



FACTOR ESTÈTIC
SPAIN

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Overview



Factor Estètic is the premier Spanish laboratory at the forefront of skin regenerative medicine.

With a health-first approach to skin, we are committed to the development of minimally invasive, highly effective, and safe integral solutions.

We serve as the central, corporate brand (umbrella brand) from which several single brands are housed—Dermclar, Neo.b, and Perfill. The purpose of this document is to serve as a resource to navigate the philosophy, methodology, basic values, and principles of Factor Estètic and ensure messaging is managed jointly under one brand.



Origin Story

In 1997, Dr. Joan Martí Gomà began his investigation of deep hydration treatment for the healing and regeneration of the skin structure. Our multidisciplinary team of researchers were pioneers in mesotherapy treatments.

At the time, plastic surgery was on the rise; however, results were never as expected by the average consumer because the field wasn't considering the quality of the skin as part of the process.



Focused on a 360° approach, we developed formulations that work synergistically with treatments at every stage of the prejuvenation process, including sterile cosmetics, cosmeceuticals, and medical devices.

In 2018, the company began a fresh project with a new business venture, which was further advanced by the dedication and commitment of the motivated and multicultural team that shaped who we are today.

With the creation and success of the Dermclar brand, which has crossed borders, Factor Estètic has become known throughout the world. We are now proud to be recognized as an icon in the Aesthetic Medicine field, excelling at research, development, and innovation.

Audience

We have a channel partnership, catering to:

DISTRIBUTERS	MEDICAL AESTHETIC PROFESSIONALS	PATIENTS
<p>Specialists who help us achieve success through the shared goal.</p>	<p>Surgeons, dermatologists, aesthetic practitioners, and other healthcare professionals who provide holistic solutions to their patients.</p>	<p>Individuals who seek to improve their appearance naturally.</p>

We all work together to serve the end consumer, the patient.



Market

THE JOURNEY OF THOSE WE SERVE

Millennials (born between 1980 and 1995) are entering their late 20s and 30s. They're beginning to notice that their skin isn't as radiant as it used to be. They may find that keeping their skin hydrated isn't as simple as it once was. They may look in the mirror and see more texture than usual, hyperpigmentation, or even crow's feet.

Knowing they're on the cusp of the inevitable—visible signs of skin aging—they don't want to wait until their complexion has changed considerably to take action, at which point they may feel the need to take drastic



MILLENNIALS
AGES 25 AND UP

SKIN STATUS:
THE FIRST VISIBLE SIGNS
OF SKIN AGING

measures (e.g., invasive treatments). Instead, they are taking a preventative and progressive approach to skin health.

For a consumer group where 1 in 3 go to the gym at least once a week and 44% try to buy natural products,* preventative anti-aging (prejuvenation) is seen as an intrinsic part of overall health maintenance. The aesthetic benefits are a driving factor but it's an empowering choice that makes them feel confident in their own skin and proud to be taking back control of the aging process.

THE PROBLEM

While they're less afraid of technology, they're still deterred by the results of cosmetic procedures of the past and are highly concerned that injectables and fillers may produce an unnatural look. Seeking simplicity, they're also not convinced that the cold creams their parents bought in the department store will do the trick.

Later generations—Gen X and Baby Boomers—may have already begun semi-invasive procedures such as micro-needling or skin boosters. However, many stop treatments because they are disappointed with the results (e.g., unnatural results).

THE SOLUTION

Strike a balance between topical skincare and intradermal regenerative procedures to bring out the best from within the skin. By producing formulations with ingredients they are familiar with and that are organic to the body—such as vitamins and hyaluronic acid—we can deliver effective and empowering results.

*GlobalWebIndex’s December 2019 custom survey of 2,436 U.S. and 2,362 UK internet users aged 16-64

WHO THEY ARE?

Millennial audiences (and up) who are proactive in their skin rejuvenation methods.

WHAT DO THEY WANT?

Safe, dermatologist-recommended solutions with natural ingredients that provide natural-looking results.

HOW DO WE SERVE THEM?

We provide consumers with innovative, science-based solutions, working with the skin for a natural look no matter their journey in rejuvenation solutions.

