**SSOT FINAL APPROVED COPY AND FAQS**

| **Text Colour Key:** | Black = final approved, external facing copy | Blue = background information (also marked not to be shared in header) | Purple = Additional information to help build FAQs & answer member questions |
| --- | --- | --- | --- |

| **Product Name:** | SUPERLUMINOUS™ SKIN GENIUS  Tinted Hyaluronic Complexion Brightener |
| --- | --- |
| **Launch Date:** | 11th October 2023 |
| **Project Lead:** | Becky Mercer |
| **Job Number:** | BP10084 |
| **Link to FAQs:** | <https://docs.google.com/document/d/1ehtm4yPALIEBON4rd_2xgBOzZqgDpFMrQ0dhLKdiQmI/edit> |

| **CONTEXT ONLY** **(NOT TO BE SHARED EXTERNALLY)** | | | |
| --- | --- | --- | --- |
| **Context/Product Positioning:** | **Context:** *why are we doing it? (I line e.g., gap; key market trend, new amazing formula)*   * Superluminous Undereye Genius is one of Beauty Pie’s hero products, across all categories. * Expanding franchises is a focus within Colour, so this was a great franchise to tap into for our customer to complete their luminous look. * Exited All-In-Wonder Illuminating Primer, which is very popular, so need to fill this light weight, tinted positioning. * Gap in assortment for skincare hybrid complexion product, with very low coverage. * Competitors offer more than one foundation formula, we want to ensure we offer complexion products for everyone. * Launching Superluminous Serum Concealer at the same time, to be used as a trio of products, including SLUEG.   ***Is it an NPD/ EPD(if EPD, why?)***  NPD  **Stock Code**  Core  **Key competitors (similar product reference, not the same product as Beauty Pie):**   * WESTMAN ATELIER Vital Skincare Complexion Drops, £62/$68, 30ml * HOURGLASS Illusion Hyaluronic Skin Tint, £55/$56, 30ml * KEVYN AUCOIN Stripped Nude Skin Tint, £36/$42, 30ml   **Marketing Positioning** (Remove those that aren’t applicable)**:**   * Platinum   **Beauty Pie Sub-cat/Franchise details/ Launching with (if applicable):**   * Expanding Superluminous franchise with skin tint. * Superluminous focuses on luminous, healthy looking, youthful skin with a very natural and light weight finish. * Launching with Superluminous Serum Concealer, to be worn together.   **How does it fit within the current line up?** (e.g., *new benefit, lighter weight, longer wear etc):*  Superluminous Skin Genius fills the gap of the very sheer coverage and luminous skin tint.  The product has user trial results to support its skincare hybrid positioning.  **What is it replacing (if applicable) or what is exiting to make room for it**  N/A  **If OOS or exit, is there another similar product that could be substituted?**  The closest product in terms of finish is Sheer Tint SPF20, however this has more coverage and it contains SPF.  The texture of Superluminous Skin Genius is more liquidy than Sheer Tint SPF20, so feels more light weight. | | |
| **PACKAGING**  (what does the product look like) | | | |
| **IMAGERY/PRODUCT SPEC/PACK TYPE:** | *Paste in image of primary packaging* | | |
| **CARTON** | Subtle pearl added to carton | | |
| **APPROVED PRODUCT PACK COPY, DIRECTIONS FOR USE & CLAIMS** | | | |
| **FRANCHISE NAME:** | **COPY IN PIPPA PROOF:**  Superluminous™ | | |
| **PRODUCT NAME:** (50 characters for name , 70 for descriptor) | **COPY IN PIPPA PROOF:**  SUPERLUMINOUS™ SKIN GENIUS  Tinted Hyaluronic Complexion Brightener | | |
| **DIRECTIONS FOR USE:** Component/  Carton | **COPY IN PIPPA PROOF:**  Dot lightly down the centre of your face, then blend outwards using your fingertips for a fresh and flawless finish.  To find your perfect, tailored-to-you foundation shade, book a free makeup consultation with one of our beauty experts here. | | |
