



Welcome to Fuel PR's Newsletter.

At Fuel, we work with national and international brands and companies who want to achieve differentiated positioning, enhanced reputation and increased commercial growth and success. How can we help you?

Gillian Waddell, Managing Director

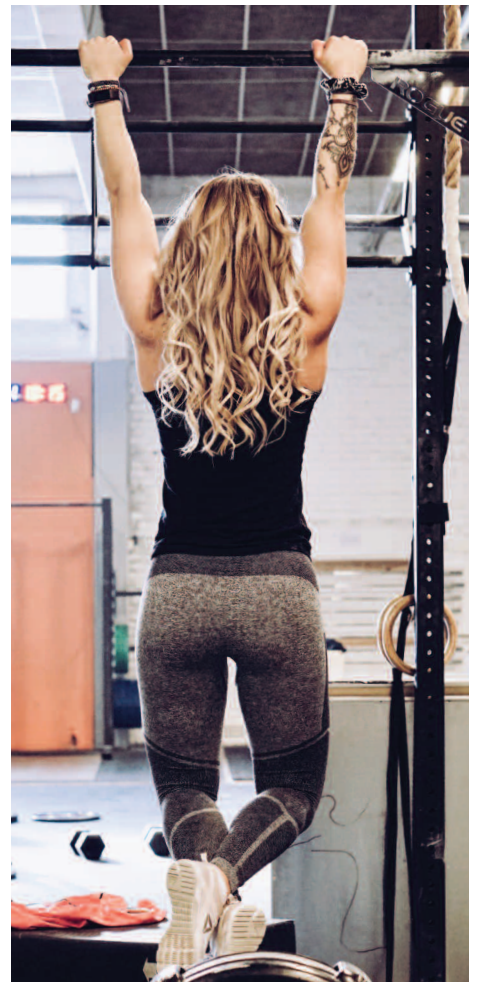
Good Things Come to Those Who SWEAT!

Fuel client SWEAT! gyms has launched a breakthrough gym and retail revolution, in partnership with UK High Street giant Debenhams. The SWEAT! at Debenhams concept is simple – SWEAT! gyms offer a unique, cutting-edge interactive environment, using the most advanced equipment in the world at an attractively low cost, while Debenhams rewards members with cash and product incentives. It's good to SWEAT!

Key insights show why SWEAT! gyms are the place to get fit right now:

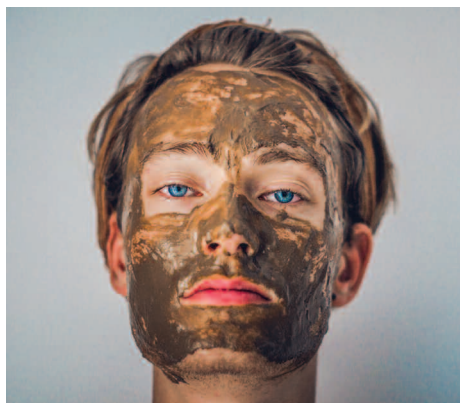
- Gyms are a growing connector for millennials, a new community environment
- 18-33 adults seek fitness results: how long, how far, how hard – steps, calorie burn, tracking effort, reward for progress, with many using social media to share success with friends
- Today's gym-goer is media and tech savvy, understands healthy approaches to nutrition, lifestyle changes and is readier to experiment with new thinking
- People want to be in and be seen in high quality environments

Fuel kick-started the first SWEAT! at Debenhams gym and retail space via an on-site event in Sutton, South East England with stakeholders, media and VIPs. New locations will be opened across the UK during 2019.



