

Shark Beauty FlexStyle

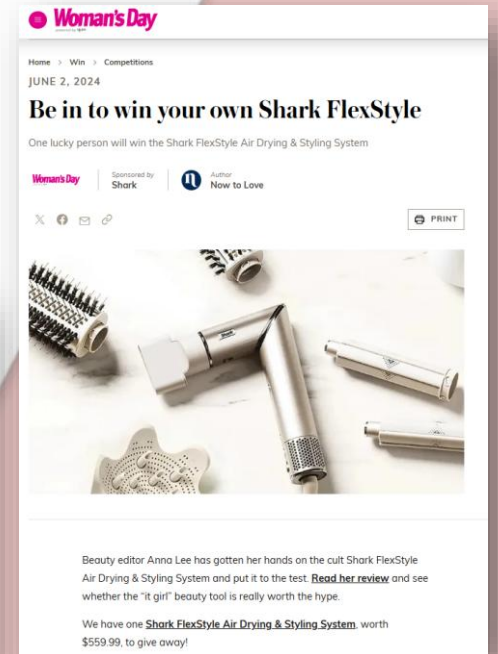
Shark is best known for their floor care appliances. But when they took their hair care market into New Zealand with the Shark FlexStyle, they faced a tough challenge by breaking into a competitive space and convincing consumers to see them as more than just a vacuum brand.

To shift perceptions and build credibility, Shark needed a standout strategy. To achieve this, we created a 'Tried & Tested' sponsored content with Woman's Day, and not only showcased the FlexStyle's performance but also gave readers a chance to experience it firsthand with an exciting giveaway - sparking curiosity and engagement.

The campaign was a success due to:

- **High engagement:** 2,100 article views and 754 competition entries.
- **Exclusive prize:** The Shark FlexStyle proved to be desirable for our audience.
- This campaign through print reached **667,000** females 25+ on average 2.0 times.
- This campaign through social media reached over **46,600 users** as well as gaining over **75,500 impressions**.

Check out Anna's review below:



L'Oréal wanted to drive purchases from their Age Perfect range by targeting women 40+ for those starting to notice signs of aging and looking to bring brightness back to their skin.

By making her the face of the campaign, we created a powerful, relatable connection that encouraged women to celebrate their age and invest in their skin with the L'Oréal Age Perfect range.

- **Relatable Content:** Marilyn as the face of the campaign connected with the target demographic, staying authentic to their interests and needs.
- **Timing:** This campaign was live before the festive season, capturing attention when consumers seek premium self-care products and gift ideas.
- This campaign through print reached **636,000** females 40+ on average 4.23 times.
- This campaign through social media reached over **46,100 users** as well as gaining over **85,600 impressions**.

Beauty

Empowered & thriving! PERFECT YOUR AGE

Weekly editor Marilyn bravely shares her bold new approach to living her best life at 50 and beyond

Marilyn McLachlan hasn't always embraced the idea of ageing. As editor of the *Weekly* – a magazine that celebrates the beauty and power of all women, and the wisdom each year brings – she would read stories about women who proudly owned their age, but that was a mindset she found difficult to accept for herself.

"I read these wonderful examples of these fabulous women who felt empowered by their age and who used their life experience

in a positive way," shares Marilyn, who is mum to four adult children. "I struggled to see how getting older could be a good thing personally."

But this year, Marilyn turned 50 and with that milestone, her entire perspective shifted. She decided that rather than wage an unwinable battle against time, she would embrace ageing with optimism and confidence. For Marilyn's special day, she pushed herself out of her comfort

zone, donned a sparkly gold gown, and celebrated late into the night with friends and family. "That wasn't just a party – it was a pivotal moment in her journey of self-acceptance."

"That was unusual for me," she admits. "I was never comfortable putting myself in the spotlight. It helped change my perception about ageing. Now I realise it's not something to dread – it's something to be really proud of. There is so much joy to be found in getting older."

"I care less about what people think and I'm more confident in who I am."

The catalyst for change came earlier this year, when Marilyn's youngest daughter Madeline turned 21. "I saw photos of myself at Madeline's birthday party and I didn't like what I saw," she says. "I didn't think I looked great and I didn't feel it either. I realised I hadn't been taking care of myself."