Unique Selling Points

HOW WE SERVE THEM IN A WAY NO ONE ELSE DOES

NATURAL, BIOCOMPATIBLE INGREDIENTS:

We pair pharma-grade hyaluronic acid with other biocompatible active ingredients to create innovative combinations that work with the skin to achieve visible results.

SAFE, LONG-LASTING RESULTS:

We hone in on formulations that can be used exclusively, combined with, or as a complement to other products before, during, or after skin treatments for an effective 360° approach to skin rejuvenation.

INNOVATIVE, ACTIVE TRANSPORT SYSTEM:

We've innovated a delivery system that can be used by many techniques, allowing you to treat specific skin conditions in a variety of ways.

Vision

THE GOALS WE WANT TO ACHIEVE AS A COMPANY



We aim to become the global leaders and reference laboratory in advanced skincare and regeneration treatments for the prevention of premature aging and other skin disorders with an emphasis on **1) pro-aging treatments** that use high-quality active ingredients and **2) non-invasive or minimally invasive treatments** executed with a wide variety of techniques.

Mission

HOW WE WANT TO SHAPE THE MARKET



Our mission is to be a **positive influence** on the aging process. Through our comprehensive in-house portfolio of products combined with professional treatment, we are uniquely positioned to create **a new narrative on aging** based on our unique expertise in **integrative proaging medicine**.

Through this, we must think of three terms:

PROGRESSIVE	PREJUVENATION	PROAGING
happening or developing gradually or in stages	preventative anti-aging	Progressive + Prejuvenation = proaging
Slow and steady increments that add up over the long term	Working with your body using moisture and regeneration to keep skin looking its best	Accepting the importance of aging as a normal cycle of life and experiencing it positively

Core Philosophy

HOW OUR BELIEFS SHAPE THE WAY WE OPERATE



Deep hydration is the key to healthy, youthful-looking skin.

While each skin has its own skin story, dehydrated skin has been proven to display accelerated signs of skin aging such as loss of elasticity, fine lines, and wrinkles.

Part of this is inevitable. As you age, your skin loses the quantity of the wonderfully hydrating ingredients—such as hyaluronic acid—and the elements that keep your skin tight, plump, and moisturized—such as elastin and collagen.



Much of it, however, is preventable. We believe we can enhance the processes of regeneration, restructuring, and hydration of the skin in order to prevent premature aging.

That's why Hyaluronic acid (HA) is the perfect ingredient to treat the skin. Fully biocompatible with our skin's own natural HA, it helps recalibrate the skin's intrinsic moisture profile for natural-looking skin improvement.

Hyaluronic Acid

Hyaluronic acid—also known as HA—is a glycosaminoglycan, a naturally-occurring substance that’s part of the skin’s youth-supporting matrix, boosting collagen and elastin synthesis. Hyaluronic acid works to keep every aspect of skin moisturized, supple, and constantly renewed.

SAFETY
Free-form HA molecules are not cross-linked, ensuring natural absorption and natural-looking results.

HYDRATION
Reaches multiple skin layers to optimize moisture in the deep and superficial layers of the skin.

BIOCOMPATIBLE
It already exists in our body, unleashing wellness from within.

Core Values

WHAT DRIVES OUR BEHAVIOR AND SERVES AS A REFLECTION OF WHO WE ARE



EFFECTIVENESS

Taking control of the aging process is most effective when supported day after day by the best of all sciences. We are proud to bring forth a groundbreaking portfolio of products validated and promoted by the medical community.

SIMPLICITY

Refined simplicity and sophistication are key to smart formats. We intentionally select the specific ingredients that are tasked with treating certain skin types and skin conditions for a specific audience and target market.

SAFETY

Safe-to-use sterile cosmetics are of the utmost importance. We use pharmaceutical-grade hyaluronic acid and other ingredients our bodies already produce, rendering them safe for use in a wide range of options to enhance the face and body.



Value Proposition

Our proaging treatments are made from **unique ingredient combinations** packed in an **innovative delivery system** that can be used by many techniques for **outstanding, natural results** on the skin.

