

NEON ROCKS PR & COMMUNICATIONS
PRESENTS

CLINISOOOTHE BRAND BOOK

WHAT ARE THE RISING TRENDS IN SKINCARE FOR 2020?



SKINCARE MARKET & POLLUTANTS

British skincare brands have been among the first to understand the importance of the microbiome, the natural bacteria found in and on the body which can be balanced through skincare.

In the next 5-10 years, the skincare industry will expand from simply focusing on the microbiome to also include the exposome, ie external environmental factors like pathogens, fungi, pollution and plants that interact with our DNA and affect our health. This will inspire NPD that takes a bespoke and holistic approach to skincare and health, such as exposome-measuring wearable devices, bespoke ingestibles, personalised DNA nutrition, and products that boost skin health and personal air quality.

Jane Henderson, Global President - Beauty and Personal Care Division at Mintel

SOMETHING TO THINK ABOUT:

The UK takes the global top spot for facial skincare launches targeting the skin microbiome

- Recognising the importance of the skin's unique ecosystem, the UK is leading the way globally for facial skincare launches targeting the skin microbiome. Over 37% of the world's launches in 2018 were in the UK, followed by the US (25%) and France (15%) – according to Mintel Global New Products Database (GNPD).
- As consumers embrace a 'treat yourself' mindset, prestige/luxury facial skincare accounted for 71% of launches in the UK in 2018, compared to 54% 10 years ago (in 2008) – according to Mintel Global New Products Database (GNPD).
- The importance of being transparent and toxin free has never been greater: in 2018, the UK was the leading European market for 'clean'* colour cosmetics launches, and second globally only to the US. Indeed, the UK accounted for 21% of all global 'clean' colour cosmetics launches in 2018 – according to Mintel Global New Products Database (GNPD).





SKINCARE MARKET & POLLUTANTS

The increase in air pollution over the years has had major effects on the human skin. Various air pollutants such as ultraviolet radiation, polycyclic aromatic hydrocarbons, volatile organic compounds, oxides, particulate matter, ozone and cigarette smoke affect the skin as it is the outermost barrier. Air pollutants damage the skin by inducing oxidative stress.

Although human skin acts as a biological shield against pro-oxidative chemicals and physical air pollutants, prolonged or repetitive exposure to high levels of these pollutants may have profound negative effects on the skin. Exposure to ultraviolet radiation has been associated with extrinsic skin aging and skin cancers.

Cigarette smoke contributes to premature aging and an increase in the incidence of psoriasis, acne and skin cancers. It is also implicated in allergic skin conditions such as atopic dermatitis and eczema. Polyaromatic hydrocarbons are associated with extrinsic skin aging, pigmentation, cancers and acneiform eruptions.

Volatile organic compounds have been associated with atopic dermatitis. Given the increasing levels of air pollution and its detrimental effects on the skin, it is advisable to use strategies to decrease air pollution.

Source -

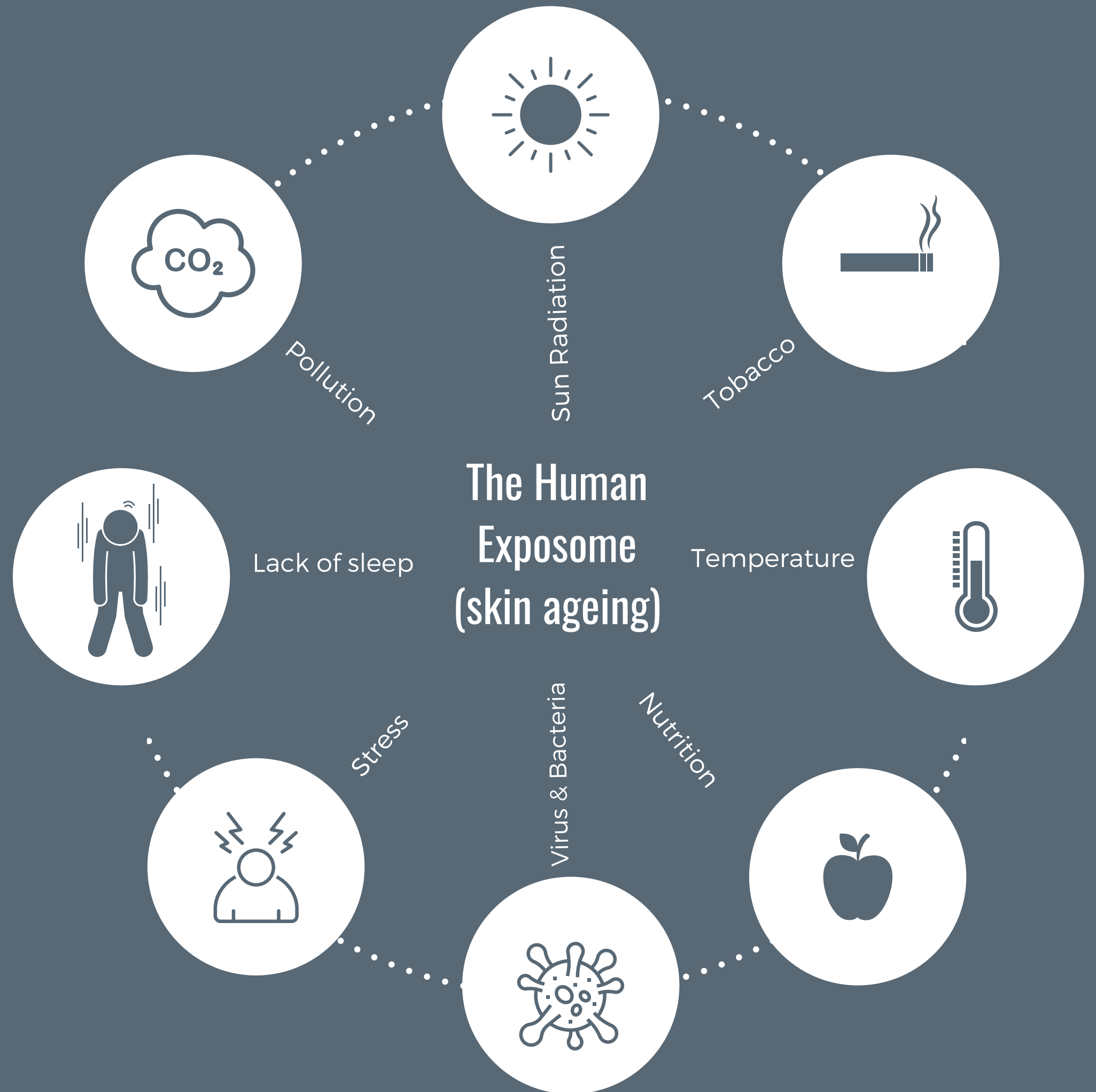
<https://www.ncbi.nlm.nih.gov/pubmed/28195077>

EXPOSOME

How environmental and social factors influence the health of our skin.

