

SINCERELY
YOURS

LAUNCH ANALYSIS



BRAND AUDIT

Promise

To offer clean, dermatologist-developed, gentle skincare essentials "made with and for teens" that parents can trust, especially sensitive or developing skin. Emphasis on authenticity, community, safety, and confidence for young users.

Target Audience

Primarily teens / Gen Alpha (roughly 10-17 years old), especially those with sensitive/developing skin. Also targeting parents who buy these skin care purchases.

Product Differentiation

- Clean Formulas: Sephora Clean certified, vegan, cruelty-free, non-comedogenic, free of harsh anti-aging ingredients.
- Signature "Barrier Friendly Formula (BFF)" – encapsulated, time-release HA, niacinamide, ceramides to hydrate, soothe, and support barrier.

PRODUCT LINE



kindly clean - hydrating cleanser: \$22
hit refresh - soothing serum mist: \$24
so soft - daily moisturizer: \$26
sunny side up - mineral sunscreen: \$28

- Simplicity: small core range of four essentials (cleanser, mist serum, moisturizer, sunscreen) designed for “starting skincare routines.”
- Designed with teen input: teen advisory board, focus groups, feedback from teens themselves.

“Meet the lineup of dermatologist-developed formulas for skin that’s still figuring itself out.”

LAUNCH STRATEGY



Timing & Distribution:

Official launch Sept 2025. Exclusively at Sephora and through the brand's own site.

