

FRAGRANCE AND PERSONAL CARE

SK-II bares it all in no makeup campaign

June 12, 2018



Chloe Moretz for SK-II Bare Skin Project. Image credit: SK-II

By BRIELLE JAEKEL

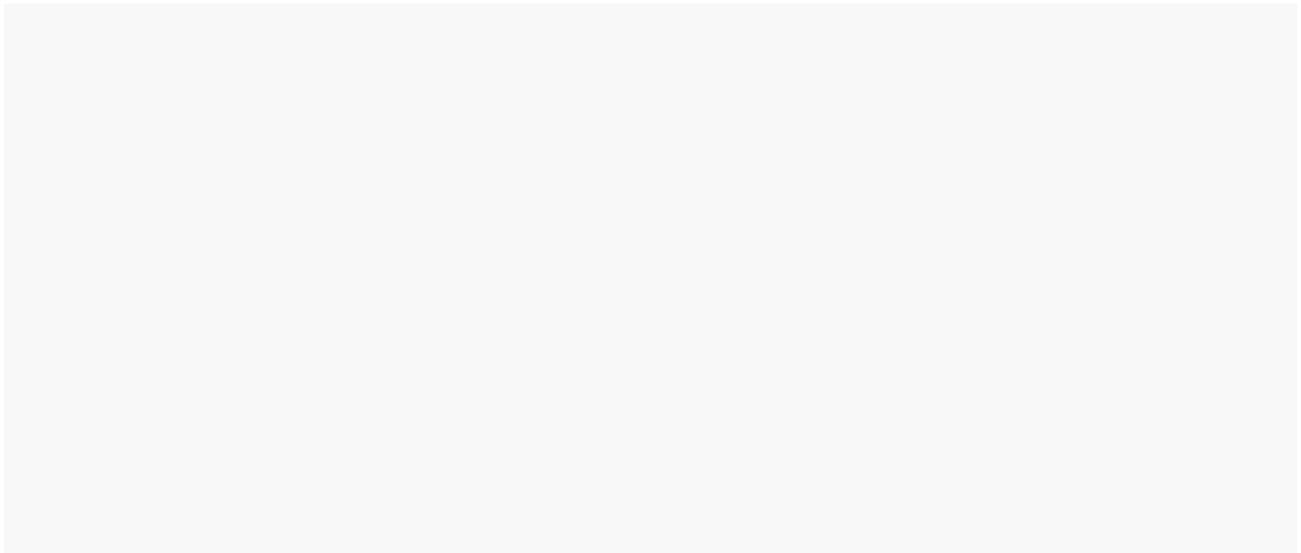
Beauty marketer SK-II is simultaneously touting its flagship facial treatment while also encouraging women not to feel as though they need to wear makeup in a multifaceted crusade for bare skin.

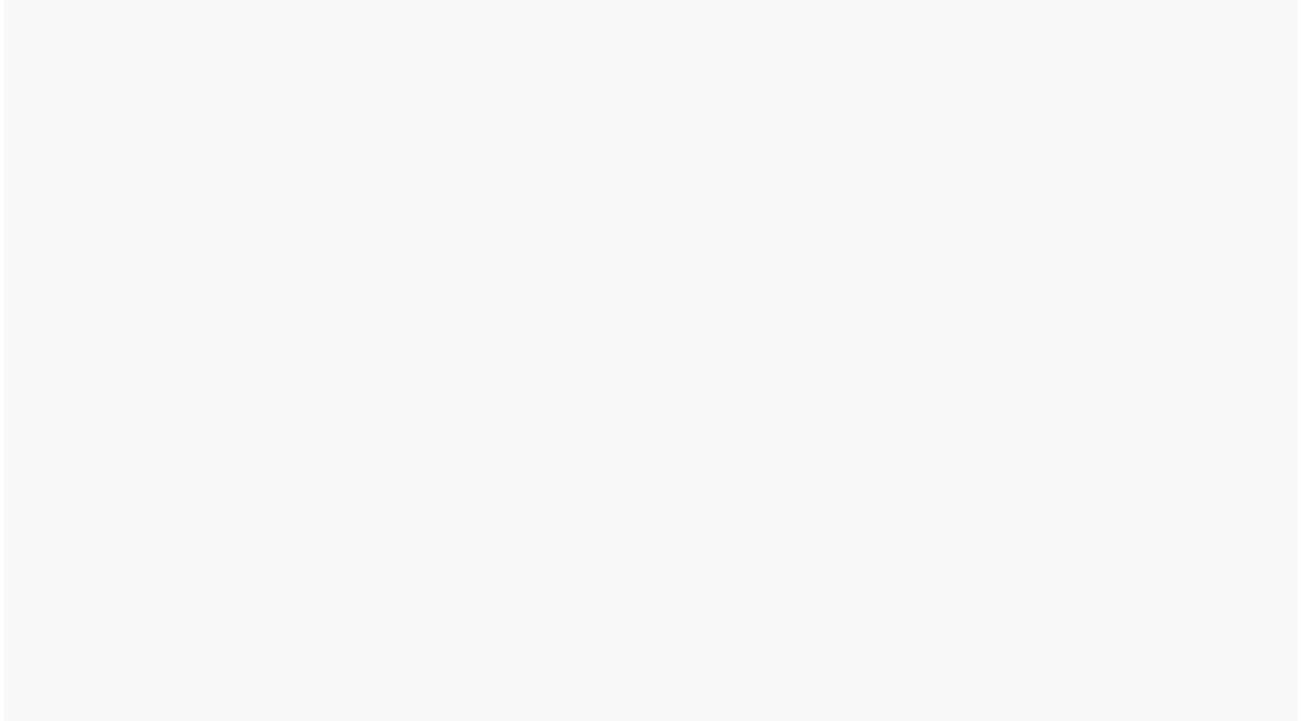
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The #BareSkinProject from SK-II features six celebrities in a unique strategy that sees these women stripping off their makeup instead of piling it on. A series of short films and photography will be released to help establish the notion that bare skin is beautiful.