The exposome encompasses the factors a person is exposed to from the moment they are born until they die.

Among these factors we can find chemical substances, solar radiation, change in temperatures, nutrition, pollution, allergens, etc.



RISING TRENDS IN SKINCARE

Clinisoothie recognises the rising trends in

skin health &
microbiome

products to
combat pollutants
& the exposome

clean products,
free from toxins

CLINISOOO THE BRAND OFFERING

THE HISTORY

The discovery of the skin purifying technology that underpins Clinisoothe was first published in the British Medical Journal in 1915. Since then, the medical profession has been trying to perfect this natural yet highly effective and skin safe solution. Clinical Health Technologies achieved this in 2015 and our skincare products are now used in a wide range of healthcare applications. If you're holding a bottle of Clinisoothe while reading this, you're holding history!

Clinisoothe is the result of many years research and development to produce a 'skin safe' purifier with antimicrobial cleansing properties. It contains a proprietary hypochlorous solution which enables it to provide effective cleansing at a fraction of the strength of traditional cleansing chemistries. The hypochlorous has a unique oxidising method of action which cleanses and provides antimicrobial protection, but is also gentle on the skin: it doesn't harm, irritate or sensitise the dermal layer.

I think that those who prefer antiseptic to saline treatment have found, as in all sloughing wounds and cellulitis of civil practice, that nothing is so good as prolonged immersion in an antiseptic fluid; but unfortunately most of the wounds are not so situated that this is possible. When this is the case then the next best thing is to employ constant irrigation, and very many wounds have done exceedingly well under this method, whether saline or antiseptic fluids have been used. But, whatever fluid is employed, every surgeon knows by an experience which is far more valuable than any other source of information that good results in complicated wounds can only be obtained if the treatment of the wound is varied according to its conditions. It could only be inexperience of wounds that would limit a surgeon to a single form of lotion, and it is the merest truism to say that in complicated and septic wounds a change of lotion or other application is as necessary as is a variation in the diet of the patient.

It has seemed to me that the period during which the saline hypertonic treatment is useful is strictly limited to the separation of sloughing and unhealthy tissue, and that once a granulating surface is obtained throughout it had better be abandoned, for it is generally painful, and if it is continued the skin becomes irritated, the granulations often become exuberant and flabby, and the healing process is correspondingly slow. The use of such well-tried applications as silver nitrate and zinc sulphate may then well prove more beneficial than that of the most potent solution of antiseptics or salines, for to treat wounds according to the daily report on their microbic infection to the neglect of all else is as foolish as it would be to treat every symptom of an illness rather than to treat the patient who is ill.

Hypochlorous Acid.

Within the past few months the treatment by solutions of hypochlorous acid has been most extensively tried, and the methods of producing it, advocated by Dakin and Carrel and Lorrain Smith respectively, seem to most observers to be equally good. Personally I may add that, as far as I have seen, there is nothing to choose between the two solutions, and I think I may safely say that almost all surgeons are pleased with the results obtained in the early treatment of recent wounds, and many have given up other methods in its favour. Where wounds of the hands and feet have been immersed in the solution, they have cleared up with great rapidity, and where extensive lacerated wounds and bad compound fractures have been treated by irrigation many patients have done extremely well. I think that wounds of this class have done better under treatment by hypochlorous acid than under any other, but I cannot say that they have become sterilized as rapidly as the cases recently described by Carrel, and I do not think that the good results he obtained were in wounds of the class I specially refer to—namely, extensive lacerations by shells and bad compound fractures. It is, however, my very decided opinion that the hypochlorous acid treatment is an important advance, more especially when used in recent wounds and before suppuration has occurred, and I find that it has to a great extent displaced all other forms of treatment in many of the casualty clearing stations. It is generally believed to have prevented the occurrence of gangrene in many bad lacerated wounds and to have arrested its progress in others; and, although I am well aware that it has not always been successful, I consider that it has already been productive of very much good and to be more useful in this class of wound than any other application we have yet tried. It is also a very remarkable fact that, unlike most antiseptics, it can be used in solutions sufficiently powerful to destroy virulent microbes very quickly without at the same time injuring the tissue cells. It should, however, be only used in solution, for if used as a powder, it, like many other powders, is liable to form hard lumps, which obstruct free drainage and so counteract its good effects.

CONCLUSION.

I have now, Mr. President, completed the task I set myself at the beginning of this lecture, and I have placed before you as well as I am able to do in so brief a space of time the circumstances and conditions of our wounded

soldiers in France and Belgium and the nature and treatment of their wounds.

But there remains yet a duty which I feel I owe both to the army itself and to the medical profession at large, and that duty is to express to you how deeply I feel the whole country is indebted to the medical officers in whose hands are ultimately placed the duties of caring for our sorely tried soldiers.

I do not propose to say one word about the general efficiency of the corps to which I have the honour to belong, for it needs no words of mine. What I do wish to say is that nothing has impressed me so forcibly or so favourably as the qualities of many of the younger surgeons on whom has rested the chief stress of the actual treatment of the wounded. There is not a medical school in Great Britain or Ireland that has not reason to be proud of its pupils, and the work of the surgeons has been equalled and supported by that of their pathological colleagues.

I do not know whether to admire most the energy and keenness which has enabled the staffs to work days and nights without adequate rest, or the technical surgical skill in the complicated and difficult operations on the abdomen and limbs alike, which has been so conspicuous a quality in so many officers. The care, the zeal, and the patience displayed in efforts to save limbs and life have been no less praiseworthy than operative dexterity.

The Royal College of Surgeons of England has influenced and guided the teaching of surgery during many years, and all who have shared in this responsibility may feel a legitimate pride in the splendid work now being done by its pupils. "The tree is known by its fruit," and the future of British surgery is in safe keeping, for many of the best brains and hands which guide its course are yet young.

REFERENCE.

¹ *Lancet*, September 18th, 1915.

IODINE AND SODIUM HYPOCHLORITE AS WOUND DISINFECTANTS.

