

Driving Category Leadership Blending Strategy & Science

Case Study: Professional Skincare



Business Goal

- Drive brand awareness
- Create an unbreakable link between Alastin & peri-procedural care

Achievements

✓ Recognized as the **most preferred aesthetics procedure pairing skincare brand**

✓ Readied the brand for Galderma **acquisition**

✓ Created campaigns for the **three most successful new product launches** in the brand's portfolio



2.5+ year multidisciplinary collaboration

Growing 6x faster than the market

Brand Anthem

We're the pioneers of procedure-focused skincare.

Which makes us experts at healing and rejuvenating skin.
We offer a full spectrum of solutions, for procedure support and for every day.

We exceed the expectations of providers and their patients.

Aesthetic physicians confidently stand behind ALASTIN because our science stands out.
Our proven products are developed by scientists for healthcare professionals.
To help their patients get better results.
With elegant formulas they love using.

There's science—and then there's ALASTIN science.

We take a different approach to common concerns.
We test. We prove. We test again.
Without novel, scientific proof behind a product, we simply won't pursue it.
This combination of rigorous innovation and validation sets us apart.

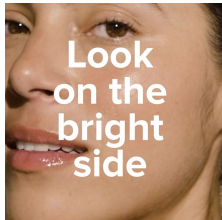
Our products, our technology, our evidence is all trusted.

Because we're transparent. Honest about everything we do.
Always discovering new, better ways to treat and improve the skin.

WE ARE ALASTIN.

Science-led. Physician-endorsed.

How did we do it?



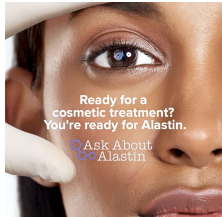
Strategy

Social listening, data analysis and competitive analysis led to unique program strategies.



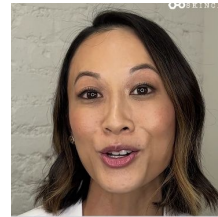
Product Launches

Amplify the efficacy and technology behind Alastin Science. Show patients and pros how Alastin's patented technologies treat common skincare concerns in a completely different way.



Brand Campaigns

Inject Alastin directly into peri-procedure conversations. Drive awareness of existing and new Alastin daily skincare products amongst patients and providers.



KOL Partnerships & Eventing

Established credibility and boosted brand awareness through KOL partnerships and curating event guest lists.



Brand Campaign Peri-Procedural: Ask About Alastin

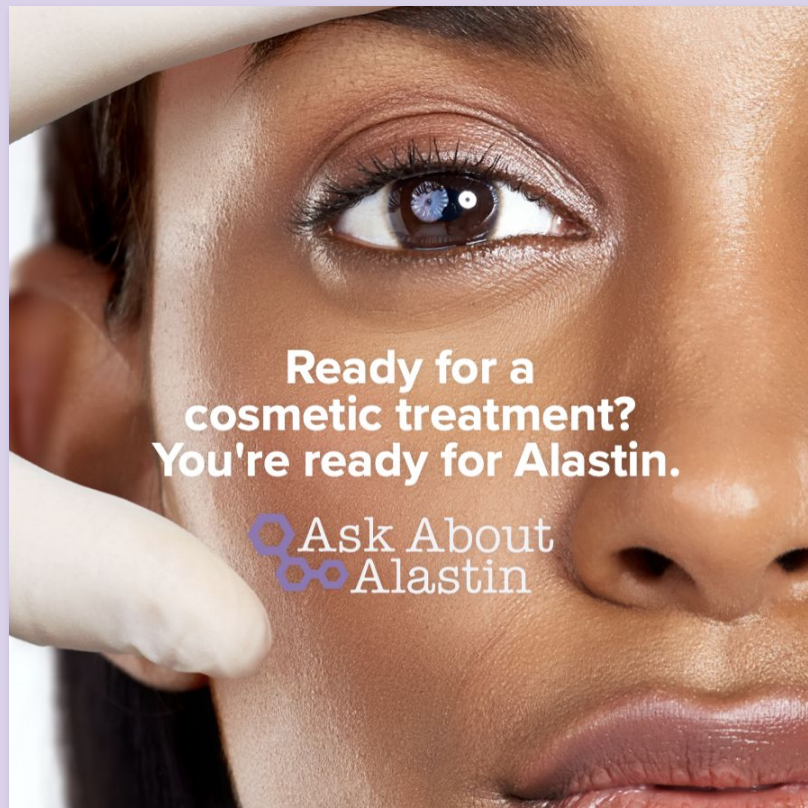
CHALLENGE:

Peri-procedural skincare can enhance cosmetic treatment outcomes, yet it can be an overlooked conversation between patients and providers — time is limited and other topics take precedence.

