

Dr. **BRANDT**®

MEDIA LAUNCH

Bannerton PR

Coverage Report

B

CAMPAIGN OVERVIEW - results to date

**Total No. Media
Pieces Earned
(to date):**

12

**Total Media Editorial
Coverage Value
(to date):**

€237k+

**Total
Advertisement Value
(to date):**

€68k

**Total No. Giveaway
Entries (to date):**

2687

**Total No. Influencer
Social Media Posts
(to date):**

50

**Total Influencer
SoMe Reach
(to date):**

850k+

B

COVERAGE OVERVIEW - TO DATE

Media Outlet	Feature Type	Broadcast/Publication Date:
her.ie	Online: launch feature	June 8th
Irish Daily Mail	Print: Launch Feature	June 23rd
Irish Daily Star	Print: Launch Feature	June 28th
VIP	Print: July Issue Launch Feature	July
Irish Tatler	Print: No More Baggage Eye Cream Feature	July 11th
Irishtatler.com	Online: No More Baggage Eye Cream Feature	July 13th
Image.ie	Online: product spotlight	July 11th
EVOKE.ie	Instagram Competition	July 13th
everymum.ie	Online: launch feature & competition	July 18th
Sunday Independent	Print: Lip Plump product feature	July 18th
Independent.ie	Online: Lip Plump product feature	July 18th
The Gloss	Print: brand launch feature	Sept 2nd

COVERAGE EXPECTED/PIPELINE

Media Outlet	Feature Type	Date Expected:
Belfast Telegraph	Print/online: launch feature	TBC
RSVP	Print: launch feature	TBC
Galway Now	Print: feature on primers/exfoliators	Autumn Issue
Woman's Way	Print: feature on new beauty launches	October 4th

MEDIA LAUNCH COVERAGE

Jun-Jul 2021

B

HER.IE - [ONLINE](#)






her


HOME LIFE WEDDING ENTERTAINMENT FOOD

4 days ago

A close-up photograph of a woman with dark, curly hair. She is holding a white tube of Dr. Brandt Pore Refiner Primer in front of her face, partially obscuring it. The tube has text on it, including 'pores no more', 'pore refiner primer', and 'dr. brandt'. She is looking directly at the camera with a slight smile.

Dr. Brandt Skincare officially launches in Irish stores

9 Shares      Save

 JADE HAYDEN

The cult fav has finally made it to Irish stores.

B



TWEAK FROM HOME

■ Previously available online only, Dr Brandt, the cult-favourite US skincare brand is now available in pharmacies across Ireland.

Presenting an alternative to 'tweakments' and injectables, Dr. Brandt Skincare collections are designed to deliver visible, instant results from home. We love the Hyaluronic Facial Cream, which plumps up skin and rehydrates for a satiny-finish. €60, dpharmacy.ie

BAGGAGE CLAIM

TIRED of bags under your eyes?

Before you even think about getting fillers, you have to try Dr. Brandt's No More Baggage Eye Gel (€35), now available in Irish pharmacies.

Part of the Needles No More range, it features a nifty formula that quickly reduces puffiness and discolouration while also soothing and replenishing the delicate skin around the eye area.

Algae and plant extracts form an invisible, second-skin film that tightens, peptides work to restore elasticity and caffeine de-puffs.

Visible improvements are promised after just five minutes, with a smoother-looking, more youthful long-term results with regular use.

After your eye moisturiser, warm a tiny amount between fingers and gently pat directly on bags and dark circles.



VIP LOVES...

BEAUTY EDITOR NIAMH ON HER PRODUCTS OF THE MONTH



DR BRANDT

Previously just available online, cult-favourite US skincare brand Dr Brandt is now available in pharmacies across Ireland. Providing an at-home alternative to injectables, the range is designed to deliver potent, visible results that mimic treatments such as microdermabrasion and laser peels. I particularly like the products from the 'Needles No More' collection, left.



STYLE

What you should be doing to your skin while stuck at home



by Holly O'Neill
08th Jul 2021

What's the best way to use your time at home to take care of your skin?

Want to use your time at home to boost your skincare routine? Here's the expert guide to take advantage of your time at home to pursue your glowiest skincare goals.

As one of Ireland's leading skin experts with a career spanning over



Dr Brandt Oxygen Facial Flash Recovery Mask, €59

B

IRISH TATLER

LOVE IN YOUR EYES

IT'S ALL ABOUT SERUMS FOR THE EYES
RIGHT NOW, SAYS JESSIE COLLINS

Many of the big beauty brands are coming out with next-generation eye creams aimed at tackling unwelcome Covid side effects as well as harnessing existing technology so far channelled into their high performing face serums.

First out of the traps is **Lancôme** with its **Advanced Génifique Yeux** (€54.50). It follows the success of Advanced Génifique Serum which first introduced microbiome science, a living ecosystem of microorganisms which form a key part of our skin's surface. According to Lancôme's research, mask wearing can disrupt this delicately balanced composition, and so Advanced Génifique Yeux combines a complex of pre- and probiotics with hyaluronic acid, Vitamin C derivative and a blend of active ingredients dedicated to the eye contour. The aim is to strengthen the eye barrier, protecting against pollution and working on dark circles. It is a highly unctuous and deeply luxurious cream with trials finding it improves the barrier function and natural recovery of the skin by 70 per cent.

Clarins has brought out a new **Double Eye Serum** (€59), based on similar technology to its Double Serum, delivering two formulas in one pump. The serum is formed around organic wild chervil extract chosen to boost the production of alpha-v integrins which help the skin regain strength. This is mixed with 12 other plant extracts, including turmeric for the double action. Sourced from organic botanical ingredients, the packaging is recycled plastic, and the texture is light and quickly absorbed. The trials have also been impressive, with 89 per cent noticing

a reduction in wrinkles and 90 per cent an improvement in skin firmness.

Also new to the market is **Codex's Antü Brightening Eye Cream** (€70 for 15 ml). It protects the skin barrier and also offers protection against exposure to airborne pollutants. Focusing on rehydrating skin, it too is clinically proven to give firmer, smoother skin while reducing the appearance of dark circles and under-eye bags thanks to its AntüComplex™ as well as mulira puama, suma, and the wonderfully named dragon's blood, a potent resin.

Just landed in pharmacies nationwide is cult-favourite US skincare brand, **Dr. Brandt**. Marketed as an at-home alternative to tweakments and injectables, the dermatological skincare range has a Needles No More collection that boasts a **No More Baggage eye cream** (€35). A lightweight gel-cream, it tightens and smooths the look of skin, and like all of Dr. Brandt's products from what we can tell so far, works instantly, depuffing the appearance of under-eye bags, and brightening dark circles.



Just landed in pharmacies nationwide is cult-favourite US skincare brand, **Dr. Brandt**. Marketed as an at-home alternative to tweakments and injectables, the dermatological skincare range has a Needles No More collection that boasts a **No More Baggage eye cream** (€35). A lightweight gel-cream, it tightens and smooths the look of skin, and like all of Dr. Brandt's products from what we can tell so far, works instantly, depuffing the appearance of under-eye bags, and brightening dark circles.



B



IT Buys: Best New Eye Serums For Visible Results

Aimed at tackling unwelcome Covid side effects, as well as harnessing existing technology so far channelled into their high performing face serums.

 [Jessie Collins](#) 13 July 2021



Just landed in pharmacies nationwide is cult-favourite US skincare brand, Dr. Brandt. Marketed as an at-home alternative to tweakments and injectables, the dermaceutical skincare range has a Needles No More collection that boasts a **No More Baggage eye cream, €35**. A lightweight gel cream, it tightens and smooths the look of skin, and like all of Dr. Brandt's products from what we can tell so far, works instantly, depuffing the appearance of under-eye bags, and brightening dark circles.



No More Baggage eye cream, €35, Dr Brant – SHOP

INDEPENDENT.IE - [LINK](#)

Notions & Necessities...

Notion: Pucker up

Cutting-edge, cult skincare brand Dr Brandt, best loved for offering powerful-ingredient at-home alternatives to salon tweakments, has arrived in Ireland and is coming to a chemist near you.

If you fancy the effect of fuller lips but can't face an actual plumping procedure, give the good doctor's lip-plumping duo a go.

From the self-explanatory Needles No More line, you use a tingling 'plumping primer' in the morning for an instantly improved pout, and a 'conditioner' by night, to soften lines and improve skin texture. SC

Dr Brandt Needles No More 3-D Lip Plumpfix, €33, selected pharmacies nationwide



Dr Brandt Needles No More 3-D Lip Plumpfix, €33

B

SUNDAY INDEPENDENT

Notions & Necessities

NOTION

Pucker up

Cutting-edge, cult skincare brand Dr Brandt, best loved for offering powerful-ingredient at-home alternatives to salon tweakments, has arrived in Ireland and is coming to a chemist near you. If you fancy the effect of fuller lips but can't face an actual plumping procedure, give the good doctor's lip-plumping duo a go. From the self-explanatory Needles No More line, you use a tingling 'plumping primer' in the morning for an instantly improved pout, and a 'conditioner' by night, to soften lines and improve skin texture. **SC**

Dr Brandt Needles No More 3-D Lip Plumpfix, €33, selected pharmacies nationwide



B

EVERYMUM.IE - [LINK](#)



COMPETITIONS

Win A Dr. Brandt Hamper Worth Over €300!

