

realself.

Modern Beauty. Confident Decisions.

RealSelf Shop Launch

A first-of-its-kind skincare shopping experience.

Define a position that RealSelf Shop can uniquely occupy in the skincare retail space.



Deliver a multi-channel consumer brand awareness campaign, including creative direction and copy.

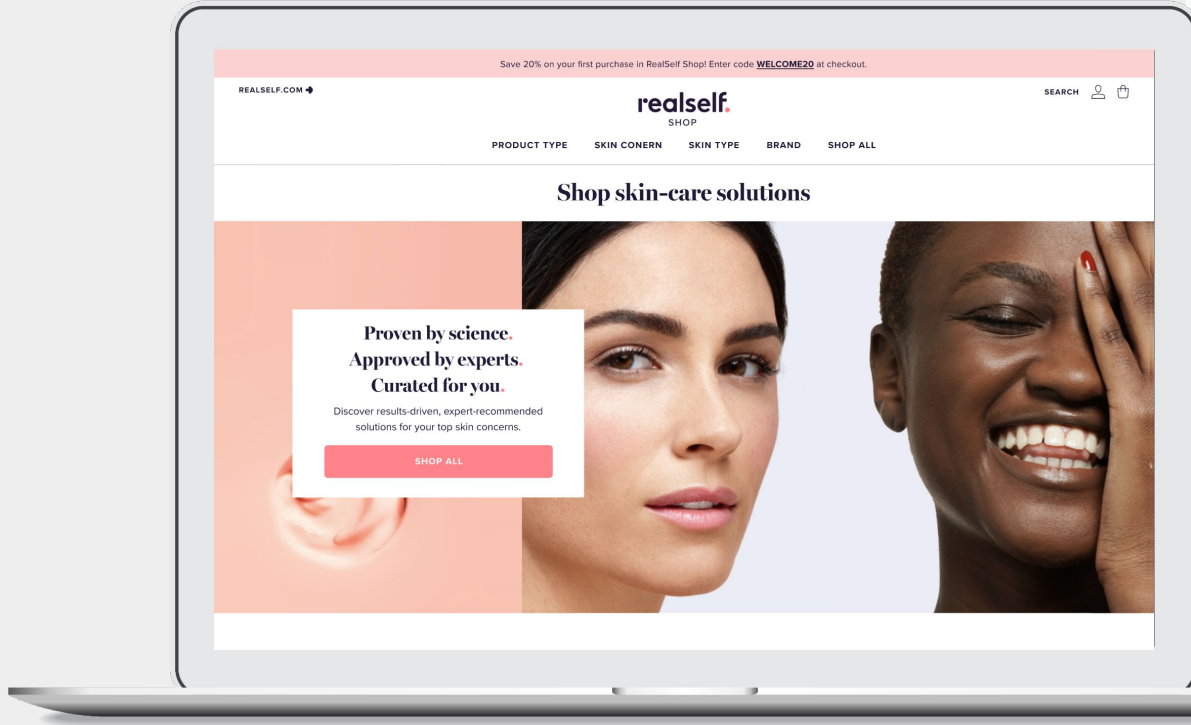
Create an easy, trusted, and personal shopping experience that...

Distinguishes RealSelf Shop as the destination for skincare products that complement cosmetic treatments.



Delivers a best-in-class skincare shopping experience by backing product claims with unbiased doctor recommendations and scientific facts.

Website: Home & Brand Pages



Save 20% on your first purchase in RealSelf Shop! Enter code **WELCOME20** at checkout.

REALSELF.COM

re:SELF.
SHOP

SEARCH [person icon] [cart icon]

PRODUCT TYPE SKIN CONCERN SKIN TYPE BRAND SHOP ALL

Shop skin-care solutions

Proven by science.
Approved by experts.
Curated for you.

Discover results-driven, expert-recommended solutions for your top skin concerns.

SHOP ALL

Ingredients matter
Most results come from effective ingredients. Target your skin concerns with concentrated formulas featuring clinically-proven active ingredients.
[SHOP SERUMS & TREATMENTS](#)

Featured brands
Step the selection of your doctor's office from home.

