

Case Study



Client: 21st Century Formulations – Skin MD Natural

Agency of Record: Expansion Plus Inc <http://www.expansionplus.com>

Social Media Newsroom:
PRESSfeed <http://www.press-feed.com>

SITUATION:

After years of research into the causes and treatment of dry skin, eczema and psoriasis, 21st Century Formulations produced a new category of skin care lotion which they categorized with the term “shielding lotion.” The name of the product is Skin MD Natural.

A new website was constructed, but it had no visibility on the keywords relative to this product.

As there had never been a product called a shielding lotion before, there was no awareness of the term in the marketplace and no searches being done online.

CAMPAIGN:

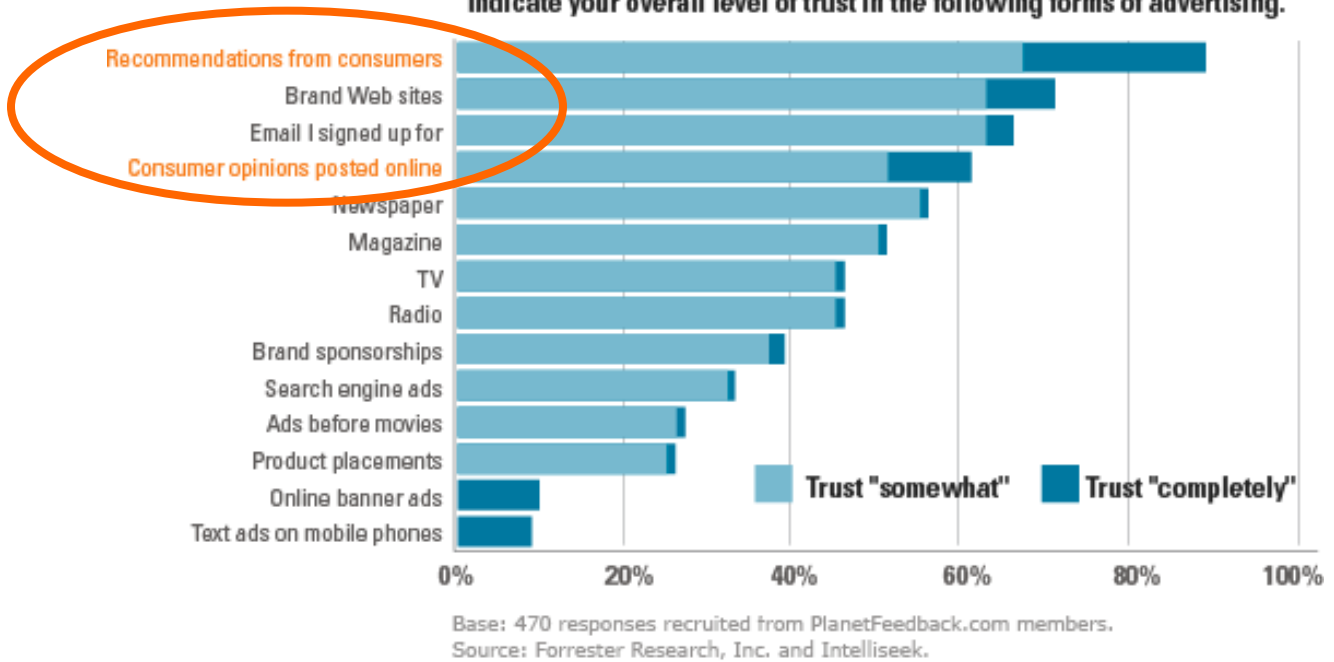
Mid 2006 an online category and brand awareness campaign was launched.

Based on research data that shows

1. Consumers are using search engines to research products and services
2. The most trusted forms of advertising today are word of mouth from other consumers, opinions posted online and branded websites
3. One of the top five influences prior to purchase is reading an article

The campaign aimed to reach consumers online through high search rankings on specific keywords and phrases, articles, blogs, newsgroups and forums.

"Indicate your overall level of trust in the following forms of advertising."



OBJECTIVES:

1. Create a new search term – shielding lotion
2. Gain search engine visibility on the researched keywords and phrases:
 - Shielding Lotion
 - Dry skin
 - Dry skin treatment
 - Dry skin lotion
 - Eczema treatment
3. Create awareness of the term shielding lotion in the public mind
4. Create awareness of the brand Skin MD Natural with dermatologists and the public
5. Get the term shielding lotion out on to many other websites
6. Drive traffic to the Skin MD Natural website

ACTIONS:

Keyword research was done and the website pages were optimized for the chosen words and phrases.

A basic newsroom was added to the website with news feeds (RSS) on the news releases and articles.

