

# SKINCARE ANARCHY

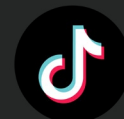
Jennifer Rivas - Internship Fall 2021 - Prof. Gotez

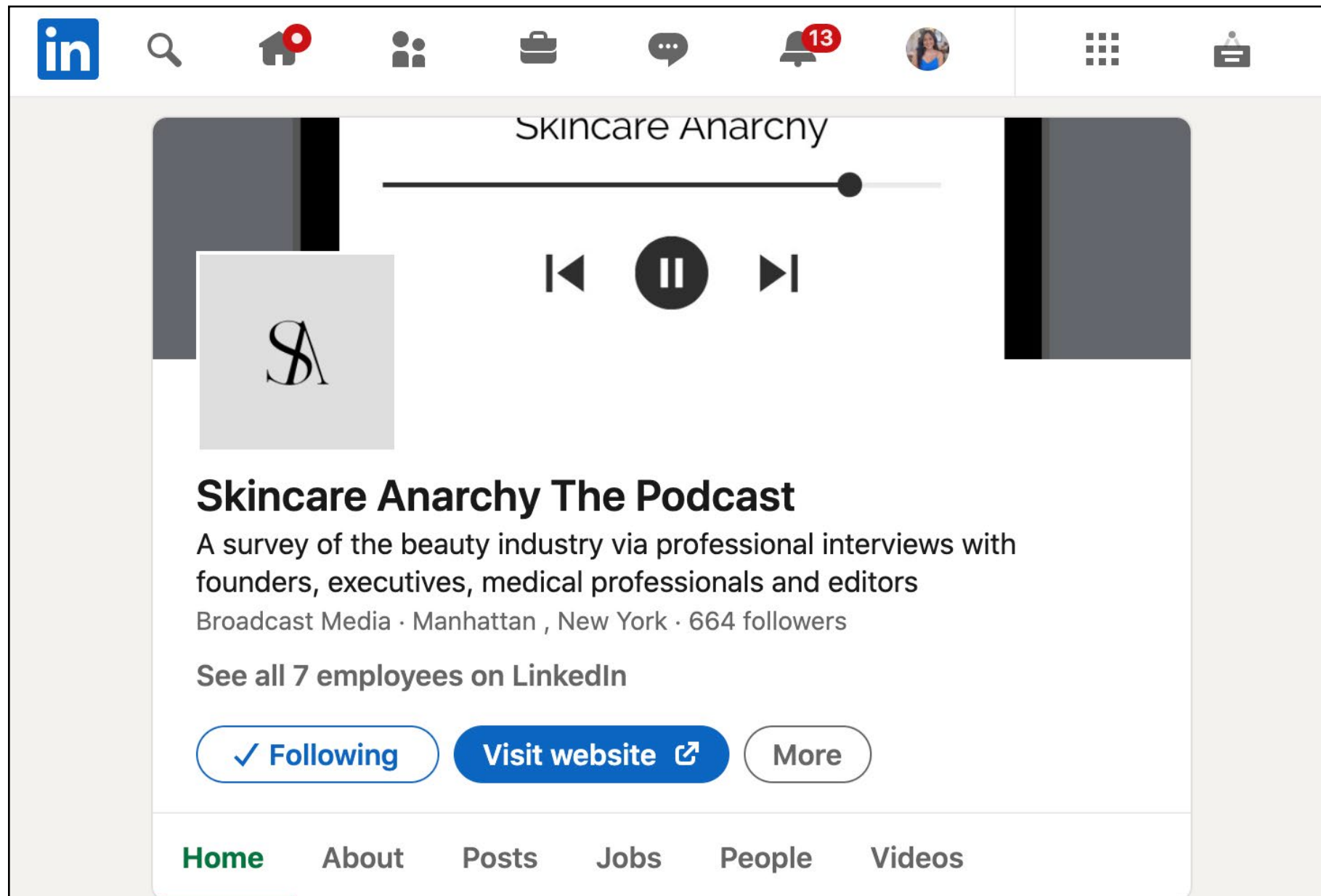


Skincare Anarchy was founded in 2020. Their first episode went live July 15, 2020. Ekta Yadav is the CEO and founder of SA. The podcast focuses on discussing skincare trends, social issues, and myths around skincare and beauty culture. Each episode features a guest with a professional background field in skincare such as doctors, dermatologist, skincare brands and more. You can join the discussion on Instagram.

*Social Media: YouTube, Instagram, Twitter, Tiktok, Linkedin & Pintrest*

*Listen on: Apple Podcasts, Spotify, Google Podcasts, Anchor*



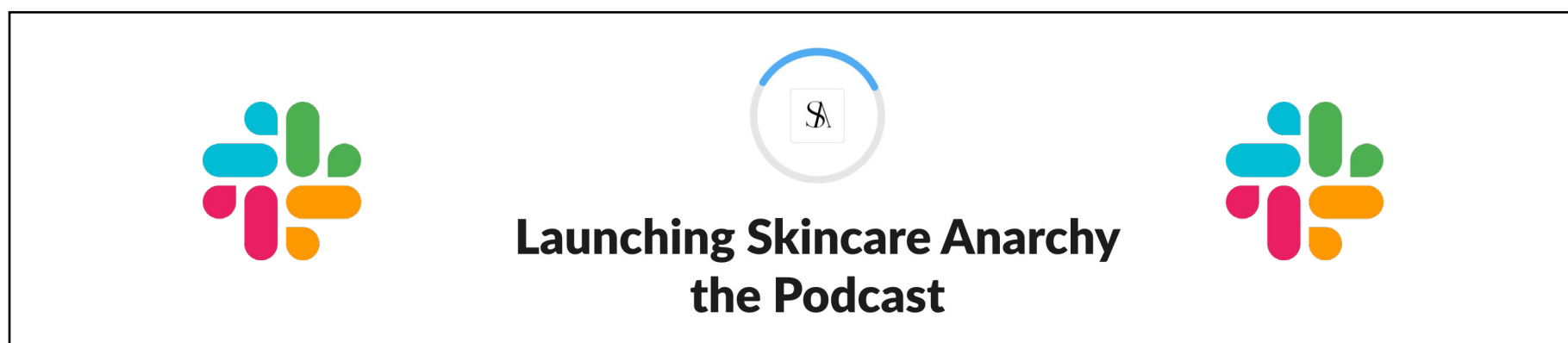


## Application Process


Most of the internships I applied was through LinkedIn which is where I found SA. This was one of the few companies that got back to me rapidly. Ekta, CEO and founder of SA asked to see my work and the rest is history.

## Checking-In

SA is a small company that has less than 15 employees. We have a team who specifically works on the podcast, social media team, research team and graphic design team. I touch in base with my supervisor Ekta and Project Manger Nikita. Sometimes I touch in with all the teams because Ekta will ask me to create art for them. However, she is the one that approves any art that will be posted on social media or the newsletter and Nikita has to approve any art I create for YouTube. Everything is remote. Our communication was through Whatsapp. In November we switched over to Slack. Weekly, I would check in with my supervisor for any art that needs to be completed by the end of the week.




**First Project:** Collab with Dyson. The program I used to create the videos was Adobe Premiere Pro.



#beauty #skincare #skincarehacks  
Dyson Corrale Hair Straightener Behind the Scenes Explainer

27 views • Sep 22, 2021

3 DISLIKE SHARE SAVE ...




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Learn all about how the Dyson Corrale Hair Straightener and the science behind the product. Join Etka as she explains how every part functions so you can get a better understanding of how your favorite products work!

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Dyson Corrale Hair Straighter Behind the Scenes Explainer



#beauty #skincare #skincarehacks  
Dyson Supersonic Dryer Behind the Scenes Explainer

