

all clear

acne reimaged



Can acne treatment become a
feel-good moment?

By combining **large consumer data analysis and formulation expertise** All Clear: acne reimaged was designed to help individuals with acne at **every stage of their lives**, with a focus on skin health and an understanding of the mental impact of acne.



7,800 product reviews

1 option:

We evaluate consumer feelings about existing anti-acne products in the marketplace and identify opportunities for innovation.

2 option

Landed proposal base on market and customer insights.

New collection of concepts, discover our 7 new outstanding prototypes

41 ingredients
7 new formulations

3 trailblazing consumer trends

Vantage defined 3 trends to guide brands developing new acne solutions.

Acne *UNFILTERED*

- Continuous acceptance of skin imperfections
- Growing focus on self-care
- New spotlight on mental health awareness and support

Clear *FOR ALL*

- Better understanding of diverse skin needs
- Consumers seek brands that cater to their specific skin routines
- Increasing access and visibility of minority- owned brands

BEYOND Acne

- Healthy skin routine helps prevent acne progression
- Think post-acne: PIE, PIH, lesions and scars, dryness
- Beyond skin: explore the connection between skin and hair

