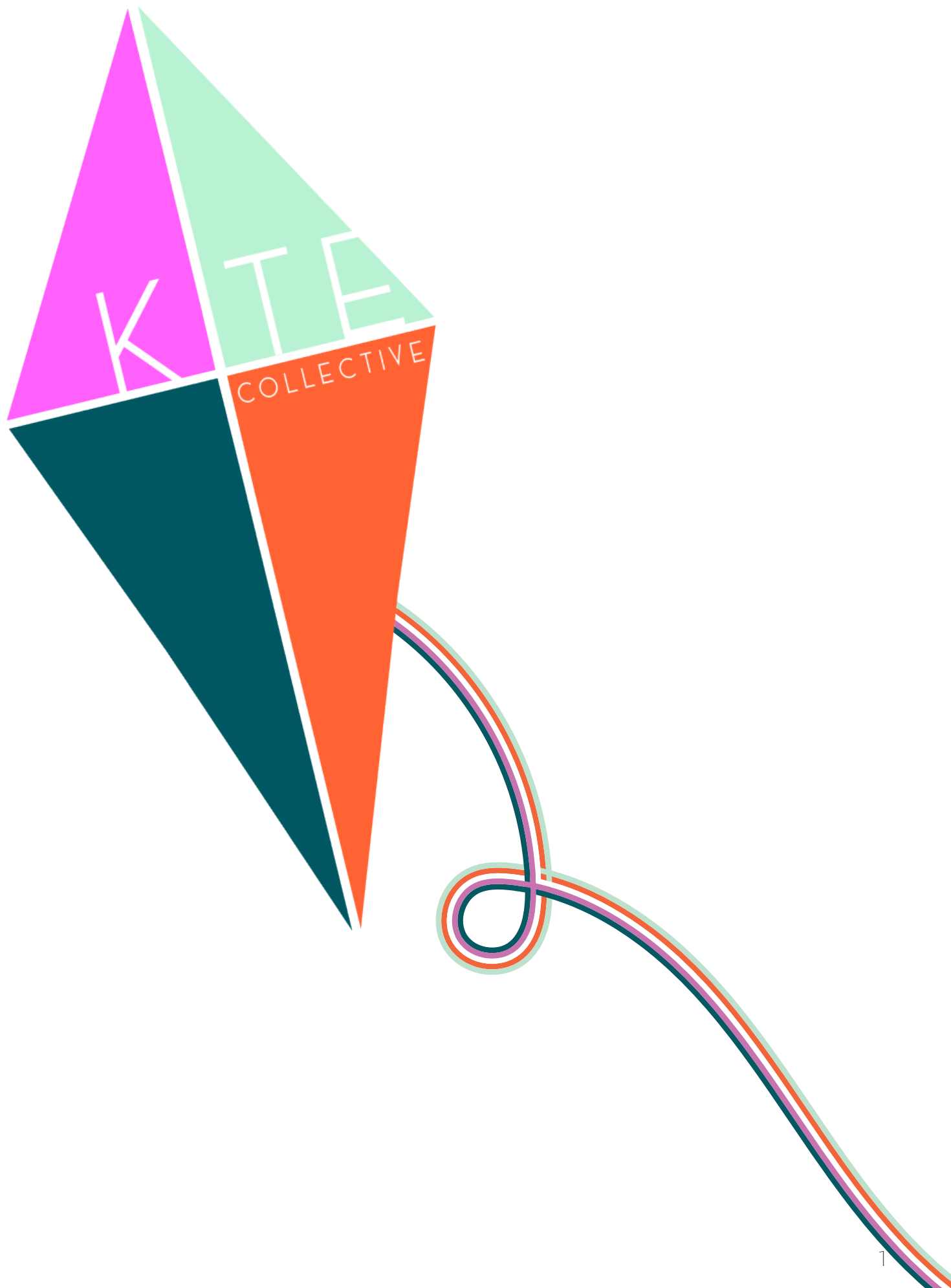


A STRATEGIC ADVERTISING AND PUBLIC RELATIONS PLAN FOR

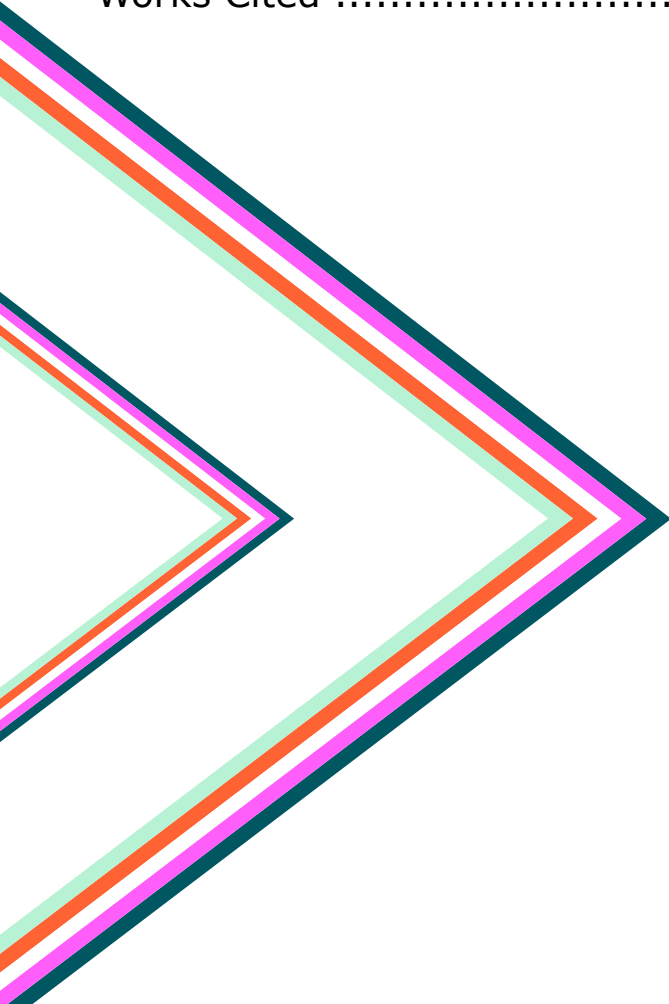


CREATED BY THE  
KITE COLLECTIVE



# Table of Contents

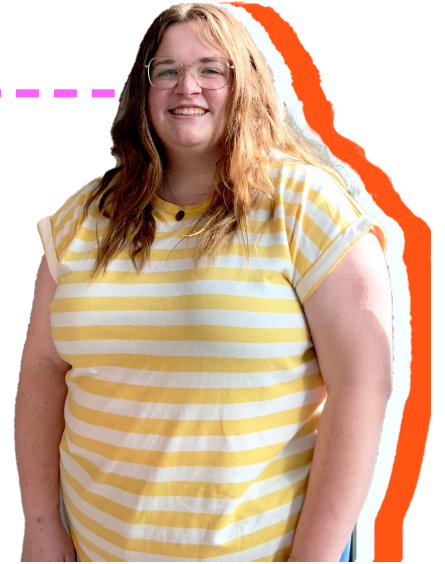
- Letter from the Account Executive .....3
- Meet the Team .....4
- Situation Analysis .....5
- Target Publics .....13
- Key Messages .....19
- Objectives + Strategies .....26
- Tactics .....33
- Evaluation Methods .....35
- Budget .....38
- Timeline .....40
- Creative Content .....42
- For the Future .....55
- Appendix .....58
- Works Cited .....65



At the Kite Collective - we're always soaring to new heights.  
Meet the team that's the wind beneath our wings.



Aileen Acosta  
Secretary



Allyn Benkowich  
Account Executive



Savanna Bous  
Designer



Olivia Carew  
Book Editor



Juan Louis  
Presentation  
Coordinator



Sydney Valenta  
Media Planner



# EXECUTIVE LETTER

Dear Drake,

I am very thankful for the opportunity to work with you and my team at the Kite Collective on such a meaningful and exciting project. After you introduced Svens in August last year, I didn't realize how fond I would become of promoting healthier skincare habits and lifestyles.

Your story is inspiring. We are fortunate to be a part of your journey. Our hope is that our efforts will help Svens soar even higher. My team took steps to educate ourselves on the risks of sun exposure and chemicals on skin and in the oceans. I am proud to share with you the content that we developed that will hopefully shape Svens to reflect this identity.

Since the founding in 2019, Svens has always occupied a unique space with such a great opportunity to educate its consumers and convert them to skincare fanatics and eco-conscious shoppers. We at the Kite Collective dream of nothing shy of these goals.

I am extremely proud of the content my team has created for this campaign. They have compiled resources and materials to shape the brand now and in the future. This team is dynamic, with an eye for detail and the big picture. My hope for this campaign is that Svens brings you as much lasting pride and joy as it has brought me to see our campaign come together over the course of the last few months.

I am thrilled at the experience of being able to work with you and this fantastic group of talented individuals. Thank you for entrusting us with such a special project.

Sincerely,



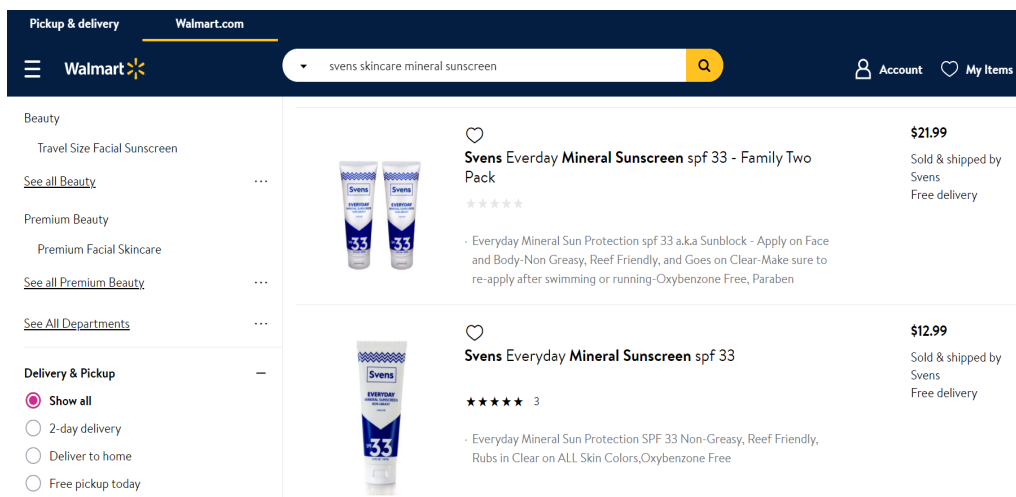
Allyn Benkowich  
Account Executive, The Kite Collective



# SITUATION ANALYSIS

# History + Leadership

Svens Skincare is a Chicago-based skincare company that was founded in 2019 by Drake Blessum. Drake was inspired to create a skincare company and product after second-hand experiences with skin cancer and scares of the same. The first product is an Everyday Mineral Sunscreen, which sells for \$12.99 each. It is also sold in two packs, which cost \$22.99, and three packs, which are \$31.99. Svens is primarily purchased via Amazon and directly from the company website. In combination with the previous sales methods, Svens is now available from the Walmart website, as well as one other grocery retailer.



Through these channels, Svens has sold over 900 tubes of sunscreen since hitting the market. In the years since Svens was founded, they have gained momentum in their goals and specificity. Svens' strength is that their product is consistent with the attributes and goals outlined by the founder, Drake Blessum. Svens is eco-friendly and unscented, which appeals to a variety of different customers. However, some potential weaknesses of the brand are the lack of recognition and a waterproof formula. Additionally, Svens does not have the strong online presence that is necessary in 2021.