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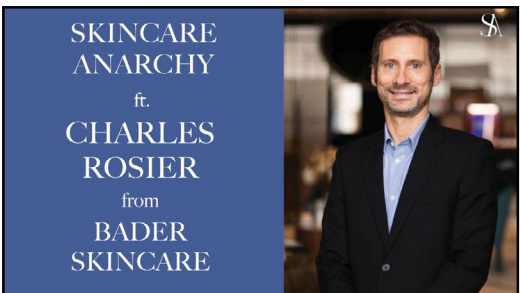
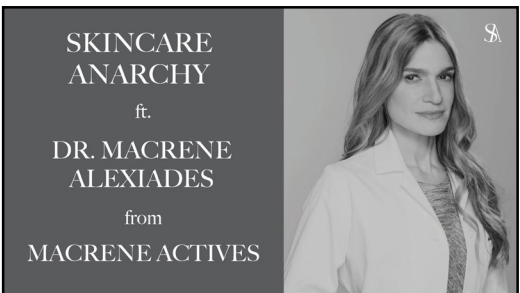
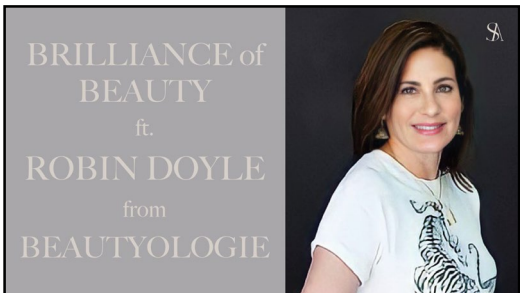
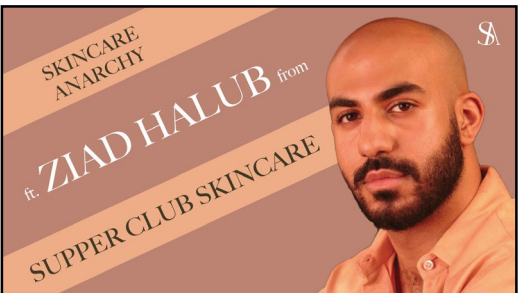
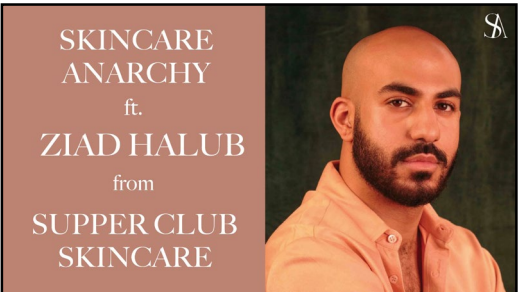
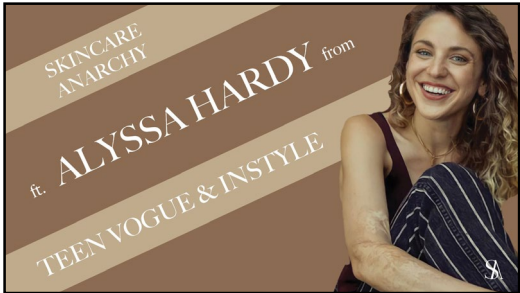
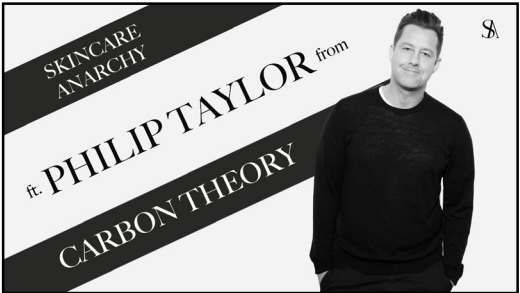
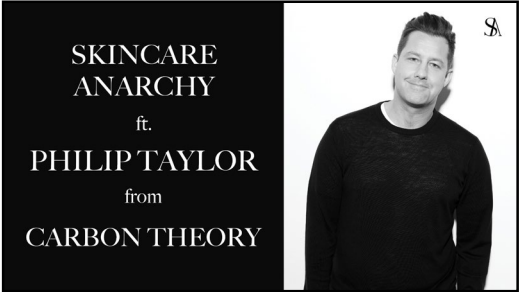
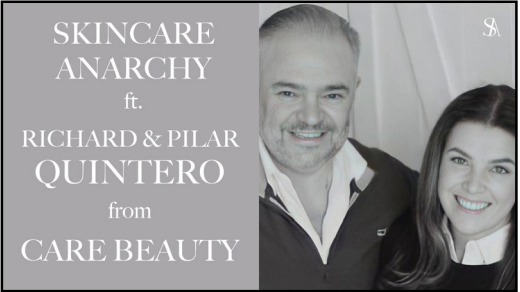
Learn all about how the Dyson Supersonic Dryer and the science behind the product. Join Etka as she explains how every part functions so you can get a better understanding of how your favorite products work!

SHOW MORE

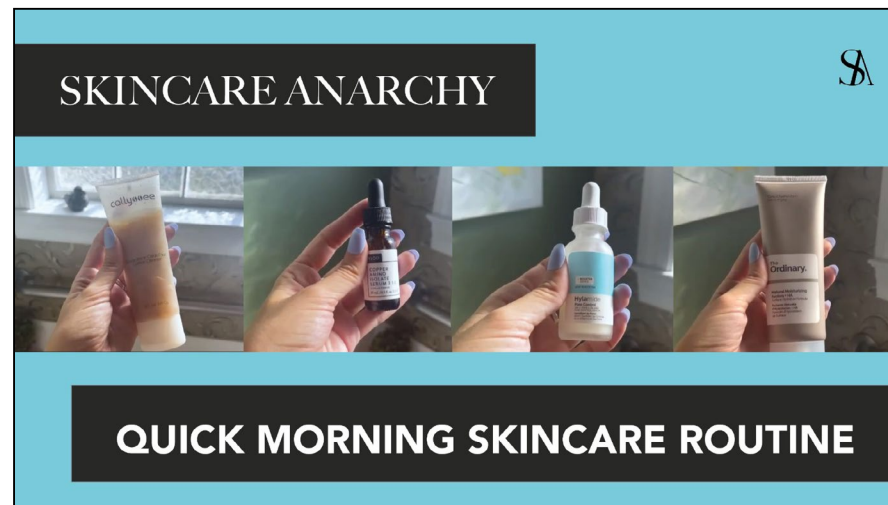
Dyson Supersonic Dryer Behind the Scenes Explainer



# YouTube Thumbnails of Guest







## Other YouTube Thumbnails

The program that I used to create the thumbnails was **Adobe InDesign** and **Photoshop**. The dimensions of the thumbnails must always be **1280x720 pixels**. The colors for the thumbnails need to be pastels or in the gray-scale. Bright colors are not allowed because it is not the aesthetic of the company. Every thumbnail must include the company's logo no exception. The two typefaces that I use constantly is **Avenir** and **Big Caslon**.



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1:00

Makeup Tutorial using Urban Decay ONLY!

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34:18

Ada Polla Founder of Achimie Forever Full Episode!!!

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NIGHTTIME SKINCARE ROUTINE WITH EIGHTH DAY SKIN...

0:38

Nighttime Skincare Routine with Eighth Day Skin...

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MY QUICK MORNING SKINCARE ROUTINE!!! #SKINCAREHACKS

1:59

My Quick Morning Skincare Routine!!! #SkincareHacks

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EXCULSIVE EPISODE WITH DR. MACRENE ALEXIADES

40:49

EXCULSIVE EPISODE WITH DR. MACRENE ALEXIADES

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SKINCARE ANARCHY & KATE SOMERVILLE

55:07

Kate Somerville Full Podcast Episode!!!

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SKINCARE ANARCHY & KATE SOMERVILLE

2:08

Kate Somerville's take on Covid Beauty Brands

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THE DIRTY TRUTH ABOUT CLEAN BRANDS.

1:13:03

Skincare Anarchy x Clean Beauty Panel FULL VIDEO

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SKINCARE ANARCHY & KATE SOMERVILLE

4:55

Skincare Anarchy Clean Beauty Panel Snippet

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QVC HIGHLIGHTS

0:59

Laura Geller x Skincare Anarchy Teaser

3 views • 1 month ago

THE DIRTY TRUTH ABOUT CLEAN BRANDS.

0:55

The Dirty Truth of Clean Beauty #short

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NIOD

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SKINCARE ANARCHY

13:24

Clinical Research and Skincare Products Science ...

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SKINCARE ANARCHY & VERONICA ALANIS

0:29

The Science behind Dyson from Veronica!!!

1 view • 1 month ago

SKINCARE ANARCHY & VERONICA ALANIS

45:52

Veronica Alanis from Dyson Full Episode!!!

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NEW RELEASE BY DECIM

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New Release by Deciem 's crown jewel line, NIOD!

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HERB+FLORA SHOWCASE

0:40

HERB+FLORA Showcase

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TAKING ORGANIC BEAUTY TO A NEW LEVEL WITH HERB + FLORA

0:24

Taking organic beauty to a new level with HERB + FLORA

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FULL SKINCARE ROUTINE SHOWCASE WITH ALGENIST

0:51

Full Skincare Routine Showcase with Algenist

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0:27

Follow and Shop

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PHILIP TAYLOR

1:10

Philip Taylor takes about how to find the perfect product f...

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SKINCARE ANARCHY & PHILIP TAYLOR

29:56

Philip Taylor from Carbon Theory Full Episode!!!

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BEAUTY BUDGETING WITH SARAH CREAL

1:00

Beauty Budgeting with Sarah Creal!!!

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BEAUTY BUDGETING WITH SARAH CREAL

1:00

Beauty Budgeting with Sarah Creal!!!

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SKINCARE ANARCHY & SARAH CREAL

33:19

Sarah Creal, CEO and Co-Founder of Victoria Beckha...

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BRILLIANCE OF BEAUTY

11:50

BRILLIANCE OF BEAUTY Ep2 ft. Robin Doyle from...

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SKINCARE ANARCHY & ALYSSA HARDY

37:32

Alyssa Hardy from Teen Vogue and Instyle Full...

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SKINCARE ANARCHY & ALYSSA HARDY

3:07

Former Teen Vouge Editor Opens up about her First Ev...

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SKINCARE ANARCHY & ALYSSA HARDY

0:50

Alyssa Hardy talks about her first beauty show ever!!!!

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SKINCARE ANARCHY & ZIAD HALUB

0:49

Things you can over look in skincare from Ziad Halub

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SKINCARE ANARCHY & ZIAD HALUB

33:37

Ziad Halub from Supper Club Skincare FULL EPSIODE!!!

8 views • 1 month ago

AB

0:53

AB x Skincare Anarchy

7 views • 2 months ago

SKINCARE ANARCHY & CAMILA PIEROTTI

0:59

Camila Pierotti on how to use storytelling to build a brand!!!

