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BASE
BEAUTY
CREATIVE
AGENCY.

15 YEARS

The Beauty & Wellness Experts

Tom's of Maine:
Social Media Case Study



The Results:

Achieved 2x industry average engagement rate on TikTok

Instagram

↑**705% increase** in amount of net new followers

↑**28% increase** in overall reach

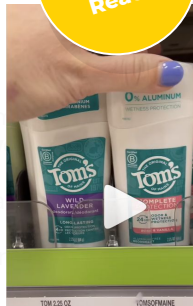
↑**22% increase** in website taps



Highest Eng. Rate

5.5% Engagement Rate

Highest Organic Reach



TikTok

In just 3 months...

↑**11.4% increase** in followers

Achieved over **210,747 total impressions**

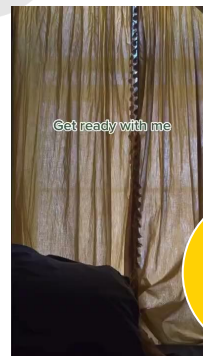
Achieved **6.5% average engagement rate**; approx. **2x the industry average**

Highest Eng. Rate



Get ready with me

Highest Avg. Watch Time



How We Created Growth



STRATEGY



Social listening, data analysis and competitive analysis led to unique IG & TT strategies

CONTENT: STUDIO



Studio still life and Reels developed to show off new branding and reinforce the natural ethos

CONTENT: ON LOCATION



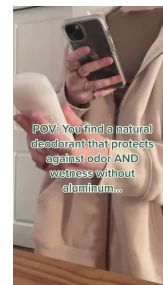
Time outside is a benchmark of Tom's, so we took our content planning outdoors: on hikes, camping in the desert, pitching a tent...

CONTENT: INFLUENCER



Focus on families who embody the spirit of Tom's, highlighting moments like recycling, health habits and time outdoors

CONTENT: UGC-STYLE



Elevated storytelling, unique content creation, community management and targeted paid social campaigns

CONTENT: DESIGN



Leverage brand standards but create motion and energy in educational content



Content: Studio, stills

Brightly and naturally lit but not oversaturated, this in-house photography infuses liveliness and optimism into the feed. Images are product-focused and tightly cropped — either in-hand or hinting to a home environment.







Content: Studio, video

Brightly lit with natural-looking lighting, these elevated in-house TikToks/Reels link Tom's of Maine's product benefits and activism in educating content.



Shop now

Sustainable Packaging

Shows audience's creative ways to upcycle products. Directly calls out benefits of natural products and the good the consumer is doing for the environment.

Strategy

Optimize engagement by adding "Shop now" feature to drive sales.



Badge Identity

Elevated, bright and crisp video quality. Displays activist badges to tie in Tom's of Maine's product and environmental benefits.



Above
Avg.
Eng. Rate

6.0%
Engagement
Rate

ASMR

Crisp sounds and bright visuals make these videos highly popular on TikTok with the hashtag earning over **713.8B** views.



BASE BEAUTY | Tom's of Maine

Content: On Location

Out for a hike, camping for the weekend, backyard play - Tom's of Maine content shot in the wild connects the brand to their mission of preserving the Earth.



Content: Influencer

Focus on families of all shapes and sizes, creating relatable content that inspires action and reinforces the brand values of recycling and being outdoors.



Content: UGC-Style

Lo-fi-style videos, the highest performing on TikTok, utilize macro angles, clever, edutainment themes and trending sounds.

POV Humor



Most Views

107,751
Views on
TikTok

"Get Ready With Me"



Highest
Avg.
Watch
Time

10.7
Seconds

POV Sustainability



Highest
Organic
Eng.

23
Engagements

Content: Design

Edu-taining carousel graphics, animations and IG Stories serve to link Tom's of Maine's product benefits and activism.



Edu-taining Carousels & Animations



Most Engaging
in the past
90 days

4.3%
Engagement
Rate

In-Feed Strategy: Drive engagement with sharable and savable graphics. Consumers can bookmark important info about a product for later or directly purchase via "Shop now" links. Maximize reach with relevant hashtags that have high visibility like **#SustainabilityMatters** (346k), **#NaturalLiving** (1.8M) or **#DoGood** (2.9M).



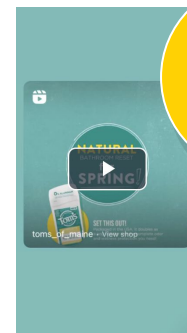
Engaging Stories

Highest Reach
in the past
90 days

+2.3k
Accounts
Reached

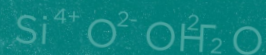
Story Strategy:

Appealing graphic stories that inform followers with pithy language, unique engagement features like Q&A, and calls to action drive engagement and boost potential to drive sales conversions.