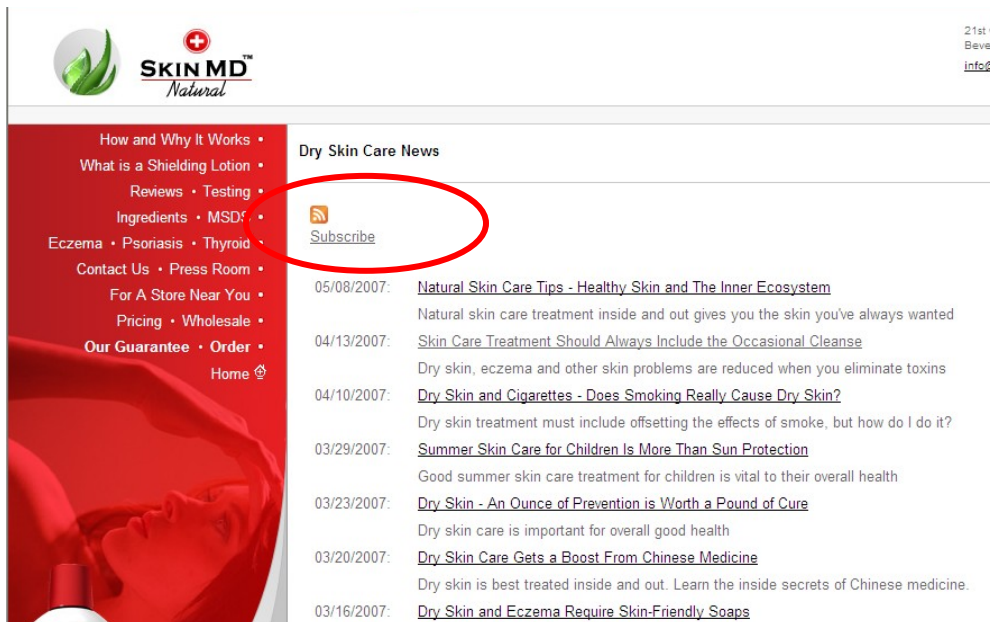
Weekly articles on the subject of dry skin and related skin conditions were written and posted to the site.

Every article page was optimized on these keywords.

All articles were posted to the news page and syndicated in the news feed using the [PRESSfeed content syndication system](#).

The articles were picked up in Google News and other syndication websites creating the all-important regular content updates to the site and the editorial inbound links needed for better search rankings.

News Page on the site



Each headline leads to an article with a drop down menu of easy RSS subscribe options.

21st Century Formulations
Beverly Hills, CA 90210
info@SkinMDNatural.com

How and Why It Works •
What is a Shielding Lotion •
Reviews • Testing •
Ingredients • MSDS •
Eczema • Psoriasis • Thyroid •
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For A Store Near You •
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Dry Skin Care News

Natural Skin Care Tips - Healthy Skin and The Inner Ecosystem

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Why your shelves are filled with 10 different skin care products and you still find the one that really will get rid of dry skin and give you the beautiful skin you're looking for... possibility that you're looking in the wrong store, on the wrong shelves, and for the problem might be in your gut. While it is necessary to prevent moisture loss and protect your skin from household and environmental chemicals - a good external [natural skin care shielding lotion](#) works wonders - your skin will be less of a problem if you also protect it from the inside. Caring your inner ecosystem is an easy way to do it.

What is 'Ecosystem'? 'Ecosystem' is a contraction of the words 'ecology' and 'system'. It refers to the living and non-living factors that determine the characteristics of a particular entity. All organisms take a certain amount of abuse - but when you take it too far, the system ceases to function, they actually become harmful. Industrial pollutants in water is a good example - not only does the water no longer supply the minerals we need, it is actually dangerous to drink.

The same is true of the ecosystem inside the human body, the inner ecosystem. If you pollute it, and don't keep it in balance, it turns on you - and the first place you'll probably notice it is in your skin. It becomes pale, blotchy, sallow or yellowed and, next thing you know, you're searching the shelves for yet another skin care product that will resolve the problem. However, most of the products on the shelves will exacerbate the situation - that's why you need natural skin care solutions, inside and out.

It's true that some of the problems are external - industrial pollutants in the air that end up in the water invariably also land on you, which is why you need the protection of a good external natural skin care product - but there's still a chance that your inner ecosystem is also part of the problem.

A simple remedy for the internal end of the problem is probiotics, taken internally, not applied as a cream or lotion. The best sources are fermented foods - natural yogurt, get it at the health food store, kefir, fermented vegetables and algae. Acidophilus and other probiotic supplements can also be used, but you're better off with food.

Adding probiotics to your diet is one very simple step you can take to improve your health, and remedy dry skin and other skin problems in the process. Along with a good, [natural skin care](#) treatment that keeps moisture in and chemicals out, you should see good results in no time!

Technorati Tags: [natural skin care](#) [skin care](#) [skin care treatment](#) [dry skin](#)

Social Bookmark This

« back to index

Each article has Technorati tags that alert this top blog and feed search engine of the new content on those keywords.

Over 30 million Americans turn to their dermatologists for help with skin conditions each year. Dry, itchy skin is high on the list of complaints.

85 percent of older people in the US suffer from dry, itchy skin.

People like hairdressers, who come into contact with chemicals at work, are at risk. Hobbies like photography, gardening and quilting can cause dry, red, rough skin.

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Technorati Tags: [natural skin care](#) [skin care](#) [skin care treatment](#) [dry skin](#)

Social Bookmark This

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Each page has a drop down list of social bookmarking options to assist readers to save and share the content on social media sites like del.icio.us, digg and newsvine.



