



CO-HOSTED BY
DR. SANDY SKOTNICKI & MARLO SUTTON

SKIN TO IT

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2025 PRESS KIT

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A WORD FROM SANDY & MARLO

We're excited to have you as a guest on the Skin To It Podcast! To make the most of your episode and leverage your influence on social media, we've created these simple guidelines to help promote the episode and engage your audience.





YOUR GUIDE TO HEALTHY SKIN

Skin to It is more than just a podcast- it's a trusted resource for skincare enthusiasts and beauty-conscious consumers. Hosted by renowned dermatologist Dr. Sandy Skotnicki and beauty expert Marlo Sutton, the podcast provides our listeners with expert knowledge and insider perspectives. Each episode delivers credible insights, demystifies trends, and addresses real concerns in skincare and beauty, providing informative and educative content.



MEET YOUR HOSTS

DR. SANDY SKOTNICKI

Dr. Skotnicki-Grant is a distinguished dermatologist with over 20 years of experience, specializing in allergic skin diseases and ingredient safety. Board certified dermatologist in Canada and the U.S., she is an Assistant Professor at the University of Toronto and actively involved in research and education. She authored the best-selling book *Beyond Soap*, published in four languages, and her expertise has been featured in various media outlets.



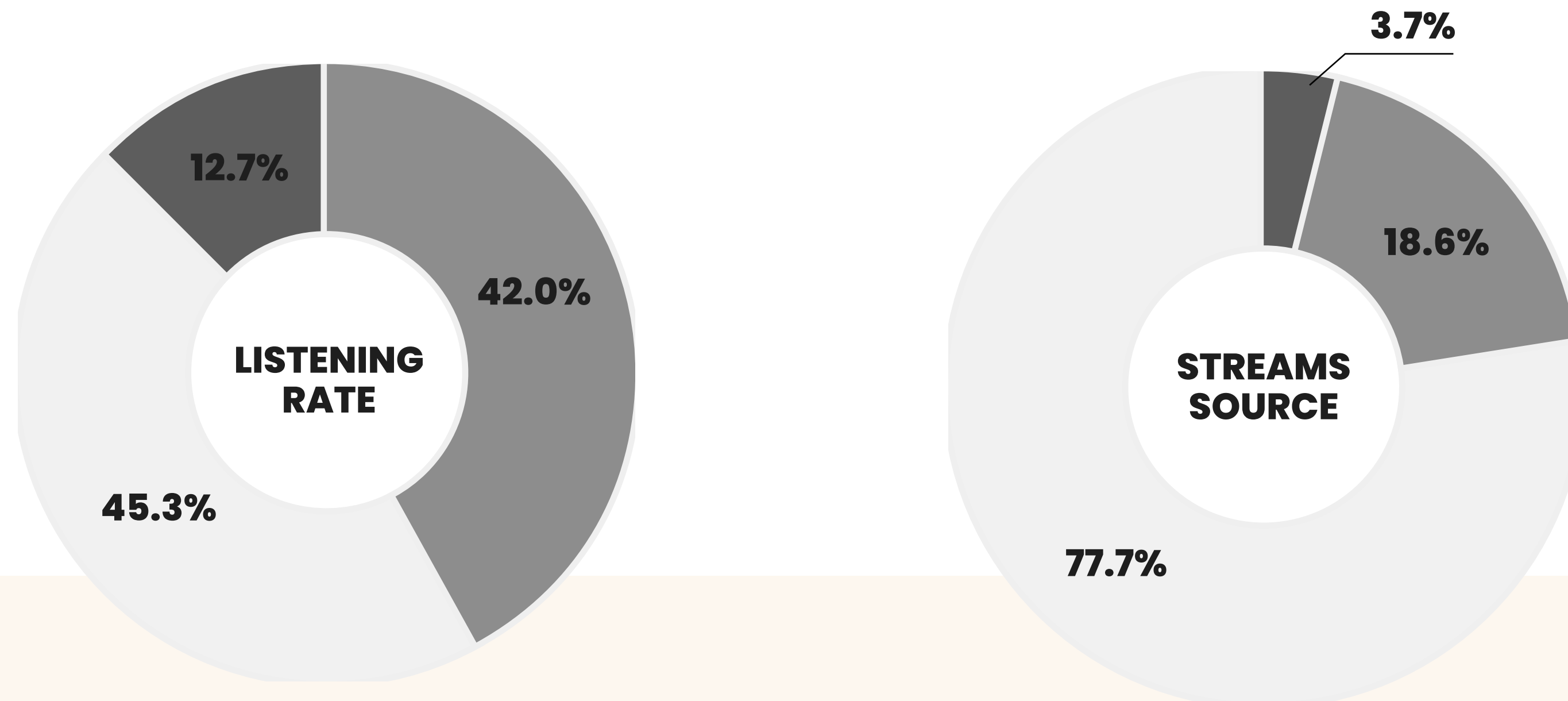
MEET YOUR HOSTS

MARLO SUTTON

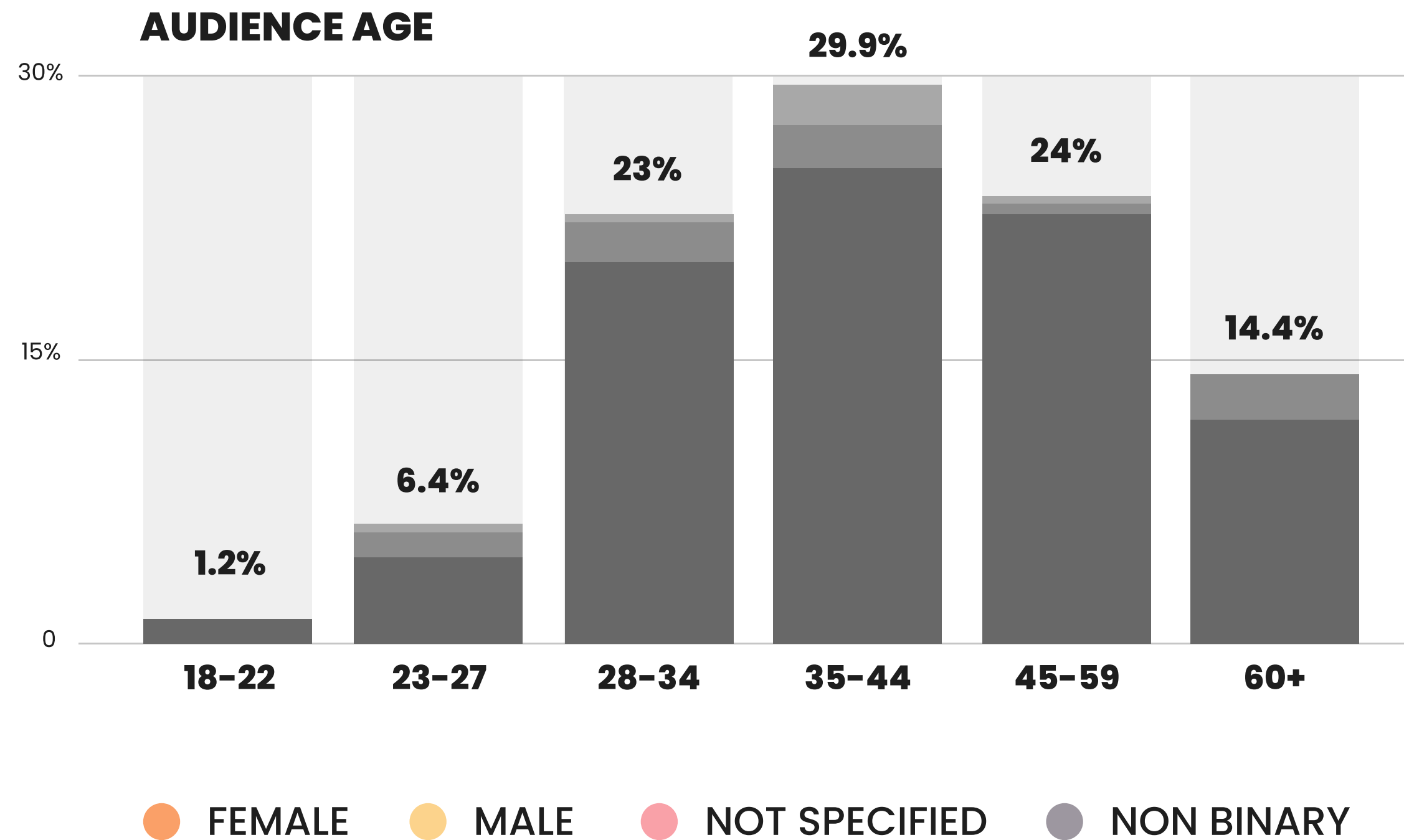
Marlo Sutton has over 17 years of experience at Holt Renfrew, where she helps women discover their elegance through design brands, cosmetics, and skincare. After 13 years in Paris, she immersed herself in fashion and beauty. Her passion for science fosters a holistic approach to well-being and keeps her ahead of industry trends.