I had to make a commitment to my own body, mind and spirit."

"That moment sparked a deeper understanding of how much her self-image had been shaped by others. She explains, "For example, we have a tendency to tell people how good they look

'for a mum of four' or 'for their age,' but what does that even mean? It implies looking good is unexpected for someone of a certain age or stage. Why not just say, 'You look great' and recognise strength and beauty in all its forms – no qualifiers needed."

Marilyn is especially proud that her daughter ensures she looks after herself.

"Madeline prioritises her own self-care and embraces her worth, and as she gets older, I really want her to own that," she says. "It's something I think many women can learn from that generation. When you take care of yourself and genuinely believe you're worth the effort, that confidence touches every part of your life."

Now, Marilyn's self-care routine, with a focus on a nourishing skincare routine specially formulated for mature skin, is something she prioritises.

"Investing in myself, especially in caring for my skin, makes me feel better in so many ways," she tells. "Applying my L'Oréal Paris Age Perfect Golden Age Night Cream

and Radiant Care Eye Cream every night before bed has become a really beautiful, mindful ritual, which in turn flows into all aspects of my life."

Physical activity is also a key part of Marilyn's empowering new lifestyle. She walks a minimum of 7500 steps a day, wakes up for a pre-work Pilates session at 5.30am and has revamped the way she fuels her body.

Marilyn's new take on ageing has also given her the strength and confidence to say yes to moments she may have previously shied away from and truly be herself. "Age is just a number," she smiles. "I'm choosing to honour myself by fully stepping into my power, making bold decisions and seizing every opportunity because I'm worth it – and you are too!"

Make-up musts!
Marilyn wears L'Oréal Paris Golden In Light Glow SPF50, and L'Oréal Paris InfiniLe Le Matte Resistance Lipstick in Road Tripping, \$29.99.

I'm choosing to honour myself by fully stepping into my power'

RESTORE YOUR GLOW

As we age, our skin becomes thinner and more fragile, which can leave us looking washed out. Specially formulated to meet the needs of mature skin, the L'Oréal Paris Age Perfect Golden Age range works to help address skin concerns, restore density and revive its rich colour for radiant, more beautiful skin.

L'Oréal Paris Age Perfect Golden Age Penny Serum, \$59.99

L'Oréal Paris Age Perfect Golden Age Rosy Day Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age Rosy Night Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age SPF50 Day Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age Night Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age Rosy Radiant Care Eye Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age Night Cream, \$44.99

L'Oréal Paris Age Perfect Golden Age Night Cream, \$44.99

L'Oréal PARIS

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New Zealand Woman's Weekly

December 19, 2024 at 1:43 PM · [ig](#)

This year New Zealand Woman's Weekly editor Marilynn McLachlan hit a birthday milestone and with that her perception of aging shifted.

She shares why she decided to embrace aging with optimism and confidence, rather than wage an unwinnable battle against time.

#ad

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Aging with confidence and optimism
Marilynn turned 50 and decided that rather than wage an unwinnable battle...
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[newzealandwomensweekly](#) This year New Zealand Woman's Weekly editor Marilynn McLachlan hit a birthday milestone and with that her perception of aging shifted.

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#ad

Beauty Editor
KIM LEE

Look your best BARE-FACED

There's a quiet consensus in stepping out with only your glow on!

Want to feel flawless without all the fuss of Active that has been bared back a water spray plus with a little less time. Some celebrities such as Beyoncé or Jennifer Aniston (2007 year-end) have been seen with a bare face, even sometimes embracing her makeup-free face. "I've been seen with a bare face," she says. "I'd either show my husband or my friends. I'd be like, 'I've been seen with my own skin.'"

Search how to achieve a complexion with a little TLC and your products.

Reach for hydration
Hydration is crucial for a glowing complexion. Before you go to bed, moisturize: smooth on a hydrating serum with hyaluronic acid, like **Hydrating Serum, \$49.99**, or **The Ordinary Hyaluronic Acid 2% + 50A**. Hydration ingredients hold up to 1,000 times the weight of water, so they can pull in the skin to keep your complexion fresh and dewy.