SENTE
[Product images]
SHOP NOW

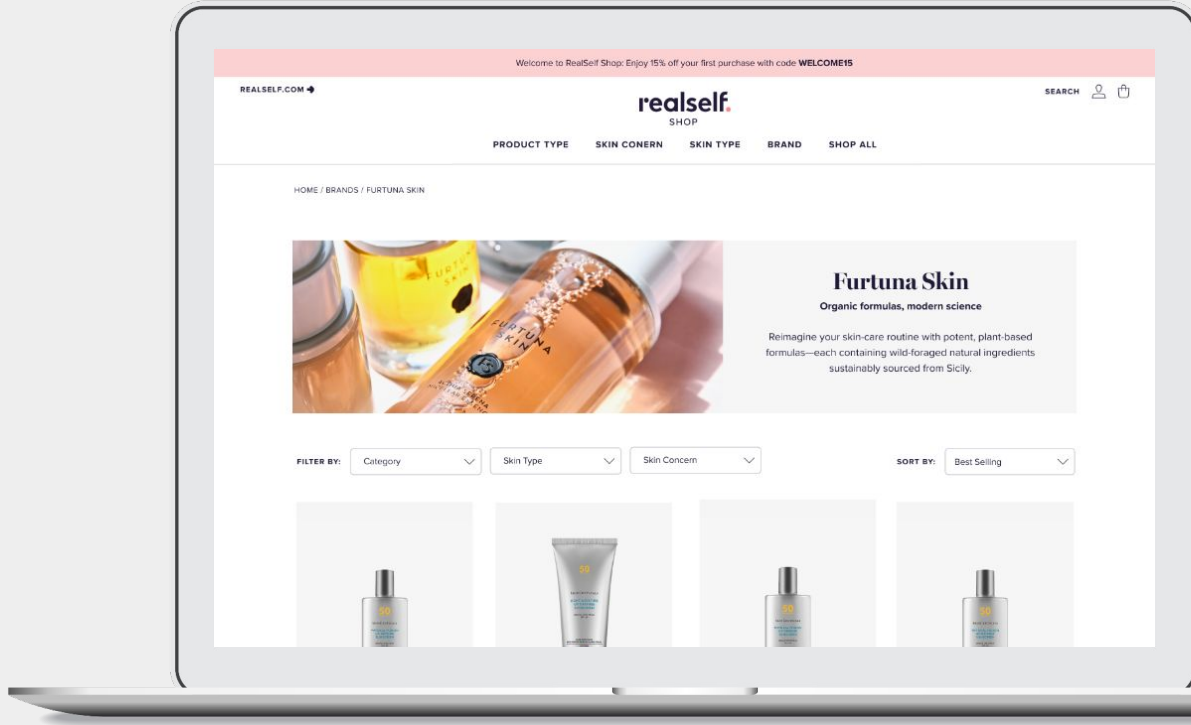
Revision Skincare
[Product images]
SHOP NOW

Clarify Rx
[Product images]
SHOP NOW

Long live your results
Encourage healthy healing and enhance your result with products that go hand-in-hand with in-office treatments, like microneedling, lasers, and more.
[SHOP POST-PROCEDURE CARE](#)

The key to next-level skin health
A dermatologist or plastic surgeon can advise on the in-office treatments and prescription products that are right for you. Connect with a provider near you.

 Lara Tansky Board Certified Dermatologist ★★★★★ (14)	 Anna Jackson, MD Board Certified Dermatologist ★★★★★ (14)	 Sharon Minsky, MD Board Certified Dermatologist ★★★★★ (20)
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Welcome to Re:Self Shop. Enjoy 15% off your first purchase with code **WELCOME15**

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SEARCH  

PRODUCT TYPE SKIN CONCERN SKIN TYPE BRAND SHOP ALL

HOME / BRANDS / FURTUNA SKIN



Furtuna Skin

Organic formulas, modern science

Reimagine your skin-care routine with potent, plant-based formulas—each containing wild-foraged natural ingredients sustainably sourced from Sicily.

FILTER BY:

SORT BY:

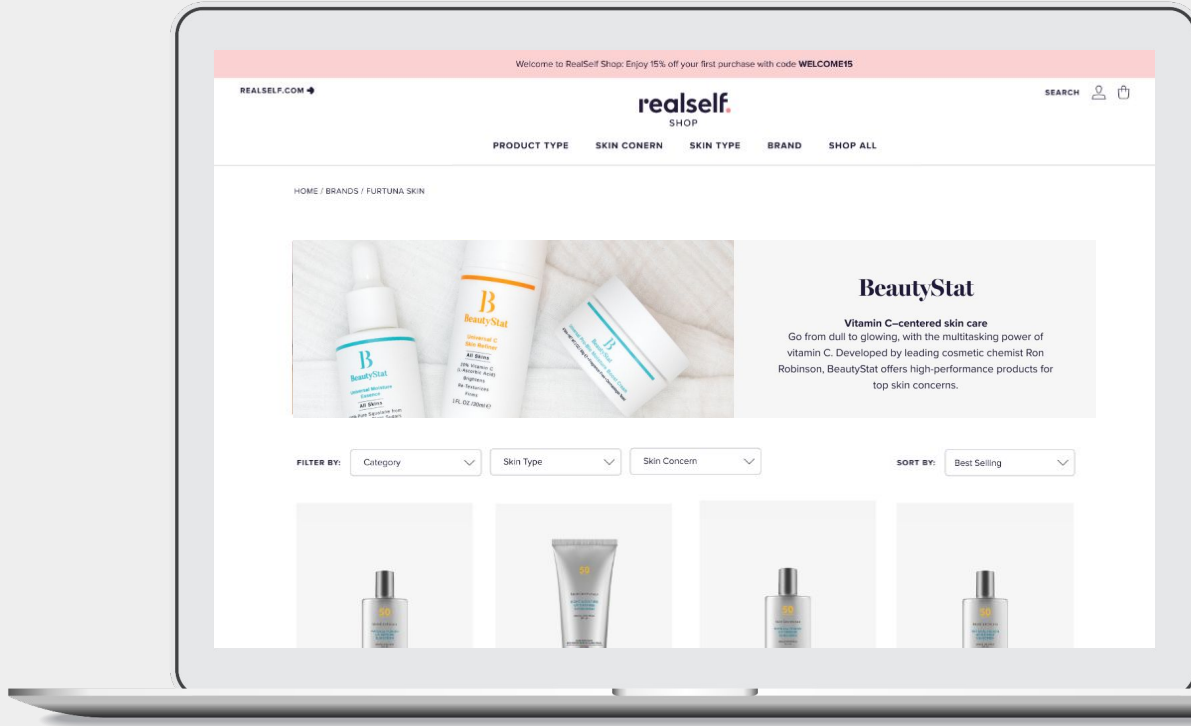


ClarityRx

Pure ingredients, effective results

Encourage healthy, beautiful skin with plant-based, cruelty-free formulas made with naturally sourced, pharmaceutical-grade ingredients.





Welcome to Re:Self Shop. Enjoy 15% off your first purchase with code **WELCOME15**

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re:SELF
SHOP

SEARCH

PRODUCT TYPE SKIN CONCERN SKIN TYPE BRAND SHOP ALL

HOME / BRANDS / FURTUNA SKIN



BeautyStat

Vitamin C-centered skin care
Go from dull to glowing, with the multitasking power of vitamin C. Developed by leading cosmetic chemist Ron Robinson, BeautyStat offers high-performance products for top skin concerns.