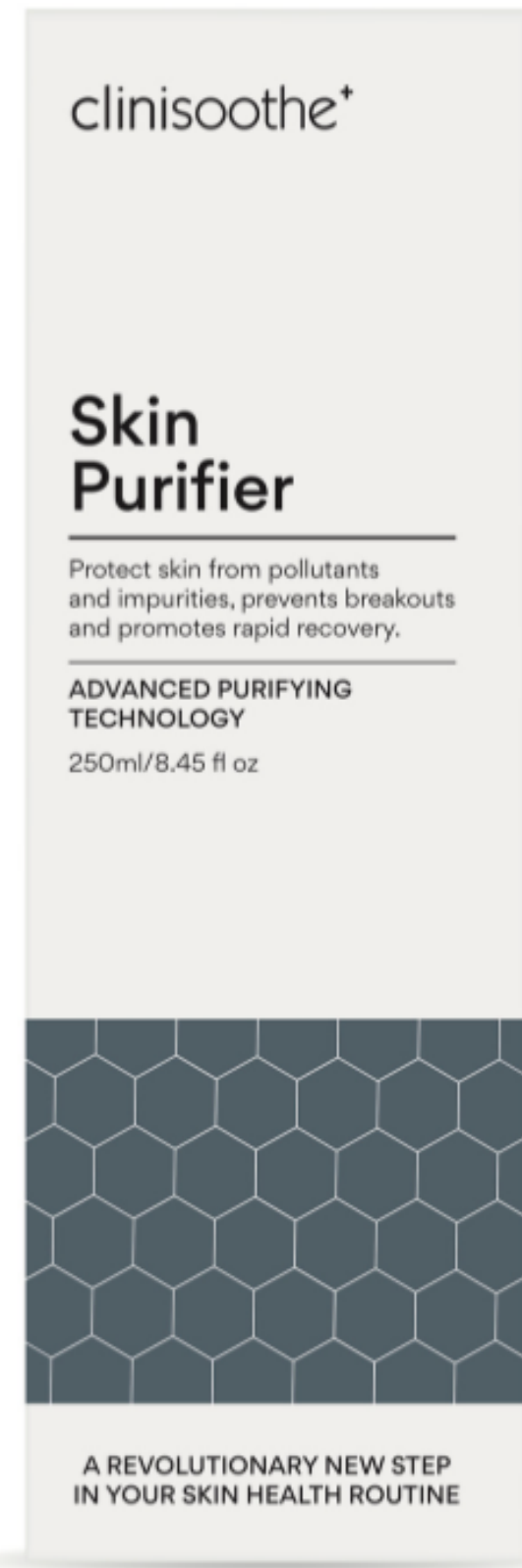
BY

HARRY SCHÜTZE, M.D.,
LISTER INSTITUTE OF PREVENTIVE MEDICINE, LONDON.

WHILE the use of iodine and the recently revived hypochlorites as surgical disinfectants is of old standing, very little in the way of laboratory records of their efficacy, particularly with regard to the special difficulties occasioned by the sterilization of wounds, is to be found in the literature, and although the actual lethal effect of a disinfectant on the bacterial flora of a wound to which it is being applied is only one of a number of qualities desired from an antiseptic, it has been thought of interest to carry out a number of comparative tests with phenol, iodine, and Dakin's hypochlorite solution. Noguchi,¹ Turner and Catto,² Kützbach,³ Brünning,⁴ Reclus,⁵ Firth and Macfadyen,⁶ among others, have investigated the sterilizing power of iodine, but in most cases from the point of view of its application to the skin before operation, in the manner advocated by Grossich.⁷ Basedl⁸ for the most part on the older thread and garret methods, the results are in marked conflict. Firth and Macfadyen employed both the thread and Ridel and Walker's drop method, and used as test bacteria *B. prodigiosus* and *B. typhosus*; with the latter they determined as well the efficiency of iodine in the presence of a certain amount of urine.

In the experiments which are described below the drop method was followed; the organisms used were *Staphylococcus aureus* and *B. oedematis maligni*, as examples of the sporing and non-sporing groups; and, as a test of the efficiency of the disinfectant in the presence of organic matter, in one series disinfection was carried out on bacteria suspended in distilled water; in another series on bacteria suspended in sheep serum.

In the case of the staphylococcus, an emulsion was prepared in distilled water and in serum from a twenty-four hours agar slant culture. These suspensions were then counted in Thoma-Zeiss slides; the predetermined density was effected, and to 4 c.cm. placed in a sterile test tube were added 4 c.cm. of disinfectant. In this way both emulsion and disinfectant were diluted one half, and it is in this ultimate working strength that the disinfectants



THE PRODUCT

Clinisoothe Skin Purifier is an effective skin purifier using advanced purifying technology to gently remove pollutants and contamination whilst soothing and calming the skin.

Clinisoothe Skin Purifier delivers antimicrobial protection with complete skin compatibility which soothes and calms the skin and provides an optimum environment for rapid skin recovery.

- Skin neutral pH
- Ideal for all types of skin
- Hypoallergenic and non-irritating
- Antimicrobial protection
- Free from alcohol, parabens, sulphates, preservatives, colourants or fragrance.

SAFETY

Clinisoothe is safer to handle and use than the existing skin cleansers and disinfectants it replaces, which are typically labelled as being toxic, corrosive and causing serious eye damage.

Where chlorhexidine is combined with alcohol, these products are also flammable. In contrast, Clinisoothe has a skin neutral pH, is non-toxic, contains no alcohol and is even non-cytotoxic to re-growing skin cells.