Lay the foundation
The foundation for radiant skin begins with a base. Choose an oil to remove makeup, mineral-makeup products, and even out, then in the morning, opt for a gentle formula that won't irritate your skin. **Basic Golden Rose Makeup Heavy Egoe Cream, \$35** leaves skin natural-looking and baby-soft, and can double as a treatment mask—simply leave it on for 10 to 15 minutes.

Renew with retinol
Retinol promotes cell turnover, keeps collagen production, and smooths the skin's surface. Focus ingredients and moisture for the face. **Elizabeth Arden Retinol + SPF Cream** and **Capitol Rapid Skin Renewing Serum, \$75** (SPF 30) especially, deliver skin-soothing, overnight, peptide and more to visibly reduce blemishes and wrinkles, improving tone and texture.

Prize
Coiling all antioxidants
Antioxidants are essential for protecting your skin against environmental stressors like UV rays and pollution, which can cause skin aging and dullness. Vitamin C is a powerful antioxidant that your skin should also use in your regimen. It can help brighten your skin tone and reduce dark spots and pigmentation. Look for products with Vitamin C. C-boosted serums and creams like **McKesson Skin Boost Vitamin C Serum, \$49**, or **Bondi Bands Gel Cream** by **SkincareMinerals, \$24.95**.

Sunscreen, always
Sunscreen is always a non-negotiable step in your skin-care routine. It helps protect your skin from UV rays and helps hydrate skin. **Ultraviolet Sun SPF 30 Broad-Spectrum Sunscreen, \$19.99**, is a lightweight, oil-free, and non-comedogenic formula that provides broad-spectrum protection against UV rays and helps hydrate your skin.

At age 40, you can't avoid wrinkles. But you can avoid the signs of aging.
As you age, your skin becomes more fragile and less elastic, which can lead to having a wrinkled skin.

What else does skin care do?
Skin care is not a cure-all. It can't reverse the signs of aging, but it can help you look your best. It can help you prevent wrinkles and keep your skin healthy.

What's the most common skin care mistake?
Most skin care mistakes are made by people who don't know what to do. They don't know how to choose a product, they don't know how to use it, and they don't know how to know when to stop.

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Look for natural education and training
manager **McKesson** has been his advice for keeping skin ageless at all ages.

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formulated to help restore radiance to mature skin
in two ways. The day and eye cream contains radiant pigments to instantly restore the may colour. The key active ingredients, peptide and hyaluronic acid, help to help restore the skin's natural glow. Calcium and vitamin B12 boost for their nourishing properties.

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Beauty Editor
KIM LEE

MATURE SKIN SUPERSTARS

FOR BEST RESULTS, WHAT'S THE IDEAL DAILY ROUTINE?

MORNING: 1. Coral Pure Perfect Skin Cream 2. Eye Cream 3. Golden Age 4. Golden Age 5. Golden Age 6. Golden Age 7. Golden Age 8. Golden Age 9. Golden Age 10. Golden Age	AFTERNOON: 1. Coral Pure Perfect Skin Cream 2. Eye Cream 3. Golden Age 4. Golden Age 5. Golden Age 6. Golden Age 7. Golden Age 8. Golden Age 9. Golden Age 10. Golden Age	NIGHT: 1. Coral Pure Perfect Skin Cream 2. Eye Cream 3. Golden Age 4. Golden Age 5. Golden Age 6. Golden Age 7. Golden Age 8. Golden Age 9. Golden Age 10. Golden Age
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endota Serenity

With most of us caught up in our busy lives, it can be hard to take a moment to pause and truly relax. That's exactly what endota wanted to highlight to our readers.

Their goal was to raise brand awareness while also promoting their beauty range. To achieve this, Anna wrote a tried-and-tested article detailing her experience at endota, sharing insights about the treatment she received and recommending which of their beauty products to try.

Her engaging storytelling aimed to entice readers to book their own self-care experience at endota.

The campaign was a success due to:

- **Authenticity:** Having Anna experience and review their treatment firsthand created a genuine story, building trust with readers.
- **High engagement:** The boosted social outperformed the average of the other campaigns, meaning more people saw this content.
- This campaign through print reached **767,000** females 25+ on average 2.82 times.
- This campaign through social media reached over **46,600 users** and gained over **126,000 impressions**.