FILTER BY: Category Skin Type Skin Concern

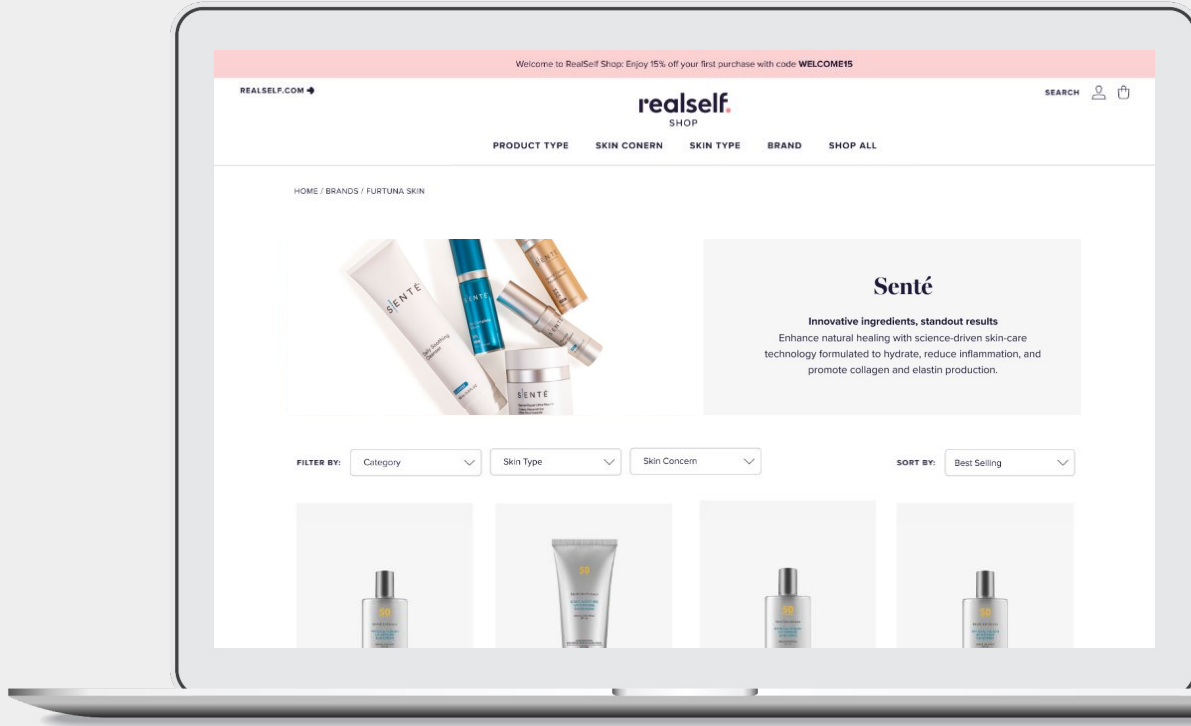
SORT BY: Best Selling



HydroPeptide

Promote healthier skin, at the source
Nourish skin at the cellular level with the power of epigenetic peptides that boost collagen production, speed up wound healing, and reduce fine lines.





Doctor Rogers RESTORE

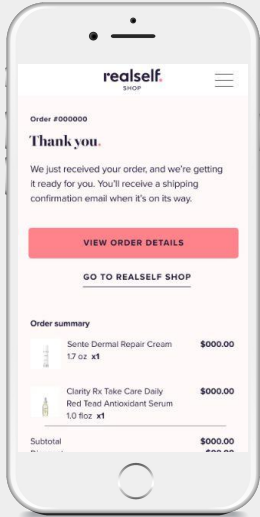
Elevated, everyday essentials

Soothe and restore even the most sensitive skin, with dermatologist-created and clinically tested formulas made with biodegradable, vegan ingredients.



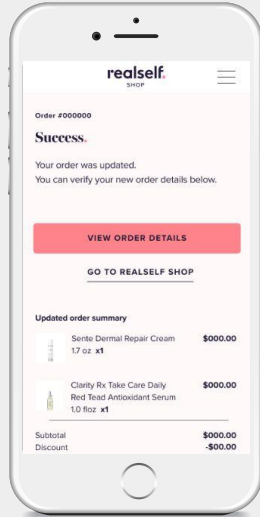
Transactional Emails

ORDER CONFIRMATION



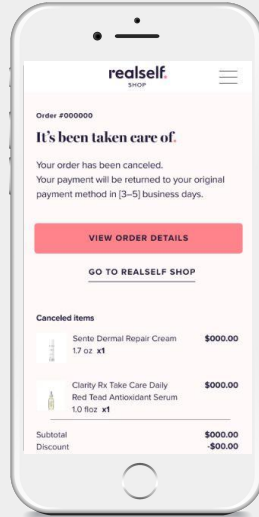
SL: Thank you for your order
PH: Here's your confirmation

ORDER UPDATED



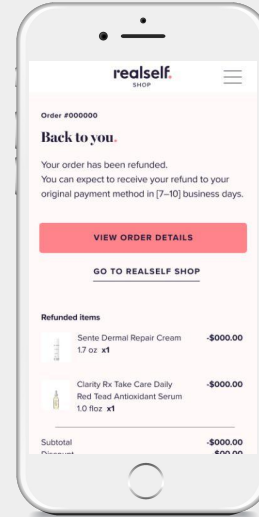
SL: Your order has been updated
PH: Here are your new details

ORDER CANCELED



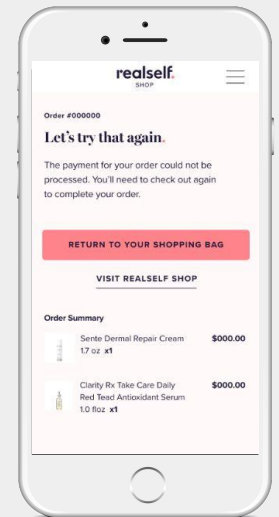
SL: Your order has been canceled
PH: Here's your confirmation

