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SEE MY SKIN

POWERED BY



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Summary

America is a multiracial society, but in matters of health it's also a deeply unequal one. People of color make up 40% of the US population, but when it comes to searching for skin conditions online, less than 6% of image-based results are on darker skin tones.

As the original skin protectant that has been healing skin for over 150 years, Vaseline® exists to give everybody healthy skin. The brand seized an opportunity to realize its purpose in a truly impactful way for Black women with *See My Skin*.

See My Skin is the first and only database specifically designed to search dermatological conditions on skin of color and connect patients with physicians who understand their skin care needs. We aggregated thousands of images of Black and Brown skin conditions, building the world's most diverse medical image library, with board-certified dermatologists.

Since launch, *See My Skin* boosted the number of site visitors seeking dermatological care by 1,430%. *See My Skin* created a positive lift in brand health for Vaseline with its core community, while building the equity of its original product and core differentiator: healing skin.

Imagine missing a sign for skin cancer because you couldn't find what it looks like online.

Imagine never knowing you had rosacea your entire life and that it was the cause of your skin problems.

Imagine your pain and discomfort being dismissed by your doctor as a minor rash, because they were never trained to spot psoriasis on your skin color.

This is the reality of a Black person whose skin color isn't seen enough when it comes to skin health.

Strategic Context

The Cultural Truth

People of color were losing faith in the cultural competence of their doctors.

The Audience Truth

If a person of color can't find resources online, they are less likely to seek help from a dermatology professional.

The Systemic Issue

The root of systemic inequity in dermatology starts with the lack of images of skin conditions on skin of color.

This impacts both the patient and the medical expert.

The New York Times

Dermatology Has a Problem With Skin Color

Common conditions often manifest differently on dark skin. Yet physicians are trained mostly to diagnose them on white skin.

Source: Dr. Jenna Lester, director of the skin of color program at the University of California, San Francisco.

Schitt's Sweet @HeyJanevieair · Jan 25

My next PCP HAS to be a **black** woman. I'm tired of **feeling unseen** and unheard. No more feeling rushed. No more feeling like another number.

Source: [Healthline](#)

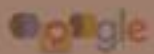
MEDPAGE TODAY

Special Reports > Exclusives

Dermatology Reckoning With Long-Standing Racial Inequities

— Specialty ranks next to last in diversity; a movement started in 1999 is trying to change that

Source: [MedPage, Dermatology Reckoning With Long-Standing Racial Inequities](#)