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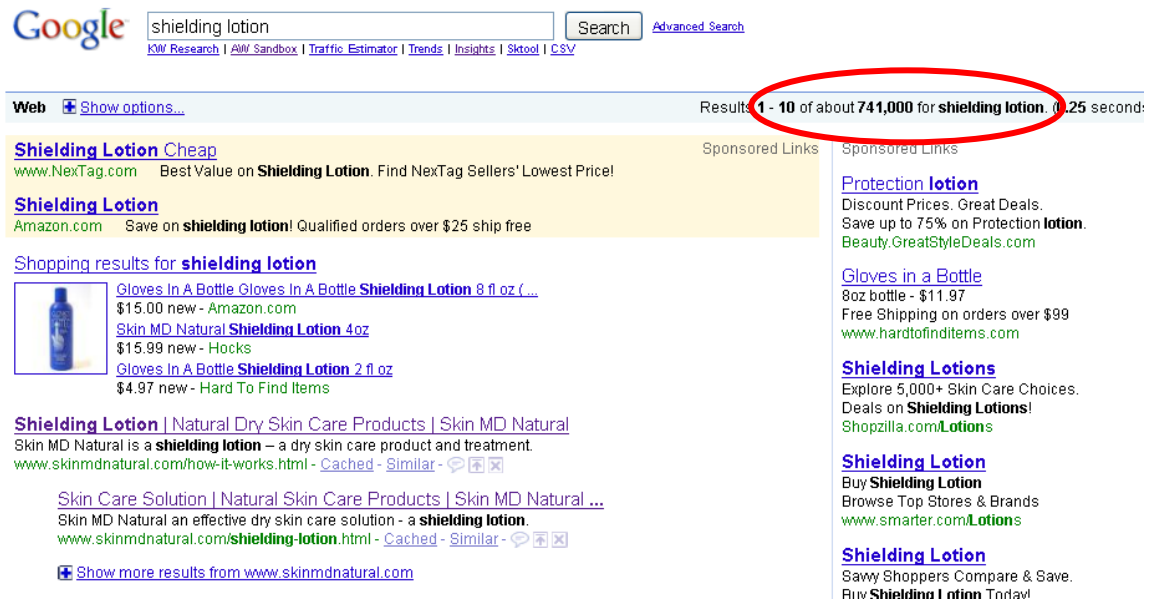
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Search Visibility

Prior to Jan 2006 there was no mention of shielding lotions on the Internet.

Today when you search 'shielding lotion" in Google you get 741,000 mentions.



Google [Advanced Search](#)


[KW Research](#) | [AIM Sandbox](#) | [Traffic Estimator](#) | [Trends](#) | [Insights](#) | [Sktool](#) | [CSV](#)

Web [Show options...](#) Result: **1 - 10 of about 741,000 for shielding lotion.** (0.25 second)

Shielding Lotion Cheap [www.NexTag.com](#) Best Value on **Shielding Lotion**. Find NexTag Sellers' Lowest Price!

Shielding Lotion [Amazon.com](#) Save on **shielding lotion!** Qualified orders over \$25 ship free

Shopping results for **shielding lotion**

 [Gloves In A Bottle Gloves In A Bottle Shielding Lotion 8 fl oz \(...\)](#)
\$15.00 new - [Amazon.com](#)

[Skin MD Natural Shielding Lotion 4oz](#)
\$15.99 new - [Hocks](#)

[Gloves In A Bottle Shielding Lotion 2 fl oz](#)
\$4.97 new - [Hard To Find Items](#)

Shielding Lotion | Natural Dry Skin Care Products | Skin MD Natural
Skin MD Natural is a **shielding lotion** - a dry skin care product and treatment.
[www.skinmdnatural.com/how-it-works.html](#) - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[Skin Care Solution | Natural Skin Care Products | Skin MD Natural ...](#)
Skin MD Natural an effective dry skin care solution - a **shielding lotion**.
[www.skinmdnatural.com/shielding-lotion.html](#) - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[Show more results from www.skinmdnatural.com](#)

Shielding Lotion Cheap Sponsored Links

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[Beauty.GreatStyleDeals.com](#)

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Shielding Lotion
Savvy Shoppers Compare & Save.
Rev **Shielding Lotion** Treat!

When you search “Skin MD” you get 1,600,000 mentions

The screenshot shows a Google search for "skin md natural". The search bar contains the text "skin md natural" and the search button is labeled "Search". Below the search bar, the results are displayed. The first result is "Skin Md Natural at Amazon" with a link to Amazon.com/health. The second result is "Skin Care Products | Natural Dry Skin Treatment | Skin MD Natural" with a link to www.skinmdnatural.com. The third result is "not martha - Skin MD Natural Shielding Lotion" with a link to www.notmartha.org. The fourth result is "Meg's Makeup Reviews | SKIN MD NATURAL ULTIMATE SHIELDING LOTION" with a link to megsmakeup.com. On the right side of the page, there are several sponsored links including "Perricone MD Products", "Vaseline Sheer Infusion", "Natural Hormones", "Weleda Organic Skin Care", and "Organic Skin Moisturizer". A red circle highlights the search results count: "Results - 10 of about 1,600,000 for skin md natural (0.55 seconds)".

THE ARTICLES AND WERE PICKED UP AND PUBLISHED ON MANY OTHER WEBSITES

The leading physician journal for aesthetics and wellness

The screenshot shows the homepage of the Aesthetic Trends & Technologies website. The header features the logo "aesthetic trends & technologies" and the tagline "the leading physician journal for aesthetics and wellness". The main navigation menu includes "for physicians", "for patients", "Journal", "Choice Awards", "Industry News", "Products & Services", "Research", "Job Board", "Advertising", "About ATnT", "Contact", and "Home". The main content area displays an article titled "Dermatologists Use Shielding Lotions to Heal Dry Winter Skin" dated Sunday ~ February 5, 2006. The article text discusses the problem of dry, cracked skin in winter and mentions research into a new type of lotion called a shielding lotion. The article is categorized under "General News". On the right side of the page, there are several utility boxes: "NEWS ARCHIVES:" with a "Select Month" dropdown, "BROWSE TOPICS:" with a "By Category" dropdown, "SEARCH NEWS:" with a search box and "Search" button, "USEFUL LINKS:" with links to "Aesthetic Medical Institute", "Net Visibilities", "Preferred Consumer", and "SYNDICATION:" with an "RSS Feed" link. The footer includes logos for Zimmer MedizinSystems and CANDELA.

