

Low-Dose Retin-A Cream Teaser Ad

This teaser ad was to be run prior to the introduction of a new, low-dose formulation of the topical acne product, Retin-A[®]. The marketing objective of this new product was to extend the existing patent for Retin-A.

The target audience was dermatologists, and the communication objective was to highlight the fact that this new formulation was a low-dose cream that would be less irritating to sensitive skin than higher-doses or gel formulations of Retin-A. Without violating FDA regulations, we were asked to portray this product more as a beauty cream than an acne treatment.

Additional instructions were to reflect the fact that dermatologists routinely refer to the different Retin-A formulations by the band of color on the tube used to identify the various formulations. This low-dose cream formulation has a gray-colored band.

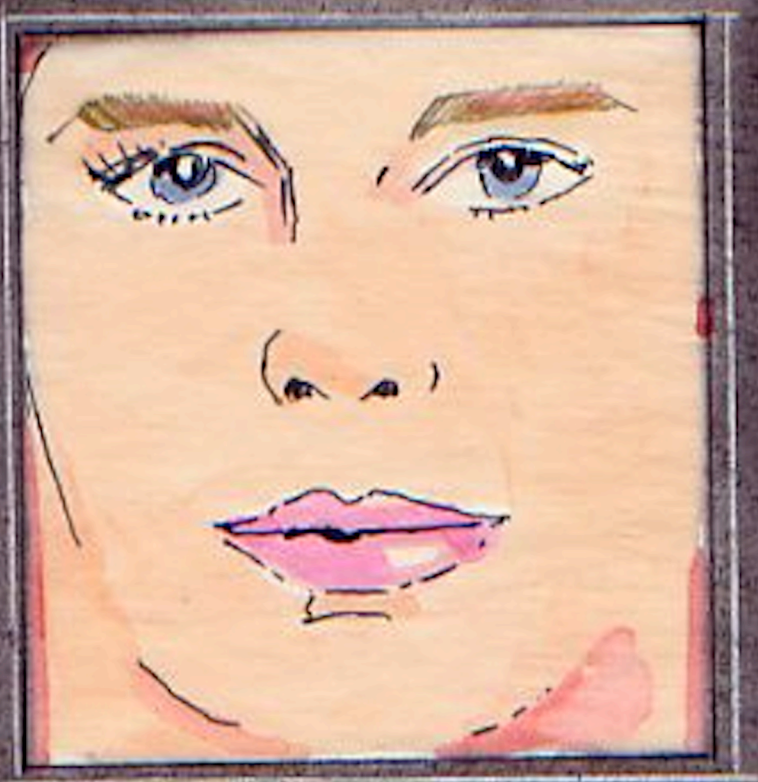
The front page of this teaser ad is a sheet of vellum paper with a gray border around a beautiful peach. When the vellum page is turned, the overlay image of the peach is replaced with the face of a beautiful young woman.

NEW from Ortho



When tender skin needs special care...

Use a little cream



NEW LOW DOSE
RETIN-A .025%
(tretinoin) CREAM

