



Project handbook



**NEW: Olay Total Effects  
Sensitive Moisturiser.**

# Savvy Circle Project with Olay Total Effects Sensitive Moisturiser.

Welcome to another exclusive project for members of the Savvy Circle! Over the next eight weeks we will have the chance to try out a new facial skincare product from Olay.

The newest addition to the Olay Total Effects range – **Total Effects Sensitive** – fights 7 signs of ageing with a unique formula designed to meet the needs of sensitive skin.

Total Effects technology  
for sensitive skin



We will have the chance to try out Olay's new **Total Effects Sensitive**, and spread the word about it along with 8,000 members of the Savvy Circle in the UK.

We are looking forward to an exciting eight weeks together!

## In this project we want to ...

... **try out** Total Effects Sensitive together with 8,000 members of the Savvy Circle.

First try ...

... find out your opinion of the moisturiser's features in **three online surveys**.

... then share your opinion ...

... work together to help **spread the word** about Total Effects Sensitive – simply by talking to friends, colleagues and family.

... spread the word ...

... collect lots of **conversation reports** and **market research results**: What were your experiences whilst spreading the word? How many people did you speak to about Total Effects Sensitive? What impression did your friends and family have of Olay's latest skincare product?

... and report back about your conversations with friends.



## Anti-ageing for sensitive skin.

**Olay expert and dermatologist Dr Sonia Badreshia-Bansal believes that: "For women with sensitive skin, getting older not only brings wisdom but more challenges to the skin".**

Many women find their skin is sensitive and delicate. With increasing age, the real challenge lies in finding a skincare solution that both works effectively against ageing and is especially formulated for sensitive skin.

As a result the scientists at Olay have developed **Total Effects Sensitive**, combining ten years of proven anti-ageing expertise with a formula specifically designed to pamper sensitive skin.

## Olay Total Effects Sensitive Moisturiser 7 signs.

**Olay's latest skincare product works to solve a dilemma many women with sensitive skin face - that of finding an anti-ageing solution which does not irritate or aggravate the skin.**

New **Total Effects Sensitive** provides the effectiveness of Olay's proven Total Effects anti-ageing technology in a formula gentle enough for sensitive skin, to tackle **7 signs of ageing** by:

- Brightening the skin
- Smoothing skin's texture
- Preserving the elasticity of the skin
- Promoting the regeneration of the skin's surface
- Refining the appearance of pores
- Helping to make skin more supple
- Reducing the appearance of fine lines and wrinkles



Total Effects technology:  
• For sensitive skin  
• Fights 7 signs of ageing:



## How it works ...

**The Total Effects Sensitive formula has been carefully developed to help calm and protect sensitive skin, all while delivering the range's classic anti-ageing effects. Its ingredients protect, calm and strengthen.**

### 1. Protects

Helps to protect the skin's barrier from attack by the environment, improving skin tone and texture - active ingredients, vitamins E and C, Sea Buckthorn and White Tea

### 2. Calms

Caring and calming, designed to cocoon and pamper, leaving skin feeling well cared for - active ingredients, Glycerine, Cocoa Butter and soothing Allantoin

### 3. Strengthens

Enhances skin's moisture barrier. Also reduces visible redness - ingredients, concentrated levels of Pro- Vitamin B5

Olay Total Effects Sensitive Moisturiser:

- Hydrates to strengthen your sensitive skin's moisture barrier.
- Fights 7 signs of ageing which may be accentuated by the symptoms of sensitive skin.
- Contains SPF 15, white tea, sea buckthorn, antioxidants and a proven vitamin-rich anti-ageing complex.

## Approved by Scientists.

**Olay's Total Effects range is the first skincare product to receive the new Skin Health Alliance accreditation.**

### What is the Skin Health Alliance?

The Skin Health Alliance (SHA) is an agent working together with international dermatologists, researchers, scientists and industry with a common interest in the promotion of healthy skin.



### What does the accreditation mark mean?

The SHA accreditation mark gives consumers the confidence and reassurance that products:

- Are not detrimental to skin health
- Deliver their stated benefits
- Are not damaging to the environment

Women can now use the SHA accreditation mark as a signpost for skincare that really works and can have confidence in the claims being made.