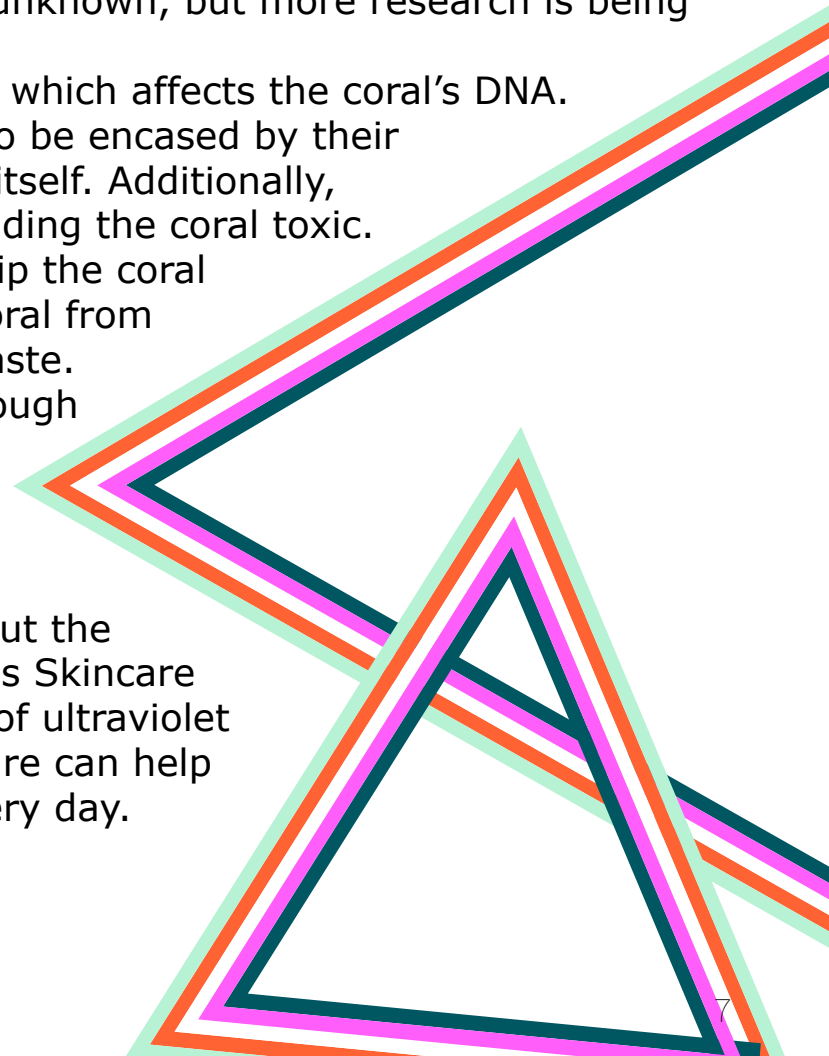
# Structure + SWOT Analysis

With an emphasis on natural ingredients, Svens wants to inspire people to make small changes to positively impact their future - like wearing mineral-based sunscreen regularly. Mineral sunscreen benefits the health of the consumer and the environment because they don't contain compounds like oxybenzone.

Chemical sunscreens often contain oxybenzone. The Food and Drug Administration, a federal government agency, published the results of their study on chemical sunscreen ingredients in January of 2020. This study showcased there was 180% more oxybenzone absorbed into the blood stream after a single use than previously thought by the FDA. This number continued to rise the more consistently the sunscreen was worn. Studies have exhibited that oxybenzone can affect breast growth and development, sperm function, and cause birth defects. The effects of increased oxybenzone absorption are relatively unknown, but more research is being done.

Oxybenzone is also a genotoxin, which affects the coral's DNA. This causes the coral's offspring to be encased by their own bone structure, therefore killing itself. Additionally, oxybenzone makes the water surrounding the coral toxic. This disrupts the symbiotic relationship the coral has with algae, which prevents the coral from receiving oxygen and removing its waste. Without the algae, the coral goes through a process called bleaching. This results in the coral losing all color and becoming more disease prone.

Mineral sunscreens have all the benefits of chemical sunscreen, without the environmental or health affects. Svens Skincare Mineral Sunscreen blocks both types of ultraviolet radiation the sun emits. Svens Skincare can help people feel protected and healthy every day.



# Challenges

The biggest public relations challenge currently facing the Svens brand is a severe lack of education when it comes to mineral sunscreen. From a shared survey created by Drake University's Fall 2020 Capstone Research class, results were found that enforce this claim. The results showed over half of the respondents did not know what kind of sunscreen they use. Fifty-six percent of respondents said they were "not at all familiar" with mineral sunscreen products and only 13% were "very" or "extremely" familiar with mineral sunscreen. Since 74% of survey takers did not know there are any differences between chemical and mineral sunscreens, it can be assumed there is a lack of education among consumers purchasing sunscreen products. Although some customers may be using mineral sunscreen, the survey results showed that they might not know the benefits and could be simply using mineral sunscreen by chance rather than on purpose.

Along with a lack of education on mineral sunscreen products, the survey also showed only half of the respondents are concerned with skin damage. Even though half responded saying they are concerned with skin damage, most respondents still answered that they always wear sunscreen when doing water activities or when outside in the summer, but never wear sunscreen in the winter. Since Svens has a goal to be an everyday sunscreen for its consumers, this lack of education causes a huge challenge when trying to reach their goals.

# Risks + Opportunities

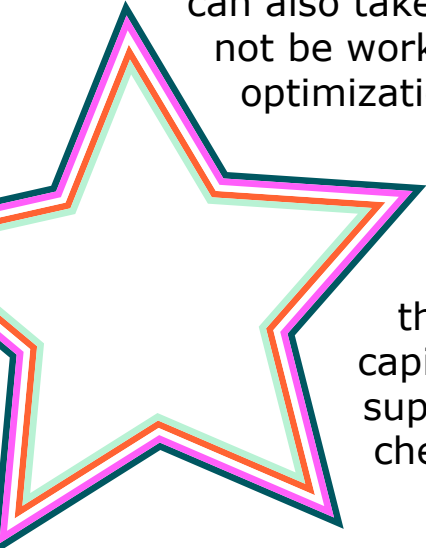
Svens is challenged with brand recognition and taking up a portion of the market share. This is understandable, as Svens is a new company. Mineral sunscreen is also a relatively new product within the sunscreen industry. By the very nature of the product, a key risk is the cost and ability to gain notoriety in this regard. Svens may also face challenges relating to the environment. It is sold as an eco-friendly product, and while there is data and facts to support this as a desirable characteristic, eco-friendly products can sometimes underperform in other categories. Because of their eco-friendly attributes, Svens might fall short in other areas of product benefits that their target market might desire. They risk letting down consumers by not meeting every expectation. Svens is at a place where research can be done for these issues and they will be addressed in the upcoming campaign.



The largest challenge that presents itself in the wake of our research is that skincare is a difficult market to gain notoriety in. It is particularly difficult to hit the top ranks in search engine optimization and internet marketing. Svens is new to this, which also makes it quite difficult to earn brand loyalty among consumers who are already loyal to other brands.



It is because of these challenges that Svens has an opportunity to control their brand completely. The skincare industry is a booming and growing market, which allows Svens to take their brand to the next level. For the upcoming campaign, Svens can launch their new Everyday Face Lotion, in a way that's consistent with their goals for the future. Svens can also take this as an opportunity to change or improve what might not be working for them. This could range from search engine optimization, design, or some other brand identity facet. As for concerns about the product and its characteristics, Svens can use that as an opportunity to prove itself as a unique sunscreen brand. Svens is a daily sunscreen with an SPF of 33. differentiates it from other major brands that boast high SPF values and sport features. Svens can capitalize on this by marketing to users of other sunscreens to supplement their intermittent usage of sport, waterproof and chemical sunscreens.



# PR + Advertising Efforts to Date

Svens Skincare's social media presence has been characterized by informal language and a customer-first approach. This extends from the website URL to their Instagram posts, which primarily focus on their environmental impact and benefits. They have moved to take advantage of this approach by partnering with smaller influencers who can reach the appropriate audience. Though they may not have the biggest social media following, they have been featured in GQ Magazine as the "Best affordable face sunscreen", as well as having a four and a half star rating on Amazon.



Style Grooming Recommends Culture

More ▾ Newsletter [Subscribe](#)

## The Best Affordable Face Sunscreen



### Svens mineral sunscreen SPF 33

Svens's mineral sunscreen checks all the boxes: It's light, not greasy—it won't suffocate your pores or cause excess sweating. It's gentle enough to use every day—maybe if your preferred moisturizer isn't available with SPF. And the price is gentle enough that it's not out of the question to cover your entire body with it.

Amazon **\$13**

[Buy Now](#)

Svens has also developed relationships with independent small businesses in Wisconsin and Illinois to have their product displayed. Additional success has been found by partnering with subscription boxes services. Although the audience is small, it has grown exponentially since the start of the brand.

# Key Findings

The primary research conducted by the Advertising and Public Relations Capstone at Drake University found a collection of useful information. Seventy-six percent of individuals surveyed through the research said that they primarily buy sunscreen from large retailers. Currently, Svens is only available through online purchase at two large retailers, which are Walmart.com and Amazon. This is an area Svens can improve to better serve sunscreen users. It was found that a majority of individuals who use sunscreen only use it when they are planning to do an activity outside, primarily in the summer months. Additionally, some of the research indicated the majority of people purchase sunscreen once a year in the Midwest. This could impact where and when Svens decided to sell their sunscreen. One team's research showed that 66.3% of the 249 individuals surveyed preferred to pay \$12 or less for sunscreen. To overcome the challenge of price, Svens might consider offering a smaller bottle in order to lower the cost for the consumer.

A unique finding in the research was that Svens Skincare was found to enhance the color of tattoos while also protecting them from discoloring from sunlight. There is a large segment of the population that have tattoos and need to care for them. This could potentially be a large identifier for consumers to associate with Svens' brand. Thus, increasing their brand recognition and customer base.



# TARGET PUBLICS

# Target Public 1 - Millennial Moms

Svens Skincare aims to make sunscreen a part of everyday life without making any sacrifice to oneself or the environment. Moms and families who with a commitment to leading a healthy lifestyle for them and their children provide a stellar customer base for Svens. Since these individuals are concerned about the health and wellness of their families, we believe they'd take precautions for the wellbeing of their skin and their children's skin. Forbes reports that moms control 85% of household purchases, thus making her the primary consumer for the majority of household goods. Additionally, moms have \$2.4 trillion in spending power within the United States.

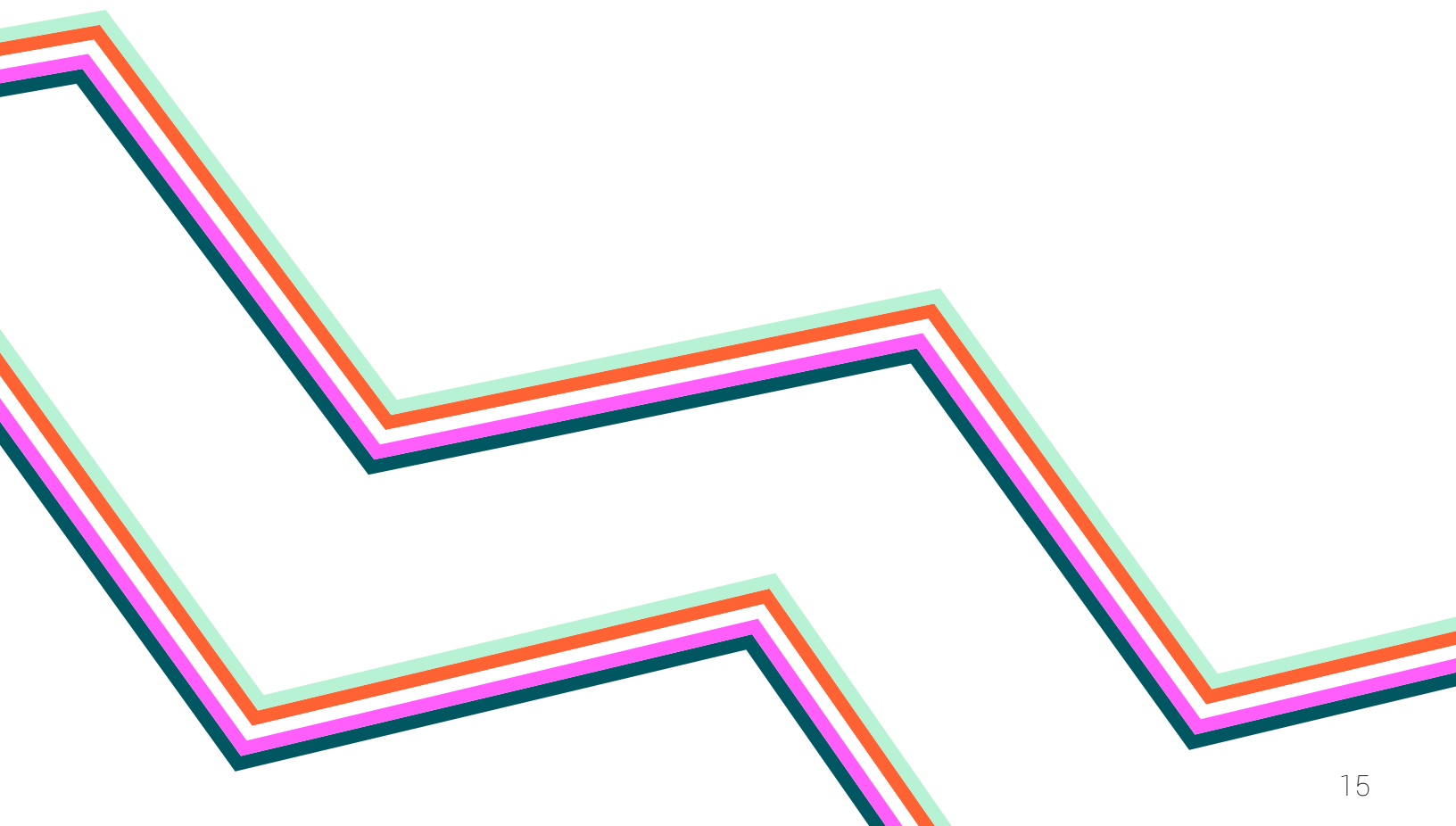


One of the premiere target audiences for Svens Skincare Mineral Sunscreen is millennial moms. These women range from 24 – 35 years old and make up 83% of new mothers reported from a study held by BabyCenter. According to Simmons GFK MRI, this woman is most likely married with kids from approximately 1 year old to eleven years old. She most likely lives in county size A, which is

an urban location in the West region of the United States. As a family they most likely own their home, which has a value of approximately \$200,000+. This woman has graduated college and has a propensity to be employed in professional or management jobs with a household income of \$75,000+. Additionally, this woman is predominantly white.