REFUND ISSUED



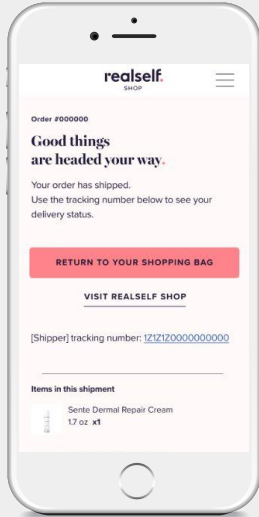
SL: Your refund is on the way
PH: Here's what to expect next

PROCESSING ERROR

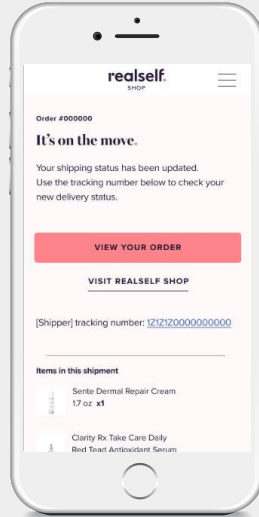


SL: Oops, something went wrong
PH: Your payment wasn't processed

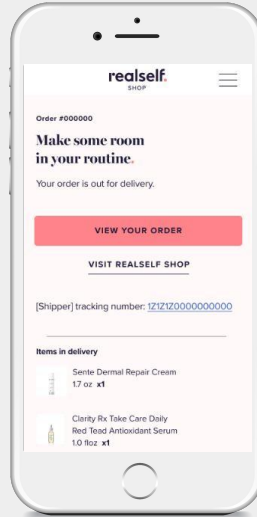
ORDER SHIPPED



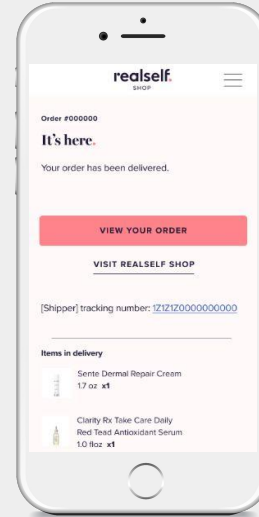
SHIPPING UPDATE



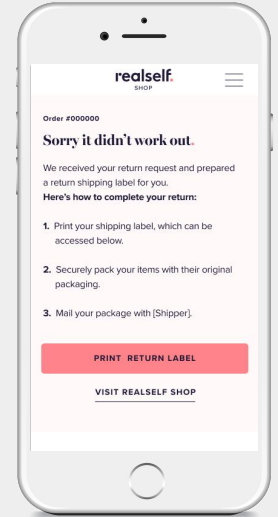
OUT FOR DELIVERY



ORDER DELIVERED



RETURN REQUEST



SL: Your order is on the way (yay!)

PH: Here's your tracking number

SL: Keep tabs on your shipment

PH: Here's the latest update

SL: Your order is out for delivery

PH: Get ready to glow

SL: Your new skincare is here 🙌

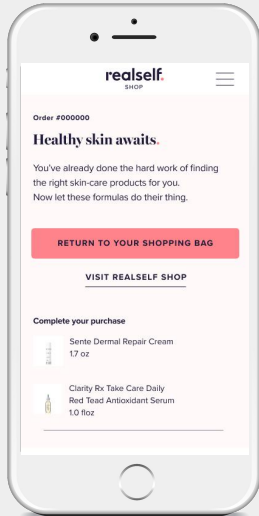
PH: Time for some self-care

SL: ✓ We received your return request

PH: Here's what to do next

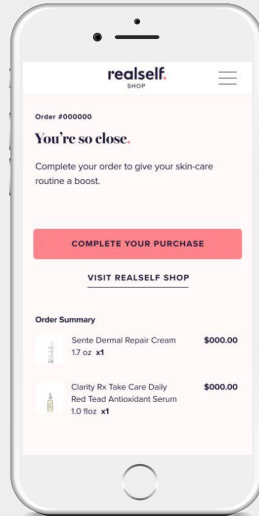
Lifecycle Emails

ABANDONED CART



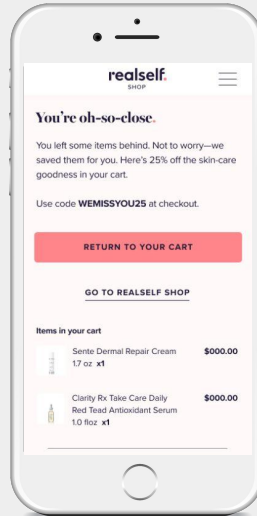
SL: What are you waiting for?
PH: These formulas are for you

