



**Experience.
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N2O SHOWCASES DUO OF EDUCATIONAL EXPERIENCES FOR NO.1 DERMATOLOGIST-RECOMMENDED BRAND*, LA ROCHE-POSAY

Award-winning creative brand experience agency, N2O, is activating two campaigns to inform consumers about their particular skincare needs.

The La Roche-Posay Effaclar experience at Westfield White City (7th to 10th September) featured full-range demonstrations targeting those with blemish-prone skin and showcasing their Effaclar Spotscan diagnostic tool, an AI service developed with dermatologists to help customers find their personalised routine for blemish-prone skin.

Live now across seven locations, the La Roche-Posay Anthelios Sun Safety SPF Tour Bus is travelling the UK and Ireland in an Airstream setup, offering free mole check-ups and educating consumers about the importance of sun protection.

Emma Walsh, Associate Creative Director at N2O, said: “These were really exciting briefs to work on, all about immersing and educating customers in this specialist brand, giving them the confidence and knowledge to choose the products that will work for them on a personal level.”

Stephanie Parrish, Senior Brand Manager for Anthelios at L’Oréal, said: “We have a great working relationship with the N2O team, and they’ve been incredibly responsive; from the initial creative ideas to the execution, we couldn’t be happier!”

La Roche-Posay Anthelios Sun Safety SPF Tour Bus is touring the UK from 12th to 20th September.

**LA ROCHE-POSAY IS THE NO. 1 DERMATOLOGIST RECOMMENDED BRAND IN THE UK: Study of 73 Consultant Dermatologists Jan-April 2023. For more info visit https://www.laroche-posay.co.uk/en_GB/number1claim.html*

ENDS

We win fans for brands, wherever they are through creative brand experiences that engage the right consumers, at the right time – at home, in-store, out of home or online.



**Experience.
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We apply 20+ years of marketing experience to successfully deliver our clients' requirements, across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

For more information, please contact:

Amy Shaylor | N2O | Senior PR and Communications Manager

amy.shaylor@n2o.co.uk

07860 858 893