Wellbeing AWAITS

Route to relaxation!
A study found the Organic Relax Massage can decrease your heart rate, reduce stress and alleviate tension.

Beauty editor Anna Lee found her bliss at an endota spa rejuvenating session

When was the last time you hit pause and surrendered yourself to a truly restorative experience? With 110 serene spas across New Zealand, Australia and Thailand, endota offers the perfect sanctuary for those in need of a moment of self-care. Craving solitude from the hustle and bustle of

everyday life, I booked in for the Surrender Spa Package (\$185), which combines two of endota's signature treatments – the Organic Relax Massage and Organic Infusion Facial – for 75 minutes of nurturing from top to toe.

Following a consultation, my route to relaxation began by measuring the hydration levels of my skin using a BT analyser, and a full face scan to examine what was happening both on and below the surface of my skin. This assessed the levels of sun damage, spots, skin texture and any other areas of concern, allowing my therapist, Kasumi, to not only soothe my body and mind but also to ensure the post-facial products were tailored to the needs of my skin.

Sweet surrender

The air softly laced with Calm Essential Oil – endota's very own blend of ylang ylang, lavender and bergamot – the rhythmic movements of the soothing massage melted away stress and tension, while warm stones worked their magic.

Kasumi then began my facial, using the endota Organic skincare range. All natural and full of antioxidants, vitamins and minerals, the potent formulations are carefully crafted from pure, active botanicals to deliver visible results and glowing skin – without harsh chemicals. These were carefully

massaged into my skin with Jade facial rollers to deeply nourish and hydrate. Upon re-measuring my skin's moisture levels after the facial, we found – to my glee – a significant improvement.

The full-body session culminated in a scalp and foot massage, leaving me utterly relaxed from scalp to soles.

Completely blissed out, I was gently guided to a comfy chair, where I sipped on a cup of organic peppermint tea, savouring the warm glow that enveloped me from the inside out, before stepping back out into the world a grounded, more revitalised version of the person I was when I went in.

Find an endota spa near you, take a look at the treatment menu, shop the range of products or book in for your own me-time moment at endota.com/nz

New Zealand Woman's Weekly 49

Skin savers

Brush up Facial sculpting has been eagerly adopted, but it has long been used as a muscle-relaxation technique on the body too.

Gua sha involves scraping the skin with a massage tool to stimulate micro-circulation of the soft tissue," says Vanessa. "This is thought to promote lymphatic drainage and circulation, and increase energy flow throughout the body." Always work towards the heart and if you find it uncomfortable, dry-brush brushing is a simple alternative that will slough off dead skin cells at the same time.

ick doo-ick doo: Body Gua Sha Body Tool, \$95. Sol de Janeiro Lymphatic Massage Tool, \$37. Tongs on Sale Dry Body Brush, \$70.

Super dry

Truly dry skin needs more than a drink – it wants a proper fatty "feed" with ceramides and lipids. "The skin on our faces is different to skin on our bodies, but there are similarities, such as ceramides and a lack of elasticity, which is often due to the reduction of progesterone and oestrogen," says Vanessa. If you have dry skin, you're naturally low on lipids, so the best remedy to boosting your barrier is to buff off dead skin cells and slather on nourishing oil products.

ick doo-ick doo: OSEA Universe Algenes Body Oil, \$87. Indira Spa Oregano Vanilla & Macadamia Body Cream, \$65. Elizabeth Arden Eight Hour All Over Body Moisturizer, \$45.

Smooth lumps & bumps

"Bacnet" and chicken skin in your arms are best remedied with alpha hydroxy acids (AHAs) – glycolic, lactic and citric acids – as they help slough away dead skin cells. "Glycolic acid has a smaller molecular size than other AHAs, offering effective skin penetration, cell turnover and enhancement of pigment intensity and an overall improvement in skin tone as patients treated with glycolic acid formulations." *AWW*

ick doo-ick doo: Fenty Skin Cherry Day Tripe Action AHA Body Scrub, \$65. Drunk Elephant T.L.C. Dry Skin Recovery Lotion, \$45. Nivea Body Pure, \$9.93.

