

Social media and engaging website create “buzz” and build a user community

Lumify’s digital presence has been a key component of its success, with **online video, use of social media, consumer engagement and a strong brand website** all integral to the promotional mix.

The brand website is home to **online tutorials, FAQs and professional recommendations** from eye doctors.

A section about the Science of Lumify explains what makes brimonidine unique, including how it “selectively targets redness, which leads to a lower risk of the side effects associated with other redness relievers when used as directed”. Another section showcases the “buzz” surrounding the brand (at launch), with links to positive articles in magazines and online, such as the brand’s inclusion in Popsugar’s “20 Hands-Down Hottest New Beauty Products of June” (2018).

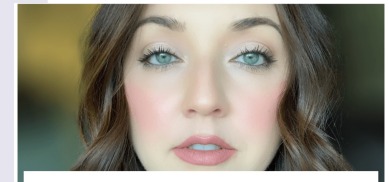
Celebrity make-up artist and Lumify brand ambassador Vincent Oquendo explains in an online video why he always carries Lumify in his make-up kit, allowing him to help his clients look their best.



LOOK UP AND APPLY
Tip: The corner of your eye may be the most comfortable.



WATCH IT WORK!
Starts working in 1 minute. Lasts up to 8 hours.



LUMIFY LOVER OF THE MONTH
Meet Shannon Deao

Shannon Deao is a professional makeup artist who has worked in television, commercial, film, print and celebrity press events for over 15 years.

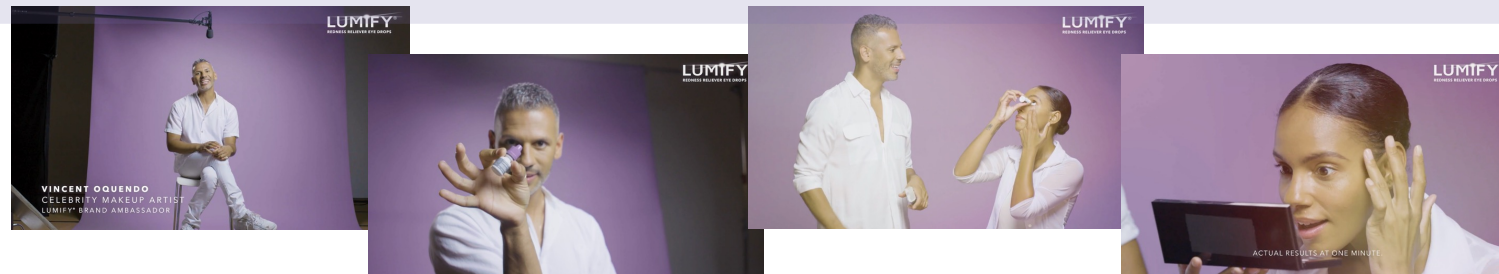
Hi! My name is Shannon Deao and I am a professional makeup artist. I work in many different capacities of makeup artistry with a focus on television, film, commercial and press events within the entertainment industry. I attended college in California, where my major was film production with an emphasis on cinematography. I discovered my love and talent for makeup artistry while working on student films and chose to focus on building a career out of it. I had learned 12 years and I am so happy I made that choice! I've spent over a decade enjoying a variety of jobs ranging from working shows, celebrity press parties, large scale commercials, various shows on popular streaming networks and much more!

#LumifyLovers



USE AS DIRECTED.

These images were submitted as part of a contest. All of these participants received LUMIFY free of charge.



Celebrity stylists and magazines can't stop talking about us.

Allure even said it "could be a real game-changer." Because even with all the eye creams, mascara, eye liner, and eye shadow, the experts know: if your eyes are red, you won't look your best.

SEE THE BUZZ

WATCH THE VIDEO

A section titled “We’re All Over Social Media...” offers a **gallery of users showing off their Lumify eyes** (via the **#LumifyChallenge or #LumifyDrops hashtags on Instagram**). Users are encouraged to sign up to the Lumify Lovers community, which gives access to tips, events and a chance to win exclusive gifts.

