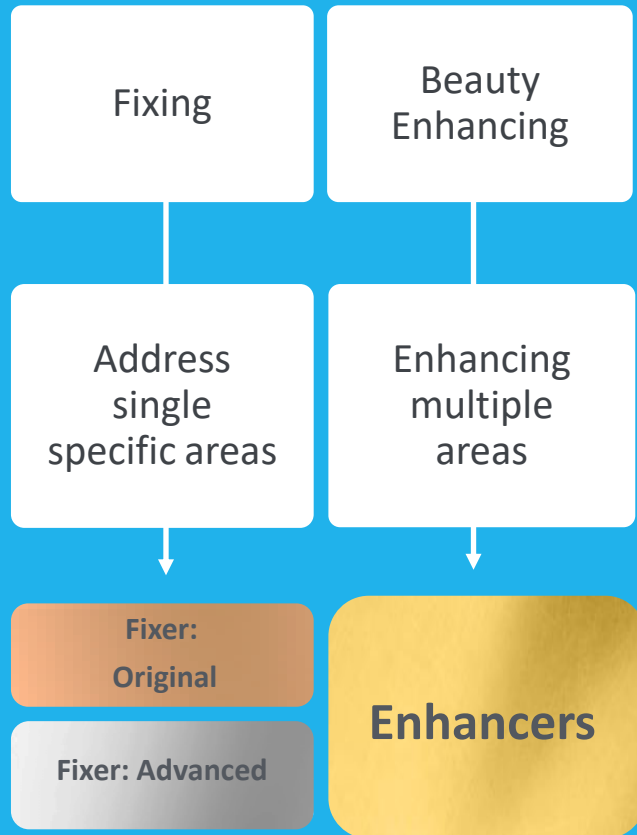
500 respondents

90% UK Nationals 35% under 35yrs

How: A 21 page questionnaire delivered in the native language , driving 4 key insights

The next 4 slides detail the primary consolidated outputs and their implications for Fade Out

Q1: What is your primary reason for purchasing?



Whitening product purchasers fall into 2 categories:

Fixers & Beauty Enhancers

Fade Out Currently tries to attract both consumer groups across all products

Actions

Re-segregation of the current range into a three tier hierarchy

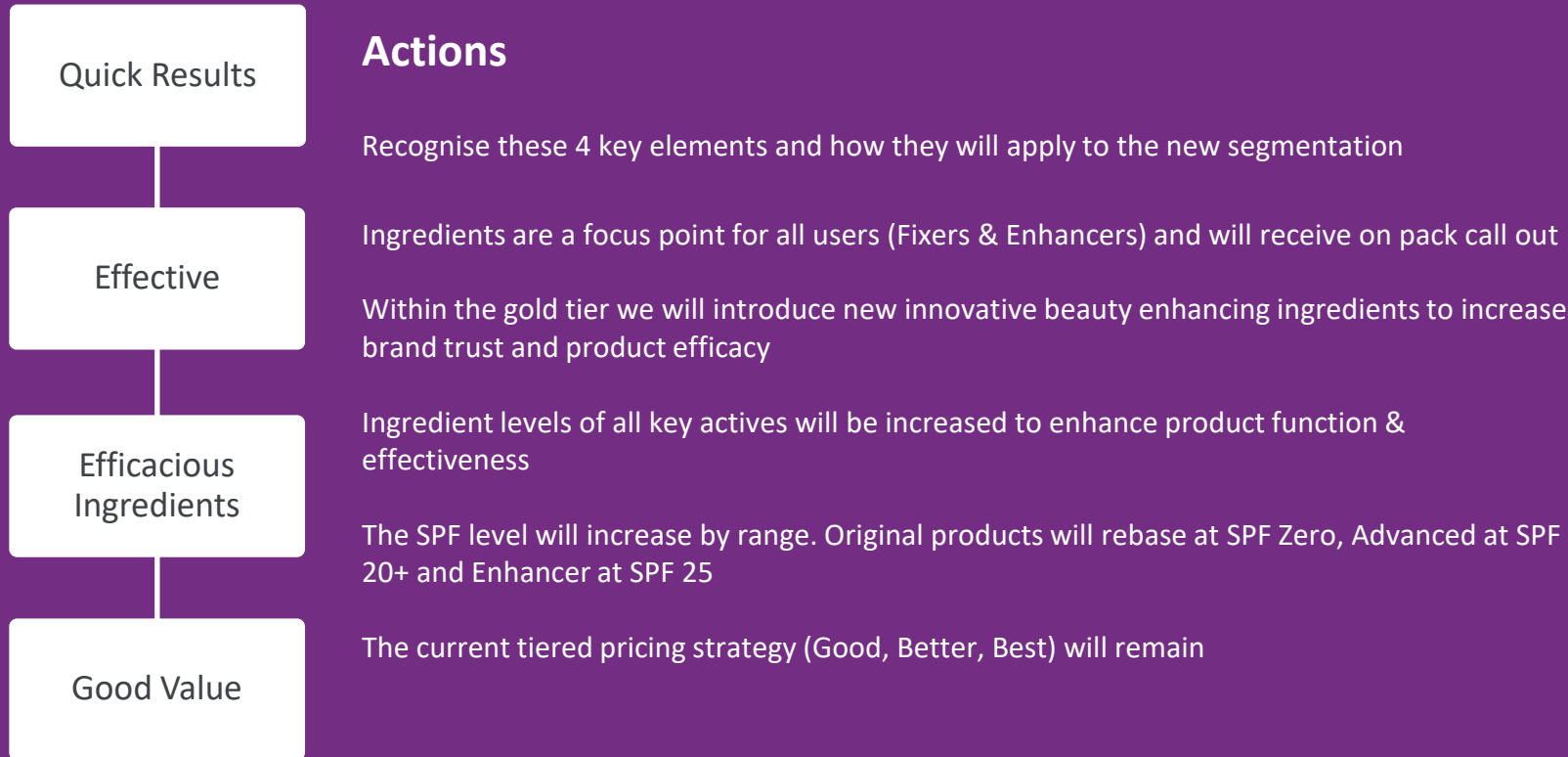
Bronze & Silver (Fixers – single benefit)

Gold (Enhancers – multiple benefits)

Introduction of strategic NPD aligned with this insight

Tailored communication to category users with 2 different messages – Fix & Beautify

Q2: What is most important to you?