plaque psoriasis



Vaseline See My Skin

Images News Videos Shopping More

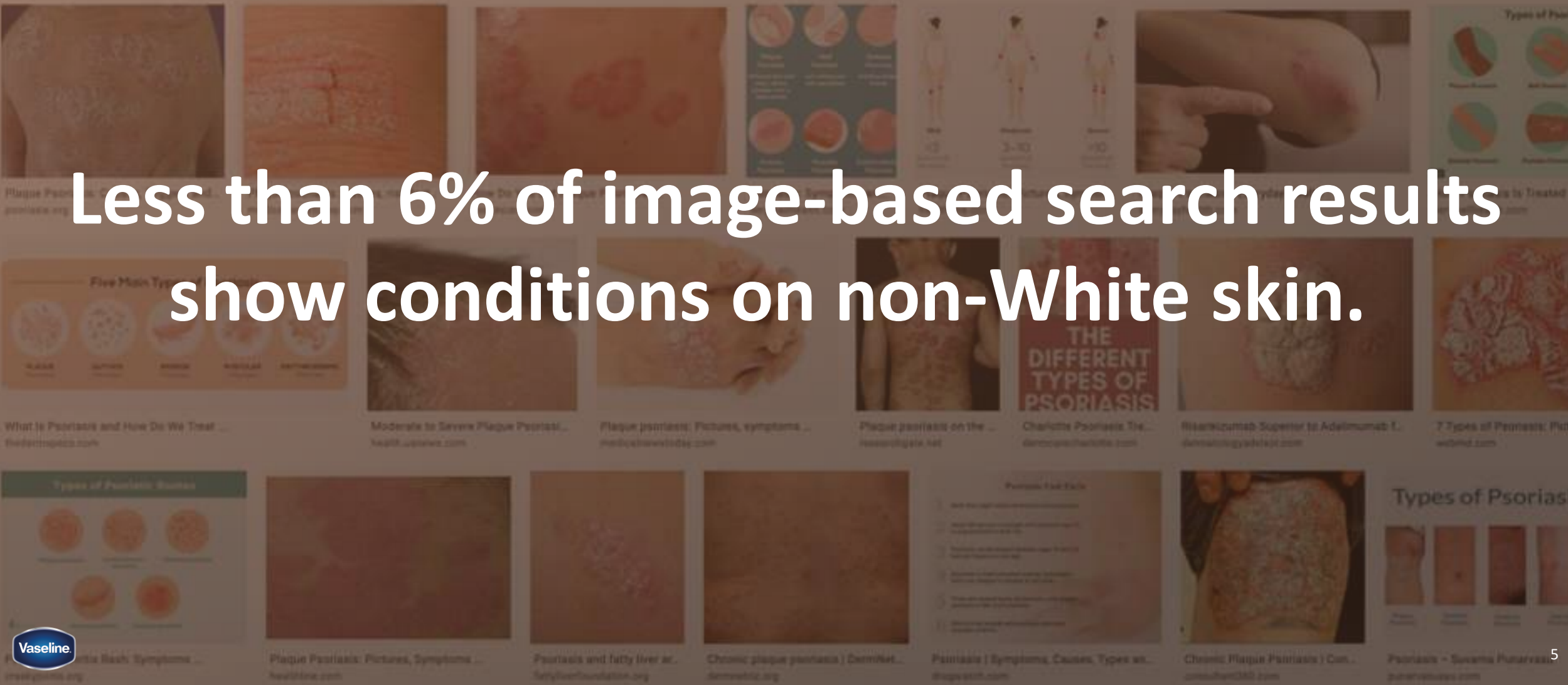
Settings Tools

Collections

The Problem



Less than 6% of image-based search results show conditions on non-White skin.



The Insight

The journey to seeking skin care advice for skin of color was fundamentally broken for Black women.

Google is often the first stop for care. And because Black women didn't see themselves in the results, it was also often the last stop.

Our insight: **When Black women don't feel seen in search, they are less likely to be seen by a dermatologist.**

Campaign Strategy

Heal the patient journey.

Take the guess work out of our audience's discovery by providing unbiased, culturally competent resources along the path to diagnosis – starting in search. By helping potential patients see themselves in search, we could connect them with culturally competent dermatologists to get the care and healing they need.

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FIND A DERMATOLOGIST 

We believe everyone, everywhere deserves healthy skin.

Search for skin conditions or concerns on skin like yours and connect
with dermatologists who see your skin.

 Start Searching...

SEE MY SKIN

In partnership with  **visualDx**.

