

rhode

Product Review Assignment

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BUF 4700: Contemporary Issues in Fashion

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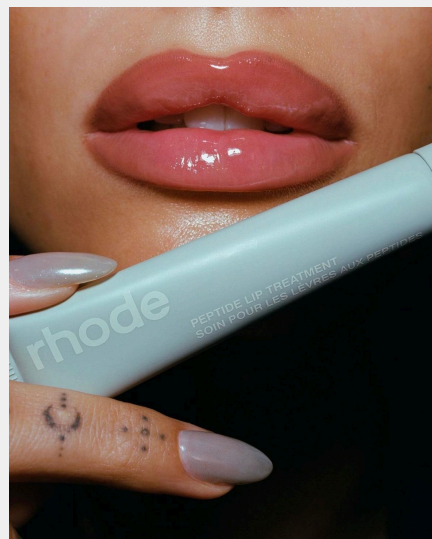
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Peptide Lip Treatment

The Rhode Peptide Lip Treatment is a lip product made to provide hydration, essential nourishment, and a glossy finish for plump lips. In the ever-evolving world of beauty and skincare, finding the perfect lip product that combines effective care with aesthetic appeal can be a challenge. As a young adult exploring different types of lip balms, lip gloss, and lip oils, a skincare brand 'Rhode' launched a peptide lip treatment that enhances lip health and appearance. The buzz and excitement surrounding this product stem from its promise of combining effective skincare benefits with a sleek, glossy finish, making it a must-try for beauty enthusiasts seeking both style and functionality. The Peptide Lip Treatment stands out as a modern solution for achieving healthy, hydrated, and plump lips. With its minimalist design, it is marketed as both a restorative treatment and a daily lip care essential.

The Peptide Lip Treatment claims that by using the product, it replenishes dry lips and helps lock-in moisture for visibly plumper and softer lips (Rhode Skin, 2024). The use of this lip product plumps the lips which reduces fine lines and boosts collagen production. In addition, the thick consistency can also be used as a plumping lip mask by allowing the product to sit for a few minutes before applying one's lip liner or lipstick. The untinted lip balm comes in scents for consumers that cater to a variety of preferences, including options like unscented for minimalists or lightly scented choices such as Salted Caramel, Watermelon Slice, and Vanilla for those who enjoy a touch of fragrance. The brand claims that it restores and replenishes to lock in moisture for plumper and softer lips and fits all skin types including sensitive skin (Rhode Skin,



2024). As individuals age, the collagen in their lips naturally diminishes, leading to thinner, drier lips. Keeping them well-hydrated becomes essential not only for maintaining a smooth and plump appearance but also for promoting overall lip health. According to consumer reviews, for those who struggle with persistently dry lips, the protective layer of these lip balms has been a game-changer, providing a barrier against harsh cold weather and the drying effects of aggressive office air conditioning (Vousden, 2024). The use of the product aligns with the brand's intention to create a hydrating formula for supple lips, delivering on its promise to combine effective skincare benefits with everyday practicality and comfort. Regular use of the product reveals significant improvement and leaves lips feeling soft and restored. With these claims delivered, the brand fulfilled its promise and earned the prestigious Allure Best of Beauty Award in 2022.

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Rhode Skin's Peptide Lip Treatment key ingredients are Shea Butter, Peptide, Cupuaçu,



and Babassu. Shea butter hydrates and moisturizes with five essential fatty acids including vitamins E, D, A, and allantoin

(Rhode Skin, 2024). It creates a protective layer on the lips to

seal in moisture and shield them from environmental factors

like wind and cold weather. Peptide enhances the appearance of

fullness in the lips while minimizing the visibility of fine lines,

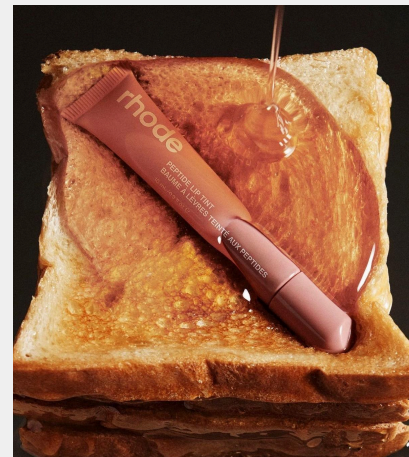
creating a smoother and more youthful look. Cupuaçu supports