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SKINCARE ANARCHY & RICHARD & PILAR QUINTERO

43:44

Ricardo and Pilar Quintero from Care Beauty FULL...

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SKINCARE ANARCHY & RICHARD & PILAR QUINTERO

0:55

Ricardo Quintero talks about the state of the Beauty...

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PAUL BAEK

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Paul Baek x Skincare Anarchy EXCLUSIVE Episode

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HERB + FLORA ASMR

0:59

Herb + Flora ASMR

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DYSON CORRALE HAIR STRAIGHTER

1:38

Dyson Corrale Hair Straighter Behind the Scenes Explainer

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DYSON SUPERSONIC DRYER

1:09

Dyson Supersonic Dryer Behind the Scenes Explainer

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BRILLIANCE OF BEAUTY

4:29

BRILLIANCE OF BEAUTY Ep1 ft. Maria Karr from Rumore...

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GETTING THAT SKINCARE IN!

0:10

Getting that skincare in!

563 views • 2 months ago

SKINCARE PRODUCTS DON'T WORK!!!

0:56

Skincare Products Don't Work!!!

14 views • 2 months ago




**Art For Newsletter:** Moisturizers





Apple Podcasts Preview

THE DIRTY TRUTH ABOUT  
CLEAN BRANDS



OLIKA pipette™ Terasana X SA

1 hr 15 min

PLAY ▶

The Dirty Truth About Clean Brands- Panel Discussion

Skincare Anarchy

Fashion & Beauty

Listen on Apple Podcasts ↗

This panel is to educate consumers, Industry leaders and anyone in the space of what is marketed as “clean beauty” - Join us as we speak to 3 leading brands in this niche of the skincare and wellness industry and how their approach to safety, consumerism, sustainability, science forward formulations, and transparency play a role in creating a cross-disciplinary understanding of the umbrella term we refer to as “CLEAN.” Panelists include representatives from the brands Terasana, OLIKA, and Pipette.

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SA

SKINCARE ANARCHY

Skincare Anarchy

By Ekta

Join Ekta as she discusses skincare trends, social issues, and myths around skincare and beauty culture. Join the discussion on Instagram @skincareanarchy!


(Not legal or medical advice, all views expressed are non-legal and non-medical opinions)

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THE DIRTY TRUTH ABOUT  
CLEAN BRANDS



OLIKA pipette™ Terasana X SA

The Dirty Truth About Clean Brands- Panel Discussion


Skincare Anarchy • Nov 7

00:00

▶

1:14:40

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Program: Adobe InDesign    Size: 1080x1080 pixels

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# Skincare Anarchy

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## Dr Beth and Elianna Goldstein, co-founders of Get Mr Skincare

“In 2018, my father was treated for skin cancer. Unfortunately, he was not alone. He was one of 30 million Americans who are currently skin cancer...



Nov 11 · 29 min 39 sec

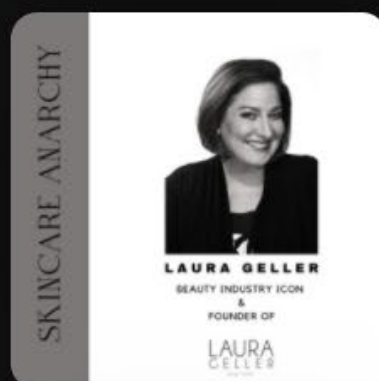


## The Dirty Truth About Clean Brands- Panel Discussion

This panel is to educate consumers, Industry leaders and anyone in the space of what is marketed as “clean beauty” - Join us as we speak to 3 leading...



Nov 7 · 1 hr 15 min



## Laura Geller, Beauty Industry Icon and creator of Laura Geller Beauty

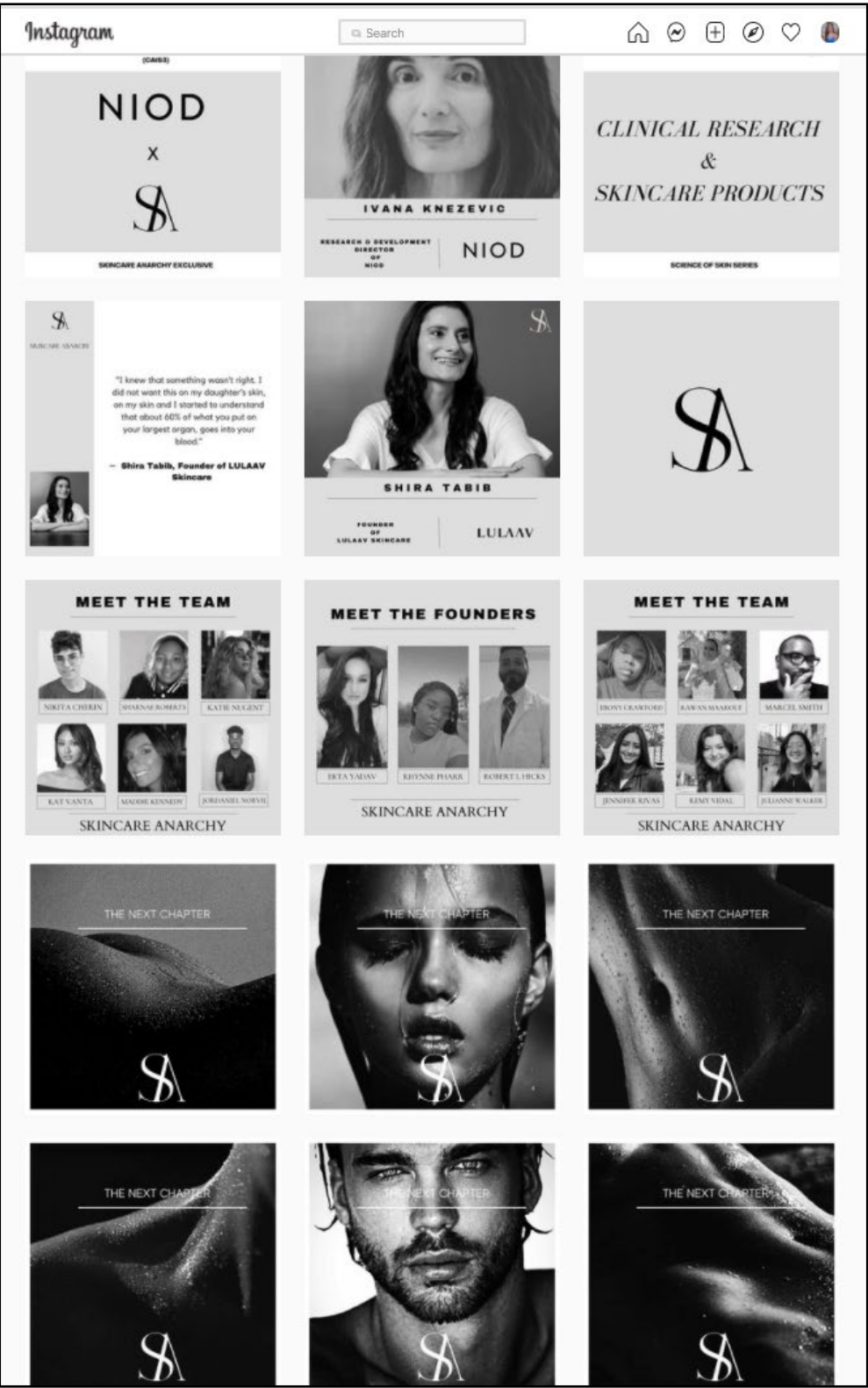
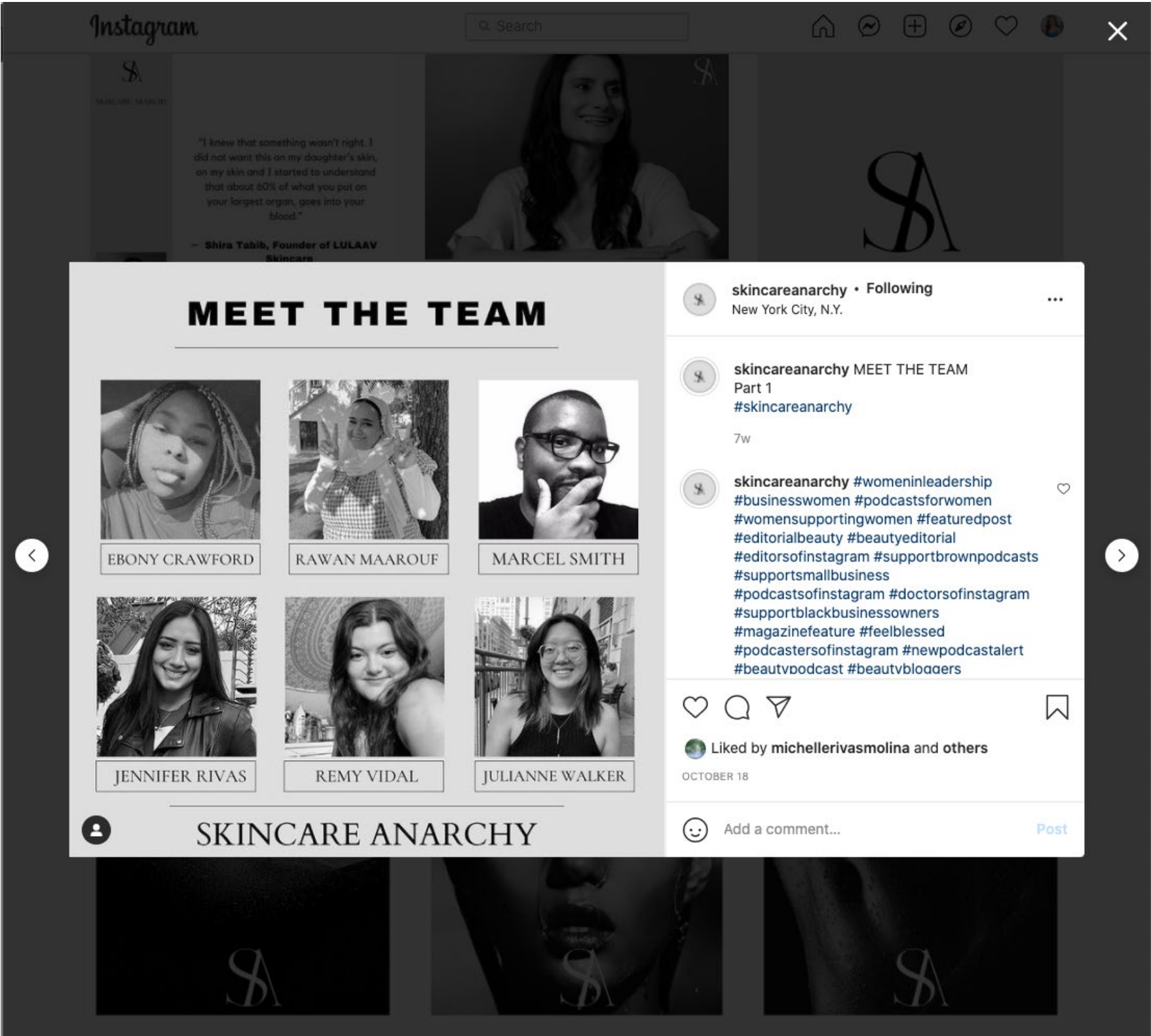
Laura Geller is an iconic figure and personality in the beauty industry and has been a top selling entrepreneur on QVC for 25 years. Her work has not only...