B

EVERYMUM.IE - E-NEWSLETTER

everymum



Hi %%=ProperCase(FirstName)=%%,

To celebrate the launch of **Dr. Brandt** in pharmacies across Ireland, Dr. Brandt have given us a hamper worth over €300 to give away.

Dr. Brandt skincare provides a complete, **360 approach to caring for skin built on established clinical and dermatological expertise**. Included in the prize are best-selling Dr. Brandt products from the pioneering Needles No More, House Calls, Bright this Way and Pores No More collections.

You can be in with a chance to **win a hamper of Dr. Brandt products worth over €150!**

Just click on the button below to enter.

Best of luck!

Enter Competition



B

THE GLOSS MAGAZINE

PEOPLE PLACES THINGS

Gloss~ip FASHION

Get set for autumn à la mode



Prepare for some inspiring fashion inspiration including Christian Dior. (Dressing by Marie-Françoise Poirier, 425, published on September 7. The new Dior boutique at Brown Thomas Dublin, opens next month.)

WHAT'S NEW: IRISH FASHION DESIGNERS & STORES

SIMONE ROCHA calls her winter collection "Winter Roses" - pretty dresses, defined by Edwardian balloon sleeves, layers of tulle ruffles and three-dimensional satin roses worn with black leather biker jackets. www.havenaboutique.ie

Home, in Co Donegal, is the inspiration behind **MAGEE 1866**'s new collection. Design director Charlotte Temple says the colour palette is inspired by the sea and land with accent colours of local flora. Look out for the new Jessica swing coat in red plaid, the short breezy Hilly and Lily tweed jackets and the Jodie, a short easy-to-wear tweed coat in a warm red herringbone tweed. www.magee1866.com

How would you like to add pieces from Prada, Fendi, Rowanne Assoulin and Roberto to your wardrobe? For regular (guilt-free) wardrobe updates **GREENS ARE GOOD FOR YOU** is a new Irish fashion rental subscription. Subscribers pay €150 per month to rent four items - other labels include Pappa Moli, Rotato, Slopper and more. www.greensaregoodforyou.com

For contemporary tailoring, **THE LANDSKEIN**'s new season of lambswool blazers and coats includes Aerin and Harper styles: the fleece is carded, spun and dyed in Kerry. www.thelandskein.com

Irish knitwear from Pearl Reddington and Ros Duke will now be available at **INDIGO & CLOTH** - the go-to concept store in Dublin's Temple Bar also introduces womenswear labels Horse Projects, A Kind of Guise and Our Legacy, to join its strong edit of menswear. www.indigoandcloth.com

For sustainable fashion, visit **SLOW STREET** in Blackrock, Co Dublin. Evelyn Browne's new store stocks responsible denim from Amendi and Ammedargels, organic T-shirts by Colourful Standard and a range of pretty swimwear and lingerie. www.slowstreet.ie

Update your weekend staples with a piece from **DAY X FEE G**, a collection of sweaters and hoodies created with Fiona Heaney's Fee G label. www.feegee.ie

Conscious luxury is trending and **STOFFAA**, founded by Susan Maher, sells beautiful desi wool handwoven "caravan" blankets, made by artisans in a small village in Gujarat, India. The multi-use blankets can be worn belted as kurtas or used as bedspreads or wallhangings. www.stoffaa.com

Founded by Irish couple Ruby Glewin and Rocco Tulio, **BANSHEE OF SAVILE ROW** not only offer bespoke suits, but also shirts, skirts and jackets in a range of exquisite cloths and velvets. www.bansheeofsavilerow.com

Fresh takes on the LBD were seen across the board at the AW21 shows. **CHRISTIAN WILJANANTS**' new collection concentrates on what is essential. And that's definitely an LBD. Check out his new collection, exclusively at Electra, Donnybrook, Dublin 4. www.electra.ie

Fashion without the noise, just beautiful clothes alone theatrical extras and accoutrements; that's how Demna Gvasalia, creative director of Balenciaga, visualised the AW21 basic costume collection which was shown in Paris in complete silence. Gvasalia explained, "The pandemic made me reconnect with myself, take those months of silence and really understand what I love about this medium. And it's not about fashion. Actually, I love clothes."

Loving clothes. It's a sentiment endorsed in this fashion issue of THE GLOSS. In our shoot on page 32, simply photographed against a plain black backdrop, we're letting the clothes do the talking. We hope it reminds you of the simple pleasure of wearing something beautiful, and beautifully made.

We are looking forward to travelling again too. The autumn fashion shows provided inspiration. Valentino's Pier Paolo close the Guggenheim in Venice for his show. He asked guests to wear white. This deliberately contrasted with the bold colours of his creations, offset by the troubling ostrich fringed hats by Irish milliner Philip Treacy.

At Chanel, the new collection presentation was filmed in the Parisian nightclub Castel. Ski slopes and the dance floor inspired Virginie Liandou-stevens' satinettes, spaghetti-strap mini dresses, with fur-trimmed jackets. Dior designer Maria Grazia Chiuri jetted into Athens where the Panathenaic Stadium was the backdrop to a sporty, upbeat collection with Hellenic references for Dior's Cruise collection for SS22. At the Baleno Embassy in Paris, Azzurro Privé's appetite for fur, silk and lace was translated into layers of organza and chiffon in pastel colours.

High spirits will also be reflected in the Met Gala on September 13. Celebrities have already planned tweakments ahead of the event. Designer Marc Jacobs has documented his facelift and post-operative hyperbaric oxygen

therapy on Instagram, while, in Paris, Gwyneth Paltrow popped into see Dr Dray, a cosmetic dermatologist who specialises in lip fillers. Hollywood treatments have landed on these shores too. Adare Manor has introduced HHSkin to its spa, with a menu of forward-thinking facials that use everything from rose quartz to cryotherapy. Dr Brandt products are now available in Ireland too - an at-home alternative to injectables designed to deliver visible results.

Whether you're dining out at the omnigorous Chapter One restaurant (read page 58) or taking in Culture Night 2021 (September 17) or viewing the "Jack B Yeats: Painting & Memory" exhibition at the National Gallery, you'll relish getting dressed up again. Read *De-frocking* (page 25) to update your wardrobe. This month, we celebrate not only the best new fashion but a coterie of chic Irish women whose style choices constantly inspire (page 29). ■

Malone curates "Making and Momentum in Conversation with Eileen Gray" at National Museum, Dublin this month.

translating into layers of organza and chiffon in pastel colours.

High spirits will also be reflected in the Met Gala on September 13. Celebrities have already planned tweakments ahead of the event. Designer Marc Jacobs has documented his facelift and post-operative hyperbaric oxygen therapy on Instagram, while, in Paris, Gwyneth Paltrow popped into see Dr Dray, a cosmetic dermatologist who specialises in lip fillers. Hollywood treatments have landed on these shores too. Adare Manor has introduced HHSkin to its spa, with a menu of forward-thinking facials that use everything from rose quartz to cryotherapy. Dr Brandt products are now available in Ireland too - an at-home alternative to injectables designed to deliver visible results.



London-Irish designer Richard Malone curates "Making and Momentum in Conversation with Eileen Gray" at National Museum, Dublin this month.

The Met Ball, from the Carlight, with forward by Larry Rowley, published by Assouline