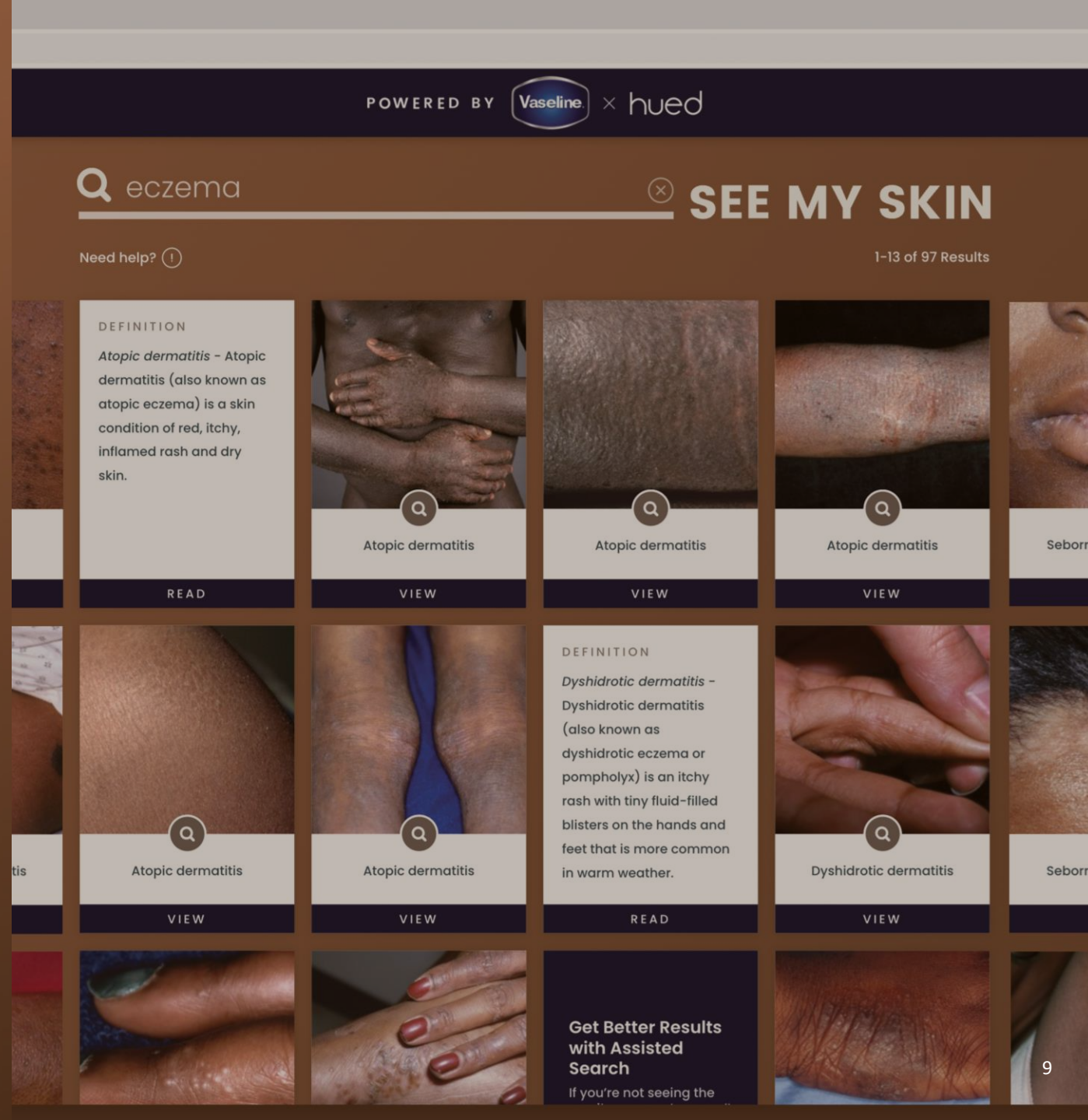


The Idea

See My Skin, the world's most diverse medical image library that connects patients to the care they need.

Vaseline aggregated thousands of images of skin conditions on Black and Brown skin to create the only database designed to search conditions on skin of color.

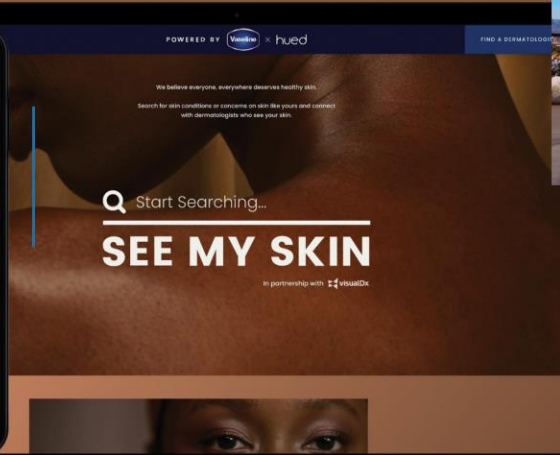
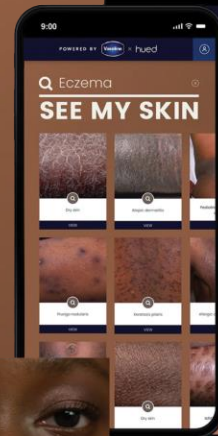
The database enabled Black women to see their skin conditions in search – for the first time ever – and connected them to culturally competent dermatologists who understand the unique needs of darker skin.



See My Skin launched with an integrated campaign, including a launch film, paid search, social, PR and limited-edition packaging with a QR code leading to seemyskin.com



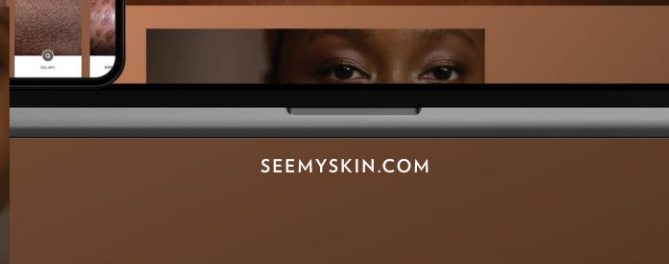
LIMITED EDITION JAR



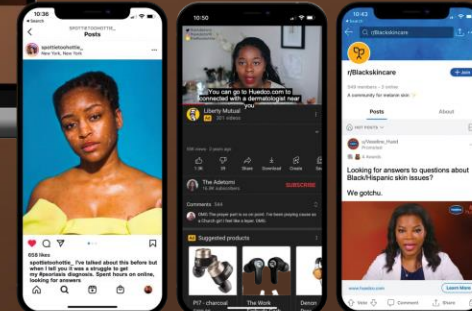
PR



LAUNCH FILM



SEEMYSKIN.COM



SOCIAL + INFLUENCER

Communications Rollout

The campaign raised awareness of systemic inequities in skin care and funneled target audiences to a tangible solution.