Nov 6 · 40 min 41 sec



Instagram: Meet the Team



**QUESTION FROM LISTENER:**

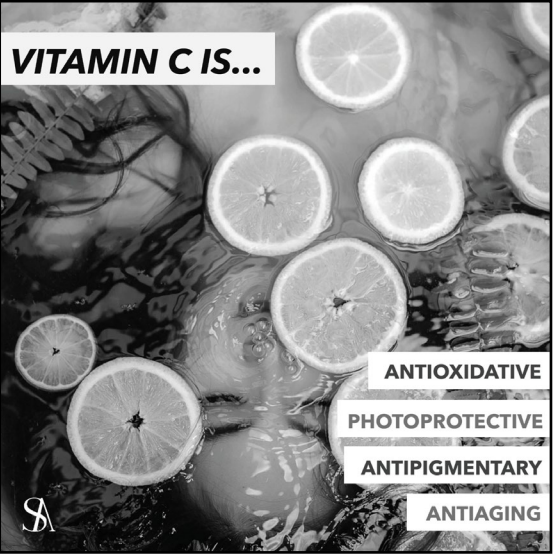
*“Hi SA! I would like to get your thoughts on aqueous vs anhydrous Vitamin C formula- which do you prefer?”*

 Anhydrous vs Water based  
Monica Williams  
Nov 4 • 00:25

Many of us utilize vitamin C in our skincare routine in order to brighten and protect our skin against free radicals.

Vitamin C has various applications in both the cosmetic and pharmaceutical fields.

**VITAMIN C IS...**



**ANTIOXIDATIVE**  
**PHOTOPROTECTIVE**  
**ANTIPIGMENTARY**  
**ANTIAGING**

**Vitamin C Art - Research Team**

Program: Adobe InDesign, Photoshop and Lightroom.  
Size: 1080x1080 pixels Images: Unsplash

The *struggle* with Vitamin C application is the maintenance of its stability.

Stability is an important factor when referring to skincare for both effectiveness and shelf-life.

Vitamin C is highly susceptible to oxidation, moreso when it is a water-based formulation.

**CLINICAL STUDIES SHOW...**

Vitamin C has been shown to be degraded in aqueous meduima with a high PH value.

Anhydrous formulations can increase stability by 10% compared to formulations.


**SKINCARE EXPERT RESPONSE:**

*“It depends on how much vitamin C is being used and whether it’s pure or a derivative and if it’s tested to be stable.”*

