

FRAGRANCE AND PERSONAL CARE

SK-II empowers US women to change their destinies with local personalities

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Aimee Song, fashion influencer and founder of the blog Song of Style. Image credit: SK-II.

By BRIELLE JAEKEL

Beauty marketer SK-II is extending its mindset of ageless beauty and female empowerment into the United States with new popular faces.

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The former Teen Vogue editor-in-chief, a style blogger, a DJ, an actress and the GirlBoss CEO are a few of SK-II's latest influencers. The marketer has brought its #INeverExpire campaign to the U.S. in a modern strategy that has these women telling their own stories.

I Never Expire

The Beauty marketer is exploring the internal and external pressures women face as they mature in its latest global marketing campaign.

SK-II's "The Expiry Date" first followed three Asian women as they grow from young girls to women, exploring how they are self conscious of the "proverbial expiration date" they have been assigned. SK-II's advert tackles the social stigmas women face if they are not successful, married or mothers by a particular age, a narrative that plays out across cultures ([see more](#)).

This campaign is now focusing on five U.S. personalities to expand this mindset, and cater it to American culture.

A series of empowering videos and other content is launching across social channels, featuring real women.

Actress Chloe Bennet, known from the television show "Marvel's Agents of S.H.I.E.L.D.," is the face of the first film for the U.S. leg of the campaign. She discusses the pressures of age that exist all over the world.



Chloe Bennet, actress in ABC's Marvel's Agents of S.H.I.E.L.D. Image credit: SK-II.

Ms. Bennet explains that she has figured out how to make herself happy versus what makes everyone else happy.

Videos to come will include the former editor-in-chief of Teen Vogue Elaine Welteroth.

"We need to unsubscribe ourselves from age pressure," said Ms. Welteroth in a statement. "In the U.S., we are re-evaluating social norms that have historically suppressed women, but at the same time, these milestones and expectations still exist.

"Early on in my career, I felt pressure to pretend I was older so that I would be respected and taken seriously," she said. "Now, I look back and think of what I've accomplished by a certain age and I'm proud. I can't wait to see where I'm headed."

Blogger Aimee Song expresses similar thoughts, touching on the importance of confidence and forging one's own path.

DJ Lauren "KITTENS" Abedini opens up to viewers about her quarter-life crisis, and founder of GirlBoss Sophia Amoruso looks to abolish the thought of an "expiration date."



Elaine Welteroth, award-winning journalist and former editor-in-chief of Teen Vogue. Image credit: SK-II.

Change your destiny

The #INeverExpire campaign is a portion of SK-II's larger reaching campaign, #ChangeDestiny, launched in 2016 "as a global platform that supports, inspires and celebrates the change women create in their lives."

Previously, the Japanese skincare brand encouraged female consumers to dream again, regardless of their age or demanding responsibilities.

SK-II's "Dream Again" campaign, also part of its larger #ChangeDestiny campaign, was based on a survey conducted among 5,400 women in 14 countries, the results of which found that there were key barriers such as financial support, fear of leaving one's comfort zone and not fitting traditional definitions of success preventing the pursuit of childhood dreams. But, SK-II found that "doing what you love" and being satisfied with life's outcome are not universally shared by female consumers ([see more](#)).