



SKIN FIRST® chooses Connexia as its communication partner

The innovative skincare brand has entrusted its media relations, digital PR and influencer marketing activities to the Retex marketing and communication brand.

Milan, 19 July 2023 – [SKIN FIRST®](#), a digitally native skincare brand, proudly Made in Italy, has handed over the management of its **media relations, digital PR and influencer marketing activities** to [Connexia](#), the marketing and communication brand from the MarTech company [Retex](#). The aim of the collaboration is to promote SKIN FIRST® products via the main **national media outlets**, utilising storytelling based on the brand's core values.

Born from the expertise of **Maria Pia Prior**, pharmacist and cosmetologist, the SKIN FIRST® line is known for its scientific approach to product development, as well as its accessible ethos, ensuring that beauty and personal care are available to all. Created to foster self-acceptance and help people love their skin, SKIN FIRST® is set apart from other beauty and skincare brands by its connection with its community and its commitment to actively listening to the needs of its members.

Using the communication strategy developed by Connexia, which spans various customer touchpoints, SKIN FIRST® is striving to reach a young, diverse and genderless target market. As a result, the brand will be able to strengthen its position as an established enterprise, both in the beauty sector and in the Italian market, and to boost the communication of its initiatives and activities, including product launches, partnerships, distribution agreements and new openings, thereby reinforcing the bond with its community.

*"We are delighted to be working with an experienced partner like Connexia, who shares our values of transparency, inclusivity, and kinship with a large and diverse community, with a particular focus on Gen Z and Millennials," declared **Maria Pia Prior, pharmacist, cosmetologist and founder of SKIN FIRST®**. "We will work together to share the brand's*



true essence and values, as well as our desire to forge closer and deeper connections with people. In a nutshell, every genuine quality that sets us apart."

*"Collaborating with a brand that is so dedicated to its product quality and customer care represents an opportunity for our team to lay out a clear path, highlighting the values behind the project," explained **Massimiliano Trisolino, Managing Partner of Strategy & Creativity at Connexia.** "Our creative approach and skill set are at SKIN FIRST®'s disposal, allowing us to collaborate to create the most effective communication strategy for the brand's awareness and business objectives."*

Connexia

Connexia means creativity.

It means data-driven thinking.

It means excellence in media management.

It means technological innovation.

But that's not all. The Retex communication and marketing agency is above all about passion, ethical commitment, transparency and corporate social responsibility.

It is a multicultural and multidisciplinary team, with professionals who are capable of building and conveying brand values, but also of guiding digital transformation processes.

We devise and develop ideas that can live on all channels, without any fear of being measured by the effectiveness of each campaign.

Expect to work with us in a new way: together, for real, through continuous processes of co-creation and objective-driven experimentation in business and communication. www.connexia.com

RETEX

Retex is the MarTech company that promotes and accelerates connections between brands and stakeholders, supporting companies in the transition towards a new meaning of Retail. It does this through a design approach based on a blend of innovation, technology, data intelligence & automation, creativity, consulting, marketing, and communication. Retex offers integrated services and solutions for the Retail industry, spanning various markets including Consumer Retail, Food & Beverage, Fashion & Luxury, Direct-to-Consumer, as well as having extensive experience in the Chinese market and the Healthcare & Pharma industry.

Founded in 2010, with its headquarters in Milan, Retex operates through 12 branches in Italy, Barcelona, London, and Shanghai. It collaborates with nearly 600 professionals from 32 different nations.

Steadily growing since its creation, Retex closed the year 2022 with 91 million euros in revenues and 9.4 million in EBITDA. www.retexspa.com

SKIN FIRST®

SKIN FIRST® is a digitally native Italian company specialising in functional cosmetics within the skincare sector. Born in June 2019 from the creativity and expertise of Dr Maria Pia Priore, cosmetologist and pharmacist, the Milan-based Made in Italy brand always puts skin well-being first. SKIN FIRST® works according to a single overarching philosophy: "cosmetology should always be treated a science." Thanks to an in-depth study of its customers' needs, in addition to broader research and development, SKIN FIRST® is able to offer a wide range of skincare products formulated to



CONNEXIA

A RETEX BRAND

keep skin healthy, offering tangible, realistic and long-lasting results. The brand, which strikes the perfect balance between quality and accessibility, embodies some very specific values, both scientific and otherwise, and always puts the interests and needs of its community at the heart of the product development process.

www.skinfirstcosmetics.it