CAMPAIGN:

Ask About Alastin.

Create an unbreakable link between Alastin and periprocedural care. Inject Alastin directly into pre-procedure conversations by creating the feeling in patients' and doctors' minds that procedure conversations shouldn't be had without also talking about Alastin.



Peri-Procedural: 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 s

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

Microneedling

Get more from your cosmetic treatments. Ask about Alastin.

LEARN MORE >

ALASTIN[™] SKINCARE

The skin has been proven to reduce downtime. Ask about Alastin.

ALASTIN[™] SKINCARE

LEARN MORE >

Inject knowledge before you inject. Ask about Alastin.

ALASTIN[™] SKINCARE

LEARN MORE >

Peri-Procedural: Ask About Alastin

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.

Day 0 Day 1 Day 7

ALASTIN SKINCARE

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



Brand Campaign Daily Skincare: Lab to Skin

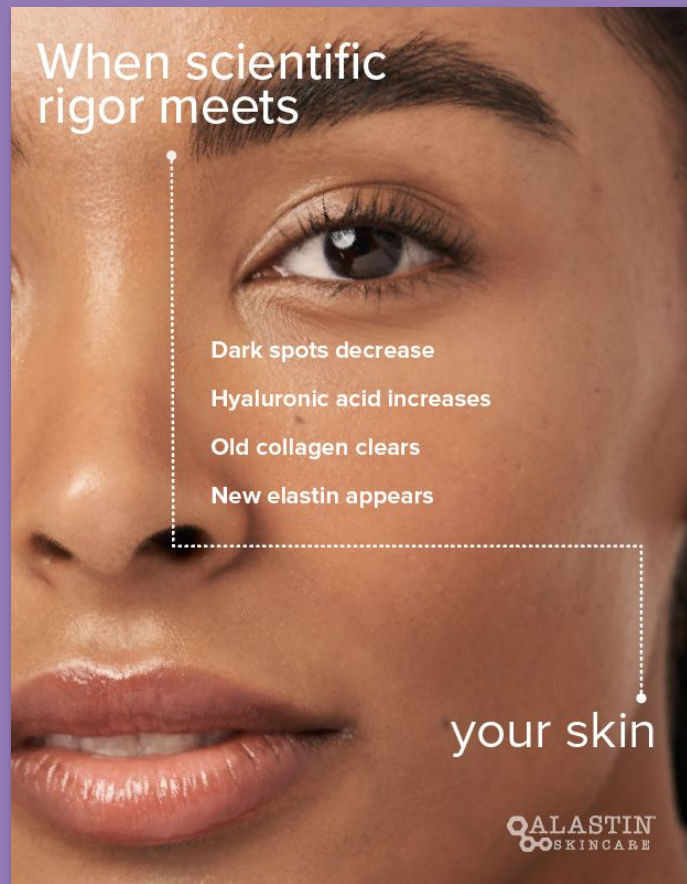
CHALLENGE:

Our challenge was to drive awareness and demonstrate that Alastin's daily skincare products deliver the same clinically-proven results that consumers and pros have come to expect from the periprocedural line.

CAMPAIGN:

Lab to Skin.

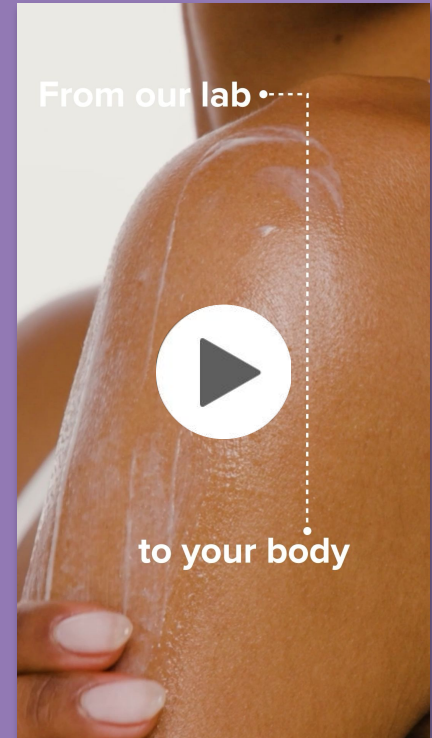
With Alastin's scientific rigor comes results - every day! In this campaign we showed patients and pros how Alastin's patented technologies treat common skincare concerns in a completely different way.