Q3: What additional benefits are you looking for?

Clearer Skin

Smoother Skin

Brighter Skin

Younger
looking Skin

Actions

Clearer ranging between products

1. Provide a clear trusted benefit for fixers (Bronze & Silver) & develop the Enhancer (Gold) category with added benefits
2. Within the Golf tier Introduce new ingredients segregated into sub-ranges to provide added skincare benefits addressing multiple skin concerns (Enhancers,)e.g:
 - Tone
 - Texture
 - Appearance
 - Hydration
 - Ageing factors
 - SPF levels

All leading to one thing: Better skin

Q4: What is your perception of Fade Out?

Actions

To address that the following improvements will be made:

- Pack updates to look less clinical and medical
- Subtle changes to ensure migration of current customer base from current to new packs
- Clearer definition between fixing (Original & Advanced) and beautifying (Enhancers)
- Better pack communication & highlight of ingredients to become more 'beautifying' and enable our customer to clearer understand the products function.
- The above actions provide the opportunity to acquire more consumers with brand updates and product development – ensuring there is little cannibalisation

Clinical &
Medical

1. Brand & Product Development



Key Elements



Tiering call out on 'fixer' packs: Bronze, Silver

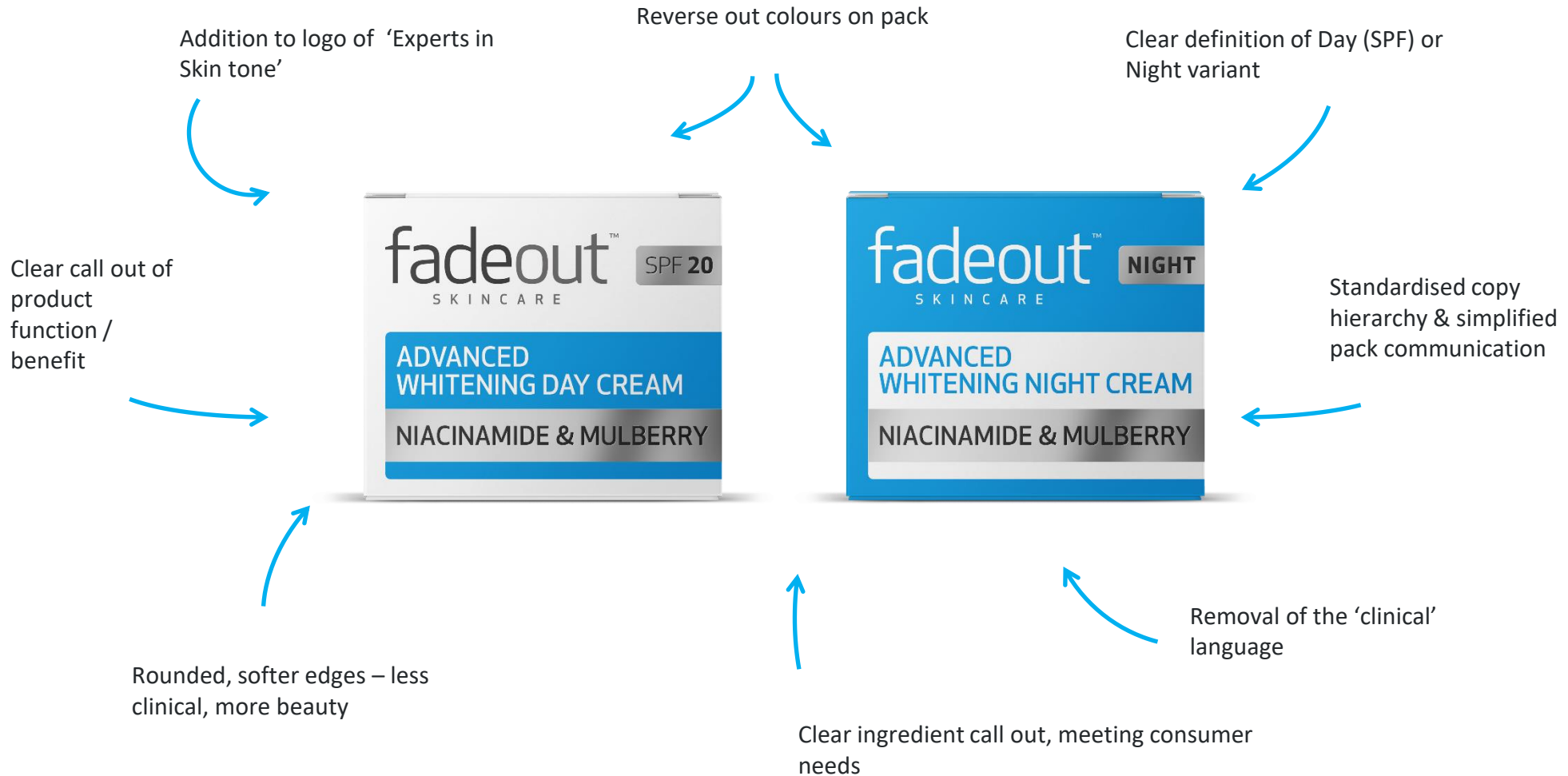
Standardise pack copy format & messaging hierarchy

Simplify pack language for clearer, stronger messaging

Call out key ingredients / benefits / purpose on pack

Remove reference to 'clinical trials' & simplify terminology – making the products less 'medicinal' and more accessible to the customer

Packaging Development - Carton



Packaging Development - Jar

Switch to clear jar with a label for less clinical appearance

Reverse out colours on pack

Reverse out label for clearer differentiation between day & night



More beautifying look

Larger label for more information and brand visibility

Mirrors pack design

Product Development

Introducing a clear differentiation between products that Fix, and those that Beautify