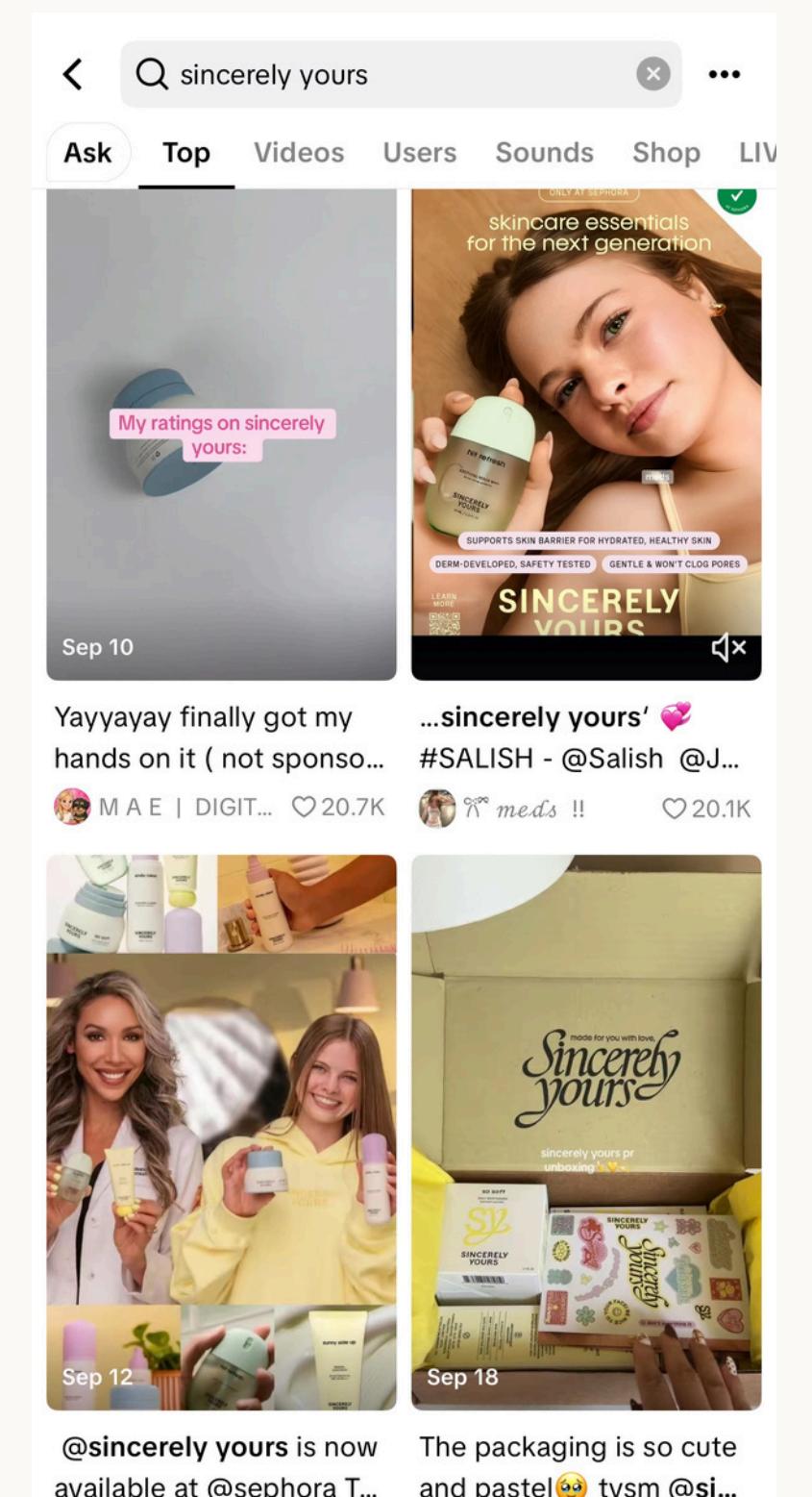
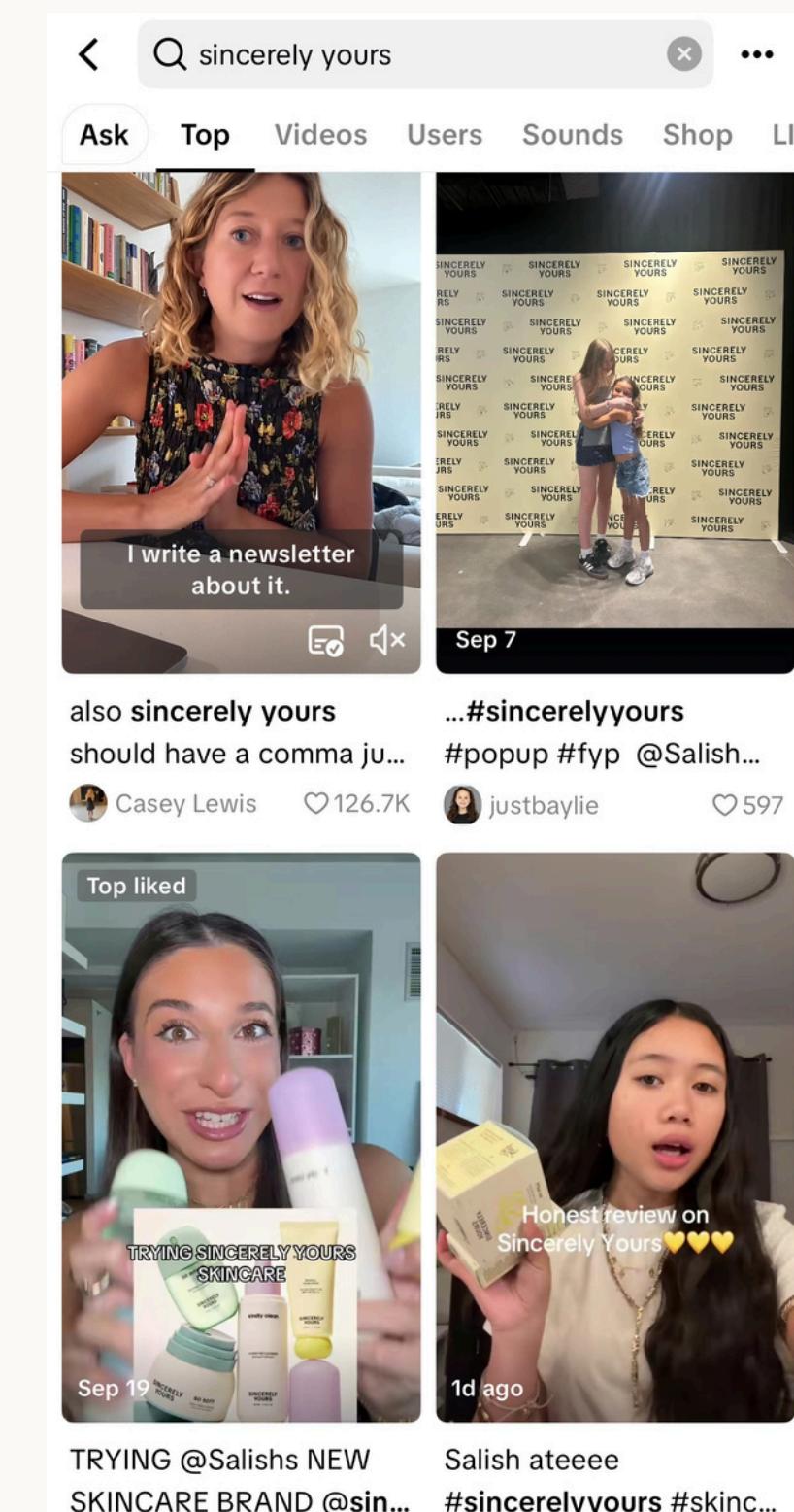
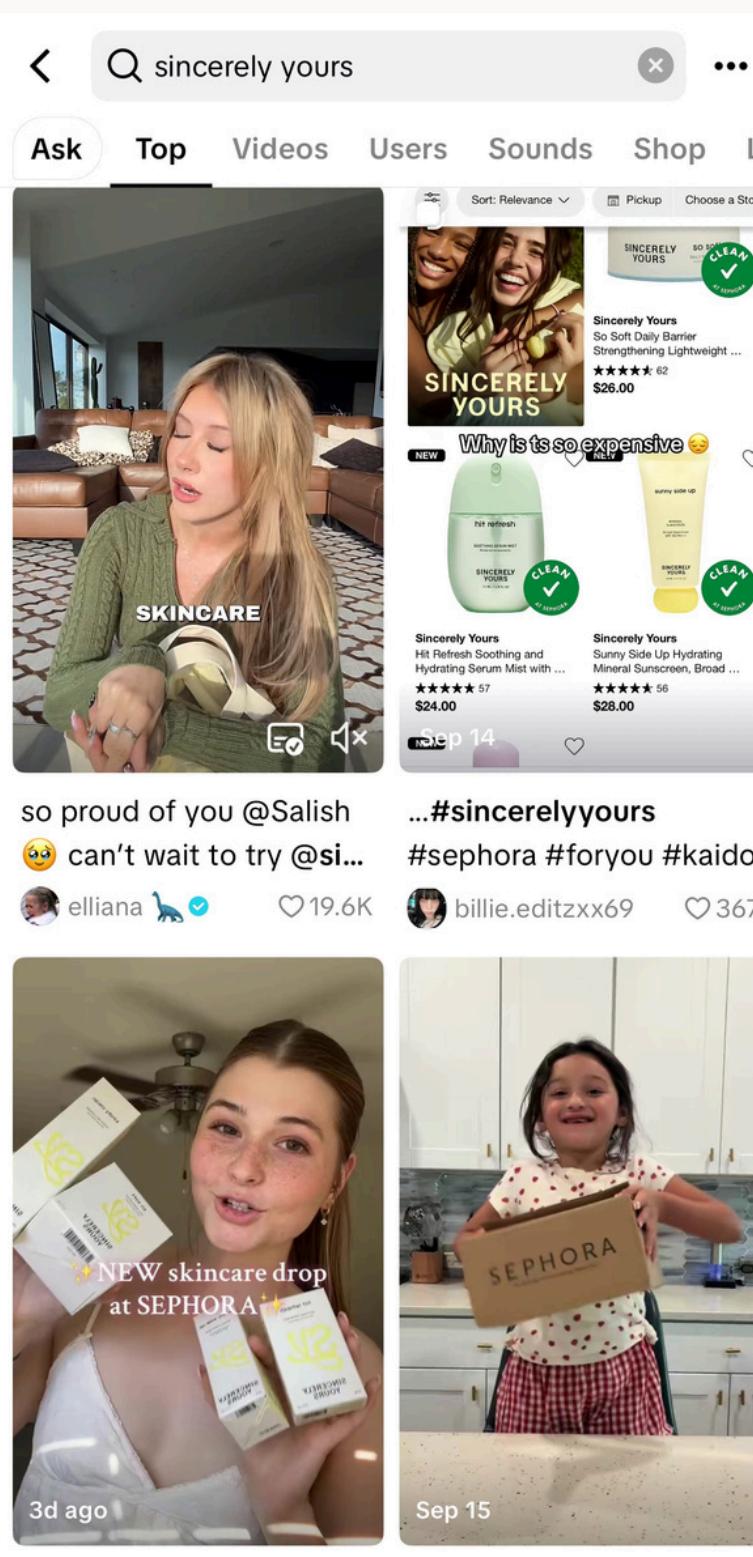
Influencers: The brand leverages founders' Salish Matter (15-year-old creator) and Jordan Matter's large followings; using authenticity of Salish's own sensitive skin journey.

