

TRANSITION

BODY LOTION

THE WORLD'S FIRST CLINICALLY PROVEN SKINCARE PRODUCT FOR TRANSGENDER WOMEN

PROBLEM

Thailand's commendable social inclusion of transgender women is visible at all levels of society. But even here, they face significant issues. One of those being the transitioning process. Due to hormonal imbalance during this period, skin suffers three times more with increased dryness, dullness, and hyperpigmentation. Yet, there has never been a skincare product formulated specifically for transgender women.

SOLUTION

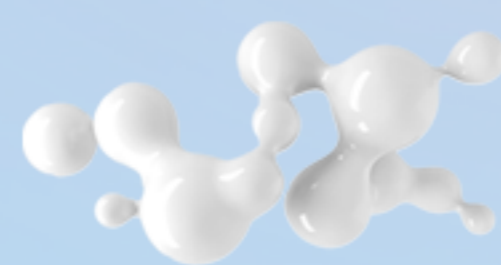
Vaseline's brand mission is as simple as it is inclusive: healthy skin for all. After two years of research and development, we launched the world's first clinically proven skincare product for transgender women. The Transition Body Lotion was created with and for the community, an innovation that addresses unique skin issues with patented Unilever Technology. Among those, Isoflavones. This plant-based oestrogen had never been used in the skincare category and helps regulate the hormonal imbalance transgender women face during gender-affirming therapy.



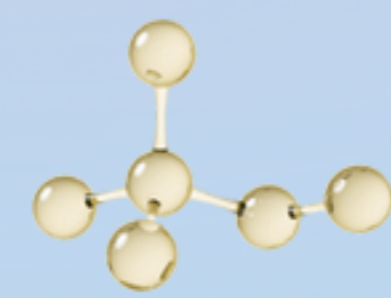
GLUTA CERAMIDES



3% NIACINAMIDE



4D HYALURONIC ACID



ISOFLAVONES



“Gender Equality in a 250 ml Bottle”

VOGUE THAILAND NYLON BAZAAR
D°NT bi brand inside MIRROR

+725%
PURCHASE INTENT

AVAILABLE AT
670
WATSONS AND ONLINE

100%
POSITIVE SENTIMENT

158M
IMPRESSION

“SOMETIMES REAL CHANGE DOESN'T COME FROM POLITICS, BUT IN THE FORM OF A PRODUCT.”

Nisamanee Nutt
Transgender Influencer/Businesswoman

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