

FRAGRANCE AND PERSONAL CARE

Chanel uncovers powerful plants in global tour

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Video still from Chanel's Blue Serum series

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France's Chanel is exploring the anti-aging secrets of three far-flung populations with a shared claim.

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The beauty brand's newly released Blue Serum took inspiration from Blue Zones around the world, places where the locals live remarkably longer lives. In an effort to prove the claims of its product, Chanel is inviting consumers to journey to these locales in a series of short films.

Chanel was reached for comment.

Feeling blue

Chanel's Blue Serum is being touted by the brand as "a new horizon for skincare."

Explaining the inspiration and ingredient sourcing for this serum, Chanel filmed travel diaries to the Blue Zones that contributed to the product.

Against footage taken in Costa Rica, a female narrator says, "You can feel the life force in everything and everywhere." Portraying this energy are images of waterfalls amid greenery.



Still from Chanel's Blue Serum film

The voiceover explains how Costa Rica's green coffee can only be found in the country, which may contribute to the locals' long lives.

In Italy, the Mediterranean locale is said to be the home of centuries' old olive trees.

Chanel turns its attention to the sun in Greece, which it says is in everything. This includes soil, plants and the lentisk tree.

Discover the Power of Blue Serum - Chanel

All videos include the statement, "It's something special. Some call it a mystery. It's just life."

These ingredients sourced from Nicoya, Costa Rica; Sardinia, Italy and Ikaria, Greece, all hold antioxidant properties. According to the brand, a trial found the serum to reduce wrinkles, even skin tone and firm skin.

Cosmetic convincing

While traditionally beauty launches were introduced to consumers at a point of sale, such as a beauty counter, marketers have had to adapt to convince shoppers to convert online.

For instance, French fashion house Christian Dior provided consumers with on-the-go skincare to ensure the complexion of their dreams.

Dior's compact, the Dreamskin Perfect Skin Cushion, part of the Capture Totale skincare range, is described as being the "perfect complexion" creator with SPF 50, a highly moisturizing formula and patented air cushion technology. For its skincare and cosmetics communications, Dior often puts its 40-years of research and steadfast dedication to beauty science at the forefront of its messaging, an element that may help consumers trust its products over its competitors ([see story](#)).

Guided selling tactics are used by the majority of beauty marketers to encourage discovery, exploration and decision-making, but brands often make tactical missteps that diminish effectiveness, according to a report by L2.

L2's "[Beauty: Guided Selling](#)" [Insight Report](#) found that ecommerce sales in the beauty sector have increased in part by the incorporation of guided selling practices ranging from content blended with personalization to interactive tools and navigational filters to a combination of approaches. These tactics have helped widen the consumers' scope by inspiring the purchase of new products, rather than relying on ecommerce to simply replenish favorites ([see story](#)).