PR: Packages were sent to young, Gen Alpha and early Gen Z creators, many of whom are friends of Salish Matter

Events: Big launch event/pop-up at American Dream Mall (New Jersey) that attracted 80,000+ people.

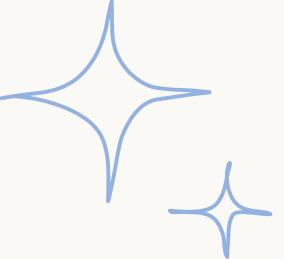


UGC EXAMPLES

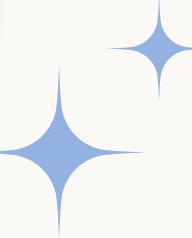




The *Sincerely Yours* pop-up at American Dream Mall drew over 80,000 attendees, making it one of the largest events the venue has ever hosted. Fans began lining up at 4 a.m., with many camping overnight before doors opened at 6 a.m. Within the first hour, Sephora shelves were emptied, and limited-edition merchandise sold out instantly. The event went viral on TikTok, with over 45,000 videos and millions of views. This record-breaking event sparked excitement, with thousands rushing to Sephora stores.



CHANNELS USED



Founder Social (Salish & Jordan Matter)

- Used for storytelling, pre-launch teases, behind-the-scenes.
- Built-in audience drove massive early awareness.
- Peer-to-peer vibe from Salish; parent reassurance from Jordan.

Influencer Seeding (Gen Alpha & early Gen Z)