AUDIENCE PLATFORMS



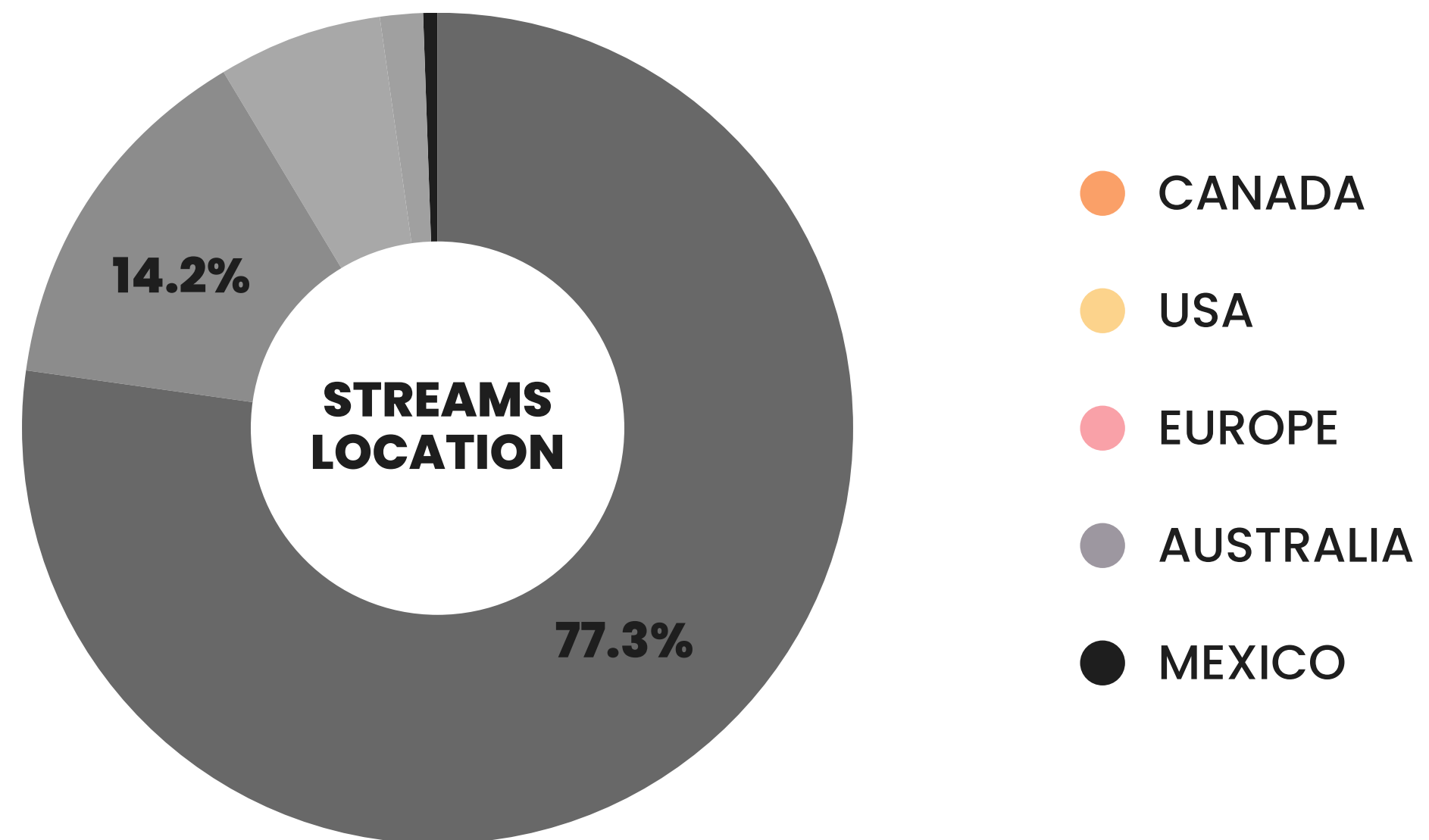
AUDIENCE DEMOGRAPHICS



GENDER:
PREDOMINANTLY FEMALE
WITH 90% WOMAN AND
10% MEN

AGE:
23 - 59

AUDIENCE DEMOGRAPHICS



LANGUAGE:
ENGLISH - SPEAKING

LOCATION:
77% OF THE AUDIENCE IS FROM CANADA WHILE 14% IS IN THE USA

AUDIENCE DEMOGRAPHICS



NAME / AGE
MINDED LINDA
45-60

CREDO
"I TRUST MYSELF FOR EFFECTIVENESS"

- ISSUES**
- Over-Promising Products
 - Complex Jargon
 - Expert Opinions and Trends without Scientific Backing
 - Finding Relatable, Tailored Skincare Advice for Age-Related Concerns

VALUES
Clear, effective, and tailored solutions in her skincare and wellness journey.



NAME / AGE
INFORMED EMMA
35-44

CREDO
"I TRUST MYSELF FOR INFORMATION"

- ISSUES**
- Misinformation
 - Exaggerated Claims
 - Lack of Transparency in Ingredients and Brand Ethics
 - Finding Credible, Unbiased Sources and Meaningful Content

VALUES
Trustworthy, transparent, and fact-based, making her selective in the content and brands she engages with



