



Brand: Clearskin  
Brand Positioning:  
Value teenage skincare

Brand History:  
Clearskin offers everyday facial skincare that helps to clear blemished skin and prevent future breakouts.

Your Target Customer:  
Teens and young adults (12-24) who are embarrassed by their problem skin and want to eliminate blemishes and prevent new breakouts.

Hit Products:  
Clearskin Cleansing Cloths  
Removes pore clogging dirt and make-up and leaves skin feeling moisturised.

Clearskin Sensitive Cleansing Pads  
Helps control excess oil without over-drying skin.

Competitor Benchmark:  
Clean and Clear

Cleansing Cloths



Sensitive Cleansing Pads

