



## INTRODUCING HIGHER EDUCATION SKINCARE

**THINK:** It's time to teach your skin!

**WHAT IT IS:** Higher Education Skincare is an education-centric skincare brand with high quality, dermatologist-approved products that are formulated specifically for Generation Z and Millennial skin. Offering decades of experience with Fortune 500 beauty brands, Higher Education Skincare experts believe that skincare doesn't have to be complicated. The result: a clean, cruelty-free product line packed with efficacious ingredients that promote a healthy and vibrant complexion now.

The Higher Education Skincare mission is straightforward: make serious skincare fun by educating and empowering women to be confident, happy and healthy. The brand achieves this mission with the help of their advisory board composed of "glow-getter" females ages 17-29, who contribute insights, suggestions, feedback and ideas to ensure HES empowers their audiences with fresh, relevant content.

With a touch of whimsy, HES products feature names like "Make Out Ready™," "Study Buddy™" and "Cram Session™" and are delivered in unique, book-like unit cartons that reveal crisp packaging, engaging surprises and special offers. Backed by board-certified dermatologist Dr. Susan Cox who has a special interest in the treatment of patients between the ages of 15-35, each product in the Higher Education Skincare line aligns with one of the core essential skincare categories: cleanse, exfoliate, hydrate, treat or protect. All are encouraged to take the Higher Education Skincare Skin Identifier to create an individualized skincare regimen built with a core curriculum and additional electives as needed.

Unique to Higher Education Skincare brand's blog "The Glow" and Instagram features that offer sassy, educational content on topics including: healthy skin, skin science, healthy living and beauty tips, encouraging a holistic skincare education.

The collection includes:

- **CORE CURRICULUM:**
  - Pre-Req™ Invigorating Foaming Cleanser
  - Cheat Sheet™ Makeup Remover Cleansing Wipes
  - Grinding Away™ Skin Polishing Scrub
  - Rush™ Clear Complexion Wipes with 2% Salicylic Acid
  - Easy A™ Gentle Resurfacing Pads
  - Cram Session™ Vitamin Infused Hydrating Lotion
  - Spring Break™ Oil-Free Broad-Spectrum Sunscreen SPF 30
- **ELECTIVES:**
  - Double Major™ Moisture Relief Gel
  - MBA™ Night Renewing Serum with 0.5% Retinol
  - Night Owl™ Reviving Eye Complex
  - Study Buddy™ Clarifying and Brightening Mask
  - Make Out Ready™ Moisturizing Lip Balm Broad Spectrum SPF 15

**WHERE TO FIND THEM:** From \$6 - \$39 at [highereducationskincare.com](http://highereducationskincare.com)



**FOR MORE INFORMATION, PRODUCT IMAGES OR SAMPLES:**  
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