

Blogging to communicate

Assignment 1

L'ORÉAL

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Summary

The skin care and cosmetic industry are developing every day. They are well-known from ancient times. People used to use different leafs, aromatic herbs and everything they could find from the Mother Nature itself for treating the skin and for making a nice fragrance.

Nowadays we have too many different brands for perfumes, skin care products, cosmetics, hair products and many more. One of the top brands in 21st century is “L’Oreal”. In this assessment we will take a close look of their development, marketing and their new products.

Introduction

L’Oreal was found in 1909 from Eugène Schueller. He created one of the first hair dyes and sold it. This way he started a new trend and forged the first link in what is still the DNA of L’Oréal: research and innovation in the service of Beauty.

Many years of researching, manufacturing and making millions of people happy, the L’Oreal becomes L’Oreal Group – a multibillion dollars company. From 1988 until 2005, L’Oreal Group becomes number one in the beauty industry. They always seize new trends ahead of their time. The passion for beauty and the thirst of innovations are leading factors for the company to grow, reach more people and to succeed.

As a marketing manager here, I am going to tell you more about our new product and what is coming up next.

Blogging

Blog 1

Our company is constantly developing. We are L’Oreal – well-known beauty brand with enormous variety of products, including skin care. It is very familiar to the community that we produce products for both women and men.

In the past months our team developed an amazing new collection for men! Today I am going to introduce you the products.

This new collection contains 5 products. All of them are based on natural ingredients and every day for the next week we are going to present of them.

Today I am presenting our body scrub for men! It is natural sea salt from the Dead Sea in Israel. It is dermatologically tested and the doctors recommended it for Eczema, Psoriasis, fungus on feet, stretch marks, body acne and it is also very good for construction workers. The salt is to be used for exfoliating the skin – removing all the dead skin cells, the germs, the toxins and impurities.

The body scrub contains a lot of vitamin E, vitamin C and sweet almond oil. As a person who used it already, I recommend to be used once a week, not every day only for the body, not for the face. You can mix it with shower gel or use it by itself.

Guarantee for all men – once you try it, you will want more!

Blog 2

It is here. It is out. It is time for our new product – Mineral Peeling Gel for exfoliating the face weekly. Last time I presented to you the Body scrub, which is only for the body, but not for the face. Today I have the most innovative resolution for the men's face. The Mineral Peeling Gel is made by the same minerals like the body scrub; however it is made in liquid form, especially for sensitive skin – which is the face. This product peels off the dead skin cells from the face. It also cleans impurities like black heads, white heads, spots and teenage pimples. It is very helpful with ingrown hairs as well.

Our top scientists added to the formula aloe vera, so you can enjoy the silky smooth feeling after. There are no artificial chemicals, no paraffin and no alcohol. This makes it perfect for all skin types.

You will enjoy the product so much, you will want to purchase it all the time, but wait a second! I have amazing news to tell you – one Peeling gel it will last you for a whole year! Yes! That is true, you have to use it once a week and just a few drops. You understand correctly – one year treatment for your skin!

That is L'Oreal.

Blog 3

Every man at least once in his life had to go to very special event. To make the best of our appearance, we dress up nice, put some nice fragrance on, watch on the hand and we shave or trim our beard. It is very hard to find the most compatible, for your skin, shaving cream. Stop searching, the L’Oreal shaving cream is out now! We made it!

The innovation in this product comes with the tiny iron particles, which are the main ingredient in it. These particles connect with the hair and make the beard so soft and easy to remove. You can use it even with trimmer. I know what you think right now “This guy doesn’t know what he’s saying.”, but I am going to tell you a secret. Once you apply it on the face, the shaving cream stays for the first 5 minutes and you can shave during this time, but if you leave it more, it will be absorbed by the skin like a moisturizer and you can still trim your beard! Easy like a piece of cake!

Well, men – this is not something that you see every day!

Trim it! Shave it! Hydrate it! Try L’Oreal shaving cream. Be modern, be trendy!

Blog 4

Did you know that the handshake is showing more for yourself then you can think of? Results of a study, according to lead author William F. Chaplin, PhD, show that a person's handshake is consistent over time and is related to some aspects of his or her personality. The etiquette books have been saying all along, that a firm handshake helps makes a good first impression. It is true, and that is why you need to have smooth skin! Do not worry about that, we have the solution – L’Oreal’s new hand cream for men!

Why this cream? What is different from any other hand cream? What will happen if the women use it? – All of these questions have an answer. Bear with me.

Our new hand cream for men contains important enzymes and proteins for the male’s body. With the magnesium inside, it is perfect for dry skin. It hydrates the hands for the whole day and you do not have to apply it constantly. The women can use the cream as well; however it is more compatible for men’s because of the birch sap.

Other hand cream -Dries your skin faster X -Washes easily X -You have to apply it several times a day X -Contains chemicals X -Finishes faster X	L'Oreal's hand cream for men -Keeps the hydration during the whole day ✓ -You can wash your hands a hundred times a day, it would be a problem ✓ -You have to apply it only once a day ✓ -NO chemicals ✓ -Last a couple of months ✓
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Blog 5

Dark circles – no more!

The final product of this collection is here! Say “NO more” to the dark circles, puffy bags and wrinkles around the eye area! I am presenting to you our Puffiness Treatment!

This product has 5 main ingredients: collagen, elastine, eyeliss, purified water and hyaluronic acid. Combined together, they work to prevent appearing of the dark circles and bags under the eyes. But that is definitely not all! The most important function of the Puffiness treatment is – it removes wrinkles! Wow!

You have to apply 3-4 drops under the eye area only once a week in the night and you can go to sleep. You have to use the treatment for 6 months, and “puff” it’s all gone, like magic!

We made this to return the confidence in men! We don’t sleep enough; we have stressful jobs, kids and a ton of responsibilities. That is why this product will help you to return your youthful look again and be 10 years younger.

It is natural replacement of a Botox injection!

Go on – treat yourself. Use the L’Oreal Puffiness treatment!

Blog 6

Our big family in L’Oreal Group decided to launch a new educational campaign to help all of us take “One Green Step”. The Campaign will be held in 20 different countries during the summer. Everyone will have access to expert knowledge and real world advice.

Be part of our journey. Learn more about our environment and how can we make it better. We will answer the questions like: Can we use less water in the

beauty products? Can we reduce the plastic? Visit our campaign in your city!
We will expect you!

This is a first step in a new commitment, from L'Oreal, which aims to encourage and empower 250 million people to live greener on the planet, by 2025.

Conclusion

There is something that unites our Divisions and our brands and that is our passion for beauty, and the fact that they all benefit from L'Oreal's advanced research to keep the innovations flowing.

L'Oreal Group is not just a company, it is a lifestyle. It is part of our lives. The brand helps so many people around the world with bad skin conditions and makes their lives better every single day. Here we do it right, we do it simple and we do it effective. Every product is unique, innovative and tested by professionals.

That's why L'Oreal Group is preferred; it is one of the best on the market and the one that everybody knows!

References

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