This mom stays connected. She averages 8.3 hours consuming media per day through smartphones, tablets and streaming services. A Weber Shandwick study found that millennial moms spend an average of 17.4 hours a week on social media sites with Facebook being the most popular. Millennial moms are highly interactive. They behave differently than Generation X moms. Forbes reports an average of 46% of millennial moms trust the advice and recommendations from other mothers compared to 39% of Generation X mothers. 74% of millennial moms report being asked to give advice to their friends on a wide array of topics. According to Simmons GFK MRI, this woman is likely to see outdoor advertising placements like billboards and banners.

The Organic Trade Association reports that 52% of all organic food purchases are made by millennials. It was also stated that 40% of millennials purchase organic food as an eco-conscious habit because of their commitment to the environment. This shows that millennial moms are more likely to take interest in a mineral based sunscreen due to the health and environmental impacts from the product.





# Target Public 2 - Retailers

In order for Svens Daily Mineral Sunscreen to make it into the hands of consumers, it has to be purchased somewhere. Svens is already available on large retail websites such as Walmart and Amazon. Through smaller retailers that align themselves with the same mission, Svens Skincare has the opportunity to reach more potential consumers.

The first retailers that Svens Skincare will be targeting with this campaign are the online retailers. These are plentiful, and oftentimes have messages and missions that are focused on eco-friendly products, ethical products and health and beauty products. Svens can also target both online and brick and mortar retailers. Seasonality can also impact where Svens is sold. For example, Aldi stores often cycle through "Aldi Finds," which are temporary products that consumers may seek at certain times throughout the year.



A store with an eco-friendly mission is one that will have a focus on the ingredients of the products sold within it. Recent trends show that consumers prefer eco-friendly products and business models. According to a survey conducted by IBM and the National Retail Federation, about 70% of consumers agree that sustainability and "green" brands are important. This applies to the businesses selling as well. Because Svens offers an environmentally friendly line of products that can mesh well with these business models.

Health and beauty stores are also an excellent example of markets that fit the Svens brand. Especially in the rise in popularity with skincare and beauty products, consumers are often seeking the next new thing. Young buyers, particularly millennials and Generation Z, search for smaller beauty brands and products. Because of the nature of small brands, they are often sold large-scale through other businesses. Since its creation in 2019, Svens is still a small health and beauty brand. The Wall Street Journal reported that small businesses are now beginning to make up a larger portion of the market share. This industry has been booming in recent years, making the entrance of smaller brands even more noteworthy. The combination of small brands and environmentally conscious markets make Svens an excellent choice for these consumers. Thus, a prime target public will be the retailers of these very products.





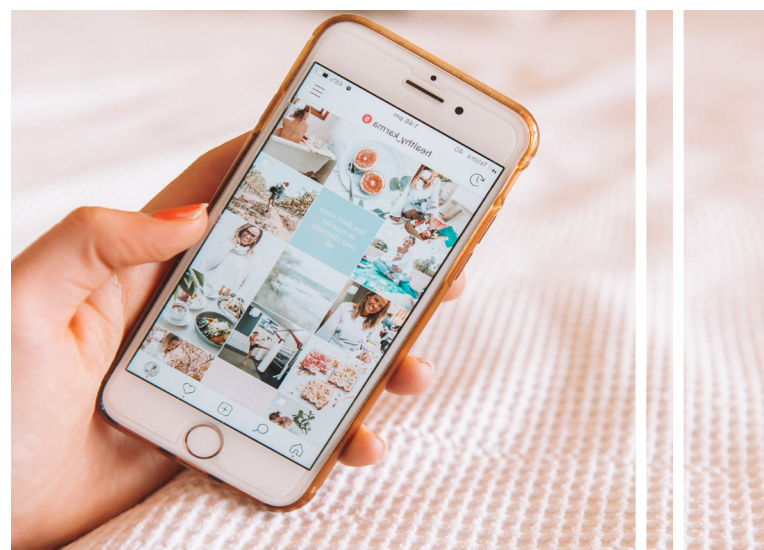
# Target Public 3 - Micro Influencers

As the trend of influencers has dominated in the beauty and subsequently the skincare industry, consumers have begun to turn to them as a way of receiving recommendations and discovering new products. Skincare influencers have become increasingly popular recently, with the largest accounts boasting millions of followers. A large portion of these followers are millennials. Forbes says that influencers are taking over

beauty marketing, by gaining cult-like followings and that consumers actually listen to them. Consumers put more trust in the micro-influencers than in corporate advertising. Brands such as Svens can't compete with the billion dollar companies which makes micro-influencers the perfect choice to partner with.



According to Fashionista, micro-influencers are seen as more authentic and have more direct engagement with their audience compared to large influencers. This adds to the brand experience of Svens, who focuses on being warm and friendly. It also allows for Svens to partner with micro-influencers who focus on environmentally conscious products, to make sure that the audience that is being reached is the most beneficial.

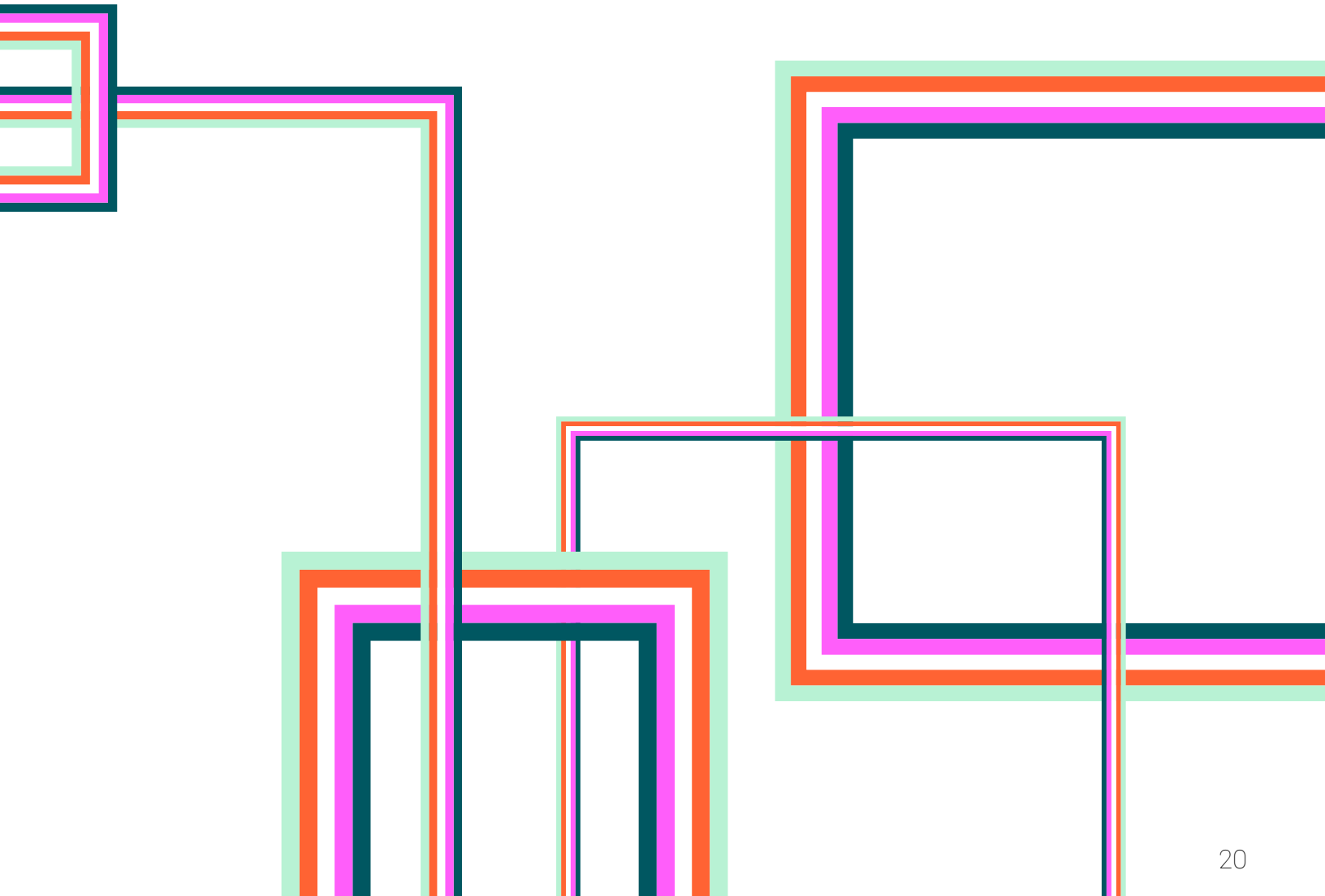




# KEY MESSAGES

# Key Message 1

“Using a mineral sunscreen over a chemical sunscreen is better for both your skin and the environment”



Compared to the sixteen active ingredients found in most commercial sunscreens, mineral sunscreens only contain two main ingredients: zinc oxide and titanium dioxide. The two ingredients that make up mineral sunscreens like Svens are the only two in chemical sunscreens recognized as safe and effective by the FDA for UV protection.

Due to fewer unnatural ingredients, mineral sunscreens are also proven to cause less skin irritation than chemical sunscreens. Skincare products enter the bloodstream through pores on one's skin. This makes mineral sunscreens a great choice for consumers with sensitive skin and those who put extra thought into the skincare products they choose to purchase.

In addition to entering one's body through application to the skin, toxins from sunscreens end up in water sources such as lakes, rivers and oceans. This can happen through directly entering the water, but also through sewer systems such as showering. By choosing to make the switch from chemical sunscreens that contain chemicals that are unnatural to the environment, consumers using mineral sunscreens can help ensure the safety of the major water sources and all that they encompass. Billions of dollars in economic services are threatened by the contamination of coral reefs by toxins found in chemical sunscreens. In a study conducted by the Drake University Public Relations 2021 Spring Capstone class, results showed that over 60% of respondents said they would definitely pay more for an environmentally friendly product. Additionally, 96% of respondents said that it is at least somewhat important to them that they are using environmentally friendly products.





## Key Message 2

“Svens is an affordable option of mineral sunscreen”





