CLEARSTEM

x

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Introducing: “Hormonemaxxing”

Cultural Newsjacking

By capitalizing on the “maxxing” trend, we are establishing CLEARSTEM as the **ultimate hormone health resource**.

Root Cause

MindBodySkin combines Vitamin A, Vitamin B5, DIM, dandelion root, turmeric, and glutathione to attack hormonal acne from every angle. We are positioning MindBodySkin as **“hormonemaxxing” in a bottle**.

Inclusivity

It’s time to **destigmatize adult acne** across all hormonal stages of life. Whether you’re dealing with post-birth control, postpartum, or perimenopausal breakouts, Clearstem is here to help you maximize your routine.



“For All Stages of Life”

Hormone and Skin Assessment Kit

Targeted Testing

Xella and CLEARSTEM will pair targeted testing with skin support for women who want to get to the **root of their hormonal acne.**

The Kit

The kit will include **advanced biomarker testing** from Xella and a **personalized acne plan** according to CLEARSTEM’s acne experts and your individual hormones.



CLEARSTEM x Xella Messaging

“For all stages of life”

“Acne can make you want to hide, but this kit makes you feel seen”

“Not all acne is created equal”

“Acne doesn’t just stop in your teens”

“Root cause supplementation”

“Hormone-maxxing”

“Work with your hormones, not against them”

Pitch Angles

Founder Story & Market Hook
Business & Commerce Press

- Disrupting the $500B Beauty Market
- Built For Every Stage of Life

The Clinical Hook
Health, Science, & Wellness Press

- The Adult Acne Epidemic
- Targeting the #1 Trigger

The Cultural Hook
Trend & Beauty Press

- The Death of the 10-Step Skincare Routine
- The “Hormone-maxxing” Movement

Dream Headlines

VOGUE

The Death of the 10-Step Routine: It's Time to Swap Serums for Supplements



Women'sHealth

Why Your Adult Acne Is Actually a Hormone Call for Help



FAST COMPANY

How Two Female-Founded Powerhouses Are Disrupting the $500B Skincare Industry from the Inside Out



Winter Campaign Timeline (Nov-Feb)

Month 1: Long Lead Pitching

Pitch print editors for Winter Skin & New Year features. Seeding "For All Stages Kit" and Founder Stories.

Month 2: Winter Launch

NYC pop up and Kit Launch during peak winter skin dehydration and acne spikes.

Month 3: New Year, New Skin

Push “For All Stages of Life kit” for New Year’s product roundups

Month 4: Destigmatizing Adult Acne

Release “Breakout Diaries” confessional audio & digital media push across outlets.



Event Ideation

Two generations, different hormonal stages

Mothers and Daughter could have the **same root-cause skin triggers**. This invite-only event will encourage attendees to bring their mother or daughter. The goal is to **bridge the generational breakout gap** through Xella Health hormone diagnostics and CLEARSTEM's internal skin protocal.

Mother Daughter NYC Pop-Up





The Anonymous “Skin Confessional” Box

Turning Hidden Skin Insecurities into an Ongoing Social Support Movement

Guests will be encouraged to write down something they have never said out loud about their adult acne. We want to share the emotional weight of adult breakouts, from skipping social events to feeling insecure in front of a partner, women need to feel less alone in their acne journey.

Post Event Content

The “Breakout Diaries” Social Campaign

- After the event, we will turn the confessions into postable quotes for both CLEARSTEM’s and Xella Health’s socials
- The intention is to help women all over feel less alone in their skin journey
- We will also create a digital version of the confession box via an anonymous Google form/ website landing page linked in their socials.
- This allows to social impact from the event to continue.



Ideal Outcome

CLEARSTEM pioneers the “Hormonemaxxing” trend.

- Help women of all ages bridge the gap between their hormones and adult acne.

Community Building

- A safe space is created online to support women in their skin journey

“I finally got to the root of my hormonal acne!”

★★★★★



PROPOSED CAMPAIGN OUTCOMES

The figures on the following slide are illustrative performance targets developed for this internship campaign concept. They are not actual campaign results, verified forecasts, or achieved outcomes.

Consumer Response

Media & Press Impact

4
Feature stories secured in top-tier publications.

25M+
Total earned media impressions across press features.

15%
Average affiliate conversion rate across digital commerce desks

Social & Digital Engagement

30
Co-branded posts across CLEARSTEM and Xella Health channels.

1.5M
Organic social reach across Instagram and TikTok campaigns.

100+
Anonymous "Skincare Confessions" submitted

Conversion & Customer Acquisition

45
Weekly “For All Stages of Life” kit purchases

15
Xella sign ups per week driven via CLEARSTEM

25%
Repeat purchae rate for MindBodySkin supplement