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Dermatologists use shielding lotions to heal dry winter skin



stock photo

PRNewswire
Updated: 11/08/05

LOS ANGELES

New skin care technology protects skin from irritants and harsh weather.

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As the cold of winter sets in, dry, cracked skin becomes a problem for many Americans. According to the National Health Interview Survey (NHIS) 81 million Americans will suffer from this painful skin condition this winter. Research into this problem has produced a completely new type of lotion, called a shielding lotion, that's getting remarkable results.

ICT

INFECTION CONTROL TODAY

10 year anniversary

FEBRUARY

Hand Hygiene

2006 COVER STORY

HAND HYGIENE: BEST PRACTICES FOR 2006
By Carolyn Twomey, RN

THE CHALLENGES AND BENEFITS OF DOUBLE-GLOVING IN SURGERY
By Deborah Davis, PhD

FEATURES

OUTBREAK

UPCOMING LIVE WEBINAR

A Primer On Healthcare-Associated Infections (HAIs)

Tuesday, February 28, 2-3pm Eastern Time

[Laboratory Evaluation of Endoscope Water Bottles](#)

Nurses Fight Chronically Dry, Sensitive Hands With New Shielding Lotions

Posted on: 01/19/2006

PRINT

Unlike traditional moisturizers, shielding lotions help keep out irritants such as latex allergens and anti-bacterial soaps, while locking in the skin's natural moisture. As a nurse or medical professional, you know how dry, rough, and uncomfortable your hands can get due to continual handwashing, antibacterial soaps, and the harsh realities of daily living, which rob moisture from your skin. Latex gloves, while offering protection from body fluids and disease, can also contribute to skin problems -- including contact dermatitis and serious allergic reactions -- especially with prolonged use.

Although less than 1 percent of the general population is allergic to latex, the percentage among healthcare workers is much higher -- between 17 and 25 percent, according to the national Centers for Disease Control and Prevention (CDC). Experts believe that constant latex exposure from gloves and other sources puts healthcare professionals such as nurses, dentists, and lab personnel at increased risk of latex sensitivity.

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Dermatologists Use Shielding Lotions to Heal Dry Winter Skin

SOURCE: *National Skin Care Institute*
10:02AM, November 8, 2005

LOS ANGELES -- As the cold of winter sets in, dry, cracked skin becomes a problem for many Americans. According to the National Health Interview Survey (NHIS) 81 million Americans will suffer from this painful skin condition this winter. Research into this problem has produced a completely new type of lotion, called a shielding lotion, that's getting remarkable results. <http://www.skincaret.net.org/shielding-lotion.html>



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New York City's Commercial Waste Hauling Sector

PR Web | Thursday Feb 9

... New Skin Care Research Produces a **Shielding Lotion** to Keep Toxins at Bay - Common environmental toxins can cause skin damage. [2006-02-08] Mosquito Control and West Nile Virus ...

New Skin Care Research Produces a Shielding Lotion to Keep Toxins at Bay

PR Newswire | Wednesday Feb 8

... development of Skin MD Natural, a **shielding lotion** that uses the very latest skin care technology to bond with the outer layer of the skin, protecting it from chemicals, ...

Sheikh Mohammed Awards Zayed Prize To Kofi Annan

PR Web | Wednesday Feb 8

... New Skin Care Research Produces a **Shielding Lotion** to Keep Toxins at Bay - Common environmental toxins can cause skin damage. [2006-02-08] Mosquito Control and West Nile Virus ...

Glory Team Industrial Manufactures Environmentally-Friendly Tableware

PR Web | Wednesday Feb 8

... New Skin Care Research Produces a **Shielding Lotion** to Keep Toxins at Bay - Common environmental toxins can cause skin damage. [2006-02-08] Mosquito Control and West Nile Virus ...

New Skin Care Research Produces a Shielding Lotion to Keep Toxins at Bay

PR Web | Wednesday Feb 8

... development of Skin MD Natural, a **shielding lotion** that uses the very latest skin care technology to bond with the outer layer of the skin, protecting it from chemicals, ...

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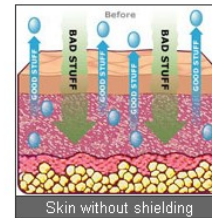
Current Events
Sports
Entertainment
Health

Mothers-to-be consider Shielding Lotions for relief from skin disorders during pregnancy

November 2nd 2005

Expecting a first child is one of the most exciting times in a woman's life, and taking basic preventative measures, such as the use of shielding lotions, can help minimize or prevent the effects of common skin disorders resulting from pregnancy-induced changes to her body.

According to the March of Dimes, common skin conditions plaguing a woman during her nine months of gestation range from improved or worsened acne; flare-ups in existing eczema and psoriasis; bluish discoloration or blotchy skin in the legs; bhoasma - the "mask of pregnancy" or melasma - "glowing" skin from increased blood flow and skin oils; itchiness and dry skin; stretch



The news pages are showing up in Google Blog Search. (Google sees a page with updated content and a feed as a blog)

Google Web Images Video News Maps more »
dry skin Search Blogs Search the Web Advanced Blog Search Preferences

Blog results Results 1 - 10 of about 321,875 for dry skin. (0.11 seconds)
Sorted by relevance Sort by date

Published: [View all web results for dry skin](#)

Related Blogs:

- [Dry Skin Care News](#) - Dry Skin Care News
- [Dry Skin Care Report](#) - News and information about dry skin care, eczema and psoriasis
- [Dry Skin News](#) - Xeroderma literally means "dry skin". It is a condition involving the integumentary system, which in most cases can safely be treated with...