**Svens Family Pack - 3x of  
3.4oz  
\$31.99**



**Svens Mineral Sunscreen -  
Two Pack  
\$23.99**

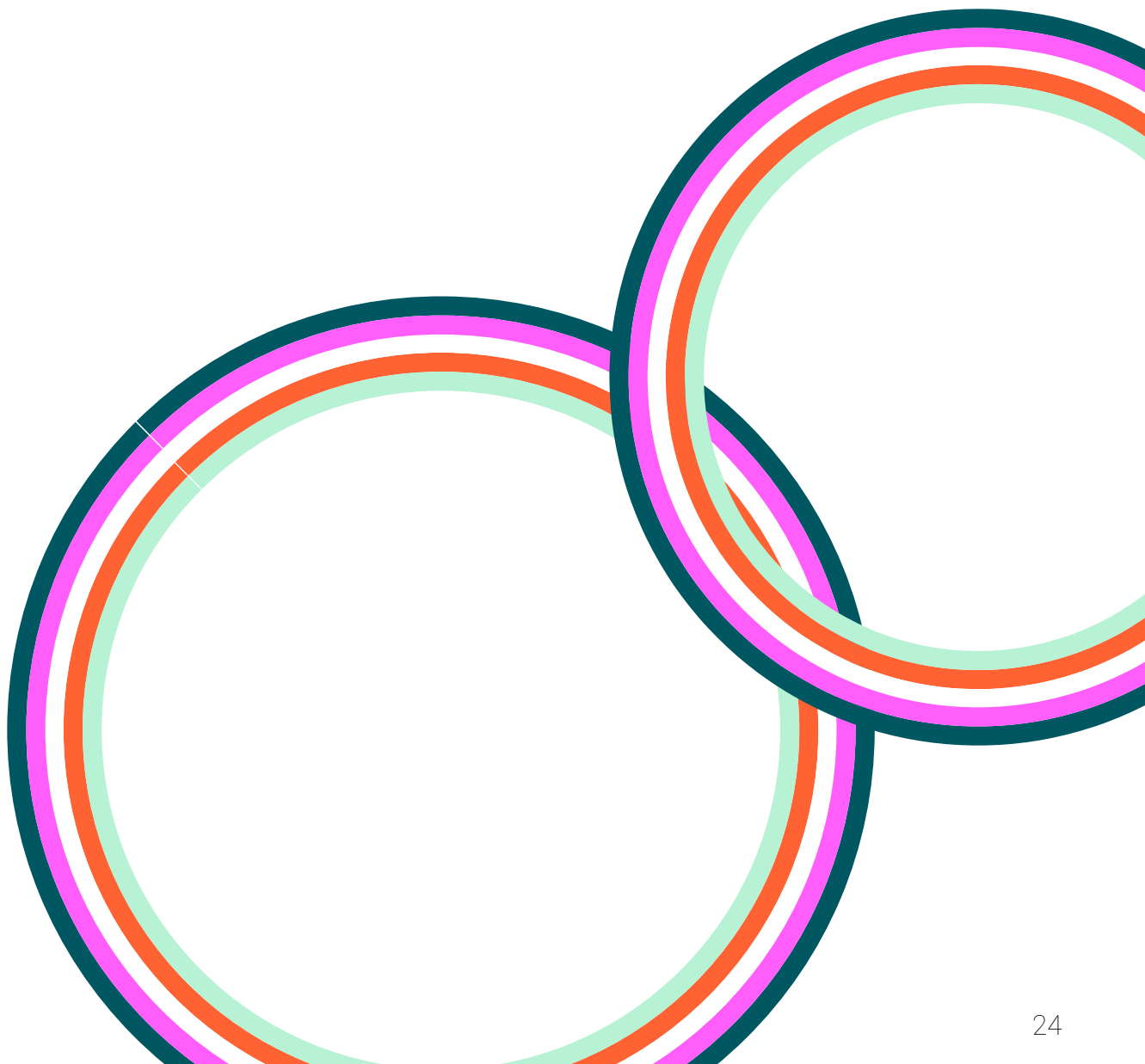


**Svens Mineral Sunscreen  
spf 33  
\$12.99**

One of the key messages that Svens sends to their target publics is that Svens is an affordable option of mineral sunscreen. Svens can be found at Amazon and Walmart. These retailers are often attributed for their affordability and accessibility. Potential customers can go through these websites and purchase Svens. When compared to other mineral sunscreens, Svens price point is economical. Svens sunscreen sells for \$12.99 each. There are also two packs, which cost \$22.99, and three packs, which are \$31.99. This allows customers to buy in bulk depending on their usage or to save money. Svens Skincare brands themselves as "a new kind of sunscreen that doesn't compromise on quality or choice." This speaks to the commitment of affordability without lacking the quality that consumers are searching for when purchasing skincare products.

## Key Message 3

“Wearing Svens Skincare Mineral Sunscreen daily helps protect your skin”



The third key message that Svens Skincare sends to their target publics is that wearing Svens Mineral Sunscreen daily helps protect your skin. Sunscreen is important to apply to the skin daily since sunscreen helps protect skin from the sun. By using mineral sunscreen, customers are able to block the harmful UVA and UVB rays with natural ingredients rather than chemical ingredients. This, eliminating the possibility of absorbing compounds like oxybenzone into the bloodstream. Chemical sunscreen protection can be harmful not only to a person's well being, but also the environment.



Svens mineral sunscreen uses titanium dioxide and zinc oxide which has been recognized to be the safest minerals for using sunscreen. Mineral sunscreen continues to be recommended by sunscreen experts since Svens provides the greatest quality at an affordable price.



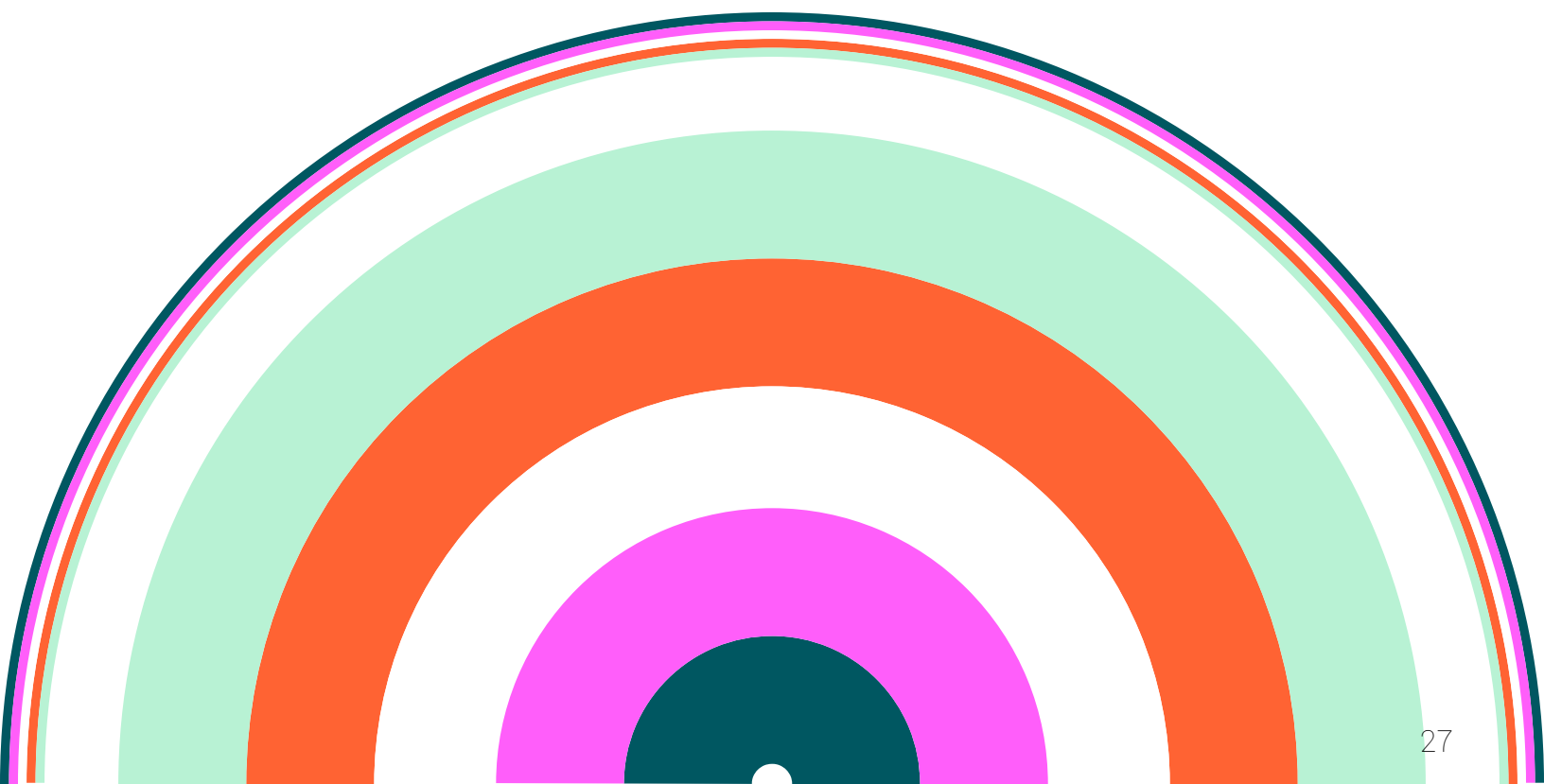


# STRATEGIES + OBJECTIVES



# Objective 1

“Educate Mothers and Families on the Health and Skin Benefits of Svens Mineral Sunscreen by 20% more during the of Summer 2021.”





Skin cancer is one of the most common cancers, especially in the U.S. 1 out of 5 U.S. citizens develop skin cancer by the age of 70. More than 9,500 people are diagnosed with skin cancer every day and more than two people die of the disease every hour. Persons having 5 or more sunburns double their risk for melanoma. 5.4 million cases of melanoma skin cancer were treated in over 3.3 million people in the U.S. There are more people diagnosed with skin cancer each year in the U.S. than all other cancers combined. Drake Blessum, the founder of Svens Skincare, created Svens Skincare when he had personal experiences with skin cancer. His goal is for Svens to become one's daily sunscreen used for everyday life in all four seasons. By using Svens, consumers can reduce skin damage, minimize chances of skin cancer and protect the environment. Svens blocks the harmful UVA and UVB rays through the use of natural ingredients. The above information can be shared with consumers as the educational component of this campaign.

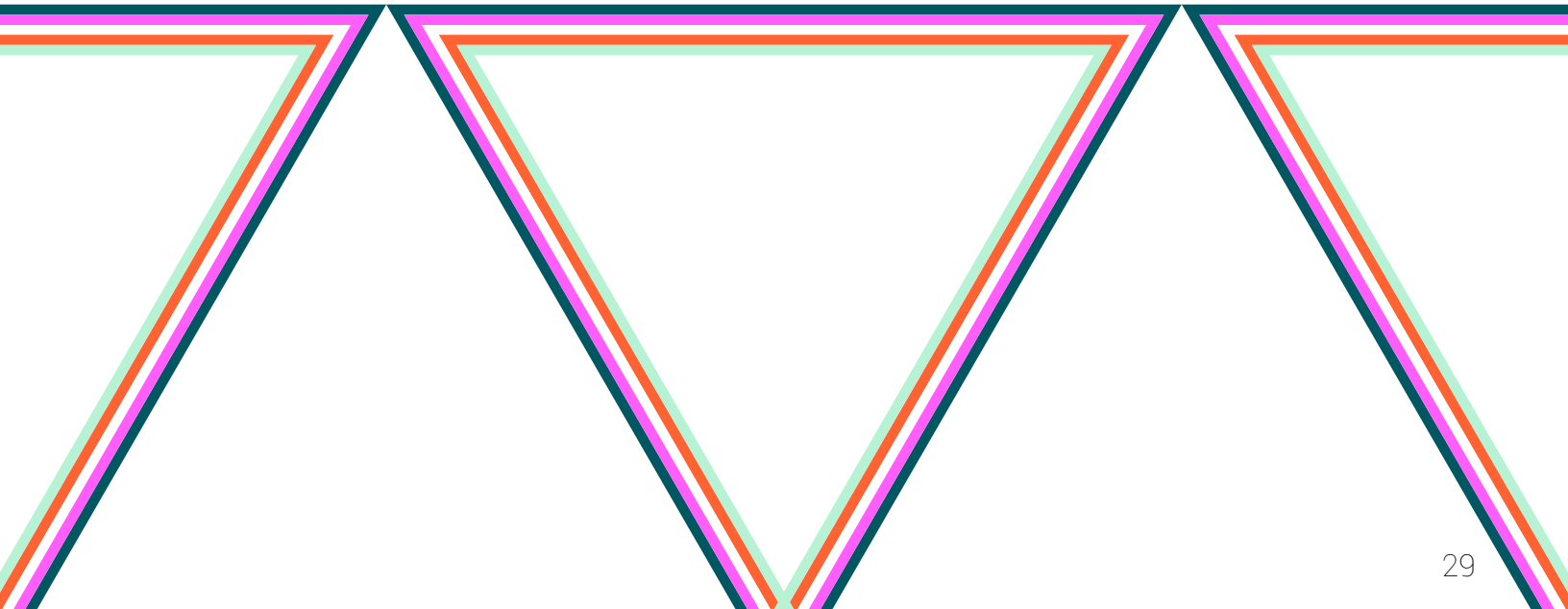
#### Strategy:

- We will do educational talks, conferences, and meetings to discuss the pros and cons of mineral sunscreen.
- We will give presentations about the benefits of using our products to businesses and organizations listed in the appendix.



## Objective 2

“Educate 25% of Millennial Skincare Fanatics and Micro-influencers in the Chicago area about the Eco-friendly Characteristics of Svens Mineral Sunscreen Through 2021.”