200+
Organic
Impressions

TO MAKE HYDRATED SILICA



The Silica Crystals must be **HEATED AND DISSOLVED IN WATER** to create liquid sodium silicate



The liquid form is then mixed with acid and precipitated, **WHICH TURNS IT INTO A SOLID**

The end result is a **FINE, WHITE POWDER**, or granules



BEING OUTDOORS IS PROVEN TO

- HAVE A POSITIVE IMPACT ON MENTAL HEALTH
- ENCOURAGE BETTER PHYSICAL HEALTH
- REDUCE STRESS

EVERYONE DESERVES SAFE, CLEAN ACCESS TO NATURE

CHOOSE YOUR TOOTHPASTE



ANTIPLAQUE & WHITENING
REMOVES SURFACE STAINS NATURALLY
Toothpaste-free



SILLY STRAWBERRY
REAL FRUIT FLAVOR
Gently cleans teeth
Toothpaste-free



SENSITIVE & WHITENING
SENSITIVITY RELIEF IN 60 SECONDS*
All-day sensitivity protection
Safely whitens

PEPPERMINT WHOLE CARE TOOTHPASTE



- FIGHTS CAVITIES
- WHITENS TEETH*
- FIGHTS TARTAR BUILDUP
- FRESHENS BREATH
- STRENGTHENS ENAMEL
- PROMOTES REMINERALIZATION
- REFRESHING PEPPERMINT TASTE



3 THINGS YOU SHOULD KNOW ABOUT TERRACYLE:

- TERRACYLE'S LOGO**
you can recycle your used product with Terracycle.com!
- THEY COLLECT AND RE-PURPOSE HARD-TO-RECYCLE WASTE**
It's then reused, upcycled, or recycled into a variety of affordable, sustainable consumer products and industrial applications.
- YOU CAN EARN REWARDS**
for your favorite non-profit or school with every waste shipment (postage paid)



UPCYCLING vs RECYCLING



In spite of the popularity of Reels on Instagram, carousel posts statistically are the most engaging overall (Source: [SEJ](#)).

Bold, educational graphics incorporating Tom's doodles engage followers with a sense of movement while leveraging brand colors.



BASE
BEAUTY
CREATIVE
AGENCY

15 YEARS

The Beauty & Wellness Experts

Viviscal Pro: Integrated Marketing Case Study

Case Study

Professional Haircare:
Viviscal Pro

- ✓ Strategy
- ✓ Campaign Concepting
- ✓ Organic Social Media
- ✓ Paid Program
- ✓ Reporting

BIG IDEA

Flip the script on hair loss
from **insecurity** to **inspiration**



The Insights

THE CHALLENGE

To win over consumers, we had to first win over their stylists.

Stylists are artists and hair is their canvas. They are open to recommending products that make their clients feel good and their own work shine—win-win.

THE IDEA

We gave the artists a reason to talk about Viviscal PRO in a disarming way.

**First, set your hair goals high,
then exceed them.**

How Did We Do it?

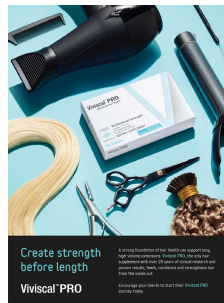
RESEARCH

Moments Overview

1. A Fresh Start
2. A Nutrient Powerhouse in 2 Tablets
3. A Strong Base
4. From the Inside Out
5. Growth Stage: What's Happening on the Inside
6. It's Working: Seeing Results
7. Anti-Aging
8. Maintenance

Studied the “moments that matter” in the hair thinning journey

PAID TRADE MEDIA



Targeted print & digital campaign to drive the key message forward

ORGANIC SOCIAL MEDIA



Gave the Stylists something to talk about, but NOT thinning hair! They won't start that conversation with clients.

PAID SOCIAL MEDIA



Targeted IG & FB ad program

Research

Conducted extensive research with hair professionals to uncover the **“moments that matter”** in the sensitive relationship between stylist and client.

These “moments that matter” informed the program strategy.

MOMENTS OVERVIEW

1. A Fresh Start
2. A Nutrient Powerhouse in 2 Tablets
3. A Strong Base
4. From the Inside Out
5. Growth Stage: What's Happening on the Inside
6. It's Working: Seeing Results
7. Anti-Aging
8. Maintenance

A FRESH START

“Any changes since we last met?”

“What are you liking/not liking about your hair?”

Your client's response to these questions opens the door for the sensitive conversation about hair loss and thinning.

The Campaign

Achieving hair goals is a partnership between stylists and their clients.

With **Viviscal PRO**, stylists can create thicker, fuller, healthier hair that makes the best canvas for their work.

Stylists have the power to transform hair — and their businesses — into something stronger, healthier, more beautiful.



Prime Hair for Color with Viviscal™ PRO

Beautiful color begins with strong, healthy hair and strong healthy hair begins with Viviscal PRO. With patented AminoMar™ complex and over 25 years of research behind it, Viviscal PRO is the most clinically proven hair supplement that supports stronger, healthier hair in as little as 90 days*.

Before you recommend a color, recommend Viviscal PRO.

*Please consult your hair care professional for the best hair care recommendations. The product is not intended to diagnose, treat, cure or prevent any disease.



Create strength before length

Viviscal™ PRO

A strong foundation of hair health can support long, high-volume extensions. Viviscal PRO, the only hair supplement with over 25 years of clinical research and proven results, feeds, conditions and strengthens hair from the inside out.