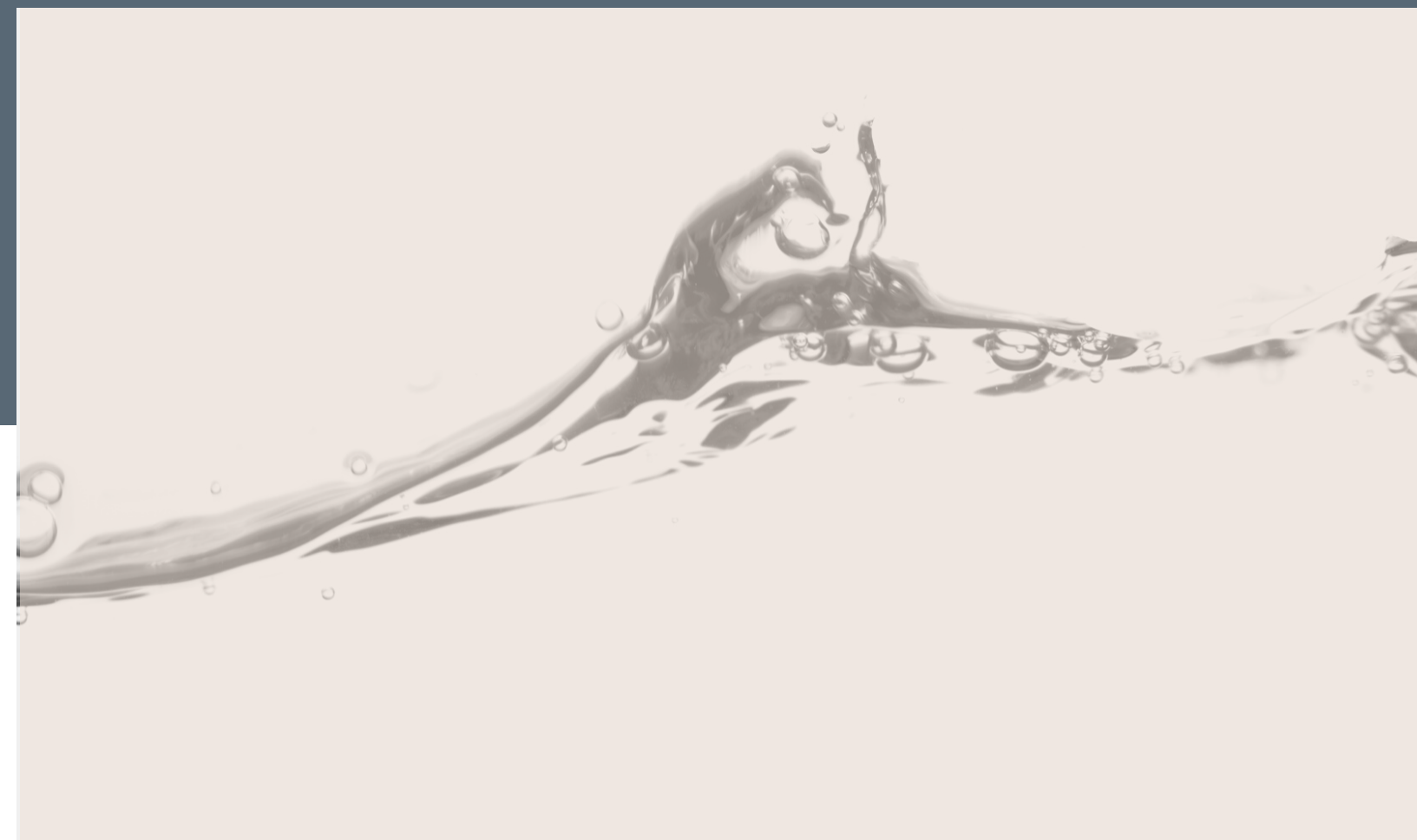
CLINISOOO THE BRAND PROMISE

**'We care about
your skin
health'**



PROTECT YOUR SKIN

Clinisoothe offers you a safe new option for protecting your skin health to combat the changing environment that we live in.



FREE FROM

Clinisoothe is free from toxins including alcohol, parabens, sulphates, preservatives, colourants and fragrance.

CLINISOOOTHE TAG LINES

“

A revolutionary
new step in your
skincare routine

”



7 benefits in 1

Purifies Cleanses Soothes
Balances Protects Calms
Recovers



Clinisoothe Key Messaging



LOOKING
AFTER YOUR
SKIN HEALTH



SAFELY
PURIFYING SKIN
FROM EXTERNAL
EXPOSOME
FACTORS &
PROMOTING
RAPID
RECOVERY



CLINISOOthe
IS A 'HANDY
AND USEFUL'
PRODUCT
DELIVERING
MULTIPLE
BENEFITS IN
ONE PRODUCT



CLINISOOthe
IS A CULT
BEAUTY
PRODUCT

CLINISOOOTHE BRAND POSITION

We deliver a revolutionary skin health product for every person and every skin type. We help you to look after your skin and protect it from environmental pollutants, offering you a skin neutral ph, non-toxic and non-cytotoxic solution for common skin concerns and rapid skin recovery.

Our product delivers 7 benefits in one and is the next big thing in skin health care.

CLINISOOOTHE VALUES

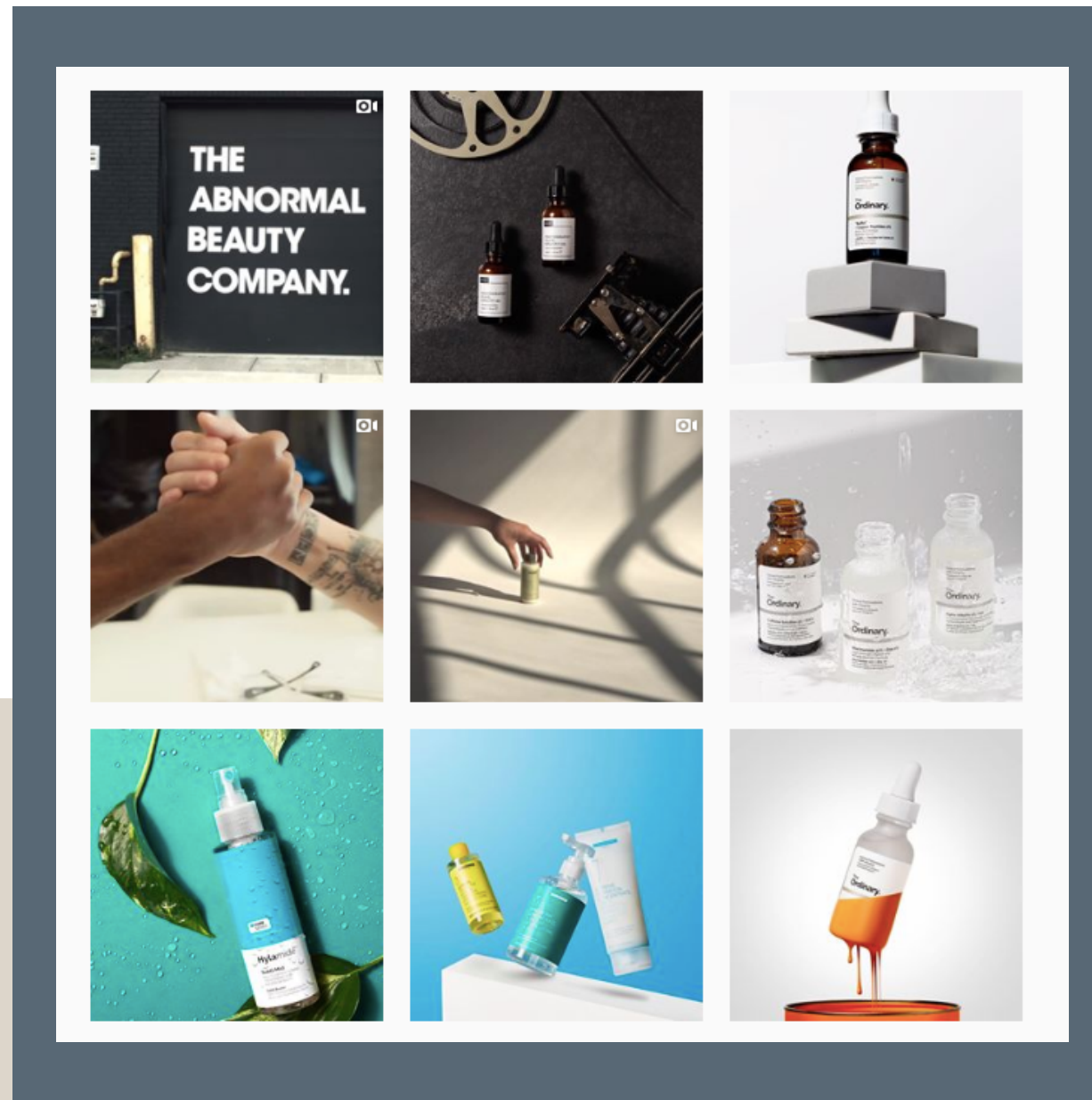
Safety & Skin
health first.