Create an NPD stream which will work to support the Fade Out system delivering all round better skin tone, answering multiple skin concerns

For the “Fixer” offer a comprehensive end to end regime to retain consumers within the brand, and offer maximum results

For the “Enhancer” introduce a range of benefits alongside Whitening & Brightening

Use innovative, effective ingredients with high internet search volume (400k+ per month), which signals consumer demand

Realigned SPF levels - increasing as range benefit improves



2021 NPD Launch timeline

| January 2021 | March 2021 | May 2021 | Summer 2021 | Autumn 21 | TBC |
|--|--|---|---|--|---|
| <p>Original Moisturiser 50ml, 75ml (update)</p> <p>Original Moisturiser for Men 50ml, 75ml (NEW)</p> <p>Advanced Day Cream SPF20 15ml, 50ml (update)</p> <p>Advanced Night Cream 15ml, 50ml (update)</p> <p>Advanced Eye Defence Cream SP25 15ml (update)</p> <p>Advanced Eye Repair Night Cream 15ml (new)</p> <p>Advanced Moisturiser for Men SPF20 50ml (update)</p> <p>Anti-Wrinkle Day Cream SP25 50ml (update)</p> <p>Anti-Wrinkle Night Cream 50ml (update)</p> <p>Collagen Boost Day Cream SPF25 50ml (NEW)</p> <p>Collagen Boost Night Cream 50ml (NEW)</p> <p>Single Use sachets 1.5ml (NEW)</p> | <p>Advanced Whitening Exfoliating Wash 100ml</p> <p>Collagen Boost Exfoliating Wash 100ml</p> <p>Anti-Wrinkle Foaming Wash 100ml</p> <p>All Promo Packs 75ml</p> <p>Advanced Whitening Day & Night Mini's 15ml</p> | <p>Anti-Perspirant Whitening Roll On Deo 50ml Women's</p> <p>Anti-Perspirant Whitening Roll On Deo 50ml Men's</p> | <p>Radiant Skin Day Cream SPF15 50ml, 75ml</p> <p>Radiant Skin Sleep Mask 50ml, 75ml</p> <p>Radiant Eye Gel 15ml</p> <p>Radiant Skin Hot Cloth Cleanser 100ml</p> <p>Retinol Boost Moisturiser 50ml</p> <p>Advanced Whitening Clay Mask 50ml</p> <p>Radiant Skin Purifying Clay Mask 50ml</p> <p>Collagen Boost Clay Mask 50ml</p> <p>Anti-Wrinkle Clay Mask 50ml</p> | <p>Advanced Whitening Peel Off Face Pack 100ml</p> <p>Advanced Whitening Mask with Ceramides 50ml</p> <p>Retinol Boost Eye Cream, 15ml</p> <p>Retinol Boost Serum, 15ml</p> <p>Radiant Skin Day Cream SPF15 75ml</p> <p>Radiant Skin Sleep Mask 75ml</p> <p>Retinol Boost Moisturiser 75ml</p> <p>Collagen Eye Cream 15ml</p> <p>Anti-Wrinkle Eye Cream 15ml</p> <p>All Promo Packs 75ml</p> | <p>Advanced+ Vitamin Enriched Day SPF25 75ml, 50ml</p> <p>Advanced+ Vitamin Enriched Night 75ml, 50ml</p> |

Original Moisturiser



Available Jan 21

The Market & Consumer

The gateway into Fade Out from the Glow category and our first ever product launch back in 1981, focussed on everyday essential use

Target demographic: Female, all ages, lower income, fixing usage

The Product & Ingredients

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation. Protects the skin from pollutants and brightens the complexion

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion.

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth
No SPF allowing day & night use

Application: Use every morning and evening, smoothed onto freshly cleansed skin

50ml, Existing Barcode

NEW

Original Moisturiser for Men

Available Jan 21



The Market & Consumer

An entry level men's whitening moisturiser that works
Enabling Fade out to target converting the Glow & Handsome consumer to the Fade Out range

Target demographic: Male, all ages, low income, in the glow / fixing market

The Product & Ingredients

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth

Fresh Masculine Fragrance for optimum male grooming use

No SPF 20 for day & night use

Application: Use every morning and evening, applied to freshly cleansed skin

50ml, New barcode

Advanced Day & Night Creams



Available Jan 21

The Market & Consumer

The best selling regime products

Target demographic: Female, all ages, low – mid income, in the efficacious fixing market

The Product & Ingredients

NEW White Mulberry: Fades discolouration and uneven skin tone

NEW Hibiscus: Natural AHA for increased brightening

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth

Rosehip & Sasha Inchi Oil in Night cream to intensely nourish for overnight restoration

SPF 20 in day cream for mid weight UVA/UVB protection

Application: Use every morning and evening, massaged into freshly cleansed skin

50ml, Existing barcodes

Advanced Moisturiser for Men

Available Jan 21



The Market & Consumer

The best selling male whitening cream, sitting adjacent to category leaders, such as Glow & Handsome in the male whitening skincare category

Target demographic: Male, all ages, low – mid income, in the efficacious fixing market

The Product & Ingredients

NEW White Mulberry: Fades discolouration and uneven skin tone

NEW Hibiscus: Natural AHA for increased brightening

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation.

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion.

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth

Fresh Masculine Fragrance for optimum male grooming use

SPF 20 for mid weight UVA/UVB protection

Application: Use every morning and evening, applied to freshly cleansed skin

50ml Existing barcodes

NEW

Advanced Day & Night Eye Creams



Available Jan 21

The Market & Consumer

An effective eye cream is the key to helping maintain healthy skin around the eyes. The Advanced Eye Day Cream is a well established product in the eye care sector, and the NEW Eye Defence Night Cream has been boosted with additional eye brightening ingredients
Target demographic: Female, all ages, low-mid income in the efficacious fixing market

Product & Ingredients

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Haloxyl: Active peptides to brighten under eye darkness, improve circulation and boost collagen production to improve elasticity and suppleness

Anti Inflammatory properties to reduce puffiness and irritation

White Mulberry: In night eye cream to fade discolouration and uneven skin tone

SPF 25: In day eye cream for boosted UVA/ UVB protection for the delicate eye area

Application: Morning and evening, gently dab onto the delicate skin under the eye.