Encourage your clients to start their Viviscal PRO journey today.

Paid Trade Advertising

Targeted 3-month print & digital campaign to drive qualified leads:

Modern Salon
American Salon
Behind the Chair
Mane Addicts

Grew email list of qualified stylists

↑ **13.5%**

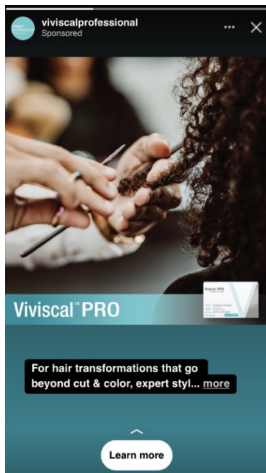
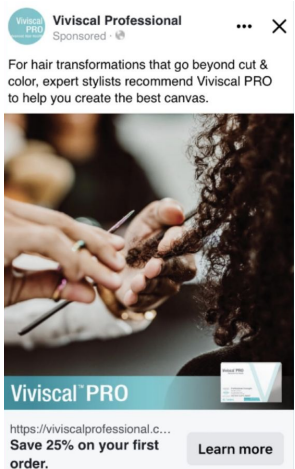


Prime Hair for Color with
Viviscal™ PRO

Become a
Reseller

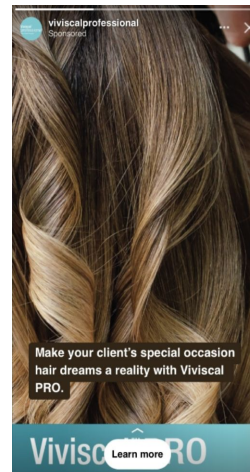
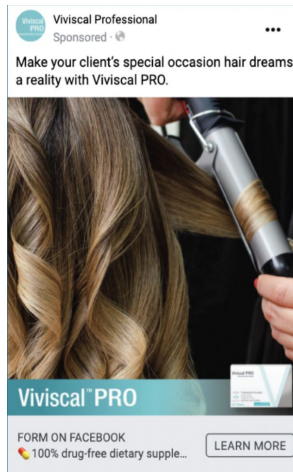
Paid Social Media

Focus: Artistry



With Viviscal Pro, stylists can provide a hair health solution that goes beyond the basics of cut, coloring and styling.

Focus: Life Events



As a partnership between stylist and client, plan for life's special events and milestones. Celebrate results.

Exceeded
Lead goal by

↑139%



BASE
BEAUTY
CREATIVE
AGENCY

15 YEARS

The Beauty & Wellness Experts

Epionce: Professional
Skincare Case Study

Case Study

Professional Skin care:

Epionce

- ✓ Brand Strategy
- ✓ Campaign Development
- ✓ Media Relations
- ✓ Social Media Strategy
- ✓ Content Creation & Copywriting
- ✓ Influencer & KOL Relations
- ✓ Content Calendar & Posting
- ✓ Community Management
- ✓ Paid Program: Social & Search
- ✓ Email & Blog Program
- ✓ Reporting

BBCA + Epionce

2+ year multidisciplinary collaboration

In just 6 months, we elevated Epionce to national awareness to achieve brand goals



Background

CLIENT GOALS

Drive brand awareness, credibility and trust among Professional and Consumer targets

Grow Pro Account Channel

Sell more SKUs with existing accounts

OUR INSIGHT

As social media inspired consumers to try every single “next big skincare thing,” their barriers were feeling the effects.

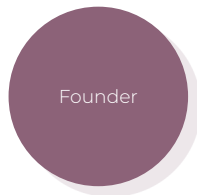
A more gentle, barrier-first approach was taking off with conversations turning to skin barrier health.

OUR CHALLENGE

For Epionce, skin barrier health is not a trend. As the original barrier-first brand celebrating their 20-year anniversary, we set out to lead the conversation on barrier health and demonstrate to consumers and pros that we have a shared goal - to create healthy skin and beautiful results.

How We Created Growth

RESEARCH + BRAND FUNDAMENTALS



Conducted stakeholder interviews and competitive analysis to build insights

CAMPAIGN DEVELOPMENT



Created a campaign that resonated with pros and consumers

MEDIA RELATIONS



Press event featuring Epionce Pro, Dr. Dendy + Founder Dr. Carl Thornfeldt
Ongoing pitching Award Submission

INFLUENCER & KOL RELATIONS



Educate and inspire through influencer / pro partnerships

PAID SEARCH



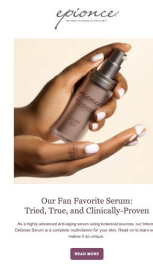
Ongoing keyword research

ORGANIC + PAID SOCIAL MEDIA



Unique content creation, community management and paid social campaigns

DIGITAL BLOG + EMAIL



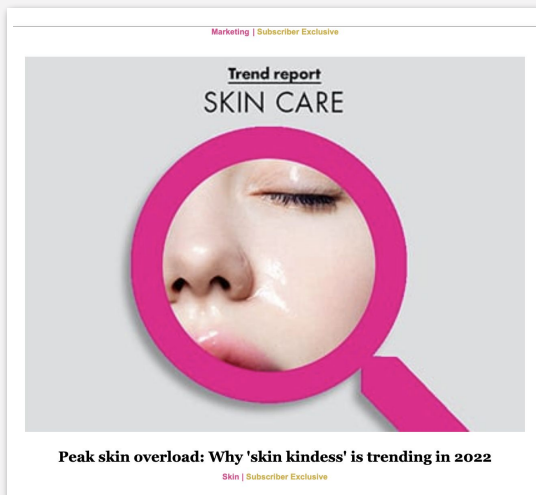
Blog post writing, e-blast writing and design

