

Conscious Chemist x Nikita Sanyal

“A strategy built on consumer truth, not just category convention — because the best skincare content doesn’t sell products, it solves problems people didn’t know had names”

PART 1

Sale Calendar

May

7th – 11th

June

July

Occasion

Mother's Day

Name of the Sale

The Glow She Deserves Sale

Offer Mapping

Buy one for you, one for her

ai Sample

Her Wisdom, your upgrade

She taught you the basics. Now, give her the science she deserves

Content - Angle

Reel: "What skin concern does your mom have?" | **Carousel:** 3-step routine for skin 40+ | **UGC:** "Tag your mom and tell her what CC product she needs" **Influencer:** creators share mum's skin transformation → reveal matching CC product

Tier-2 specific angle:

Hindi caption variant: "Maa ki skin ka khayal, CC ke saath" — emotional, not clinical. Resonates with buyers in Jaipur, Indore, Lucknow, where gifting for parents is a deeply cultural act

Hook

You learnt skincare from her. Now upgrade hers.

Core-Communication

She never skipped a step. Now it's your turn



May

15th – 25th

June

July

Occasion

**Peak
Summer**

Name of the Sale

**The Sweat
Proof Skin Sale**

Offer Mapping

Build
your
summer
armour

ai Sample

**BUILD HER
SUMMER ARMOUR**

HIGH-PERFORMANCE CLINICAL
ACTIVES FOR 12-HOUR PROTECTION.
BUILD A CUSTOM BOX FOR ₹1399.

Content - Angle

Reel: "My skin surviving Delhi in May" :
comedic problem/solution

Carousel: "Your city's skin emergency kit"
(city-wise)

Reel: Sweat test on CC sunscreen
(product demo)

Influencer: tier-2 creators showing
"morning routine in 35°C"

Hook

Beat the Indian Heat

**Build
Your
Box in
₹1399**

Core-Communication

**45°C and your
skin routine is
still giving. We
need to talk!**



May

June

July

25th – 28th

Occasion

**World
Sunscreen
Day**

Name of the Sale

**You vs The
Sun Sale!**

Offer Mapping

B2G2 applied
exclusively to
the sunscreen
range

ai Sample

Content - Angle

Reel: "SPF myth busting in 30 seconds"

Carousel: "India has UV index 10+ for 8 months a year" (data post)

Static: Side-by-side of 3 sunscreen textures (oily, dry, combo skin)

Influencer: dermatologist collab on why Indian skin needs SPF 50 not 30

Hook

India gets more UV than
anywhere. Act Like it!

Core-Communication

**You carry an
umbrella for
rain. But step out
unprotected in
the sun?**

**HIGH-UV
CLINICAL
DEFENSE.**

India's UV index is extreme. Gift her 50+ SPF protection with our Mother's Day B2G2.



May

June

18th – 22nd

July

Occasion

Father's Day

Name of the Sale

The Dad Box Sale

Offer Mapping

Dad's First Real Routine Box. Target both daughters buying for dads AND men buying for themselves

ai Sample

Content - Angle

Reel: "SPF myth busting in 30 seconds"

Carousel: "India has UV index 10+ for 8 months a year" (data post)

Static: Side-by-side of 3 sunscreen textures (oily, dry, combo skin)

Influencer: dermatologist collab on why Indian skin needs SPF 50 not 30

Hook

He Doesn't Have a Routine. Give Him One.

Core-Communication

Dad's skincare routine: soap & done. Upgrade that

**HE DOESN'T
HAVE A
ROUTINE. GIVE
HIM ONE.**



4 essentials for clear, healthy skin. Get our Buy 2 Get 2 clinical Dad Box offer today.

May

June

July

25th – 3rd

Occasion

Monsoon Incoming

Name of the Sale

The pre-Monsoon Reset Sale

Offer Mapping

Monsoon = humidity spike + fungal breakouts + excess sebum.
B2G2 on: BHA cleanser, Blackhead Melting Water, Acne Spot Corrector, Snail Magic

ai Sample

Content - Angle

Reel: "What the monsoon does to Indian skin. The ugly truth"

Carousel: "Your summer routine vs your monsoon routine. The 3 switches to make"

Reel: Humidity test on CC moisturiser (does it pill)?

