

# Harmful Chemicals in Make-Up & Skincare



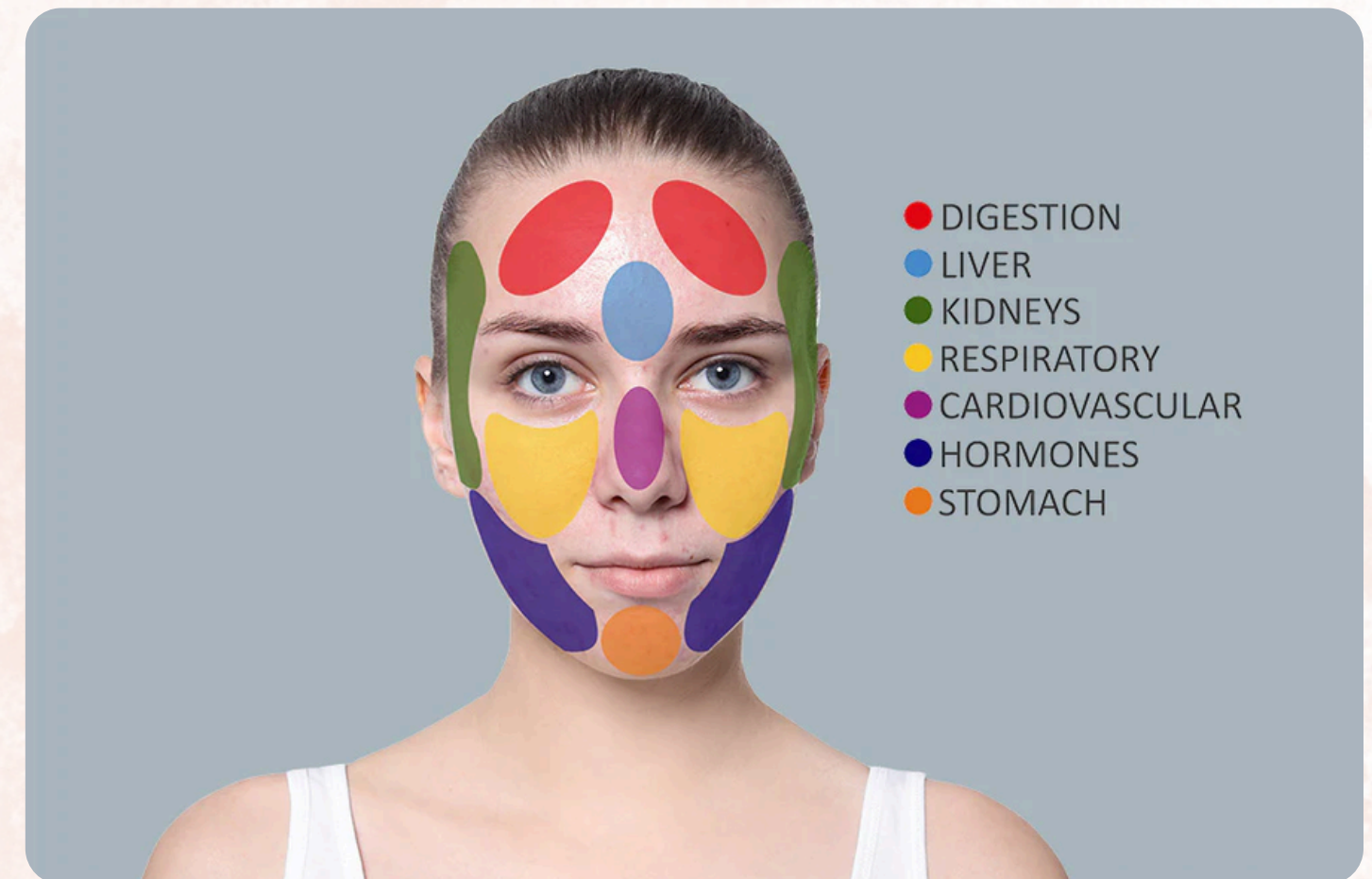


# Purpose

✓ **Raise Awareness**

✓ **Educate**

✓ **Engage & Empower**





Background - Why do people purchase these products?





