The Beauty & Wellness Experts

Health & Wellness
Client Success Stories
**Tom's of Maine: Digital Eco-System Content Creation**

**The Insight:**
Tom's of Maine, the OG of clean personal care, has always been bigger than toothpaste and deodorant. A family-friendly, eco-devoted challenger brand, Tom’s is beloved by it's millions of loyal, but quiet fans.

**The Assignment:**
Inspire Tom’s loyal fans to engage with and share their passion for the brand in the digital ecosystem.

**The Idea:**
Celebrate Tom’s place in the world - yes it’s toothpaste, but it’s much bigger than that. Develop digital-first content that goes beyond functional benefits to embrace the brand's roots, eco-credibility and forward thinking.
Tom’s of Maine: Digital Eco-System Content Creation | Influencer
**FemiClear: Rebranding**

**The Insight:**
Hiding behind euphemisms doesn’t work any more. Women are emboldened to take control of their vaginal health and break the stigma of herpes and the discomfort of yeast infections without feeling shame along the way.

**The Assignment:**
Revisit the current brand campaign “Joie de Hooha” to leave the dated euphemisms behind. Bring the revamped campaign to life through a new brand voice, tagline, brand story and visual expression.

**The Idea:**
**Joie de V**
Celebrate the joyful life that’s just on the other side of an outbreak. Remind women that they are bigger than their diagnosis by focusing on the person rather than the condition. Humanize the experience by sharing our founder’s personal story.
We’re FemiClear

We believe your V should be a source of joy and love. It’s your center. The foundation of pleasure.

But when your V gets out of balance, there is just one goal – to get back to the life you love.

Those fulfilling relationships. Intimate connections. Laughter. And the ultimate joy of feeling great in your skin.

We are a company led by women, breaking boundaries in over-the-counter women’s health. A team of driven problem solvers, we are obsessed with science, and shun chemicals. Nature gives us the ingredients and we make the most of them. To innovate, we rely on expert scientists, medical professionals, but also our customers because they know their bodies best.

FemiClear is created with equal parts science and empathy because we’ve been there ourselves. We tackle conditions others won’t - like genital herpes - to help shatter stigmas, educate others and heal our bodies.

At FemiClear, we believe that everyone deserves to find peace and balance within their V and joy in their life. That’s what we call Joie de V.
Face Reality:
Earned & Paid, PR + Influencer Program

The Insight:
For acne sufferers, the emotional and physical impact of the condition is life altering. It is lonely. Taking that first step to try to clear acne can feel insurmountable.

The Assignment:
Face Reality is the 16-year old acne treatment brand with a 90% success rate that acne sufferers and estheticians need to know about.

The Idea:
You are not alone.
Celebrate the relationship between certified Face Reality estheticians and their acne clients to demonstrate that acne sufferers have true partners on their journey to clear skin. Showcase the combination of proven products/protocols and supportive experts to drive success for both the esthetician and the client.
Face Reality Skincare: Influencer Awareness Program

Face Reality Skincare Hydrating Enzyme treatment with Kimberly Miller

Swipe up to get your own @facerealityskincare merch!

Pair editors and social media influencers with Face Reality trained estheticians
**Face Reality:**
Earned & Paid, PR + Influencer Program

**Program Success:**

**Public Relations, Earned & Paid**
- Launched the brand's first media relations program, garnering features in Women's Health, SkinInc., Dermascope, Marie Claire, New Beauty, Allure, Glamour CEW & more!
- 181+ million earned media impressions
- 135+ million paid media impressions
- 7,000+ Captured Contacts from Webinars
- 14 Product Knowledge & Acne Focus Webinars
- Amazing media award recognition: Teen Vogue Acne Awards, New Beauty, Skin Inc, Dermascope, Glossy

**Influencer**
- Launched the brand's first seeding and paid influencer programs
- Strategically built partnerships between consumer influencers and Face Reality trained estys to build consumer awareness and elevate the esty's role on the acne clearing journey
- Organic Seeding Reach: 7+ million
- Paid Partner True Reach: 2+ million
- EMV: $543k

**Sales Growth**
- Strategically leaned into esty webinar programming to drive sales growth.
- In just 6 months, esty trainings DOUBLED!
Contact

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