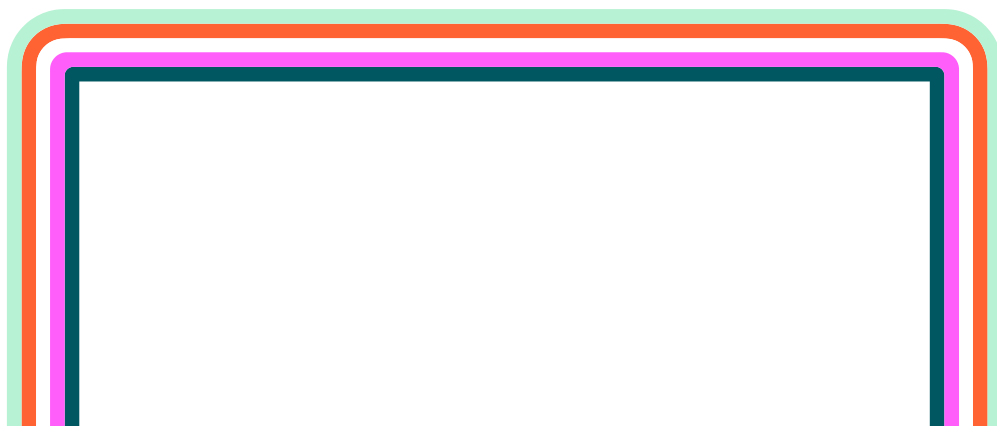
As the skincare market continues to grow, consumers are becoming environmentally aware of their products. Sunscreen is one of the most important skincare products to ensure that skin is healthy. Therefore, sunscreen should be used by everyone everyday (Skin Care Foundation). Throughout the years, the sunscreen market continues to grow along with the awareness of which sunscreen is the most effective for the skin and the environment. As Svens enters the growing market with its natural products, it is important to educate consumers on the importance of mineral sunscreen over chemical



sunscreen. Mineral sunscreen uses titanium dioxide and zinc oxide to block the harmful UVA and UVB rays; on the contrary, chemical sunscreen contains chemicals such as octisalate, octocrylene, and oxybenzone to block the rays and are not safe for the skin (The Science of Sunscreen). Additionally, chemical sunscreens that contain chemicals such as oxybenzone affect the environment. Chemical sunscreens may not stay on the skin, leaving chemical residue in the waterways causing damage to marine life. These damages include impairing growth, vision, fertility and sometimes killing marine life. Therefore, mineral sunscreens, such as Svens, ensure safety for the skin and the environment by providing natural and gentle ingredients.

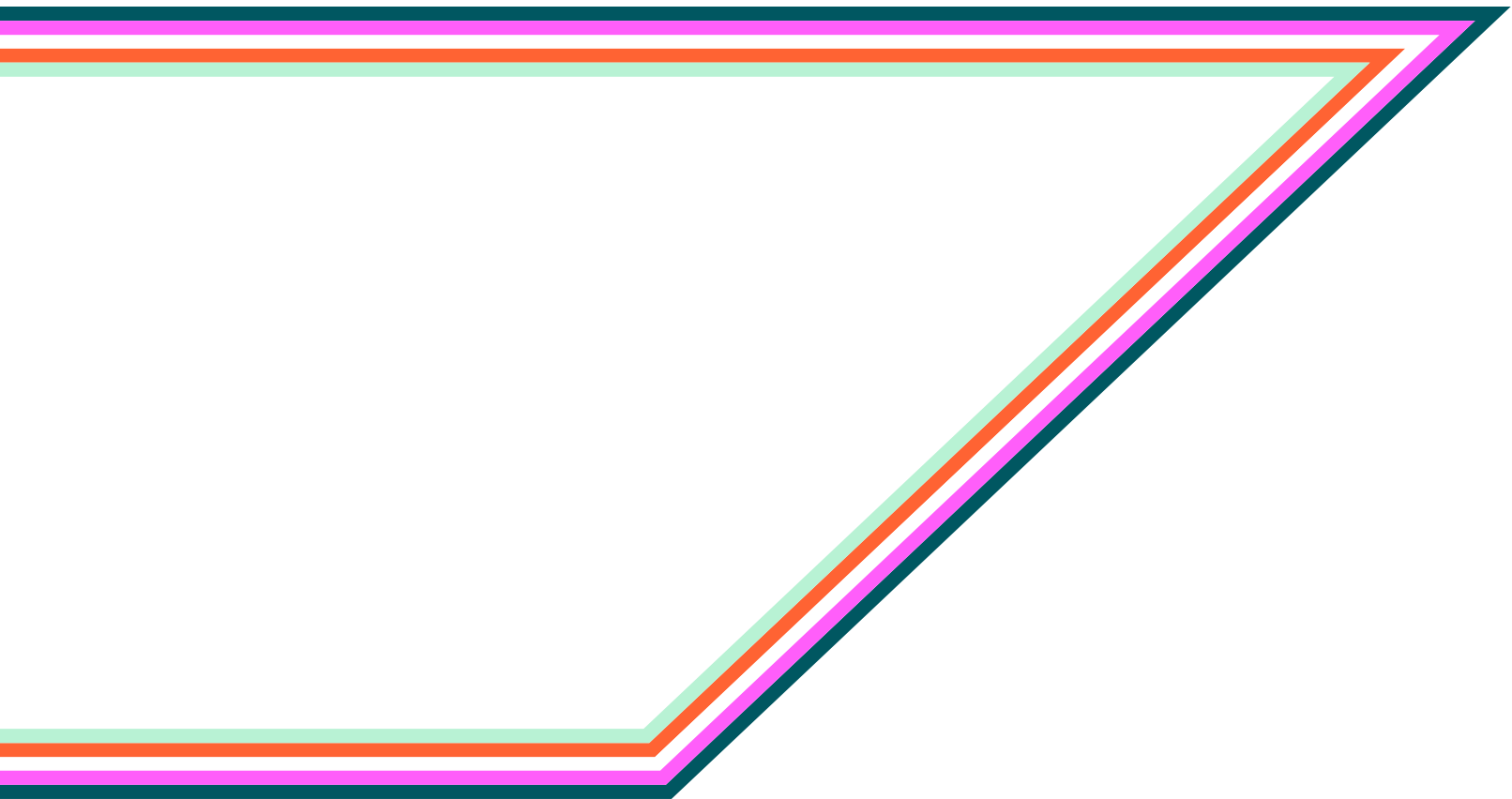
#### Strategy:

- Svens will continue to educate consumers on the importance of mineral sunscreen over chemical sunscreen through digital and traditional collateral materials.



## Objective 3

“Make Svens available in 20% more stores with missions that align with Svens goals, beginning with small stores in the Midwest by March 2022.”



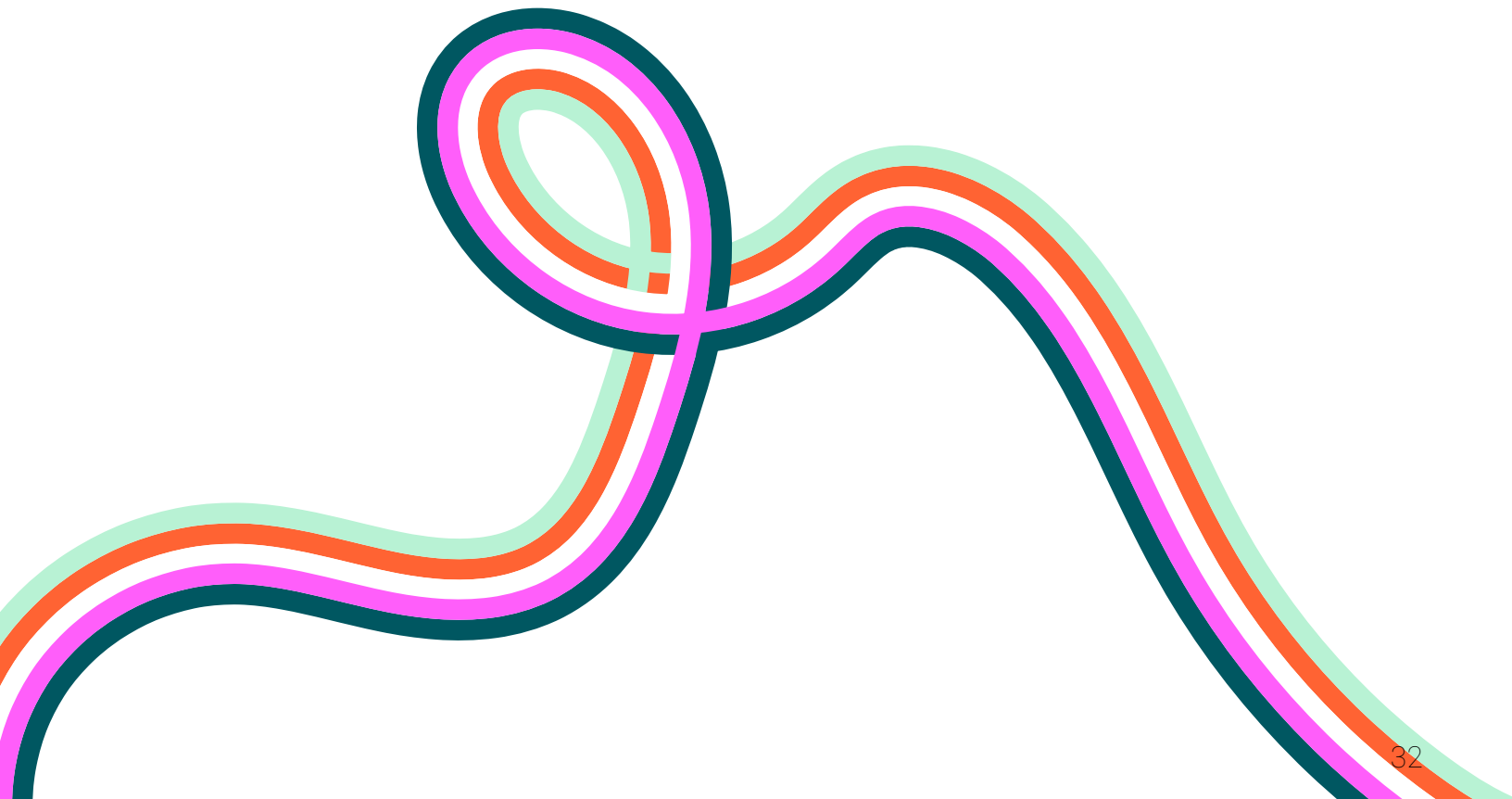


To generate more sales and revenue for the company, a good avenue to pursue is selling the product, Svens Everyday Mineral Sunscreen, in more stores than it is currently available. The stores that Svens should target for this action are not limited to one specific chain. But rather, Svens must reach out to many small grocery chains and stores, beauty supply stores, indie

retailers, health markets and ethical/eco-friendly retailers. Svens should also work to make the product available in brick and mortar stores as well as online sellers. Because of the boom in popularity of small and indie beauty products, finding brands that are similar in nature will be essential for this move. Additionally, Svens must seek brands whose mission and structure aligns and suits the model of Svens Skincare.

#### Strategy:

- Svens will connect with business owners and managers in the Midwest to educate them and build a relationship.

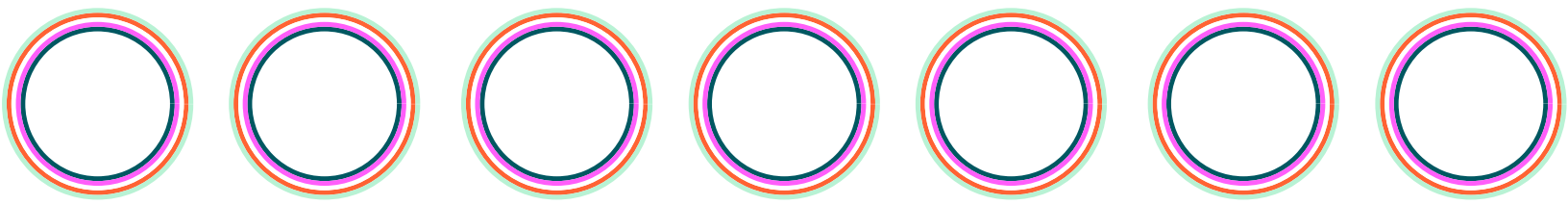






# TACTICS





### Education of Mothers and Families

- Encourage mineral sunscreen use backed up by research.
- Create a cohesive social media campaign about mineral sunscreen.
- Educate consumers through outreach about skin cancer and its dangers to consumers and the environment.
- Utilize Instagram to educate mothers about mineral sunscreen use through social media posts on Instagram.
- Do at least one live presentation about mineral sunscreen use a month focusing on the Midwest during the summer.
- Partner with Midwestern dermatologists to discuss the pros and cons of sunscreen use through Instagram.

### Education for Skincare Fanatics

- Create an Instagram campaign focusing on skincare knowledgeable consumers in the Chicago area about mineral sunscreen.
- Partner with three micro-influencers to promote Svens education campaign on their accounts monthly.
- Develop online materials such as brochures and infographics for Svens to post about mineral sunscreen.

### Increase Website Traffic

- Create a cohesive brand identity that reflects the qualities and characteristics of the products to promote Svens as a brand.
- Provide more information about Svens on the website to provide as an information resource for the consumers.
- Optimize the website using SEO and social media promotion.

### In Stores

- Contact Midwestern businesses to send out promotional materials about both Svens and mineral sunscreen.
- Optimize the Amazon listing to promote Svens on an online retailer.
- Provide links on the Svens Skincare website to show consumers where the sunscreen is currently available.