NAME / AGE
ENGAGED SARAH
23-34

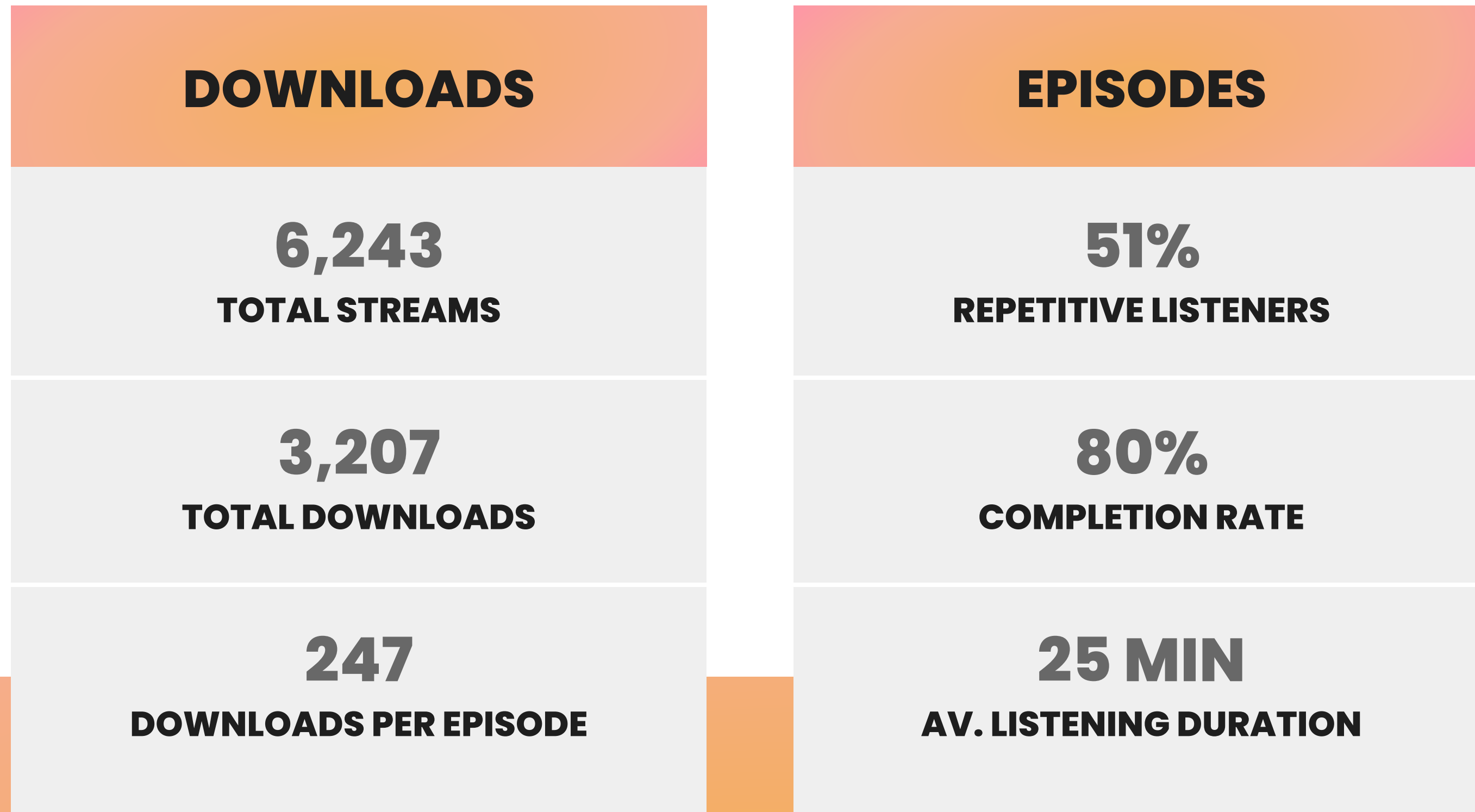
CREDO
"I TRUST MYSELF TO BE GOOD ENOUGH"

- ISSUES**
- Conflicting Skincare Advice
 - Vague or Complex Product Information
 - Overpriced Products
 - Over-Promising Products

VALUES
Clear, actionable solutions from trusted experts to simplify her skincare decisions.

AUDIENCE ENGAGEMENT

Disclaimer -
These results are
only associated to
organic traffic
and visibility.
No paid ads were
launched during
Season 1.



SOCIAL MEDIA REACH AND INTERACTIONS



 **@DRSANDYSKOTNICKI**

32,1K
FOLLOWERS

4,88%
ENGAGEMENT RATE

 **@BIODERMACANADA**

44,1K
FOLLOWERS

1,58%
ENGAGEMENT RATE

RATING & TESTIMONIALS



Michlsauter



OUTSTANDING INFORMATION

Finally fact-based information regarding skin, and issues that come along with it.



FreckleFace71



EXCELLENT AND VERY HELPFUL

I find this podcast really informative. I love that Sandy asks questions that a regular patient would ask.