- Ron Robinson, CEO & Founder of BeautyStat

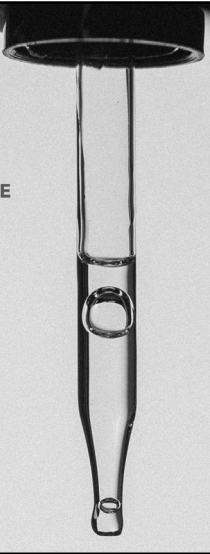
**VITAMIN C**

ANHYDROUS V.S. WATER-BASED FORMULATIONS



**SA**

**BOTH ANHYDROUS & WATER- BASED FORMULATIONS CAN BE EFFECTIVE IN YOUR SKINCARE ROUTINE.**



**SA**

**IT’S ALL PERSONAL PREFERENCE. WHY NOT BOTH?**



**SA**

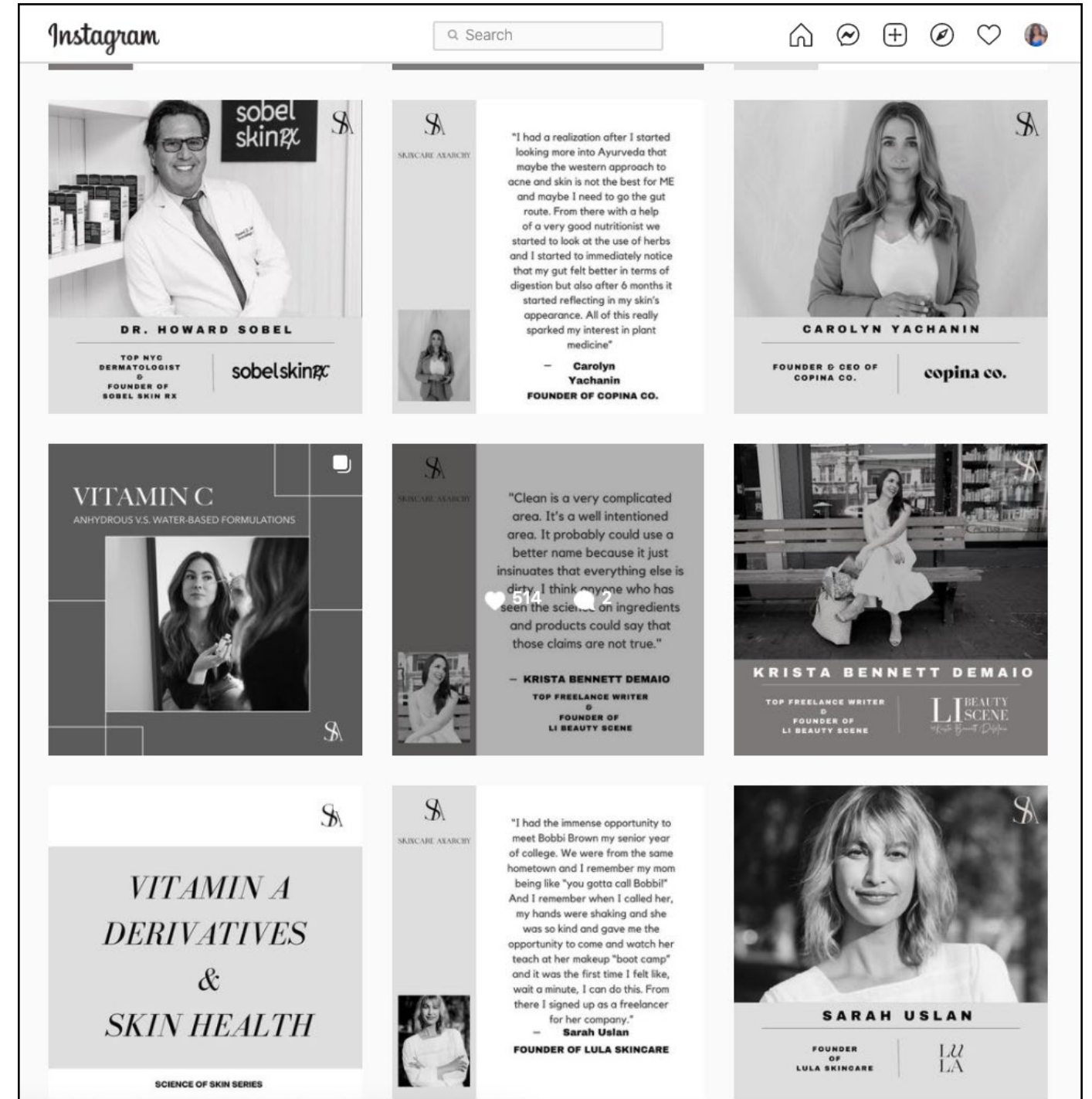
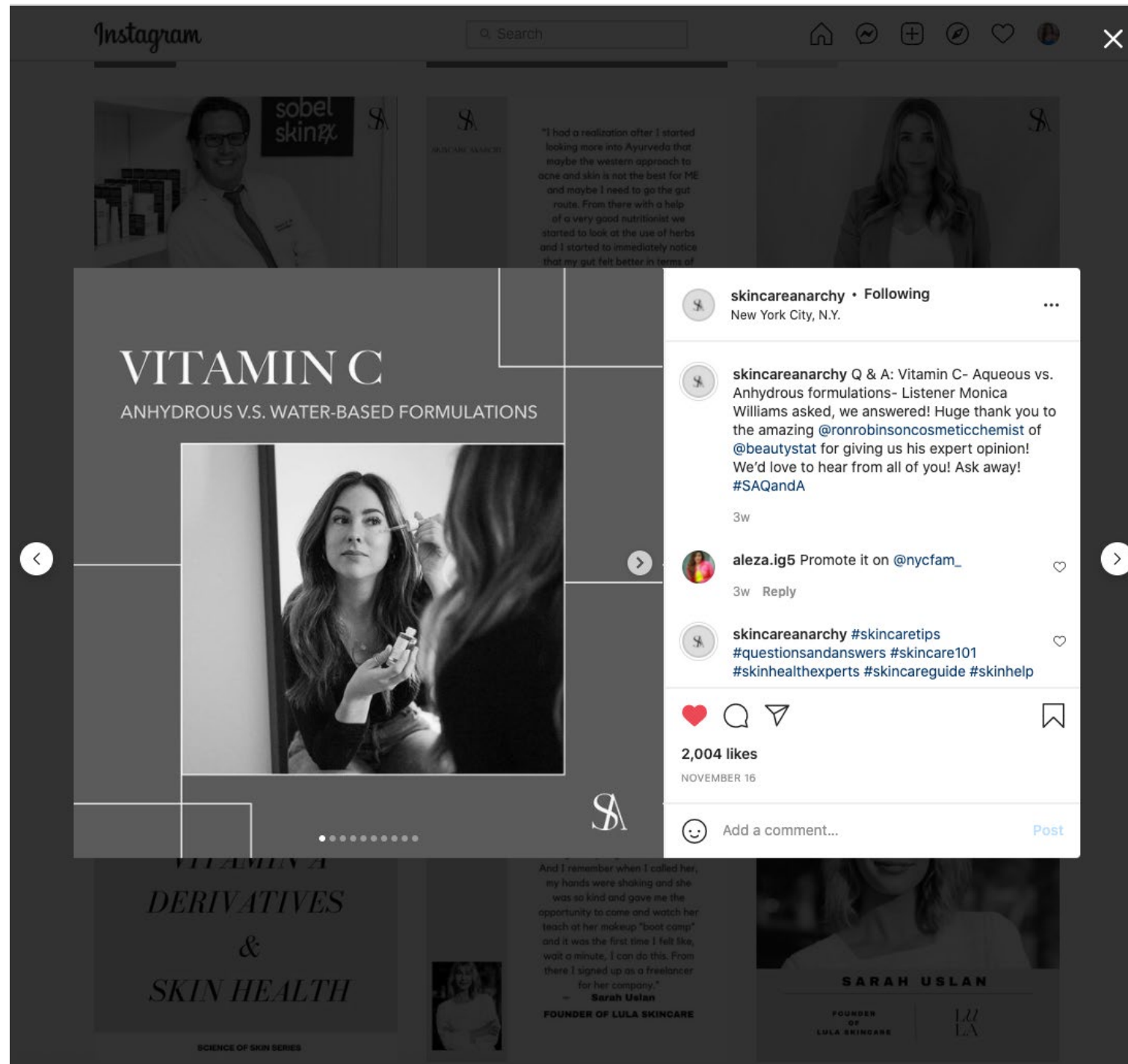
**MORE VITAMIN C. MORE POWER.**



**SA**



## Vitamin C Post on Instagram reach over 2,000 likes.



Celebration Art For Social Media



Program: Adobe InDesign    Size: 1080x1080 pixels

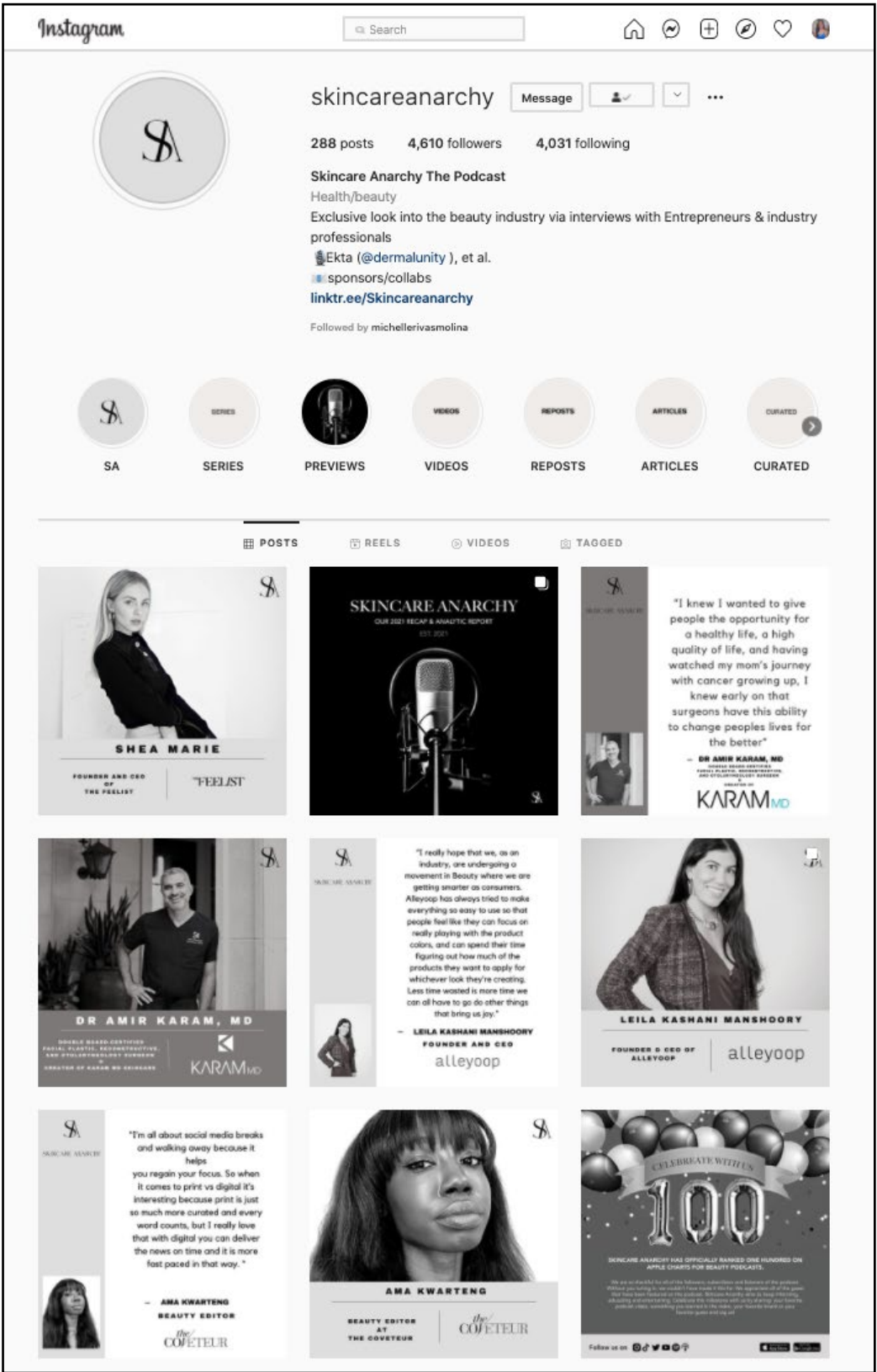
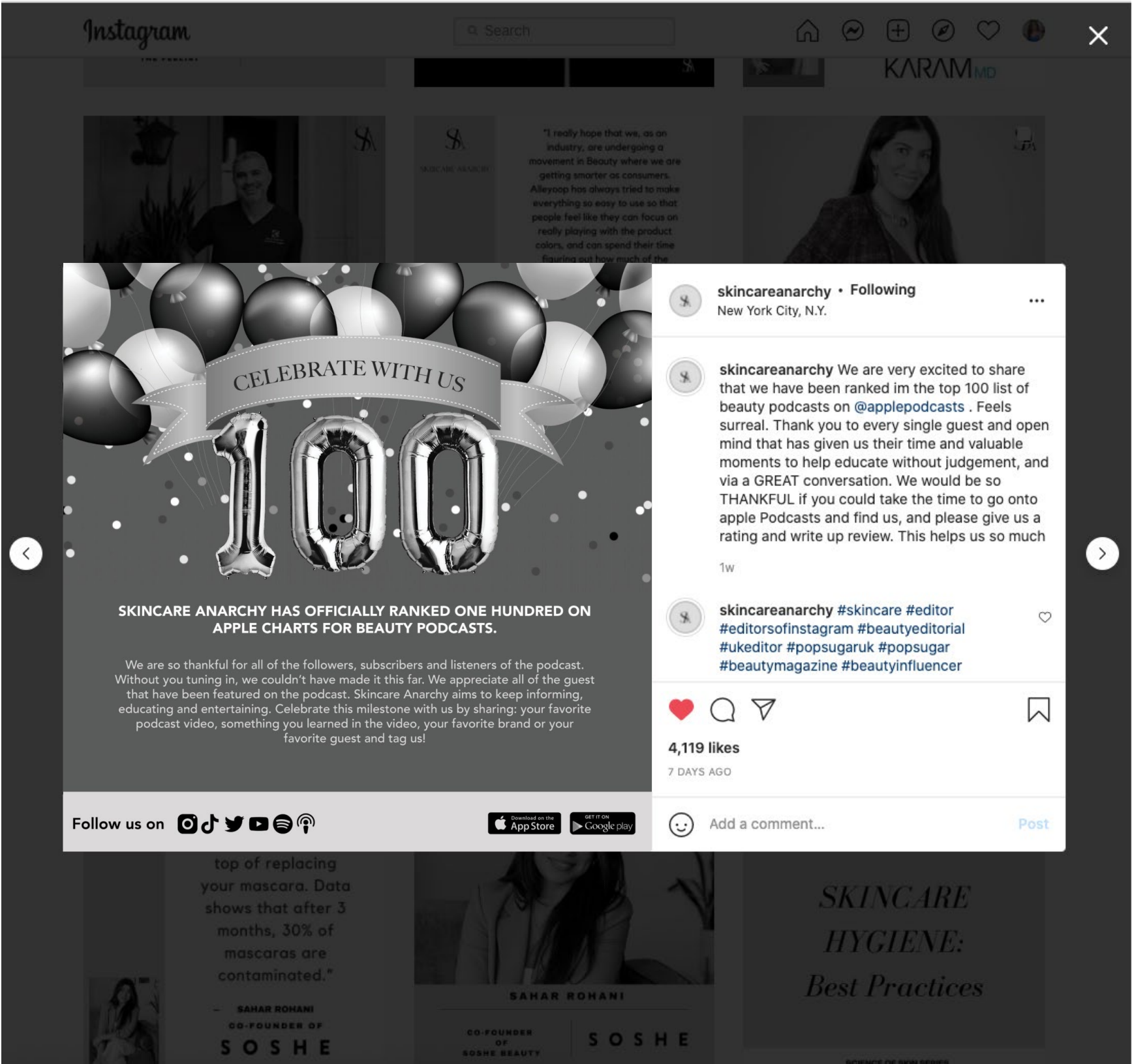
Apple Podcast Promo



