

Environ gets new campaign

The Hardy Boys have relaunched Environ, a global cosmetic brand that has been around for 25 years, in over 70 countries with 140 products.



“Environ has changed the way people see skin care,” said Dale Tomlinson, CEO of The Hardy Boys, “Our job was to change the way people see Environ.”

As a global brand, it is a lot more focused and inspiring, especially to a younger audience. The brand has a ‘reborn’ confidence and strength, with a unique message and point of view: a vision to create a world in which healthy skin is the norm, not the exception. In addition, its purpose is to use ingenious skin care science to keep skin at its healthy, beautiful, resilient best... for life.

The campaign is a new direction, informing bold, original messaging and a compelling, thoughtful point of view on skin... and life. Geoff Paton, ECD of The Hardy Boys, explains, “We wanted to create an image, a personality and a message with substance – thereby building a real affinity with consumers, especially millennials. After all, it is the brands with a consistently compelling message, tone and visual language that are loved and remembered.”

The campaign will flight around the globe, online, in print, in store and on YouTube (YouTube Link), sharing its new message with the world – its purpose of maintaining a beautiful skin for life through the power of science. View the ad on [Youtube](#).

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