

## 3 PITCHES FOR KIEHL'S BLOG

### **#1 [EXPERT ADVICE Category] Myth Busters: Deeper Complexions & Sunscreen**

Reach out to a dermatologist(s) to answer questions and address assumptions like:

- Do people of color still need to wear sunscreen?
- “As someone with a deep complexion, the melanin already provides me with natural sun protection, so why should I wear sunscreen?”
- What are the consequences of not wearing sunscreen? I.e. Hyperpigmentation and dark spots still affect people of color, and sunscreen helps prevent that
- How much sunscreen should I apply?
- “I already have SPF in my makeup and moisturizer, do I still need to put on a separate sunscreen?”
- “I wear makeup, do I need to apply sunscreen throughout the day?”
- How to properly apply makeup over sunscreen so the “shield” doesn’t get dismantled
- Which sunscreens should I wear? (good segue into Kiehl’s product recommendation carousel and links)

\*\*Some of the above questions/assumptions can also be reiterated in posts for other skin types and complexions

### **#2 [EXPERT ADVICE Category] Skincare During Quarantine (Yes, it still matters!)**

Reach out to a dermatologist(s) to address quarantine-specific questions like:

- Do I still need to wear sunscreen inside?
- What to do if your mask causes breakouts
- Treating stressed-out skin
- How to bridge the time between now and your next skincare appointment
- **\*\*include product links throughout article\*\***

### **#3 [PRODUCT RECOMMENDATION category] Put Your Best Face Forward: Zoom-Ready Skin**

Highlight products for men and women that help deliver glowing, makeup-free ways to be ready for any video call. Sample product recommendations:

Cleanser

Women: Ultra Facial Cleanser

Men: Facial Fuel Energizing Face Wash

Tone

Ultra Facial Toner for both men and women

### Moisturize

Women: BB Cream - Actively Correcting and Beautifying with SPF 50 PA+++

Men: Ultra Facial Oil-Free Gel-Cream

### Eye care

Women: Creamy Eye Treatment with Avocado

Men: Facial Fuel Eye De-Puffer

### Lip care

Women: Love Oil For Lips

Men: Facial Fuel No-Shine Moisturizing Lip Balm