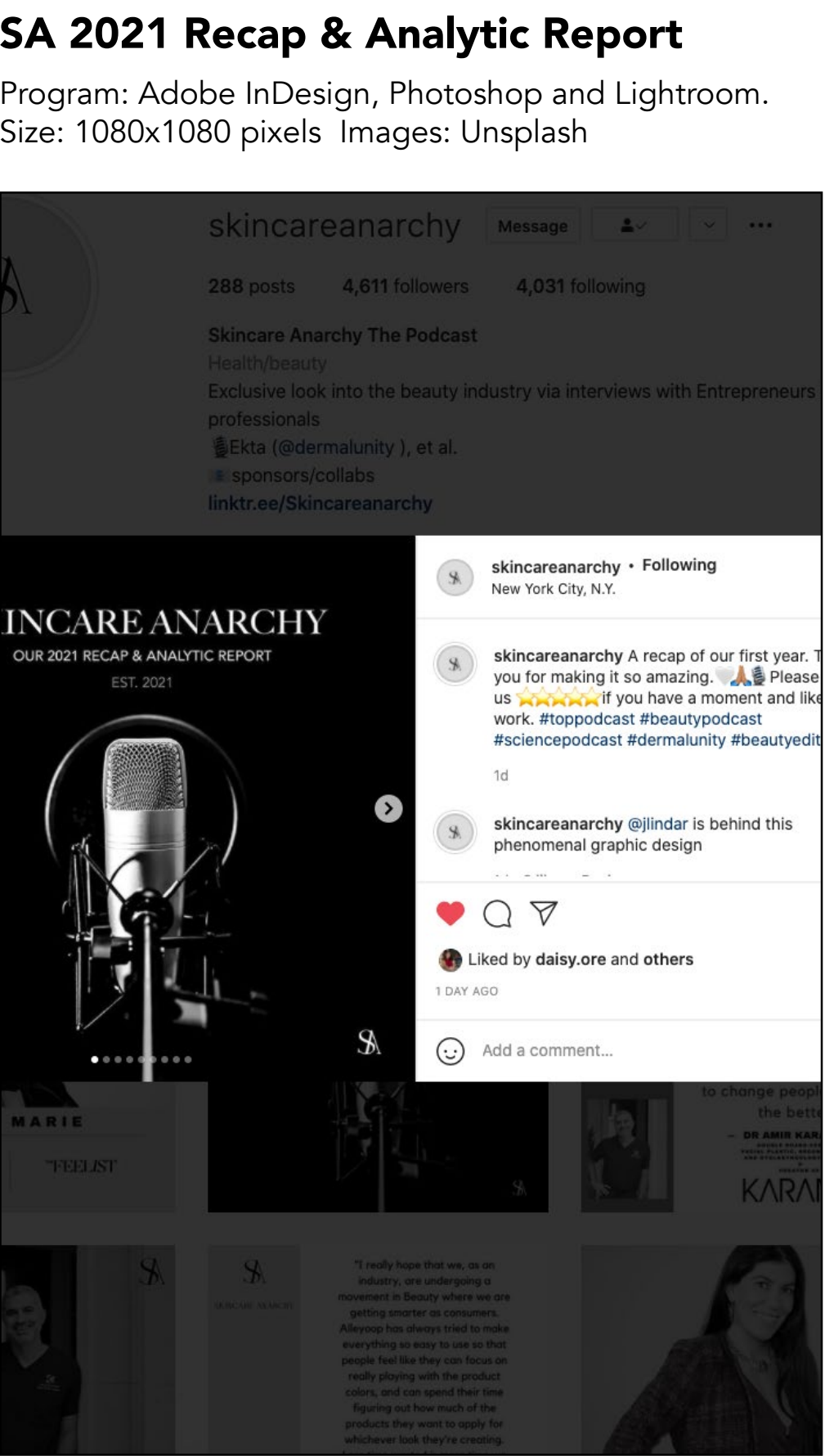
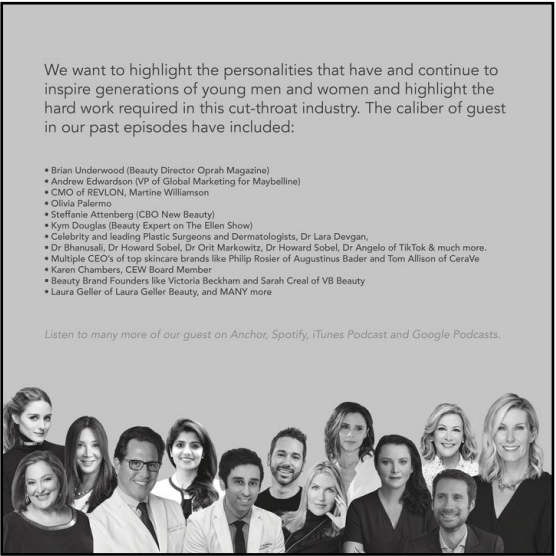
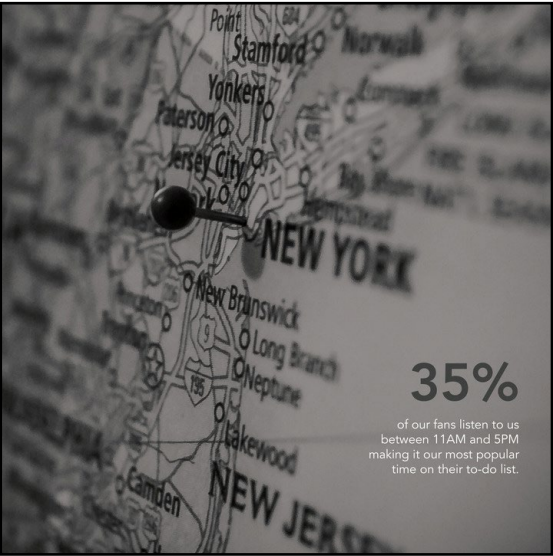
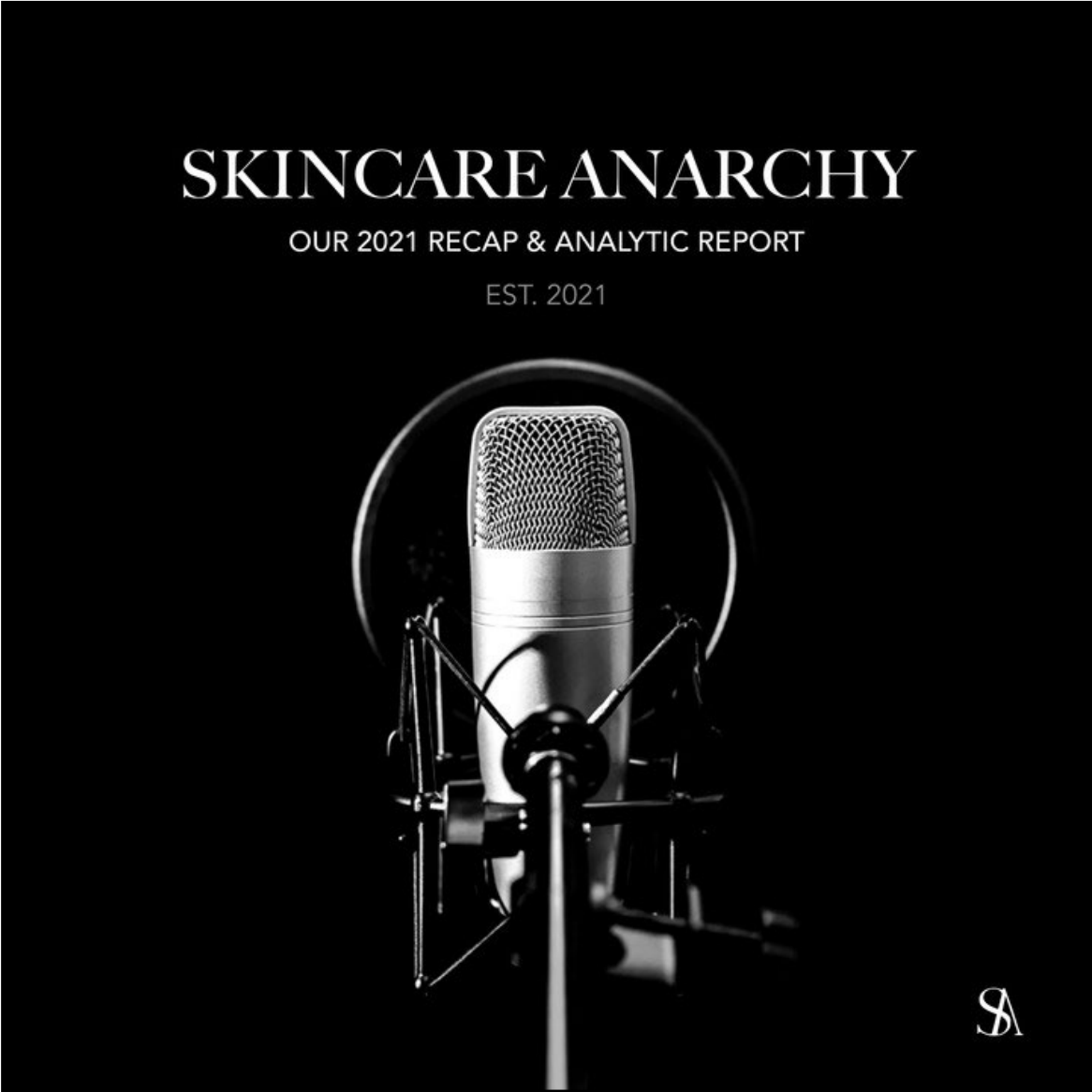
Program: Adobe Photoshop    Size: 1080x1080 pixels