15ml New barcode on night eye cream

NEW

Anti Wrinkle Day & Night Creams

Available Jan 21



The Market & Consumer

Combination of the current Anti-Wrinkle and Age Protection proposition, important to ensure the existing consumer base migrate to the new product. Looking to convert the L'Oreal Wrinkle Expert or Olay Anti Wrinkle Firm & Lift shopper.

Target demographic: Female, 40+, mid income & above in the efficacious beautifying market

The Product & Ingredients

Hyaluronic Acid: A hero ingredient for it's moisturising and plumping benefits (it also achieves over 400k global searches online per month)

NEW Adenosine: To boost anti wrinkle performance by energizing the skin's surface so it looks smoother and younger

NEW White Mulberry: Fades discolouration and uneven skin tone

NEW Hibiscus: Natural AHA for increased brightening

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth

Rosehip & Sasha Inchi Oil in Night cream to intensely nourish for overnight restoration

SPF: Increased to 25 for enhanced protection

NEW improved rose fragrance

50ml Existing Age Protection Barcodes

NEW

Collagen Boost Day & Night Creams

Available Jan 21



The Market & Consumer

Highly sought after, achieving around 450k global searches per month, there is a strong market desire for Collagen, with L'Oreal, P&G and Beiersdorf utilising the claim and / or ingredients across their healthy ageing product lines. Opening up the gold 'beautifying' tier to a younger demographic.

Target demographic: Female, 30+, mid income & above in the efficacious beautifying market

The Products & Ingredients

ProCol1+: Plant based collagen boosting peptides, formulated from soya. Increase collagen synthesis, consolidating the dermal mattress. Powerful and targeted to reduce areas that have a loss of elasticity (such as crow's feet) and a significant reduction in wrinkles

NEW White Mulberry: Fades discolouration and uneven skin tone

NEW Hibiscus: Natural AHA for increased brightening

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Lactic Acid: Naturally occurring AHA which provides gentle exfoliation to remove dull, dead skin cells to smooth & brighten the complexion

Sodium Lactate: Naturally derived to replenish the moisture content in the skin to keep it hydrated, supple and smooth

Rosehip & Sasha Inchi Oil in Night cream to intensely nourish for overnight restoration

SPF: Increased to 50 for enhanced protection

NEW improved rose fragrance

50ml New Barcodes

NEW

Single Use Sachets



Available Jan 21

The Market & Consumer

Samples are essential for gaining new consumers, trading consumers up through the ranges, targeting day consumers to take night, and vice versa.

There is also a large market that purchase creams daily, in the down market trade in certain markets

1.5ml New Barcodes

NEW

Advanced Mini Pots



Available March 21

The Market & Consumer

The best selling regime use duo in miniature as a weekly purchase size. Secondary use for sampling or in beauty boxes in established markets

Ideal for travelling – can be positioned as wash bag miniatures

Target demographic: Female, all ages, price sensitive shoppers, low – mid income, in the weekly purchase market

The Products & Ingredients

As Advanced Day & Night 50ml

15ml New barcodes

50% Extra Free Promo Packs



Bronze, Silver & Gold Day Bestsellers

These limited edition products providing promotional opportunities for all consumer groups & at all price points in our best-selling products

Available twice yearly – Spring & Autumn. Existing Barcodes where product is not NEW.

75ml Barcode same as 50ml

Available Mar 21

NEW

Face Wash

Available Mar 21



The Market & Consumer

The first cleansing products in the Fade Out family. Fade Out consumers currently purchase this part of the regime from other brands. The Advanced Whitening Exfoliating Cleanser will sit adjacent to L’Oreal White Perfect and Olay White Radiance.

Target demographic: Female, all ages, low – mid income, in both the efficacious fixing & beautifying markets

The Product & Ingredients

The introduction of the Facial Washes will work within the relevant regimes to make a more efficacious range, delivering an even brighter complexion.

Advanced Whitening Exfoliating Face Wash: To boost the benefits of the Advanced regime, with brightening Niacinamide & exfoliating beads to buff away dull & dead skin cells

Anti Wrinkle Foaming Face Wash: With brightening Niacinamide. Boosted with Hyaluronic acid to hydrate and boost skin whilst cleansing

Collagen Boost Exfoliating Face Wash: With brightening Niacinamide. Boosted with collagen boosting peptides and exfoliating cranberry beads for added radiance.

Application: Use as a first cleanse. Morning and evening, massage on to the wet face & neck, form a gently lather, rinse off and pat dry. Follow with Advanced Day or Night cream.

100ml New barcode

2. Product Concepts & Suggested Launch Dates



NEW

Advanced 24 Hour Anti-Perspirant

Available May 21



The Market & Consumer

A new & developing category.

Target demographic: Male and Female, all ages, low-mid income, in the efficacious fixing market.

The Product & Ingredients

Targeted at the under arm area which is susceptible to appear uneven with darker skin tones

Key ingredient focus from the Advanced range for familiarity and consumer journey

White Mulberry & Hibiscus to increase whitening action

Anti perspirant to ensure dual function

50ml New barcodes

NEW

Radiant Skin

(working concept)



Available Summer 21

The Market & Consumer

Vitamin C is the go-to, on-trend ingredient for bright skin. Vitamin C is visible in all markets, especially Europe and Asia

There is an opportunity to draw a younger, more engaged demographic (18-30) to the Fade Out brand through a more vibrant conversation with exciting ingredients and bright, impactful design. Consumers who value a fresh, illuminated and radiant complexion Younger consumers are also more switched on by 'brightening' language, in comparison to 'whitening'

Target demographic: Female, age 18-30, mid & high income, in the efficacious beautifying market

The Products & Ingredients

The Vitamin C Brightening range will be formulated with Vitamin C and Pomelo extract to deliver a natural fruit source of AHA's to boost skin radiance.

The Hot Cloth Cleanser will contain Tartaric acid for gentle exfoliating and to stimulate collagen production to maintain a youthful glow.