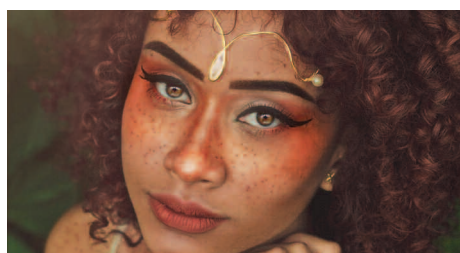
SWEAT!
AT DEBENHAMS

Disruptive Brands Continue to Dominate Beauty



Disruptive beauty brands have made headlines over the past few years, from Glossier to K-Beauty, as new ways of marketing and selling beauty to consumers continue to grow. It's not enough simply to create a brand and sell through a retailer in today's marketplace. Brands like Glossier build and engage with an online community whilst selling directly to consumers, who receive their purchases in unique and beautiful packaging. Beauty beyond gender is another disrupter that's on the rise – as the world becomes more understanding of gender fluidity, so does the beauty and grooming industry. Even mass market brands such as Cover Girl have placed emphasis on gender inclusivity on their brand and products.

What's The Must-Have MakeUp Look for 2019?



Every season, the beauty industry holds its breath for the trends about to dominate magazine pages, fill our social media feeds and be worn by our favourite celebrities. One guaranteed look to light up the catwalk is 'Luxe Intensity' for eyes, a beautiful aqua and lilac combination, loose powder pigmentation and cream eyeshadows combination which can be used to create this look for a fresh take on an evening eye. Another trend is 'Sculpted Femme' lips which uses a lot of metallic – not perhaps for the faint hearted, but certainly impactful and one to try if you want to make a statement.

Black Leopard Men's Skincare Pounces into the UK!



High performance Australian men's skincare range Black Leopard has launched in the UK. The ultimate in masculine, sleek and good quality skincare for men is hitting shelves this autumn, perfect for men wanting fuss-free products that do what they say. Black Leopard has been designed for men by men. Launching with an initial range of six hero products, Black Leopard uses naturally derived and scientifically proven ingredients. They won't harm either the skin or the earth and like modern men, they are active and hard working. Black Leopard's products are designed to hydrate, soothe and revitalise skin, so it feels good at every stage of the day.

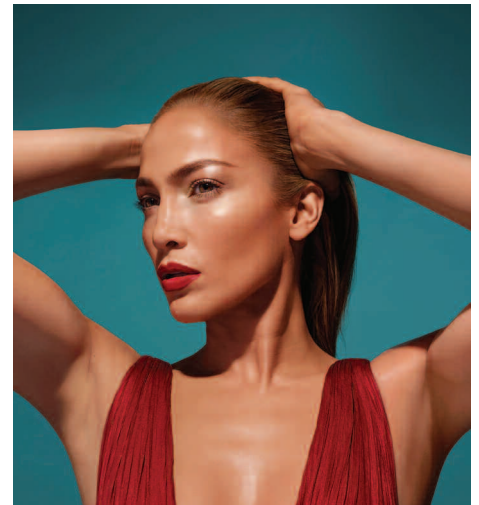
Time For

Reinvention with **JLO X INGLOT**



As JLO once said, “You’re never too old to reinvent yourself” – and this is a mantra she’s certainly brought to her collection with INGLOT. The idea behind the campaign is to bring accessible glowing beauty to women of all ages, whether you’re 19 or 49, like JLO herself.

The first collection of seven products has launched to provide customers with the ultimate JLO glow and includes a luxury red lipstick, plus a compact containing eyeshadows and a bronzer, everything you need to recreate your personal JLO-style glamour and sophistication.



A is for **AIM**

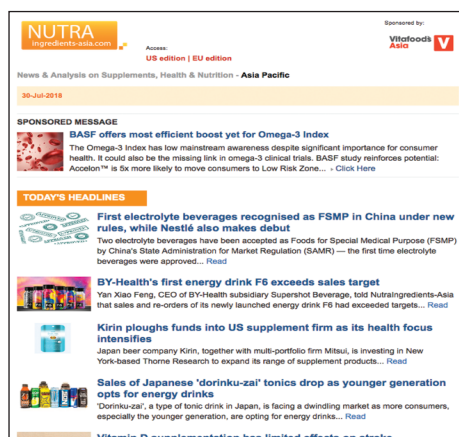
Influencing Community Pharmacy’s Agenda

AIM is a UK pharmacy membership organisation representing significant numbers of community pharmacy businesses with multiple pharmacies. AIM engages with politicians, policy makers, the NHS and local government stakeholders to influence decisions about community pharmacy provision, services and remuneration, whilst fostering the development of community pharmacy by representing the interests of its members and associate members with the NHS and other pharmacy bodies.