Clean, toxin free
ingredients.

Every person,
every skin type,

CLINISOOOHE COMPETITOR ANALYSIS

The Ordinary.



BRAND IDENTITY

The Ordinary is born to disallow commodity to be disguised as ingenuity. The Ordinary is "Clinical formulations with integrity".

Their aim is to sell luxury, clinical formulations for drastically lower prices.

The abnormal beauty company

TARGET CUSTOMER

16-26 year olds with a knowledge of clinical skincare but without budget for luxury brands.

CLINICAL FORMULATIONS

ABNORMAL BEAUTY

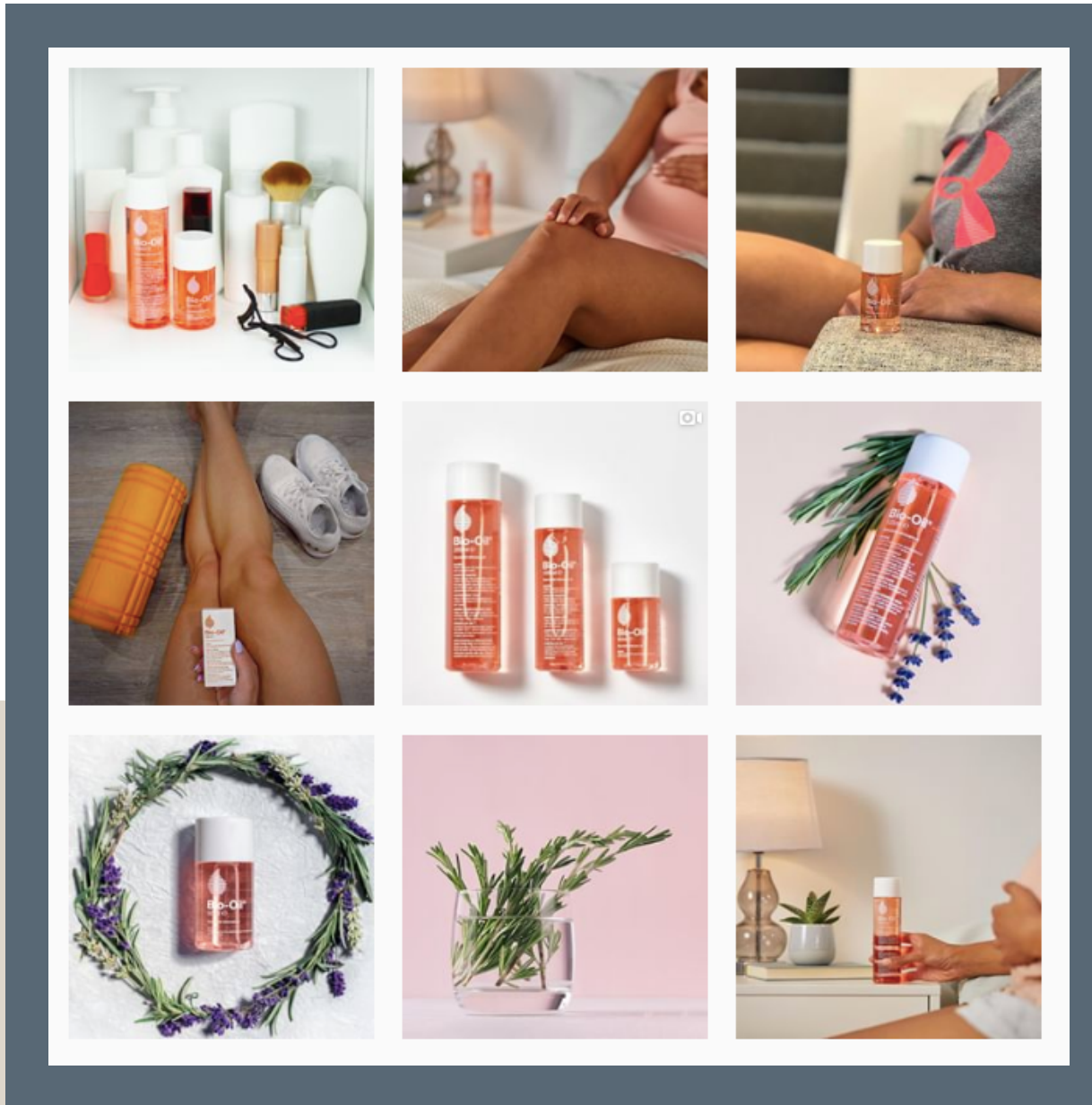
TRANSPARENT

AFFORDABLE

ONLINE PRESENCE

In an industry that's often called out for dubious behavior, like misleading ads, indecipherable ingredient lists, and questionable claims, a refreshingly transparent beauty brand like Deciem naturally stands out.

Considered a 'cult' product range, sold in UO and raved about on cultbeauty.com



HERO PRODUCT

MARKET LEADER

STRETCHMARKS

CULT STATUS

BRAND IDENTITY

Bio-Oil is the world's leading scar and stretch mark product

*Also claims to reduce acne scarring

Bio-Oil has a strong brand name as it has been available on the market to consumers since 1987.

It is a preservative free product.

TARGET CUSTOMER

Females who want to prevent stretchmarks.

Women or men interested in reducing and preventing stretchmarks, scars, uneven skin tone, aging or dehydrated skin.

ONLINE PRESENCE

Very clear branding colours on Instagram that caters to their relevant market.

Recently did a campaign on individual's #scarstrong stories, highlighting victims of house fires, acid attacks, accidents etc.

Website is weak, gives no information on what the product is other than its mission statement - but then it's bio-oil, does everyone know what it is already?