#Bareskin

Chloe Moretz, Chun Xia, Kasumi Arimura, Mayu Matsuoka, Ni Ni and Tang Wei are the makeup-free faces in the new #BareSkinProject campaign for SK-II.





One month, one bottle of #FacialTreatmentEssence and Chun Xia was ready to show her bare skin to the world. Swipe right to discover her exclusive Bare Skin photos. #BareSkinProject

A post shared by SK-II's Official Instagram (@skii) on Jun 7, 2018 at 7:11pm PDT

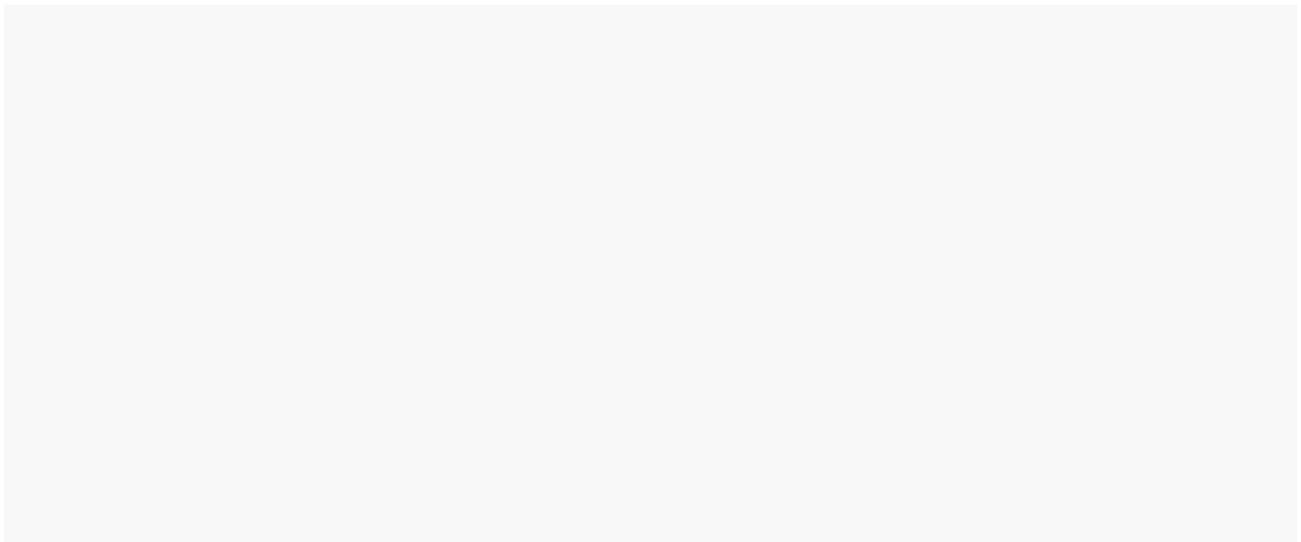
Photographed by Magnum Photos, the campaign shows high quality images of these women without any makeup on after using the beauty maker's Facial Treatment Essence.