The **hashtag #LumifyLovers is for influencers / celebrities** (who generally received the brand free of charge) to submit images of their eyes, with submissions featuring on the website and social media. Each month the spotlight is cast on a ‘Lumify Lover of the Month’, profiling celebrities from the make-up or entertainment industry, who answer questions about their self-care routine and what they love about Lumify.

Immunity and anti-stress / sleep products were a key focus during the Covid-19 pandemic. NPD targeting these areas in 2021 included launches of Immunity + Electrolytes soluble powder sticks (electrolytes, vitamins C & D, zinc), Extra Strength Elderberry gummies (elderberry, vitamins C & D, zinc) and Olly Hello Happy Gummy Worms (vitamin D, saffron extract; for an upbeat mood).

Other key launches here in 2021 were Muscle Recovery Sleep gummies (melatonin, tart cherry, vitamin D; to support a healthy sleep cycle and relieve sore muscles to help consumers wake up feeling refreshed) and Kids Chillax gummies (magnesium, l-theanine, lemon balm; to calm kids' minds & bodies while helping them to maintain focus).



2022 saw the launch of **Fast Dissolves** tablets, comprising Sleep (melatonin 3mg, lemon balm extract 16mg), Extra Strength Sleep (melatonin 5mg, lemon balm extract 16mg), Relaxing Sleep (melatonin 3mg, l-theanine 50mg) and Immunity Sleep (melatonin 3mg, vitamin C 45mg) options, which require no water or chewing for ease of use at nighttime.

Early 2023 saw launch of **Plant Powered capsule sub-range**, infused with adaptogens to help “find your balance”, comprising: Chill (ashwagandha, rhodiola, Schisandra; for healthy stress response and an upbeat mood); Focus (American ginseng, gotu kola & lemon balm), to support concentration and mental clarity); Rest (valerian root, passionflower, chamomile; to support relaxation and a good night’s sleep).

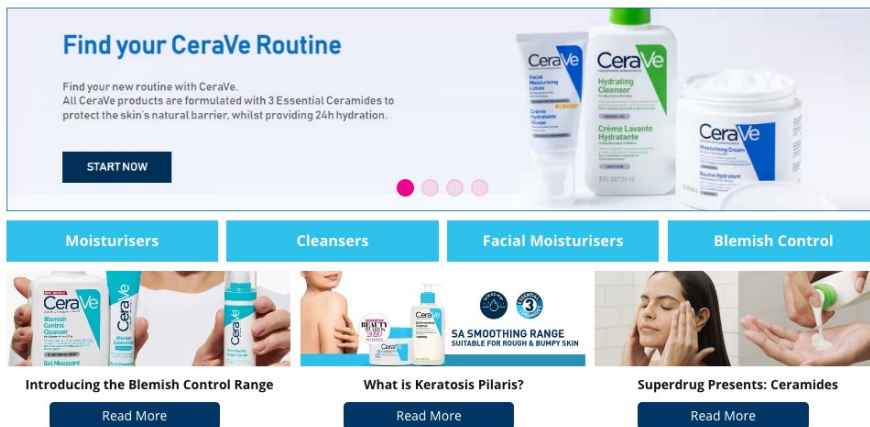
Use of diverse local e-commerce channels aids international presence

CeraVe has a strong online retail presence; local brand website in USA provides links to major retailers selling each presentation (*see right*) and it has an established storefront on Amazon. E-commerce is a key aspect of L'Oréal's business, with reported 9% topline growth in 2022, bringing the online channel's share of overall company revenues to 28%.

While the UK website does not link directly to retailers, CeraVe is available online via the websites of key pharmacy chains such as Superdrug. However, despite branded promotional materials featuring on e-commerce outlets (*see below*), products are comparatively low ranked by search algorithms compared to store brands and other established products when searching by symptoms such as acne or eczema.

CeraVe Acne Control Cleanser - 8 oz

7 Online Retailers Available



Since 2020 L'Oréal has operated an online store for its brands in Canada, L'Oréal Beauty Outlet; consumers can purchase products directly from the marketer, supplementing its established distribution through existing outlets including Sephora.

In China, CeraVe is sold via Tmall, where the brand has its own storefront (*see above*), while elsewhere in Asia it is sold via a range of local e-commerce outlets (e.g. HKTMall in Hong Kong) with direct links from brand page to online stores.