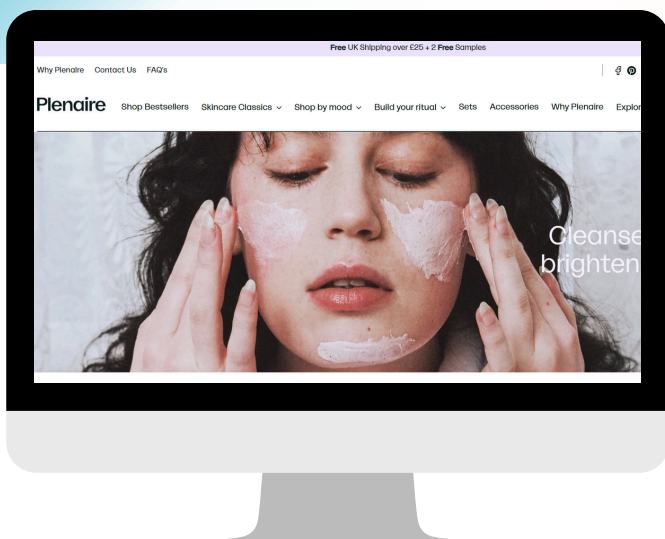# YOUNG
WITH SOLUTIONS

Plenaire
CASE STUDY

Glow-Up in Motion:

How **Young With Solutions** Drove 👁 **4.4M+** Views and 👥 **10x** Follower Growth for **Plenaire** by Turning Skin Chemistry Into Scroll-Stopping Stories

CHALLENGES ⌄

Before working with Young With Solutions, Plenaire had a thoughtful, skin-positive brand—but their TikTok presence didn't reflect that. Videos weren't gaining traction, follower growth had stalled, and their soft, slow beauty content wasn't cutting through the algorithm. They knew their message mattered—they just couldn't get it seen.

Low Reach

**Flat Follower Growth**

No Content Strategy

Lacked Viral Hooks

COMPANY: PLENAIRE ⌄

Plenaire is a UK-based skincare brand that celebrates emotional well-being and individuality through clean, sustainable formulas designed for every skin type.

But thoughtful products weren't translating to reach. Their TikTok presence was quiet, content wasn't landing, and growth had flatlined.

That's when **Plenaire** teamed up with **Young With Solutions** to turn skin chemistry into scroll-stopping content—built to resonate, not just exist.

youngwithsolutions.com

THE SKIN—TO—STORY STRATEGY

Young With Solutions broke the mold. Instead of following fleeting trends or over-styling every post, we built a creator-led content engine rooted in self-expression—visually soft, emotionally bold, and unmistakably Plenaire.
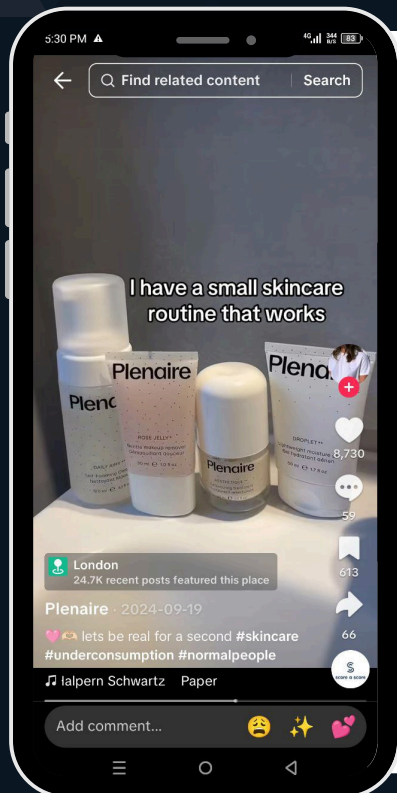
REAL SKIN, REAL OPENERS

We opened with *raw, relatable moments*—eye-rolls, unfiltered pores, and fridge shots. These soft-starts captured attention without chasing drama, letting the scroll slow down and sink in.

ROUTINES OVER RULES

Instead of preaching skincare "steps," we showed skin habits—*small, imperfect rituals that felt achievable.* Each video felt like advice from a friend—casual, honest, and real.

AFFIRMATION-FUELED AESTHETICS

Text like "surviving vs living" or "this is what real skin looks like" turned daily videos into *emotional micro-messages.* We built meaning into the scroll, not just marketing.

WHERE REAL SKIN STORIES TOOK OFF

X 10
Followers Growth

4.4M+
Overall Video Views

400K+
Likes On TikTok Account

One of many clips that turned skincare routines into scroll-stoppers.

youngwithsolutions.com

# THE RESULT:

VIRAL GLOW-UP, POWERED BY REAL SKIN ⌄

Plenaire partnered with **Young With Solutions** to transform their quiet TikTok presence into a viral, skin-positive force. Through emotionally resonant storytelling and creator-led content, we sparked real momentum—and the numbers prove it.