| **KEY PRODUCT CALLOUTS:** | **COPY IN PIPPA PROOF:**   * HYALURONIC ACID - For healthy-looking, hydrated, dewy skin. * COLLAGEN AMINO ACIDS - Help to support and maintain a healthy skin barrier. * TRIPEPTIDE 5 - Visibly smooths and softens skin. * SHEER, BLURRING & PRIMING - Provides a perfect base for makeup. * LUMINOUS SKIN FINISH - Skin looks radiant and dewy. * NOURISHING TEXTURE - Perfects and hydrates in one. | | |
| **FILL WEIGHT:** | **COPY IN PIPPA PROOF:**  30ml/1.01 fl.oz | | |
| **SPECIFIC WARNING/**  **STORAGE ADVICE** | Warning: **COPY IN PIPPA PROOF:** N/A  Storage: **COPY IN PIPPA PROOF:** N/A | | |
| **Made in:**  **Standard Warning:** | Made in Japan distributed by Beauty Pie Ltd London  5th Floor, 1 Wells Street, London, W1T 3PQ   Warning: If irritation occurs, discontinue use. If product gets into your eyes, rinse well with cool water until irritation subsides.  Attention: Cessez l’emploi en cas d’irritation. En cas de contact avec les yeux rincer abondamment à l’eau froide jusqu’à ce que la sensation irritante disparaisse. | | |
| **ON PACK ICONS** **(DELETE ALL ICONS THAT AREN’T APPLICABLE)**  **Can only be used where material is shown to be recyclable in both markets and all US States and supported with documentation**  **Can only be used where material is shown to be partly recyclable in both markets and all US States and supported with documentation** | Contains Recycled Materials |  | **Please give details:**  50% PCR |
| FSC Logo |  | **Please give details:** |
| QR Code |  | **Please give details:** |
| Fully recyclable |  | **Please give details:** |
| Gluten Free |  | **Please give details:** |
| **WEB COPY - WIP** | | | |
| **Franchise/category header copy UK:**  **For reference only.** | **COPY IN PIPPA PROOF:**  Cover redness and disguise dark circles, breakouts and broken capillaries with these gorgeous advance-formula concealers and skin tone correctors. Infused with light-enhancing pigments to visibly enhance, blur and brighten the skin. Because why settle for flawless, when you can be Superluminous™? | | |
| **Franchise/category header copy US:**  **For reference only.** | **COPY IN PIPPA PROOF:**  Cover redness and disguise dark circles, breakouts and broken capillaries with these gorgeous advance-formula concealers and skin tone correctors. Infused with light-enhancing pigments to visibly enhance, blur and brighten the skin. Because why settle for flawless, when you can be Superluminous™? | | |
| **Elevator Pitch One-Liner** Above Product Description: (80 characters including spaces) | **COPY IN PIPPA PROOF:**  **Because your skin deserves genius.** | | |
| **Full Product Description**  (320 characters max): | **COPY IN PIPPA PROOF:**  It’s a sheer, radiance-boosting skin tint of genius. With a whole-system Hyaluronic Acid infusion plus Collagen Amino Acids and Peptides for serious skincare support. Unbelievably light and beautifully blurring, it leaves you with the most luminous skin finish. Apply over SPF as a super sheer, healthy skin tint. | | |
| **HIGHLIGHTS:** **KEY BENEFIT BY INGREDIENT**  **Hero ingredients & one-liner description for each:**  PDP / Web | **COPY IN PIPPA PROOF:**   * HYALURONIC ACID - For healthy-looking, hydrated, dewy skin. * COLLAGEN AMINO ACIDS - Help to support and maintain a healthy skin barrier. * TRIPEPTIDE 5 - Visibly smooths and softens skin. * SHEER, BLURRING & PRIMING - Provides a perfect base for makeup. * LUMINOUS SKIN FINISH - Skin looks radiant and dewy. * NOURISHING TEXTURE - Perfects and hydrates in one. * Mix with foundation for a dewier finish. | | |