B

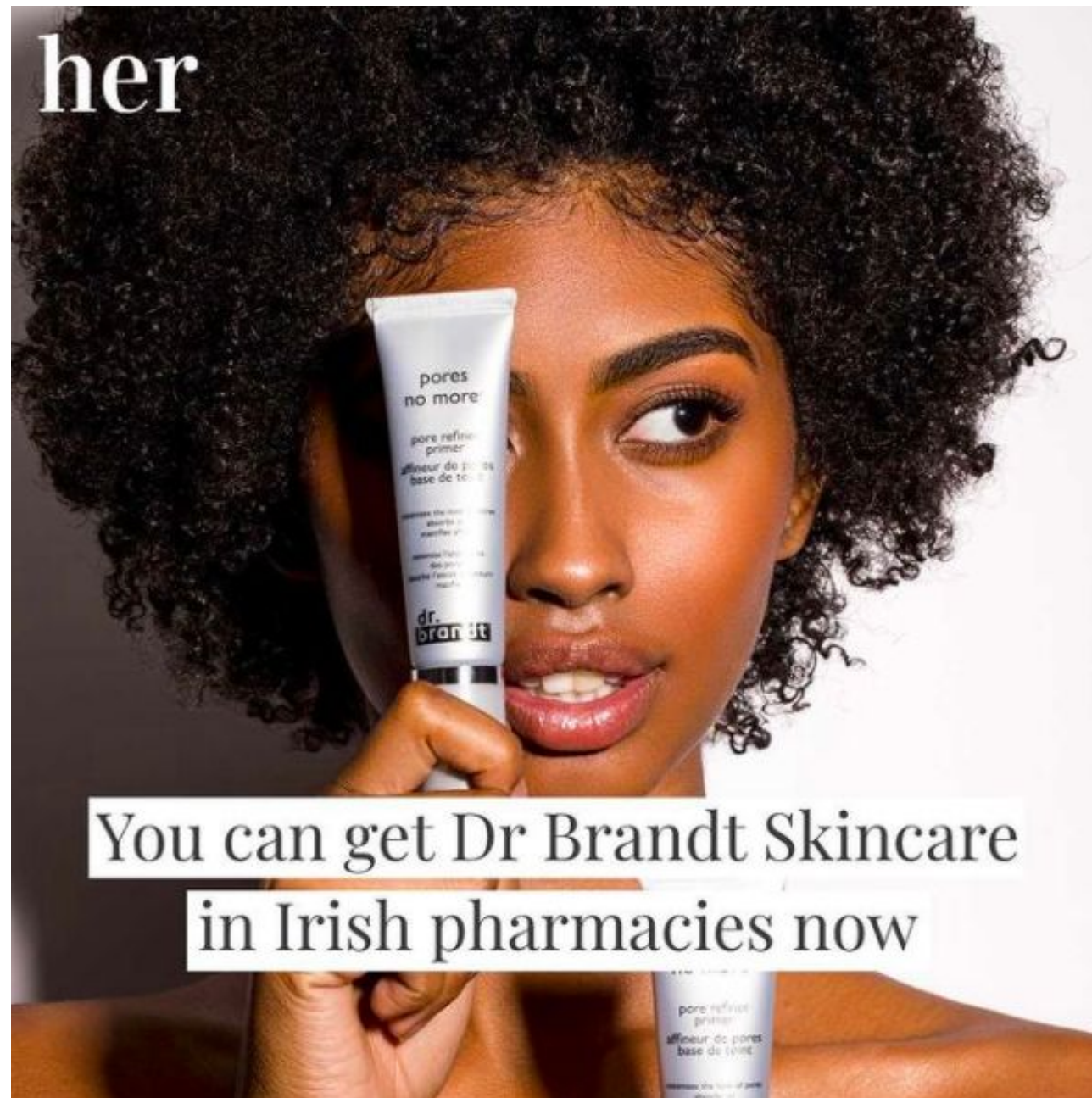
MEDIA SOCIAL COVERAGE

Jun-Jul 2021

B

HER.IE - INSTAGRAM

FOLLOWERS: 130K



B

HER.IE - FACEBOOK

FOLLOWERS: 461K





B

EVOKE

FOLLOWERS: 43K



 **evokedotie** ...





 **evokedotie** ✨SKINCARE GIVEAWAY ✨
Leading dermatological skincare brand @drbrandt is now available in pharmacies across Ireland and online at @beautyfeatures.ie! 🎉 To celebrate we're giving away THREE Dr. Brandt hampers worth over €150 each.


-

Included in the prizes are best-selling Dr. Brandt products from the pioneering House Calls, Needles No More, Pores No More collections.


-

To Enter:
✨ Like this post
✨ Tag your friends – multiple entries allowed (one comment = one entry)
✨ EXTRA ENTRIES: share this post to your stories!

 Liked by elehutch and 55 others

1 HOUR AGO

 Add a comment... Post


B

EVOKE

FOLLOWERS: 43K

Win a Dr. Brandt hamper worth €150!

Head over to our Instagram page to enter!



@drbrandt

Competition

EVOKE
See More >

B

NIAMH DEVEREUX - VIP DEP. ED.

FOLLOWERS: 3.4K



B

STELLAR - INSTAGRAM

FOLLOWERS: 67K



stellarmagazine • Following ...

stellarmagazine ✨SKINCARE GIVEAWAY ✨

Leading dermatological skincare brand @drbrandt is now available in pharmacies across Ireland and online at @beautyfeatures.ie! 🎉 To celebrate we're giving away a Dr. Brandt hampers worth over €215!

-

Included in the prize are best-selling Dr. Brandt products from the pioneering House Calls, Needles No More, Pores No More collections.