Subscribe: [Health Tip: Taking Care of Dry Skin](#)
5 hours ago
 Blogs Alerts
[Atom](#) | [RSS](#)

[Re: dark acne scars???? help again](#)
7 hours ago
<p>I heard using lemon w/ honey works if you have **dry skin** and using lemon w/ cucumber works if you have oily **skin**. I'm not sure how effective it.
[Allure Forums: Message List - Skin](#) - [http://boards.allure.com](#)

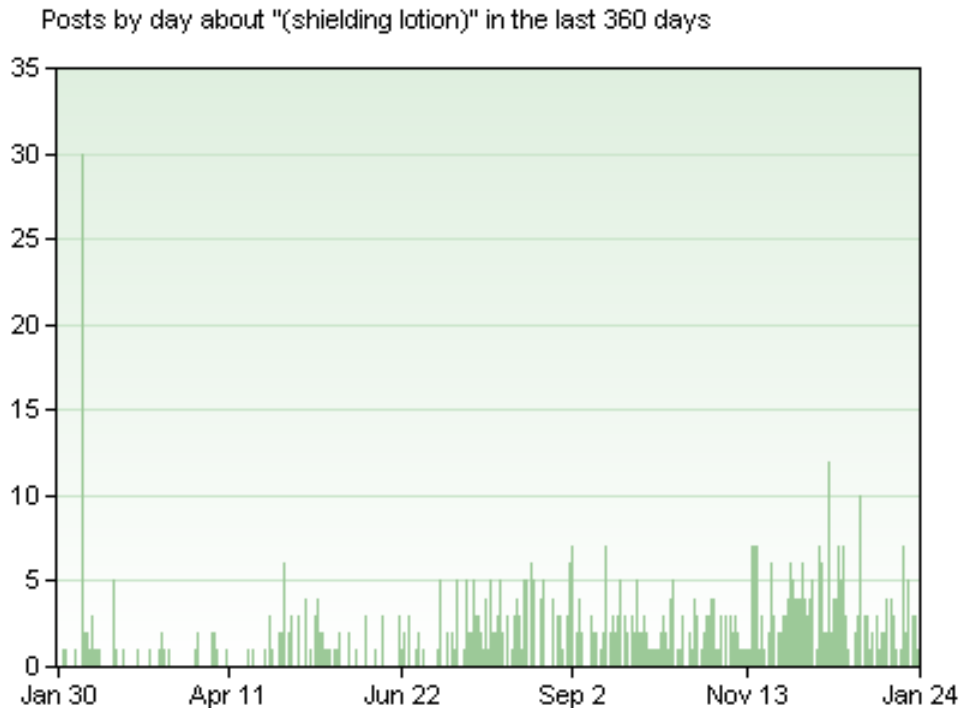
[Health Tip: Taking Care of Dry Skin](#)
10 May 2007
Title: Health Tip: Taking Care of Dry Skin Category: Health News Created: 5/10/2007 2:00:00 AM Last Editorial Review: 5/10/2007
[MedicineNet Daily News](#) - [http://www.medicinenet.com/script/main/hp.asp](#) - [References](#)

The feed has been picked up on more than 1,500 other websites and blogs.

The screenshot shows a Google search results page for the query "shielding lotion". The search bar at the top contains the text "shielding lotion" and is surrounded by navigation links for "Web", "Images", "Video", "News", "Maps", and "more". Below the search bar, the text "Results 1 - 10 of about 1,509 for shielding-lotion (0.25 seconds)" is displayed, with "Results 1 - 10 of about 1,509 for shielding-lotion" circled in red. The page is sorted by relevance. On the left side, there are navigation options for "Published" (Last hour, Last 12 hours, Last day, Past week, Past month, Anytime, Choose Dates) and "Subscribe" (Blogs Alerts, Atom, RSS). The main content area shows related blogs and search results. The first result is "Skin MD - A Shielding Lotion" by anordinarymom, dated 10 May 2007. The second result is "Beauty Review: Moisture Loss No More with Skin MD Natural ..." by Makeup Junkie in Canada, dated 7 May 2007. The third result is "skin md natural shielding lotion" by nyspender, dated 15 Apr 2007.

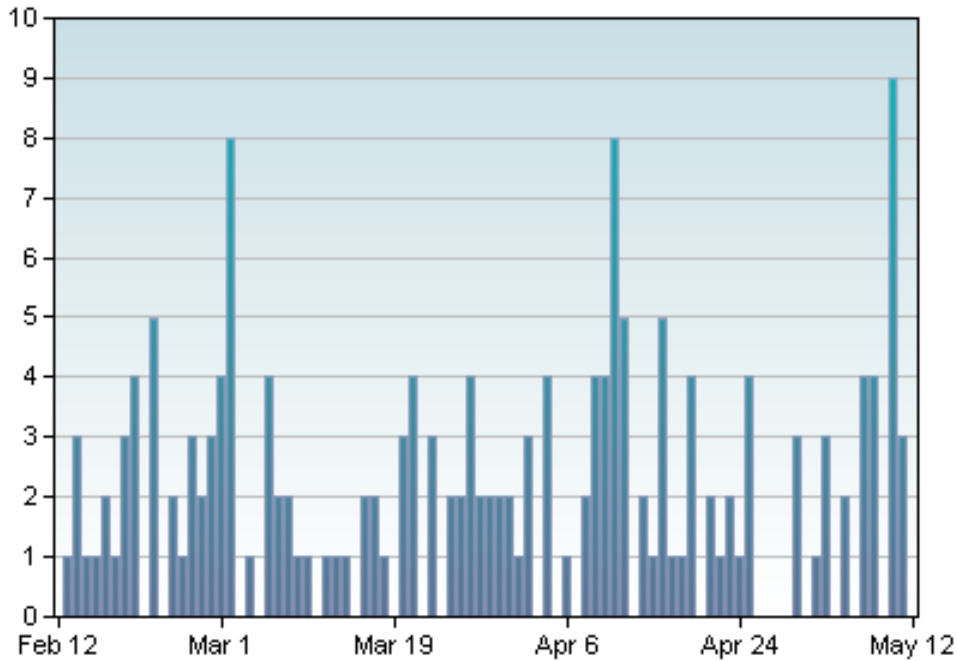
Technorati – a leading blog and feed aggregator and search engine website.