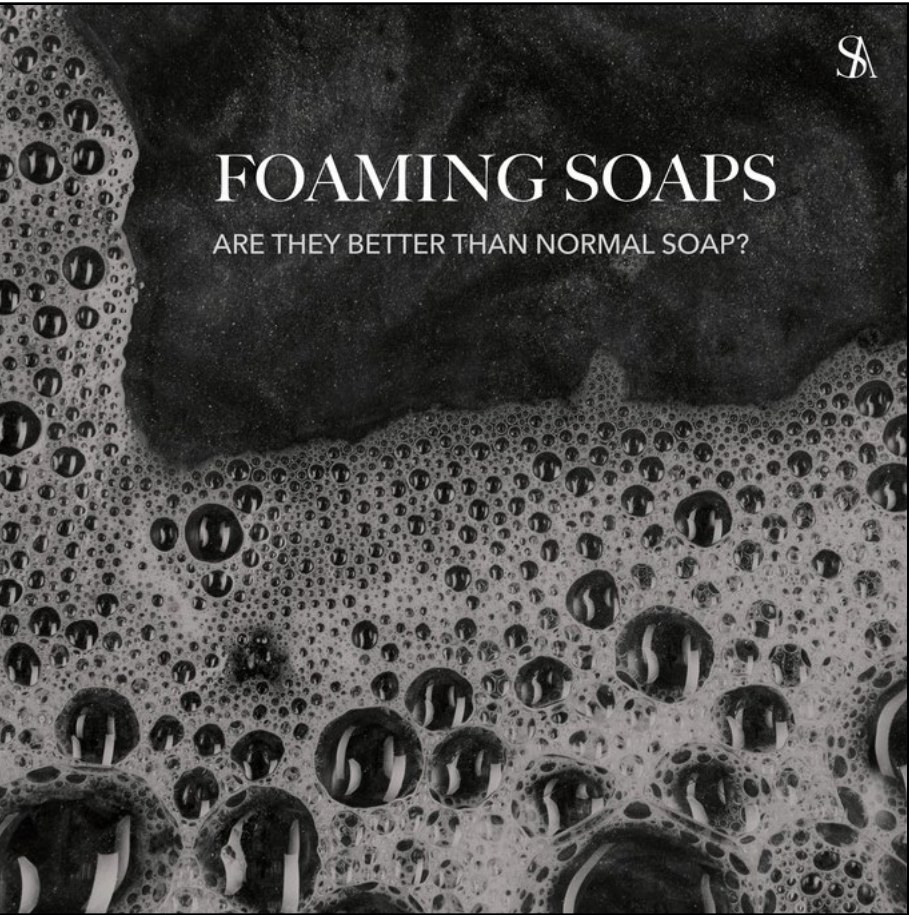
Celebration Post reached over 4,000 likes on Instagram. The art was also posted in the SA newsletter & Twitter.









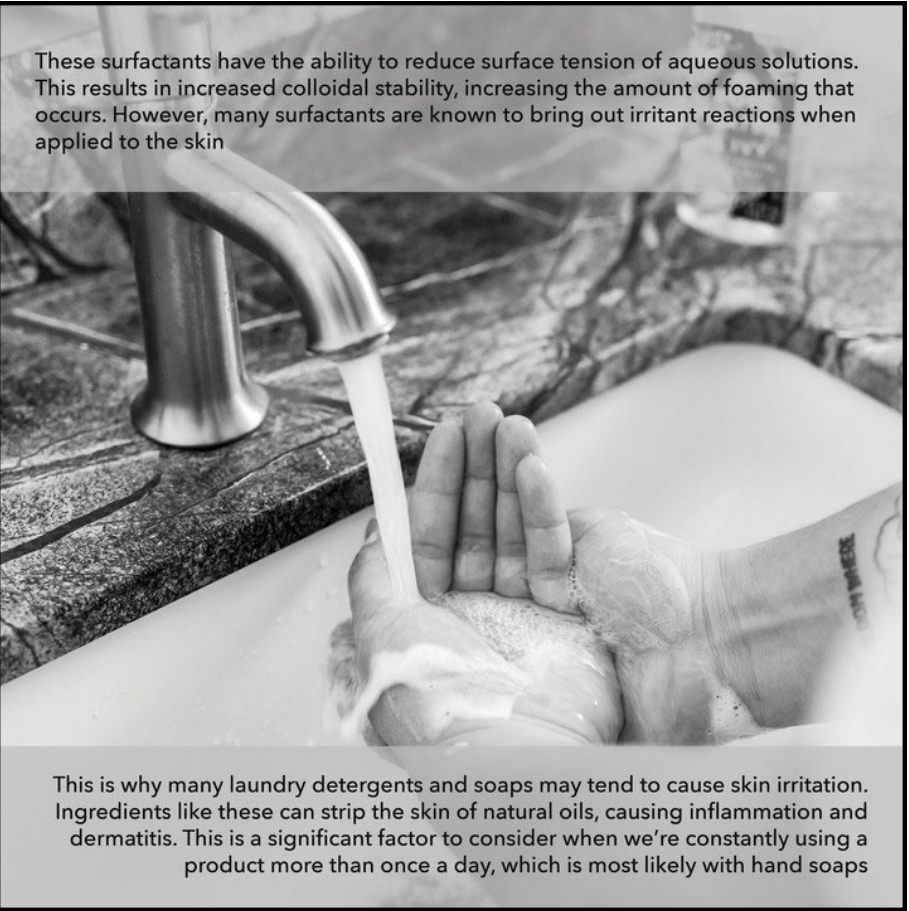


# FOAMING SOAPS

ARE THEY BETTER THAN NORMAL SOAP?



Foaming soaps are a popular household staple. They are aesthetically pleasing to us, however, soaps like these may have negative effects on our skin. A common surfactant in cosmetic products is sodium lauryl sulfate (SLS).