### Matthew Patey, SHA director:

"Many women look for the assurance that products have been dermatologically tested. However, there has never been an accepted standard as to what defines this claim."



## Your starter kit.

At the beginning of the project all participating members of the Savvy Circle will receive a free starter kit containing the following:

Your starter kit: To try out yourself, to pass on to others, and packed with insider information

### For you:

- 1x Olay Total Effects Sensitive Moisturiser (30ml)
- Market research sheets to survey friends, family and colleagues

### To pass on to friends, family and colleagues:

- 10x Olay Total Effects Sensitive Moisturiser (7ml)
- 10x money off coupons for Olay Total Effects Sensitive Moisturiser

All of your questions and ideas can be discussed on our project blog:

<http://savvycircle.co.uk/olay>

The best way to get your questions and suggestions to us is via email:

[olay@savvycircle.co.uk](mailto:olay@savvycircle.co.uk)



## How it all works.

1

### Unpack and take photos.

#### Unpacking:

Once your starter kit arrives, sit down, relax and unpack everything.

#### Taking photos:

We would be delighted if you share your unpacking fun by taking a few photos. Send us your photos of unpacking and spreading the word, together with your "conversation report": Simply go to <http://savvycircle.co.uk/olay> and click on "Submit conversation report".

2

### Your first impression.

Then it's all about **trying out** the new Total Effects Sensitive from Olay. Why not try it out with friends by hosting a beauty evening?

In this phase, we'll then begin collecting as many opinions and impressions of the Total Effects Sensitive moisturiser as possible. How do you find Olay's latest product? You can tell us your opinion in the online starter survey. We will let you know via email as soon as you are able to take part - we are looking forward to hearing about your experiences!

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### Help to spread the word.

If you like the new Total Effects Sensitive Moisturiser then, together with the other project participants, you can **spread the word** about the product.

#### You can:

- Pass on the samples and coupons from your starter kit to friends and family.
- Demonstrate the new age-defying cream to friends, family and colleagues by trying it out together.
- Share your insider info about Olay Total Effects Sensitive Moisturiser with your friends and family.

You can find even more ways to spread the word on page 15 of this project handbook.

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### Report on your conversations.

The Olay product development team hope you enjoy the project and are keen to listen to your feedback and thoughts. This is why it is so important that you tell us about your conversations with friends and family. The best way to do so is to write a conversation report each time you speak about the new Total Effects Sensitive Moisturiser with friends, family and colleagues.

We are also keen on finding out how many people you were able to talk to, how the new Olay product was perceived and what the most frequent questions about the product were. Writing reports is very simple: Simply go to <http://savvycircle.co.uk/olay> and click on "Submit conversation report".

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### Your experiences with Total Effects Sensitive.

At the **half way stage** – four weeks into the campaign – we will focus more on your long-term experiences with the new product: Has it been able to meet your expectations?

At this point you are able to tell us your opinions **in a mid-term online survey**. Again, we will let you know via email as soon as you are able to take part.

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### Get involved in market research.

We will turn you into an Olay market researcher! The included **market research sheets** allow you to poll up to 20 people on the topic of skincare – and you can also pass on your insider knowledge of the Total Effects range as well as answer any questions that your friends may have.

More detailed information on how to survey your friends can be found directly on the market research sheets.

## Final survey.

It's time for your final thoughts and results!

As we approach the end of the project we want to combine all your experiences with Total Effects Sensitive throughout the eight weeks, so that Olay can get comprehensive feedback from all of its Savvy Circle members. In the final survey you will get the chance to share your thoughts and opinions, along with any comments from your friends and family.

Once again, as soon as you are able to take part in this final survey we will let you know via email.

## Guidelines.

**We've put together a few handy guidelines to help you make the most of being a member of the Savvy Circle.**

### 1. You are the decision-maker

- Becoming a member of the Savvy Circle is entirely up to you.
- You can choose which projects you get involved in - and which products you want to try for free, with no obligation.
- If a particular project doesn't interest you, simply decline to take part.

