



**Hadley Co.**

Case studies

## Omni-channel skincare brand

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### Project scope

- Consultation during the product development process,
- Product packaging copy and claim development,
- Marketing and advertising campaign copy,
- Website copy refreshment.

### The brief

This brand has built strong relationships with national and international retailers, affording it the opportunity to respond to trends and develop new products quickly. They required a copywriter to step in and write product packaging copy... and were surprised to receive extra insights along the way, which are now integral to their product development process.

### My approach

- Provide consultation on trends, ingredients, and claims to help validate product concepts,
- Create product packaging copy suitable for online and physical retail environments,
- Develop creative copy for various marketing and advertising channels, designed to drive brand awareness for key products.

### Examples of copy

“This mask leaves lips looking like they’ve bitten into fresh fruit: hydrated, plump and juicy. Blending Hyaluronic Acid, Collagen, Strawberry Extract, and Watermelon Extract, it quenches parched lips to help visibly restore smoothness and moisture.”

“Acne, pimples. Tomato, tom-ah-to, right? Not quite! Although these words are often used interchangeably, they’re not technically the same thing. You can have pimples without having acne, but you can’t have acne without pimples. Confused? Keep reading to find out what makes them different.”

“This sheet mask helps to reveal a dreamily dewy complexion. The white hydrogel clings onto your skin, gradually transforming into a clear film with a comfortable second-skin finish. It creates an ultra-

moisturising shield to lock in the Hyaluronic Acid, Niacinamide, and Adenosine serum blend. After wearing it for three hours or overnight, your skin appears luminous and hydrated with that coveted glassy look.”

## **Client successes**

- Launched over 20 new products since working with Hadley Co., available online and from retailers including Big W, Chemist Warehouse, Coles, Priceline, Woolworths, and more,
- Increased brand recognition and sales, driven by a national out-of-home advertising campaign,
- Hosted VIP product launch events and secured coverage from top-tier media and influencers,
- The brand maintains a 4.78/5 average customer reviews (from 1000+ verified reviews).

## Global skin clinic brand

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### Project scope

- Brand considerations,
- Tone of voice,
- Website copy,
- Service descriptions,
- EDM copy.

### The brief

This client is a leader in the beauty services industry, with clinic locations across Australia and international markets. They were searching for someone to contribute to a newly created Group Copywriter role in a freelance capacity. Essential criteria: in-depth knowledge of beauty services and an ability to translate technical information to their target markets.

### My approach

- Apply firsthand clinical knowledge from my Dermal Therapy qualification to copywriting tasks – both client-facing and internal,
- Demonstrate an understanding of the brand and wider industry from the inside (as a practitioner) out (as a consumer),
- Collaborate with team members, provide strategic advice, and support the creation of deliverables for brand campaigns.

### Examples of copy

“A classic in skin clinics for a reason, chemical peels blend traditional dermal therapy techniques with innovative formulas and add-ons. Whether you want to refresh, rejuvenate, or resurface, there’s a professional-grade peel to meet your skincare goals.”

“When it comes to treatments, the technology may differ but the scientific principles they’re based on generally don’t change. In short: it’s not always necessary to pay a premium.”

“Counting down until your treatment at clinic booked for date and time? So are we: it’s only 10 days away! The way you care for your skin leading up to your appointment matters (a lot, actually). That’s why the team at your local clinic have some important pre-treatment instructions to share with you.”

## Client successes

- Presented a campaign to key opinion leaders in the business, providing a new direction for a treatment category limited by TGA and AHPRA regulations,
- Secured approval and buy-in of updated brand considerations from business executives and investors,
- Adopted new tone of voice guidelines to all areas of the brand including website copy, service descriptions, and EDMs.

## Skincare device brand

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### Project scope

- Product packaging copy
- Website copy
- Educational content,
- Blog copy,
- Media responses.

### The brief

This brand needed to communicate complex technical information about their at-home skincare device. As a new brand entering an emerging beauty category, consumer education was one of the largest priorities. It was also crucial to develop a credible and premium tone of voice while still feeling approachable and complying with relevant regulations.

### My approach

- Articulate scientific information into digestible sentences with benefit-led descriptions and explanations,
- Gradually introduce readers to scientific concepts by creating a glossary and presenting information as short lessons,
- Blend clinical information with an upmarket yet welcoming tone, demonstrating understanding and knowledge.

### Examples of copy

“Highly effective and clinically approved blue, red, and near-infrared light wavelengths reach your skin at optimal depths to promote a noticeably clarified, smooth, and gloriously glowing complexion.”

“This technology used to be exclusive to professional skin clinics and spas, requiring a series of in-office treatments. Recent cosmetic advances mean this technology can be adapted to work effectively in at-home devices. Our device is helpful for upkeep between in-office appointments or as a standalone part of your skincare regimen.”

“With consistent use, you can expect to see a reduction in the appearance of fine lines, wrinkles, hyperpigmentation, and a visible increase in elasticity, bounce, and clarity. The more you use it, the more noticeable the results will be.”

## **Client successes**

- Product featured in top-tier publications, including Harper’s Bazaar Australia, Marie Claire Australia, InStyle Australia, Gritty Pretty, Broadsheet, and Urban List,
- 45 verified 5-star customer reviews (100% would recommend this product),
- Created a highly engaged community with user-generated content as social proof.

## Bespoke formulation business

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### Project scope

- Website copy

### The brief

While working with an external website developer to refresh their website, this custom cosmetic formulation business hit a roadblock. The copy that'd been provided for their website lacked business logic, a consistent tone of voice, and a true understanding of the cosmetics industry. Their website copy needed heavy rewrites and edits to help excite and educate prospective clients (brand owners and senior-level product developers or marketers) about the benefits of working with this business over others.

### My approach

- Develop clear and consistent messaging, from large edits to the little details ('formula' as a deliverable and 'formulation' as a process; softening the science-speak with 'laboratory' to 'lab'),
- Integrate words and phrases that are relevant to the business and target market, while emphasizing tangible commercial and operational benefits,
- Position the business and its team members as experts in the field by highlighting their accomplishments and reputation in the industry.

### Examples of copy

"Every best-selling, award-winning, or must-have product begins with a dream... and a brief."

"Our approach differs from one-stop shops, where formulation and manufacturing are often bundled together and true costs can be obscured. Fully prepared with your own formula, you'll have more manufacturing options to choose from and greater control over product margins."

"Our highly qualified formulators have over 104 years of combined experience across formulation, quality, manufacturing, microbiology, and pharmacy. You've already seen our work: on shelves in Australia's biggest retailers and featured by beauty editors. In fact, if you've bought a sunscreen (and we hope you have!) since we launched in 2017, it's likely one of our formulas."

## Client successes

- Summary coming soon.