RESULTS | Research > Brand Fundamentals > Campaign Development

Insight Gathering

Conducted market research and interviews with internal and external brand stakeholders to gain additional insights in order to refine points of differentiation:

- Founder
- Epionce Pros
- Epionce Educators



Spate named the **skin barrier** the **8th fastest growing skincare trend** of 2023

24.5k avg. monthly searches
23.9% predicted YoY growth

Related searches include
"cream" and "moisturizer"

“

Patients
don't easily
understand
the skin barrier

– Epionce Educators

“

We are fighting
social media

– Skincare Pros

“

If it's for
protection, why
are we doing these
things to blow
open the barrier?

– Dr. Carl Thornfeldt,
Founder, Epionce

Brand Story Highlights

Uncovered brand and market insights to develop key Brand Fundamentals including:

- Brand Positioning Statement
- Brand Voice
- Brand Story

RETHINK SKIN CARE.
EPIONCE CARES FOR YOUR
AMAZING SKIN.

The first rule of medicine also applies to skin care:

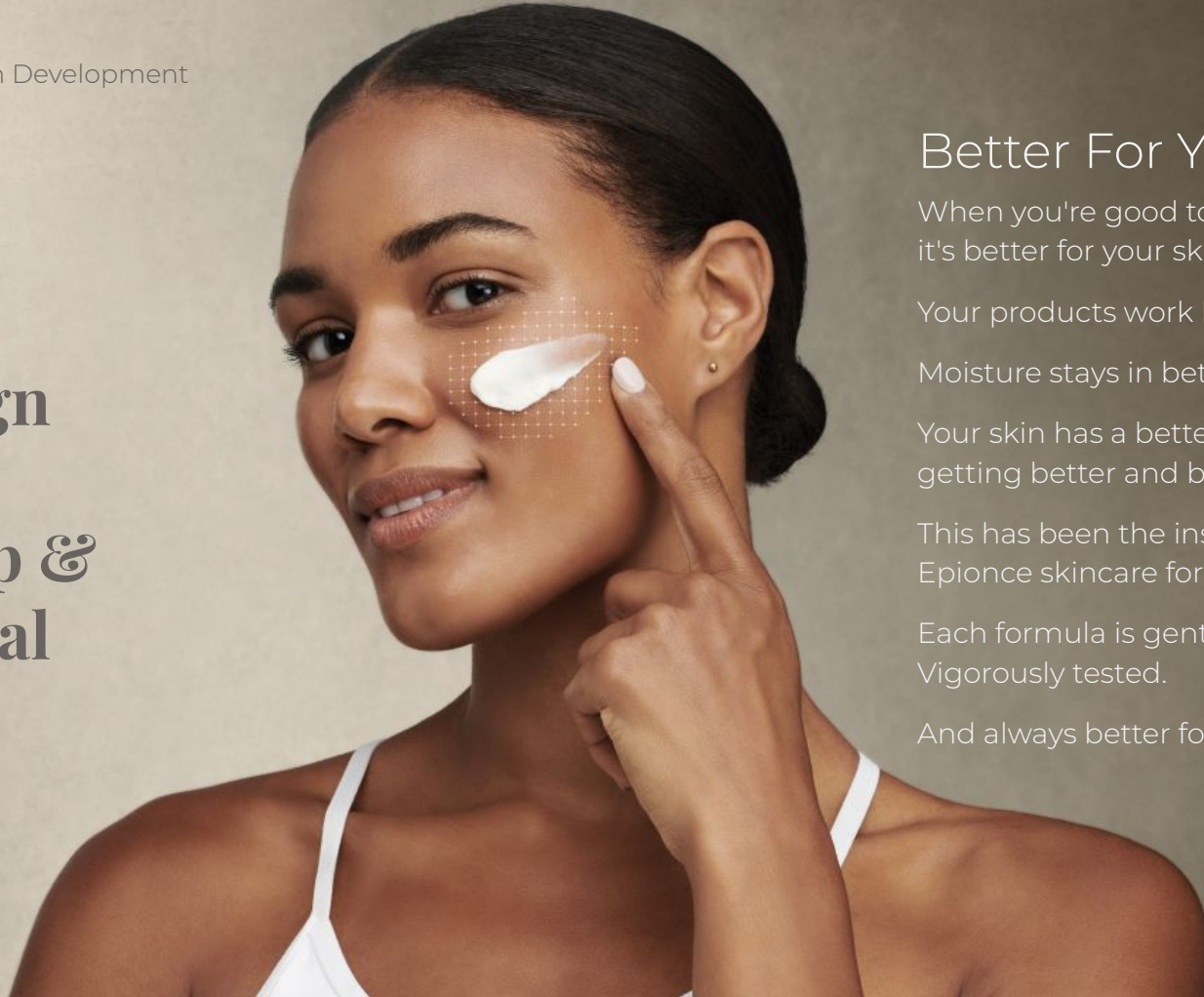
First, do no harm.

