

NAKED VALUES

LUSH COSMETICS

ELISIA GRAY



PRODUCTS
FEATURED IN
THE
LUSH SF.

WICCY MAGIC
MINKIES
£ 6.50

MADE
METICS

SH
FRESH













WASH YOUR HANDS

A photograph of three women standing side-by-side, each holding a large, triangular bar of shower gel. The bars are a vibrant teal color with a dark, textured, moss-like pattern. The women are unclothed, and the background is a plain, light-colored wall. The text is overlaid on the image in a bold, white, sans-serif font.

**REVOLUTIONARY SOLID
SHOWER GEL**

**We call it soap!
Let us cut you the perfect piece**

27th August - 9th September 2015

- Huffington Post in the UK Daily Mail
- Reach 5,228,448
- 8/10 top selling products were Naked
- Year on Year sales grew 67% in Australia and 47% in New Zealand for Naked products
- 4 complaints with ABS



"It was placed at a child's eye level in a shopping centre.

It shows naked women touching other naked women and it is shown in a public place, one official complaint said."

"I was unable to shield my children from exposure to this advert as it was on a poster in the centre aisle of the shopping centre."



This Body-Positive Ad For Lush Cosmetics Was Reported As "Pornography"

Lush's latest "Go Naked" campaign has caused many to rally to the cosmetics company's side.

Posted on October 9, 2015, at 2:58 p.m.



Brad Esposito
BuzzFeed News Reporter, Australia



A Lush cosmetics campaign designed to promote body image and packaging-free cosmetics was deemed "offensive" and "pornographic" by some.



National | World | Lifestyle | Travel | Entertainment | Technology | Finance | Sport

business → retail

Lush cosmetics pulls 'pornographic' advert from stores

OFFENSIVE or inspirational? Lush cosmetics removes posters after a shopper complained that they were "pornographic".

Dana McCauley

news.com.au OCTOBER 12, 2015 11:09PM



\$99 Bergen Desk



INDEPENDENT

News World Cup Politics Voices **Indy/Life** InFact Sport Business Video



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Entrepreneurial ideas can change the world.

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News > UK

Lush body-positivity campaign removed after complaints about "pornographic"

ABS Ruling

The Advertising Standards Board's decision;

The ASB considered that although the models were naked, the image was not sexually suggestive and was relevant to the campaign tagline, "We prefer to go naked – like over 100 of our products". However, the ASB noted the fully body images and the fact there are four women rather than an individual meant that the overall impact was increased and was confronting. Due to this, the campaign image needed to cater for a broad audience, which includes children.

Window Guide

ective

ampaign is all about reminding our customers amazing core values! While Naked is what is ed in the window, take this as an opportunity to sh yourself and your customers on all of our values: fighting animal testing, Fresh, Ethical Buying, 100% vegetarian and Handmade.

Product Sales Goal

Shampoo Bars, Body Conditioners, Toothy Tabs, Charity Pot, Fresh Cleansers & Fresh Masks all forecast to sell +20% extra compared to how they have been selling in recent months!

Also aim to have the Top 20 Bestsellers selling 20% extra compared to how they have been selling!

Additional Goals

Look to have customer conversion lift by 5% during this campaign, with customers being engaged in our ethics and wanting to be a part of what Lush are doing!

Key Dates

AU stores will have received their light box poster with Fresh **Thursday 20th August**
NZ stores will have received their light box poster direct from the printer by **Monday 3rd August**
Install window after close **26th August**
Window live in stores **27th August**
Window runs from **27th August to 9th September**



WE PREFER TO
GO NAKED
Like over
100 of our
products

Please confirm that you have received your material prior to the installation. If you are missing any items, contact our Communications team.

CAMPAIGN PACK

Naked Campaign | 27 August - 9 September 2015

WHY NAKED?

As well as being a pretty good eye-catching word, 'naked' represents a few of Lush's values in one. Naked products require minimal or no packaging, and when we do package them, we can use post-consumer recycled and recyclable materials like paper. Naked products are also solid products, so they generally don't contain much water. That means we don't need to use any preservatives to keep the product fresh - resulting in a self-preserving product! It also points to our value for money: a naked product means you aren't paying for all that unnecessary packaging; you are just paying for the incredible ingredients that go into the product.

