

New Season, New Products: Sephora's Favorites to Fight Against Common Seasonal Challenges

Get into Fall with These Top Beauty Sellers to Protect Your Skin and Look

Fall can feel like a fresh start so why not start it with fresh skin. This season is the perfect time to prepare for the shift in weather. Skin, hair and facial products have different conditions to consider with each season. With fresh releases in blushes to lip oils, Sephora has just what you need this season to compete against dry skin, chapped lips and more. We highlighted the top products to fight common seasonal changes.

DRY LIPS? Use Laneige Lip Sleeping Masks

Made with murumuru seed and shea butter, the Laneige Lip Sleeping Masks smooths and enhances moisture in the lips. This cult classic also features vitamin c and no parabens. With hydrated lips, your lip products for the holidays will be set for success.

DRY SKIN? Glow Recipe Plum Plump Refillable Hyaluronic Acid Moisturizer

A moisturizer that works for all skin types is like gold. Light weight and packed with helpful acids, Glow Recipe's moisturizer fixes dullness, dryness and firmness. Long walks in chilly air will have nothing to fight against with this in your tool kit.

RUNNY NOSES RUINING MAKEUP? One Size Ultimate Blurring Setting Powder

This vegan and matte finishing formula will set your makeup to fight against all weather. Put some powder on your nose and see for yourself! This fragrance-free powder also has multiple shades to create the look you are seeking for this season.

NEED AUTUMN COLORS? Anastasia Beverly Hills Fall Romance Eyeshadow Palette

Limited Edition for this season only, these fall colors are sure to make the perfect eye look for Autumn. Matte and metallics are both available in the Fall Romance Eyeshadow Palette. There's also no need to worry about the ethics of the palette since it is a cruelty-free testing brand.

WHERE TO FIND PRODUCTS? We Got You

Visit [_https://www.sephora.com/](https://www.sephora.com/) to see our other recommendations and bestsellers!

Goal: To interest those who are already aware of the brand in buying new products as well as promote the current trending products.

Audience: The target audience is females ages 18 to 34 that are into skincare as well as makeup. This is Sephora's current main audience.



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FOR IMMEDIATE RELEASE

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Sephora's Somerset Location Hosts Massive 24-Hour Flash Sale to Celebrate Lions Victory with Special Guest

Kerby Joseph to make an appearance at the Flash Sale with products reaching up to 75% Off

- WHAT:** Kerby Joseph, a Lions defensive line back, to make guest appearance at Somerset Sephora Flash Sale supporting the Lions.
- WHO:** Current Lions player #31, Kerby Joseph
- WHEN:** Friday, Nov. 3, 2023 @ 10 A.M.
- WHERE:** SEPHORA
2800 W Big Beaver Rd
Troy, MI 48084
123-456-7890
- WHY:** Kerby Joseph will represent the community as well as support the flash sale in honor of the Lions. Joseph will meet with shoppers with the goal of building up the community as well as teamwork. He will also be taking pictures with guests for the event.
- NOTE:** This is the first time Sephora is doing a local community outreach program for select NFL cities. The Sephora Collection will be 75% off with other notable brands like ONESIZE cosmetics by Patrick Starr.

HOW: Contact the Somerset Sephora to attend the event
123-456-7890

—SEPHORA—

Goal: To nurture the community as well as be promotional for Sephora

Target Audience: Journalists with an interest in community events like Local 4 News or Sports journalists.

Target Audience: The target audience is the same as the blog being females from the ages 24 to mid 40s. The lesser priority audience would be ages from 18 to 23 females.

Goal of Social Posts: The posts should increase engagement and conversions on the blog post while promoting the brand.

Facebook:



Caption:

Jump into 🕷️ spooky season 🕷️! We have our fall picks. 👁️👁️ Read about how to scare away dry skin and more! Link in bio.

Hashtags Used:

#Sephora #FallPicks #Spookyseason #Eyeshadow #Autumngirl #Holidays #Dryskin #Drylips

Characters used: 94 characters without spaces for caption

Recommendation: Many groups and companies post more graphics that would allow this to do well on the platform. Since the target audience is Millennials for the most part, Facebook is a common social media platform for the age group.

Instagram:



Caption: Make the most out of your eye looks this autumn with our fall picks 🍂! Take a peek 👁️ at our link in bio.

Hashtags Used:

#Sephora #FallPicks #Spookyseason #Eyeshadow #Autumngirl #Holidays #Fallfashion #Falllooks

Characters used: 104 with spaces in the caption

Recommendation: The age ranges targeted are also on Instagram leaning towards the younger side of the scale. I would post this and promote the post. The image uses products that are included in the blog.

X (Priorly Known as Twitter):

Recommendation: Currently, X is going through changes that can be confusing for the audience. The social platform is up in the air. The target audience is on X (Twitter), but with the state of the platform, I would recommend that X is avoided for now.

LinkedIn:

Recommendation: LinkedIn is a platform that is more for professional-to-professional contact. Much of the content posted on here would be for those that follow the business or work for the business. A post on LinkedIn should be more highlighting a company than aimed at consumers. I would not recommend posting this matter on LinkedIn.