



BASE
BEAUTY
CREATIVE
AGENCY

16 YEARS

The Beauty & Wellness Experts

Alastin
Integrated Marketing
Case Study



BIG IDEA

Create an **unbreakable bond**
between **Alastin** *and* **procedures**

Brand campaign launched timed with **Galderma acquisition**

1.5+ year multidisciplinary
collaboration



The Insights

THE CHALLENGE

Inject Alastin directly into pre-procedure conversations and create the feeling in patients' and doctors' minds that procedure conversations shouldn't be had without also talking about Alastin.

THE IDEA

Overcome the fact that patients have so many questions about the procedures themselves, and physicians have so little time to discuss peri-procedure skincare.

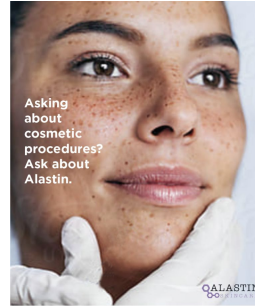
How Did We Do it?

RESEARCH



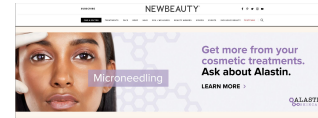
Conducted stakeholder interviews to build insights

THE CAMPAIGN



Created an unbreakable link between Alastin and peri-procedure care with "Ask About Alastin"

PAID ADVERTISING



Launched the campaign with *New Beauty*

IN-PRACTICE



Adapted campaign for in-practice messaging

The Results

Research + Insight Gathering

Conducted interviews with internal and external key brand stakeholders to gain insight from various perspectives and refine points of differentiation



SALES

CHIEF SCIENTIST

PROFESSIONAL

FORMULATOR

EDUCATION



The Campaign

Ask About Alastin.

Inject Alastin directly into pre-procedure conversations and create the feeling in patients' and doctors' minds that procedure conversations shouldn't be had without also talking about Alastin.



Ready for a
cosmetic treatment?
You're ready for Alastin.


 Ask About
Alastin

Paid Advertising

New Beauty digital takeover met the consumer with our call to action right at the moment they were researching cosmetic treatments.

SUBSCRIBE NEWBEAUTY™ f p t i

FIND A DOCTOR TREATMENTS FACE BODY HAIR SPA + WELLNESS BEAUTY AWARDS VIDEOS EVENTS INCLUSIVE BEAUTY TESTTUBE | Q



Get more from your cosmetic treatments. Ask about Alastin.

LEARN MORE >

ALASTIN[™] SKINCARE

The skincare line proven to reduce downtime. Ask about Alastin.



ALASTIN[™] SKINCARE

LEARN MORE >

Inject knowledge before fillers. Ask about Alastin.



LEARN MORE >

ALASTIN[™] SKINCARE

In-Practice

In-practice campaign elements included tabletop signage, mirror clings and wall signage that act as reminders to physicians and education for the consumer.

Ready for a cosmetic treatment? You're ready for Alastin.

Ask About Alastin

The only skincare line with patented TriHex Technology[®], Alastin is formulated specifically to optimize skin health before - and after - cosmetic treatments.

Regenerating Skin Nectar with TriHex Technology[®] Improved recovery post IPL treatment on the Regenerating Skin Nectar side.

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You want trustworthy products that bring patients back

ALASTIN[®] SKINCARE

Ready for a cosmetic treatment?
ALASTIN[®] SKINCARE

You're ready for Alastin.

Ask About Alastin

Treatment Room Mirror Cling