Taglines

FORMULATIONS THAT STAY TRUE TO YOU

YOUR BEST SKIN, BOOSTED.

PROGRESSIVE, PROACTIVE – PROAGING

WITH YOU FOR A 360° APPROACH

REVEALING YOUR BEST SKIN FROM WITHIN

REPLENISH DEEP HYDRATION, REVITALIZE YOUR SKIN FROM WITHIN

PREJUVENATION—YOUR BEST SKIN IS HERE TO STAY



Bio's for Social Channels

INSTAGRAM

Formulations that stay true to you 💧 Spanish laboratory at the forefront of skin regenerative medicine.

LINKEDIN

Factor Estètic is the premiere Spanish laboratory at the forefront of skin regenerative medicine. With a health-first approach to skin, we are dedicated to research, development, and innovation. Get to know our brands Dermclar, Neo.b, and Perfill.

Brand Personality

THE NEIGHBOR WHO JUST HAPPENS TO BE A DOCTOR.



He's the one you can't wait to go to for the latest news in skincare formulations and technique innovation. Because you've built rapport, he'll never try to sell you on the fountain of youth.

As your neighbor, he's always got time to discuss anything from topical skincare and intradermal regenerative procedures with you.

Eloquent and knowledgeable, he doesn't change his language in order to speak with you. Rather, he speaks with a balance between the professionalism he uses at work and a more relaxed, friendly tone you'd expect when speaking with a friend.

Brand Voice

POSITIVE, ELEVATED, AUTHENTIC.



POSITIVE, NOT PATRONIZING

We showcase proaging messages by providing positive claims rather than using “anti-xxx” messages.

- ✔ Ready to get proactive with your skin’s health? Start a progressive treatment that unleashes your best skin from within.
- ✘ You must turn back the clocks with an anti-aging routine to restore your younger-looking skin!

ELEVATED, NOT CLINICAL:

We are experts and we speak with authority and sophistication, but we do not need to prove our knowledge with overly clinical speak.

- ✔ To achieve this goal, we have developed synergistic routines that combine professional treatments and at-home routines for outstanding, natural-looking results.
- ✘ We test our products on the primary human skin cells adapted to real conditions such as aged fibroblasts obtained from the depth of the wrinkles, skin cells under UV radiation, or oxidative stress, in order to ensure the clinical effect of the products.

