



**ENDERMOLOGIE®**

*endermologie® UK  
relaunch*

# ENDERMOLOGIE® UK

## RELAUNCH

### MISSION

- For over 30 years, LPG® endermologie has made its state-of-the-art devices available to beauty-conscious men and women offering a 100% natural, non-invasive anti-ageing beauty therapy that stimulates dormant cells within the skin to fight unattractive manifestations such as wrinkles and cellulite.
- A new sector for LRR, we were thrilled to be hired to increase the brand's presence in the UK, relaunching it to the market and encouraging people who visit beauty and treatment centres to ask for endermologie® by name. We were also asked to support all new launches using both traditional and digital PR, as well as targeting high-profile social media influencers.

### METHOD

- LRR pulled out all the stops ensuring all beauty, wellness and lifestyle journalists were in no doubt endermologie® had arrived.
- First up, we localised all of endermologie®'s press materials for the UK media and crafted a water tight target media list focused on glossy beauty, wellness and lifestyle press, along with national newspapers, online publications and top influencers.
- We then supported a thorough programme of media liaison with press and influencer appointments at Harrods Wellness Clinic.

### BOOM

- So far we have achieved 70 pieces of coverage for LPG® endermologie to date (January '19 and counting). Key highlights include reviews in The Sunday Times STYLE, The Telegraph Magazine, Stella, Country & Townhouse, Tatler online, Telegraph online, Stylist online, Harper's Bazaar online, The Sun online, Mail Online, The Mirror, Esquire online, Canary Wharf magazine, The Lady, Natural Health, Top Sante, Absolutely London and Country Wedding magazines.
- The beauty trade press has also been receptive with the likes of Aesthetics Journal, The Salon Magazine and Guild News all featuring the brand numerous times.



