

Pause:

Brand and Category Launch
360-Degree Program: Earned, Owned & Paid

The Insight:

We were finally having honest conversations about periods and body hair, embracing makeup-free skin and bodies of every shape and size. However, menopause was still a completely taboo topic. Leading beauty magazines had yet to use the word in print and a major home shopping network banned saying "menopause" on air.

The Challenge:

Launch Pause Well-Aging, a skincare brand and movement dedicated to embracing menopause and finally get this conversation started.

The Campaign:

Face Menopause

Take a topic that is never discussed and address it head on. Unapologetically embrace menopause in all mediums when nobody else will even say the word out loud. Provoke conversation. Proudly showcase the beauty of aging. Put it on a stage, under a spotlight. Celebrate real, brutally honest and deeply relevant beautiful and funny moments about this stage of life.



**FACE
MENOPAUSE**
Skin care designed for every stage of menopause

PAUSE™
well-aging™

PAUSE
well-aging™
COLLAGEN BOOSTING MOISTURIZER
deeply hydrates
adds volume
tightens facial contours
2.9oz / 80ml

**FACE
MENOPAUSE**
Skin care designed for every stage of menopause

PAUSE™
well-aging™

PAUSE
well-aging™
HOT FLASH COOLING MIST
instantly cools
and calms
2.9oz / 80ml

Pause:
Key
Message +
Key Visuals

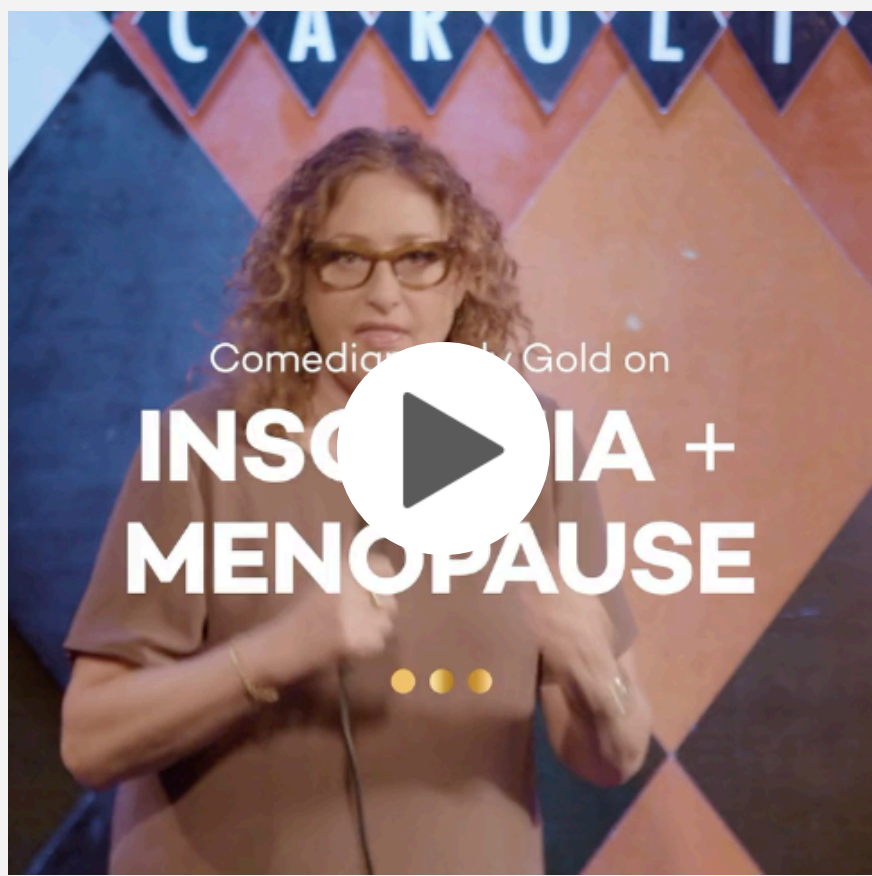
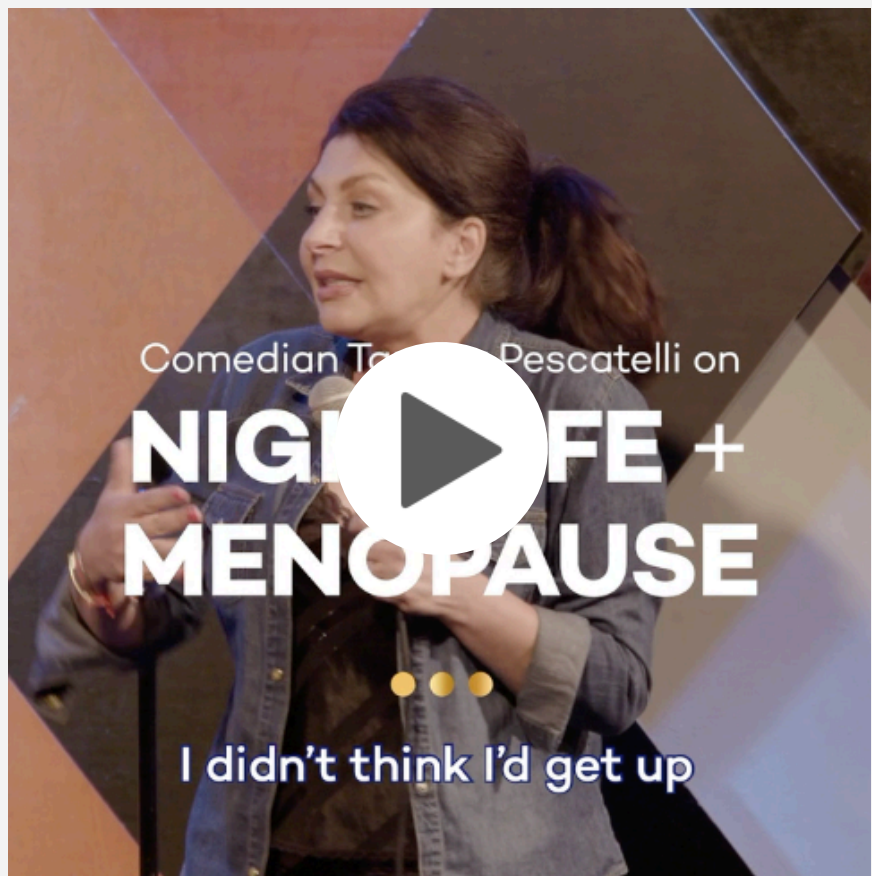
Pause: Model & Still Life Visuals