Barrier-nurturing Epionce products are carefully formulated to care for your skin without doing harm to the barrier. Your barrier is a wonderland. It's your protective shield to the outside world. It's the secret to having a beautiful complexion and keeping skin conditions in check. Caring for it works wonders.

Campaign Brief Main Message

Demonstrate that Epionce
is and always has been
Barrier Obsessed.

Campaign Concept Write-Up & Key Visual



Better For Your Barrier.

When you're good to your skin barrier,
it's better for your skin.

Your products work better.

Moisture stays in better.

Your skin has a better chance of
getting better and better.

This has been the inspiration behind
Epionce skincare for over 20 years.

Each formula is gentle, yet powerful.
Vigorously tested.

And always better for your barrier.

National brand relaunch introducing brand's commitment to barrier-first messaging to target audiences.

Consumer Target



Consumer Print Ads



Trade Print Ads



Paid Digital



Brand Video

Pro Target



Trade Print Ads

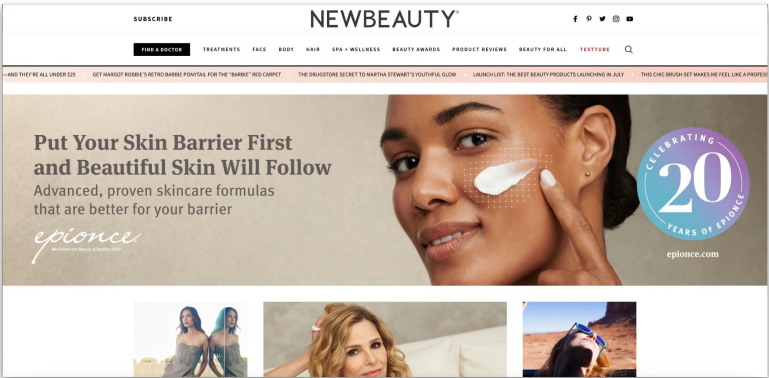


Anniversary Video

Social Assets for Pros

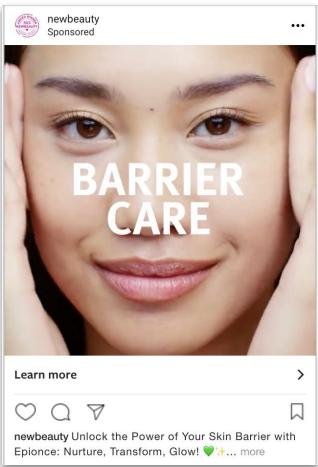
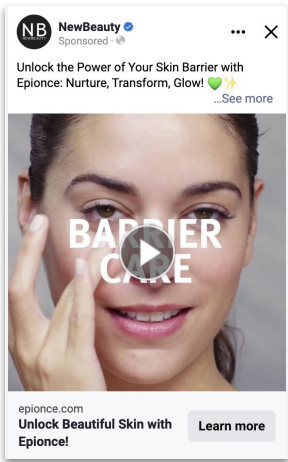
NewBeauty Homepage Takeover + Sponsored Social

Homepage



860k
0.15% CTR
exceeding 0.10% benchmark

Sponsored Social



318k impressions
4.5k unique clicks
Overall CTR exceeding 1.19% benchmark

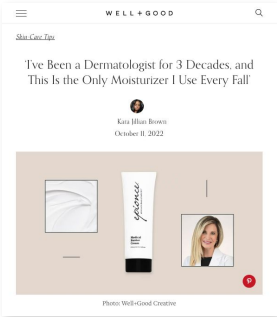
RESULTS | Media Relations & Influencer & KOL Relations

Virtual Media Event kicked off brand relaunch to the press resulting in a UVPM of 35,000+ with Derm brand founder & media-savvy KOL partner Derm, Dr. Engelman



HERE > NEWS
Epionce Skincare Celebrates 20th Anniversary
Oct 21st, 2022 | By Rebecca Lane | From Epionce Inc./Epionce

Ongoing Strategic Pitching resulted in 90+ earned placements and 770mm+ impressions with inclusion of key products in notable publications like *People* magazine, *Women's Health*, *Allure*, *Real Simple*, *NewBeauty* & more