ABANDONED TRANSACTION



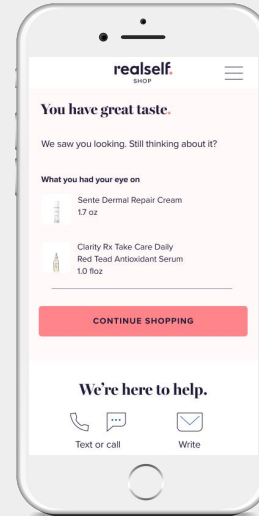
SL: You're *this* close to happier, healthier skin
PH: Complete your purchase now

ABANDONED CART PROMO



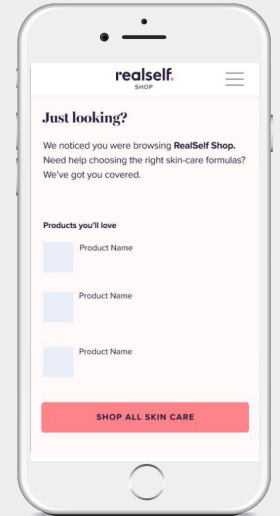
SL: Forget something?
PH: Take 25% off when you complete your purchase today

ABANDONED PRODUCTS



SL: Get it before it's gone
PH: Radiant skin awaits

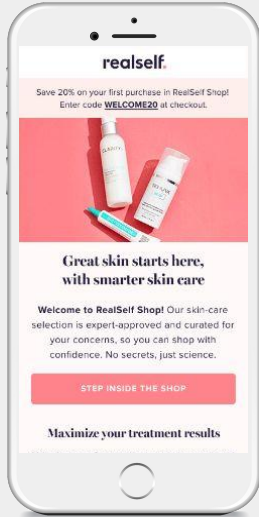
SITE ABANDON



SL: Need help deciding?
PH: We've got you covered

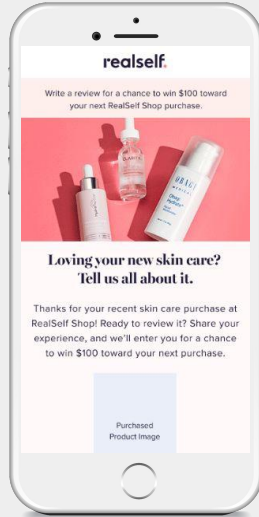
Marketing Emails

SHOP LAUNCH



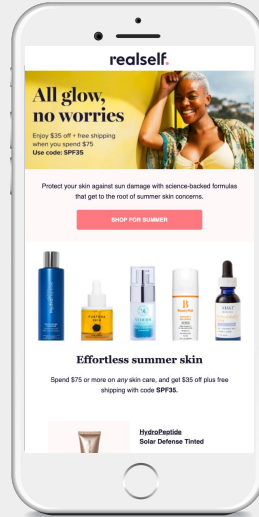
SL: The secret is out: science-backed skin care is in
PH: Shop now and take 25% off

WRITE A REVIEW



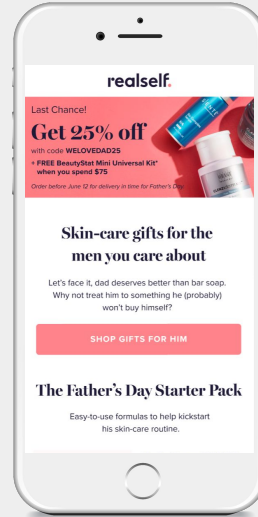
SL: Do you love it, [fname]?
PH: Review it for a chance to win \$100

SUMMER PROMO



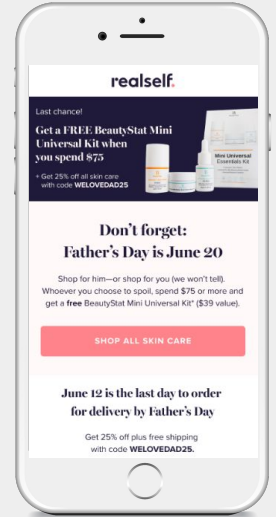
SL: ☀️ Summer is ON – take \$35 OFF
PH: Enjoy effortless summer skincare