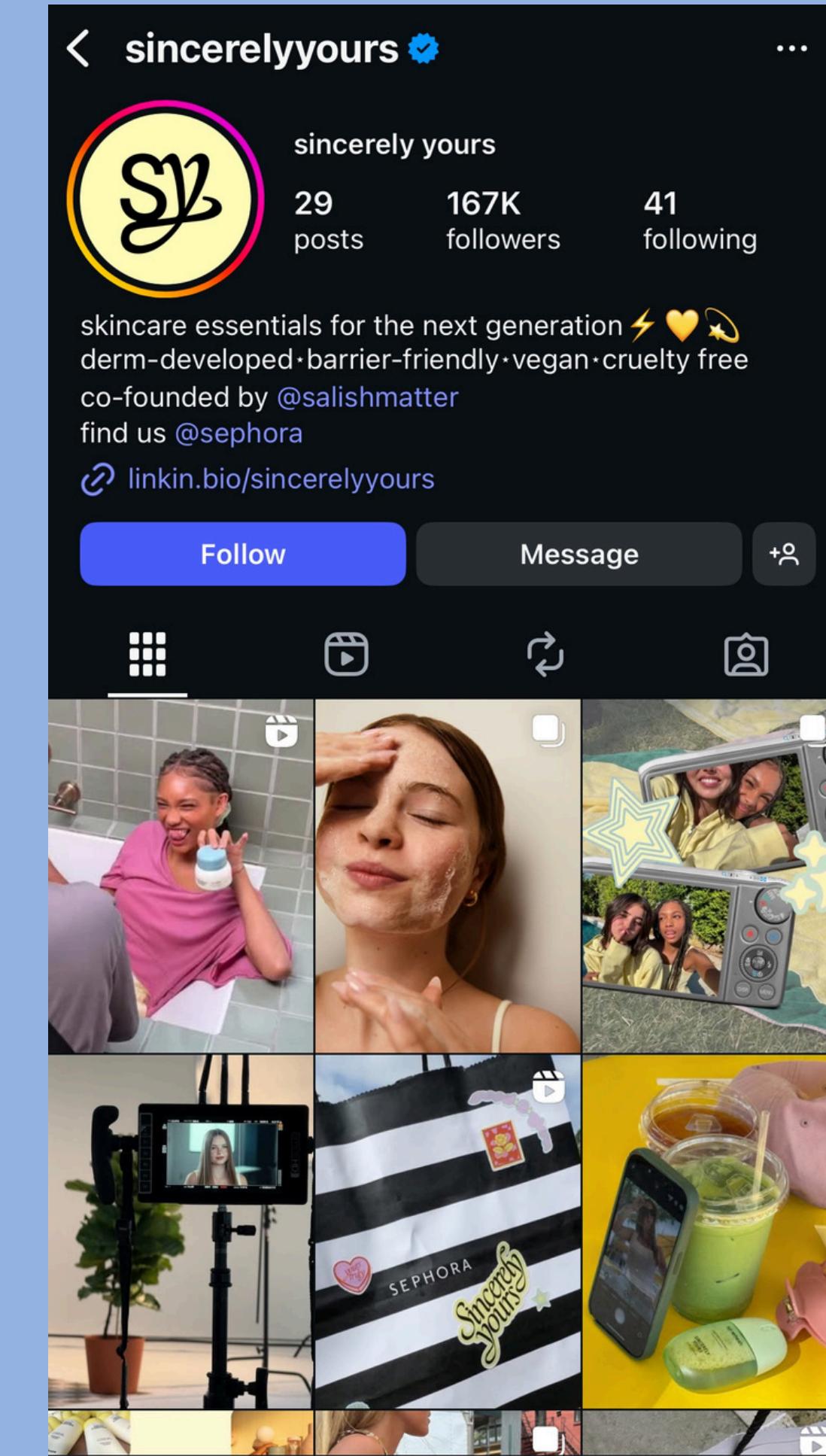
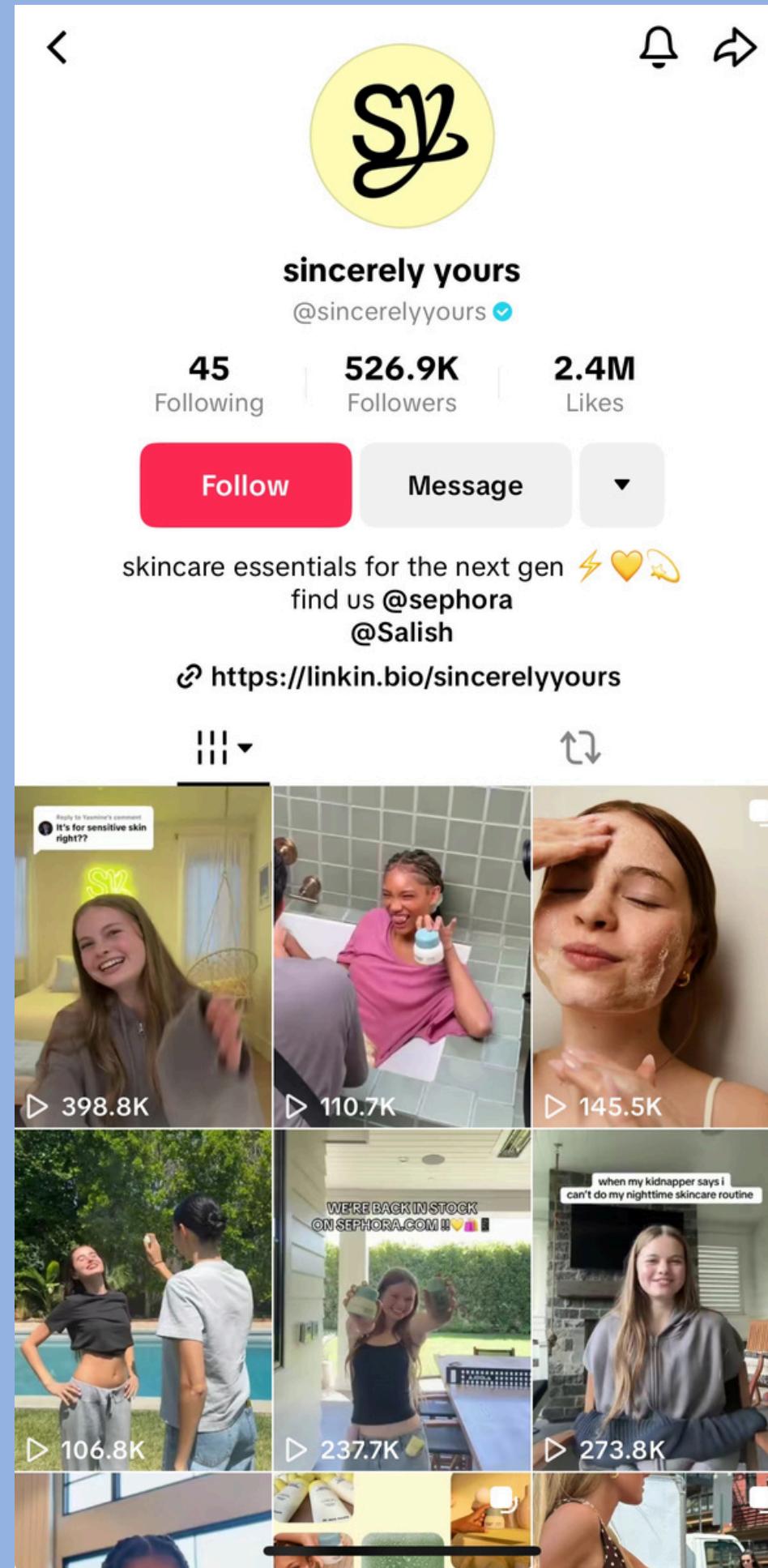
- PR boxes sent to micro/mid-tier creators in lifestyle/skincare.
- Encouraged GRWMs & unboxings

