



Mouth Public Relations Case Study

Dr. Fayne Frey

Objective: Our client is Fayne Frey, a board-certified NYC-based dermatologist who wrote *The Skincare Hoax: How You're Being Tricked into Buying Lotions, Potions & Wrinkle Cream*. Mouth was hired to publicize the book and then morph our messaging from representing an author to promoting an expert with a brand—through social media and consumer and trade media.

Strategy and Tactics: Mouth leveraged Dr. Frey's scientific expertise and 30 years of experience to position her as an expert who empowered consumers with the facts to make safer, healthier, better-informed decisions about the skincare products they buy. Mouth accomplished the goal by curating book media AND consumer-driven media lists, pitching Dr. Frey in tandem with September's National Skin Care Awareness Month, and then pivoting to how to protect your skin in the winter and summer months. In addition, Mouth launched a robust social media campaign to extend Dr. Frey's reach—focusing on debunking common skincare myths and sharing fact-based tips & tricks consumers could use to enhance their skincare routines.

Results: Mouth successfully booked national media for a client who did not have a huge media portfolio, including Fox News Digital (1.5 billion multiplatform views), Scripps TV (the national interview was aired on 80+ markets), "NBC Boston," "Fox Houston," "Good Day Chicago," "Good Day Dallas," Newsweek, Women's World Magazine, New York Post (over 62,000,000 monthly online visitors), Daily Sun, among others. The team ran weekly paid social media ads to promote the book, gathered email addresses for Dr. Frey's newsletter, and increased Frey's following by 67% on Facebook and 287% on Instagram over six months.