| **FULL INGREDIENTS LIST:** | **COPY IN PIPPA PROOF:**  **Very Fair, Fair, Light, Light/Medium, Medium, Medium Deep:**  AQUA (WATER), DIPHENYLSILOXY PHENYL TRIMETHICONE, METHYL TRIMETHICONE, DIMETHICONE, TRIETHYLHEXANOIN, SYNTHETIC FLUORPHLOGOPITE, PENTYLENE GLYCOL, LAURYL PEG9 POLYDIMETHYLSILOXYETHYL DIMETHICONE, ISOTRIDECYL ISONONANOATE, NEOPENTYL GLYCOL DICAPRATE, BUTYLENE GLYCOL, DIMETHICONE/ VINYL DIMETHICONE CROSSPOLYMER, CETYL PEG/PPG10/1 DIMETHICONE, GLYCERIN, DISTEARDIMONIUM HECTORITE, TRIMETHYL SILOXYSILICATE, POLYGLYCERYL2 TRIISOSTEARATE, DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE/ HEXASTEARATE/HEXAROSINATE, DIGLYCERIN, MICA, DIPENTAERYTHRITYL TRIPOLYHYDROXYSTEARATE, MAGNESIUM SULFATE, PHENOXYETHANOL, SORBITAN SESQUIISOSTEARATE, SILICA, SODIUM HYALURONATE, HYDROLYZED HYALURONIC ACID, HYDROGEN DIMETHICONE, ALUMINUM HYDROXIDE, TOCOPHEROL, TRIETHOXYCAPRYLYLSILANE, PALMITOYL TRIPEPTIDE5, NICOTIANA BENTHAMIANA HEXAPEP TIDE40 SHPOLYPEPTIDE47. MAY CONTAIN (+/): CI 77891 (TITANIUM DIOXIDE), CI 77492 (IRON OXIDES), CI 77491 (IRON OXIDES), CI 77499 (IRON OXIDES)  **Deep:**  AQUA (WATER), DIPHENYLSILOXY PHENYL TRIMETHICONE, SYNTHETIC FLUORPH LOGOPITE, TRIETHYLHEXANOIN, DIMETHICONE, METHYL TRIMETHICONE, NEOPENTYL GLYCOL DICAPRATE, PENTYLENE GLYCOL, LAURYL PEG9 POLYDIMETHYLSILOXYETHYL DIMETHICONE, BUTYLENE GLYCOL, DIMETHICONE/VINYL DIMETHICONE CROSSPOLYMER, ISOTRIDECYL ISONONANOATE, CETYL PEG/PPG10/1 DIMETHICONE, GLYCERIN, POLYGLYCERYL2 TRIISOSTEARATE, DIGLYCERIN, TRIMETHYLSILOXY SILICATE, MICA, DISTEARDIMONIUM HECTORITE, MAGNESIUM SULFATE, PHENOXYETHANOL, SORBITAN SESQUIISOSTEARATE, DIPENTAERYTHRITYL TRIPOLYHYDROXYSTEARATE, SODIUM HYALURONATE, TRIETHOXYCAPRYLYLSILANE, HYDROLYZED HYALURONIC ACID, DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE/HEXASTEARATE/ HEXAROSINATE, SILICA, TOCOPHEROL, HYDROGEN DIMETHICONE, ALUMINUM HYDROXIDE, PALMITOYL TRIPEPTIDE5, NICOTIANA BENTHAMIANA HEXAPEPTIDE40 SHPOLYPEPTIDE47, CI 77891 (TITANIUM DIOXIDE), CI 77492 (IRON OXIDES),  CI 77491 (IRON OXIDES), CI 77499 (IRON OXIDES)  **Deep Dark:**  AQUA (WATER), DIPHENYLSILOXY PHENYL TRIMETHICONE, TRIETHYLHEXANOIN, DIMETHICONE, METHYL TRIMETHICONE, NEOPENTYL GLYCOL DICAPRATE, PENTYLENE GLYCOL, LAURYL PEG9 POLYDIMETHYLSILOXYETHYL DIMETHICONE, BUTYLENE GLYCOL, DIMETHICONE/VINYL DIMETHICONE CROSSPOLYMER, SYNTHETIC FLUORPHLOGOPITE, ISOTRIDECYL ISONONANOATE, CETYL PEG/PPG10/1 DIMETHICONE, GLYCERIN, POLYGLYCERYL2 TRIISOSTEARATE, DIGLYCERIN, TRIMETHYLSILOXYSILICATE, MICA, DISTEAR DIMONIUM HECTORITE, MAGNESIUM SULFATE, PHENOXYETHANOL, SORBITAN SESQUIISOSTEA RATE, DIPENTAERYTHRITYL TRIPOLYHYDROXYSTEA RATE, SODIUM HYALURONATE, TRIETHOXY CAPRYLYLSILANE, HYDROLYZED HYALURONIC ACID, DIPENTAERYTHRITYL HEXAHYDROXYSTEARATE/ HEXASTEARATE/HEXAROSINATE, SILICA, TOCOPHEROL, HYDROGEN DIMETHICONE, ALUMINUM HYDROXIDE, PALMITOYL TRIPEPTIDE5, NICOTIANA BENTHAMIANA HEXAPEPTIDE40 SHPOLYPEPTIDE47, CI 77891 (TITANIUM DIOXIDE), CI 77492 (IRON OXIDES), CI 77491 (IRON OXIDES), CI 77499 (IRON OXIDES) | | |
| **FORMULATED WITHOUT:** | **COPY IN PIPPA PROOF:**  Blacklist  Additionally: alcohol, talc, fragrance | | |
| **SUITABLE FOR:** | **COPY IN PIPPA PROOF:**  Suitable for all skin tones. | | |
| **Trial Results:**  *(*Must be 4, with up to 90 characters inc. spaces each)  **Delete if not applicable** | **COPY IN PIPPA PROOF:**  88% said their skin appeared hydrated directly after use  84% said their skin appeared radiant directly after use  81% said their skin appeared brighter directly after use  84% said their skin appeared more glowy directly after use | | |
| **Source of Trial Results:**  **Delete if not applicable** | **COPY IN PIPPA PROOF:**  External user trial based on 60 women aged between 25-65 who used the product for 4 consecutive weeks. | | |