AIM’s regular networking events and forums showcase knowledge and best practice sharing. Fuel’s senior clients can benefit from symposium and conference sponsorship and secretariat support, discuss new opportunities and develop knowledge and understanding of the changing UK pharmacy environment.

Content Marketing:

Boosting International **B2B Impact**



To deliver complex messages to international B2B audiences, traditional PR can benefit from complementary content marketing activities. Fuel works with the global BASF Omega-3 Nutrition team to deliver thought leading positioning strategies for its B2B customers, helping to drive new thinking in the Omega-3 category. The vision: to grow new consumer usage of Omega-3 supplements through product and claims innovation. The communications objective: for BASF to promote its breakthrough Omega-3 absorption technology Accelon™.

Fuel’s content marketing campaign showcases BASF’s unique consumer insights, inspiring category vision and thought leading internal and external spokespeople, while communicating reasons to believe that Accelon™ is a game changer for the Omega-3 category. Results so far average 250% more on reader engagement and response rates compared to similar programmes, according to global B2B media partner Nutraingredients.

In Training:

Pharmacy Education on a Global Scale



Fuel delivers many creative accredited educational programmes for clients, covering multiple topics and brands. Nelson's, the UK's market leading natural healthcare company and Europe's longest established manufacturer of natural healthcare products, asked Fuel to develop a pharmacy training tool kit capable of rolling out globally in all relevant countries.

The Stress and Sleep Management Retail Training Guide from RESCUE, Nelson's iconic stress management brand, was written in association with the internationally-recognised Stress Management Society. The pharmacy training module covers everyday causes and symptoms of stress and sleeplessness, including self-care tips and background information on the extensive Nelson's range, so the pharmacy can recommend the most suitable product for a customer's specific needs.

Key Opinion Forming Partnerships:

Building Bone Strength with Anthea Turner

“Anthea is the perfect ambassador to support our brand mission...”



When health and fitness-loving UK TV personality Anthea Turner was approached as a potential brand ambassador for natural bone health specialist LithoLexal®, she was unsure whether she was the ideal match. After undergoing a DEXA bone scan to analyse her risk, much to Anthea's shock and dismay, she was found to have osteopenia (the precursor to osteoporosis) in her spine and hip. Worldwide, one in three women 50+ and one in five men will experience osteoporotic fractures.

Anthea Turner now takes LithoLexal® Bone Health Osteoporotic, a clinically proven bone health supplement developed specifically for women over 50. The educational PR campaign includes high profile press and radio, plus information materials about the importance of maintaining healthy bones. “Anthea is the perfect ambassador to support our brand mission to highlight the risks of bone loss in women throughout life, during and after menopause – and crucially, help them fight back. Many women can relate to Anthea, because despite living an extremely healthy lifestyle, she's showing signs of weakening bones – so it's a real chance to demonstrate that LithoLexal® genuinely works.” Comments client, Chris Keeble.

Fuel Regulatory & Technical Services



For international brands to launch successfully in the UK, local rules, regulations and associated complexities must be understood and optimised. Irrespective of Brexit, EU labelling compliance will apply for the foreseeable future in the UK. Fuel Regulatory offers comprehensive strategic, practical and technical support to help you commercialise your brand in any of the 27 EU member states and specialises in Food Supplements, Cosmetics, VMS, Sports Nutrition and Medical Devices.

