

Blanc
FRANCE

We aspire to inspire first time users to pursue a balanced skin cycle. The focus aimed towards fresh skin and the importance of preserving water.

We promote the concept that healthy and natural skin is a process, and it is not a quick solution. We guide the transition from a girl to a woman leading to better skin.

Comsumer	2-3
Storytelling	4-5
Logo	6-7
Timesheet	8-9
Packaging	10-15
Points of Sales	16-17
Partnership	18-19
Charity	20-21
Social Media	22-23
Website	24-25
Influencers	26-29
Advertising Campaign	30-35



Gen Z are **environmentally conscious** and interested in racial, gender and income equality.

They're **active users**, with some Gen-Zers checking their social media accounts as often as 100 times per day.

Gen-Zers are extremely engaged with **social media**.

Gen-Zers are expected to account for about **40 percent** of all consumers by 2020.

**Strategy**

Importance of the environmental impact.

Organic ingredients leading to natural process of skincare (Longterm).

Relevance of rebalancing skin.

Expectation

Purchase ethical brand at a reasonable price.

Costumer loyalty

Engagement with consumer (Identification)



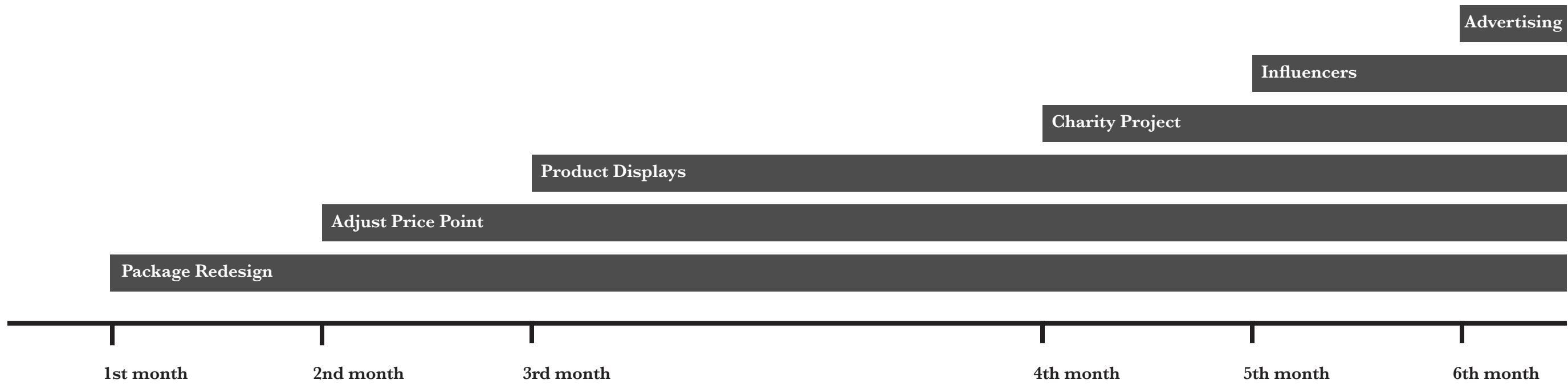
Emphasis on “France” to benefit from the good reputation of **French** skincare.

Easy to read in many different languages and **to remember**.



Blanc means white. Emphasizing **purity of water and skin** through the aesthetics.

Works in **many formats** and holds **international attractiveness**.





Packaging

Packaging policy based on three pillars: Respect, Reduce and Replace.

Using only materials from responsibly managed forests where biodiversity is protected

Commitment to developing innovative solutions for plastics recycling

Carbios

Sustainable management of plastic life cycle.

Material: 100% recycled plastic.
(except for the caps and pumps) and can in turn be sorted and recycled.



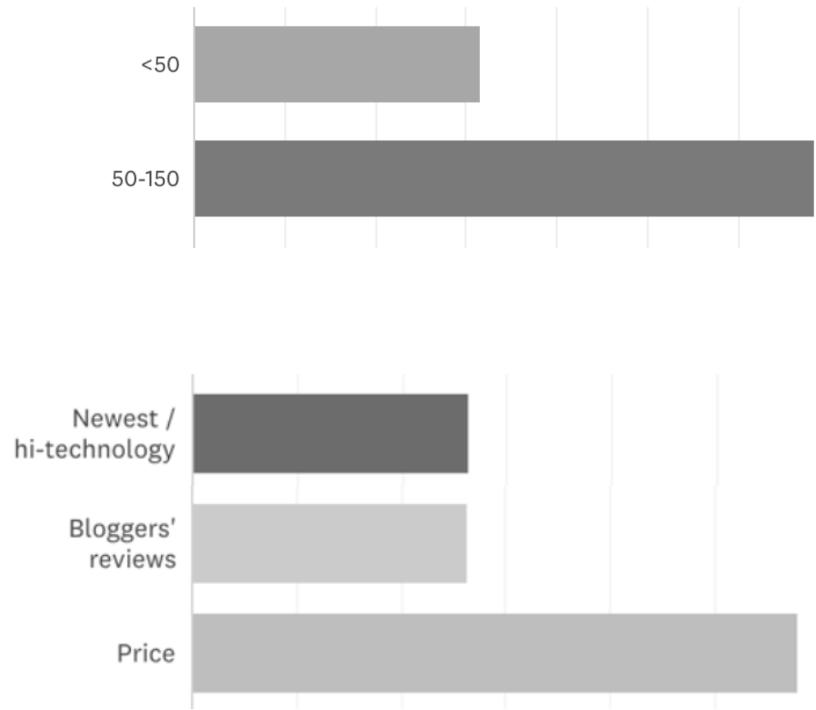
On The Go

On-the-go beauty solutions by creating smaller sizes that is easy to apply.