FATHER'S DAY TEST A



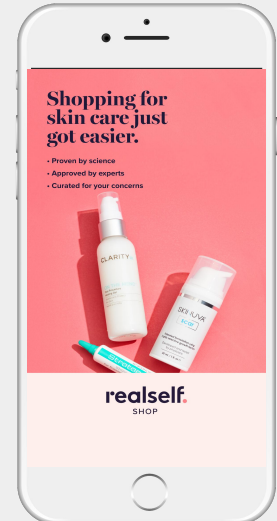
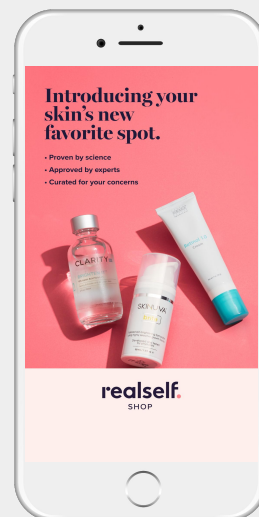
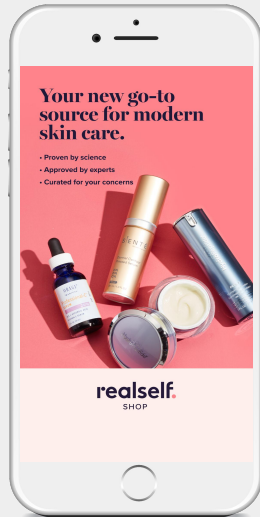
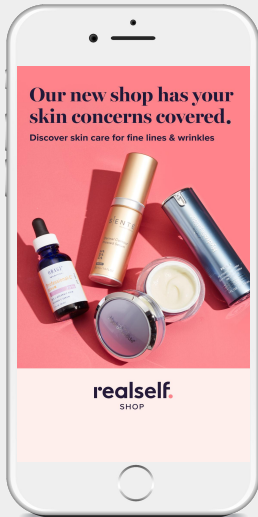
SL: Don't get dad another tie
PH: Treat him to something unexpected

FATHER'S DAY TEST B (WIN)

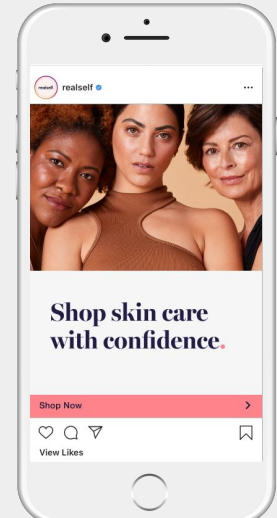
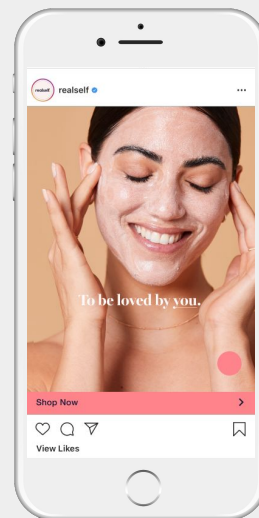
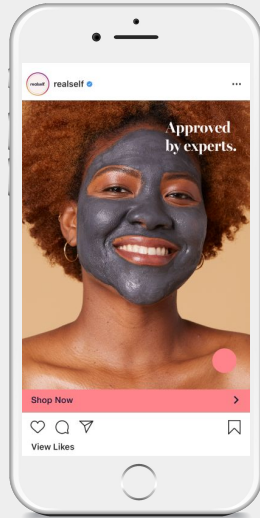
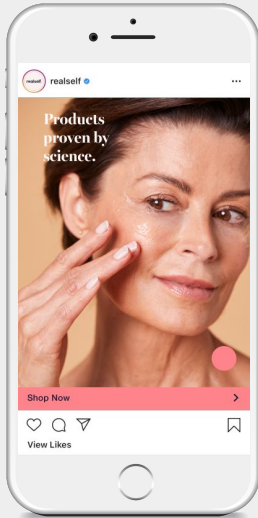


SL: Because dad never passes up a good deal...
PH: Take 25% off all skincare

Ad Series: Shop Launch



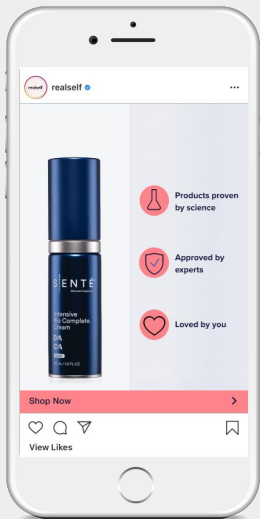
Ad Series: Paid Social



PRIMARY TEXT: That feeling when you know your skincare **really** works.

HEADLINE: RealSelf Shop is now open. Get 25% off.

