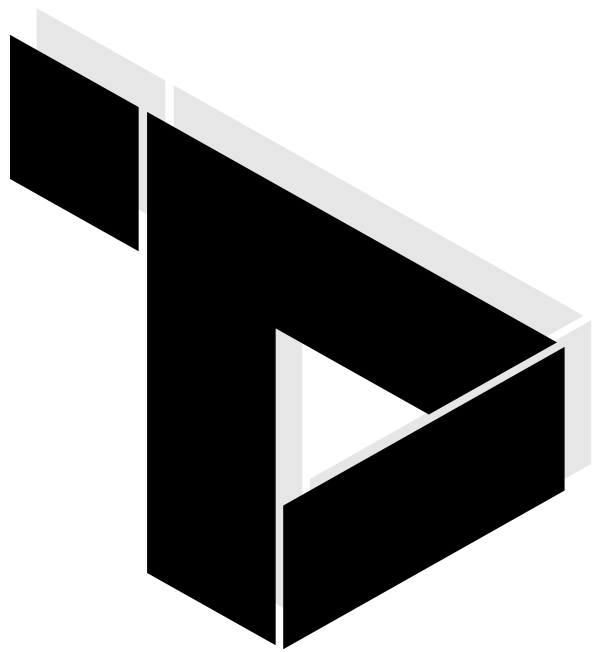


LA MODE SEPTEMBER

SKINCARE EDITION 2016



EMV Earned Media Value

Earned Media Value (EMV) is Tribe Dynamics' prescribed metric that quantifies the estimated value of publicity gained through digital earned media and its respective engagement levels. Our holistic approach assigns a specific dollar value to each piece of content, based on the publishing channel's perceived value of digital word-of-mouth to brands within the industry. EMV serves as a tool for benchmarking across marketing activities and across brands.

In an effort to ensure that we are always providing the most insightful data and analysis to help you better understand the latest digital trends, we consistently improve our measurement of earned media performance. As we continue to advance our own understanding of earned media and learn about the industry, we will update our analytics to reflect new knowledge and innovations.

THE TOP 10

Earned Media Value Leaderboard

Top 10 Brands by EMV

Lush	\$5,033,230
Farsali	\$3,508,056
Glamglow	\$3,319,998
EOS	\$3,243,933
Loving Tan	\$2,242,334
Neutrogena	\$2,138,728
Kiehl's	\$2,068,895
Foreo	\$1,947,229
Dr. Brandt Skincare	\$1,871,894
Skin Inc	\$1,859,030