Pause: Video Content & Ads



Pause: Paid Social & Activation



Pause: Organic Social Media



OLDER



WE ARE ANTI-AGING



With the money I now save on tampons and birth control, I'm going to buy...

● ● ●
@PAUSEWELLAGING



Pause: PR + Influencer



tichinaarnold • Follow

tichinaarnold • Hey ladies!!! The only shame about perimenopause is NOT TALKING ABOUT IT! I want to help introduce @pausewellaging - the first skincare line devoted to all three stages of menopause. As you may know through my posts, I suffer through my #hotflashes as best as I can. Lol. I FINALLY found a product line I truly like. The Hot Flash Cooling Mist really WORKS and cools you down for up to 20 minutes (yay!). *Start misting at the back of your neck, move to your pulse points and finally your face for INSTANT relief and comfort. (Be sure to close your eyes when spraying your face). I've also added the Pause Collagen Boosting Moisturizer and their FDA approved Fascia Stimulating Tool into my skincare routine to reduce...

20,839 likes
JUNE 29

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With many brands focused on the popular millennial and Gen Z markets, newcomer Pause is targeting an overlooked demographic: women experiencing perimenopause, menopause and post-menopause. The brand, which debuted June 3, is aiming to address the void for specific skin care products designed to meet the needs of these consumers with the launch of three skus: Hot flash Cooling Mist (\$39), Collagen Boosting Moisturizer (\$72), and a skin tool, The Fascia Stimulator (\$115).




