

Improved skincare via real-time air pollution checks



As the largest organ in the body, the skin is an extensive surface prone to damage from polluted city environments. For seasoned commuters used to a near-daily gauntlet of polluted air, [REN Clean Skincare](#)'s latest product, the Flash Defence Anti-Pollution Mist, helps shield skin from further damage.

To accompany the launch of the Anti-Pollution Mist, REN worked with air quality mapping experts Plume Labs to create the Flash Defence pollution map. The map provides real-time updates on global air quality. REN customers tagging their location on the map and sharing photos of themselves using the Anti-Pollution Mist have a chance of winning GBP 250 of REN products.

We have seen Plume Labs' [air-monitoring pigeons](#) in the past. What other ways could brands link public health with products?

Website: www.renskincare.com

Contact: info@renskincare.com