# EVALUATION METHODS

## Consumer Skin Health Education

- Survey target demographics before and after Svens presentations and pitches, compare results. Look for an increase in understanding.

## Consumer Environmental Education

- Survey target demographics before and after Svens presentations and pitches, compare results. Look for an increase in understanding.

## Svens Skincare in Retailers and In-store Promotion

- Contact one business and one organization each month to build relationships.
- Measure the increase in sales related to the amount of stores that begin selling Svens. An increase of 20% sales and store availability is the goal.

## Social Media

- Set and work to meet regular goals for followers, partners, and fans. Update the website blog at least once monthly and post on Instagram at least once weekly.
- Use features that are intentionally interactive, measure the engagement, work for growth.
- Goal of at least 500 followers on Instagram by the end of 2021.

## Website SEO Rewrite

- An increase in traffic to the website will indicate success on this front
- At least 800 website visitors to the site from July 2021-December 2021. Increase the average session duration to at least 3 minutes and 30 seconds.



## Pre-Presentation Survey

1. On a scale of 1-10, how likely are you to wear sunscreen everyday?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Very likely

2. On a scale of 1-10, how likely are you to purchase Svens Everyday Mineral Sunscreen?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Very likely

3. Circle any of the following words that you associate with mineral sunscreen.

Natural	Healthy	Clean	Greasy	Odor
Expensive	Protective	Odorless	Clear	Affordable



## Post-Presentation Survey

1. On a scale of 1-10, how likely are you to wear sunscreen everyday?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Very likely

2. On a scale of 1-10, how likely are you to purchase Svens Everyday Mineral Sunscreen?

Not at all likely 1 2 3 4 5 6 7 8 9 10 Very likely

3. Circle any of the following words that you associate with mineral sunscreen.

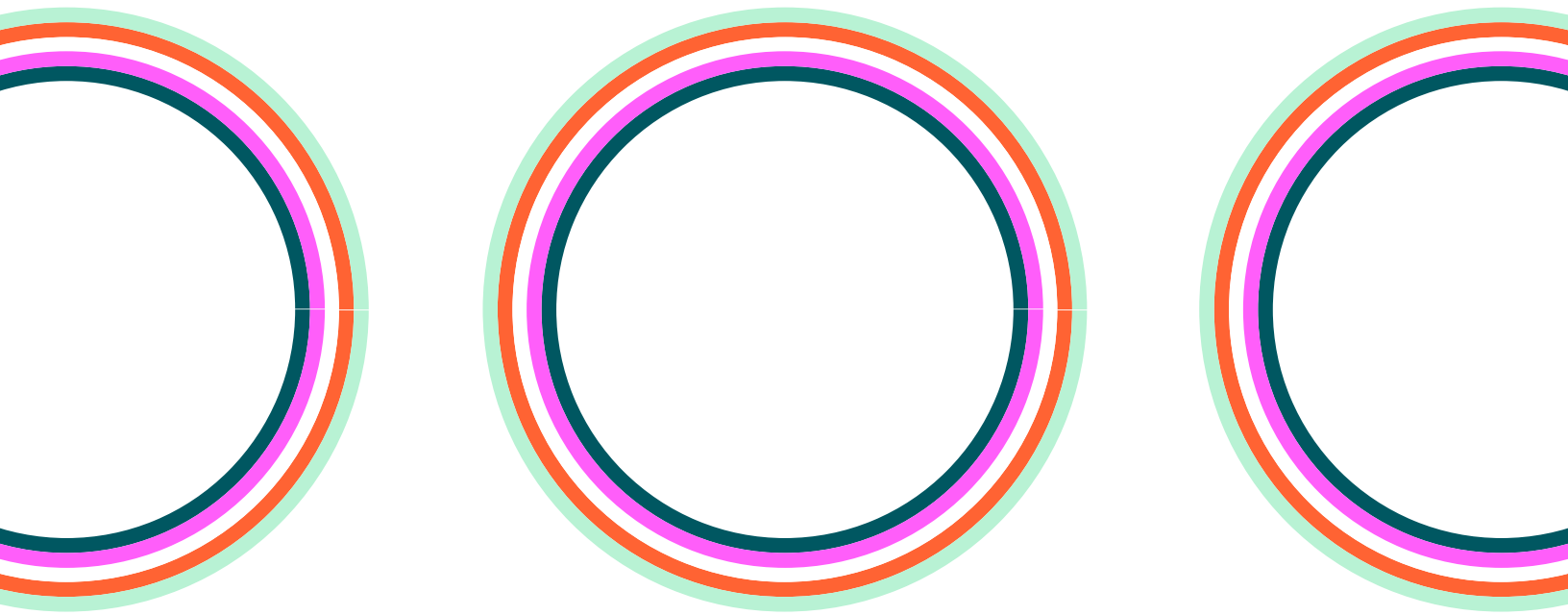
Natural	Healthy	Clean	Greasy	Odor
Expensive	Protective	Odorless	Clear	Affordable

4. After seeing the educational materials about Svens do you have a better understanding of what mineral sunscreen is?

Yes No



# BUDGET



The majority of the budget will be spent on promoted Instagram content and posts. The first month of the plan includes the printing budget which is an as-needed cost from then on. Lastly, every month that falls outside of the peak time to purchase sunscreen includes the remaining budget. This is because Svens is going to be marketed as an everyday product. Consumers should not stop using the Everyday Mineral Sunscreen because it is winter, nor will Svens stop promoting it.

The total marketing and promotional budget for the one-year period is about \$747.

#### Brochure

- A printed informational marketing material that will be used primarily to promote Svens to retailers. The cost of the brochure will be \$60.24 for 500 units using 70 lb. uncoated paper. The dimensions of the brochure are 5.5" by 8.5". These can be purchased through UPrinting for \$89.66.

#### Instagram

- Svens will utilize Instagram sponsored posts and the Instagram shopping feature. For an average of \$6.70 for 1000 impressions on the platform, Svens should plan to spend roughly \$134 monthly to get 20,000 impressions.



# TIMELINE



JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
\$15	\$15	\$15	\$15	\$225	\$134	\$134	\$134	\$15	\$15	\$15	\$15
INSTA	INSTA	INSTA	INSTA	INSTA + PRINT	INSTA	INSTA	INSTA	INSTA	INSTA	INSTA	INSTA

The majority of the budget will be spent on promoted Instagram content and posts. The first month of the plan includes the printing budget which is an as-needed cost from then on. Lastly, every month that falls outside of the peak time to purchase sunscreen includes the remaining budget. This is because Svens is going to be marketed as an everyday product. Consumers should not stop using the Everyday Mineral Sunscreen because it is winter, nor will Svens stop promoting it.

# CREATIVE CONTENT

For our creative endeavors, we plan on utilizing methods that are relatively low cost and manageable for a new company. The promotional material created for Svens Skincare features digital, print, and social media content. The largest obstacle Svens Skincare faced was the lack of education about mineral sunscreen the majority of people have. Our materials were created to mimic infographics about Svens Skincare, mineral sunscreen, skin health, and environmental impacts for our various target audiences.



# Social Media Posts

Our social media posts contain facts pertaining to mineral sunscreen, health risks associated with skin cancer, and the environmental harms of chemical sunscreen. We believe they would best serve Svens on the platforms of Facebook and Instagram.

**Did you know?**

The sun's UV rays are harmful even on cloudy or rainy days.



For more information go to [svencares.com](http://svencares.com)

**Did you know?**

Unprotected sun exposure can cause premature aging of the skin.



For more information go to [svencares.com](http://svencares.com)

**Did you know?**

Over 1 million cases of skin cancer are diagnosed every year according to the Skin Cancer Foundation.

For more information go to [svncares.com](http://svncares.com)



**Did you know?**

Skin is the largest organ of the human body.

For more information go to [svncares.com](http://svncares.com)



**Did you know?**

Chemical sunscreens run the risk of being absorbed through the skin and into the blood stream. The FDA is currently doing more research to determine if it's safe to use.

For more information go to [svncares.com](http://svncares.com)



**Did you know?**

Chemical sunscreens can be harmful to the environment and marine life.

For more information go to [svncares.com](http://svncares.com)





# Tri-Fold Brochure - Outside

The print brochure is an educational and promotional item that can be given to potential retailers or customers. They outline Svens and their mission along with highlighting the benefits of mineral sunscreen.



*Reach Out*

[svencares.com](http://svencares.com)

[svenskinicare@gmail.com](mailto:svenskinicare@gmail.com)

Instagram: [@svensskincare](https://www.instagram.com/svensskincare)

Facebook: Svens Skincare





# Tri-Fold Brochure - Inside

## *Svens Story*

Before founding Svens Skincare, Drake Blessum saw friends and family dealing with skin cancer scares. After learning that they only used sunscreen on the beach, he wanted to educate people on the benefits of everyday sunscreen use. With Svens, Drake hopes to inspire people to make a simple daily change to their skincare routine. Together, we can have a great impact on the future through skin cancer prevention and eco-consciousness.

Svens is committed to being as environmentally and ocean friendly as possible. Drake has worked hard to come up with a formula that is free from harmful chemicals, is mineral-based and safe for our oceans and coral reefs. There is no reason not to wear it everyday. It goes on clear, is non-greasy, and blends in on any skin tone.

## *Quick Facts*

- ☀ Svens was founded by Drake Blessum in 2019.
- ☀ Svens is a small company based out of Chicago, Illinois.
- ☀ The Everyday Mineral Sunscreen has always been chemical-free. This eliminates the risk of damage to the globe's coral reefs.
- ☀ Safe to sell in places where the use of chemical sunscreen is prohibited like Hawaii or the Florida Keys.
- ☀ Wearing a daily broad spectrum sunscreen can protect your skin from both UVA and UVB rays of the sun.
- ☀ Wearing daily sunscreen is a proven method of reducing the effects of sun exposure, preventing skin cancer, and minimizing aging.

## *Why Partner with Svens?*

Mineral Sunscreen is better for people and the environment. Svens is committed to protecting our skin and the planet. Svens is a small business, so we have the capability to provide a specific product that will suit your store's demographic.

Svens is a daily sunscreen, which supports consistent and repeated purchases. Once beginning to sell the product in your stores, you can rest assured that we will stand behind our product and the values of your company.



# Email Template - Millennial Moms

There are three digital email templates. Each one is geared at a specific target audience of Svens Skincare Mineral Sunscreen (millennial moms, small retailers, and influencers). They contain easily digestible information that caters to the wants and needs of each potential consumer.

## *Love Everything Under The Sun*



Keep your kids healthy and safe from the sun with mineral sunscreen. They'll be able to play all day with Svens Skincare Mineral Sunscreen.



Reach out to Svens today! Together we can protect the skin of you and your loved ones. Email us at [SvensSkincare@gmail.com](mailto:SvensSkincare@gmail.com) or find out more at [svencares.com](http://svencares.com).





# Email Template - Retailers

*Use Your Place In The Community For Good*



Mineral sunscreen is better for people and the environment. Partner with Svens Skincare to make the best impact you can.



Reach out to Svens today!  
Together we can protect our skin and our planet. Email us at [SvensSkincare@gmail.com](mailto:SvensSkincare@gmail.com) or find out more at [svencares.com](http://svencares.com).