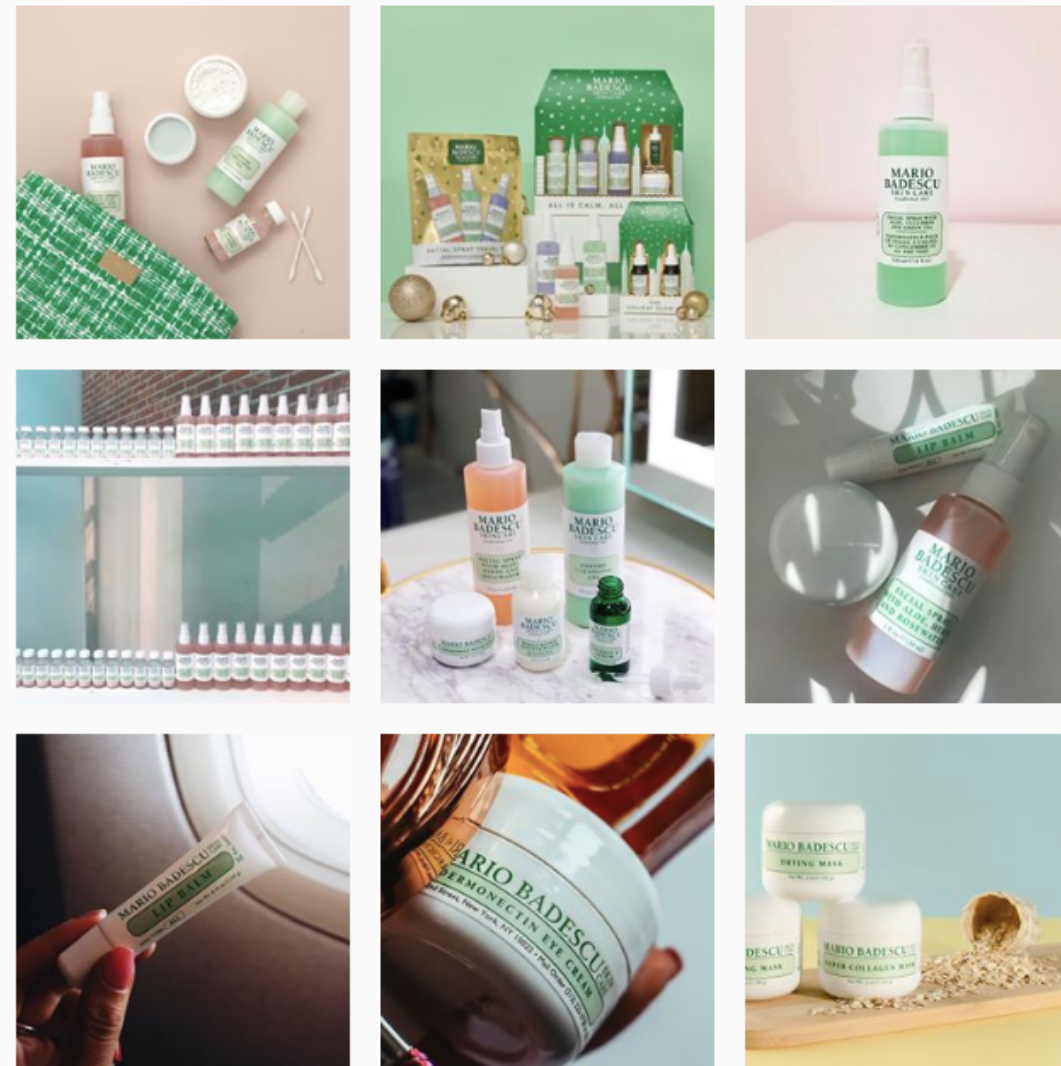
MARIO BADESCU SKIN CARE

Established 1967

BRAND IDENTITY

“Simple, gentle and effective is our philosophy”

Mario Badescu is the name that continues to transcend generations and span the entire life-cycle of skin: from powerful acne solutions to potent anti-aging treatments, we customize regimens for every skin type and concern imaginable.



TARGET CUSTOMER

Females 16-28 with skin issues who are interested in beauty trends.

AFFORDABLE

SKINCARE SOLUTIONS

RETRO BRAND IMAGE

CULT STATUS

ONLINE PRESENCE

Mario Badescu Skincare is 50 years old, but has quite literally taken over the skincare market in recent years after their facial mist and drying lotion became cult beauty products.

Their Instagram is on brand in the sense that it follows the pastel colour palette, but other than that the feed mostly features cutouts of the products.



BRAND IDENTITY

An efficient and easy to use product that cleanses and removes make-up gently in 1 step.

For the 1st time, Garnier introduces the Micellar technology in an all-in-one cleanser. Like a magnet, the cleansing agents capture and lift away dirt from the skin. No need to rub to remove impurities and make-up.



TARGET CUSTOMER

Females aged 16-35 who wear makeup.

HERO PRODUCT

NO NEED TO WASH OFF

GENTLE ON THE SKIN

KNOWN TECHNOLOGY

ONLINE PRESENCE

The branding is and always has been very feminine.

Overtargeting females and dated visuals.

Backing of Garnier gives it automatic exposure and online presence.

clinisoothe⁺



CULT PRODUCT

MULTI-USE

GENTLE ON THE SKIN

BRAND IDENTITY

A revolutionary new step in your skincare routine.

A skin neutral pH, non-toxic products which contains no alcohol and is non-cytotoxic to re-growing skin cells.

'7 benefits in 1'

TARGET CUSTOMER

People aged 16-55 who wear makeup, have skin concerns and are interested in protecting their skin health.

ONLINE PRESENCE

Clear, simple but effective branding that drives Clinisoothe as a hero/miracle/cult product for your everyday skin health.

Informative website displaying environmental awareness, skin health education and inclusivity.

CLINISOOO THE CUSTOMER PROFILES

Customer Profile Overview

TEEN

Aspiring Skin Obsessed

On a budget

Breakouts and blemishes

follows trends and influencers

trusts professionals and influencers

STRESSED SKIN

suffers with skin conditions - eczema, dry skin, blemishes, adult acne

20s - 35's

Busy, multi-tasking, wants a product that works

trusts professionals and influencers

CONSCIOUS

Cares about ingredients formulations and packaging

inclusive and progressive

responds to thoughtful branding and content

cares about their skin

SKIN OBSESSED

Loves cult products and considers themselves 'in the know' about products and trends.

Has a detailed skincare regime and will spend on products and facials (cosmetic treatments for some)

TEEN CHLOE

AGE: 16

GENDER: Female

LOCATION: Epsom

QUOTE: "I've made a wish list of skincare essentials from Urban Outfitters"