Daily Skincare: Lab to Skin



Print



Paid Digital

Daily Skincare: Lab to Skin

KOL Influencer Voices



Dr. Nazanin Saedi
(40.6k)
Board-Certified Derm



Dr. Melissa Levin
(8.8k)
Board-Certified Derm



Jessica Christy
(41.7k)
PA-C

\$25.5k EMV

Consumer Influencer Voices



Emily Kammeyer
(106k)
Lifestyle Influencer



Kristin JT
(159k)
Lifestyle Influencer

14% ENG RATE



Product Launch Campaign

HA IMMERSE Serum:

Not All HA's are the Same

CHALLENGE:

HA became a ubiquitous ingredient and with offerings at both mainstream and luxury price points. In order for Alastin to win in this crowded space, consumers needed to understand the cost benefit vs. more affordable options.

CAMPAIGN:

Not All HA's are Created Equal.

Alastin Science's proprietary HA formula delivers surface level hydration like other HA products, but also does much more. This campaign celebrated the discovery of Octapeptide-45, a game-changing peptide blend that helps stimulate the production of the body's own HA deep within the skin.

THE RESULTS:

HA Immerse Serum launch resulted in a

33.3%
INCREASE
IN SALES



Not All Hyaluronic Acid Serums Are Created Equal

Alastin HA IMMERSE Serum™ with proprietary Octapeptide-45 helps boost your body's own hydrating superpowers.

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HA IMMERSE Serum: Not All HA's are the Same



ALASTIN[™] SKINCARE

Immerse Your Skin in Hydration

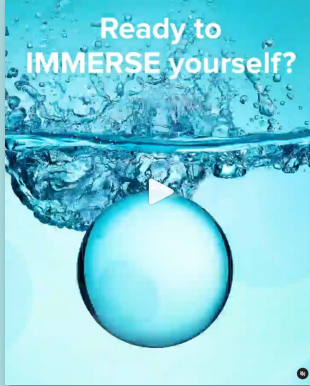
Alastin HA IMMERSE Serum[™] is a skin-quenching formula that boosts your body's own hydrating superpowers

- Instantly boosts hydration on the surface • for smoother, more radiant skin
- Proprietary Octapeptide-45 helps to amplify the skin's natural ability to create hyaluronic acid for long term, deep hydration, and more youthful-looking skin
- Elegant, fast-absorbing, lightweight formula •

98% agreed that immediately after applying HA IMMERSE it made their skin feel smooth**	91% agreed that HA IMMERSE replenished the moisture in their skin after 4 weeks of use†	91% agreed that HA IMMERSE improved the overall appearance of their skin after 4 weeks of use†
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**Subject assessment completed 8 weeks post application. †Clinical Study: Multi-Center Evaluation of a Topical, Hyaluronic Acid Serum in Facial Skin. n=48. Subject questionnaires completed at weeks 2, 4

In Office POP



Ready to
IMMERSE yourself?



Organic Social Teasers




98% AGREED THAT IMMEDIATELY AFTER APPLYING HA IMMERSE IT MADE THEIR SKIN FEEL SMOOTH[™]

**SUBJECT ASSESSMENT COMPLETED 8 WEEKS POST APPLICATION. †CLINICAL STUDY: MULTI-CENTER EVALUATION OF A TOPICAL, HYALURONIC ACID SERUM IN FACIAL SKIN. n=48. SUBJECT QUESTIONNAIRES COMPLETED AT WEEKS 2, 4

Organic Social Posts



NEW

INTRODUCING HA IMMERSE Serum[™]

Our clinically-proven formula utilizes the purest form of hyaluronic acid for instantly smooth, moisturized skin that only gets more intensely hydrated and radiant with every use.

[SHOP NOW](#)

Homepage Banner



Product Launch Campaign

A-LUMINATE: Brilliant Science. Brighter Skin.

CHALLENGE:

Hyperpigmentation is the second biggest skincare concern behind aging. While there are many hyperpigmentation products, most are flawed. Consumers can feel hopeless after trying products that are irritating, ineffective or cannot be used long-term, resulting in a hyperpigmentation relapse. Our challenge was to demonstrate to this discouraged target that Alastin science had uncovered a truly effective dark spot solution.

CAMPAIGN:

Brilliant Science for Brighter Skin.

Demonstrate how Alastin Science perfected a new hyperpigmentation solution that created a brighter future for hyperpigmentation sufferers.