Just honest skin stories—and the algorithm listened.

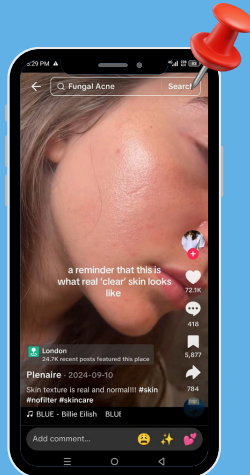Multiple TikTok wins hit key thresholds that boosted visibility on For You Page
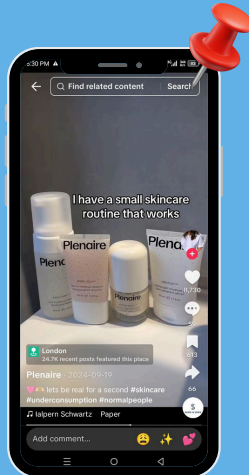
2.6M views
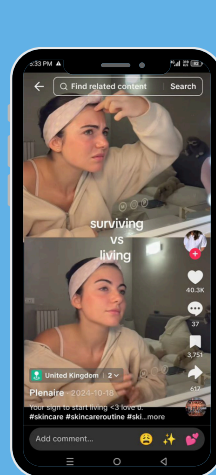surviving vs living formula
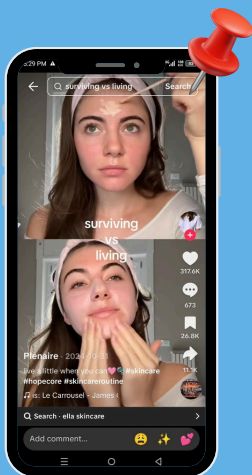
1.3M views
raw, relatable moments

90.3K views
skincare routine

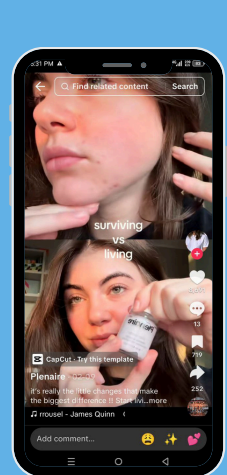**262.8K** views
surviving vs living formula

121.9K views
surviving vs living formula

When Real Skin Sparks Real Reaction
Real comments, saves, and shares from a naturally interested audience.

Talia 🐞
Thank you. I'm so sick of people wanting and craving 'glass skin' it actually isn't normal. And people with 'glass skin' use a lot of skincare to achieve that when In Reality 'glass skin' is this.
03-01   Reply   💗 662
— View 9 replies ⌄

Juliamimran
I'm guilty of all of these 🙂🙆🙆🙆
2024-09-13   Reply   💗 1

Kimini
We're still human so every skin looks different but this is also what clear skin looks like
01-03   Reply   💗 27

LSJ
So true like it's impossible to have PERFECT skin with no pores or texture as that's not normal x
2024-10-25   Reply   💗 10.8K
— View 71 replies ⌄