The launch feeds into the Gen Z enthusiasm for time-saving solutions.

It also simplifies lengthy skincare routines, which is ideal for time-pressed consumers.



**Increase Price: 50%**

Consumers are willing to pay more for skincare.

Price increase will change the perception the consumer has towards the product quality

Consumers judge products based on the price.



BIRCHBOX◆

Birchbox ships a personalized mix
of makeup, hair, skincare, and fra-
grance samples for \$10/month.

“We get it. You want products that
make you feel your best without
devoting your life to finding them.
That’s why we created Birchbox.”

**Provide Access to Safe Water**

We provide 5.8 million people around the world with access to safe water and sanitation including: Syria, Nigeria, Haiti.

Promote Sanitation & Hygiene

Every day 1,000 children die from illnesses like diarrhea, dysentery, and cholera caused by dirty water and unhygienic living conditions. We can't fight malnutrition without tackling the waterborne diseases that contribute to it. As part of our integrated approach to fighting hunger, we bring safe water, sanitation, and hygiene services to communities in need all over the world.

Ensure Lasting Change

Blanc FRANCE

Rebalance Skin

Me gusta Seguir Compartir ...

Comprar Enviar mensaje

Fotos Salud/belleza en Montaigu, Pays De La Loire, France

Comunidad Ver todo

- Invita a tus amigos a indicar que les gusta esta página
- A 1.467 personas les gusta esto
- 1.439 personas siguen esto

Información Ver todo

- Enviar mensaje
- www.biophanature.com
- Salud/belleza
- Sugerir cambios

blanc Siguendo

2,582 publicaciones 1.1m seguidores 3,476 seguidos

Rebalance Skin
Natural skin is a process and it is not a quick solution
blanc.fr/

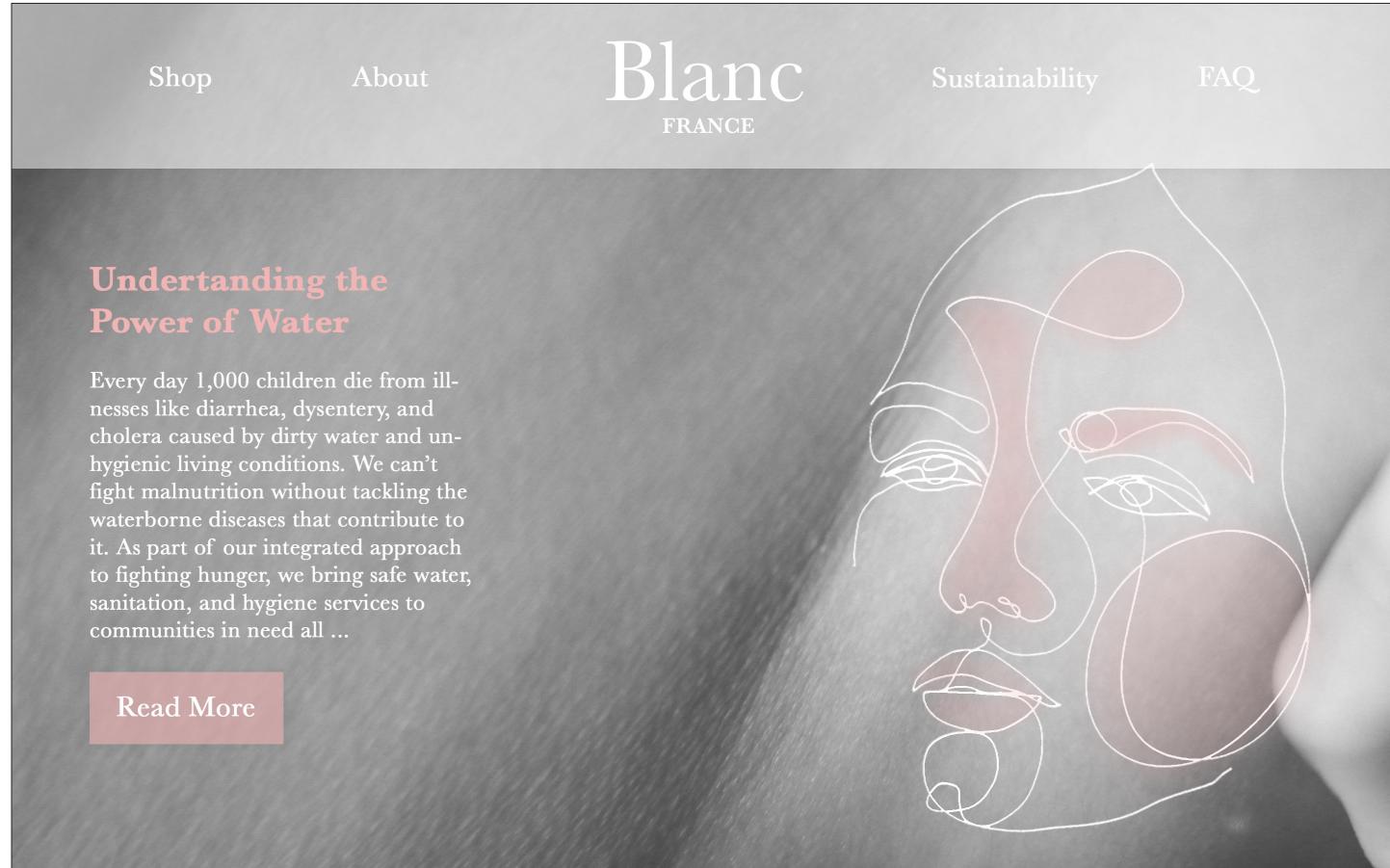
streetstyled, [_kikiriki](#), [flamcis](#) y 13 más siguen a este usuario