The Day Cream will be SPF15, for light yet comprehensive coverage, and the night cream, a sleep mask, will help to boost moisture and skin hydration over night.

The radiant eye gel will contain Vitamin C & Guarana to energize and brighten the eye area.

New Barcodes

NEW

Boosting Clay Masks

Available Autumn 21



The Market & Consumer

Clay masks have become one of the best selling beauty regime products in all major markets, including GCC, Asia Pac and Europe.

The Product & Ingredients

Use twice a week to boost Whitening/ Brightening effect

With natural kaolin to draw out impurities, detoxing the skin, unblocking pores and leaving a more refined, smoother texture

Formulated to boost the results of the Fade Out regime to deliver bright and radiant skin

Formulated to Brighten and boost the effects of the regimes – Whitening, Plumping, Firming, or Increased Radiance

With naturally coloured clay cementing regime use & boosting shelf appeal

50ml New Barcodes

NEW

Advanced Whitening Peel Off Pack

Available Autumn 21



The Market & Consumer

Peel off masks are an accessible, good value weekly beauty treatment – unlike sheet masks which are single use, the peel off packs have 8-10 applications, representing attractive value to the consumer.

Peel off packs also achieve the sought after Instagram moment. The pricing, the skin type suitability and the aesthetic opportunities present a great package to the younger consumer – helping attract a younger demographic to the Fade Out brand.

Target demographic: Female, 25-45, low – mid income, in the efficacious fixing market

The Product & Ingredients

A popular weekly 'treatment' product, peel off face packs are renowned for their instant results when it comes to removing impurities, dead skin cells and excess sebum.

Hibiscus: Natural AHA's to help dissolve dirt, oil and dead skin cells.

Hibiscus Flowers: Bright pink flecked through the product to add a pleasing aesthetic to the pack.

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation, boosting the whitening action of the Advanced regime.

Application: After cleansing, apply a thin layer to the face, avoiding facial hair. After 10-15 minutes, peel the mask off. Remove any residue with a warm cloth, allow to dry, and apply your chosen serum or moisturiser

75ml New barcode

NEW

Retinol Boost

(working concept)



Available Summer 21

The Market & Consumer

Retinol (or topical vitamin A) is fast becoming the go-to ingredient for excellent skin. Beiersdorf, L’Oreal and Olay all have Retinol lines. Consumers are becoming more aware of it as the gold standard for anti ageing skincare, and also for improving tone, texture and elasticity. Retinol attracts a wide consumer base, and means different things to different age groups. An older demographic will be seeking the excellent anti ageing effects, whilst the younger demographic will be hunting brighter, glowing, more even skin tone, or a solution to problematic skin.

Target demographic: Female, age 30+, mid & high income, in the efficacious beautifying market

The Products & Ingredients

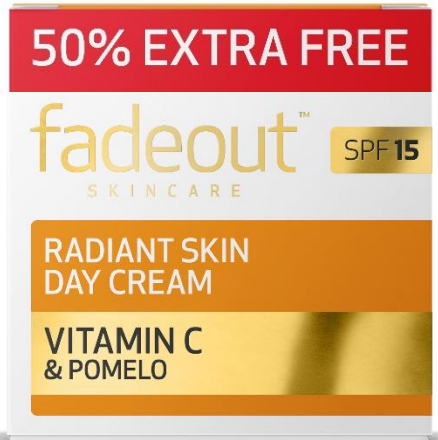
A capsule collection of retinol enriched skincare, created to deliver an overnight skin boost. Minimise fine lines, improve pigment problems, revitalise skin and make its overall appearance fresher and more youthful.

With a concentrated serum, a moisturiser and an eye cream. For best results use overnight.

50ml New barcodes

NEW

Promo Packs



Available Autumn 21

NEW Retinol Boost & Radiant Skin Moisturisers
Providing promotional opportunities for all consumer groups
To be available twice yearly – Spring & Autumn

75ml Barcode same as 50ml

Product visuals are concept designs only

NEW

Collagen Boost & Anti Wrinkle Eye Creams

Available Autumn 21



The Market & Consumer

Promoting healthy ageing in the eye area, where signs of ageing are most evident. L'Oreal, Olay and other market leaders feature key, recognisable actives in their premium eye care ranges. Consumers are switched on to looking for, and do actively search for the key anti ageing ingredients in a premium eye care product.

Target demographic: Female, 30+, mid income & above in the efficacious beautifying market

The Product & Ingredients

Anti Wrinkle with Hyaluronic Acid: A hero ingredient for its moisturising and plumping benefits, excellent for instant radiant results.

Collagen Boost with Pro-Collagen Peptides: Powerful and targeted to reduce areas that have a loss of elasticity (such as crow's feet) and a significant reduction in wrinkles

15ml New barcode

NEW

Suncare

(working Concept)

Concept



The Market & Consumer

Fade Out Suncare is an ideal addition to the Fade Out Skincare range Specialist Suncare offering high factor protection

The Product & Ingredients

Specially formulated, the sun protection range will be available in Daily (SPF 30), Advanced (SPF 50) and Ultra Anti Wrinkle (SPF 50)

Helps to preserve fair skin tone, and prevent sun induced hyperpigmentation with comprehensive protection against UV damage

Non-comedogenic, featherlight formula with a velvet finish, designed to be layered over other skincare or under make up

Light texture, designed to be layered over other skincare or under make up with intense moisturisation to help reduce the appearance of wrinkles on the face and décolleté

50ml

NEW

Advanced Whitening Mask

(Working concept)



Available Autumn 21

The Market & Consumer

A rich, creamy soothing, brightening mask to reinforce the skin's barrier. Ideal for dry / combination skin types.

A weekly/ twice weekly skin nourishing mask, ideal for cooler weather, or for skin subjected to environmental stressors such as pollution and sun damage.

Suitable for most skin types & ages – especially more mature skin or drier skin types.

Target demographic: Female, all ages, low-mid income, in the efficacious fixing market

The Product & Ingredients

Ceramides: Help to achieve plumper, smoother, more luminous skin with fewer visible lines and wrinkles, as well as fewer signs of sensitivity.