# Email Template - Influencers

## *Use Your Influence For Good*

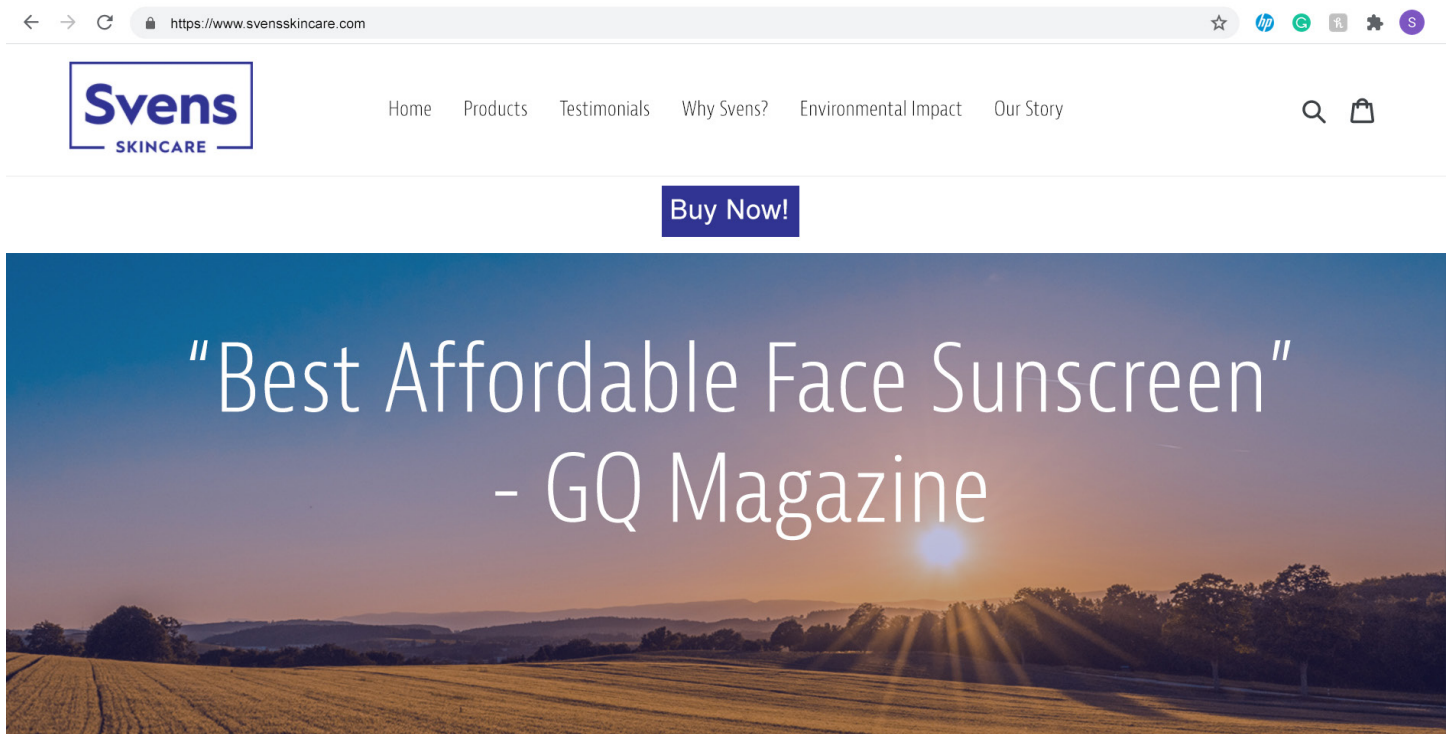


Mineral sunscreen is better for people and the environment. Partner with Svens Skincare to make the best impact you can.



Reach out to Svens today!  
Together we can protect our skin and our planet. Email us at [SvensSkincare@gmail.com](mailto:SvensSkincare@gmail.com) or find out more at [svencares.com](http://svencares.com).

# Website Polishing + Search Engine Optimization



Svens Skincare offers a unique product within the skincare and sun protection industries. In order to bolster Svens audience reach and impact we offer some suggestions to make Sven's website cohesive, user friendly, personal, credible, and fully integrated with search engine optimization.

## Home Page

- In the image above, we changed Svens web address. Currently, the url is [svenscares.com](http://svenscares.com), which doesn't show up when Svens Skincare is searched on the internet through search engines like Google or Bing. We recommend changing the web handle to [svensskincare.com](http://svensskincare.com). This would allow customers to find the website easier and have a better overall user experience with the Svens brand. Additionally, the new web address would match the current social media handles, thus strengthening brand identity.
- Currently, the color scheme of the Svens website uses teal as an accent color. In our diagram, we made the accent color of the website "Svens blue" to create a sense of cohesion through the brand, the website, and the products. Additionally, we suggest remove the water background from the GQ quote, and replace with a sun or sky. This is to eliminate the association of Svens with water since it is not a water proof product.

## Products Page

- The products page should remain as it is now, with updates as product line increases.

## Change "About Us" Tab→"Our Story"

- We believe the tab should be changed from "About Us" to "Our Story". This allows Svens to become more personalized and connect with the consumer to build a lasting relationship - rather than just have a transaction.
- Change the language from third person to first. This feels more personal and authentic.
- We suggest adding a subhead of Drake Blessum, Founder and CEO followed by this copy:

"Before I founded Svens Skincare, I saw friends and family dealing with skin cancer scares. After learning that they only used sunscreen on the beach, I wanted to educate people on the benefits of everyday sunscreen use. With Svens, I hope to inspire people to make a simple daily change to their skincare routine. Together, we can have a great impact on the future through skin cancer prevention and eco-consciousness.

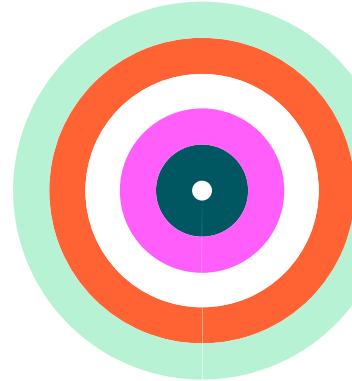
I am committed to making Svens as environmentally and ocean friendly as possible. I have worked hard to come up with a formula

that is free from harmful chemicals, is mineral-based and safe for our oceans and coral reefs. There is no reason not to wear it everyday. It goes on clear, is non-greasy, and blends in on any skin tone.

We at Svens are proud to offer a quality product at an affordable price. I use it everyday and think that you should too.

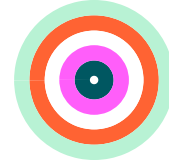
Contact me at [SvensSkincare@gmail.com](mailto:SvensSkincare@gmail.com)."

- Additionally, add a subhead called "Updates" underneath the story of Svens. Include pages and posts from the previous "Blog" page. Update these on a monthly basis at minimum.



Add → "Environmental Impact" Tab

- Svens should include an environmental impact tab to further outline the benefits mineral sunscreen has on the planet. Copy it should include is: "Svens is committed to minimizing our environmental impact. Since the founding of Svens Skincare in 2019, the product has always been chemical-free. This eliminates the risk of damage to the globe's coral reefs. Some cities ban the use of chemical sunscreens because of this risk. With Svens, you can be sure that your daily sunscreen is safe to wear and ocean-friendly."



Add → "Testimonials" Tab

- Include reviews and quotes from all consumers, such as tattooed users, everyday wearers, and business representatives.

Change "Why Mineral Sunscreen" → "Why Svens"?



- We suggest changing the title of the "Why Mineral Sunscreen" to "Why Sven?" This makes it more personal and brand focused. Additionally, we think adding a sub-tab of "Benefits of Daily Sunscreen", "What is Mineral Sunscreen?", and "How Svens is Different." This will improve the search engine optimization of the Svens website and make it a resource for individuals about mineral sunscreen. This also allows Svens to link to other resources making the website more credible. We suggest including this personal copy:

"Drake Blessum, founder of Svens Skincare was inspired to create a product which would provide protection from the harmful rays of the sun. Wearing daily sunscreen is a proven method of reducing the effects of sun exposure, preventing skin cancer, and minimizing aging. Anytime that you are outside,



no matter the temperature or weather, you are exposing your skin to the sun's dangerous radiation.

UV radiation is naturally produced by the sun and artificially by light sources such as tanning beds. There are two types of skin cancer causing UV rays; UVA and UVB. UVA is often a contributing cause of visible aging. While UVB rays are the type of rays that typically cause sunburns. Wearing a daily broad spectrum sunscreen can protect your skin from both of these.

The American Academy of Dermatology Association recommends wearing sunscreen everyday. Svens is made to be an effective, affordable, and comfortable daily sunscreen.

Read more about the benefits of wearing sunscreen on the CDC's website: <https://blogs.cdc.gov/cancer/2019/05/01/the-truth-about-sunscreen-7-facts-that-will-set-you-straight-for-skin-protection-this-summer/> "

- Additional copy for why Svens is different:

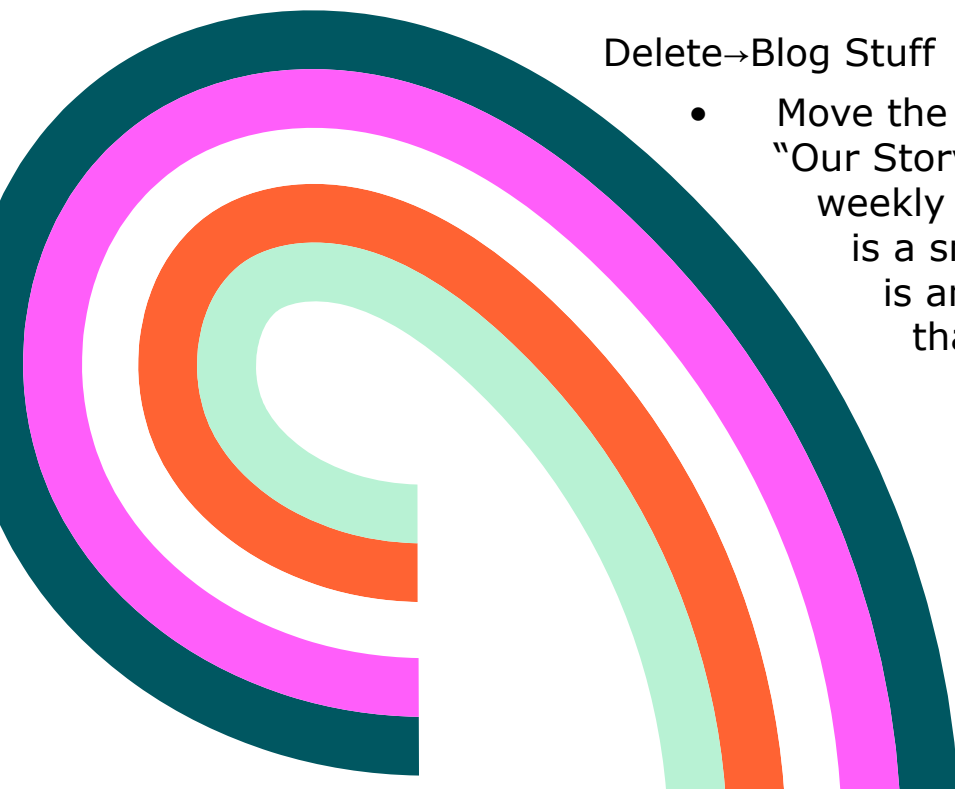
"Svens mineral sunscreen uses only high quality ingredients. The product goes on clear and non-greasy for any skin tone.

The harmful chemical present in many other sunscreen products is oxybenzone, which can harm both the environment and your skin. Svens is different. Svens is a mineral sunscreen which uses titanium dioxide and zinc oxide. These minerals block the harmful UVA and UVB rays and are safe for your skin and the environment.

If you're still wondering why you should choose Svens Everyday Mineral Sunscreen, it's simple: mineral sunscreen is better for your skin and the planet."

Delete→Blog Stuff

- Move the page "Blog Stuff" to the new "Our Story" page. Regularly update, weekly to monthly if possible. Svens is a small, personable business, this is an opportunity to capitalize on that.







FOR THE FUTURE

Looking toward the future, we are suggesting Svens Skincare should consider expanding the variations of sizes for their mineral sunscreen. A travel size option should be available that features a key ring or clip to support daily application and usage. Users could attach their sunscreen to themselves or backs while on the go. This would allow for the consumers to reapply throughout the day and take Svens with them - wherever the wind might take them.

As Svens continues to grow, expanding the suncare line to include waterproof sunscreen would be advantageous for the company. Additionally, Svens may also consider packaging and shipping materials that are eco-friendly. This would amplify their dedication to the environment as a brand. For consumer ease and satisfaction, packaging that has smear free dye would be beneficial. Svens may also reach out for endorsement and certifications from certain environmentally conscious organizations.

Furthermore, we believe Svens would benefit from a product redesign. We chose to change the color of the packaging of the Svens' brand. The current color, blue, often signifies water, clean, pure, and calm within color psychology. By changing the primary color scheme, we can avoid confusion that comes with an association to water. Many sunscreens feature blue labeling to signify a waterproof formula. The redesign features a teal and cream color combination that would stand out to consumers on brick and mortar shelves. This greenish/blue color is more aligned with the environment. A complete Svens Skincare logo is featured on this packaging instead of just Svens. The continuity between the labeling of the brand on social and digital platforms should match the packaging. The chevron was removed since many millennials will attribute that pattern with trends from 2015. Glamour covered chevron and stripes as early trends in 2015. A small leaf and the words "Environmentally Conscious" is situated at the top of the product. This will signify to consumers this hidden benefit. On the back of the product, it would benefit Svens to feature the website and social media handles. This provides additional resources to the buyer. We added a slogan of, "for everyday and everyone", to the Svens Skincare Mineral Sunscreen. This slogan will support the ideology behind Svens' mission by encapsulating the product's use and versatility for users.