OCCUPATION: A level student studying media, psychology and English Literature

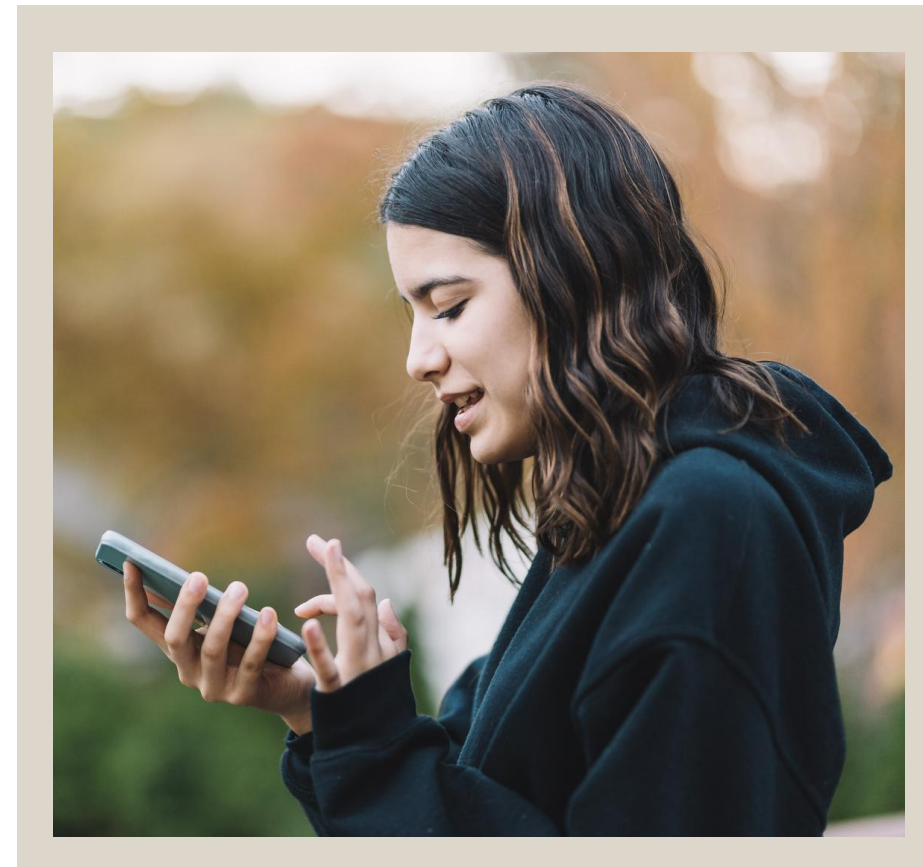
OTHER: Very active on social media, watches beauty gurus on YouTube for daily skincare routines, aspires to be skin obsessed and takes influencers seriously..

GOALS/VALUES

Chloe wants to tackle her hormonal breakouts and find a results driven product that won't irritate her sensitive skin. Chloe is committed to following the trends of what her friends and favourite influencers are using on their skin. Chloe exhibits some traits of an ethical consumer and is interested in knowing more.

KEY

Staying on trend is very important to Chloe and her friends, who all have VSCO accounts. She is into vintage fashion, cult beauty and skincare products in Urban Outfitters such as Mario Badescu and The Ordinary. Chloe is passionate about finding the next big thing.



CHALLENGES

Chloe suffers from mild acne which means she often likes to use a lot of concealer which, in turn, clogs her pores and causes more blemishes.

Chloe can't always be bothered to cleanse her skin properly when it's late.

OBJECTIONS

High price point

Unknown products not considered a cult product.

Dated packaging and branding

A rising consciousness means Chloe is starting to consider her purchases more carefully.

STRESSED SKIN EMMA

AGE: 23

GENDER: Female

LOCATION: Manchester

QUOTE: "I'm interested in skincare that has medically backed results"

OCCUPATION: Digital Marketing Manager

OTHER: Active on Instagram, enjoys reading articles on wellness, blogs on skincare reviews, gets 1ml of Juvederm in her lips every 6 months but doesn't tell her friends.

GOALS/VALUES

Emma wants to reduce excess oil and blocked pores caused by city living. She also wants to make a head start on protecting her skin against ageing

Emma is committed to using products recommended by celeb dermatologists that she follows on Instagram and values professional endorsement.



KEY

Emma is slightly conscious about what she buys, and tries to buy cruelty free and be environmentally aware when she can be - and is willing to spend a bit more when she buys fashion, toiletries and cosmetic products. However, she is easily influenced to disregard this - particularly if a product is the current 'must have' for reality celebrities.

CHALLENGES

Emma wants to protect her skin against harsh toxins during her morning commute to work against high levels of pollution in the city.

Emma often suffers from breakouts and redness after visiting the gym and her eczema flares when she is stressed.

OBJECTIONS

Cheap products with bad ingredients

Products that she hasn't found via recommendations

Products that don't look good aesthetically and can't be incorporated into a mid-end luxury skincare routine.

CONSCIOUS ALEX

AGE: 28

GENDER: Non-Binary

LOCATION: Bristol

QUOTE: "I've had adult acne for a few years now, and want to use products that actually work. I'm a big fan of progressive brands and I don't want to support brands that only use stereotypical models to promote their product."

OCCUPATION: Musician

OTHER: works in a retail and at a local bar, is very active in facebook groups.

GOALS/VALUES

Alex wants to find something that actually works for adult acne and is happy to spend a bit more on skincare that works.

They are a big fan of progressive branding and want to find results driven products they are comfortable using. They have been struggling with their confidence because of their acne.

KEY

Alex has been suffering from adult acne for a few years and is really self conscious about it. They have tried 'everything' and nothing seems to work.

As a non-binary person of colour and LGBTQ+ activist they are critical and much more open to backing progressive brands that are representational.



CHALLENGES

Alex can't find a product to successfully break the acne cycle and reduce scarring.

OBJECTIONS

Acne products don't work!

Not keen on overly gendered skincare brands

Dislikes brands that make no real effort to be inclusive.

SKIN OBSESSED

AVA

AGE: 48

GENDER: Female

LOCATION: London

QUOTE: "I'm very conscious of my ageing skin and I will do ANYTHING to keep it youthful.

OCCUPATION: Investment Banker

OTHER: Enjoys pilates and reading glossy magazines. Tries to eat as a flexitarian. Likes to socialise and doesn't get enough sleep. Is a member of Caroline Hirons Skincare Freaks on facebook.

GOALS/VALUES

Ava is happy to invest in luxury skin products that will combat ageing.

She is in search of high performing product ranges and takes her skin health seriously.

Ava loves Cult Beauty and has lots of 'cult purchases'.

KEY

Ava often reads about the leading skincare products in glossy magazines, and is very trusting of products that have been recommended within her social circle.

She is happy to invest money into her beauty and skin. Ava has facials and manicures every month.



CHALLENGES

Ava wants to protect her skin from sun damage and external factors such as pollution.

Ava's skin suffers as she has too many late nights and not enough sleep.

OBJECTIONS

Ava dislikes cheap looking products with poor branding.

Ava is hesitant to purchase products that have no expert or professional endorsement.

NO FUSS GABRIEL

AGE: 31

GENDER: Male

LOCATION: Windsor

QUOTE: "I'm know I need to look after my skin, but I'd prefer to have one product that does everything"

OCCUPATION: Web Developer

OTHER:Enjoys going to the gym and spending time with his fiance.

GOALS/VALUES

Gabriel doesn't spend too much time thinking about his skin health. He prefers to think about his general health.

He has a limited grooming routine and has only recently become aware of sun damage. He is considering using a moisturiser with UV protection to combat this.

SOURCES

His partner has recommended that he use this product for his skin so he does - carries it around in his gym bag, use it as a bit of a miracle product. It's a habit and has formed part of his skincare routine.