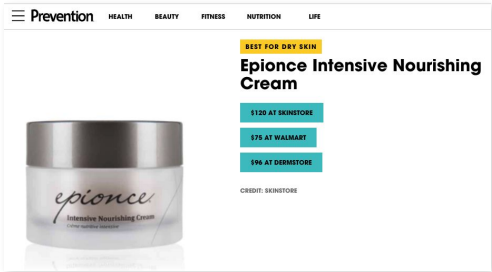
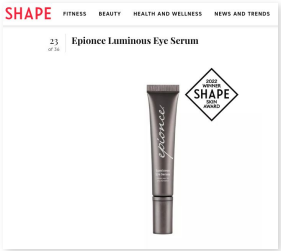
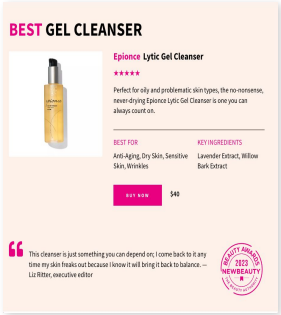


BYRDIE

MEET THE EXPERT

- Carl Thornfeldt, MD, is a clinical dermatologist and founder of the skincare brand [Epionce](#).
- Danielle Conte is a skincare expert and the founder of coconut oil-based skincare line [Conscious Coconut](#).


Strategic Award Submissions resulted in coveted recognition



Thoughtful KOL Partnerships and Organic Seeding Programs resulting in awareness, media placements and NEW pro account openings!





Dr. Dendy partner content



May 2nd, 2023
7PM ET / 4PM PT

TOPIC:

Get Un-Ready with Me and Epionce
A live check-in with our skincare pros




DR. DENDY ENGELMAN
Board-Certified Dermatologist

IAN MICHAEL CRUMM
Esthetician

epionce

Dr. Dendy Live with Ian Crumm



true_glue_beauty What a fantastic routine! 🥰

epionce, ianmcrumm

LIVE

A vertical split-screen video showing Dr. Dendy Engelman on top and Ian Michael Crumm on the bottom. Both are looking at the camera. The top video has a play button icon. The bottom video has a comment from 'abigail20' saying 'joined' and a comment from 'drmarisagarshick' with three red hearts.

abigail20 joined

drmarisagarshick ❤️❤️❤️


RESULTS | Organic and Paid Social Media + Blog and Email

Paid media campaign,
including social and search,
generated:

10x revenue growth
20x impressions growth
on Facebook and Instagram
in just 9 months

Epionce
Sponsored · 🌐

An Epionce fan-favorite and multiple award winner—from both SHAPE Magazine and NewBeauty—Lytic Gel Cleanser is a must-have for oily and problem skin types. It effectively dissolves dirt, oil and makeup, and calms the visible appearance of irritated skin without over-drying or leaving the skin feeling tight or stripped of its natural oils.



Lytic Gel Cleanser [Shop now](#) **Intense Defens**

Like Comment Share

Epionce
Sponsored · 🌐

Our barrier heroes are specifically formulated to nurture the barrier – the core of all Epionce regimens.




epionce.com
Skin Barrier Heroes.
Barrier obsessed. [Learn more](#)

Sponsored

Epionce
www.epionce.com/#renew-fortify

Improved Clarity and Radiance. | Barrier First Skincare. | Gentle. Powerful. Proven.

Renewals are gentle yet sophisticated botanical formulations completely unique to Epionce. When you're good to your barrier, it's better for your skin....



[Our Approach](#)
[Our Products](#)
[Our Story](#)
[Why A Skincare Pro?](#)

Epionce | Organic Social Media Results

Content Creation and Organic Social Media programming driving brand awareness with high performance across key brand metrics including **1.6M Instagram Impressions and a 16% increase in Audience Growth Rate** in 11 months.

6.14%
ER by reach

“
I developed
Epionce to be
a better doctor.”
— Dr. Carl



5.82%
ER by reach

Which Epionce products
have you tried?

Renewal Facial Cream	Renewal Facial Lotion	Renewal Elite Facial Lotion
Intensive Nourishing Cream	Intense Defense Serum	Daily Shield Tinted SPF 50
Lytic Gel Cleanser	Renewal Eye Cream	Milky Lotion Cleanser



6x
the avg.
comments




7.41%
ER by reach



390%
Higher reach
than avg.



172%
higher
Reach than
avg.

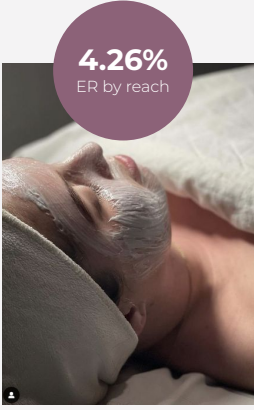
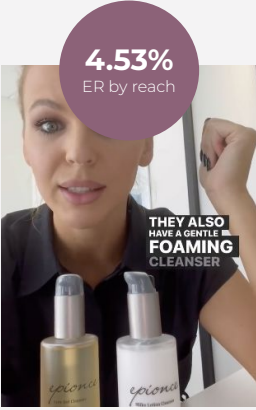


388%
more shares
than avg.



Epionce | Organic Social Media, Community Engagement Results

Organic Social Media programming creating a loyal community of engaged consumers and healthcare professionals, and an increase in User-Generated Content with **#epionce by 29% and #EpioncePro by 372%** in 15 months.