-

Liked by gillian_daly_comms and 95 others

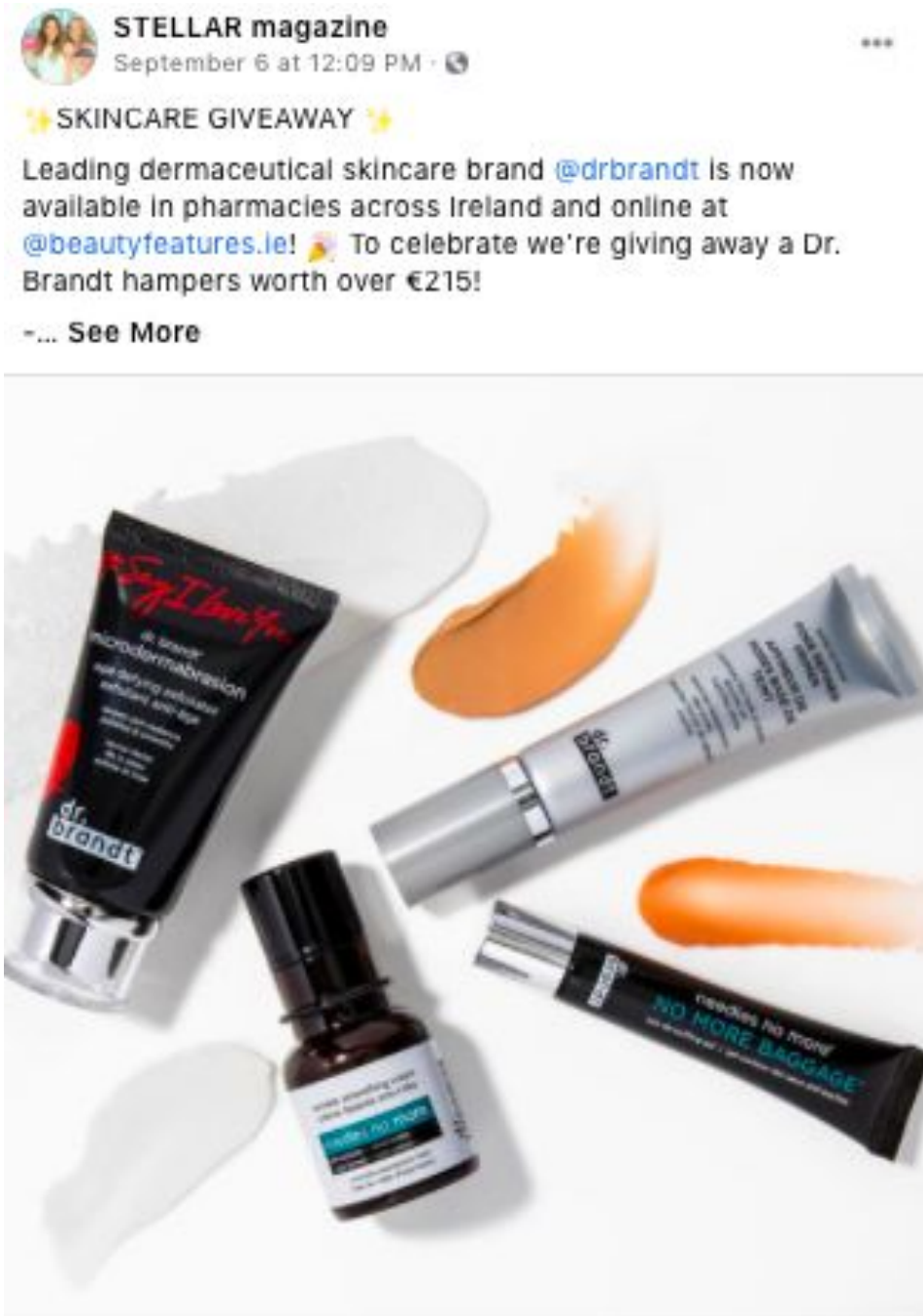
1 DAY AGO

Add a comment... Post

B

STELLAR - FACEBOOK

FOLLOWERS: 45K



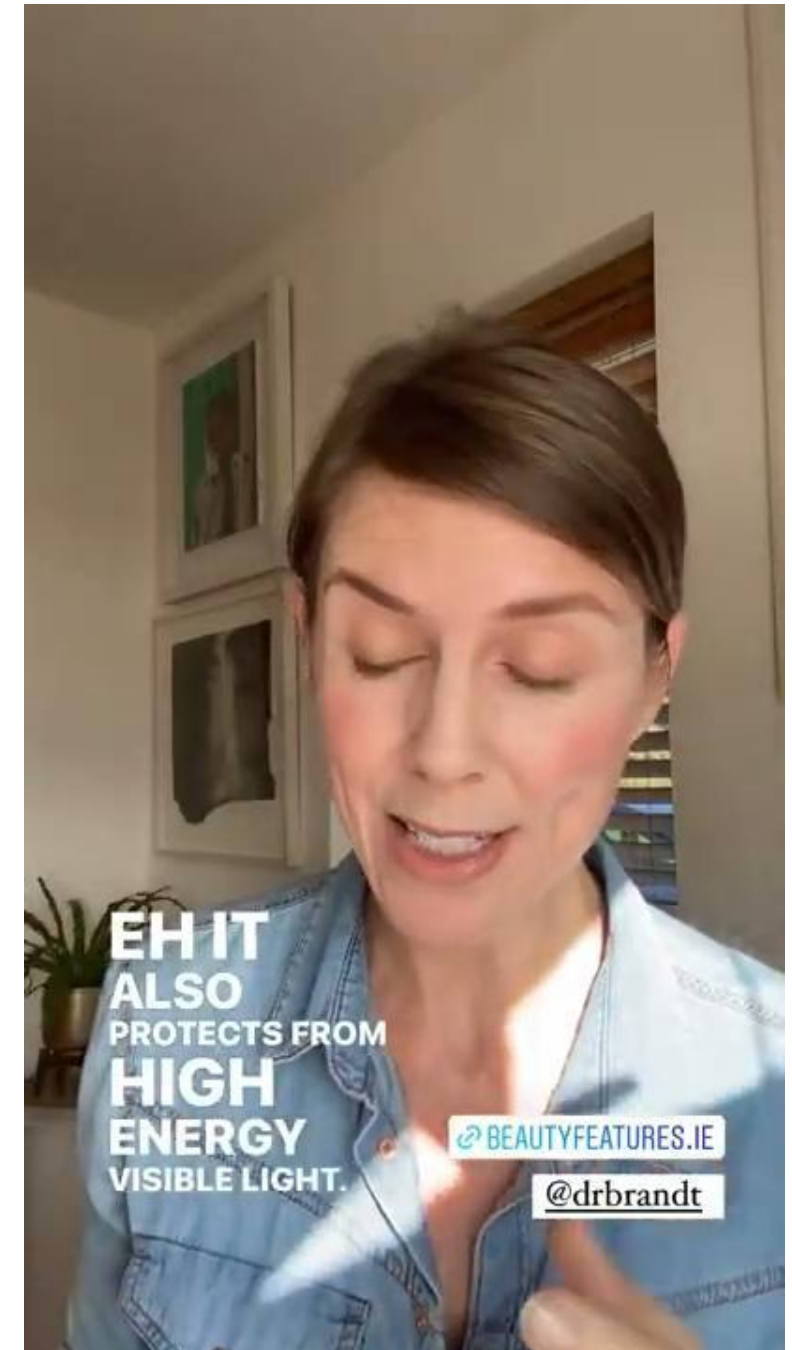
B

...GIFTING SOCIAL COVERAGE...
Jun-Jul 2021

B

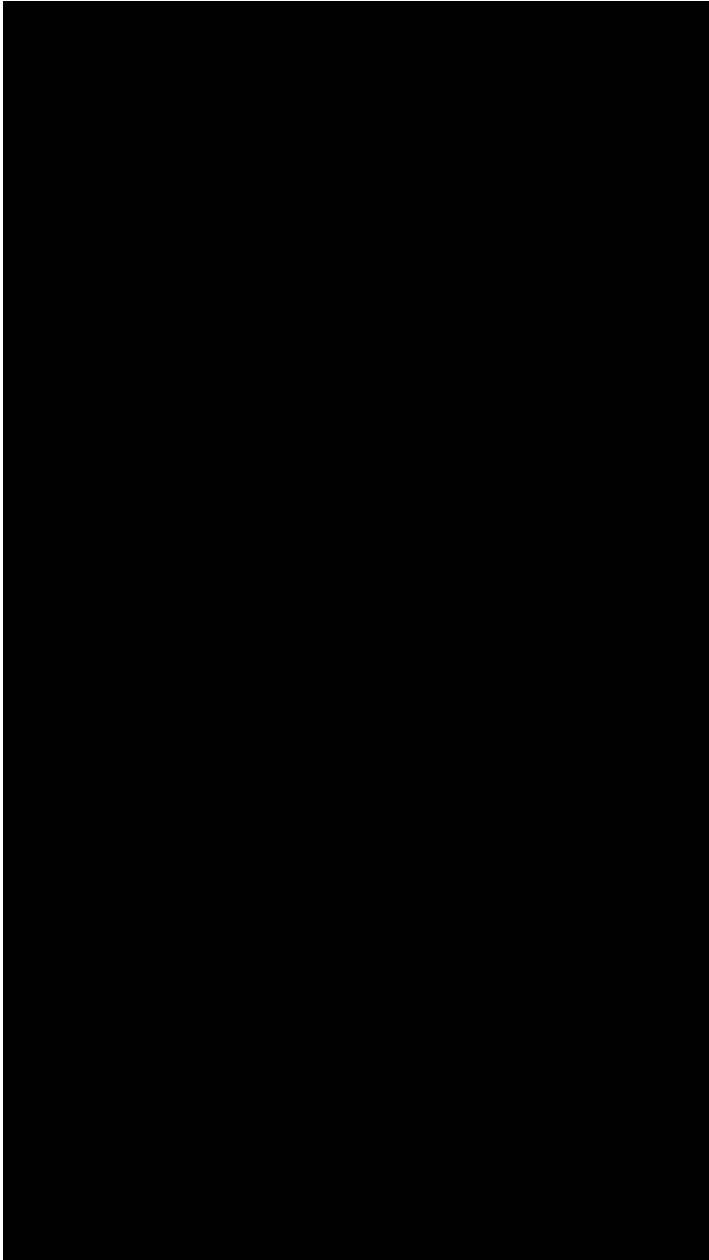
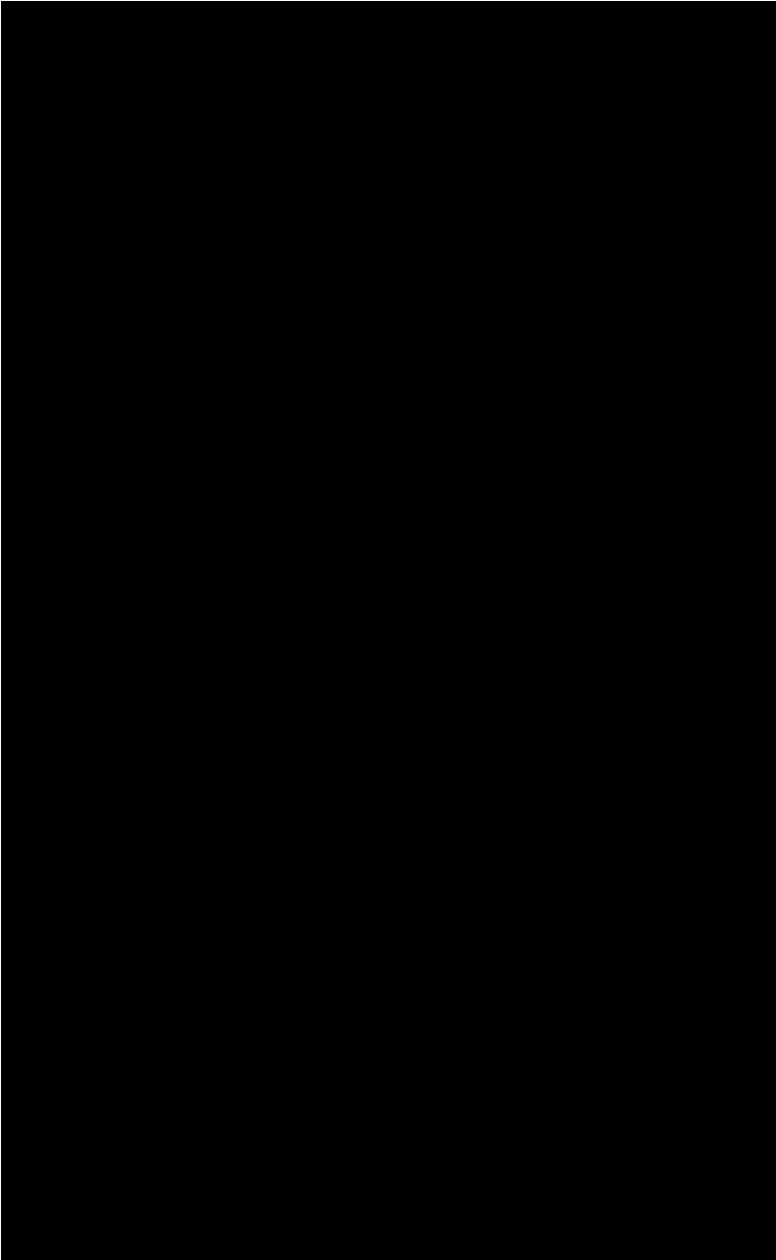
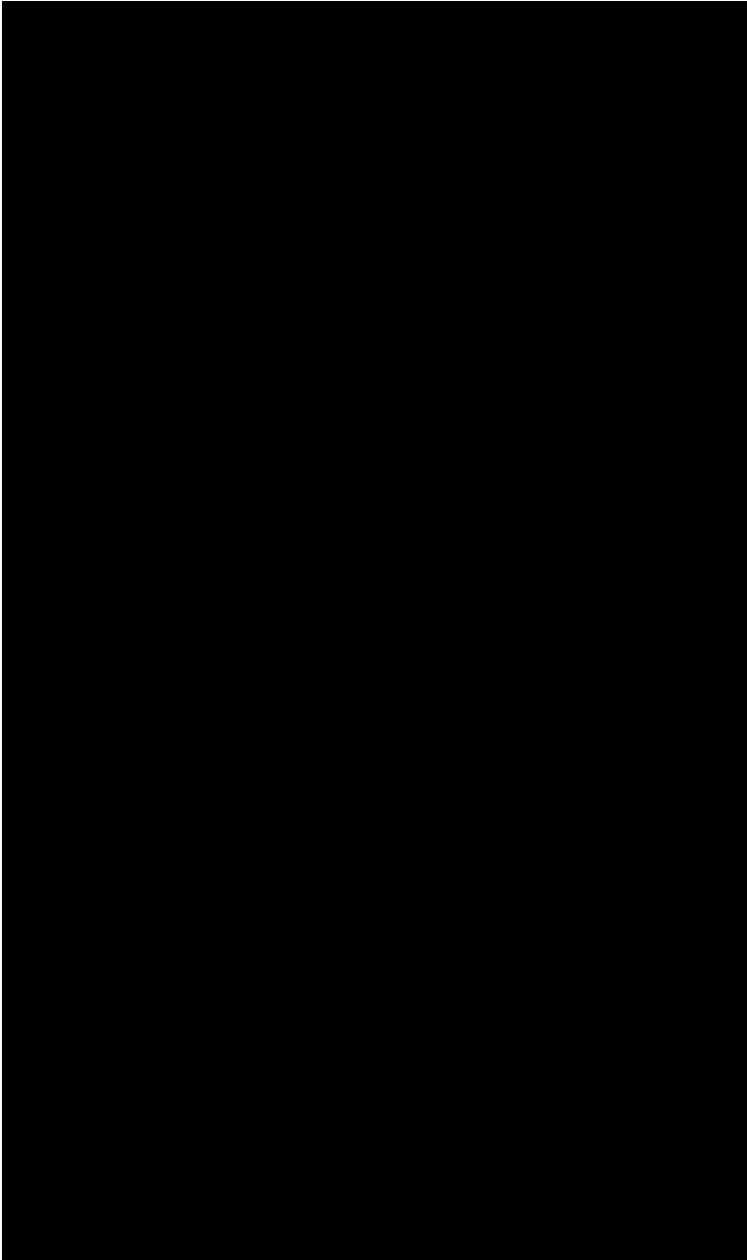
SHERNA MALONE

