



Basq-ing In The Glow

Skin care brand Basq corners the market on pregnancy products—but keeps customers on board even after baby arrives.

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Paparazzi, it seems, are always on a “bump watch” in Hollywood. Basq, a New York-based skin care company, is aiming to keep pregnant bodies beautiful by way of luxury SKUs. With the recent baby boom, Basq’s new mom gift sets such as the lavender-scented, calming Oh Baby! Hospital Essentials (\$36) and the stretch mark-busting Big News! Expecting Mama Kit (\$34) are big right now, according to company executives. In addition, the brand’s Cooling Body Bliss (\$20) textured gel also quells swelling in feet and legs, among other benefits.

Those kinds of claims have attracted a cadre of celebrities, including Heidi Klum, Molly Sims and Christy Turlington.

Basq began as a targeted skin care line built to meet the needs of pregnancy and new motherhood. According to co-founder Lauren Parisier, the company has always selected ingredients that deliver real results gently and beautifully—a concept that appeals to more than moms-to-be.

“Today, we find a broader audience loves the brand because of its simple promise of beauty that delivers real skin change gently and effectively,” she explained. “We view our products as nutrition for the skin; you need a blend of essential fatty acids and antioxidants that trigger deep rebuild and repair for strength and elasticity. We create blends that maximize benefits deep down where change begins so results can have a lasting effect. We go beyond the usual, seeking ingredients that do more both in terms of skin effect and texture.”

Parisier noted that in its skin care SKUs, Basq begins with shea and jojoba; then illipe is added which brings dense nutrition, rich texture and healing benefits.

“We work with a range of natural oils, each has a specific composition that feeds skin strength, elasticity and moisture,” she told Happi.com in an interview. “From hearty hazelnut and wheat germ to toning grapeseed and rosehip, our oils are carefully blended so they can better absorb and we never use mineral oil which sits on top thus limiting deeper benefits. Our products are built to endure the big stretch of pregnancy—we know we’ve built

extraordinary skin care that can work at every life stage.”

For example, Basq’s Advanced Stretch Mark Butter (\$36) combines clinically-proven ingredients with skin smart peptide technology for more effective, more organized stretch mark prevention and repair, according to the company. This “next generation” stretch mark treatment featuring Darutoside, Algesium C and BioPeptide. According to Parisier, Darutoside has been proven in manufacturer studies to effectively prevent and visibly repair stretch marks.

Basq then layers in Algesium C and BioPeptide, messenger peptides and rebuild peptides that trigger more organized collagen and elastin production.

The company recently repackaged the line to make it easier for consumers to understand product benefits, purpose and active ingredients. Each package has a color band that highlights the name, which has been chosen to specifically communicate the product’s promise. Featured ingredients are highlighted on the front of the pack with further explanation on the back and side panels.

“Our ingredients present a scientific difference, while our textures and aromas deliver a Basq experience,” explained Parisier.

Understanding Millennials is definitely a driving goal for all brands. According to Parisier, women are focused on multi-tasking ingredients that deliver targeted results.

“We have a lot of news at shelf from breakthrough new products to great gifts and kits. We are always working to connect with our consumer and we are constantly learning more about her from our experiences in social media to our conversations at shelf,” she explained. “Our goal is to meet her everywhere she is shopping and get her feedback.

Parisier noted that all Basq products are created to meet real consumer needs and fix clear issues.

“We start with our consumer’s wish list and build from there,” she said. “This year, we will be reaching out in new ways both to see if she’s happy and learn more about what we can do to help make her beauty routine easy and effective.”