

# SK-II re-makes iconic skincare campaigns to promote new docuseries



The series follows four global celebrities: Tangwei, Nini, Ayase Haruka and Chloe Grace MorteZ, as they take on the challenge of re-making their most iconic skincare campaigns; through intimate conversations the celebs share their own PITERA stories

Four global celebrities. One iconic remake. Global prestige skincare brand SK-II releases “My PITERA Story,” a docuseries featuring four global celebrities: Tangwei, Nini, Ayase Haruka and Chloe Grace MorteZ. The series follows the four, as they take on the challenge of re-making their most iconic skincare campaigns. Through intimate conversations and close-up snapshots, the celebs share their own PITERA stories and open up about how their skin - and life - has changed since being introduced to PITERA Essence.



Calling PITERA Essence "Miracle Water," Tangwei says the first step to learning how to love yourself has to do with learning how to care for your skin



“When I first heard about this project, I asked ‘Really? Are we really doing this again?’ But I was clear on one thing—this is not a repeat. If it was, I would consider myself a failure. It’s been 10 years with SK-II and PITERA Essence has always been there for me.



“Since the beginning, SK-II has been my Miracle Water. I think the first step of loving yourself starts with good skin. When you learn to love your skin, you learn to love yourself. PITERA Essence has changed my skin and life. It is irreplaceable to me – my one and only,” states Tangwei.



According to Nini, PITERA Essence is her essential travel companion and skin's best friend



“Doing this re-make means a lot to me. For more than seven years, PITERA Essence has been a

constant for me. It's been my essential travel companion, work companion, giving me confidence that my skin will be at its best no matter the situation I'm in. We've been through a lot together. PITERA Essence is my skin's best friend," adds Nini.



"My PITERA Story" docuseries is SK-II's latest collection of stories about its iconic PITERA Essence. Through the years, SK-II has been on a journey to decode pop culture—entertainment, music and art—to bring to life its stories about PITERA and its transformational effect in new and meaningful ways for consumers over multiple generations.

During the early days, this started in the form of authentic celebrity testimonials and has evolved into bold beauty challenges such as 2017's "Face The Wild Face the Camera" in partnership with *National Geographic*, 2018's "Bare Skin Project" in partnership with Magnum Photos and an industry-first beauty entertainment web series in 2019 featuring comedians James Corden, Naomi Watanabe and singer-song writer John Legend.





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“It’s been more than 10 years since I’ve been using PITERA Essence so it’s part of my life. Each [campaign] I’ve done with SK-II is memorable. It’s the type of work that makes my heart race.

“Looking back at my very first campaign, I do feel a little embarrassed. However, being able to



completely re-make this again makes me truly happy. I am who I am and I was able to change my attitude toward caring for my skin because of this meeting with SK-II and PITERA, when I was 25 years-old. SK-II is my partner. This is how I feel," adds Ayase Haruka.



Mortez notes that her first PITERA Essence bottle gave her the courage to go bare skin in a public way



"Here I am, almost 4 years since the first ad for the 'Bare Skin Project,' to share my PITERA story. My first PITERA Essence bottle gave me the courage to go bare skin in such a public way.

"Lately, my life has been really busy with filming. And this busyness hasn't exactly been kind to my



skin. However, after a few years with PITERA, I am sure my skin will be able to stand up to the close scrutiny and I'll be able to pull off this re-make," shares Morteza.

PITERA Essence is SK-II's signature and most awarded bestseller. With its unchanged formula, PITERA Essence contains more than 90% PITERA — SK-II's exclusive and naturally derived ingredient crafted from a proprietary fermentation process of a unique yeast strain. Dubbed as "Miracle Water" in Asia, Facial Treatment Essence is loved by millions of women around the world because of its transformative power to achieve Crystal Clear Skin.

"At SK-II, we are always looking for new and interesting ways to connect with our consumers and bring to life our brand story—the story of PITERA and the transformation to Crystal Clear Skin. We constantly experiment with various pop culture codes—entertainment, music, art and even animation to tell these stories.

"As we do this, the one thing that does not change is our commitment to authenticity. This is our core brand value – and one that we share with our consumers, especially Millennials and Gen Z. With 'My PITERA Story' our first docuseries about PITERA, we are going one step further, getting up close and personal with our celebrity brand ambassadors through intimate and authentic conversations about their life and skin," concludes GaYoon Jung, Senior Brand Director, Global SK-II.