These surfactants have the ability to reduce surface tension of aqueous solutions. This results in increased colloidal stability, increasing the amount of foaming that occurs. However, many surfactants are known to bring out irritant reactions when applied to the skin

This is why many laundry detergents and soaps may tend to cause skin irritation. Ingredients like these can strip the skin of natural oils, causing inflammation and dermatitis. This is a significant factor to consider when we're constantly using a product more than once a day, which is most likely with hand soaps

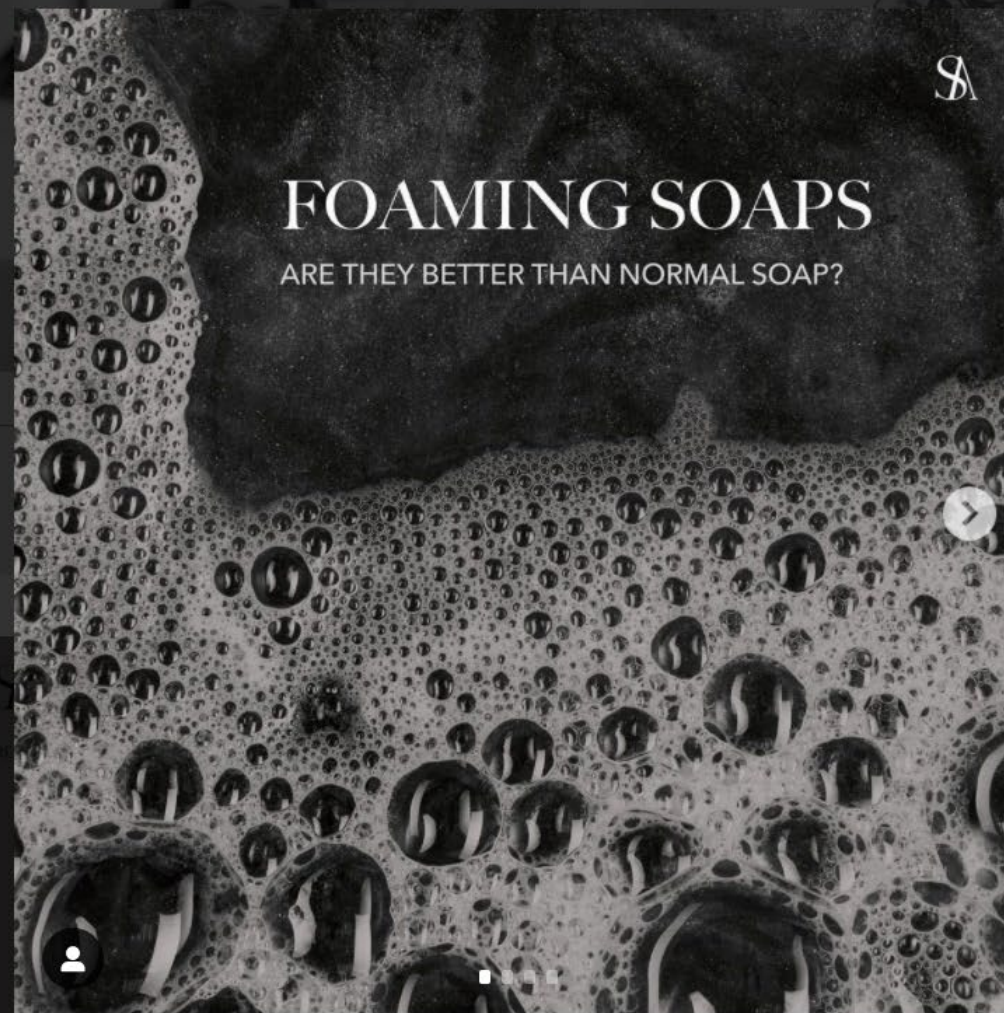


After washing our hands and bodies with soap, it is important to follow up with moisture care in order to prevent skin barriers from being stripped and causing further irritation.

## Foaming Soaps - Research Team

Program: Adobe InDesign and Lightroom.  
Size: 1080x1080 pixels Images: Unsplash





skincareanarchy • Following

New York City, N.Y.



skincareanarchy FOAMING SOAPS 🍋 by  
Katherine Vanta; art by Jennifer Rivas

—————Foaming soaps are a popular household staple. They are aesthetically pleasing to us, however, soaps like these may have negative effects on our skin. The cosmetic industry has utilized surfactants in products in order to perform detergency, wetting, emulsifying, solubilizing, dispersing, and foaming



Liked by saiteja\_chitla01 and others

1 DAY AGO



Add a comment...

Post

when your using nano current  
consistently."

— MELANIE SIMON

FOUNDER OF  
ZIIP  
BEAUTY

MELANIE SIMON

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our clients happy.

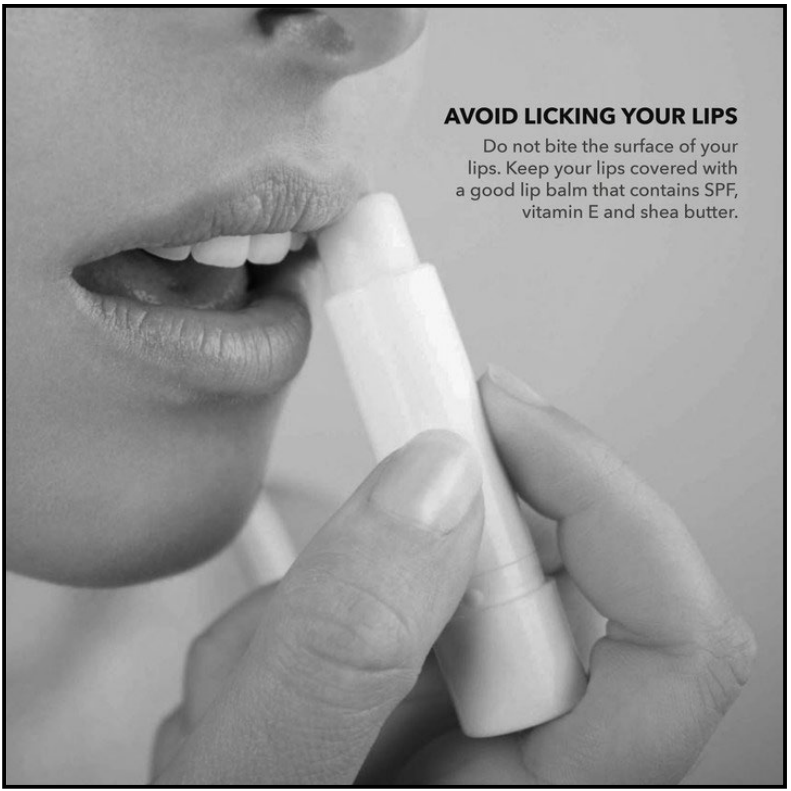
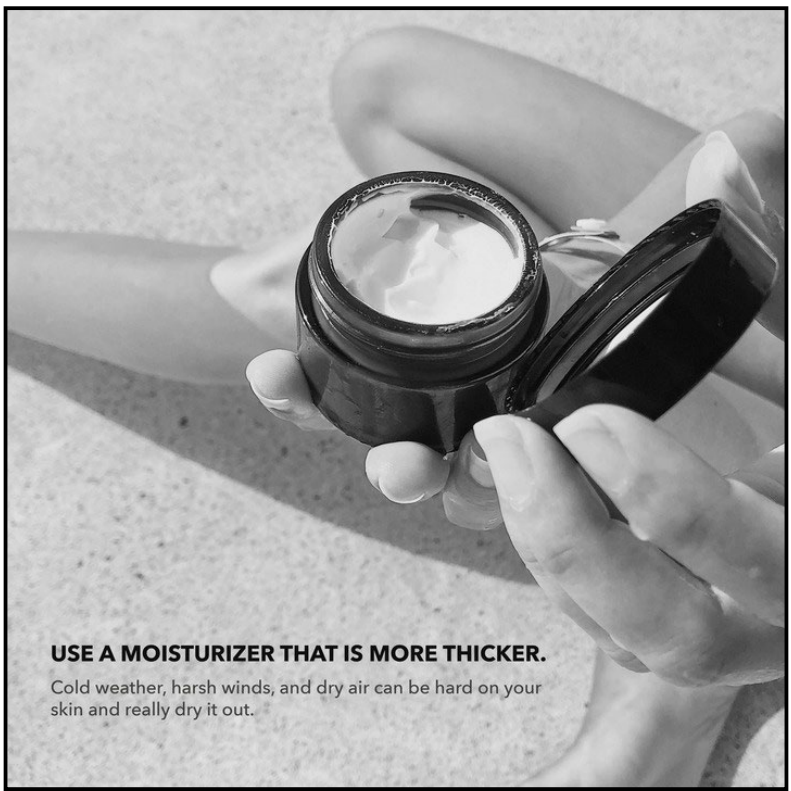
— ANETA AND DARYA  
CO-FOUNDERS OF

catel  
BEAUTY



Skincare Routine Changes for the Winter

Program: Adobe InDesign and Lightroom    Size: 1080x1080 pixels    Images: Unsplash



# RECAP

My time with SA has been a handful. I learned what it was like to work with a client. The rhythm SA is very fast paced— similar to working for a magazine. Some work had to be done then and there ASAP or by the end of the week. I believe when working for any company in the future it is very important to do your own research. Everything you can know, from the style to social media— everything. This helped me understand the type of work my boss wanted to showcase and how I always got all of my art approved right away. I also had to manage my time wisely with SA because I was taking six classes and I need to balance my work with my homework. Not procrastinating was a big goal for me. For this, I had a planner and made sure I always wrote my tasks. To not fall behind I would finish my personal projects before their due dates so I can focus on making my hours and work for SA.