### 2. Be honest

- Let everyone on the project know that you are a member of the Savvy Circle with supersavvyme.
- Don't second-guess friends and family - tell them up front what you think of the product.
- Remember - don't make things sound better than they really are. If you come across a new product you don't like, let us know what you think is wrong with it - and how we could make it better.

### 3. Be sincere

- Only recommend test products to other people if you think the product is worth it.
- No need to oversell anything - just tell people about the new product naturally.
- There's room for all opinions - even if they don't tally with your own.

### 4. Be a friend

- You will have a chance to share your opinions with other Savvy Circle members on our project blog.
- To encourage honest debate it's important to be friendly and open.

### 5. Backing you all the way

- You should find being a Savvy Circle member good fun. However if you do ever need a little help, we're always here for you.
- If you're having trouble raising interest in a particular product, or have questions about it, we'll help in any way we can - just get in touch.
- Either send a contact request using the "help" button in your personal Savvy Circle member profile - or just email us direct at [info@savvycircle.co.uk](mailto:info@savvycircle.co.uk)

## The message to spread.

Olay Total Effects Sensitive Moisturiser...

is designed to fight 7 signs of ageing whilst meeting the needs of sensitive skin.



## Ideas for spreading the word.

**There are loads of ways for you to spread the word amongst your friends, family and colleagues. Here are just a few suggestions for you to consider:**

How about inviting some friends over for a **beauty evening?** Try out Total Effects Sensitive together, take pictures and share them online on the project photo gallery.

Host a beauty evening with friends

Put some of the small moisturiser samples and coupons from the starter kit in your purse. Whenever you meet someone who is interested in new skincare products or even the topic of anti-ageing you can **hand your samples out and share your experiences** with the latest Olay product.

Share your samples

If you have already handed out all of your Olay samples and coupons then you can **pass insider info** about Total Effects Sensitive to your friends and family: For example, do they know that the key to anti-ageing for sensitive skin lies in strengthening the skin's moisture barrier?

Pass on insider info

**Exchange skincare tips** with your friends and get them to experiment with the new anti-ageing skincare from Olay. Perhaps you could all try out Anastacia's anti-ageing massage from page 18 together.

Share the anti-ageing massage

You will probably come up with the best ideas yourself. We're eager to share all of the creative ideas on our project blog on <http://savvycircle.co.uk/olay>.

## Insider info: Meet the Olay experts.



**Anastacia Achilleos, celebrity facialist:**

"I see lots of clients with sensitive skin in my practice and work with celebrities around the world to help address their signs and symptoms of ageing"

**Anastacia Achilleos** has been a facialist for over 13 years and is renowned for her skin massages. She recommends Olay Total Effects Sensitive Moisturiser to some of her clients:

"It contains the proven Total Effects technology that fights 7 signs of ageing but because it is specifically formulated for sensitive skin, it is a great all-rounder product to help calm, protect and strengthen the moisture barrier in sensitive skin".

**Dr Sonia Badreshia-Bansal** is a Board Certified Dermatologist and Dermatologic surgeon. She believes that Olay Total Effects Sensitive Moisturiser's formula is designed to pamper the skin, therefore giving it a calming effect; with the vitamin B3 and pro vitamin B5, it helps enhance skin's moisture barrier, for younger-looking skin.

She thinks the SPF 15 is a great addition to really help protect skin against sun damage, a key cause of ageing.



**Dr Sonia Badreshia-Bansal, dermatologist:**

"Together with Anastacia, I am here to help you understand the mysteries of ageing, particularly with sensitive skin, helping you to tackle both issues without compromising."

## Insider info: Expert tips.

In addition to using a product that both cares for your sensitive skin and fights signs of ageing, like Olay Total Effects Sensitive Moisturiser, it is very important to use gentle, barrier-enhancing products during every step of your skin regimen – since women with sensitive skin can develop intolerance.