FOLLOWERS: [10.6k](#)



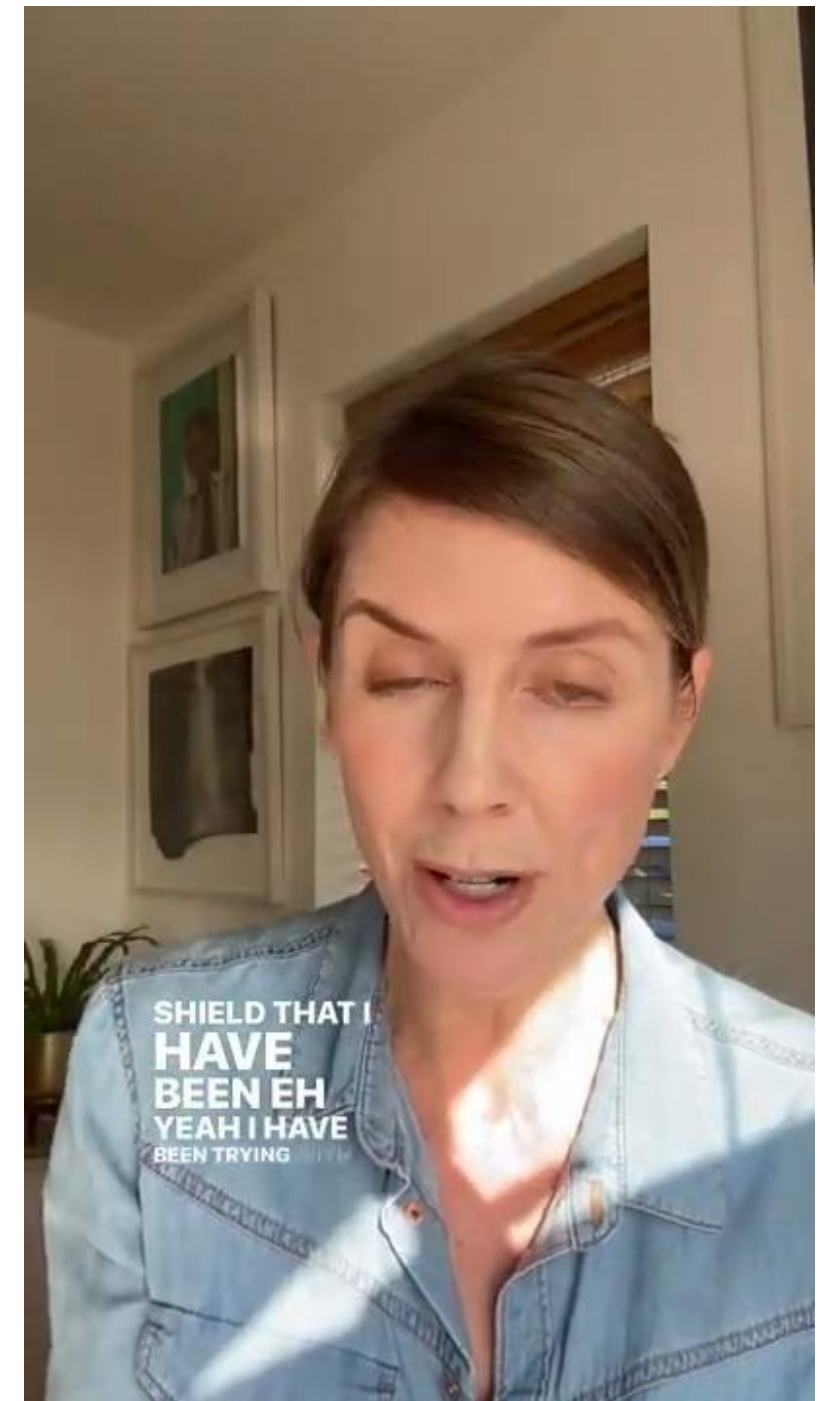
SHERNA MALONE

FOLLOWERS: [10.6k](#)