Hook

Your Skin Doesn't Like the Monsoon Either

Core-Communication

Before the rains hit: restock, repair, reset

SCIENCE-FIRST HERITAGE CARE



PAIR HER WISDOM WITH CLINICAL-GRADE PROTECTION. SHOP OUR BUY 2 GET 2 FREE MONSOON RESET.

May

June

July

Occasion

**Parents
Day**

Name of the Sale

**The Family
Skin Sale**

Offer Mapping

Unique moment to run BOTH offers simultaneously - B2G2 for quick gifting, Build Your Box for thoughtful bundling

ai Sample

THE FAMILY SKIN SCIENCE SALE

Gift her 4 clinical-grade formulas for the price of 2. Valid on all science-led sets.

Content - Angle

Reel: "Building separate routines for both parents. What does each need?"

Carousel: "Anti-ageing for her, hydration for him: 4 products for both"

UGC: "Tell us about your parents' skin, and we'll tell you what they need" Hinglish caption push for tier-2/3 reach

Hook

**Two Parents. Two Skin
Concerns. One Box.**

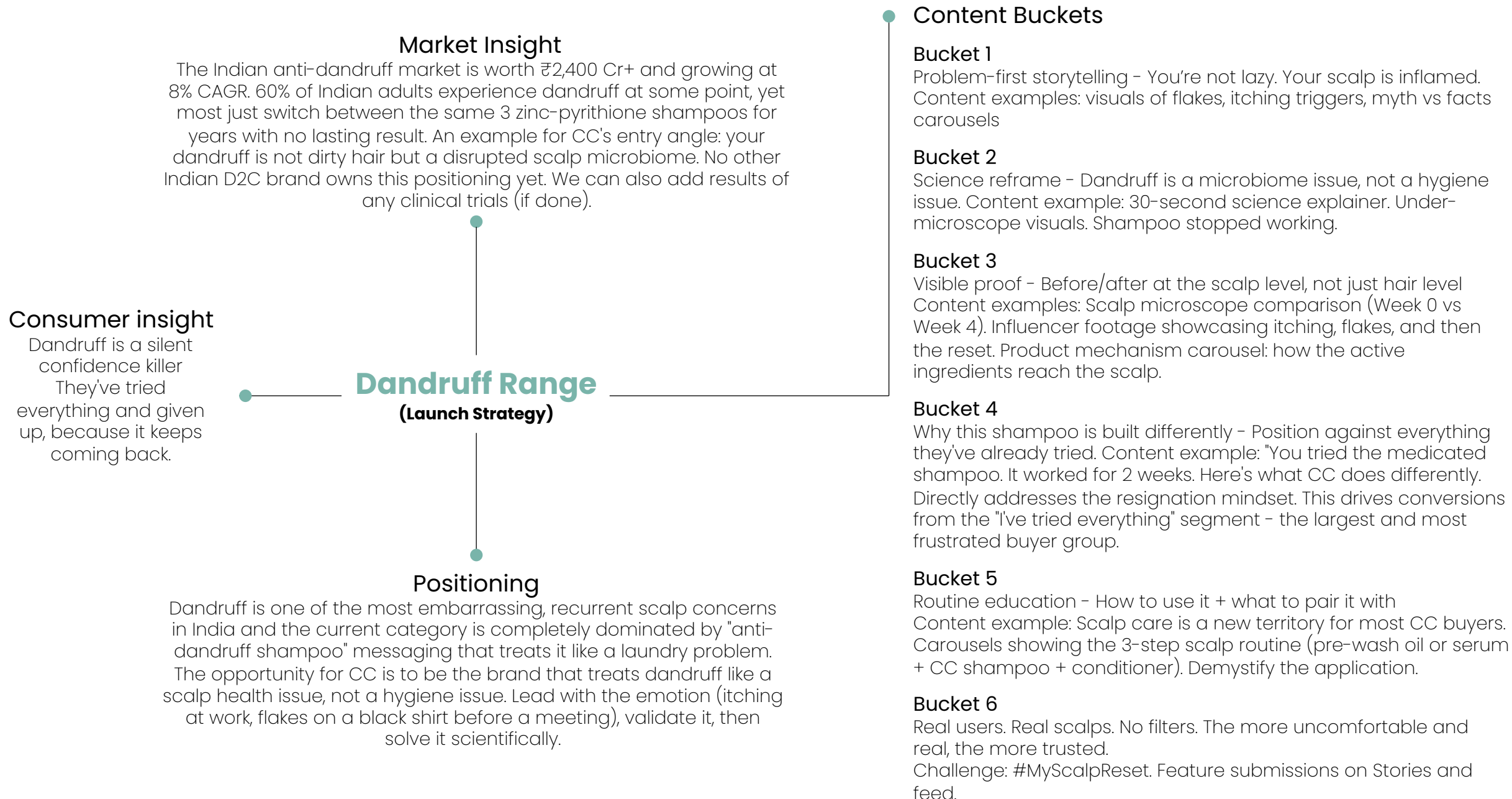
Core-Communication

**Something for
Maa. Something
for Papa. Build the
box that protects
both**



PART 2

Launch Strategy



The embarrassment reel: Lead with feeling, not product

Show someone in a meeting, subtly brushing their shoulder. Text: The thing about dandruff is nobody tells you it's there. Then we show a scalp close-up. Narration: "It's not dirty hair. It's a disrupted scalp. And CC is the first Indian haircare brand treating it that way. "Then we end on product + result.

Under the microscope: The most shareable content in this category

We show a split screen of scalp with dandruff (Week 0) vs healed scalp (Week 4). Microscope footage. Voiceover explains how CC's formula works to reset the microbiome. It's different, it's visual, it earns shares and saves. People might share it with friends and family struggling with dandruff.

Why your last anti-dandruff shampoo stopped working: Explaining the science

We show a split screen of scalp with dandruff (Week 0) vs healed scalp (Week 4). Microscope footage. Voiceover explains how CC's formula works to reset the microbiome. It's different, it's visual, it earns shares and saves. People might share it with friends and family struggling with dandruff.

