


DEPT

NIVEA

One newsletter that resonates across Europe

You probably know NIVEA. Part of Beiersdorf Global AG, NIVEA’s skincare products are a mainstay in bathrooms worldwide. These products are primarily sold physically, whereas NIVEA’s newsletters aim to incite brand preference and loyalty – and are sent out to subscribers across the world.



Have you seen these

hacks on your socials?

FOLLOW US

Hi (Name),

Chances are your social feed is full of skincare hypes and hacks. And some are more effective than others. We'll help you debunk the myths, keep up with the hypes and find the perfect hacks for your skin. Don't forget to follow us on TikTok for the latest skincare tricks!

GO TO TIKTOK

Our skin cycling favourites

Backed by dermatologists, skin cycling means only using active ingredients on certain days, followed by “rest days”. This prevents your skin from becoming over-exfoliated or irritated. Our tip? Exfoliate on day one, use a treatment on day two and give your skin a break on day three and four.

Looking for tried-and-tested tips tailored to your skin type? Check out our SKiN GUIDe.

YOUR SKIN GUIDE



What’s slugging all about? 🐌

Slugging might sound a bit icky, but it can do wonders for your skin. After finishing your nighttime skincare routine, you slab on a thick cream (like NIVEA Creme) to lock in moisture overnight. Although people with dark skin have done this for generations (known as greasing up), it works on many skin types.

SLUG WITH THIS

But the best skincare hack? Self-love!



Social media’s constant focus on “improving” your skin can make you feel like there’s something wrong with it. Obviously, there isn’t! Whether you’re acne-prone, red-cheeked, laugh-lined or covered in pigment spots – your skin is unique and, therefore, perfect. Don’t forget to love the skin you’re in. ❤️

NEED A PEP TALK?

Smell great under the shower

Shower gels are often divided in men's and women's sections.

But why not choose your next shower gel based on your favourite scent? Click or hover on the icons to find your perfect match.



Is this game experience not working as expected?
Open the email in your browser

PICK YOUR SMELL



Is our skin really that different?

Binary speaking, a cisgender man's skin is about 15-20% thicker than a cis woman's (as it contains more collagen and elastin).

But that's not the main factor for curating your skincare routine.

What's more important? Your individual skin type and skin needs. Discover yours here!

YOUR SKIN TYPE

The challenge

NIVEA called for an efficient and consistent way to reach its European newsletter subscribers — but one that still resonated with local audience's in Europe's many countries.