Niacinamide: Helps reduce the appearance of uneven tone and pigmentation

Shea Butter: Deep nourishment to replenish moisture & smooth the skin

Application: Use once or twice weekly as a treatment to intensely smooth & brighten the skin.

50ml New Barcode

Update

Advanced+ Vitamin Enriched

Available Winter 21

Update expected Late 2021



Original Whitening with Niacinamide



2021 Range

The Market & Consumer

The gateway into Fade Out from the Glow focussed on everyday essential use. With Niacinamide, Lactic Acid and Sodium Lactate for a brighter, smoother more glowing complexion

Target demographic: All ages, lower income, fixing market

Advanced Whitening With Niacinamide & Mulberry



2021 Range

The Market & Consumer

The newly extended best selling regime use collection, . White Mulberry, Hibiscus, with Niacinamide, Lactic Acid and Sodium Lactate

The first full Fade Out regime to deliver the most efficacious results for the brightest complexion

Target demographic: All ages, low – mid income, in the efficacious fixing market

Anti-Wrinkle

With Hyaluronic Acid & Niacinamide



2021 Range

The Market & Consumer

Combination of the current Anti-Wrinkle and Age Protection proposition, important to ensure the existing consumer base migrate to the new product.

Featuring Niacinamide, and Hyaluronic Acid throughout the range – one of the most searched for skincare ingredients

Target demographic: Female, 40+, mid income & above in the efficacious beautifying market

Collagen Boost with Pro-Collagen & Niacinamide



2021 Range

The Market & Consumer

Highly sought after, achieving around 450k global searches per month, there is a strong market desire for Collagen, with consumers searching for the ingredients across their healthy ageing product lines. Opening up the gold 'beautifying' tier to a younger demographic

Target demographic: Female, 30+, mid income & above in the efficacious beautifying market

Radiant Skin

With Vitamin C & Pomelo



2021 Range

The Market & Consumer

Providing the opportunity to draw a younger, more engaged demographic to the Fade Out brand with exciting ingredients and bright, impactful design.

Target demographic: Female, age 18-30, mid & high income, in the efficacious beautifying market

Retinol Boost Range

With Retinol, Vitamin Complex & Niacinamide



2021 Range

The Market & Consumer

A capsule collection of essential retinol skincare. Retinol (or topical vitamin A) is fast becoming the go-to ingredient for excellent skin. Consumers are becoming more aware of it as the gold standard for anti ageing skincare, and also for improving tone, texture and elasticity

Target demographic: Female, age 35+, mid & high income, in the efficacious beautifying market

3. Brand & Consumer Marketing



Content Pillars

Four core content pillars used throughout social and digital marketing to cement the Fade Out brand DNA, build consumer trust and keep the Fade out consumer engaged.



Educate

Educate on ingredients, natural credentials, ethical and cruelty free credentials, product efficacy. Approachable and inclusive – not overly scientific



Inspire

Aspirational and relatable quotes, reasons to buy, brand expertise and story, consumer skin confidence messaging



Lifestyle

Balance product content with lifestyle content - aspirational and relatable quotes, seasonal content, humour where appropriate



Persuade

Efficacy facts and figures, user reviews and testimonials, 4 week challenge development, refresh of before and after images

New 360° Marketing Plan for 2020

Digital

Four core content pillars to build brand trust:

1. Geo - targeted posts
 2. Regional posts
 3. Grow key market brand awareness
 4. Directly target pools of consumers that match specific product demographics
- Campaigns to support NPD
 - User generated content
 - Linktr.ee to help with direct sales conversion from Instagram audience

Influencers

- Regional influencers
- Deliver brand trust with selected paid KOLs
- Influencer generated content & targeted posts
- Cementing perception as trusted leaders by recommendation



Sampling

- Support NPD launches in store and in pack
- Attract new users through trial
- Trade up customers to new products within the range

Website

- Regional language websites with geo-tailored content
- Key stockists listed in each country, linking directly to key retailer websites
- Enhanced SEO
- PPC campaigns to target consumers and drive them to the website
- Stockists listed in each country, linking directly to key retailer websites for simple conversion
- Data capture for remarketing on social channels
- Educate with relevant content
- Build Consumer Reviews and testimonials

Video - NEW

- Create a YouTube presence
- Variety of content to educate and entertain
- Including 'how to' videos

Consumer Profiling

Creating individual consumer pools to target relevant content at current and potential consumers

Reaching new consumers via audience profiling:

Age, ethnicity, location, language, spending power, interests, life stage

Targeting new consumers:

Educating on the benefits of the Fade Out regime, how to use it, where they can purchase, and pull them into a data pool to target with products that would suit them






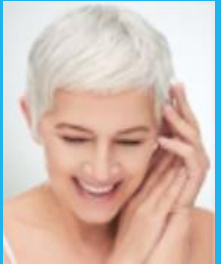
Targeting engaged consumers:

Target with NPD, educate with regime usage, focus on Gold products to potentially trade up

Creative rules:

Images adjust depending on location and ethnic group, to ensure demographic values are upheld. For example, Middle Eastern audience will see glamorous, elegant women. Western audience will see a more natural, playful, make up free look.

Featured product and message will vary depending on age/ spending habits/ location/ ethnicity to ensure content is relevant and engaging

| Product Range | MEA Woman | European Woman |
|--|--|--|
|  |  |  |
|  |  |  |

Key Opinion Leaders

UK & Europe

KOL marketing is very relevant to all markets – and selecting the right fit for the Fade Out brand is a priority.

A combination of paid and organic micro and macro influencer activity to target multiple demographics on social media.