In January 2006 there were very few blog posts about shielding lotion or Skin MD. As the campaign progressed bloggers were finding the stories and blogging about shielding lotion.



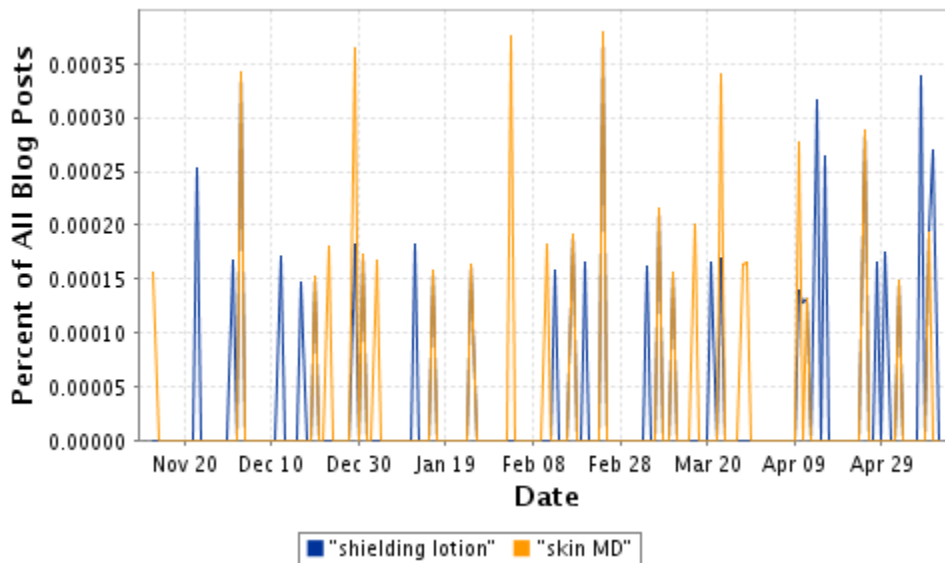
In October 2006 we initiated a campaign to pitch bloggers who had already blogged about the lotion and other bloggers in the skin care and beauty space. They were offered samples of the product.

Posts by day about "shielding lotion" in the last 90 days



POWERED BY  Technorati

Generated by BlogPulse Copyright 2006 Nielsen BuzzMetrics.



At the end of 2007 they upgraded their newsroom to the Standard version, hosted on the PRESSfeed servers and took advantage of the social media bookmarking and tagging.

Skin MD Natural's PR team now works closely with about 400 bloggers who have reviewed and written positively about their product.

The screenshot shows the Skin MD Natural website's press room. At the top left is the logo, which consists of a green leaf icon and the text "SKIN MD Natural". To the right of the logo, contact information is provided: "21st Cent Beverly H info@Ski" and a small South Korean flag icon. A red sidebar on the left contains a navigation menu with links such as "How and Why It Works", "User Reviews", "Skin Care", "Eczema", "Pricing", and "Wholesale". Below these links is a list of product benefits: "No animal products or testing", "Dermatology tested", "Fragrance and colorant free", "Hypoallergenic", "Paraben free", and "Non-comedogenic". The main content area is titled "Skin MD Natural™ — Ultimate Dry Skin Solution Press Room". Underneath, a section titled "Women, Health & Beauty" features a grid of eight media mentions. Each mention includes a thumbnail image of the article, the publication name, and the date. The publications and dates are: Domestic Goddess (May, 2007), Andrew Taylor Recommends (April, 2007), A Touch of Blusher (April, 2007), The Fashionist Post (April, 2007), Massage Magazine, iLiner, Entre Nous, and Fashion & Style Tips.

measmakeup.com

April, 2007

April, 2007

dazzing.com

April, 2007

Parent

The Opinionated Parent

March, 2007

I Heart Luxe

March, 2007

LA's The Place

March, 2007

makeup moxie

March, 2007

Vie Couture

March, 2007

Ma Petite Chou

March, 2007

The Beauty Maven

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Divashop

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StyleChile

March, 2007

Walk About

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Coutorture

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green LA girl

March, 2007

Womens Fashion Daily

February, 2007

GirlPaint

February, 2007

Daily Obsession

February, 2007

Rare Bird Finds

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EDGE New England

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Platinum Blonde Life

February, 2007

The It Lists

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Couture in the City

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STELLAR BEAUTY



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Viva Woman!