the skin's natural elasticity, helping to preserve its firmness and

stretchability while enhancing the softness and smoothness of dry, dehydrated lips for a healthier, more revitalized appearance. Lastly, Babassu is a natural, nutrient-rich source of lauric acid that helps maintain a healthy skin microbiome while restoring and retaining moisture for overall hydration. Additional ingredients include Hydrogenated Polyisobutene, a versatile synthetic oil used in cosmetic formulas, serves as a replacement for mineral or silicone oils, offering emollient properties for soft, smooth skin, waterproofing for sunscreens and makeup, and added shine in lip glosses (Incide Coder, 2024). Palmitoyl Tripeptide-1 contains GHK which is a small three-amino-acid peptide (glycine-histidine-lysine) combined with palmitic acid to enhance its oil solubility and ability to penetrate the skin (Incide Coder, 2024). The use of this ingredient helps boost collagen production and supports skin regeneration, promoting smoother and firmer skin. Its combination with palmitic acid enhances absorption, making it a powerful ingredient in anti-aging skincare and lip care creating intentional ingredients.



As the skincare brand expands, the addition of Peptide Lip Tint has been a strategic move to diversify its product range, offering consumers a blend of hydration and subtle color that complements the brand's focus on simple, effective beauty solutions. The new addition includes four core shades with tinted lip layer Ribbon, Raspberry Jelly, Toast, and Espresso. One notable aspect of the new Peptide Lip Tint is that it offers the same nourishing benefits as the Peptide Lip Treatment while



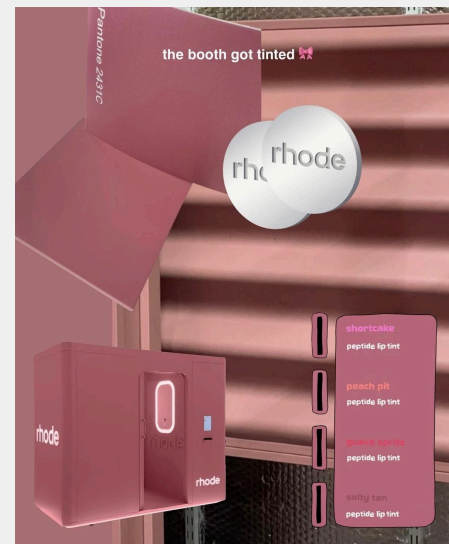
adding a subtle touch of color (Bieber, 2023). These sheer formulas gained popularity with the use of the same ingredients highlighting hydration and nourishment. In addition, the peptide lip tint and treatment tubes and caps are made using post-consumer recycled (PCR) materials, and their shipping boxes are thoughtfully designed without unnecessary fillers like packing peanuts or paper (Design Life-Cycle, 2024). The effort of the package selection to reduce waste and the design was carefully crafted to combine a clean aesthetic with visual appeal.

Rhode's marketing team is composed of highly talented and innovative individuals. Marketed to Gen Z and Millennials, it emphasizes 'simplicity' and 'affordability,' appealing to consumers who seek high-quality, effective skincare solutions that align with their values and lifestyle. The brand was designed to embody minimalism and discipline while maintaining a sense of freedom and youthful playfulness, allowing for the incorporation of color and creative, exciting innovations (Ratner, 2024). The founder and their team created a 'cult-following' brand that entices consumers with its minimalist aesthetic, effective formulations, and relatable, trend-driven marketing. A standout example is the Rhode phone case, designed with a built-in holder on the back to securely store a lip product (Design Life-Cycle, 2024). The marketing of



this innovation emphasizes convenience and functionality, thoughtfully designed to resonate with the needs and preferences of the target audience. Recognizing the daily need for easy access to their Peptide Lip Treatment, the brand created the Lip Case, a simple yet innovative solution that combines lip care with a phone accessory, ensuring convenience for consumers who always have their phones in hand (Ratner, 2024). This acts as a form of organic

marketing, as consumers share their accessories on social media, through friends and family generating buzz and increasing brand awareness naturally. The marketing strategy began with a focus on digital and media engagement and seamlessly integrates influencer marketing, events, social media campaigns, email marketing, immersive pop-up experiences, press coverage, and strategic collaborations to effectively connect with their audience and enhance brand visibility (Taylor, 2024). Aligning their vision for engaging customers, the strategy emphasizes creating authentic connections and delivering memorable experiences that resonate with their target audience. Furthermore, Rhode is renowned for releasing limited-edition peptide lip tints and treatments, which not only enhance consumer interest and engagement but also consistently sell out within minutes of their launch. As well as launching ‘Rhode Booth’ to selected cities all over the world offering free photo booth pictures and lip tint of your choice.



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