Working with key influencers in each market ensuring they are: accessible, influential, interested in beauty, and representative of the Fade Out woman



Anna

[@theannaedit](#)

Instagram: 155k followers

Beauty & Lifestyle
influencer



Jasmine

[@jasminetalksbeauty](#)

Instagram: 16k

Beauty, make up & lifestyle



Kat [@thesilverkat](#)

Instagram: 19.3k

Fashion, lifestyle and
beauty



Alisa [@yummymummy](#)

Instagram: 1.7k

Beauty, skincare, hair

Key Opinion Leaders

Middle East

KOL marketing is very relevant to all markets – and selecting the right fit for the Fade Out brand is a priority

A combination of paid and organic micro and macro influencer activity to target multiple demographics on social media

Working with key influencers in each market ensuring they are: accessible, influential, interested in beauty, and representative of the Fade Out woman



Mema Rosy
Instagram: 61.3k
followers
Beauty blogger &
influencer



**Shaurya Sanadhya
Tulshyan**
Instagram: 399k
followers
Businesswoman &
influencer



Shabnam Fathima
Instagram: 155k
followers
Blogger & influencer



Chiara Glorioso
Instagram: 2.8k
Radio1 UAE-
Breakfast Presenter



Mehak Ghai
Instagram: 421k
followers
Beauty blogger

Key Opinion Leaders

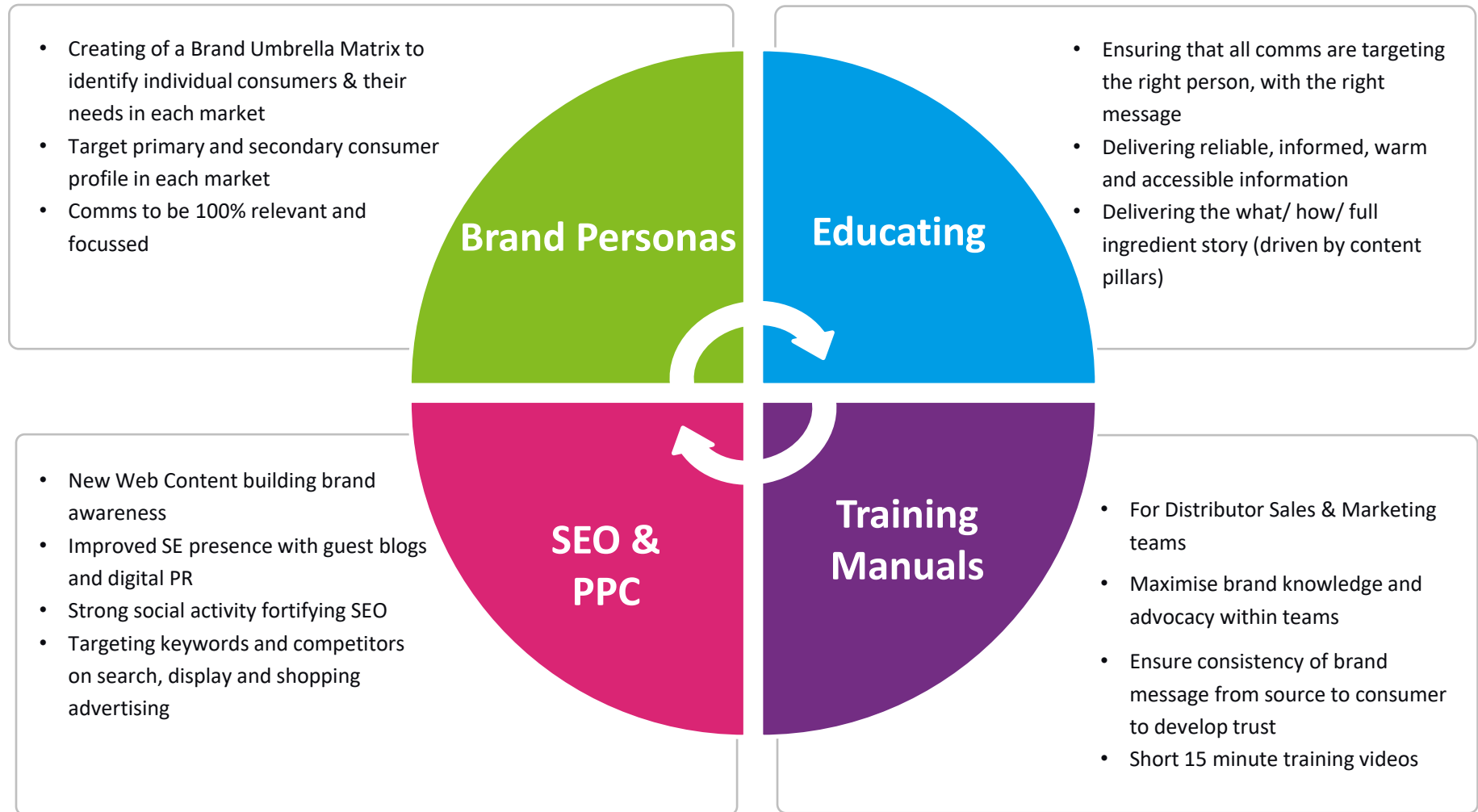
China / Asia

There is currently a large KOL campaign active in China across regional social platform, Little Red Book, directing consumer to discover Fade Out on Tmall

Additional country specific campaigns will take place as the products launch in all regions in Asia