# Travel Size Addition





# Package Redesign





# APPENDIX



# Environmental Orgs

Climate Neutral

<https://www.climateneutral.org/brand/pela>

Coral Reef Alliance

<https://coral.org/>

Coral Restoration Foundation

<https://www.coralrestoration.org/>

Global Coral Foundation

<http://www.globalcoral.org/>

Mirpuri Foundation

<https://mirpurifoundation.org/programs/marine-conservation/save-the-coral-reefs-campaign/>

National Oceanic and Atmospheric Administration - Coral Reef Program

<https://coralreef.noaa.gov/about/welcome.html>

National Oceanic and Atmospheric Administration - Ocean Service Program

[https://oceanservice.noaa.gov/education/tutorial\\_corals/coral11\\_protecting.html](https://oceanservice.noaa.gov/education/tutorial_corals/coral11_protecting.html)

Pela - B Corporation Certified

<https://bcorporation.net/directory/pela>

Save the Reef Foundation

<https://savethereef.org/charities.html>

Scuba Diving

<https://www.scubadiving.com/marine-conservation/list-non-profits-focused-marine-conservation>



# Skin Health Resources

American Academy of Dermatology

<https://www.aad.org/public/everyday-care/sun-protection/sunscreen-patients/sunscreen-faqs>

CDC

<https://blogs.cdc.gov/cancer/2019/05/01/the-truth-about-sunscreen-7-facts-that-will-set-you-straight-for-skin-protection-this-summer/>

Enright Melanoma Foundation

<https://www.enrightmelanomafoundation.org>

Healthline

<https://www.healthline.com/health/beauty-skin-care>

Mayo Clinic

<https://www.mayoclinic.org/skin-care/art-20048237/in-depth/art-20048237>

Melanoma Foundation

<https://melanomafoundation.org>

The Happy Organization


<https://www.thehappyorg.org>

# Influencers/Skincare Fanatics - Accounts

@amberskincarediary  
@briefbeauty  
@itinthecity  
@kbelales  
@lanas.skin  
@Lockdownskin  
@makeupsilviaa  
@makingupforglossedtime  
@ripcurrentblog  
@\_rooby6  
@Samantha\_marketos  
@sh\_skincare  
@thesisterproj  
@tracidrury

# Skincare Fanatics - Hashtags

#chicagoskincare  
#dailysunscreen  
#microinfluencers  
#skincareroutine  
#skincare  
#healthyskin



## Mothers - Accounts

@\_casscarpenter\_  
@meagallison  
@melpaps  
@mommyheartsmakeup  
@raisinghollis  
@rookiemums  
@thatsomethingnew  
@tripulskaya  
@wildflowerbeautybyjessica

## Mothers - Hashtags

#mommyskincare  
#momskincare  
#skincareover40  
#momlife  
#sunscreen  
#mommyblogger



# Small Businesses + Retailers

The following businesses are online retailers or small midwestern brick and mortar stores with missions of sustainability, non-toxic products, and environmentally friendly impacts.

Bide Market - Chicago

<https://www.bidemarket.com>

EarthHero

<https://earthhero.com/?ref=nataliekaym>

Glenn's 1 Stop - Minnetonka

<https://www.minnoco.com/>

Good Face Project

<https://thegoodfaceproject.com/shop?brand=kelsen>

Grandma's - Duluth

<https://grandmasrestaurants.com/>

Lakewinds Food Co-op - Minnetonka, Chanhasen, Richfield

<https://lundsandbyerlys.com/>

Lena Rose - Chicago

<https://www.bidemarket.com>

Lucky's Gas Station - Minnetonka

<https://www.luckysstations.com/>

Lynds and Byerlys - Minneapolis

<https://lundsandbyerlys.com/>

M & H Gas Stations - Duluth

<http://mhgas.com/locations/>

Tare Market - Minneapolis

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=local&cd=&cad=rja&uact=8&ved=2ahUKEwiS1NCUxsfvAhVOJKwKHeI0AeYQ\\_UUwA-HoECAEQAw&url=https%3A%2F%2Fthetaremarket.com%2F&usg=AOvVaw-18JncEbK5r-I5TWRu-8uDS](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=local&cd=&cad=rja&uact=8&ved=2ahUKEwiS1NCUxsfvAhVOJKwKHeI0AeYQ_UUwA-HoECAEQAw&url=https%3A%2F%2Fthetaremarket.com%2F&usg=AOvVaw-18JncEbK5r-I5TWRu-8uDS)

The Collective - Des Moines

<https://www.thecollectivedsm.com>

The Detox Market

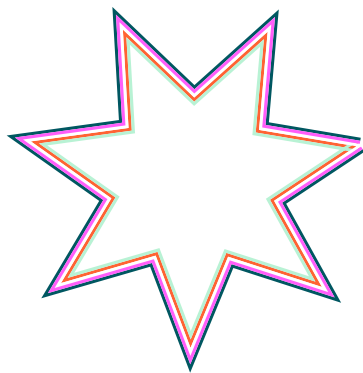
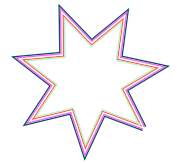
<https://www.thedetoxmarket.com>

Thrive Market

[https://thrivemarket.com/myaisle/?utm\\_source=cj&utm\\_medium=affiliatemarketing&utm\\_campaign=Sustainably%20Chic&pid=8074381&aid=12529075&cjevent=1aa867a18c2b11e-b83a600b70a24060f](https://thrivemarket.com/myaisle/?utm_source=cj&utm_medium=affiliatemarketing&utm_campaign=Sustainably%20Chic&pid=8074381&aid=12529075&cjevent=1aa867a18c2b11e-b83a600b70a24060f)

Town & Anchor - Chicago

<https://www.townandanchor.com>





# WORKS CITED

“About Svens.” *Svens Skincare*, [www.svencares.com/pages/about-svens](http://www.svencares.com/pages/about-svens).

“BabyCenter® Reveals Profile of Today's Millennial Mom: She's Resilient, Resourceful, Optimistic.” *BabyCenter*,  
[www.babycenter.com/0\\_babycenter-174-reveals-profile-of-todays-millennial-mom-shes\\_10415025.bc](http://www.babycenter.com/0_babycenter-174-reveals-profile-of-todays-millennial-mom-shes_10415025.bc).

Bekmagambetova, Dinara. *Two-Thirds of North Americans Prefer Eco-Friendly Brands, Study Finds*, Barrons, 10 Jan. 2020,  
[www.barrons.com/articles/two-thirds-of-north-americans-prefer-eco-friendly-brands-study-finds-51578661728](http://www.barrons.com/articles/two-thirds-of-north-americans-prefer-eco-friendly-brands-study-finds-51578661728).

Bernstein, Eric F, et al. “Beyond Sun Protection Factor: An Approach to Environmental Protection with Novel Mineral Coatings in a Vehicle Containing a Blend of Skincare Ingredients.” *Journal of Cosmetic Dermatology*, John Wiley and Sons Inc., Feb. 2020, [www.ncbi.nlm.nih.gov/pmc/articles/PMC7004163/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC7004163/).

Carter, Christine Michel. “Meet The Company Decoding How To Market To Millennial Moms.” *Forbes*, Forbes Magazine, 13 Jan. 2019,  
[www.forbes.com/sites/christinecarter/2017/05/01/marketing-to-millennial-moms-were-there-is-pain-there-is-profit/?sh=928cc2152017](http://www.forbes.com/sites/christinecarter/2017/05/01/marketing-to-millennial-moms-were-there-is-pain-there-is-profit/?sh=928cc2152017).

Carter, Christine Michel. “Millennial Moms: The \$2.4 Trillion Social Media Influencer.” *Forbes*, Forbes Magazine, 13 Jan. 2019,  
[www.forbes.com/sites/christinecarter/2017/06/15/millennial-moms-the-2-4-trillion-social-media-influencer/?sh=26e846802261](http://www.forbes.com/sites/christinecarter/2017/06/15/millennial-moms-the-2-4-trillion-social-media-influencer/?sh=26e846802261).



Color wheel pro - see color theory in action. (n.d.). Retrieved March 25, 2021, from <http://www.color-wheel-pro.com/color-meaning.html#:~:text=Blue%20is%20the%20color%20of,faith%2C%20truth%2C%20and%20heaven.&text=Blue%20is%20strongly%20associated%20with%20tranquility%20and%20calmness>.

*Creating Lifelong Customers from Health-Oriented Moms*,  
[www.new-nutrition.com/nnbArticle/view/208](http://www.new-nutrition.com/nnbArticle/view/208).

Goodman, B. (2020, January 21). FDA sunscreen REPORT raises concern over chemicals. Retrieved March 25, 2021, from <https://www.webmd.com/skin-problems-and-treatments/news/20200121/fda-skin-absorbs-dangerous-sunscreen-chemicals>

“How Much Does It Cost to Advertise on Instagram?” *WebFX*,  
[www.webfx.com/social-media/how-much-does-it-cost-to-advertise-on-instagram.html](http://www.webfx.com/social-media/how-much-does-it-cost-to-advertise-on-instagram.html).

Hubbard, Lauren. “Why Are Beauty Brands So Obsessed With Micro Influencers Right Now?” *Fashionista*, Fashionista, 20 Apr. 2017,  
[fashionista.com/2017/04/microinfluencers-beauty-brands-social-media](http://fashionista.com/2017/04/microinfluencers-beauty-brands-social-media).

Knowledge, HBS Working. “How Influencers Are Making Over Beauty Marketing.” *Forbes*, Forbes Magazine, 4 Dec. 2019,  
[www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=21d3a8cc1203](http://www.forbes.com/sites/hbsworkingknowledge/2019/12/13/how-influencers-are-making-over-beauty-marketing/?sh=21d3a8cc1203).

Little Hands Hawaii. “Education.” *Little Hands Hawaii*,  
[littlehandshawaii.com/pages/education](http://littlehandshawaii.com/pages/education).

M. (2019, June 14). The truth about sunscreen: Its effects on us and the environment.

Retrieved March 25, 2021, from

<https://www.mbnep.org/2019/06/11/the-truth-about-sunscreen-its-effects-on-us-and-the-environment/#:~:text=However%2C%20a%20lot%20of%20the,ingredient%20in%20most%20chemical%20sunscreens.&text=Oxybenzone%20acts%20as%20a%20genotoxicant,it%20damages%20the%20corals'%20DNA.>

“Millennials and Organic: a Winning Combination.” *OTA*, 22 Sept. 2016,

<ota.com/news/press-releases/19256#:~:text=Among%20U.S.%20parents%2C%20more%20than,organic%20on%20a%20regular%20basis.>

Neighmond, Patti, and Susie Neilson. “Confused About Sunscreen Ingredients? Here's

What We've Learned.” *NPR*, NPR, 4 Aug. 2019,

<www.npr.org/sections/health-shots/2019/08/04/747648291/confused-about-sunscreen-ingredients-heres-what-we-ve-learned.>

Neighmond, Patti, and Susie Neilson. “Confused About Sunscreen Ingredients? Here's

What We've Learned.” *NPR*, NPR, 4 Aug. 2019,

<www.npr.org/sections/health-shots/2019/08/04/747648291/confused-about-sunscreen-ingredients-heres-what-we-ve-learned.>

“The Science of Sunscreen.” *Harvard Health*,

<www.health.harvard.edu/staying-healthy/the-science-of-sunscreen.>

Shandwick, Weber. “Digital Women Influencers: Millennial Moms .” *KRC Research*,

[www.webershandwick.com/uploads/news/files/MillennialMoms\\_ExecSummary.pdf](www.webershandwick.com/uploads/news/files/MillennialMoms_ExecSummary.pdf)

f.



*SMARTSystem*, [smartsystem.mrisimmons.com/UniversityReporter/Report.aspx](http://smartsystem.mrisimmons.com/UniversityReporter/Report.aspx).

“Sunscreen.” *The Skin Cancer Foundation*, 25 Jan. 2021,

[www.skincancer.org/skin-cancer-prevention/sun-protection/sunscreen/](http://www.skincancer.org/skin-cancer-prevention/sun-protection/sunscreen/).

US Department of Commerce, National Oceanic and Atmospheric Administration.

“Sunscreen Chemicals and Coral Reefs.” *Skincare Chemicals and Marine Life*, 1

Nov. 2018, [oceanservice.noaa.gov/news/sunscreen-corals.html](http://oceanservice.noaa.gov/news/sunscreen-corals.html).

Westervelt, Amy. “Small Cosmetics Brands Make Over the Beauty Market by Targeting

Millennials.” *The Wall Street Journal*, Dow Jones & Company, 26 Apr. 2019,

[www.wsj.com/articles/small-cosmetics-brands-make-over-the-beauty-market-by-targeting-millennials-11556296365](http://www.wsj.com/articles/small-cosmetics-brands-make-over-the-beauty-market-by-targeting-millennials-11556296365).

“Why Mineral Sunscreen Is Better.” *Svens Skincare*,

[www.svencares.com/pages/why-mineral-sunscreen](http://www.svencares.com/pages/why-mineral-sunscreen).

“5 Next-Level Parisian-Chic Ways to Wear Stripes, Mais Oui!” *Glamour*, Condé Nast, 26

Sept. 2014, [www.glamour.com/story/spring-fashion-trend-fun-strip](http://www.glamour.com/story/spring-fashion-trend-fun-strip).





THE KITE COLLECTIVE