

FRAGRANCE AND PERSONAL CARE

SK-II faces the elements in National Geographic-led beauty excursions

March 2, 2017



Chiara Ferragni of Blonde Salad for SK-II's #FaceTheWild

By STAFF REPORTS

Japanese skincare brand SK-II is putting its products to the test by dropping social influencers into the harshest conditions found on earth.

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Working with National Geographic, SK-II took four celebrities to the world's most extreme environments to demonstrate the efficacy of its skincare products. Skincare recommendations are most often shared by peer-to-peer suggestions, making a campaign that leverages the experience of a tastemaker more likely to drive a consumer toward a new product or brand.

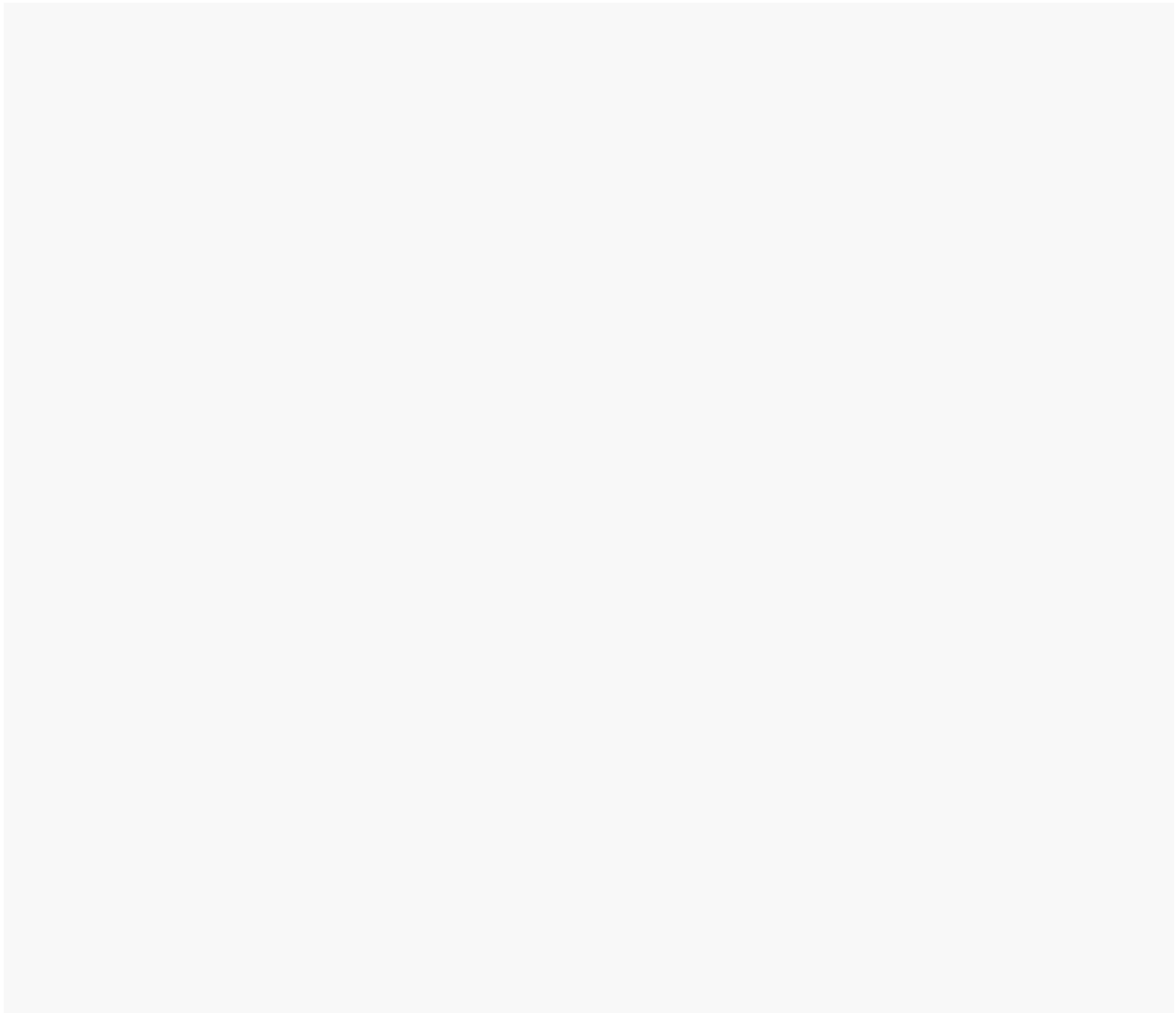
To the limit

SK-II's #FaceTheWild effort brought four celebrities to four extreme climates in different parts of the world. The challenge ranged from freezing temperatures and humidity to the side of a volcano and a barren desert.

The first skincare challenge to be shared by SK-II takes fashion blogger Chiara Ferragni of the Blonde Salad to the Anza Borrego desert, the hottest and driest climate on earth.

Ms. Ferragni is shown trekking up and down the desert's rock formations and walking across its cracked ground. Text asks the viewer, "Will Chiara's skin survive?"

The second video shared thus far features South Korean actress and national boxer Lee Si-Young at the Ijen volcano in Indonesia. The air surrounding the volcano is sulfuric and not a skincare-friendly environment.



SK-II & National Geographic took South Korean actress & national boxer Lee Si Young to the dangerous & sulfur spewing Ijen volcano in Indonesia to put her skin to the test. Will her skin survive? #FaceTheWild #FaceTheCamera #SK2 #skii #FacialTreatmentEssence

A post shared by SK-II's Official Instagram (@skii) on Feb 27, 2017 at 11:42pm PST

As with Ms. Ferragni's desert exploration, Ms. Si-Young is seen climbing up the dangerous volcano's side. Since the volcano is active, she climbs through clouds of sulfur and comments about how difficult the challenge is.

SK-II will release two more videos, one with Chinese actress Nini shown in the sub-zero temperatures of the Changbai Mountains in Northeast China and Kasumi Arimura, a Japanese actress, in the middle of Okinawa, Japan's Yanbaru jungle.

The women will also appear in still, styled advertising campaigns that feature each in their respective #FaceTheWild environment.

Showing four influencers in extreme climates is on par with SK-II's ongoing of female empowerment campaigns.

For example, SK-II helped single Chinese women overcome the stigma of being labeled a Sheng Nu, or leftover woman, in an emotional documentary-styled advert.

A Sheng Nu, meaning an unmarried female over the age of 27, is considered incomplete by Chinese society. SK-II's "Marriage Market Takeover" film, which went viral, brought to light the difficulties these women face since being cast as Sheng Nu.

Part of SK-II's larger #ChangeDestiny movement, where the brand looks to defy age- and gender-related stereotypes, the Marriage Market Takeover film worked to empower Sheng Nu to change their own destinies and challenge

society's views on being unmarried ([see story](#)).

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