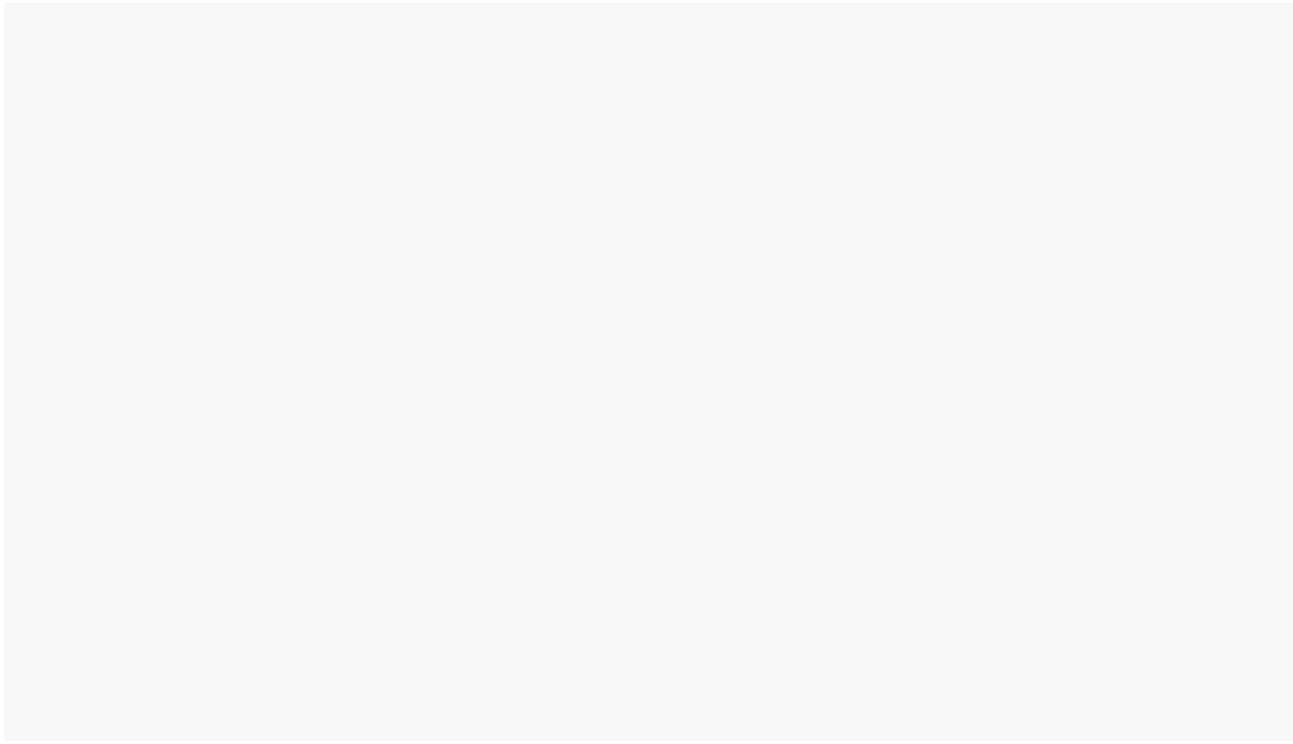
A series of short films complement the campaign photography, showing a deep and personal look at what it was like for each celebrity woman to join the project.

The first film will be released on June 29 with a look at actress Ms. Moretz's journey. The films will air in full on YouTube and SK-II's Web site.

"It was so refreshing to hear about a campaign that aims to embrace women's natural beauty and spark a movement of authenticity and confidence," Ms. Moretz said of #BareSkinProject in a statement. "I knew that this was a perfect fit for me and what I represent."

SK-II is currently touting the makeup-free images throughout a number of channels, including its social media pages.





Ever seen Chloe Moretz Bare Skin? Swipe right to see Chloe's #BareSkinProject photo up close with #NoMakeUp on, only @skii's #FacialTreatmentEssence

A post shared by SK-II's Official Instagram (@skii) on Jun 7, 2018 at 7:23pm PDT

The beauty company's Instagram page features a series of photos of the celebrities from the show. One photo from each of the women's sessions is broken up into four separate parts of the picture, only revealing the full picture when viewed together similarly to a puzzle.

SK-II claims that for the photos, no makeup or photo editing software was involved.

SK-II strategy

The beauty maker is often taking on strategies and campaigns to encourage and empower women.

SK-II also explored the internal and external pressures women face as they mature in a global marketing campaign.

The brand's "The Expiry Date" follows 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 story](#)).

SK-II also recently extended the mindset of ageless beauty and female empowerment into the United States with new popular faces.

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