January, 2007

Fashiontribes.com



January, 2007

Amaze Magazine



January, 2007

All About The Pretty



January, 2007

Lipstick, Powder 'n Paint



January, 2007

BeautyHobby.com



January, 2007

Champagne Tastes on a Beer Budget



January, 2007

I Am Not Obsessed



January, 2007

BlogForBeauty.com



December, 2006

99 Products



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TOTAL HAIR



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November, 2006

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Daily Scoop

Skin MD Natural Saturday, Feb 24 2007

Fashion | perfumed | 4:21 pm

To be completely honest, I usually shy away from face/hand/body combo lotions but the Skin MD Natural shielding lotion that I have been using lately has been beyond amazing. I decided to give this a go on my face because of the all-natural ingredients (water, aloe vera, vitamin e, chamomile, etc). I've used many expensive and hyped up products (Dior, Kiehls, Prada Skincare etc) and I still have to say that when I first tried SkinMD I was blown away by how smooth and hydrated my skin immediately felt. It's a water based product so the texture is light but it's very moisturizing- and it doesn't simply sit on top of my face but it sinks in making my skin feel very comfortable. There's no scent or color added to the product which is great since most perfumes are skin irritants.

Skin MD Natural's website delves deeper into the concept of a shielding lotion: ""A conventional lotion is not formulated to protect the skin like a shielding lotion does. Conventional lotions only add surface moisture to temporarily alleviate dry skin or itching. Shielding lotions stay on because they bond with the skin and protect it for long periods of time. With this protection in place your skin keeps its own moisture in and has a chance to use this natural moisture in the deep layers of the skin to heal itself."

I say, (and I don't say this often) but I'm really impressed.

Dry Skin

The articles are also getting visibility in the social book marking sites such as del.icio.us.

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Search results for **shielding lotion**

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The British Journal of Dermatology recently published a study that revealed school children are traumatized by eczema and other skin conditions. Shielding lotion can alleviate their suffering. [save this](#)
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PR: Eczema Treatment Breakthrough May Reduce Occupational Skin Disease [save this](#)
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Shielding Lotion
 Shop and compare great deals on **shielding lotion** and millions of other products at MonsterMarketplace.
www.MonsterMarketplace.com

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 Enjoy Savings & Selection On **shielding lotion**.
www.Shopzilla.com

Buy Shieldings
 Bath & Shower Gel, **Lotion**, Cream. **Shieldings** on Sale.
www.NexTag.com/faceskin-care

Shielding Lotion
 Find, Compare and Buy Personal

Shielding lotion shows up in a forum on the National Gardening Club's website.

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Zargonn Posted June 10, 2006 08:05 AM

Well I got my very first product to test in the mail the other day. I am getting to try some shielding lotion, anyone else get this?

Posts: 84 | Location: Northwest Indiana | Registered: September 12, 2005

Discussion about shielding lotion also shows up in Google newsgroups such as the Psoriasis Support Group

Google Groups

alt.support.skin-diseases.psoriasis "shielding lotion" Search this group Search Groups

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Skin Barrier Options Discussions + new post

3 messages - Collapse all

Drea [View profile](#) [More options](#) May 31 2006, 1:03 pm

Here's one you all might find interesting. I even read it, Randall. <VBG> I got this from the West Michigan P forum. The article below is about using an artificial barrier on the skin to block allergens. I hadn't thought about what happens beneath the skin before, no matter how obvious it might be, when it comes to allergens penetrating the skin. It's interesting to say the least!

I have to tell you, I have been using this stuff called Clear Shield for about a month now, and it's made a difference for me. DS7, not so much, but I have not been consistent with him. After reading this article, I'll be more diligent about regular application and see if it doesn't make a difference with the p on his hand and his feet.

Someone added links to a "shield" product at the end of the article, but if you are interested in what I'm using go to <http://finad.unfranchise.com/index...cat2ID=USA21330> which looks to be a better price. I feel like an advertisement! I should start selling the stuff! <G>

Drea in AZ

=====

<http://www.genome.gov/18516811>

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Related Pages

[NCCR Reports: Dermatitis Patients Lack Good Defense](#)
www.nccr.nih.gov

Hardin MD : Eczema / Dermatitis

The campaign was covered by PR Week



July 31 2006 issue.

SEARCH ENGINE RESULTS:

Search Ranking

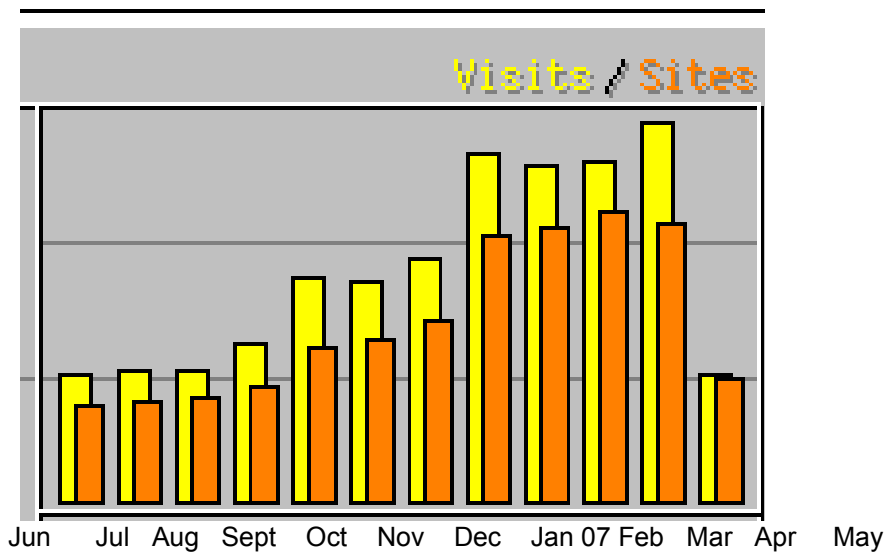
When we started the campaign none of these keywords showed up in the first 1000 results in any search engine.

