

September Product Watch: Eco-Friendly Beauty, At-Home Hair Care, Hyper-Targeted Skin Care

SEPTEMBER 07, 2021

Dr. Sobel 9% Lip-Peptide Soothing Mask

Waitlist worthy: A botanical based reparative mask designed to combat skin irritation associated with environmental factors, dermatological treatments and mask wearing redness and chafing.

Marketing plan: The launch will be supported with ecomm on QVC.com and DrSobelSkinRx.com that delves into the scientific technology and spotlights the natural ingredients: lipo-peptide herbal blend, licorice, magnolia bark extract, fennel, hops and ginger root extract. GIFs and attention-grabbing social posts will be sent out, with emphasis on the ingredients and key messaging on strengthening the skin barrier. There will also influencer seeding to clean beauty enthusiasts with samples and messaging.

Availability: September 1 at DrSobelSkinRx.com and QVC.com

Price: \$47



CEW.org
UVM: 10,918

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