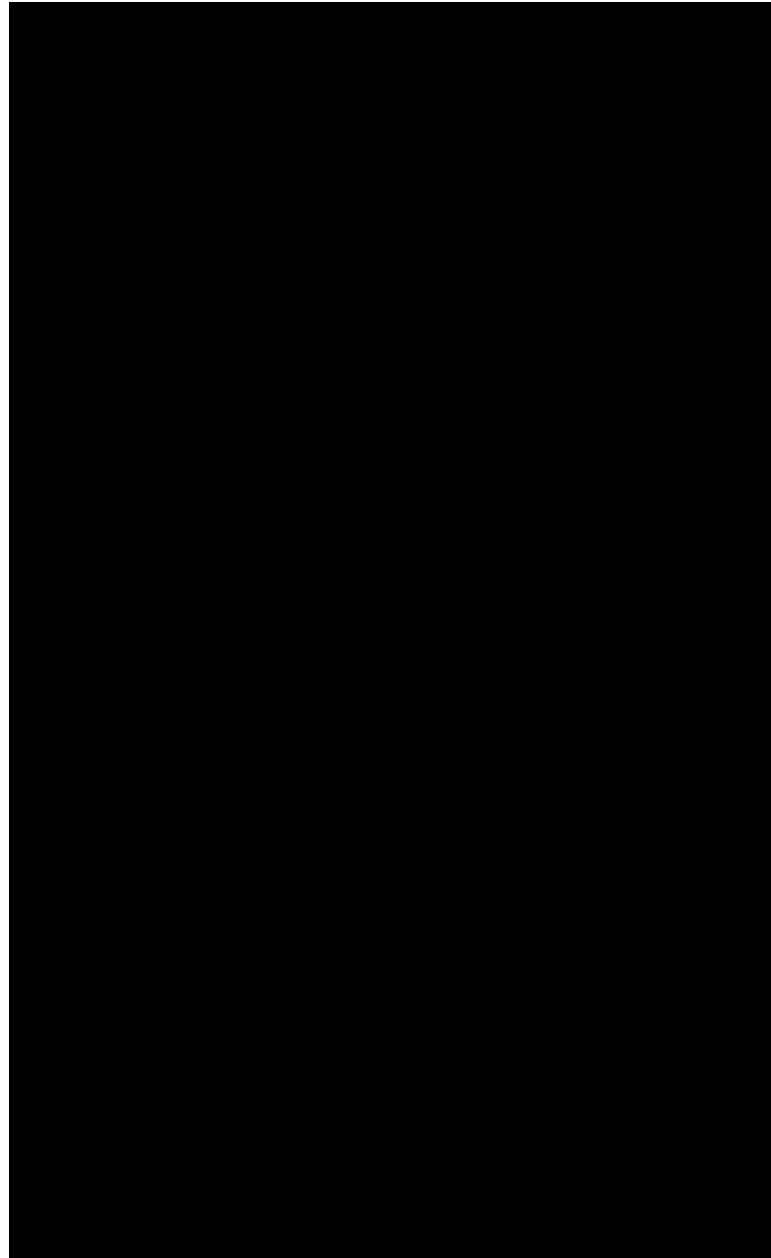
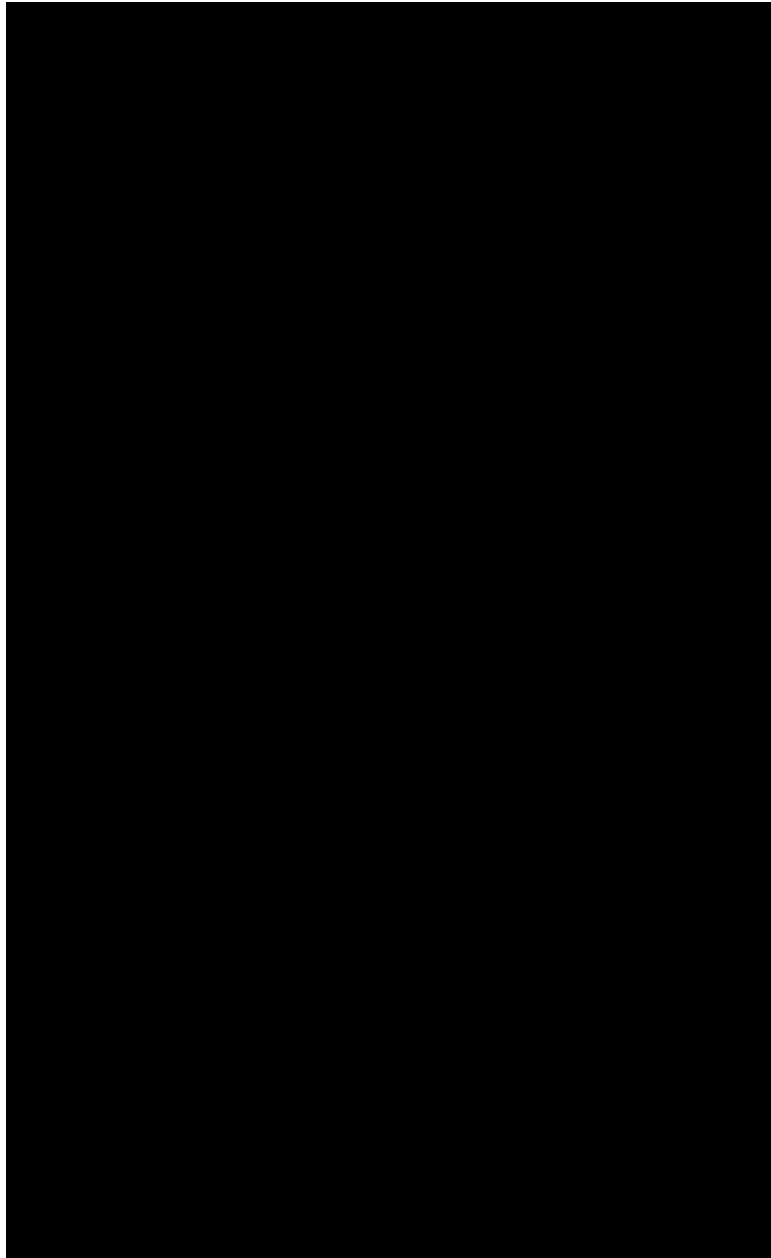
SHERNA MALONE

FOLLOWERS: [10.6k](#)



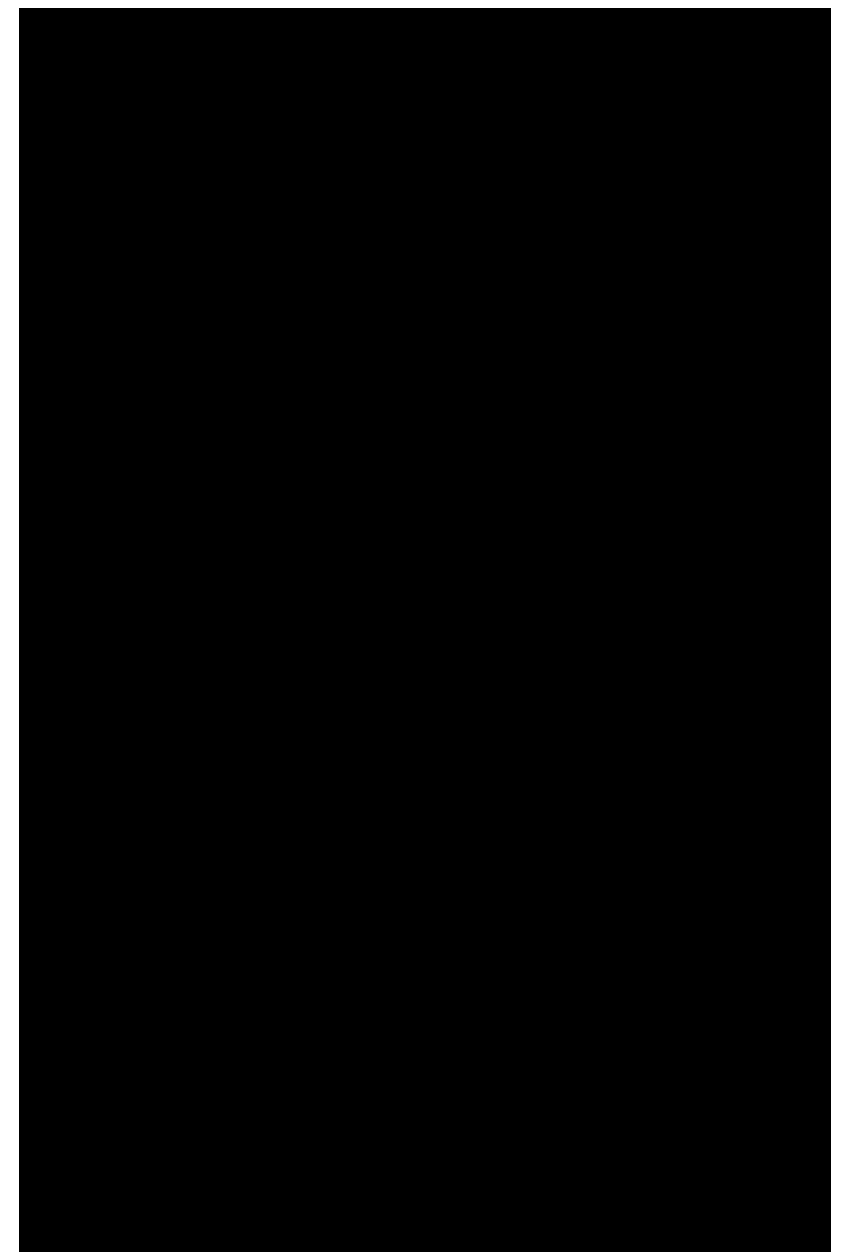
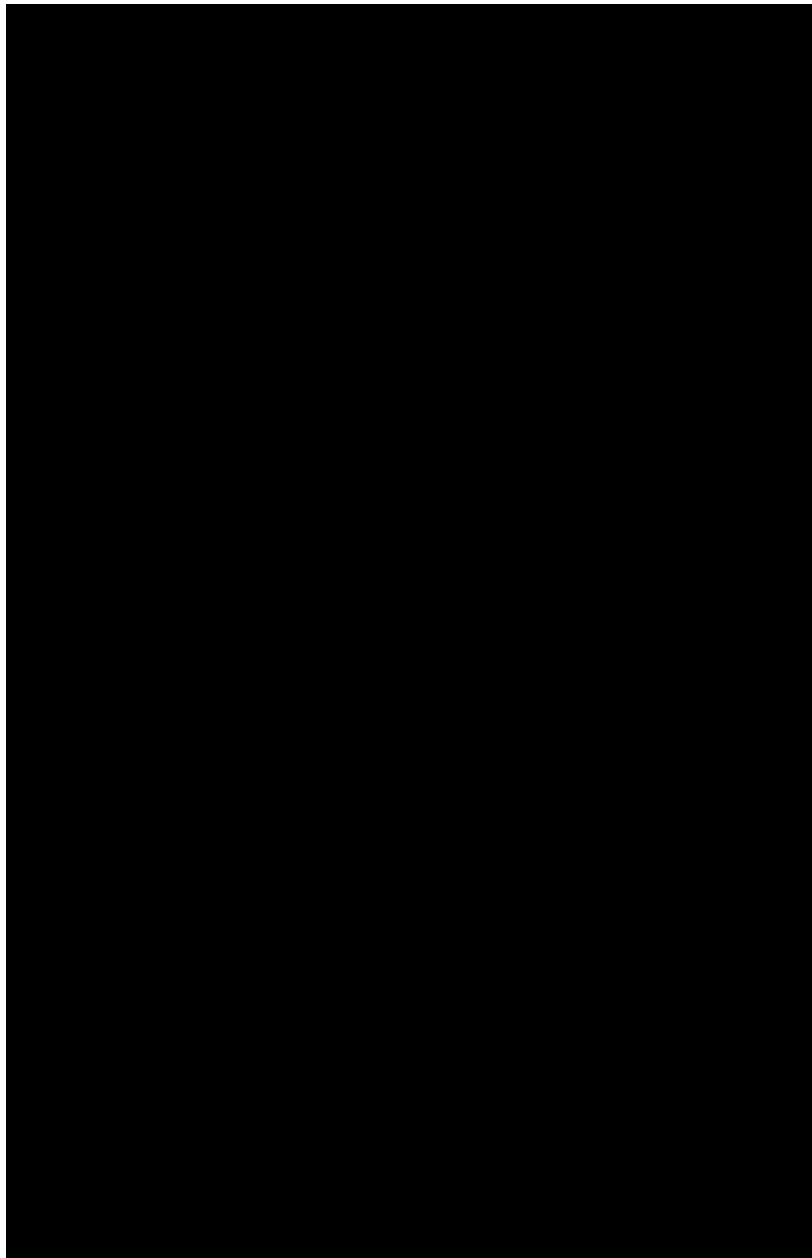
PAMELA LAIRD