Strategic Blog & Eblast copy and design programming creating significant **increases in revenue and pageviews in just 9 months.**



Top 5 Reasons Dermatologists and Estheticians Love Epionce
February 15, 2023

2X
Avg. Page Value



5 Easy Fall Skin Care Tips
October 12, 2022

2X
Avg. Page Value



3 Skin Barrier Myths, Debunked
January 12, 2023

3.95%
Ecomm Conversion Rate



40%
Open Rate

Our Fan Favorite Serum: Tried, True, and Clinically-Proven
As a highly advanced anti-aging serum using botanical sources, our Intense Defense Serum is a complete multibenefit for your skin. Read on to learn what makes it so unique.
[READ MORE](#)

Intense Rejuvenator Sale Ends Soon!
One day left to save
20% OFF on Intense Defense Serum and Intensive Nourishing Creams in-clinic and online at epionce.com!
[SHOP NOW](#)



"One of my favorite products from Epionce is their Intense Defense Serum,"
says Epionce Pro Beth Colombo, owner of Lifted Beauty + Wellness MedSpa

"There's no other line that has everything that you need to use serum, in one bottle."



Connect with a PRO for FREE Shipping!
We guarantee Epionce products purchased from authorized Epionce retail partners at epionce.com. Simply compare to Epionce New York, verify your area for an authorized Epionce partner from this "connect." This will apply from ground shipping to your entire order.



BASE
BEAUTY
CREATIVE
AGENCY

15 YEARS

The Beauty & Wellness Experts

Face Reality Skincare:
Integrated Marketing
Case Study

FACE REALITY | Big Idea



2+ year multidisciplinary
collaboration

Brand valuation increased
5x during our term

BIG IDEA

**Help the acne client feel
understood and supported
like never before.**

The Insights

THE CHALLENGE

The acne category is superficial; hyper-focused on before and afters. Yet for the average acne client, these kinds of success can be elusive.

It is not uncommon for an acne patient to try seven different treatments (and still not have success).

Acne can have a profound effect on mental health, impacting life way beyond the skin.

face reality[®]
SKINCARE

“I have always struggled with acne...I'll never forget when someone referred to my face as a 'crunch bar' and to this day, whenever I get a breakout I still remember that... I know I'm not alone in sharing that a bad breakout has a way at chiseling away some of my confidence.”

– Frank Grimsley, TV Personality, Face Reality's first LGBTQ+ African American Male Influencer Partner

How Did We Do it?

RESEARCH



Conceived a consumer survey to measure the emotional impact of acne and inform the campaign strategy

THE CAMPAIGN



Conceived an evergreen brand campaign to "OWN" Acne Awareness Month from a unique, emotive POV

EARNED MEDIA



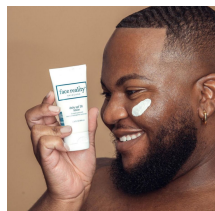
Amplified survey results widely with consumer and trade digital, broadcast and podcast media to "own" the Acne Awareness Month conversation

PAID CONSUMER MEDIA



Got "this close" to the consumer via Teen Vogue partner content program to build on the 2021 Teen Vogue Awards win

INFLUENCER PARTNERSHIPS



Crafted influencer partnerships with creators who share openly and honestly about the emotional toll of acne and are vulnerable about their journeys

INFLUENCER SEEDING



Seeded product packages to skincare influencers who talk freely about acne and/or body positivity

Research

Generated powerful, **100% brand- owned data** to be leveraged during Acne Awareness Month and in evergreen campaigns.

Survey of consumers led to dramatic data and insights shared with the media, professionals and consumers.

Insecure
Reclusive
Alone
Hurting
Ashamed
Out of Control
Embarrassed
Unworthy
Unproductive
Unloveable
Judged
Unattractive
Like I don't fit in
Left Out
Tired
Trapped
Upset
Paranoid
Ridiculed
Less confident
Disheartened
Watched
Ugly
Like shit
Self-critical
Not good enough
Defeated
Worth less
Angry
Deep shame and frustration
Tired
Watching from the sidelines
Self-Conscious
Stupid
Broke
Inadequate
Shy
Horrible
Disappointed
Depressed
Unprofessional
Unclean
Unhealthy
Terrible
Shitty
Belittled
Gross
Hopeless
Uncomfortable
Stressed
Not beautiful
Sad
Discouraged
Debilitated

The Campaign

Face Reality Changes Everything

The brand campaign launch (coinciding with **Acne Awareness** month) acknowledged the very real feelings of acne sufferers while demonstrating that a truly effective treatment can improve both their outcome and their outlook.



Earned Media

No other acne brand made an impact like Face Reality with rich owned data during Acne Awareness Month.

730M+

consumer and trade media impressions tied to Acne Awareness Month coverage

449

broadcast airings



YoY % # of
UVPM/Circ.