### Sonia's tips:

- Use a **gentle cleanser** to wash your face: some women find it best to avoid certain ingredients (such as glycolic acid, salicylic acid).
- **Approach fragrances carefully** since many women find there is a problem with developing reactions in sensitive skin.
- **Avoid powerful scrubs or exfoliating agents** which can weaken the skin barrier in sensitive skin, making it more prone to irritation.
- **Keep the skin care routine very simple.**

### Anastasia's Tips:

"About half my clients have sensitive skin and from my experience, the following tips – combined with twice daily usage of Olay Total Effects Sensitive Moisturiser – will really make a difference to your skin."

- Use the correct type of **gentle pressure** and **simple movements** when massaging your skin.
- Treat it with **respect and extra care**. Avoid over cleansing and choose gentle, soap-free cleansers.
- **Limit unprotected exposure** to the natural elements. Avoid direct sun exposure and always use a product with at least SPF 15!
- Use **calming** and **nourishing** facial oils and emollients. Try **mineral make up**.



A real difference to your skin

## Insider info: the anti-ageing massage.

**Olay facialist Anastacia Achilleos has created a sample massage routine to help promote a radiant and healthy looking complexion for women with sensitive skin.**



### Pressing movements

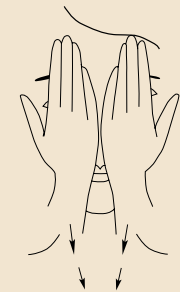
**1.** Direct the palms of your hands so that the initial contact with your face means your fingertips touch the top of your forehead, with the fingers and palm placed vertically so that the bottom of the palm comes to rest on the chin.

**2.** Once in this position, gently but firmly make a pumping action three times without lifting the hands from the face. Without changing position of the hands now slide them outward toward the direction of the ears.



### Tapping movements

**3.** Now move the finger tips to the forehead and begin to gently tap outward in direction of the temples, around the eye socket until you reach the nostrils, continue tapping out toward the ears and finally down the cheek bone to finish at the centre of the chin.



### Sliding down

**4.** Finally, place the entire hands over the face as you take a big deep breath in, and, as you exhale, slide the hands downwards towards the neck and lift off once at the collar bone.

## Insider info: The skin's moisture barrier.

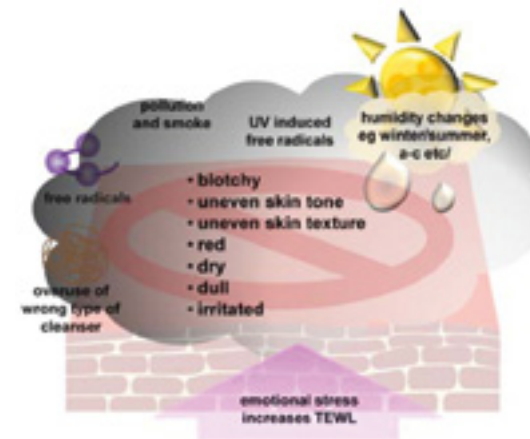
**Olay believes that the key to anti-ageing for sensitive skin lies in strengthening the skin's moisture barrier to aid in the fight against unpredictability.**

The skin's moisture barrier: the first line of defence.

Women and dermatologists recognise that when it comes to sensitive skin nothing seems simple. It represents a challenge – with many different signs, symptoms and causes. Sensitive skin can often look unhealthy, act unpredictably and feel as if it is under attack. Its signs can include dryness, breakouts, tightness, redness, blotches, flaking and itching.



The skin's moisture barrier is its first line of defence and is constantly under attack from environmental, lifestyle and cosmetic factors, which damage this barrier and leave it susceptible to further sensitivity. With increased age the skin is less able to restore this barrier when damage occurs.



**Dr Sonia Badreshia-Bansal, Dermatologist, expert on sensitive skin:**

"I see hundreds of women with sensitive skin and they all want to know the same thing... 'what can I do to make my sensitive skin easier to manage and more predictable?' The **answer lies in strengthening the skin's moisture barrier** as it's the first line of defence for the skin, in a hostile world of irritants. This is particularly important for women with ageing sensitive skin as the barrier is less able to restore itself when damage occurs."

Olay Total Effects Sensitive Moisturiser is formulated with special ingredients to alleviate the symptoms of sensitive skin and to strengthen and protect the skin's vital barrier from further damage.