The itching spiral: comedic/relatable format for reach

POV: You're on a Zoom call. Head starts itching. You try not to scratch. You scratch. You check your shoulder. Use trending audio + text overlays. Relatable, shareable, no hard sell.

Nano/micro creators (10K–100K)

Real scalp, real result. Just keywords and no scripts. **Brief:** Use the range for 4 weeks. Film your scalp at Week 0 and Week 4. Share a real journey. Target creators in tier-2 cities (Jaipur, Pune, Nagpur) as they index higher on trust signals with an overlapping audience. No overly polished aesthetics. We look for creators who've publicly discussed dandruff before

Dermatologist/trichologist collab

Clinical validation for the sceptical buyer
One dermatologist reel validating the microbiome approach with "This is what I'd recommend" format. Not a product review, but a category education piece that CC sponsors
This unlocks the "resigned" buyer who trusts doctors over brands

Dandruff Range

(Reel, Influencer & PDP Direction)

- 1 Product Name: Scalp Reset Dandruff Range
- 2 Hero headline: Not another anti-dandruff shampoo. A scalp reset.
- 3 Description: (Problem statement first) "If your dandruff came back 2 weeks after your last shampoo, your shampoo was suppressing, not solving." Then: what CC does differently (microbiome-restoring actives). Then: product image.
- 4 How it works (key ingredients): X solves Y because Z format (for example, Zinc Pyrithione targets fungal overgrowth by disturbing the cell membrane of Malassezia without stripping the scalp)
- 5 Full ingredient list
- 6 CTA: "Try the 30-day Scalp Reset"

Consumer insight

Indian women are already double-layering sunscreen + foundation/BB cream in the morning out of habit.

The CC tinted sunscreen doesn't need to sell the benefit of SPF. The customer knows it wants protection. Instead, it needs to sell the relief of removing one step from an already rushed morning. One product. One application. Done.

Tinted Sunscreen (Launch Strategy)

Use Cases

Use case 1: The working woman's 5-minute morning routine

Office, client meeting, morning commute. She doesn't have 20 minutes. She has 5. CC tinted sunscreen = protection + coverage + skin prep in one step.