The solution

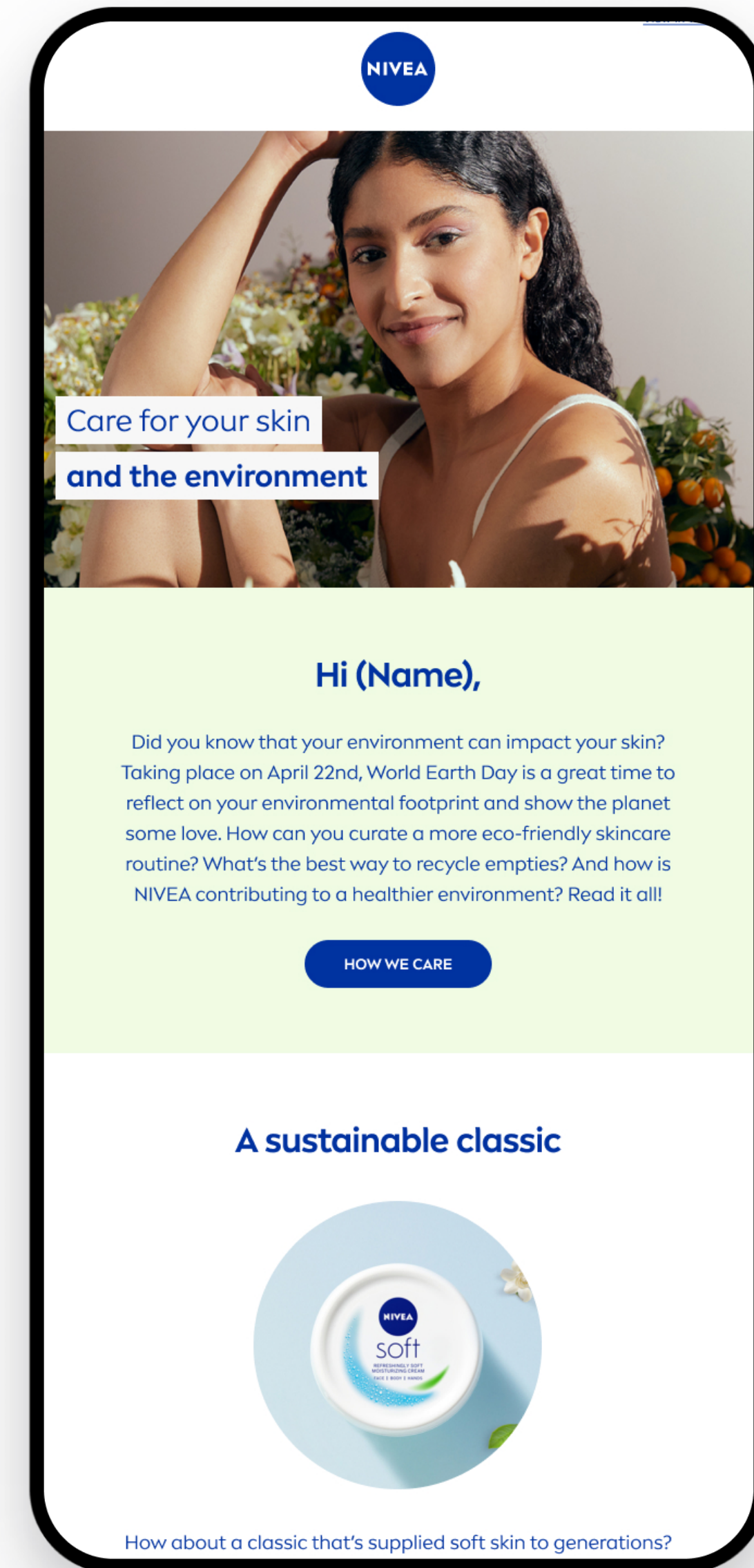
We complied, with the strategy and creation of a master newsletter that can easily be transcreated in different languages and localised for NIVEA's varying product range across EU countries. Each month, we propose several thematic newsletter that balance blocks (or paragraphs) of educational, engaging and commercial content. This editorial approach ensures we keep things culturally relevant, engaging and performance boosting for a pan-European audience.

DEPT

The result?

On a monthly basis, we create 3 storytelling, multi-block European master newsletters — which are transcreated in almost 20 languages for 20 countries.

Plus, we localise newsletters for NL, BE, FR and UK.



What's up with sunscreen
contouring?!



When sunscreen contouring, you're only applying sunscreen to parts of your face. Allegedly, the unprotected parts of your face will tan, making you look naturally snatched. In reality, you'll just end up with a nasty sunburn. Want to minimise the risks of UV rays? Always protect ALL your bare skin with a sunscreen.

GET SPF

Can you separate
these myths from facts?

- 1. Toothpaste heals spots.
- 2. Sunscreen prevents signs of ageing.
- 3. If your cream burns, that means it's working

Click or hover for the answer.



Looking for tried-and-tested tips tailored to your skin type?
Check out our SKIN GUIDE.

YOUR SKIN GUIDE



Hi (Name),

Newsflash: floral-scented shower care isn't just for women. Just like a blue deodorant tin isn't just for men. Skincare is a human thing — and there are countless fantastic products that can be used by everybody. Let's dive into the wonderful world of genderless skincare!