Creating Naked and packaging-free products at LUSH is at the core of our philosophy. We'd rather put our efforts into what goes inside of our products instead of packaging. We use as little packaging in our LUSH shops as possible, and give you the choice to go completely Naked - we mean the products, not yourselves! (although you may want to remove your clothing before hopping into the bath or shower). When we say "Naked" we are referring to our products that you can buy with absolutely no packaging at all - like our bath bombs, bubble bars, massage bars, body butters, and solid shampoo bars.

WHY GO NAKED?

There is undoubtedly a need for some packaging in certain



CAMPAIGN PACK

Naked Campaign | 27 August - 9 September 2015

Sabrina

What was the most memorable part of the shoot?
I definitely felt the most memorable part of the shoot was the way it made me feel! I have had a lifetime of body image issues, which I'm sure everyone can relate to, and never thought I would be able to do something like this. The combination of beautiful, strong, empowered models and incredibly supportive directors and an incredibly talented photographer made it possible for me to change my relationship with my body!

...will respond to the
...about the photos as I
...a variety of shapes,
...customer base will feel
...LUSH has a something
...one that wants to be more
...ALL of yourself, not just your
...e with a group of women who
...an my own, and feeling self
...and skin tone suddenly wasn't
...on the same level. Everyone has
...could change, but the thing is,
...ing models. The thing I find most
...ow isn't that the bodies are all
...re LOVED. Even mine!
...you use to prepare your skin for
...camera lense?
...Smooth, Lovely Jubbies and Karma
...my favourites, new and old! <3
...the window, how will you use that
...consultations?
...my own skin insecurities when doing
...ations. I now feel SO much more well
...about my body in body care skin consults.
...the praises of Buffy to customers, but
...them it made me feel ready to nude up in
...as for an incredibly public campaign! I will
...ber what an incredible experience this was,
...customers that LUSH represents loving ALL of



Customer Care

We admit it – we're being a little cheeky by popping this image in the window!

The lovely ladies featured in the window are all members of staff from our Manu, Digital and store teams, who have volunteered to bare it all in the name of a good cause! Should your customers raise any concerns about the window, please reassure them that the window was shot with volunteer staff members, with the utmost respect for them as beautiful human beings. They are not in the window to titillate – they are human bodies and we firmly believe that all bodies are beautiful and deserve our respect.

Should a customer throw any curly questions your way, or want to discuss the matter further, please advise that they have a chat to the Customer Care team (that's Sheridan and Sarah A!) by emailing customer@lush.com.au, or giving us a call in business hours on 1300 587 428.

And remember, at the end of the day – it's just a butt!

x Customer Care

Our crystal ball tells us...

We don't anticipate receiving any negative feedback from customers or passers-by during this campaign but it always helps to be prepared! Please ensure that you discuss these points as a team so that everyone feels calm and confident should this happen in your store.

Say what?

It's always important to ensure each customer has the opportunity to express their opinion if they want to. Imagine if you had something you really wanted to say and you felt you weren't being listened to? Wouldn't that

A crash course in body language

Body language is a kind of non-verbal communication where our thoughts or feelings are expressed through physical behaviour. The body language humans read the easiest is facial expressions, posture, gestures, eye contact and how people move in their personal space. Our body language has a massive impact on how other people interpret the messages we want to communicate. Here are some examples and descriptions of different types of body language.

Face-To-Face Communication



Customer Comment
Body angle
Facial expression
Hand

CAMPAIGN PACK

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Social Media

Our Values campaign is a great chance to get talking about our core beliefs and ethical stance. Throughout the campaign, we aim to bring customers around the world with us on an ethical buying journey, pick the freshest of fruits and see it going into the beautiful products we sell and show how we can lead the way by providing alternatives that are not only great for the environment but also better for the body and mind! As we are focusing on one of our core values, Naked, we will also be sharing the images of our beautiful fellow staff baring it all to make a point.

For our EDMs we will be introducing a refreshing our followers minds on what our core values are and really being specific with our messaging.