| **Complete Your Routine:** (2 products) | **COPY IN PIPPA PROOF:**  Supercheek Cream Blush  One Powder Wonder Uberlescent Universal | | |
| **More From The Range:**  (2 products) | **COPY IN PIPPA PROOF:**  Superluminous Undereye Genius  Superluminous Serum Concealer | | |
| **PDP Icons**  **(DELETE ALL ICONS THAT AREN’T APPLICABLE)** | Fully recyclable |  | **Please give details:** |
|  | FSC Logo |  | **Please give details:** |
|  | **PLASTIC NEUTRAL?** |  | **Please give details:** |
|  | Vegan |  | **Please give details:** |
|  | Fragrance Free |  | **Please give details:** |
|  | Cruelty Free |  | **Please give details:** |
|  | Clean Beauty |  | **Please give details:** |
|  | Gluten Free |  | **Please give details:** |
|  | SLS Free |  | **Please give details:** |
|  | Talc Free |  | **Please give details:** |

## 

| **360 LAUNCH COPY/SOCIAL POSTS COPY** | |
| --- | --- |
| **PRESS RELEASE** |  |
| **SOCIAL TEASE POST** | **COPY IN PIPPA PROOF:** |
| **LAUNCH POST** | **COPY IN PIPPA PROOF:** |
| **EMAIL (subject line + header)** | **COPY IN PIPPA PROOF:** |
| **BANNER HEADLINE** | **COPY IN PIPPA PROOF:** |
| **TALKING POINT FOR INFLUENCERS** |  |
| **ON-ASSET VIDEO COPY** |  |

| **ADDITIONAL INFORMATION** (for reference) | |
| --- | --- |
| **DETAILED FACTUAL DESCRIPTION** *(physical description: colour, scent, finish, texture of formula, % naturality if applicable; pack and closure type e.g., glass, jar, metallic, pump, dropper etc)*   * Very fluid formula * Formula should not oxidise on the skin * No fragrance included * Formula contains very subtle pearl to give radiance   Pack   * ALWAYS shake before use to avoid formula separating * Pack includes shaker balls insider to help mix the bulk together * Lid twists off the tottle * Secure the tottle lid in place with a click | |
| **IF IT IS AN EPD HOW IS IT DIFFERENT FROM BEFORE:** (e.g., *higher level of actives; new and improved formula; larger size, now with a pump etc)*  N/A | |
| **ESG:** additionalpack recyclability, PCR content, sustainable or upcycled ingredients etc  50% PCR in tottle and cap  Both cap and tottle can be recycled as made from mono material  Carton can be recycled | |
| **ETHICAL TRANSPARENCY:**   * Suitable for all skin tones, from very fair to deep dark * Review Everyday Great Skin Foundation against shades   <https://docs.google.com/presentation/d/1vEZmOnbf_ELf-gPYOFzvyeB1NjGqGtzCuVZtfRhzKgw/edit#slide=id.p> | |
| **CHECKLIST:**  Fragrance Free?  **YES**/NO  Vegan?  **YES**/NO  Can this be used with:  Retinol? **YES**/NO  Vit C?  **YES**/NO  Plantastic Micropeeling Superdrops? **YES**/NO  Glycolic Acid?  **YES**/NO  Oil Free? YES/**NO**  Formulated without Nuts? **YES**/NO  Formulated without Gluten?  **YES**/NO  Alcohol Free?  **YES**/NO | |
| **WHAT TO AVOID USING IT WITH?**  N/A | |
| **APPLICATION TIPS:**   * Apply to moisturised skin for the most smooth and even application. * You can use your fingers or a brush for application, it’s personal preference. * To get the most coverage out of this skin tint, you can press the foundation onto the skin with the Foundation Buffing Brush in a tapping motion, and then lightly blend the edges. * It is recommended to set this product in certain areas with a translucent powder to increase the wear of the makeup, e.g. t-zone or around the nose. * Make sure to blend the product down the neck for a flawless finish. * Customers can choose a slightly deeper shade to warm up their complexion and still look natural.   *e.g., layering or setting techniques and tips* | |
| **OTHER INFORMATION AND LINKS:**   * *ADD LINKS TO MODEL SWATCHES* | |