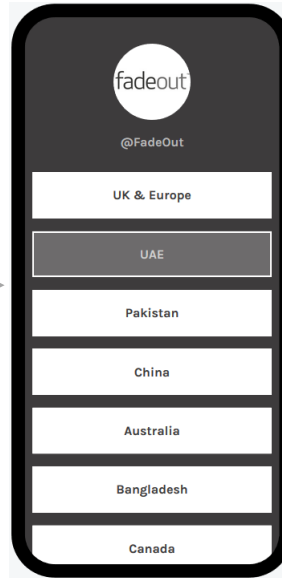
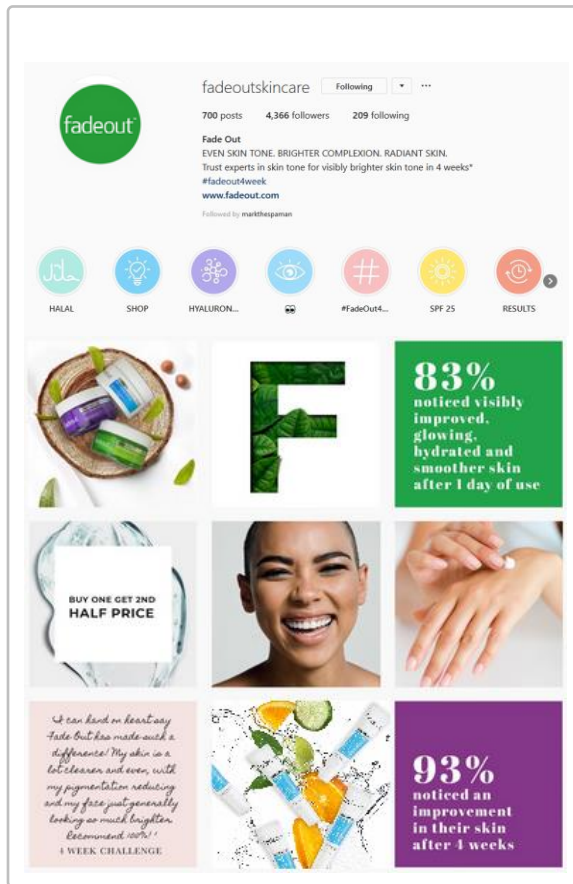


Enhancing Communication



Instagram

Using Instagram for brand awareness – and to drive engaged traffic directly to key retailers in all markets

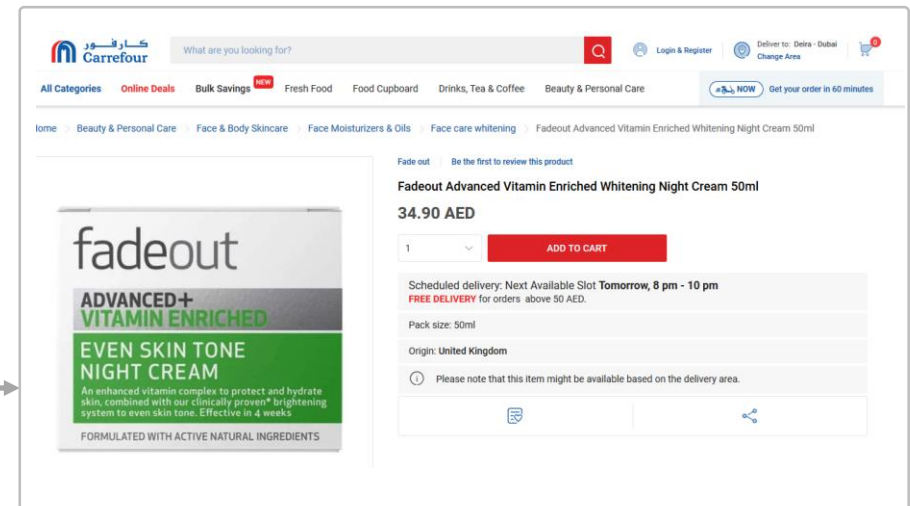


Linktr.ee

Using Instagram as a direct sales tool with trackable, measurable results.

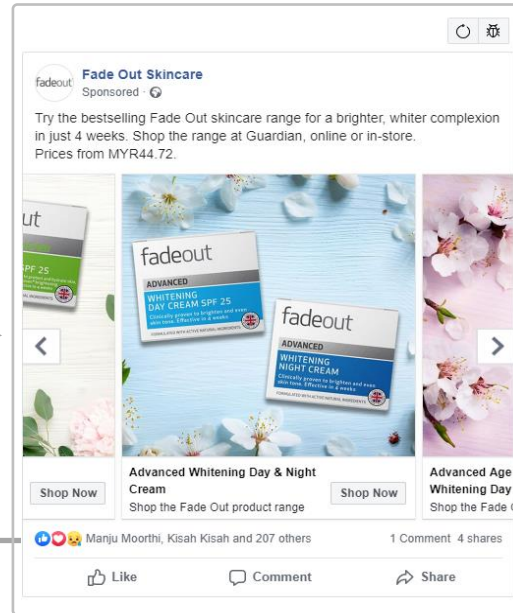
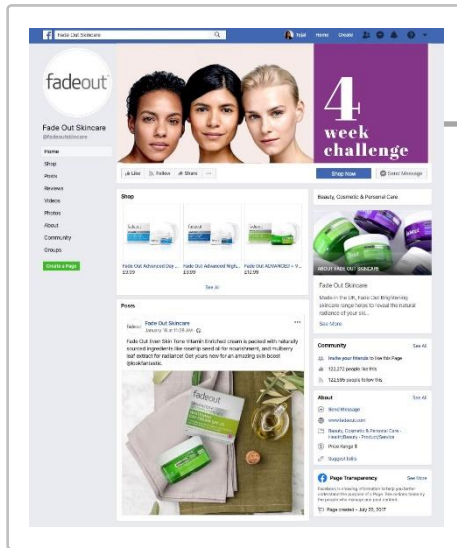
Converting consumers with a simple, two click action, landing on a key retailer in their region.

Landing retailer page can be easily updated depending on promotional activity, or as a reaction to in market sales information



Facebook

Using Facebook for brand awareness – and to target potential consumers, directing traffic to key retailers in all markets



Paid Social Activity Case Study: Fade Out Malaysia

2 campaigns targeting Malaysia market to drive brand awareness and in market sales through key retail partner Guardian:

Campaign 1: Product-based advert to drive traffic to Guardian Malaysia website

Campaign 2: Brand-focused advert to grow followers and social media channel engagements

Results:

- 2,400 Fade Out page likes
- 629,967 reach
- 20,945 clicks to Guardian website
- 1.47% CTR (above industry benchmark)
- 3 key lines sold out on the website



Fade Out Advanced Age Protection Whitening Day Cream SPF25 50ml

MYR59.90

OUT OF STOCK



Fade Out Advanced Whitening Night Cream 50ml

MYR55.90

OUT OF STOCK



Fade Out Advanced Age Protection Whitening Night Cream 50ml

MYR59.90

OUT OF STOCK

fadeout™

Thank you

Presented by **VIVALIS** | 