Scan the QR code to shop the best hydrating body oils.

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Home > Fashion & Beauty > Beauty News

OCTOBER 28, 2024

Surrender at endota: Our beauty editor reviews the spa's signature treatments

Beauty editor Anna Lee found her bliss at an endota spa rejuvenating session

Women's Day | Sponsored by **endota** | Author **Anna Lee**

X F E P

PRINT



When was the last time you hit pause and surrendered yourself to a truly restorative experience? With 110 serene spas across New Zealand, Australia and Thailand, [endota offers the perfect sanctuary](#) for those in need of a moment of self-care.



Woman's Day NZ

with endota New Zealand.

Published by Angela Weil

Paid Partnership · November 19 at 4:00 PM ·

Our beauty editor, Anna Lee, just experienced one of endota's most-loved treatments. Want to know her honest review? From stress to serenity... did she find bliss at the spa?

Read now and get ready to unwind!



HOWTOLOVE.CO.NZ

Our beauty editor's honest review

Craving solitude from the hustle and bustle of everyday life, beauty editor Anna...

Learn more

See insights and ads

Boost post



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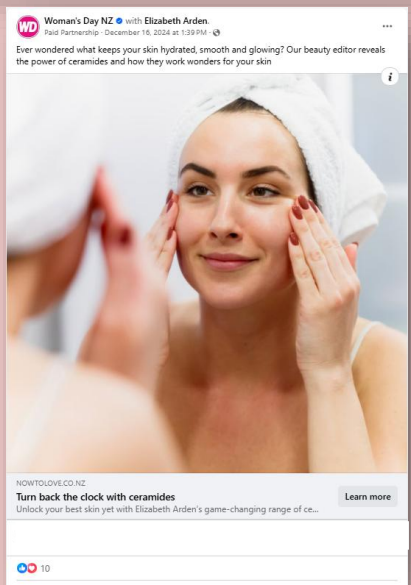
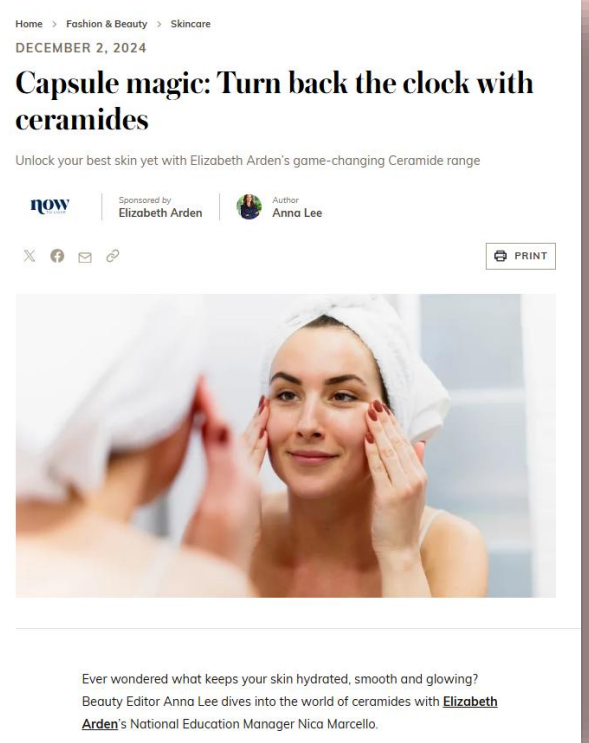
Elizabeth Arden Ceramide Capsules

Elizabeth Arden's goal was to reposition their Ceramide Capsules as a versatile serum, on par with competitors. The objective was to shift the perception of the Ceramide Capsules and drive sales by showcasing the 'Serums' Collection as a solution for all skincare concerns.

To achieve this, we implemented a multi-platform approach, authentically promoting the range through print, digital, and social media. This strategy delivered significant results, reaching a wide audience and generating strong engagement.

