

Juicy Couture

ELLE

Paula Patton

PARIS
HILTON

VIVITAR[®]
*Simply
Beautiful.*

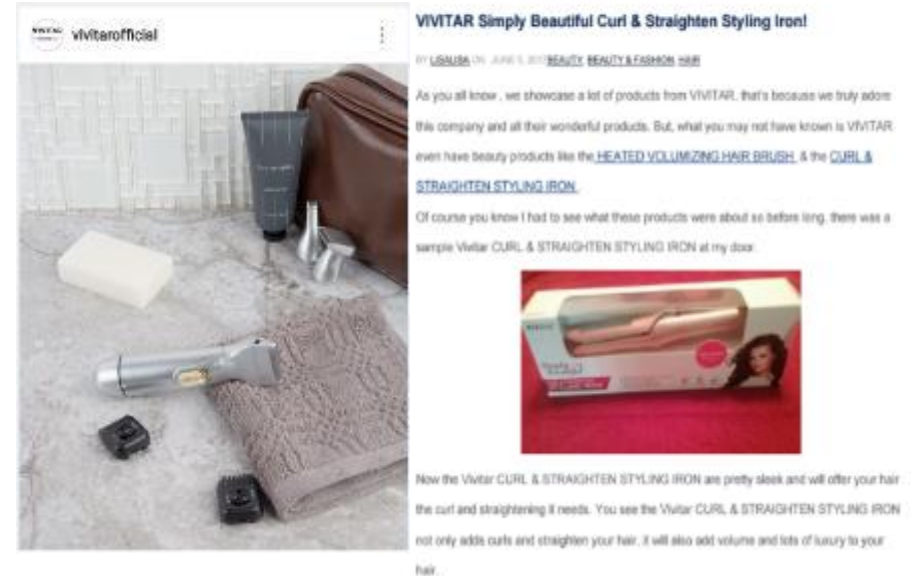
LADIES GROOMING

2025



Marketing Activities

- Press Releases for all product launches tagging retailer
- Product reviews on blogs and YT tagging retailers
- Promoting products for key buying seasons- Mother's Day, Father's Day, etc.
- Morning TV promotions and Giveaways
- Social Media posts and ads tagging retailers
- Lifestyle photos for retailer ecommerce pages and social media
- Youtube tutorial videos
- Partnering with influential bloggers and youtubers for high profile posts





Why is facial lymphatic drainage important?

“Simply put, you don’t want fluid to be pooling especially as you get older,” says Shereene Idriss, a cosmetic dermatologist in New York City (and creator of PillowtalkDerm, her line of products). “This type of fluid can build by having a glass of wine or having too much salt, and then you wake up really puffy around your eyes or along your jawline, so the whole point of lymphatic drainage is to keep that lymphatic fluid moving, so it isn’t sitting in areas where you don’t want it to sit, leaving you with a more sculpted look.” Said bluntly: Is lymphatic drainage going to reverse the clock? No. But it is, at least, going to make you look temporarily sculpted and angular.

VOGUE

Skin-Deep Health

There is no such thing as optimal skin health without a balanced lifestyle—deep down, we all know that. But according to The Future Laboratory, we’re increasingly opting to incorporate “science-led beauty formulas and tools that are designed to have direct health benefits.” Whether it’s lymphatic skin care, which topically activates the body’s lymphatic system, or the TheraFace Pro device, which harnesses the powers of percussive therapy to reduce stress-induced facial tension and ease migraines (as well as cleanse the skin), the products we’ll be lusting after go much deeper than simply skin health—they’re also excellent for our overall wellbeing.

Proactive Prevention

“Millennials and Gen-Z aren’t seeking a cure for aging simply because they have not yet aged,” says Dr. Shotter. “They crave prevention and preservation. They embark on aesthetic treatments in their twenties and thirties after finding very subtle signs of aging.” While the procedures might be the same as those harnessed by their more mature counterparts, she says that the preventative (and, some may say, proactive) route is all about utilizing lower doses and volumes of injectables, as well as milder device protocols.

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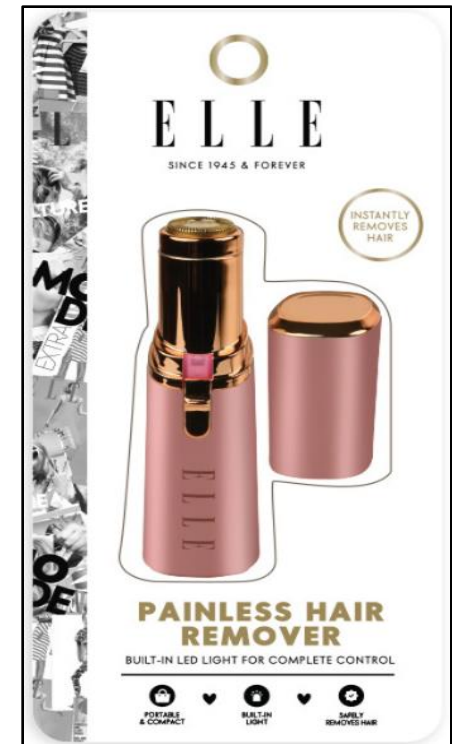
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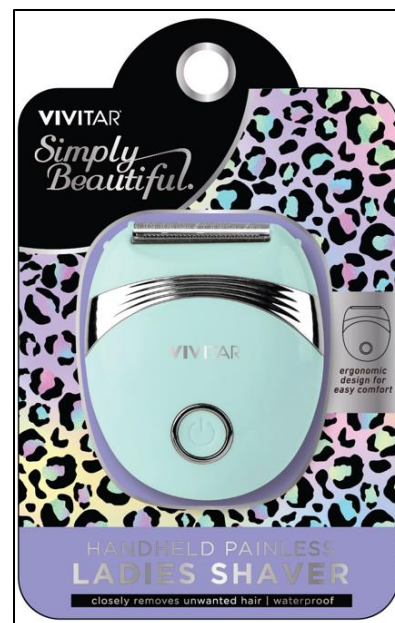
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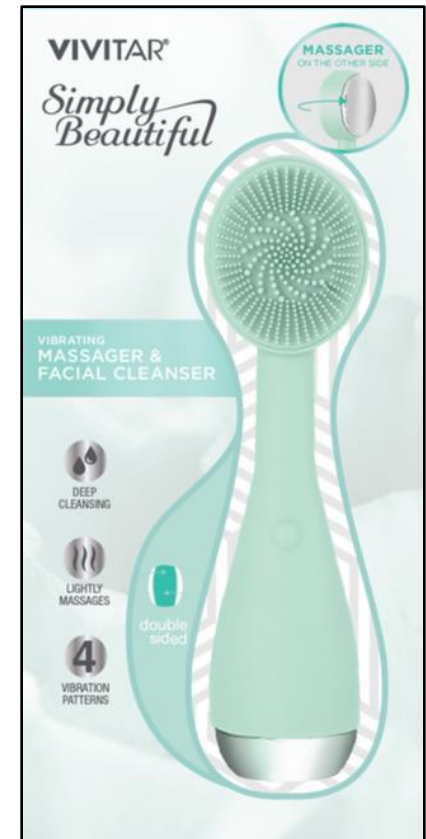
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