CAMPAIGN PACK

Naked Campaign | 27 August - 9 September 2015

Complaint Scenarios

The image in your window is obscene and my children are shocked!
"Thank you for letting me know how you feel, we always appreciate the opportunity to hear from our customers. I'm sorry if this has caused any offence or upset, this wasn't our intention. This photo is of real people who work at LUSH and wanted to be part of our window campaign to highlight how many packaging free products we make. We call those products Naked! Let me show you some now."

You're a soap store, why do you have naked women in the shop front. Isn't that a bit much?
While smiling or laughing along with them gently there, let me explain! At the moment we're showcasing our packaging free products, or Naked products as we call them. Lots of the products we make are solid and self preserving so they don't need packaging! These lovely ladies in the window work for LUSH and the photos are totally untouched, we believe that everyone is beautiful and we shouldn't be ashamed about our bodies. I've got some beautiful naked products here, have you got time for a treatment?"

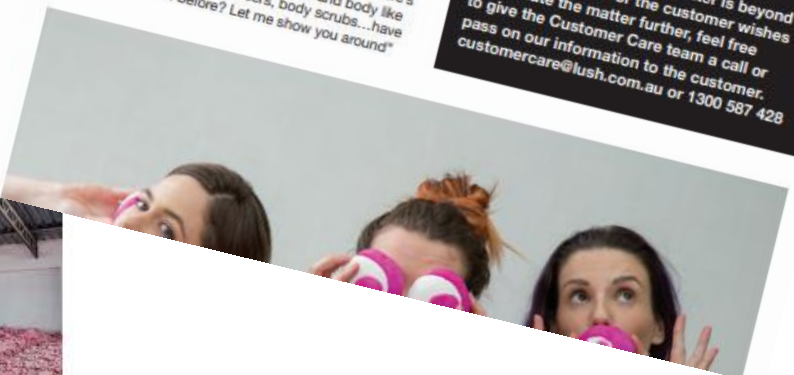
Wow, that picture is your window is pretty alright. So many naked babes, where can I buy them?
Laughing along with them "Well I'm glad it grabbed your eye! What we are doing is focusing on our products without packaging, we call them Naked! Get it! There's all sorts of handy products for your hair and body like shampoo bars, solid moisturisers, body scrubs...have you been to LUSH before? Let me show you around"

As always, if you feel the matter is beyond your comfort level or the customer wishes to escalate the matter further, feel free to pass on our information to the customer care team a call or customer@lush.com.au or 1300 587 428

Compliment Scenarios

It's so nice to see ordinary people represented in the media, good on you!
"Oh thanks, that's so nice of you to say! We regularly use staff in our window campaigns and don't believe in retouching photos or paying models. We're all different and beautiful and have skin! What we're doing here is focusing on our "naked" products, that's what we call products without packaging. Let me show you some lovely things, we can even do a nice pampering arm treatment if you like?"

Wow I love your window! I think I know that chick!
"Maybe you do! We don't pay models, instead we photograph our staff so that we can represent all of the beautiful people that work for LUSH. If you like this photo, you should check out our Instagram and Facebook because last month we had Lawrence in the window. He makes bath bombs and there's a great shot of him in the bath! He's such a cool guy. Have you tried any of our products before? It's perfect bath weather right now and bath bombs don't need packaging, so in effect, they're naked too!"



*NEW POO FOR YOUR
DO*

THE MIGHTY SHAMPOO BAR





*552 million shampoo bottles
are thrown away annually*

THESE SHAMPOO BARS COULD REPLACE THE 552 MILLION shampoo bottles we throw out annually



attn:

