

Hush & Hush is one of my favorite brands that concentrate on health and beauty. It is known for providing high-quality supplements based on scientific research. Despite the shortage of recognition, the focus on improving product quality and trustworthiness has resulted in a solid reputation built through the niche strategy. Let's discuss more about its marketing strategy in relation to the four Ps of marketing:

#### **Products:**

Hush & Hush provides a limited range of products that address specific health and beauty concerns. Products are primarily designed to address beauty concerns such as skin pigmentation and firmness, as well as hair growth. There are only a few products, but each is carefully designed with an effective scientific formula that combines many essential extracts and ingredients to provide the best solution for the specific concern. Therefore, the brand can assist customers who are interested in or experiencing problems with their skin and hair health in achieving better results. As beauty issues are always a high concern, focusing on these specific beauty problems is an excellent strategy to attract a certain domain of customers. Furthermore, because of the emphasis on the scientific process and ingredients, it is an excellent choice for label-conscious shoppers.

## Ingredients

Vitamin A (as beta-carotene) 750 mcg RAE 83%, Vitamin D (as cholecalciferol) 25 mcg 125%, Vitamin B12 (as cyanocobalamin) 6 mcg 250%, Pantothenic acid (as d-calcium pantothenate) 5 mg 100%, Zinc (as zinc oxide) 10 mg 91%, Korean ginseng root (Panax ginseng) 500 mcg, Vitamin C (as camu camu) 80 mg 89%, Niacin (as nicotinic acid) 16 mg 100%, Biotin 5mg 100%, Iodine (as organic kelp Laminaria digitata) 100 mcg 67%, Selenium (as sodium selenate) 55 mcg 100%, Rhodiola rosea root 100 mg, HAIR HEALTH COMPLEX™ (Amla fruit (from 20:1 concentrate)(Phyllanthus emblica), Horsetail whole extract (Equisetum arvense), Green tea leaf extract (Camellia sinensis), Coccocin™ Coconut root extract (Withania somnifera extract), PrimaVie® organic Himalayan shilajit, Pumpkin seed oil (Cucurbita pepo), Resvenox®Resveratol, Saw Palmetto 45 % fatty acids, Natural Astaxanthin (2.5% astaxanthin), BioPerine®, POLYPEPTIDE COMPLEX™ (Hydrolyzed collagen I & III, Arginine HCL, L-Lysine, L-Cysteine HCL, L-Methionine, Hyaluronic acid), Cellulose, Organic rice flour, Magnesium stearate

## Price:

Since Hush & Hush is considered as a luxury brand, the price is set at a standard of premium products. Listing in high-end categories, the products are carefully manufactured and nicely packaged. Having an expensive price doesn't hurt sales; in contrast, it increases consumer trust and the reputation of the brand. Most well-known supplements have a high bar in price, so it demonstrates the transparency regarding production costs and scientific investment in the products. Aligning the price with the value of the products improves the brand's image and consumer trust, resulting in higher customer retention and a better chance of forming true friends.



SkinCapsule CLEAR+  
★★★★★ 53 reviews



SkinCapsule BRIGHTEN+  
★★★★★ 50 reviews



SkinCapsule HYDRATE+  
★★★★★ 47 reviews

\$45.00

\$60.00

\$60.00

## Place:

Hush & Hush is only available on online platforms, primarily through their official website. This will be the main source for gaining access to all products and related information. In order to reach out to more customers, they have expanded their brand into other countries. Different countries will have their own Hush & Hush website, which will be customized in their native languages to better connect with customers. Below are Hush & Hush websites in Vietnam and the US.

### Vietnam:

The screenshot shows the Hush & Hush Vietnam website. At the top, there's a navigation bar with links for 'TRANG CHỦ', 'VỀ CHÚNG TÔI', 'SẢN PHẨM', 'BLOGS', 'TIN TỨC', and 'LIÊN HỆ'. There are also icons for a lock, user profile, heart, and search. The main content area features a large photograph of a woman holding a brown glass bottle of 'HUSH & HUSH SkinCapsule CLEAR'. To the right of the image, the product name is displayed in large letters, followed by the tagline 'Bảo vệ và ngăn n' (protect and prevent). A live chat window is overlaid on the right, showing a message from a bot named 'Chat với Hush & Hush Viet Nam' asking 'Hi! How can we help you?'. Buttons for 'Bắt đầu chat' (Start chat) and 'Do Messenger cung cấp' (Provided by Messenger) are visible.

### The United States:

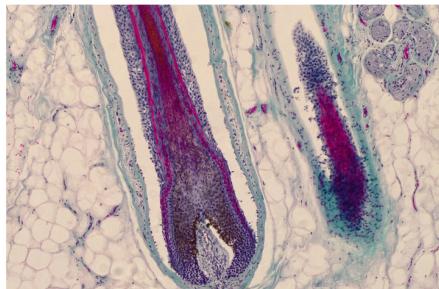
The screenshot shows the Hush & Hush United States website. At the top, there's a navigation bar with links for 'SHOP', 'RESULTS', 'BLOG', 'PRESS', 'ABOUT US', and a 'TAKE OUR QUIZ' button. There are also icons for a lock, user profile, heart, and search. The main content area features a large photograph of a woman's face. To the right, there's a promotional text block for 'Collagen without compromise' and a description of the product: 'True vegetarian collagen powder made with hydrolyzed eggshell membrane to promote healthier skin, hair, and nails'. A 'SHOP NOW' button is located at the bottom right of this block.

## Promotion

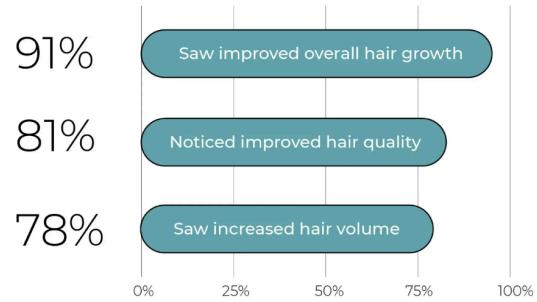
The promotion strategy focuses on website content, social media, and influencer marketing. The products are primarily sold through their website, so this is where people will interact with the products and make purchasing decisions. Knowing the importance of reviews in purchasing decisions, the company does an excellent job of providing results statistics in order to gain the trust of their customers, especially new customers. For example, they provide the data on their hair growth supplement:

### HAIR HEALTH

**DeeplyRooted** harnesses the power of proven vitamins, minerals, botanicals, and patented ingredients to nourish the scalp and support healthier-looking hair. Powered by true, transparent science, DeeplyRooted helps to improve the overall health of the hair.



Over 12 weeks, participants noticed overall better hair quality, hair growth and more volume.



Additionally, knowing that the company operates primarily online, social media is likely to be the primary platform for promoting its products. This is also an excellent location for attracting the primary target audience, as a large proportion of women and young women use social media. Lastly is influencer marketing. Influencers are considered early adopters. They play an important role in gaining more customers because people will be more open to try if someone has tried it and has the potential to follow their influencer.