

## OVERVIEW

Talent Resources worked with EltaMD, the Dermatologist's skincare brand, on their Skin Cancer Awareness Month Campaigning for the last two years. The work showcases another example of how Talent Resources leverages key moments in the year to amplify a Celebrity Partnership's message.

## STRATEGY

Each year we secure a Talent that has a history with Skin Cancer, and would like to communicate a precautionary message to help others. In 2020, Talent Resources secured Hollywood Darling: Michelle Monaghan, and in 2021 Hollywood Icon: Brooke Shields.

Each Talent partner utilized their social media to spread awareness, and participated in multiple interviews with Beauty Magazines in the month of May.

## Brooke Shields & EltaMD

**Partnering with The Dermatologist's Sunscreen Company: EltaMD, famed actress Brooke Shields took to Instagram to share her experience battling a skin cancer diagnosis. Brooke urged followers to take care of their skin from head to toe, encouraging them to use broad-spectrum sunscreens and other reliable EltaMD products.**



# Michelle Monaghan & EltaMD

In honor of Skin Cancer Awareness Month; Actress Michelle Monaghan (Mission Impossible: Ghost Protocol, True Detective) partnered with Elta MD: 'The Dermatologist's Sunscreen Company' for their #FaceUpToSkinCancer campaign. Michelle shared her personal story with her social community relating to her own experience battling a skin cancer diagnosis; and throughout the month of May, encouraged followers to participate in sharing their journey and to practice safe skincare routines.

Michelle was also seen on Elta MD's Instagram Live discussing proper skincare routines with EltaMD dermatologist: Dr. Ellen Marmur.

As a member of the campaign, Michelle participated in multiple interviews with different media outlets to discuss the importance of Skin Safety, and her experience.



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michellemonaghan Happy Don't Fry Day! As we head into the long holiday weekend, I remind myself that despite how challenging these times are there is much I am grateful for: my family, my friends, my health. Every day it's important to protect what matters! Skin Cancer is the most common Cancer in the US, but it doesn't have to be. As a skin cancer survivor, I understand the power of prevention. One small change can make a big difference and it starts with applying broad-spectrum sunscreen daily. Wearing sunscreen should never feel like an extra step or a chore. Keep it simple, accessible and set reminders for yourself. I keep my favorite EltaMD sunscreens always within arm's reach!

Liked by mattyktalent and 73,081 others



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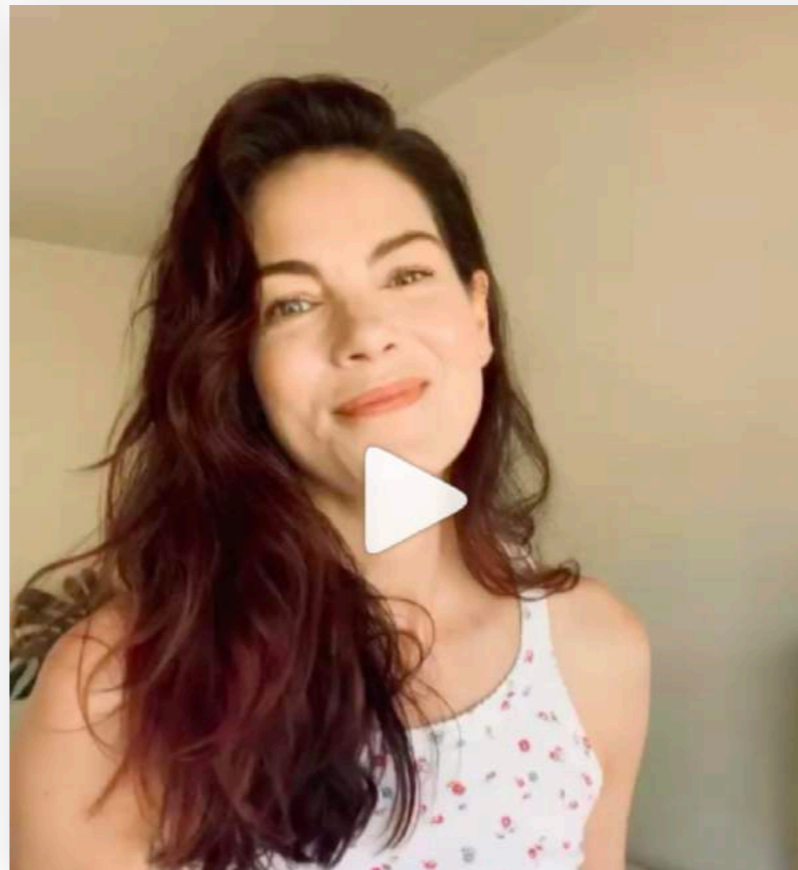
eltamdskinicare Dr Ellen Marmur & Michelle Monaghan

Both awesome women are skin cancer survivors and share their stories about sun protection. Please share yours with us and start the movement to prevent, protect, & #faceuptoskinCancer @dr\_ellen\_marmur @marmurmedical @michellemonaghan

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mintedskintherapy I use y'all's SPF 46 for sensitive skin and it's literally changed my life. I won't use another!