Pause: Website Design and Blog

CONNECT THE DOTS

Menopause isn't taboo, or something you go through alone. We're here with practical advice and stories from everyday women dealing with menopause. You can even share your own story here.



FIRST PERSON

The New Rules of Dressing Your Age (They're Not What You Think)

BEAUTY

Makeup For Menopausal Skin Changes

Pause Well-Aging | March 02, 2019

As your skin changes, so should your makeup techniques. Makeup artist Amanda Thesen tells us how.

As our skin changes, what we need from makeup does, too. Fine lines, enlarged pores and way drier skin are all part of making it past 40, and often the gut reaction can be to put on even more makeup to cover it all up. But turns out the opposite is true: More makeup only creates more of a mask-like look. Below, makeup artist Amanda Thesen breaks down the key tweaks to make as our skin and features change with time.

Be Kind to Your Face

"Older skin tends to be drier, so you need to properly prep it before even a drop of makeup goes on," advises Amanda. "Definitely don't apply foundation straight to a dry face."

Instead, she recommends starting with a trio of Pause products to plump up skin and give makeup a smooth a surface to lay on. "I like to spritz the Hot Flash Cooling Spray onto clean skin, then layer the Collagen Boosting Moisturizer over it for maximum hydration." (Tip: Close your eyes when using the Spray on your face – there are powerful cooling ingredients in there!)

"I'll finish with a quick facial massage with the Fascia Stimulating Tool to boost blood flow and elasticity."

When it comes to the actual foundation application, a light touch is crucial. "A good rule of thumb is to cover what needs to be covered, for example, the areas around the nose, mouth, under the eyes that tend to have more discoloration." More makeup will simply crease into fine lines, causing the mask-like effect mentioned.

Go easy on highlighter, too. While it's a huge makeup trend, too much – and too sparkly a formula – becomes a microscope for lines and wrinkles. Just a little bit on the cheekbones and bridge of the nose will add dimension to the face and add dewiness. An alternative would be a few drops of facial oil in the same places, which is also great for dry skin.



Detox Serum

clarifies and unclogs pores to minimize breakouts, balances and brightens skin

★★★★★ 42 Reviews

\$85.00

ADD TO BAG



Eye Renewal Treatment

improves the appearance of dark circles, puffiness, and fine lines.

★★★★★ 43 Reviews

\$78.00

ADD TO BAG



Complete Face Serum

visibly improves fine lines, wrinkles, and facial contours.

★★★★★ 37 Reviews

\$85.00

ADD TO BAG



Hot Flash Cooling Mist Duo

limited edition set, give the gift of instant cooling and calming.

★★★★★ 8 Reviews

\$66.00

ADD TO BAG



4-in-1 Micellar Cleansing Treatment

cleanses, removes makeup, tones, and hydrates the skin.

★★★★★ 24 Reviews

\$28.00

ADD TO BAG



The Pause E-Gift Card

send someone the gift of well-aging with our e-gift card. it never expires and works like cash.

from \$10.00

ADD TO BAG

WHICH STAGE ARE YOU IN?

PERIMENOPAUSE

This stage averages 7-10 years before menopause. Due to estrogen fluctuations, symptoms are at their most intense during this phase.

MENOPAUSE

When it has been 12 full months since your last period, the very next day is called menopause. Celebrate! It only lasts one day.

POSTMENOPAUSE

Every day after reaching menopause is considered postmenopause. It is the final phase, and lasts the rest of your life.

Learn More

Pause:

Brand and Category Launch

Campaign: Face Menopause

Program Success:

- Featured in *New York Times*, *Hamptons*, *Angeleno*, *First for Women*, *Business of Fashion*, *CEW.com*, *FatMascara Podcast*, *Fox News*, *KTLA*
- *Today Show* segment brought in \$20K same day sales
- *Allure* used the word “menopause” for the first time in print
- Celebrity Tichina Arnold shared authentic menopause stories with her fans
- Influencer collaborations gained nearly 2 million impressions
- Highly targeted paid Facebook ads inspired dynamic and passionate conversation about menopause

! Launch Month Press Coverage Resulted in 75,891,451 impressions