FOLLOWERS: [36.1K](#)



PAMELA LAIRD

FOLLOWERS: [36.1K](#)



PAMELA LAIRD

FOLLOWERS: [36.1K](#)

@drbrandt
@beautyfeatures.ie pr

EHM I HAD IT ON
JUST

@drbrandt @beautyfeatures.ie Pr

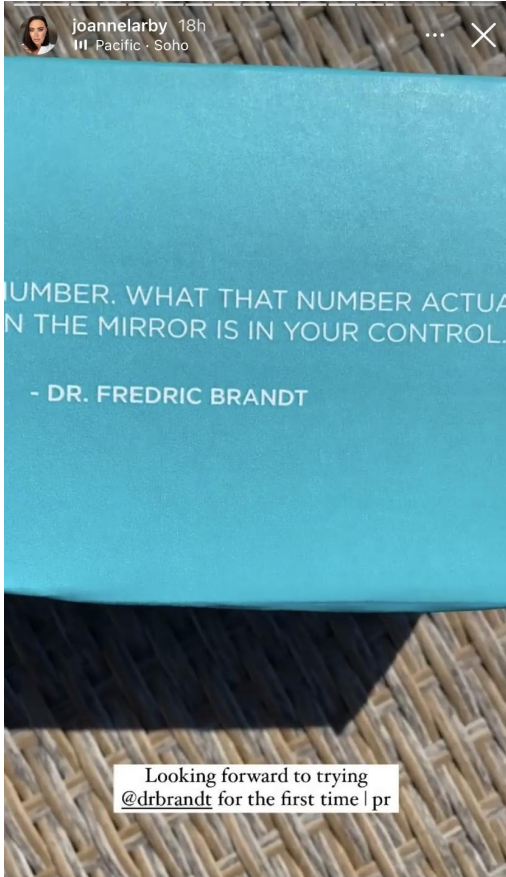
I'VE BEEN USING THE
TRILOGY
BOOSTER
WHICH I LOVE SO

Pr

BUT I HAVE TO SAY
THE
MICRODERMABRASION

JOANNE LARBY

FOLLOWERS: 137K



B

ASHLEY KEHOE

FOLLOWERS: [116k](#)



B

LAUREN ARTHURS

FOLLOWERS: 103K



B

GLENDAGILSON

FOLLOWERS: 87K



B

LOUISE MCSHARRY

FOLLOWERS: [53.1K](#)



B

KAREN @LOVELYGIRLYBITS

FOLLOWERS: [53K](#)



B

CLIONA HAGAN

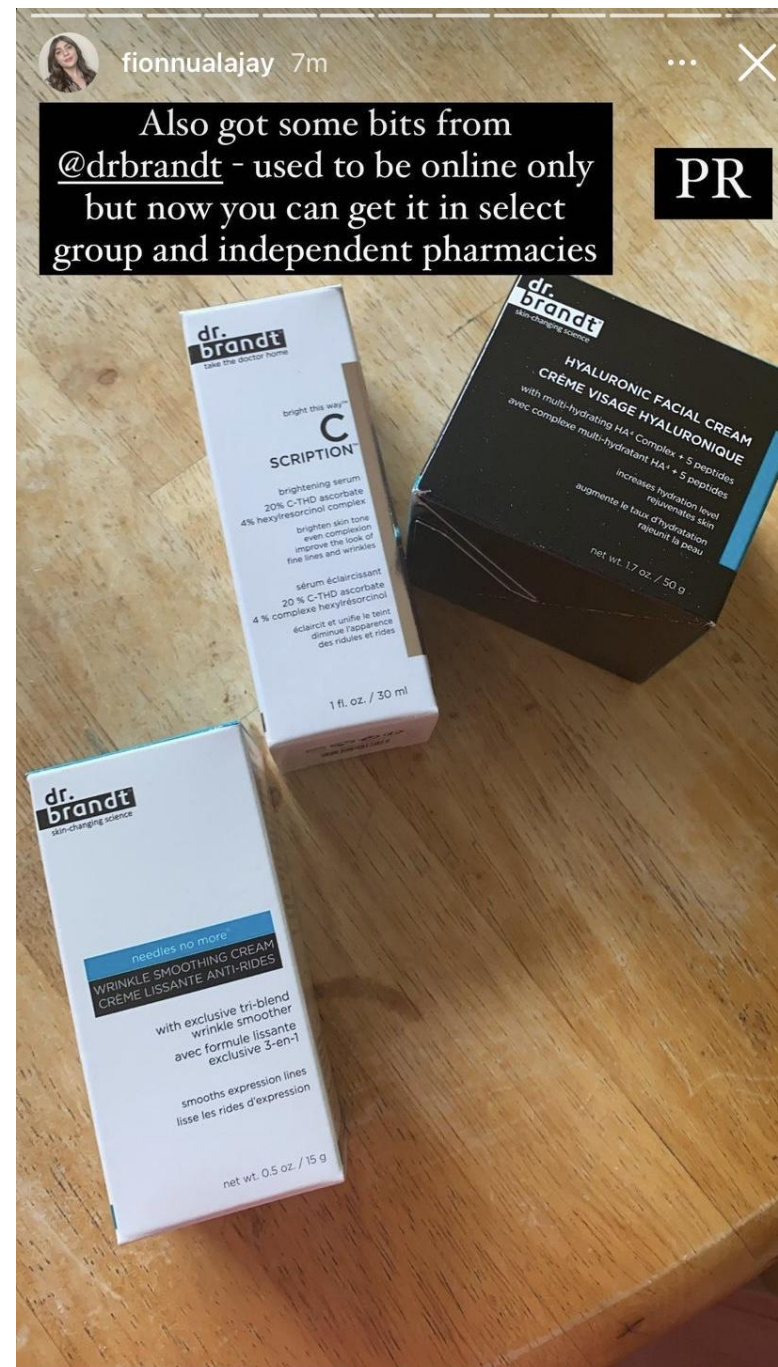
FOLLOWERS: [46.8k](#)



B

FIONNUALA JAY

FOLLOWERS: 45K



B

SHAUNA DOYLE

FOLLOWERS: [44K](#)



B

MARK ROGERS

FOLLOWERS: [43k](#)