CTA: Shop Now

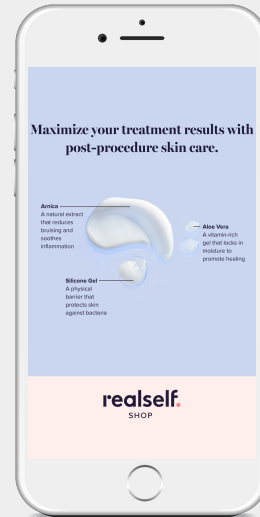
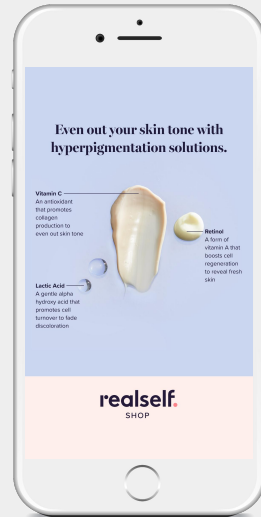
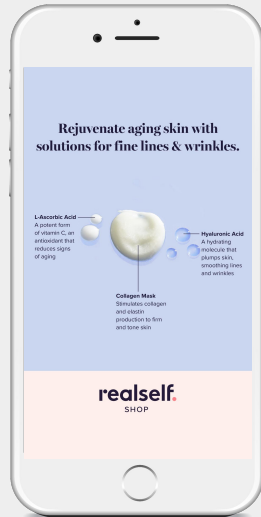


PRIMARY TEXT: The secret is out: science-backed skin care is in. Find your formula at RealSelf Shop.

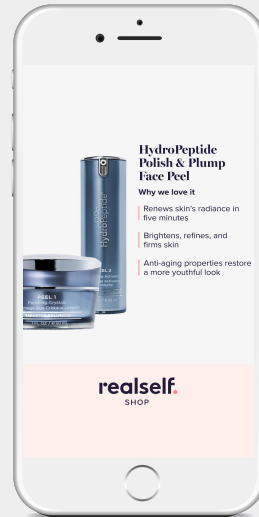
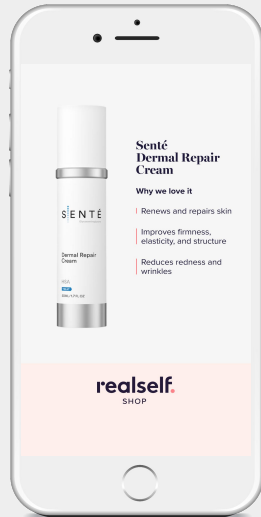
HEADLINE: Get 25% off doctor-recommended skincare.

CTA: Shop Now


Ad Series: Ingredient Benefits



Ad Series: Product Benefits



Curated products to reduce fine lines & wrinkles.




B3NTE
Dermal Corrector
Reduce fine lines, wrinkles, and elasticity.

Olay
Professional C Serum
Protect skin after laser treatments.

MultiPeptide
Pulse & Plasma Firm Peel
Reduce redness, pigmentation, and creasing.

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Curated products to even out skin tone.




CLARITY
Brightening
Improve skin's tone and texture.

Olay
Retinol LP
Smooth skin for a more youthful look.

SkinCeuticals
Sheer
Fade discoloration and skin spots.

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Curated products to maximize treatment results.



CLARITY
On The Move
Soothe skin and provide healing.

Moxmet
Advanced
Protect skin after laser treatments.

SkinCeuticals
Sheer
Reduce redness, pigmentation, and creasing.


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Ad Series: Consumer Quotes

“

I have a combination of oily and dry skin, and this is the only product that hydrates my skin without leaving any oily residue.”

—RealSelf community member




CLARITY Rx
Daily Dose of Water
Hyaluronic Acid Hydrating Serum

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“

I have pretty sensitive skin, but I experienced no irritation, breakouts, or redness using this mask. It was smoothing, calming, and refreshing.”

—RealSelf community member




CLARITY Rx
Probiotic + Pink Himalayan Salt Mask

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“

I have used this product for the last two weeks ... and have noticed almost an immediate improvement in wrinkles, less breakouts, & firmness in my skin.”

—RealSelf community member




Sente
Bio Complete Serum

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SHOP

“

Actually worked on my skin! Cleared this discoloration!”

—RealSelf community member




Skinuva
Brite

realself.
SHOP

“

I can already see an improvement in the brightness of my skin after using it for roughly two weeks.”

—RealSelf community member



Sente
Dermal Repair Cream

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SHOP