5d 1 like Reply



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michellemonaghan In honor of National Skin Cancer Awareness Month, I've partnered with @eltamdskinicare to share my personal experience in overcoming skin cancer, with the hope of encouraging others to share their stories. Skin cancer is the most common cancer in the U.S., with 1 out of 5 Americans diagnosed in their lifetime. The facts are grim, but they don't have to be because this disease is preventable if you wear broad-spectrum sunscreen and regularly visit your dermatologist. Through the power of sharing, we can help drive awareness, learn life saving tips and together, let's #FaceUpToSkinCancer. Visit eltamd.com to learn more. #SkinCancerAwareness #partner #ad

13,260 likes

64,380 views

# NEWBEAUTY®



## Brooke Shields Says She Doesn't Go a Day Without Wearing These Two Beauty Products

What are your favorite sunscreens to wear right now?

"After I was diagnosed, my dermatologist recommended I use **EltaMD** broad-spectrum sunscreens every day. Right now, I'm using their **UV Restore** and **UV Lip Balm**. I look at these sunscreens like my beauty treatments; I don't think of them in terms of sunscreen per se. Once you incorporate them into your daily routine, they do take on another meaning. I think people think, 'I'll use my regular beauty treatments, but then I have to put sunscreen on.' I think there's a thought change that needs to happen. I look at them as a cosmetic line because they're rich, moisturizing, they feel good, and you're getting the benefits of skin-care creams with the added benefit of sun protection."

# ELLE

## Brooke Shields Opens Up About How Her Diagnosis With Pre-Cancerous Cells Changed Her Outlook On Sunscreen

— "The shocking thing to me is I am still discovering little spots that have to be checked."

I do use sunscreen now, every day—even in the winter. I'm a long-time user of the **EltaMD** sunscreen line. I always apply in the morning and one time during the day. I even use a thin layer before putting it on my foundation.

Now, with my children, using sunscreen is a fight. I've tried to scare them into using more sunscreen, but they think they're invincible. Being Italian, I tend to get darker in the sun, whereas my children are predominately Irish and more fair. I have to fight that and try to bribe them into wearing more sunscreen. "I'll buy you something really nice, but I need you always to include sunscreen," I'd say.

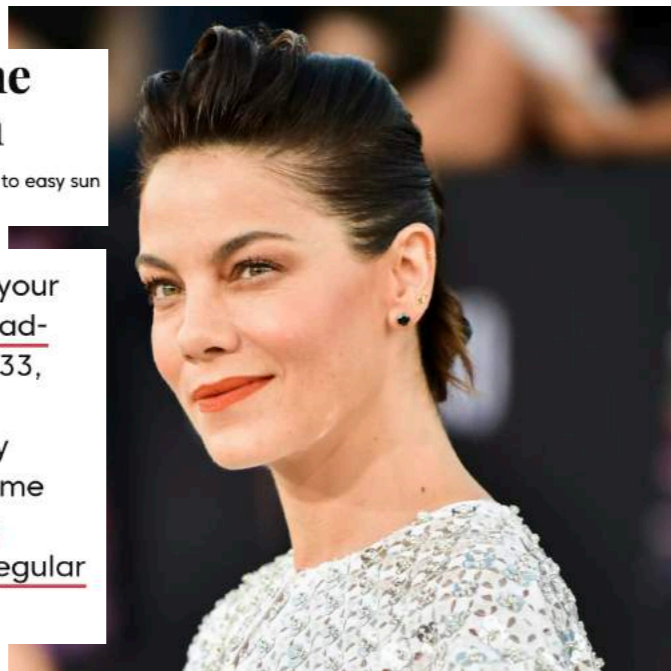


# SHAPE

## Michelle Monaghan Is the Queen of Sun Protection

The actor and skin cancer survivor has figured out the secret to easy sun protection—and you should copy her moves.

"Find an SPF that eliminates steps in your routine. I love **EltaMD UV Physical Broad-Spectrum SPF 41 Sunscreen** (Buy It, \$33, [dermstore.com](http://dermstore.com)). It's chemical-free, hydrating, and tinted, so it acts as my moisturizer and sunscreen and gives me nice, even coverage." (Related: [Does Natural Sunscreen Hold Up Against Regular Sunscreen?](#))



# NEWBEAUTY®



## Michelle Monaghan Shares Her Personal Skin Cancer Story

What are your favorite sunscreens?

A common misconception out there is that applying sunscreen is an extra step people don't have time for. However, if you find the right sunscreen, it will actually eliminate steps in your skincare routine. For my face, I love **EltaMD UV Physical Broad-Spectrum SPF 41** (\$33) [Monaghan has partnered with the brand to raise awareness of sun safety], which I apply after my serums as my third and final step. It also serves as my moisturizer, and it's lightly tinted, so it hides imperfections. For my body, I like a high SPF, as I spend a lot of time outside, especially with two young kids. I don't mess around with exposed skin, but I also don't like the pasty look some sunblocks give me, so I use **EltaMD UV Active Broad-Spectrum SPF 50+** (\$59). It gives transparent coverage and dries quickly. I also always try to reapply every few hours—it makes a big difference.