Use case 2: The college run 9AM class, no time for makeup, wants to look awake. Gen Z audience. High UGC potential

Use case 3: In a rush to meet my friends She want to look cute, but oops, she overslept again. Literally have 10 minutes to get ready. So tinted sunscreen, some lip balm and done!

Use case 4: Quick vacation routine Hill station trip or beach day. Full makeup melts. Bare skin burns. Tinted sunscreen holds in humidity, gives a glowy finish, and doesn't cake.

Reel Ideas

The 5-minute morning routine: Real footage. Messy kitchen. Alarm going off. Creator racing to get ready. Shows entire morning routine condensed: CC tinted sunscreen applied in one swipe. Voiceover: "I used to do moisturiser, SPF, BB cream, setting spray. Now it's this." Walk out the door. Skin looks good.

Shade match: Side-by-side of 3-4 Indian skin tones wearing CC tinted sunscreen (maybe shoot in CC office). No filters. Natural light. Show how it sits on each skin tone. This is the #1 thing Indian consumers search before buying a tinted product. Title: "Does CC tinted sunscreen actually match Indian skin?"

"The late girl" routine or "The lazy girl routine": As an always-late/lazy GRWM with literally one product. Apply CC tinted sunscreen. Leave. Result: glowy, even-toned, protected skin. No foundation. No concealer. No setting spray. Trending audio + satisfying single-swipe application

"Get ready with me for 8 AM college": Young creator, getting ready in a classic DU uniform, kurta+jeans and rushing to leave. She just has a couple of minutes to get ready. She uses the tinted sunscreen + (let's plug in Lush Lips), and done!

"GRWM in Goa": A reel with the beach vibes, the Airbnb room, the outfit, minimal jewellery, and a one-and-done base routine and provides coverage and protection. The creator talks about how its easy breezy, makes the skin look healthy and protects from sunburn/tanning, so she doesn't have to layer foundations and concealers.

Storytelling Strategy

Every shade shown on Indian skin.
Always.

Each shade gets its own Reel "Who is this shade for?" single-tone deep dives

Creator brief requires matching skin tone to shade (ensure we don't cast the wrong creator for the wrong shade)

The "look, it's not full coverage" conversation: Set expectations correctly to long-term trust

Be explicit: this is a light-coverage tint, not a foundation substitute.

An honest Reel: "What CC tinted sunscreen can and can't do" to set expectations, reduce returns, and build trust

Tinted Sunscreen (Launch Strategy)

PDP Structure

- Product Name: Tinted Touch Sunscreen SPF 50 PA++++
- Hero headline: "SPF 50. Tinted coverage. Morning done"
- Description: SPF + coverage in one step. Because your mornings don't have time for a 5-step routine. A lightweight, breathable formula that shields your skin from sun damage, blurs uneven tone and redness, and gives a natural, healthy glow.
- Shade section: Info on shades, undertones, etc.
- Full Ingredient List:
- Conversion CTA: "Find your shade"

45°C HEAT? SKIN STILL GIVING.

Build your custom Summer Armor box for ₹1399. Beat sweat-induced congestion and UV damage.



UV DEFENSE YOU CAN VERIFY

Clinically verified protection. Shield your skin from high-intensity Indian sun damage.

UV Camera Verified Results*



Results shown from an internal UV camera assessment test*

STOP GUESSING YOUR SKIN NEEDS

Build your routine with a free AI diagnostic worth 1000 rupees.

UNDERSTAND YOUR SKIN BETTER WITH AI
Get a free Skin Consultation Worth ₹1000
[SHOP NOW](#)



VISIBLE RESULTS IN JUST 2 WEEKS*

Users who saw improvement*

Helped visibly reduce dark spots	95%
Improved uneven skin tone	97%
Reduced appearance of post-acne marks	90%
Improved skin clarity & radiance	98%

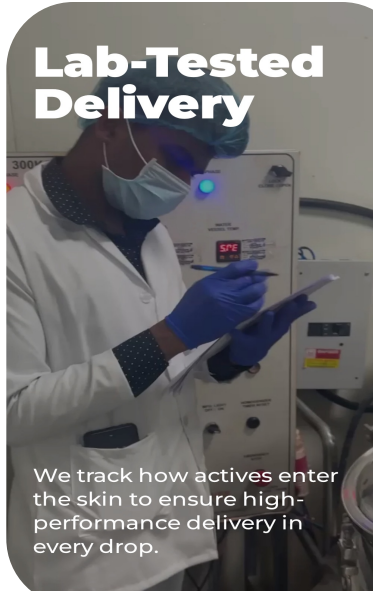
*Based on consumer perception study. Individual results may vary.