FIND YOUR SKINCARE

Soft skin for everybody

Designed to nourish everybody and every body (not to mention, almost every part of your body), our NIVEA Soft is a must-have in a minimalist bathroom. You can use it to...



- Prime your makeup
- Moisturise your body
- Soften dry cuticles
- Cream up your feet
- Get crafty, make a vase!
- Moisturise your beard

OPT FOR SOFT



Hi (Name),

The temperature is rising, as is the number of upcoming bank holidays. So, it's the perfect time to prep your skin for a short spring trip! And whether you're mini-breaking, day-tripping or enjoying nature, it's always good to come prepared. Enjoy our best skincare tips for all your spring trips...

PREP YOUR SKIN

Lesson 1: less is more

Are you a notorious overpacker? Keep your cosmetics bag light by sticking to the three skincare essentials. After all, a cleanser, moisturiser and SPF are all you need when packing light.




CLEANSE

MOISTURISE

PROTECT

The must-have on your mini-break



Want the 101 on SPF?


GET YOUR SPF ON

Hi (Name),

Chances are, you're enjoying the sun more and more these days (and will be for the next months). That makes SPF the most important step in your skincare routine. But how much (and which) sunscreen do you actually need? Keep scrolling for a beginner's guide.

ALL ABOUT SPF

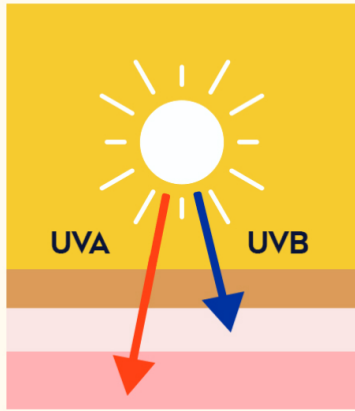
The ABC's of UVA and UVB



UVA rays penetrate your skin, can damage cells and cause premature signs of ageing. They're also not filtered by clouds or windows. UVB rays reach the upper layer of your skin. They're behind your tan, but can also cause sunburn and other health risks. Want to enjoy the sun while limiting its risks? Always opt for a broad-spectrum sunscreen and other sun protection.


Innovatieve 3-in-1-bescherming

Hoe houd je jouw huid gezond, fris en stralend? Met onze UV Face Specialist Triple Protect Fluid SPF50+ natuurlijk! Deze innovatieve formule beschermt je huid tegen drie schadelijke omgevingsfactoren:



- UVA/B-stralen
- Vervuiling
- Blauw licht

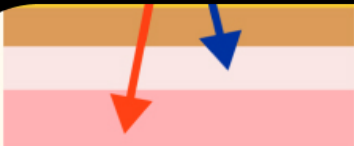
KIES DEZE SPF



Welke SPF heb je nodig?


De SPF op jouw zonnebrandcrème vertelt je hoeveel UV-stralen de crème tegenhoudt. Maar welke SPF jij nodig hebt, hangt af van een aantal dingen (zoals de UV-index of hoe snel je normaal verbrandt). In theorie is een hogere SPF altijd beter. Maar je moet je altijd opnieuw insmeren na het zwemmen, zweten én iedere één a twee uur.

MEER LEREN?



JE SHOPPE


L'ABC de l'UVA et l'UVB



Les rayons UVA peuvent endommager les cellules et provoquer le vieillissement de votre peau. Les rayons UVB sont à l'origine du bronzage, mais peuvent provoquer des coups de soleil. Profitez des bienfaits des UV (vitamine D, taches de rousseur ou bronzage), en optant pour un écran solaire à large spectre.

EN SAVOIR PLUS

La FAQ spéciale solaire



- **Q** : Quelle quantité appliquer sur le visage ?
- **R** : 1 cuillère à café ou 2 doigts.
- **Q** : Et pour le corps ?
- **R** : Une quantité équivalente à celle d'1 verre à shot !

EN SAVOIR PLUS