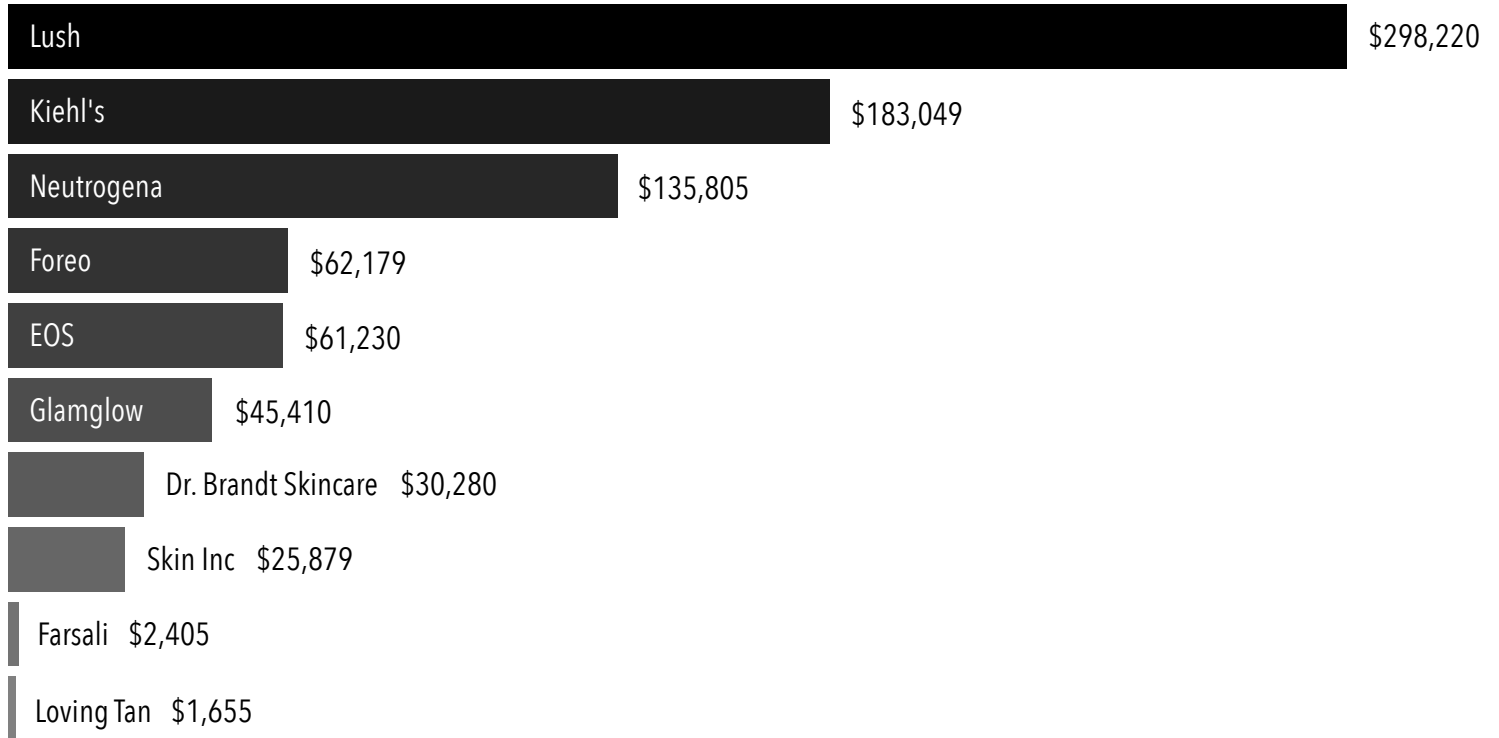
EMV Leaderboard Highlights

1. Kiehl's deployed a #girlSSquad of influencers to the seaside resort town of Deauville, France, to celebrate the 42nd Annual Deauville American Film Festival with nine whirlwind days of red carpets and spa retreats.
2. To publicize the release of its Hydro Boost Water Gel, Neutrogena unveiled its #alwaysbounceback campaign, highlighting influencer stories of overcoming difficulties thanks to confidence-building skincare routines.
3. Foreo broke into the top 10, thanks to \$1.2M EMV from its #foreocruise campaign, which sent influencers Duygu Özasan, nhitastic, and emaxlouise sailing along the stunning Croatian coast.