REAL RESULTS IN JUST 14 DAYS

98 percent of users saw improved radiance with their custom-built routine.

Lab-Tested Delivery



We track how actives enter the skin to ensure high-performance delivery in every drop.

Delivers a deep blackhead cleanse **IN JUST ONE SWIPE**

Blackhead removal by **52.6%**

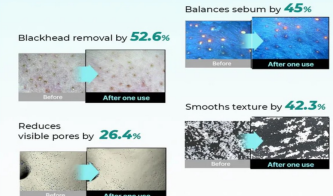
Balances sebum by **45%**

Reduces visible pores by **26.4%**

Smooths texture by **42.3%**

52.6% Clearer Skin

Lab-verified depth. One swipe to clear blackheads and balance sebum in just one use.



PART 3

6-OFFER STATICS

● Concept 1:

Theme: Restocking

Hook: Your empties have been staring at you. It's time.

Visual direction: Lifestyle shot of early-empty CC product bottles, some standing, some lying down. Clean background. Text: "Restocking season. Buy 2, get 2 free"

Why it works: Everyone recognises this moment. No convincing needed.

● Concept 2:

Theme: Skin Minimalism

Hook: Your skin doesn't need more. It needs right.

Visual Direction: Static divided into 2 sections. The first section shows a cluttered routine (10 products), and the section below shows a clean CC 4-5 step lineup

Why it works: Minimalism is a growing trend, especially for overwhelmed users. Positions bundle as smart curation, not excess

● Concept 3:

Theme: A fun Lush Lips Post that links each shade to a different personality

Hook: What your favourite Lush Lips tell about you?

Visual Direction: product + a swatch on off-white background + arrow + text + Fun emojis / doodles

Why it works: Personality content promotes engagement through comments or shares. Associates a product with identity and makes them feel more personal.

● Concept 4:

Theme: Aging gracefully. Prevent + maintain, not reverse

Hook: It's about supporting mature skin, not reversing.

Visual Direction: A close-up of skin with laugh lines or smile lines, products with 1-2 anti-ageing products

Why it works: Breaks anti-ageing fear narrative and builds trust.

● Concept 5:

Theme: Relatable meme showcasing how we're conscious of our skin but can't stop eating 'chatpate' snacks

Hook: Her skincare vs her diet

Visual Direction: A close-up of skin with laugh lines or smile lines, products with 1-2 anti-ageing products.

Why it works: Breaks anti-ageing fear narrative and builds trust.

● Concept 6:

Theme: Real skin, real people

Hook: No filter. Just good skin.

Visual Direction: Collage of UGC selfies (different skin tones, textures). Raw, slightly imperfect.

Why it works: UGC for trust and a sense of community. Selfie Day = cultural hook without being forced

PART 4

LINKEDIN CONTENT

Post 1

***By 2030, India will have 580 million middle-class consumers.
And somehow, most beauty brands are still talking only to metros.*** (Hook)

Everyone's talking about the beauty boom in India. But we don't think we're talking enough about where it's actually coming from. For the longest time, the assumption was simple – metros drive demand, the rest will follow. But that's already changing.

A lot of the real momentum is coming from Tier 2 and Tier 3 cities. Not because this audience is “new” to skincare, but because their context has changed. There's more disposable income, way more exposure thanks to the internet, and honestly, the same aspirations as anyone in a metro. India's middle class is expected to hit 580 million by 2030 (World Economic Forum). That's not some future segment. That's the core consumer.

What we find more interesting is how this audience behaves. They research a lot, compare options, and take their time, but when they spend, they want to feel like it was worth it. Which is where we think a lot of brands get it slightly wrong.

We either talk too premium, or we push too hard on discounts. And somewhere in between, the communication stops feeling real. Because this consumer isn't looking for “cheap”. They're looking for makes sense. India's beauty market isn't just growing. It's spreading out. And the brands that figure this out early will have a very unfair advantage.