Amalia | Tech Traveler
This video should be VIRAL!
2024-09-13   Reply   💗 8

IMPACT ⌄

FROM PRODUCT TO PERSONAL CONNECTION

Plenaire became more than a skincare brand —it became a mirror for real skin stories and self-connection.
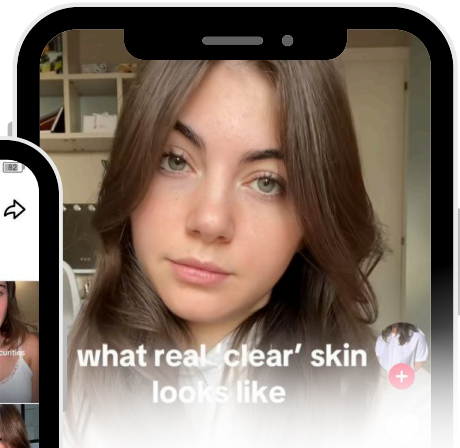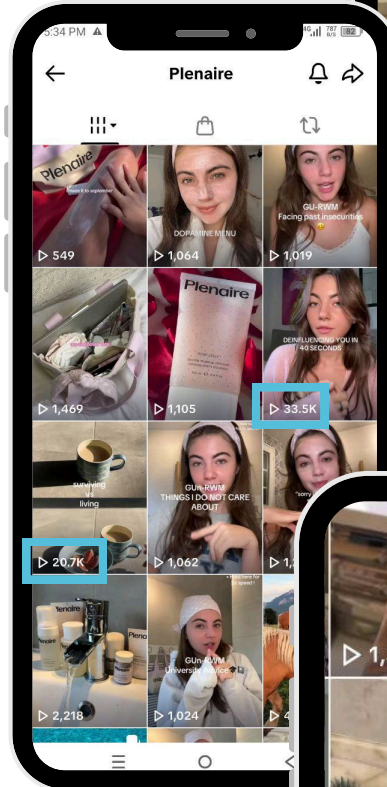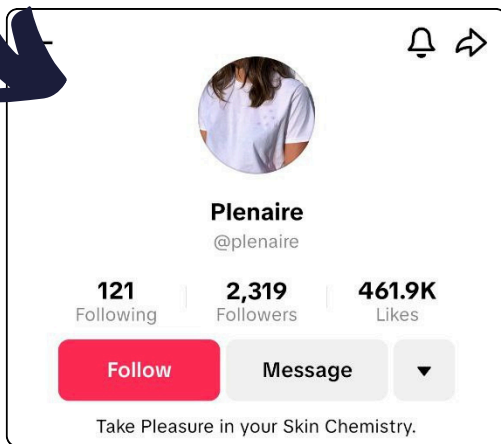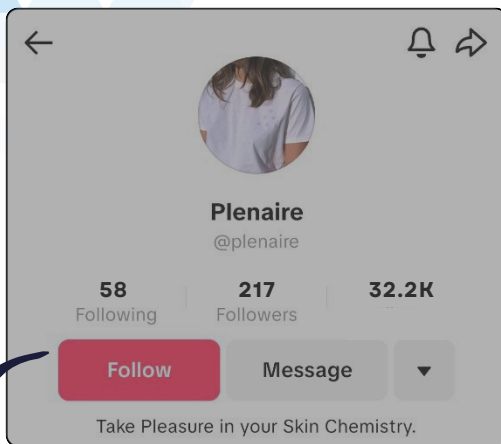
GROWTH THAT DIDN'T FADE

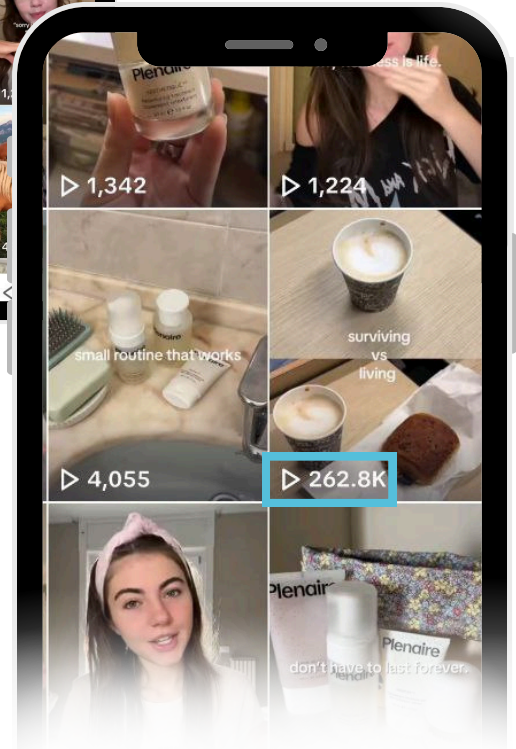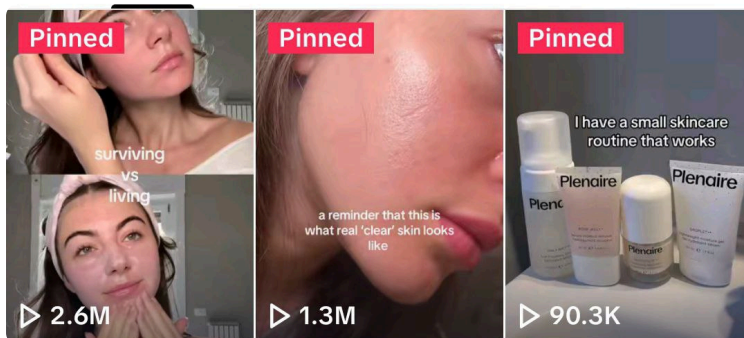Beyond virality, Plenaire grew a loyal, like-minded community rooted in trust and long-term resonance.

PLENAIRE

The Glow-Up Was Algorithm Approved

Proof that soft content can drive hard results.

10X FOLLOWERS. 4.4M VIEWS. ZERO FILTERS

Plenaire's partnership with *Young With Solutions* didn't just drive views—it built emotional momentum. From a quiet presence to a For You Page favorite, their shift to honest, creator-led content turned soft skincare moments into hard-hitting growth.

They didn't chase attention—they earned it. Real routines. Real skin. Real resonance.

When real skin leads, the right audience follows.