

# CODEX LABS



codex  
BEAUTY™

## THE GOAL

Codex Labs is a biotech company grounded in science, dedicated to supporting the microbiome, and pioneering products having clinically proven, meaningful skincare benefits.

Founded by Dr. Barbara Paldus and a host of dermatologists and ethnobotanists to deliver affordable, clinically proven skin-gut-brain solutions that support the microbiome and deliver healthy skin, without sacrificing sustainability..

## SOLUTION

Codex Labs partnered with Perfectly Pitched in November of 2021, to generate a successful PR and thought leadership strategy for the brand's upcoming rebrand transitioning from Codex Beauty Labs to Codex Labs Corporation.

Perfectly Pitched hit the ground running, working alongside the founding team at Codex Labs to draft targeted messaging and define a robust strategy to ensure the success of the rebrand announcement. Leveraging strong relationships with top-tier media outlets, as well as key beauty, sustainability, and health & wellness industry publications, Perfectly Pitched garnered a total of ten placements for the firm over a few weeks' time. Laying the foundation for meaningful media relationships between Codex and key media influencers, while also maintaining existing relationships, Perfectly Pitched elevated the brands position as a leading biotechnology and healthcare brand.

During our partnership, Perfectly Pitched secured placements in Vogue Business, Refinery29, Happi, and Cosmetics Business. Perfectly Pitched also produced interview opportunities for the founder with respected industry publications such as Glamour UK, Forbes, and several cosmetic podcasts.

At its close, the campaign reached over 337,714,877 impressions.

## AT A GLANCE

### GOALS

- Build a successful rebrand strategy
- Highlight new product announcements
- Create positive consumer engagement

### BENEFITS

- 337,714,877 brand impressions.



## PERFECTLY PITCHED, LLC

Cultivating positive brand image and consumer engagement for companies in technology, health and wellness, and nonprofit.