Services include reviewing product labelling, marketing claims and formulations, understanding manufacturing processes and setting up appropriate tests to deliver Safety Reports, as well as acting as your EU Responsible Person. All Fuel Regulatory processes are certified and underwritten by EU Assessors and relevant Trade Association bodies.

Fuel Regulatory works for a number of international clients across several categories, including Armoir Noir Cosmetics, Black Leopard for Men Skincare, Great Lakes Gelatin, Grenade, Lion Capital, Mundipharma, Nordic Naturals and NOW Foods.

Growing Your Brands on Amazon



This highlights why it is so important for brand owners to manage how products are presented on Amazon. There is a real risk of losing control over brand image and, worse, reputation. Consumer interaction on Amazon is limited, so your brand's promotional space is crucial – as are issues such as preventing anyone trying to sell your brand on Amazon without your express permission, as well as unregulated products or prices.

Fuel for Amazon is a unique UK-based service which supports clients to successfully launch, grow and control brands in Amazon's major marketplaces – UK, Germany, France, Italy, Spain, USA, Australia and South America – across multiple sectors, including VMS and Supplements, Personal Care, Beauty, Food, Drink and Nutrition.

“Amazon – 72% use it to find products before purchasing...”

Amazon's website page calls itself "Earth's Biggest Selection." If we want to buy it, Amazon will sell it – so a compelling presence on Amazon is a strategic imperative for national and international brands. Consumers use Amazon even when they're not shopping there – 72% use it to find products before purchasing and 51% say even if they find something on another site they check on Amazon for other options. Over a fifth of all consumers won't look anywhere else once they've found what they want on Amazon.

Fuel for Amazon is full service, including account setup and optimisation, increasing brand and product discoverability, data analysis and competitor research, creative optimal positioning and high impact communications via the Amazon marketing toolbox. Fuel for Amazon can also manage the day-to-day operations of running the Amazon account, with continual monitoring and evaluation of factors influencing the Buy Box.



WE MOVE BEAUTY FORWARD



Autumn 2018 Awards Season

Awards season has arrived and no less than seven of Fuel's brands have been shortlisted. The Pure Beauty Awards will take place on 25th October at London's iconic Savoy Hotel, so we're keeping our fingers crossed several of our clients will pick up these highly prestigious accolades.

Another big industry night for Fuel is the CEW Demonstration Evening where we showcase our clients' brands and products to the crème de la crème of the beauty industry, including journalists, buyers, key opinion leaders and PRs. Winning brands are lavished with industry praise and generous coverage in top quality, high profile media titles.



Fuel PR on Front Page at Guild of Health Writers Summer Party

Leveraging Fuel's media and influencer networks enhances clients' brand positioning, appeal and reputation. Hitting the front page at this year's Guild of Health Writers Summer Party were Fuel Managing Director Gillian Waddell and Associate Director Susan Leigh.

The next date for Fuel's diary is the Guild's Writing Awards ceremony at the Royal Society of Medicine on 21 November, attended by many of UK media's most respected health journalists.

Connecting Brands, Getting Social PhD



Fuel's blogger and social media enhancement strategies drive opportunities beyond client programme objectives.

One recent example is leading sports nutrition brand PhD Nutrition, where spreading the word via the expected media channels was boosted by Fuel's own social media blog spots. Gillian Waddell says: "The results were excellent. Through LinkedIn alone, we got hundreds of views and 'likes', with multiple shares as well."



Disruption. *Inspiration.* Action. Results.

Fuel has a great history of brand building in the UK and extending into Europe. We talent spot brands from the US and around the world, to help develop a platform for UK, European and global growth.

Our multi-sector B2B and B2C brand building experience and far-reaching networks enable us to leverage trade and industry associations along with key influencers, ranging from scientific experts to celebrities, to drive endorsement, influence behaviour and accelerate commercial success.

Fuel's multi-functional team operates globally, with native language speakers in our London office, supporting campaign success in international markets.



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