+425.14%

Paid Consumer Media

Clicks to dotcom

9.5K+

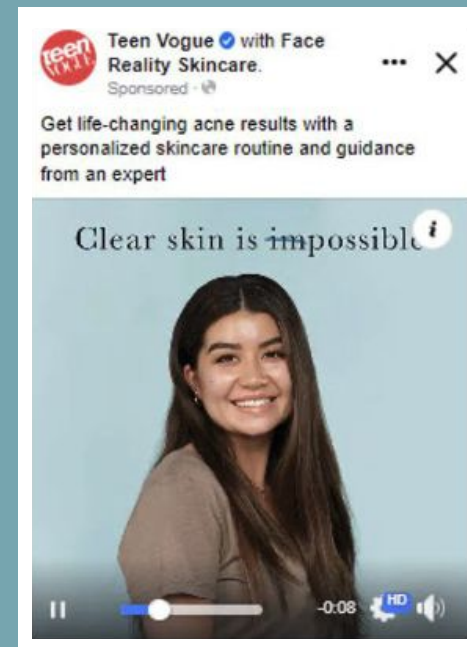
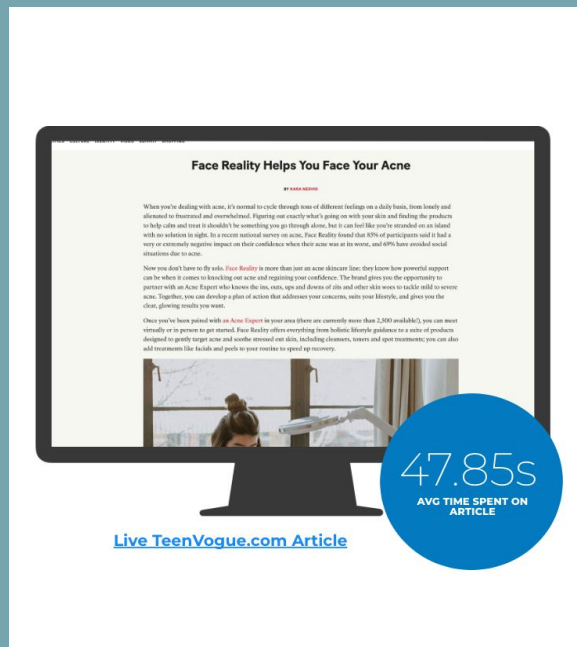
Native article click-through rate

7x vs. benchmark

100k+

Targeted
Email Opens

face reality™
SKINCARE



Influencer Partnerships

Our influencer partners shared their acne journeys to create meaningful and emotional connections with the target.

Partner TV personality Frank Grimsley's Instagram content **engagement rate of 3.95%** far exceeds the benchmark of 0.87%. His content started meaningful conversations with fans.

Partners Shanice Hills and Elaine Perry also exceeded TikTok benchmarks with **2% engagement**.



blz360
I'm actually using face reality products rn and I have see amazing results I thought my acne would never clear up!

10-8 Reply



Liked by creator



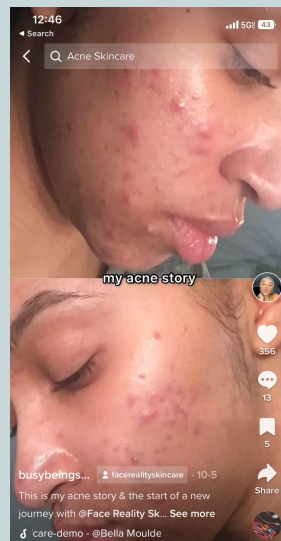
busybeingsha · Friends

Really??? You're giving me hope!

10-8 Reply



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justsuperb I love this for you!!! Also, it is easy to promote a skin care line with some with immaculate filter skin. I like that they chose you. Obtaining great is believable when an audience knows the beginning of someone's skincare journey. Also, I like that these pictures aren't overly photoshopped, we can see texture, we can see REAL healthy skin. Thank you.

6w **21 likes** Reply



the__prototype Rarely do I see Black LGBTQ+ folks chosen to represent major brands in the beauty space, I'm so proud of you for breaking more barriers and I can't wait to check out these products! ❤️

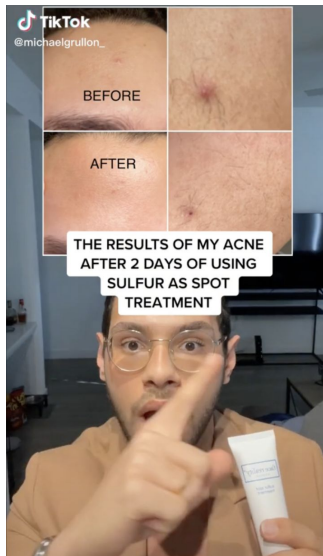
5w 5 likes Reply

Influencer Seeding

98 packages were delivered to a mix of Skincare Influencers, Estheticians and Derms.

Notable seeding recipients included Lucy Hale (IG 24.5M), Emily Mariko (IG 1.3M), Franny Arrieta (IG 480K) and Dana Patterson (IG 426K).

Recipient @michaelgrullon_'s (TT 75K) organic content exceeded TikTok benchmarks with an **engagement rate of 21%**.



Kilee Kearns @kileekearns (13.6k)

"I bow down to this cleanser. This Ultra Gentle Cleanser from Face Reality is a true queen. It's pretty much my everyday cleanser. I love using this, it works so well with my dry, acne-prone skin"

ER: 4%

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SKINCARE



"I'm such a fan of Face Reality and my community has acknowledged my obsession with your products lol!"



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