# Harmful chemicals in skincare and makeup

## ✓ Sulfates:

- Can cause allergic reactions, skin irritation and dermatitis (skin inflammation)
- Makes skin more acne prone and disrupts the skin barrier

## ✓ Fragrance:

- Fragrance is a toxic chemical in makeup products such as the Dior Forever Skin Glows foundation.
- it can cause allergic reactions on the skin since it is associated with health effects dermatitis (skin inflammation).





# Good Ingredients Found in cosmetic products

✓ **Ceramides:**

✓ **Centella:**





# So what is our campaign?

Our campaign Includes:

- An official Instagram page
- Educational posts, Interactive content
- A theme of GRWM posts that creates our own image
- And other recommendations





A woman with dark hair pulled back is shown in profile, applying a white cream to her cheek with her fingers. Her eyes are closed, and she has a serene expression. The background is a soft, light-colored gradient with abstract shapes. On the left, there is a grid of small dots. On the right, there are larger, rounded shapes in shades of orange and yellow.

# Target Audience

- 16 - 24 Years Old
- Specifically aimed towards Women.





Target  
Audience-  
why?



# Channel

We plan to create an Instagram page to effectively explain the purpose and impact that chemicals in cosmetic products can have on our skin.



## **Educational Posts:**

- Infographics: Simple, colorful infographics explaining common harmful chemicals found in makeup and skincare products (e.g., parabens, phthalates, sulfates, formaldehyde).
- Create posts that explain the science behind harmful chemicals and their effects on the skin
- Include before-and-after images to visually demonstrate the effects of harmful chemicals and the benefits of “Clean Beauty”.



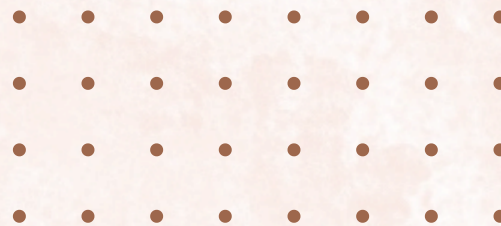


# Channel



## Interactive Content

- Quizzes
- Q&A Sessions







skincare

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2,739 posts

223K followers

507 following

skincare

#SayNoToChemicals

Beauty Quizz -

Followed by NSW Health



Skincare Quiz



Makeup



Q&A



Ingredients

POSTS

REELS

TAGGED



SAY NO  
TO  
CHEMICALS

AVOID THESE  
CHEMICALS IN  
MAKEUP



# Tuesday News Day!

Tuesday News Day is an official day, where we'll post our own GRWM. These videos are some we all love to watch. It is easy to post and on these, we will show a GRWM that shows popular products and the harmful chemicals found in them. Instead, we will show ingredients that are beneficial to look for in products with recommendations. We believe this will be effective as it can set a trend that opposes the norm, is easy to post and engages viewers as it is visually appealing and easy to understand.





# Sample Posts

## 1. Real-Life Story:

- **Caption:** "Meet Sarah, who struggled with skin irritation for years before switching to clean beauty products. Swipe to see her journey! #CleanBeautyJourney #SayNoToHarmfulChemicals"





# Resolution

## Diet

- ✓ • Taking care of our gut health by limiting processed foods and consuming more natural ingredients, can improve our health both inside and out. An example is from myself, a food that I eat at home is a dish made with Centella, which helps your skin barrier retain moisture and reduces redness and inflammation.

## Cost

- ✓ • By prioritising our health, the need for multiple different cosmetic products declines. This saves money as many cosmetic products are extremely costly.