Post 2

Most skincare products on Indian shelves were never tested on Indian skin. That's not a marketing problem. It's a science problem. (Hook)

The Fitzpatrick skin type scale was developed in 1975 in Brisbane, Australia, primarily to study sun sensitivity in fair-skinned patients. Most Indians fall into Types III–V on that scale. Most skincare products have been tested on Types I–III. The gap between those two facts is where a lot of Indian skin problems begin.

The most common Indian skin type is Fitzpatrick V, followed by IV, both higher-melanin skin types that have a fundamentally different relationship with UV, inflammation, and aging than the skin types most global formulations are built around. Melanin-rich skin ages differently: the primary concern is pigmentary change and uneven tone, not wrinkles and volume loss. The good news: Indian dermatology and cosmetic science is catching up. Clinical trials conducted specifically on Indian skin types IV–V under real environmental conditions (New Delhi, high UV index, tropical humidity) are now being published – something that was virtually absent a decade ago. And a new generation of Indian brands is building formulations starting from Indian skin biology, not adapting them from elsewhere.

At Conscious Chemist, we start with the acknowledgement that Indian skin is not European skin adjusted for climate. It has its own melanin behaviour, its own inflammation response, its own aging pathway. The formulations we build are designed from that truth, not retrofitted to it. Has a skincare product ever caused unexpected sensitivity or dark spots on your skin? You're not alone... and there's a biological reason for it. Drop your experience below

Post 3

Niacinamide became one of the most-searched skincare ingredients in India in the last five years. But the question nobody answers clearly: why does it work for some people in 4 weeks and feel like nothing for others in 4 months? The answer is in the biology, and it changes how you use it. (Hook)

Niacinamide doesn't "brighten" by removing pigment. It works by slowing down how melanin is transferred within the skin, which is why it helps with hyperpigmentation, but also why it takes time. This mechanism is especially relevant for Indian skin, where concerns like PIH are common.

In fact, studies on melasma patients have shown niacinamide to be both effective and better tolerated than harsher alternatives. However, where most people go wrong is concentration. The 10% trend made "more" feel better, but for skin that's already prone to sensitivity, layering high-strength niacinamide with other actives can actually trigger irritation. And irritation, in melanin-rich skin, often leads to more pigmentation.

In reality, 5% is enough for most people. And visible results take 6–8 weeks of consistent use, not 2–3. Which makes this less of a formulation problem, and more of an education gap. That's also the thinking behind how we approach formulations like the Trubiom Niacinamide Serum – not just using the ingredient, but building it at a concentration and combination that works with Indian skin, not against it.

Because an ingredient only works if you understand how to use it.

We're curious: has niacinamide worked for you, or did it feel like a no-op?

PART 5: ROLE EXPANSION

Performance Content

- Own paid content direction across reels, statics, and carousels
- Ensure paid feels consistent with organic (problem-first, consumer-first)
- Use organic winners as signals for what to boost
- Review weekly performance metrics
- Feed learnings back into the content calendar

Influencer Strategy

- Define creator tiers and objectives (nano = trust, micro = scale, macro = launches)
- Write clear briefs: problem, angle, format, guardrails
- Build a creator database (by concern, skin type, audience, geography)
- Repurpose content across ads, social, and PDPs
- Track performance

Marketplace Content

- Manage PDP content across Nykaa, Amazon, Myntra, Flipkart
- Track keyword rankings, conversion rates, and returns
- Flag return spikes as potential messaging gaps
- Brief A+ content with a strong problem-to-solution structure

Website Content

- Manage PDP copy end-to-end
- Align ad messaging with the landing page experience
- Drive blog + email content focused on education + SEO

PART 5: ROLE EXPANSION

Cross-Team Collaboration

- Work with product team early on positioning and claims
- Sync with growth team on scaling vs fatigue
- Brainstorm with the social media and content team
- Use customer queries and complaints as content inputs
- Align launches with inventory to avoid drop-offs

Data-led Decisions

- Track performance beyond vanity metrics (saves, shares, clicks, conversions)
- Analyse what each format drives (value vs engagement vs intent)
- Use insights to refine content mix and strategy