They now have 10 page one results. Four of the terms are page two and still moving up

Keyword	Google	Yahoo	Bing
Shielding Lotions	3	4	1
Shielding Lotion	3	4	3
Dry Skin	12	12	18
Dry Skin Care	13 & 14	5	4
Dry Skin Treatment	3	1	5

TRAFFIC TO THE WEBSITE:

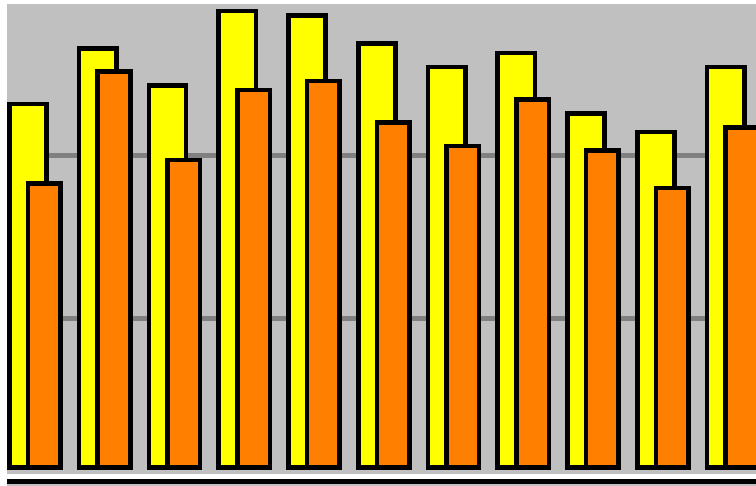
This is the traffic pattern from Jun 06 to January07.



The news index page is now the #3 referrer of traffic to this website.

#	Hits	Referrer
1	28873	17.11% - (Direct Request)
2	26797	15.88% http://www.skinmdnatural.com/
3	13794	8.17% http://www.skinmdnatural.com/news_index.php
4	12709	7.53% http://www.skinmdnatural.com/ingredients.html
5	9396	5.57% http://www.skinmdnatural.com/user-testimonials.html
6	9294	5.51% http://www.skinmdnatural.com/doctor-reviews.html
7	8894	5.27% http://www.skinmdnatural.com/how-it-works.html
8	5971	3.54% http://www.skinmdnatural.com/thyroid.html
9	4435	2.63% http://www.skinmdnatural.com/press.html
10	3942	2.34% http://www.skinmdnatural.com/press-health.html

This graph shows the traffic in 2009 Jan to October



Their blog – Skin Care Tips, which is updated every day – is now the #4 referrer of traffic to the site and even though no new articles have been done since March 09 this feed is still the #7 driver of traffic to the site.

Top 250 of 1555 Total Referrers			
#	Hits		Referrer
1	101621	25.49%	http://www.skinmdnatural.com/
2	62510	15.68%	- (Direct Request)
3	25155	6.31%	http://www.skinmdnatural.com/ingredients.html
4	13542	3.40%	http://media.skinmdnatural.com/tips.php
5	9928	2.49%	http://www.skinmdnatural.com/index.html
6	9202	2.31%	http://www.skinmdnatural.com/eczema.html
7	8462	2.12%	http://media.skinmdnatural.com/news.php
8	8175	2.05%	http://www.skinmdnatural.com/news.php
9	8118	2.04%	http://www.skinmdnatural.com/user-testimonials.html
10	7759	1.95%	http://www.skinmdnatural.com/featured-bloggers.html

SOCIAL MEDIA NEWSROOM

In January 2009 Skin MD Natural hired two full time social media PR staff and launched a social media marketing campaign. They now have a Facebook page, a YouTube channel and a Twitter feed.

In October 2009 Skin MD Natural upgraded their newsroom yet again to take a social media newsroom to create a place on the site to present all their social media content and offer ways for journalist and bloggers to easily find, use and share their content.



NOVEMBER 16, 2009

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New Releases

Eczema Study Points to Skin's Protective Layer as Key Factor
10/13/2009 - Recent research from the Australian Eczema Society suggests a defective skin barrier is the primary cause of eczema, a skin condition that plagues millions the world over.

Skin Care Tips for Healthy Summer Skin
08/03/2009 - Summer weather and activities can be rough on skin resulting in dry unattractive skin. Keep your skin looking it's best all summer long with these skin care tips brought to you by Skin MD Natural.

Natural Skin Care Treatment Alternatives for Eczema Sufferers
03/11/2009 - Skin care treatment medications prescribed by doctors for eczema often contain toxic chemicals that cause serious and dangerous side effects. New study shows hope for drug-free eczema treatment options.

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Images

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SUMMARY:

The initial goal was to establish the term shielding lotion in the minds of the public and generate conversation amongst consumers about shielding lotion on the Internet.

There are now searches done in most English speaking countries. Their product is carried in 500 pharmacies across the US and they have distributors in the UK, Australia, Singapore and Japan.

We achieved all these goals.

Social media campaigns using articles placed in a news feed, combined with social bookmarking and tagging, can create the word of mouth and consumer recommendations that are known to influence people looking for information online.

In 2009, despite the tough economic conditions, Skin MD Natural's figures for sales and revenue have been up every month over the previous year.

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