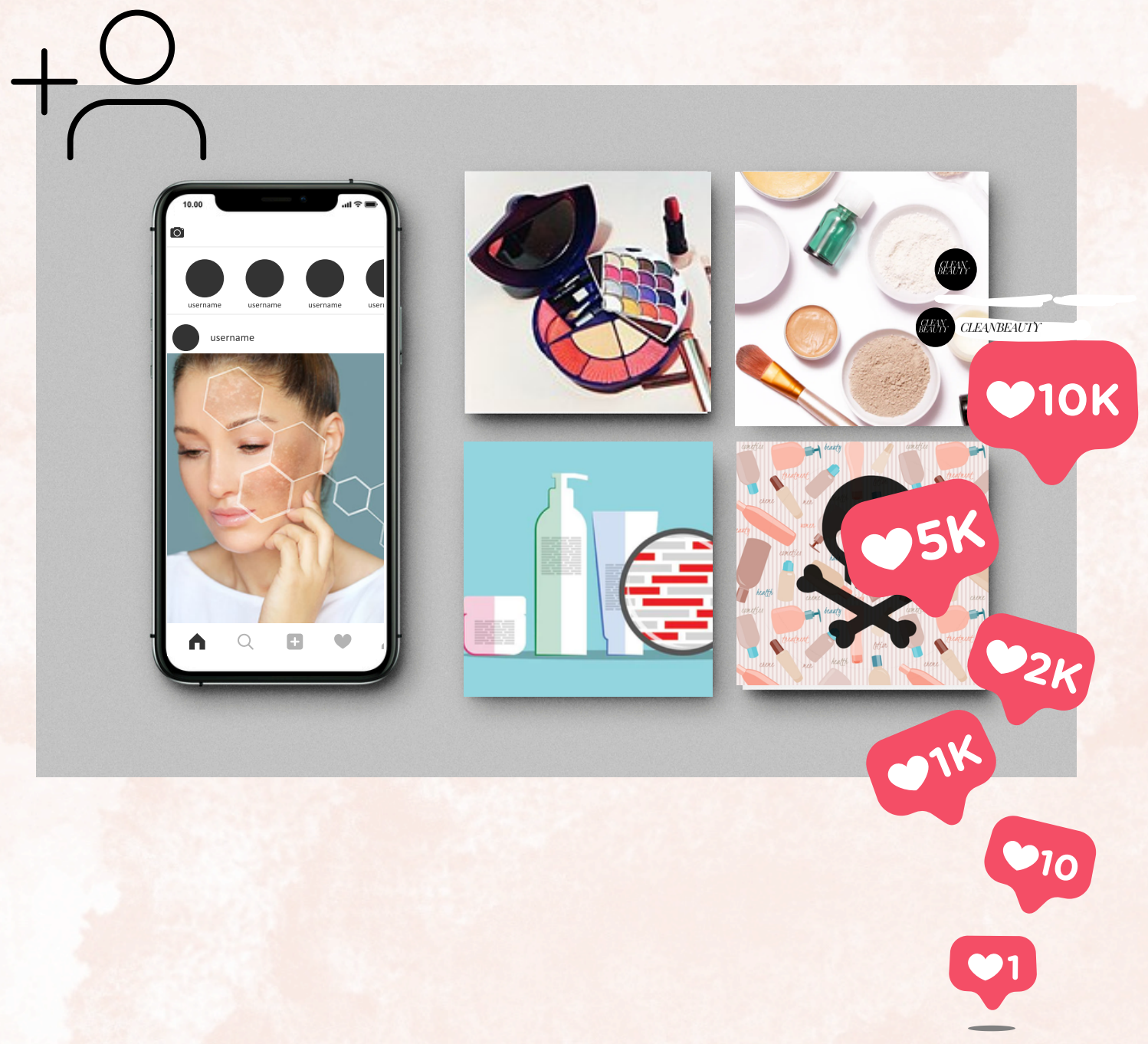
## Environment

- ✓ • Did you know pillowcase absorb the skincare your using? Instead we can use silk pillowcases as, according to Sleep Foundation, "Silk absorbs less moisture than other popular bedding materials like cotton. This allows the skin to retain its moisture."





# Reflection







# Thank you!

“Glow from within, to shine all throughout, fixing your diet is what’ll help you out.”