The campaign was a success due to:

- **Strategic Timing:** The campaign ran during the festive season, aligning with holiday gifting and self-care trends.
- **High engagement:** The organic social posts exceeded benchmarks, with reach up 21%, impressions up 20%, highlighting strong engagement in the Ceramides range.
- This campaign through print reached **851,000** females 30+ on average 5.07 times.
- This campaign through social media reached over **13,000 users** and gained **40,073 impressions**.



Manicare's Crystal Hair Remover

Hair removal can be a hassle - waxing is painful, creams are messy, and traditional methods don't always deliver smooth results. That's why McPhersons launched the Manicare Crystal Hair Remover - a safe, pain-free, and effective way to remove body hair.

To drive awareness and boost sales, we took a multi-platform approach across print, digital, and social media. By positioning it as the "TikTok-approved" beauty must-have, we highlighted how it effortlessly transforms skin, making it an essential addition to every reader's routine.

The campaign was a success due to:

- **Strong Hook:** Positioning the Manicare Crystal Hair Remover as the "TikTok-approved" must-have created instant credibility.
- **High Engagement:** This article attracted over **2,342 page views**, capturing strong reader interest and driving engagement.
- This campaign through print reached **243,000 females 25+** on average 1.00 times.
- This campaign through social media reached over **51,400 users**, gained over **77,000 impressions** and got **2,200 link clicks**.

Get silky smooth skin with this TikTok-approved Crystal Hair Remover

Transform your at-home hair removal routine without pain or mess

MAY 29, 2023 10:00AM



Lauded as a quick, pain-free way to master your at-home hair removal regime, it's no wonder the **Manicare Crystal Hair Remover** is **making waves on TikTok**. The innovative and aesthetically-pleasing device swiftly removes hair without the pain of waxing or the need for messy creams, and is safe for use between professional laser hair removal treatments.

If you're after an efficient solution to hair removal, or you're tired of ingrown hairs from waxing or skin irritation from razors, read on to discover why this viral TikTok beauty tool will transform how you feel about at-home hair removal in seconds.

Woman's Day NZ with Manicare.
Paid Partnership · June 12 at 4:31 PM ·

Transform your at-home hair removal routine without pain or mess



NOWTOLOVE.CO.NZ

How to get silky smooth skin
Transform your at-home hair removal routine with this Crystal Hair Remover!...

Learn more

Beauty

BODY POSITIVE

Skincare shouldn't stop at the neck. Try some treats for the rest of you

Winter is the perfect time to show your skin a little extra TLC and that includes having carefully crafted products on hand to show your whole body the love it deserves. From body creams to body oils and body masks, these products are designed to soothe stressed skin, soothe dry skin, and boost your skin's natural barrier.

Body Positivity

Available in cream, watermelon, and a variety of scents, the **Body Positivity** line is a must-have for anyone looking to boost their skin's natural barrier. The perfect solution for those who suffer from ingrown hairs and for those who have or want to get rid of ingrown hairs, it can also extend the time between laser hair removal appointments and is great for travel.

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manicare
WHERE BEAUTY BEGINS

INSTANTLY SMOOTH, RADIANT SKIN

Quick, easy and pain-free removal of body hair

Crafted with premium, ultra-fine crystal technology

NEW CRYSTAL HAIR REMOVER

2 options to choose from

Available at selected pharmacies, supermarkets, and online. © 2023 Manicare. All rights reserved.

Hemptuary Skincare

AFT Pharmaceuticals wanted to drive awareness and boost sales for Hemptuary, their natural and organic skincare range.

To achieve this, we crafted an engaging online article highlighting the benefits of Hemp-infused skincare, breaking misconceptions and educating consumers on its effective properties.

To maximise visibility, we amplified the content with a homepage takeover on nowtolove.co.nz, ensuring Hemptuary stood out as readers engaged with their daily news.

The campaign was a success due to:

- **Effective messaging:** The online sponsored content educated consumers on Hemp-infused skincare, breaking misconceptions and driving interest.
- **Strategic Content Placement:** The homepage takeover on nowtolove.co.nz maximised visibility and credibility gaining over **3,000 impressions**.
- The online sponsored content gained **1,593 page views**, outperforming the average by **10%**.
- This campaign through social media reached over **32,000 users** and gained over **68,000 impressions**.

