Reddit Engagement Strategy Briefing: Comment Opportunities

*This document outlines high-potential engagement opportunities identified from Reddit. Each opportunity has been analyzed to provide a clear direction for response.*

**Understanding the Opportunity Score:** This score measures the "heat" of a discussion, prioritizing newer posts and comments that are rapidly gaining upvotes and replies. A higher score indicates a more active and visible conversation.

# Opportunity Brief: comment\_mpc1w4t

**Subreddit:** r/Skincare\_Addiction | **Date:** 2025-04-27

**Link to content:** [Click here to view on Reddit](https://www.reddit.com/gallery/1k97jpx)

### Opportunity Score

1617.45

### Context

**Original Post Title:** Is this what normal skin is supposed to look like?  
  
**Original Post Body:**I'm really confused, am I doing something wrong in my routine? I feel like my skin always looks red and irritated despite having a really gentle routine with no exfoliating actives or harsh ingredients in it. AM: • Avene Tolerance Extremely Gentle Cleanser • Mixsoon Glacier Water Essence • iUnik Beta Glucan Serum • Geek and Gorgeous Hydration Station Gel Moisturiser • Purito Daily Soft Touch Sunscreen PM: Avene Tolerance Extremely Gentle Cleanser • Mixsoon Glacier Water Essence • iUnik Beta Glucan Serum • Geek and Gorgeous Hydration Station Gel Moisturiser • Avene Cicalfate (on corners of my nose and chin)

**Target Comment by u/Suitable\_Topic\_9273:**Bro has literal glass skin and wonders if it's normal😭no, it's not normal, it's fucking beautiful

## AI-Driven Strategy

**Theme:** Challenges in Achieving Calm, Irritation-free Skin Despite a Gentle Routine  
**Core Philosophy:** Internal Harmony (Gut & Hormones)  
**Strategic Direction:** Discuss the potential unseen internal factors such as gut health or allergies that might be contributing to persistent redness and irritation. Encourage exploration of skincare that complements a gentle routine and focuses on restoring internal balance to achieve visibly healthy skin.