## Insider info: Sensitive ingredients.

**Olay Total Effects Sensitive Moisturiser works to protect, calm and strengthen skin's moisture barrier. It does so with a unique formula designed to pamper sensitive skin, the formula, containing VitaNiacin, penetrates into the skins outer layers to fight the appearance of 7 signs of ageing.**

**VitaNiacin** is a unique complex of Vitamin B3, Pro-Vitamin B5 and Vitamin E:

### Vitamin B3

Strengthens

The formula with this water-soluble vitamin reduces hyper-pigmentation and improves skin tone. It's perfect for oil-control, lightening and brightening the skin, and improving skin elasticity. It also reduces redness, a common problem in sensitive skin.

### Pro-Vitamin B5

Hydrates & soothes

Used for its hydration and soothing properties. The formula works to improve and strengthen the skin's moisture barrier. When creams which contain pro-vitamin B5 are applied and absorbed, the pro-vitamin transforms into B5.

### Vitamin E

Protects

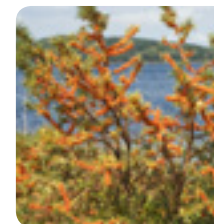
A powerful anti-oxidant with emollient properties. The formula moisturises the skin while protecting it from damaging free radicals - which cause damage to skin cells and play a key role in the ageing of skin. Vitamin E also reduces water loss and strengthens the skin's vital barrier.

### SPF 15 UVA/UVB

The formula maintains skin's youthful appearance by protecting it from the sun's harmful ultraviolet rays. This protection is extremely important for sensitive skin, which can be more at risk to the sun damage instrumental in premature ageing.

### Sea Buckthorn Berry

Has been used by herbalists for thousands of years. It is rich in anti-oxidants, and a source of Omegas 3, 6 and 9, as well as the fatty acid Omega-7, vital to collagen production.



### White Tea

Tea has been used in Chinese medicine for centuries. White Tea is full of protective nutrients, and promotes healthy, more radiant skin.



Olay Total Effects Sensitive Moisturiser also contains:

- Hydrating **Glycerin**
- Cocooning **Cocoa Butter** and **Olive Extract**
- Calming **Allantoin**

## Insider Info: Olay History.



Olay is truly a product born from love, as it was created by a man for his wife. In the 1950s chemist Graham Wulff saw his wife Dinah's frustration with thick, waxy beauty creams. Graham wanted to create a new beauty product for his wife – one that would not only moisturise her skin, but leave her feeling beautiful and feminine.

They worked together to fine-tune the legendary Oil of Olay beauty fluid, inventing the delicate pink shade and instantly recognisable fragrance.



Oil of Olay beauty fluid

Within five years, Olay was enjoying phenomenal success in South Africa, and in 1959 expanded into England, the United States, the Netherlands, Canada and Germany. Needless to say, the Olay business flourished.

Eventually Olay was sold to Richardson Merrill, which later became Richardson-Vicks.

In **1985** Procter & Gamble bought Richardson Vicks and gained the Olay brand. In **2000**, Procter & Gamble decided to shorten the brand name to Olay.

Today, Olay is one of the most recognisable brands in the world. The philosophy upheld by Graham Wulff remains the same: **Help women look and feel beautiful**. That's a potent formula for success.

Olay  
TOTAL effects

## Summary of information.

### **New: Olay Total Effects Sensitive Moisturiser.**

Age-defying cream specifically designed for women with sensitive skin.

Combines proven Total Effects anti-ageing technology with a formula gentle enough for sensitive skin.

Fights 7 signs of ageing to help your skin look younger and healthier.

Unique formula with white tea, sea buckthorn, antioxidants and a proven vitamin-rich anti-ageing complex works to

- calm
- protect
- and strengthen the skin's moisture barrier to alleviate the symptoms of sensitive skin.

Contains SPF 15 UVA/UVB to help prevent the ageing caused by sun's harmful ultraviolet rays.

Approved by derms: first skincare product to receive Skin Health Alliance accreditation.

Available in the UK since December 2011

Recommended retail price of £19.29 (50ml), £13.29 (30ml).





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