TECHNOLOGY:

Path-3 Technology

Naming for Alastin's proprietary technology that spoke to its effectiveness in addressing three pathways to hyperpigmentation.



Brilliant
Science
for Brighter
Skin

A-LUMINATE
Brightening Serum™
with PATH-3 Technology

Clinically proven to help
reduce the appearance of
surface pigmentation

Works to minimize the recurrence
of surface pigmentation and protect
against future damage

Helps to create a complexion
that appears more even-toned
and luminous over time

NON-IRRITATING
RETINOL-FREE
HYDROQUINONE-FREE
FOR LONG-TERM,
DAILY USE

Ask your skincare
professional today.

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A-LUMINATE: Brilliant Science. Brighter Skin.

Your Future Looks Bright
A-LUMINATE Brightening Serum™

86% agreed their skin looked brighter and more radiant after 4 weeks of use*

86% agreed A-LUMINATE lessened the appearance of the dark spots and discoloration on their skin after 8 weeks of use*

90% agreed A-LUMINATE improved the overall appearance of their skin after 8 weeks of use*

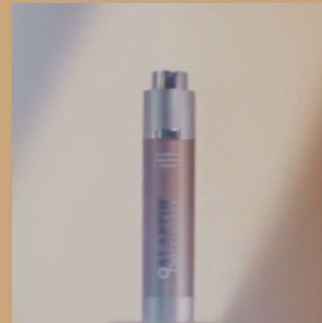
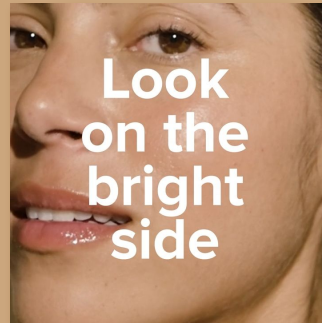



baseline 5 week 12 week

Formulas: Age 55, ALASTIN SkinCare-Regimen: Gentle Creamer, A-Luminate, Luma Light Moisturizer, and SkincareB Serum. *p < 0.05. Imaging Equipment & Analysis: VISIA-CR (Canfield Scientific, Inc., Parsippany, NJ). Reference: Data on file at Alastin Skincare. All trademarks are the property of Alastin Skincare, Inc. Photographs are unretouched. Photography courtesy of Alastin Skincare, Inc.

*A Multi-Center, Blind, Randomized, Clinical Study Evaluating the Efficacy and Safety of a "Special Protocol" for Facial Dyschromia. n=82 Subject questionnaires completed at Week 4, 8, 12.

In Office POP



Organic Teasers & Social Posts

Helps minimize dark spots without irritation

Clinically-proven

HQ-free

Daily-use skin brightener



Display Ads

Campaign @ Launch Event

ALASTIN A-LUMINATE 60w

BRILLIANT SCIENCE.
Brighter Skin

A-LUMINATE BRIGHTENING SERUM™

Reply to alastinskincare...



Product Launch Campaign

C-Radical Defense: A Radical Breakthrough

CHALLENGE:

Skincare Enthusiasts are spending on serums more than ever and Vitamin C is amongst the most popular. Vitamin C is known as a protective antioxidant, but what is lesser known is that Vitamin C can also degrade elastin - a building block of the skin. Our challenge was to educate consumers and pros that Alastin's novel new form of Vitamin C protects against free radicals while also protecting and preserving elastin.

CAMPAIGN:

A Radical Breakthrough.

This is not just a Vitamin C serum. It's an innovative antioxidant solution. Alastin science uncovered a radically different and radically complete approach to antioxidant protection.



C-Radical Defense: A Radical Breakthrough



FREE RADICAL PROTECTION. and more.

A radically new, clinically-proven form of Vitamin C and 14 vital antioxidants formulated to help protect against environmental stressors while helping to conserve elastin for visibly smoother, more radiant skin.¹

- Stable, Luxurious Formula
- Non-Tacky
- Non-Irritating
- Scent-Free Formula

ALASTIN[™]
SKINCARE
Science-led. Physician-endorsed.

1. Data on file at ALASTIN Skincare®. Individual results may vary. ©2023 Alastin Skincare, Inc. All trademarks are the property of their respective owners. MM-0370-00

In Office POP



there's science -
and then there's
ALASTIN[™]
SCIENCE

C-RADICAL DEFENSE
ANTIOXIDANT SERUM
ALASTIN[™]
SKINCARE

Paid Ads



1
radical new
form of
Vitamin C

ALASTIN[™]
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Launch Event & Influencer



Launch Video