CHALLENGES

Gabriel has some reservations about appearing too concerned with his skin. but he has recently noticed more signs of ageing and doesn't like it.

Gabriel works out a lot and suffers with excess sweat which affects his skin.

OBJECTIONS

Gabriel doesn't want to carry around products that look overly feminine.

He doesn't want to spend a lot of time looking after his skin.

CLINISMOOTH THE VISUAL IDENTITY

clinisoothe tone of voice



EXPERT

You are absolute experts in your field. You provide engaging sources of information and advice for anyone wanting to learn about skin health and you make it your business to stay on top of trends.



INCLUSIVE

You are progressive and inclusive in all that you do. You take your value 'every person, every skin type' seriously and incorporate this across your visual and written communications.



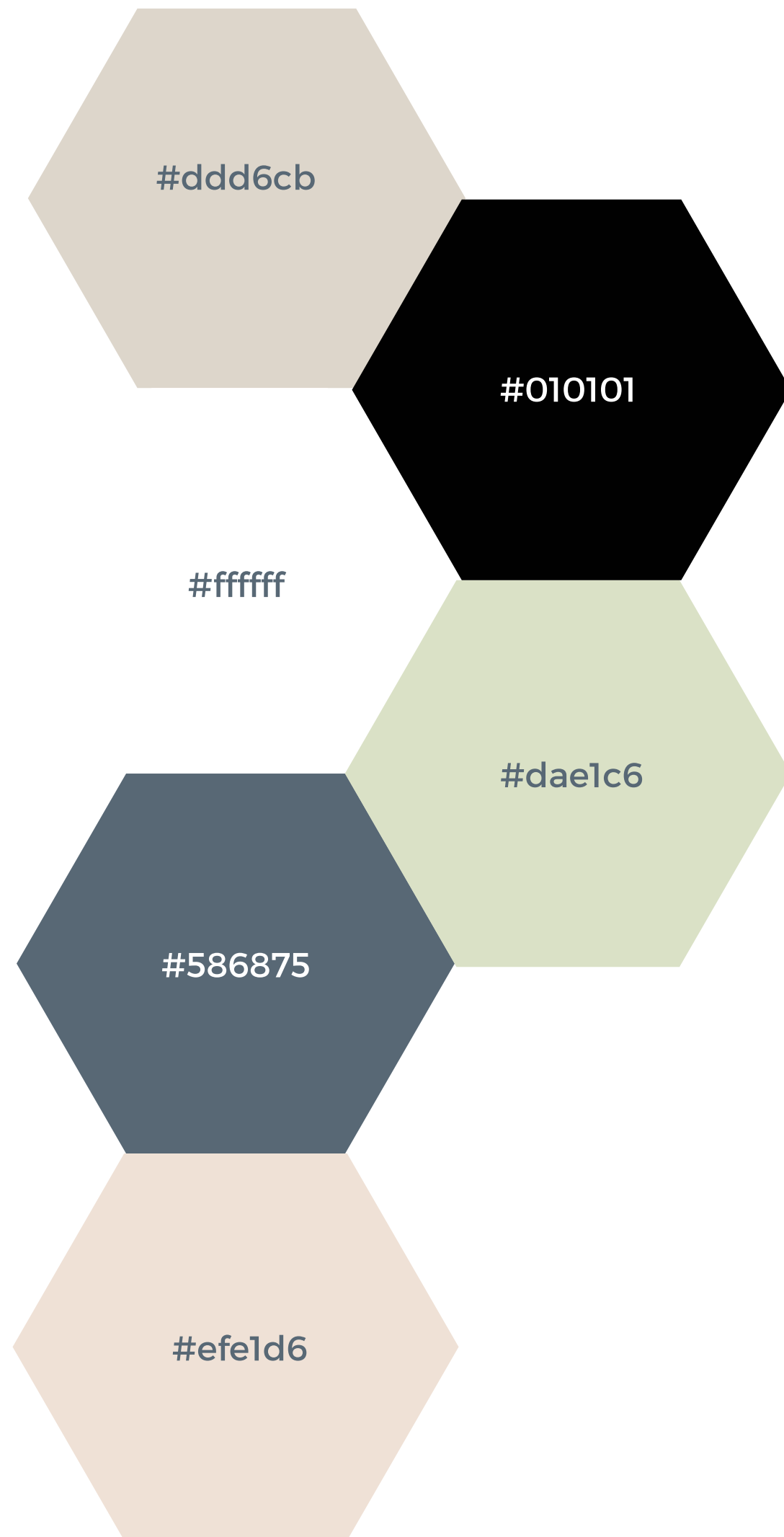
SPIRITED

You are full of spirit and breathe energy into all of your communications. Breaking the mould from traditional cosmetic treatment brands, Clinisoothe 'lives' in the hearts and mind of its consumers.



SUPPORTIVE

You put people first and all of your content is consumer driven. Clinisoothe answers the needs of its customers and provides a superb UX experience across its brand. You support skin health with sound advice and content.



OUR COLOR PALETTE

The colour palette combines the original choice of battleship blue (albeit a tweaked version) with two variations of skin inspired nudes. The palette is designed to appeal to all sexes and to achieve universal appeal.

The Palette compliments white and black typography and also works with a sixth optional colour - Sage to represent purity and skin health.

SOCIAL MEDIA

GUIDELINES

Clear branding, key messaging, diverse representation, strong campaigns.

A focus on skin health, the exposome, the 7 benefits of Clinisoothe and skincare steps.

Always on trend, always inclusive.



CLINISOOOTHE BRAND TAKE AWAYS

WHAT IS THE FIRST THING THAT COMES INTO A CONSUMER'S MIND
WHEN THEY THINK ABOUT US?

**Clinisootho Purifier is a new
step in my skincare routine.**



WHAT QUALITIES OF CLINISOOOTHE DO WE WANT CUSTOMERS TO BE FAMILIAR WITH?

Miracle skincare properties, antimicrobial, antiseptic qualities, clinically formulated & proven multi-purpose skincare for all skin types.



WHEN REFERRING US, WHAT QUALITIES WILL CUSTOMERS HIGHLIGHT?

Clinisoothie is a miracle product for skin health and the next big thing in skincare.



HOW DO WE ENSURE CUSTOMERS CHOOSE US OVER THE COMPETITOR?

Educating about the importance of purifying the skin of impurities and toxins - skin health - with a ph neutral product which is non-cytotoxic.



WHAT WILL CUSTOMERS SAY AFTER TRYING CLINISOOOTHE FOR A WEEK?

The product felt amazing on my spots and blemishes without aggravating my skin.

It works!

Clinisoothe has become an essential part of my daily skincare routine.



NeonRocks

CLINISOO THE BRAND BOOK

CREATED BY NEON ROCKS PR & COMMUNICATIONS

WWW.NEONROCKSPR.COM