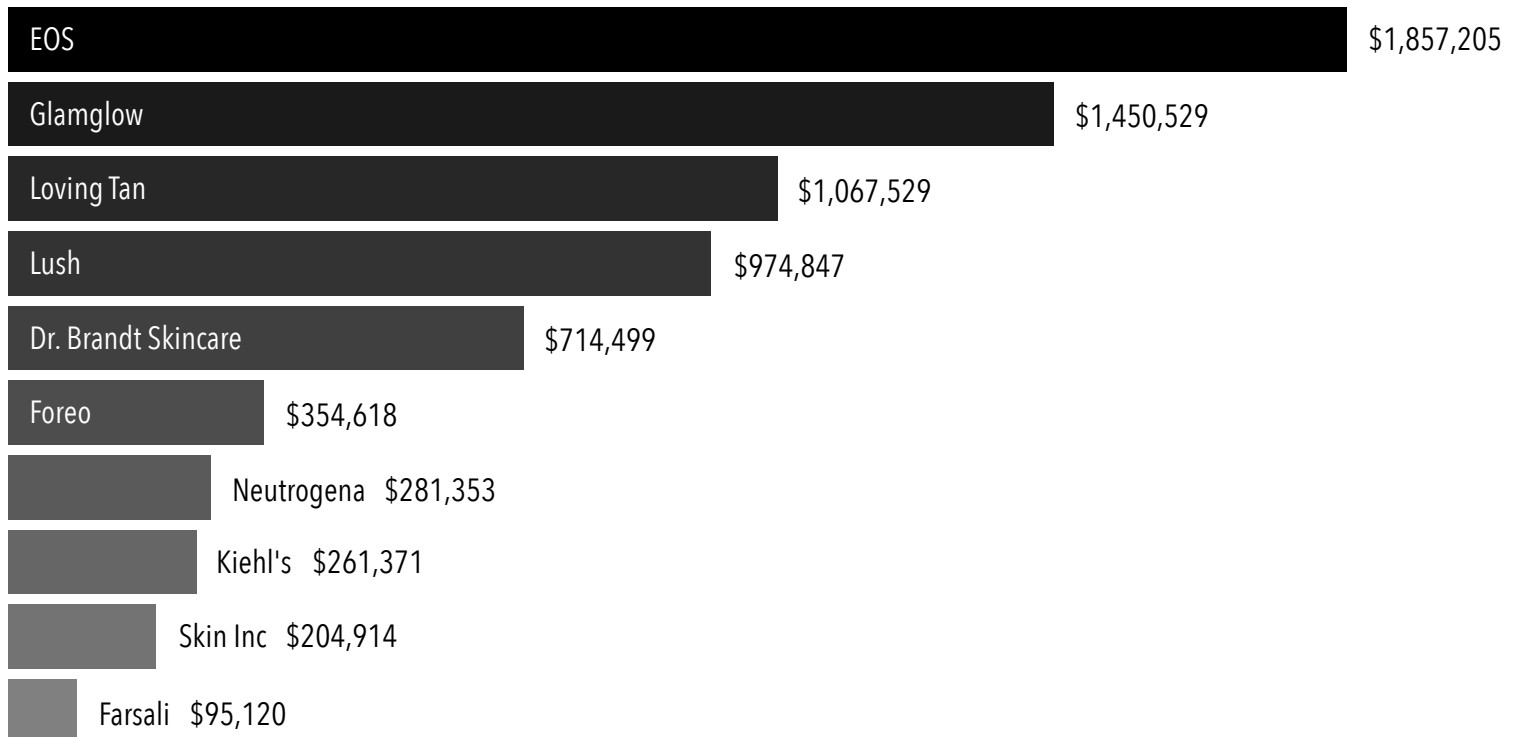
THE TOP 10

Earned
Media
Performance
By Channel

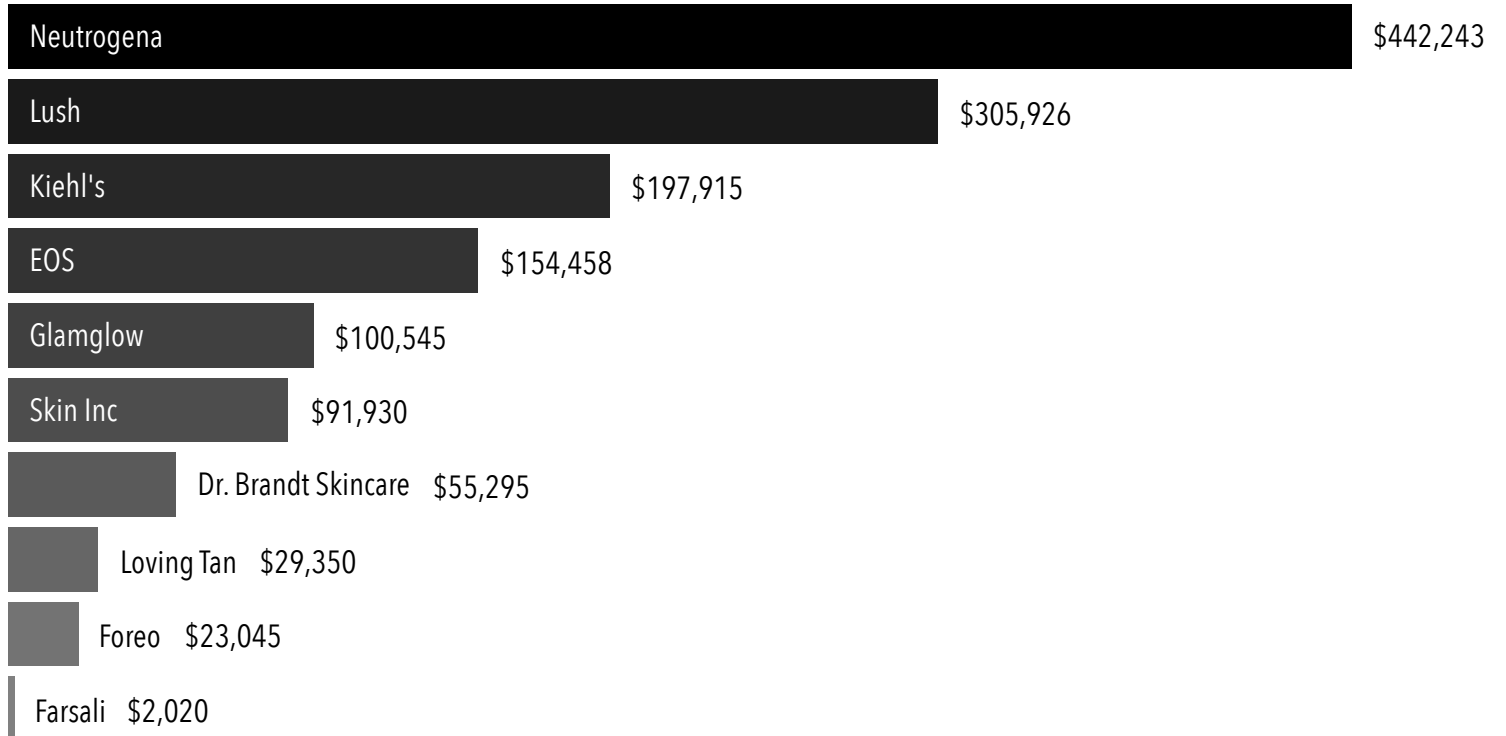
BLOG



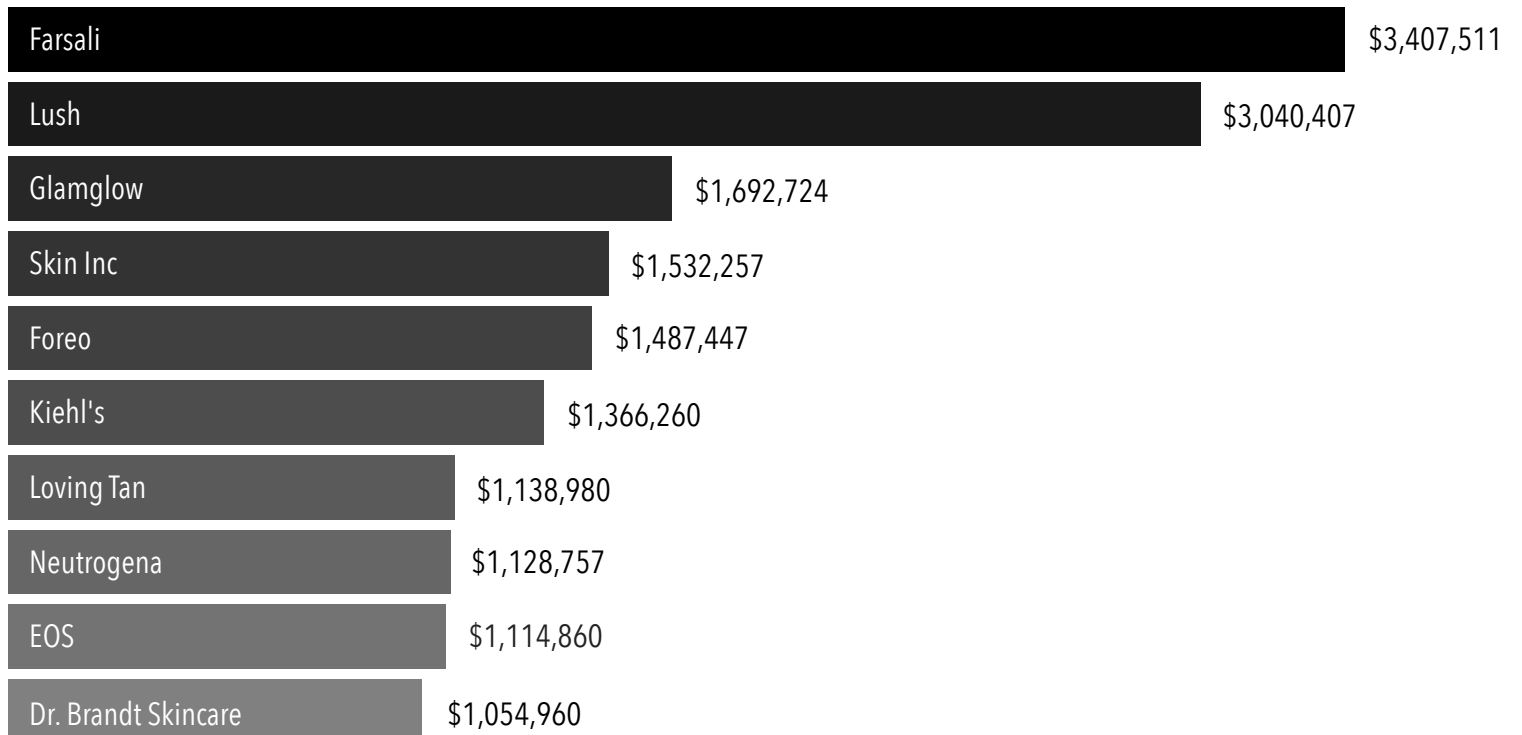