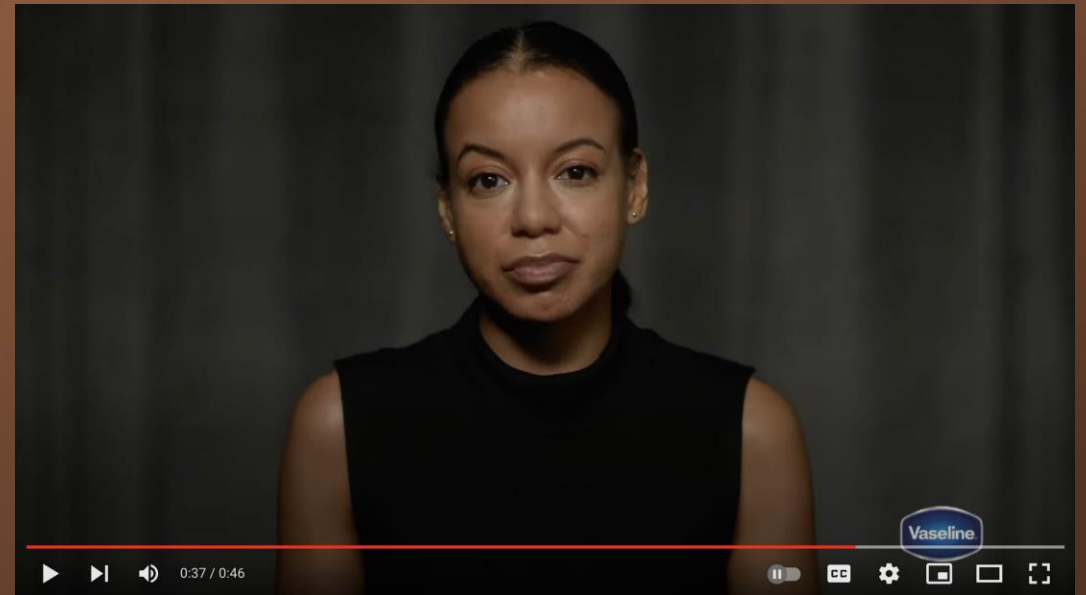


Reveal the issue of the devastating impact of not being seen, even in Search.

An emotional launch film captured the real experiences that Black women face when seeking dermatological care.

To meet our audience where they felt most unseen (in search) paid search was a critical component in driving increased awareness to our database.

In earned media, we worked closely with dermatologists and influencers to ensure that the PR narrative addressed the racial health disparity and focused on the systemic issue at hand, a topic peaking in the U.S. among the public and especially within the Black community.



Make our solution unmissable by putting See My Skin on every touchpoint.

All program media spend (search, owned social and influencer) invested, helped drive awareness to a meaningful destination – connecting Black women to the dermatological resources they needed.

Every asset included a prominent call to action, linking to the See My Skin database. Key channels included paid search, social, earned media, a film asset, and even limited-edition Vaseline Petroleum Jelly custom packs with a QR code that drove to the site.

