Reddit Engagement Strategy Briefing: Post 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: post\_1mbgcb9

**Subreddit:** r/SkincareAddiction | **Date:** 2025-07-28

**Link to content:** [Click here to view on Reddit](https://www.reddit.com/gallery/1mbgcb9)

### Opportunity Score

68.30

### Context

**Post Title:**

Rating every Face Moisturizer (Updated) [Review]

**Post Body:**

Hi everyone! A little while ago, I posted a review of all of the moisturizers I tried over the years and since so many of you seemed to enjoy it (thank you again for all the love 🥹), I thought it was time for an updated version.(P.S: Price/Rating comparaison is on the last page). I received a ton of recommendations both in the comments and through private messages about moisturizers I should try next. I’ve added 10 new moisturizers that I’ve personally tested since then. For context, I test all products for at least 3 weeks, unless they cause a negative reaction (like irritation, breakouts…), in which case I stop using them. \*\*About me:\*\* I'm 27 F, I have combination/sensitive skin that is prone to breakouts. \*\*The most important\*\* for me in a moisturizer is that it keeps my skin moisturized (duh!) but with no heavy, greasy or oily finish, all at a reasonable price. \*\*Bonus points for:\*\* - Sits well under makeup (so that I don’t have to buy 2 different moisturizers). - Enjoyable texture. - Nice light scent (if any). - Cute & eco-responsible packaging.

## AI-Driven Strategy

**Theme:** Finding the Perfect Moisturizer for Sensitive Combination Skin  
**Core Philosophy:** Ingredient Efficacy & Product Suitability  
**Strategic Direction:** Emphasize the importance of choosing moisturizers with the right texture and ingredients specifically designed for sensitive combination skin. Highlight products that offer hydration without a greasy finish and are tested for compatibility with makeup. Address the emerging trend of sustainable and eco-friendly packaging.