THE NAKED HOUSE

LUSH MILAN

CAPELLI
MEGLIO NUDI CHE
MALE ACCOMPAGNATI

SHOW
BASTICIA? SIANO TUA
CI FAI COMPAGNA

REGENERATIVE
CORK-BATH





LUSH
FRESH
HANDMADE
COSMETICS

LUSH
FRESH
HANDMADE
COSMETICS

LUSH FRESH
HANDMADE
COSMETICS

NYX

MAKEUP

TORINO 42

CI FA
COMPAGNIA

#LUSH
PRODOTTO



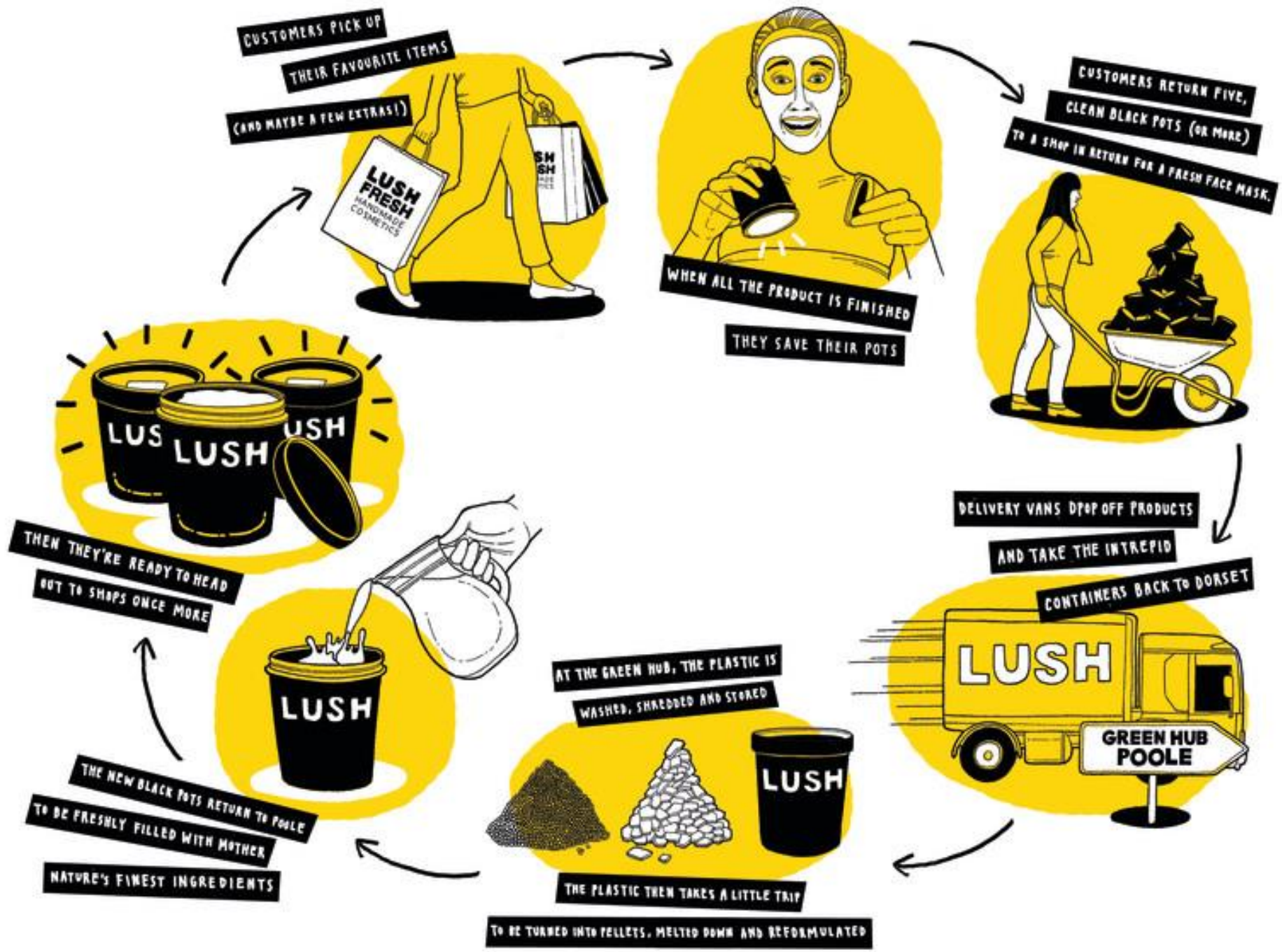
0-24

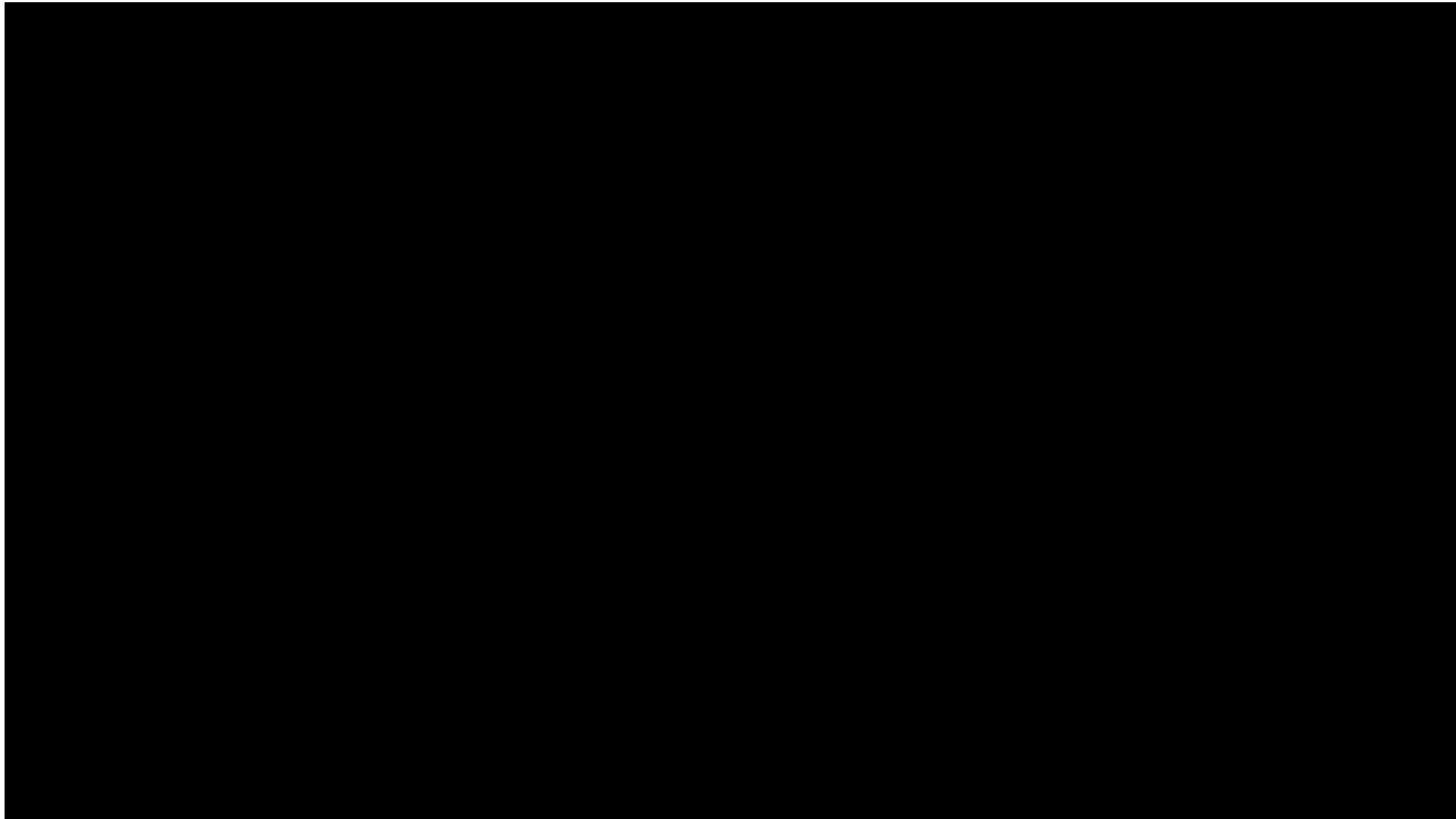


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THE GREEN HUB

LUSH POOLE UK





Values based immersion

LUSH AUSTRALIA

Induction pack



SUGAR CANE WATER BOTTLE

Reusable cutlery

Keep cup

Intergalactic bath bomb

Charity pot moisturiser

Karma soap

Branded apron

Shampoo bar

Thank you

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www.linkedin.com/in/elisiagray