YOUTUBE



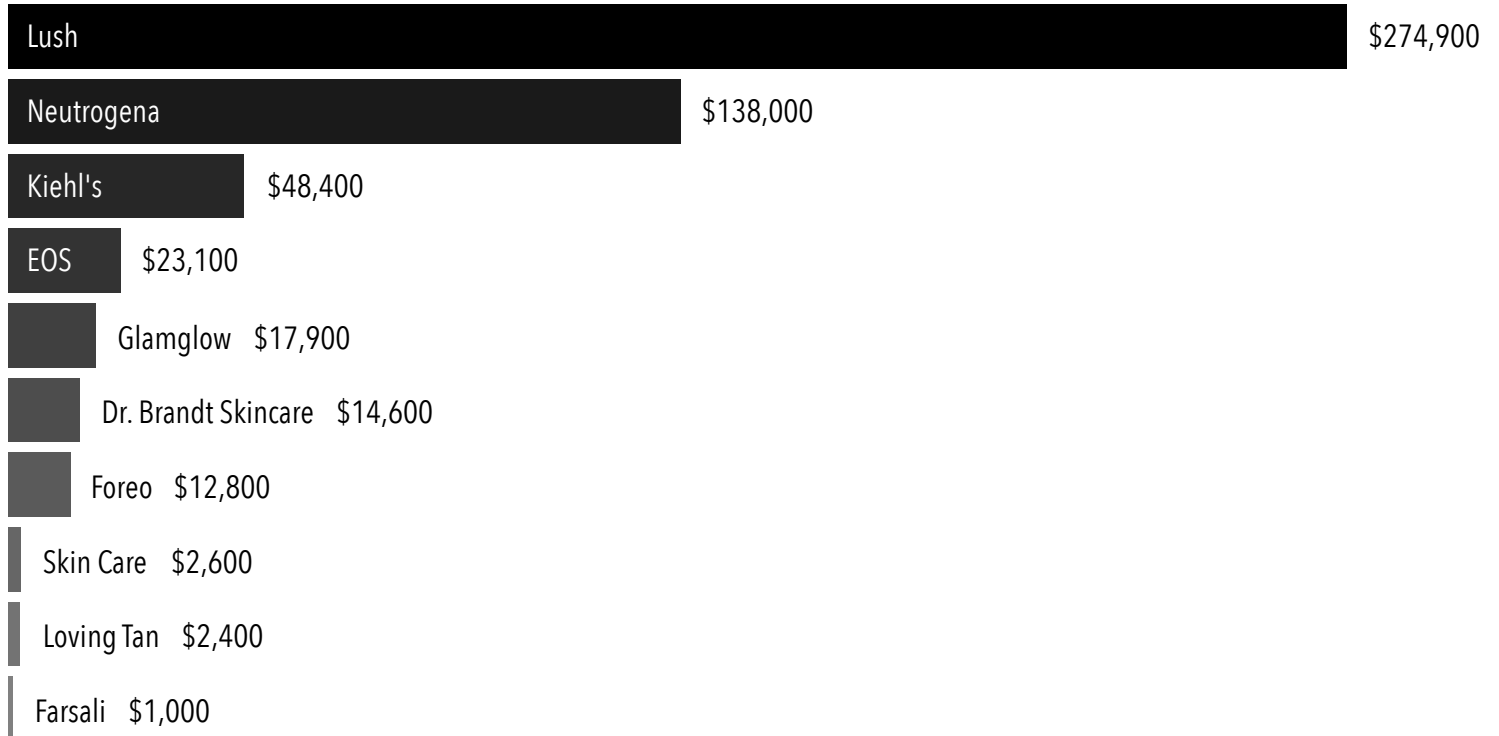
FACEBOOK



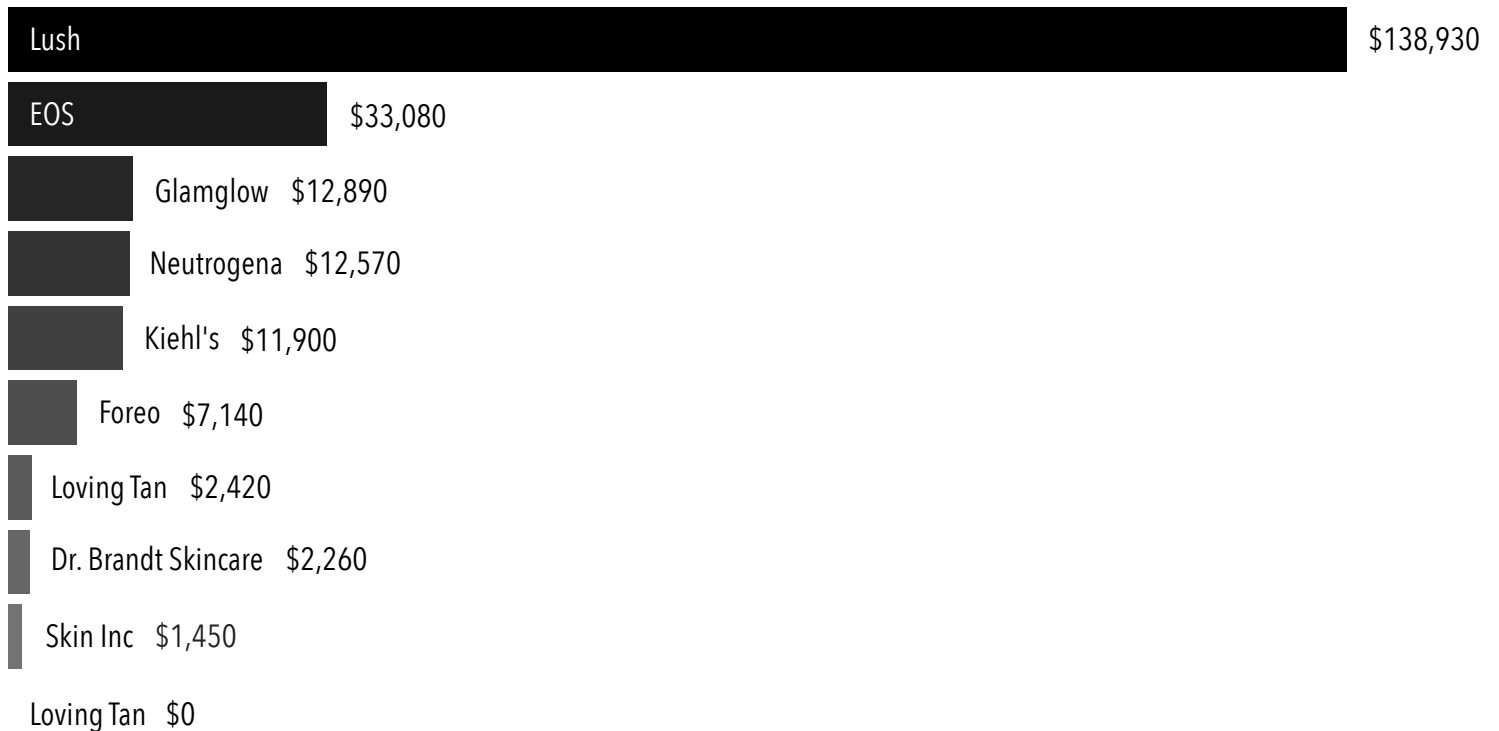
INSTAGRAM



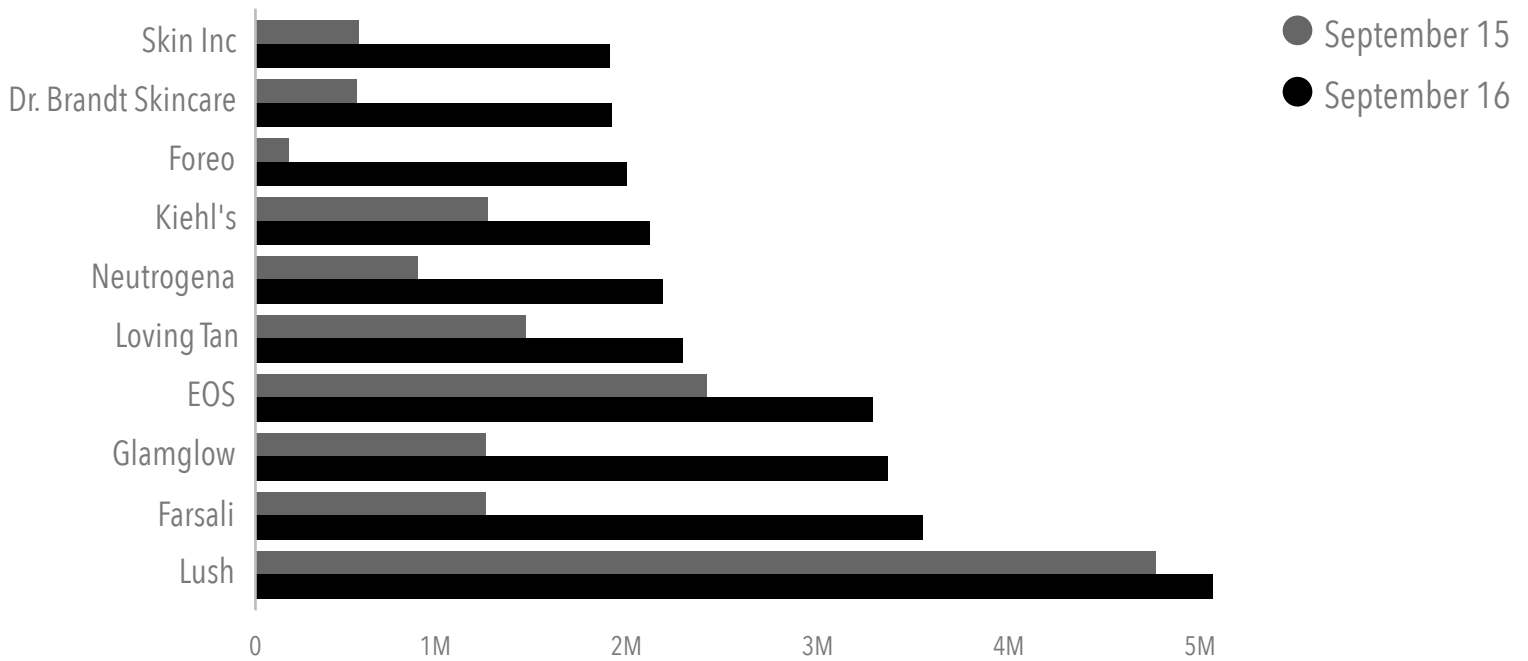
TWITTER



PINTEREST



OVERALL TRENDING EMV



Y/Y GROWTH

BRAND	SEPTEMBER 2015	SEPTEMBER 2016	Y/Y GROWTH
Lush	\$4,731,670	\$5,033,230	6.37%
Farsali	\$1,203,603	\$3,508,056	191.46%
Glamglow	\$1,208,303	\$3,319,998	174.77%
EOS	\$2,369,421	\$3,243,933	36.91%
Loving Tan	\$1,414,383	\$2,242,334	58.54%
Neutrogena	\$847,194	\$2,138,728	152.45%
Kiehl's	\$1,215,410	\$2,068,895	70.22%
Foreo	\$170,552	\$1,947,229	1041.72%
Dr. Brandt Skincare	\$527,435	\$1,871,894	254.91%
Skin Inc	\$536,379	\$1,859,030	246.59%