



## SK-II UNVEILS BOLD AND UNFILTERED TAKE ON BEAUTY WITH ITS FIRST EVER #BARESKINPROJECT

Global celebrities and world renowned Magnum photographers join prestige skin care brand SK-II in this movement

**@SKII #BareSkinProject**

**8 June 2018** – In a world where nearly half of all women believe they must wear makeup to feel beautiful and confident,<sup>1</sup> prestige skincare brand [SK-II](#) makes a bold affirmation to the beauty of bare skin in its latest campaign—the **#BareSkinProject**. This statement-making movement turns the spotlight on six global celebrities who have boldly taken on the challenge to reveal their bare skin for the first time with the help of SK-II's signature [Facial Treatment Essence](#).

The **#BareSkinProject's** first endeavour, a photoshoot by world renown photographers from **Magnum Photos**, features SK-II's six celebrity muses--**Chloe Moretz, Chun Xia, Kasumi Arimura, Mayu Matsuoka, Ni Ni** and **Tang Wei** in a bold and unfiltered light.

To offer the most authentic vision of bare skin beauty, all six celebrities were photographed with no makeup on their skin by photographers **Christopher Anderson, Alessandra Sanguinetti** and **Jim Goldberg**. There was also no skin retouching for all photos in the **#BareSkinProject**.

*"It's still unconventional to see female celebrities photographed bare skin and through the #BareSkinProject, we hope to provide a different point of view."* said **Sandeep Seth**, CEO, Global SK-II. *"We are proud to partner with six brave personalities who share the same goal. We hope their authentic journeys with Facial Treatment Essence will inspire women all over the world to embrace their natural bare skin beauty."*

The celebrities rallied together in a resounding show of support for the movement. *"It was so refreshing to hear about a campaign that aims to embrace women's natural beauty and spark a movement of authenticity and confidence."* said American actress **Chloe Moretz**. *"I knew that this was a perfect fit for me and what I represent."*



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<sup>1</sup> The Renfrew Center, 2012. Available from: [https://www.huffingtonpost.com/alexis-sclamberg/makeup\\_b\\_1291785.html](https://www.huffingtonpost.com/alexis-sclamberg/makeup_b_1291785.html)

As part of the campaign, SK-II will also launch short films that intimately document each celebrity's personal journey with **Magnum Photos**. They will be revealing their bare skin and showcasing their unique skin journey with Facial Treatment Essence.



*"Our goal was to capture authentic emotions as they went through their journeys,"* said directors **Virgile Textier and Guillaume Cagniard** from **HOSSEGOR**. *"Although each journey is unique, they each went through similar emotions of doubt, excitement, boldness and pride. It's beautiful to see it all unfold."*

For more information and to see exclusive **#BareSkinProject** content, visit the **#BareSkinProject** online exhibition on [SK-II's Instagram at <https://www.instagram.com/skii/> / insert SK-II China platform] or visit [sk-ii.com](http://sk-ii.com).