Brand Social Channels (Instagram, TikTok)

- Launch countdowns, product shots, influencer reposts.
- Visuals consistent with brand's pastel, soft identity.

Press & PR

- Highlighted credibility: Sephora backing, clean formulas, dermatologist input.



MESSAGING

Tone & Voice:

- Warm, gentle, sincere, and approachable.
- Peer-to-peer vs. expert-to-student

Visuals:

- Soft pastels (mint, lilac, pale yellow)
- Lowercase product names
- Clean, non-clinical packaging
- Real teens, soft lighting, real skin texture

Storytelling:

- Salish's sensitive skin journey - relateable
- "Starter routine for developing skin" - confidence builder for first-time skincare users.
- Clean, tested, dermatologist-approved" (for parents' trust)
- "With teens, not for teens" (co-creation emphasis)



CUSTOMER FEEDBACK

Positive

Brand values & clean ingredients:

- No synthetic fragrance, sulfates, parabens, or retinol
- Marketed as dermatologist-developed & teen-safe

Packaging & Gen Alpha appeal:

- Aesthetically pleasing, Instagram-friendly
- Resonates with tweens/teens visually

Sunscreen (Sunny Side Up SPF 30):

- Widely seen as the brand's "hero" product

Negative

Concerns about brand origins:

- Some call the influencer-led story overly manufactured

Event backlash:

- New Jersey pop-up described as chaotic and mismanaged

Skepticism from skincare communities:

- Lack of third-party or long-term reviews

Hit Refresh Mist:

- Viewed as unnecessary or ineffective

SINCERELY YOURS REVIEWS



09/27/2025



My daughter absolutely loves it! She rates it better than many other teen brands. She feels it gives a cleaner and more refreshed feeling without any residue left behind.



09/06/2025



love how well this cleanser foams up. feels super silky and leaves my skin feeling clean and prepped for the rest of my routine. the price point is great too



09/04/2025



this is genuinely my new go-to sunscreen. I forget that i'm wearing it throughout the day – it doesn't leave a greasy film and my makeup looks great over it. also the packaging is so cute

SEPHORA REVIEWS

★★★★★

5 d ago

✓ Recommended

i enjoyed it

[I received this product in exchange for my honest review] I used this product today and I enjoyed it. It's very watery than it is creamy which i enjoy. it's definitely fragrant which i didn't enjoy but it's okay. it does smell good though. it did moisturize my face and prepped it for my makeup. not a bad product but not something i see myself reaching for unless they have an unscented version.



asabea18

Dry skin

★☆☆☆☆

13 d ago

Break outs Beware

I bought this in hopes it would replace my skinfox and not clog pores but within 2 days I have huge cystic and small pimples all over even in areas I never break out in. DO not try this if you are acne prone.



Katesephoraaaaa

★★★★★

16 d ago

Must have in my routine!

I love this product so much!!! It hydrates my skin and leaves me with flawless smooth skin!



Gracieyyyyy

SWOT ANALYSIS

Strengths

- Founder authenticity & existing audience
- Clean positioning, well aligned with teen skincare needs
- Sephora exclusive gives credibility
- Strong experiential launch (high turnout, buzz)
- Social Impact (donation to Girls Inc.)

Weaknesses

- Limited product range - not covering key needs
- Launch logistics issues - crowd control at pop-up
- Dual audiences (teens vs. parents) leads to conflicting messages

Opportunities

- Expand SKUs - add more specialized products for teen skin concerns (acne)
- Retail expansion (beyond Sephora)
- Potential to be the trusted brand in teen skincare

Threats

- Saturated market - many clean Gen Z/Gen Alpha skincare brands
- Teens/parents are sensitive to price - competition from drugstore brands
- Maintaining authenticity - risk of being "just another influencer brand"

RECOMMENDATIONS



Do:

Market to younger audiences with authenticity:

- Speak to Gen Z/Alpha with educational & fun tone – while building trust with parents through transparency.

Leverage aesthetic appeal:

- Use vibrant, tropical, and clean visuals that reflect Paradiso's identity

Create purpose-driven campaigns:

- Focus on real skin benefits and ingredient stories

Don't:

Ignore the parent lens:

- When marketing to tweens/teens parents are the decision-makers, so ensure messaging earns their trust.

Rely on "aesthetic-only" product launches:

- Stay clear of trendy filler products that don't offer clear, functional benefits for the customer.