Meet Lash... Phone Wal... Top 5

Blanc FRANCE

rebalance skin

Homepage



Blanc
FRANCE

Shop **About** **Sustainability** **FAQ**

Understanding the Power of Water

Every day 1,000 children die from illnesses like diarrhea, dysentery, and cholera caused by dirty water and unhygienic living conditions. We can't fight malnutrition without tackling the waterborne diseases that contribute to it. As part of our integrated approach to fighting hunger, we bring safe water, sanitation, and hygiene services to communities in need all ...

[Read More](#)

Blanc
FRANCE

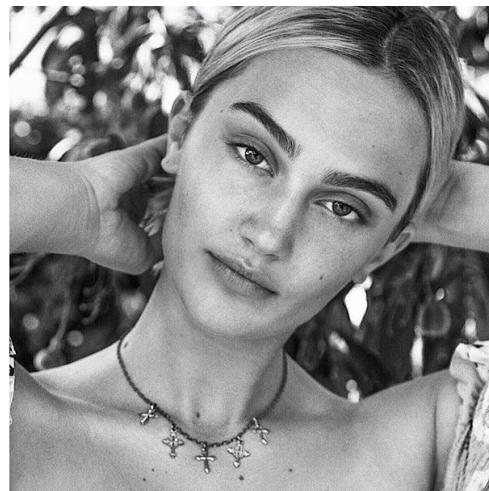
Shop **About** **Sustainability** **FAQ**



Cleansing Hand Gel
€ 7.11

Foot Cream
€ 8.70

Micellar Water
€ 6.40

Olivia Jade**Hilary****Kelsey Simone****Suede Brooks****Olivia Jade**

Youtube: 1.4m subscribers
Instagram: 906k followers

She is a millennial youtuber, based in LA, in the beauty, fashion, and life-style industry. She influences trends of the younger generation. She is the daughter of Lori Loughlin, an actress and model. She knows the balance between makeup and healthy skin.

Hilary

Youtube: 407k
Instagram: 260k

She is a beauty youtuber based in LA. She is also into natural beauty products.

Kelsey Simone

Youtube: 1.5m subscribers
Instagram: 761k followers

She is an extremely influential 18 year old youtuber based in New York. She has her own blog website.

Suede Brooks

Youtube: 318k subscribers
Instagram: 723k followers

She is a 17 year old model and youtuber based in LA.

Hana Lee**Ines Longevial****Jeanne Damas****Aimee Song****Hana Lee**

Youtube: 105k subscribers
Instagram: 49.5k followers

She is a Korean-American youtuber.

Ines Longevial

Instagram: 186k followers

She is a painter based in Paris. Her paintings fit with the aesthetic of Blanc and its packaging. She can be used to collaborate with Blanc in the near future.

Jeanne Damas

Instagram: 841k followers

She is the founder of rouje, a fashion label that embodies sophisticated french sensuality. Her perception of beauty is "natural." She can appeal to the French customers.

Aimee Song

Youtube: 260k subscribers
Instagram: 4.8m followers

She is in the Forbes 30 Under 30. She is a Korean-American youtuber and fashion blogger based in LA. She works well with the clean brand image of Blanc.



Blanc
FRANCE

rebalance skin



Blanc
FRANCE

rebalance skin



Blanc
FRANCE

rebalance skin



Blanc
FRANCE

rebalance skin

**Photographer:**

Photographer Bola Fashogbon has been commissioned to take photographs for the advertising campaign.

YouTube:

High usage for cosmetic videos.

Instagram:

High usage from Gen Z.

Water Fountains:

Water affects the skin.

Showers:

When people rinse off their skin.

Bl