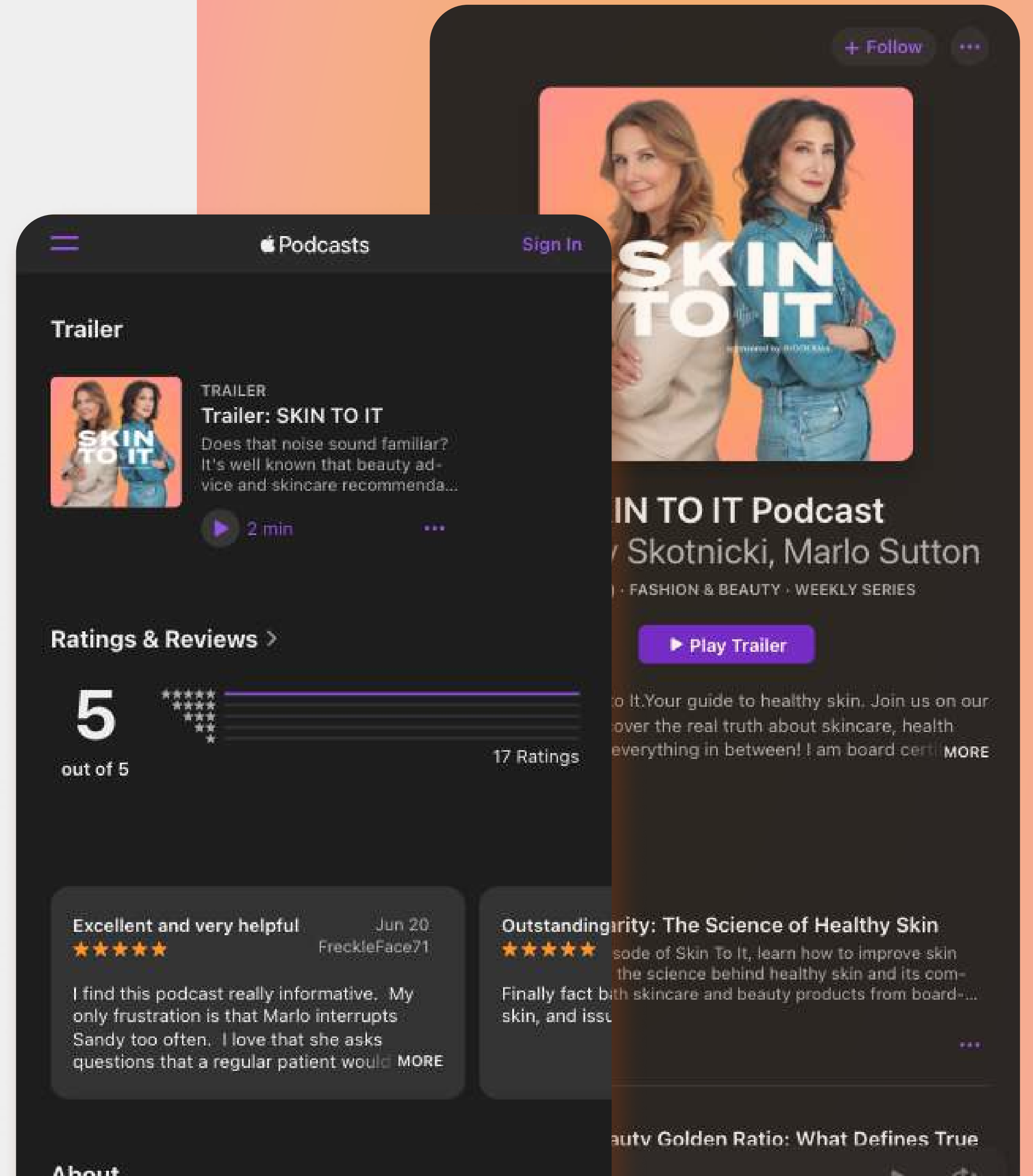


Thisisjennkelly



GREAT CONTENT!

Fantastic intro to Skin To It. Great interaction between Dr. Skotnicki and Marlo. I look forward to all the other episodes.





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THANK YOU!

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