



**SKINFLUENCER**  
UPLIFT + CARE + EMPOWER



## NIVEA Skinfluencer Video Submission Guidelines

We want your video submission to show your **best side**, and to reflect well on the **NIVEA brand**, so please read through the following, and understand that if your entry falls outside these guidelines, it **will not** be considered for the competition.

- **Don't say anything that is in bad taste**, including but not limited to swearing, vulgarities, sexual comments, racism, discrimination or incitement of violence.
- **Don't capture any negative scenarios or situations**, or submit content that could be humiliating, demoralising, undignified or threatening.
- **Don't feature other brands in your video**, particularly any that produce skincare, deodorant, body care, face care or personal grooming and beauty products.
- **Don't mention alcohol** or any drinking experiences in your video.

NIVEA's primary value is **care**, and we have created NIVEA Skinfluencer to **uplift and empower women**. Remember this when creating your entry.

### Process

- **If your video is approved for entry**, we will add an opening sting and filter, share this with you, and **publish all videos** on the NIVEA Skinfluencer website, as well as on selected NIVEA digital platforms.
- We encourage you to **create engagement** with your followers and share your video to all of your platforms, as well as WhatsApp and email, using **#NIVEASkinfluencer** **#NIVEASouthAfrica**.