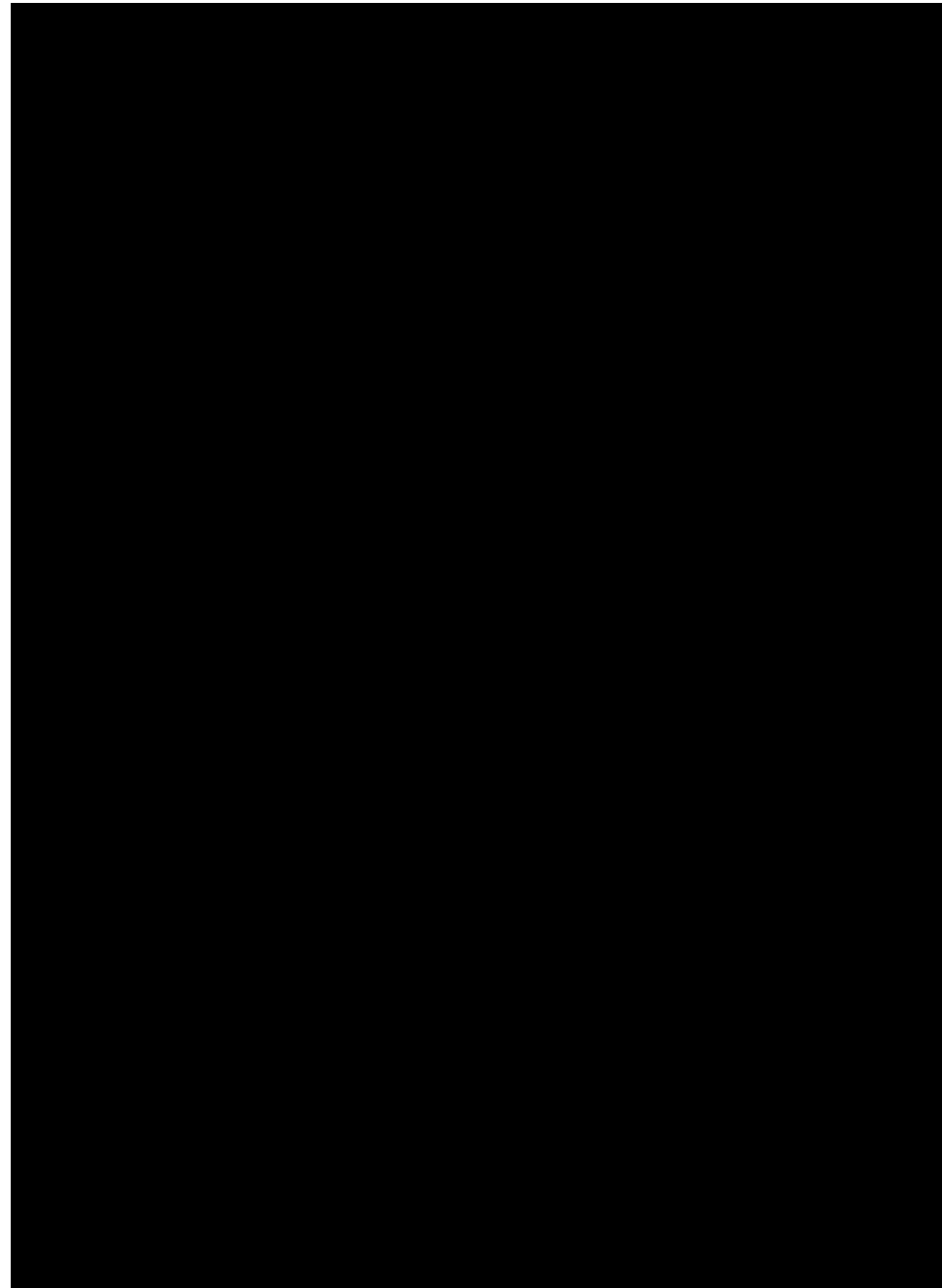


MARK ROGERS

FOLLOWERS: [43k](#)

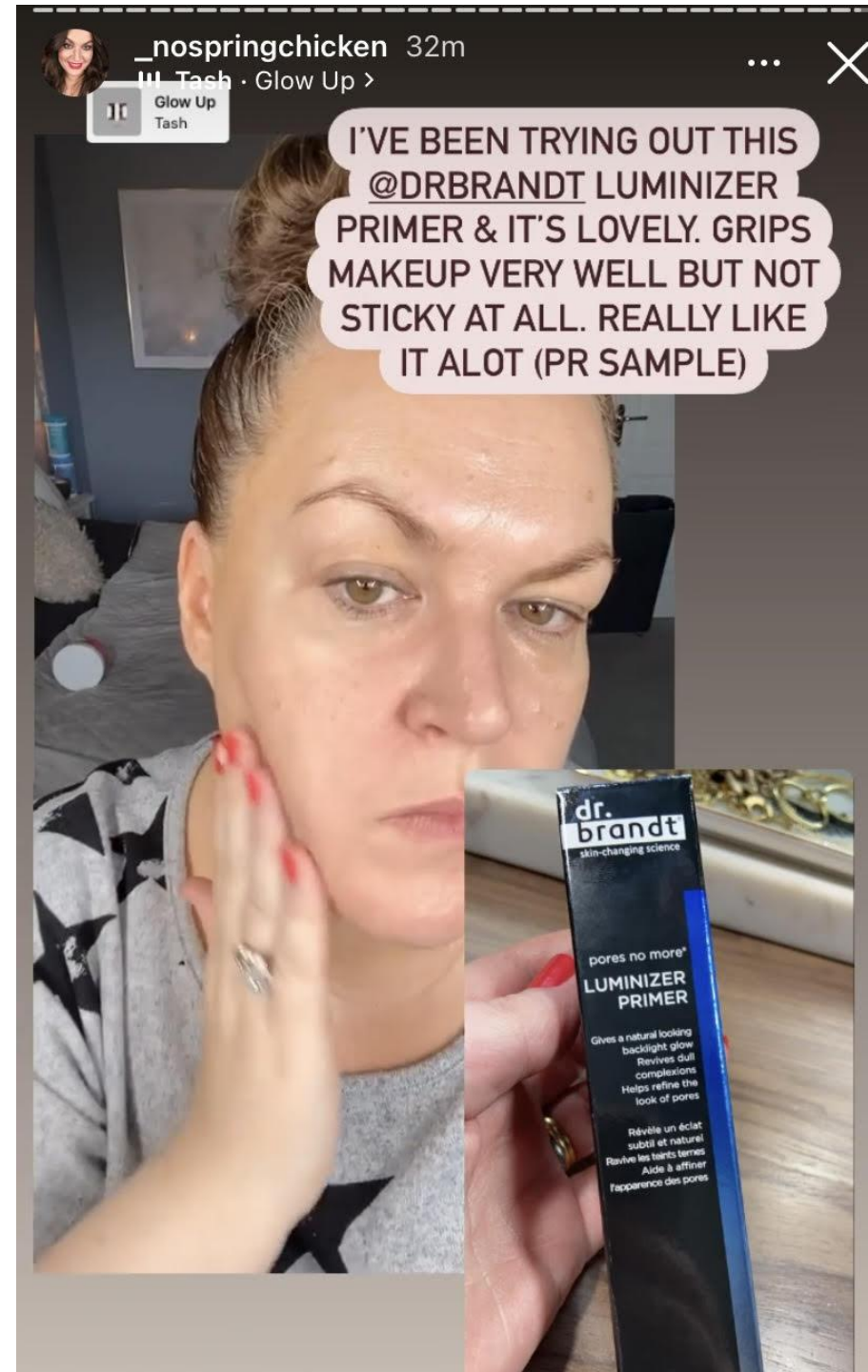


JENNIFER ROCK - THE SKIN NERD



MARIA MCKENZIE

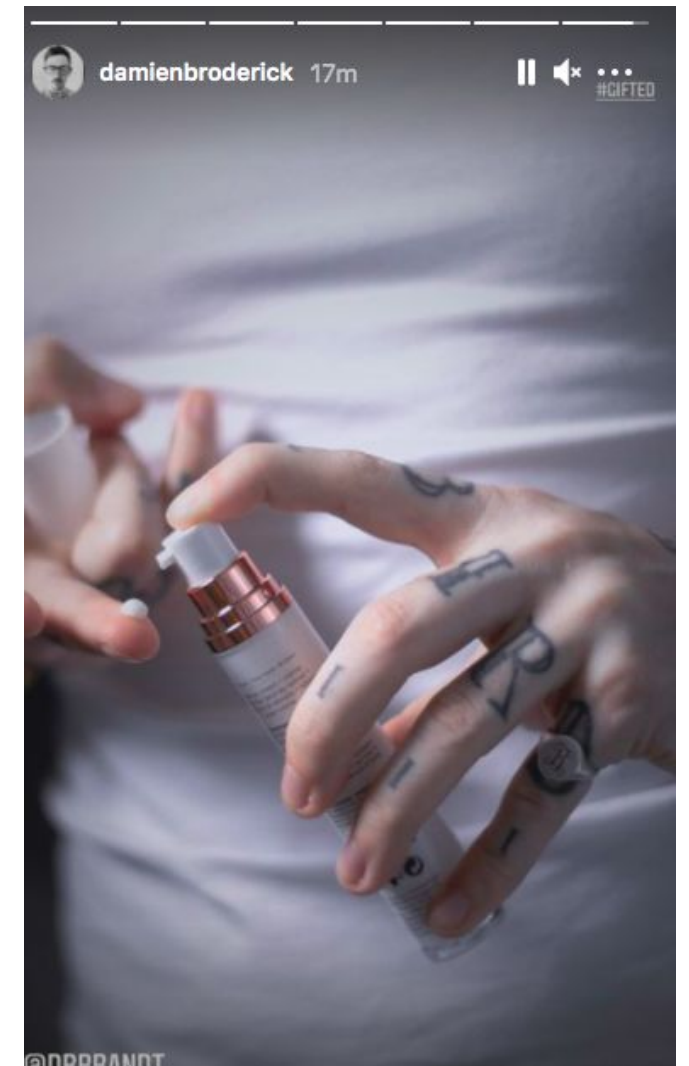
FOLLOWERS: [24.4K](#)



B

DAMIEN BRODERICK

FOLLOWERS: [15.4K](#)



B

PENNY MCCORMICK - DEP ED THE GLOSS

FOLLOWERS: [1.7k](#)



B