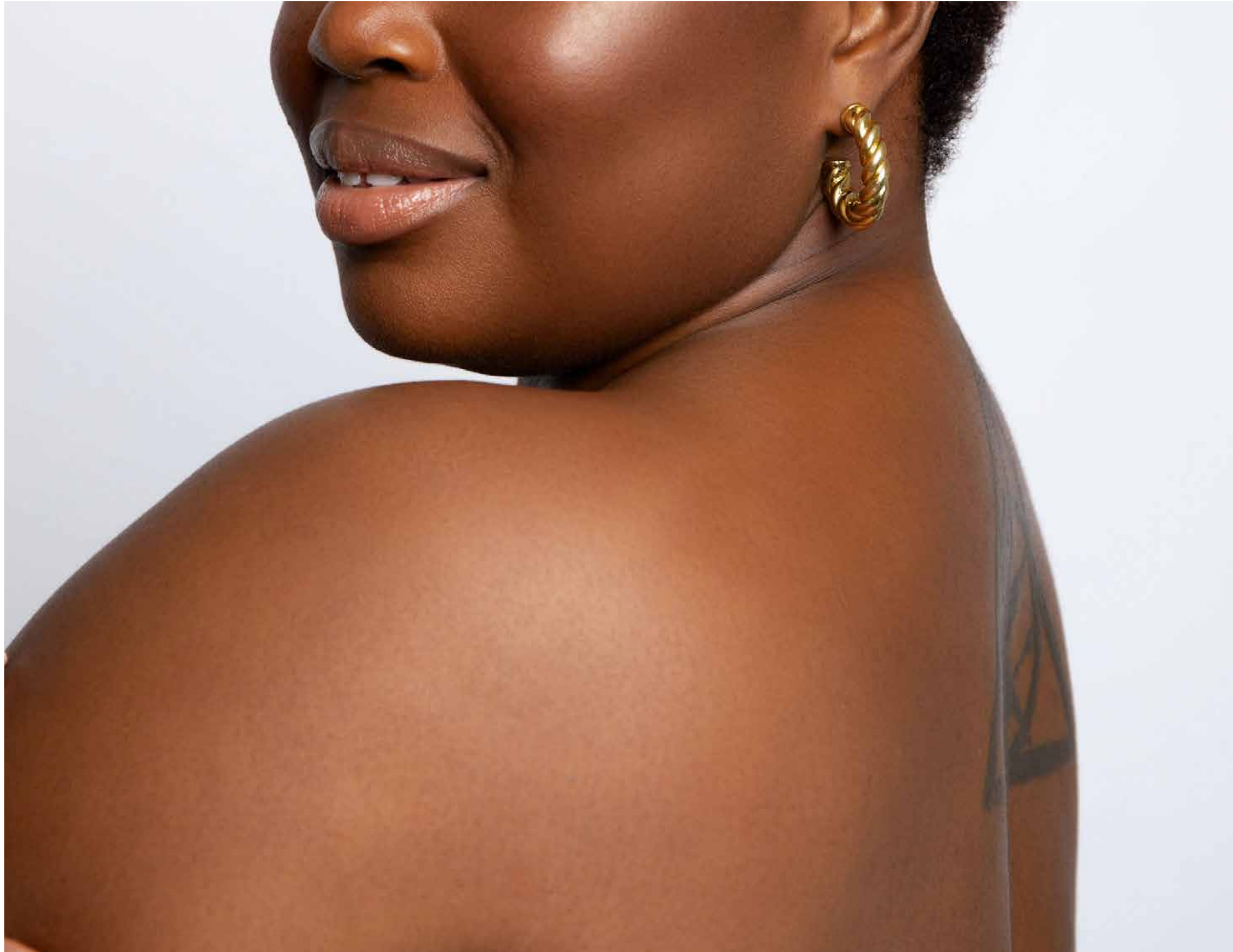
AUTHENTIC, NOT VULNERABLE:

Our language should also be real and authentic while maintaining a sense of authority.

- ✔ Featuring biocompatible ingredients like non-crosslinked hyaluronic acid, our holistic treatments ensure safe, effective results that work with your skin, not against it.
- ✘ We know chemicals sound scary and you don’t want them on your skin, so we use natural ingredients like hyaluronic acid because they’re safe and well-known so you don’t have to worry.

WORD BANK: Words that evoke images of water, wellness, hydration & restoration

HYDRATION	MOISTURIZING	PLUMP
LUSH	DEWEY	QUENCH
REVITALIZE	REGENERATION	NATURAL
RESURGENCE	SURGE	FRESH



DOS & DON'TS

- ✔ **DO:** prejuvenation, proaging, aging well
- ✘ **DON'T:** anti-aging, anti-wrinkles

- ✔ **DO:** prevent premature aging, preventative anti-aging, proactive
- ✘ **DON'T:** prevent aging

- ✔ **DO:** harmonious, natural, natural-looking
- ✘ **DON'T:** radical, dramatic, drastic

- ✔ **DO:** biocompatible, biostimulation, restructuring, revitalizing, regeneration
- ✘ **DON'T:** renewal, re-do

- ✔ **DO:** natural, synergistic, holistic
- ✘ **DON'T:** vegan

Style & Formatting



The following should be used to ensure the writing style of Factor Estètic is consistent across all channels. All content areas must work together to produce engaging and effective communications and marketing materials.

When in doubt about a grammar rule, please consult the AP Style Guide. A free, condensed version can be found online [here](#).

COMMAS

We always use the serial comma. Ex: Hyaluronic acid works to hydrate, regenerate, and restructure the skin.

FIRST VS THIRD PERSON

We refer to Factor Estètic in the third person “we” as opposed to the first person “I.”

TITLES

When writing titles, such as in a blog post, an email subject line, or an h1 Header on the web, use Title Case. Ex: Balance Science with Integral Wellness

Thank You!

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