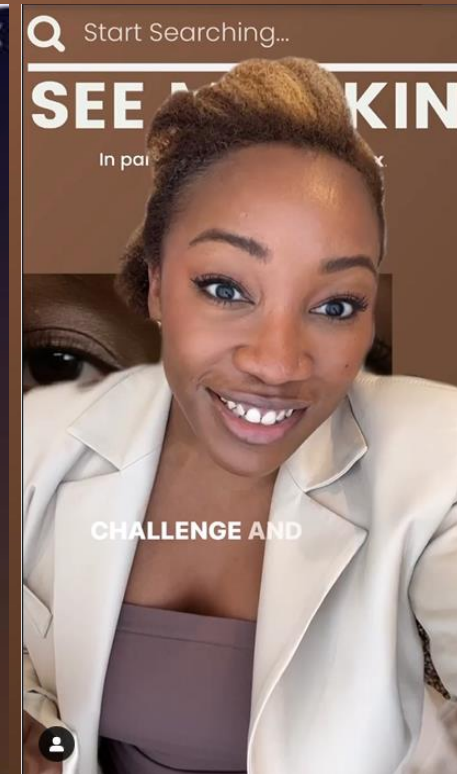
Speak the Truth

Amplify the Conversation

Get Her Seen



Katie Becker
[@katiejaynebecker](#)
Followers: 16.2K



Dr. Caroline Robinson
[@crobinsonmd](#)
Followers: 43.3K

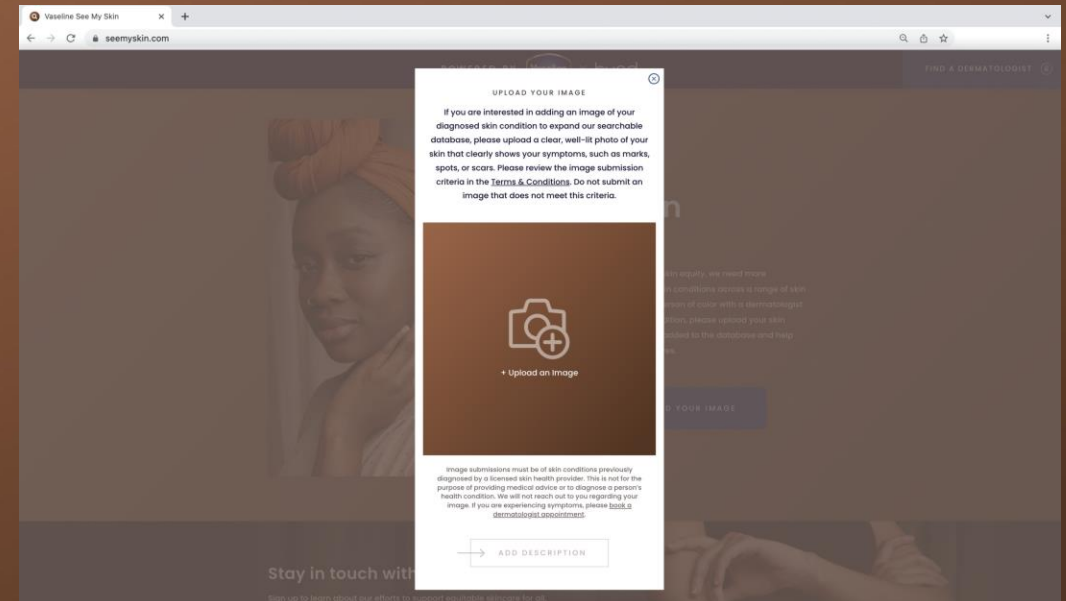
Get her seen by connecting her directly to a dermatologist.

The SeeMySkin.com landing page aggregated thousands of images through VisualDx integrated software that enhances diagnostic accuracy in skin of color.

Vaseline partnered with HUED, an organization that certifies dermatologists who understand the unique needs of darker skin, to let site visitors book an appointment with its board-certified dermatologists.

By creating See My Skin as a resource for the Black community, thousands of patients of color went from abandoning their skin care journey to connecting to dermatologists through Vaseline.

Hundreds more went on to help others in the community by uploading images of their own skin conditions to See My Skin.



Results

Since launch, See My Skin exceeded both business and marketing goals through an earned-first integrated approach and product innovation that drove both sales and meaningful impact for its key audience. Vaseline successfully increased awareness and expanded its role among the Black community by creating relevance to their mission towards skin health. Today, See My Skin continues to gain new users through the See My Skin website and help connect more people of color to dermatologists.

Communications Objective

Raise mass awareness of the consequences of underrepresented images on darker skin when it comes to search and the dermatology field.

Results:

- **A 34%** increase in ad awareness and social sentiment
- Ad Awareness at Launch (April '22): 27%. Benchmark (pre-launch) = 20%
 - Social Sentiment : **99% Positive**. Benchmark: 75% Positive
- **981M** earned impressions across editorial and social (151% over campaign benchmark)
 - **449** Earned Media Placements in ESSENCE, AdAge, Glossy, Refinery2 and **a featured segment on the Jennifer Hudson show**.

Behavioral Objective

Deepen interactions with Vaseline, from a trusted product to **a brand making meaningful impact in a person's skin health journey**.

Results:

- With the branded platform of SeeMySkin.com, Vaseline expanded their role in skin health by:
 - **Getting them informed: 59%** of See My Skin visitors wanted to learn more about specific skin related concerns.
 - **Booking appointments: 48%** of visitors made an appointment with a qualified dermatologist.
 - **Submitted user data:** Visitors participated by submitting their own skin images to grow the image database by **4%**

Source: Google Analytics, See My Skin Microsite, July, 2022
<https://analytics.google.com/analytics/web/provision/#/provision>