

[LA ROCHE-POSAY](#)

YOU SHOULD WALK AWAY AND SAY: Increase awareness and purchase intent for La Roche-Posay's Anthelios sunscreens by positioning them as the dermatologist-recommended, science-backed choice for superior sun protection without compromising skin comfort.

1. There's really not much to say.
2. It's the only one not getting banned by RFK.
3. Even RFK thinks it won't give you cancer.
4. The real invisible shield.
5. It fights the sun for your skin.
6. Feel like you're wearing nothing.
7. The invisible shield.
8. Making the sun not a factor.
9. Get the vitamin D without the burn.
10. Feel the sun, don't shy away.
11. Don't shy away from the sun.
12. It's now okay to be protected by the sun.
13. The only fight that's gonna win.
14. Approved by everyone.
15. The sun disapproves.
16. The sun hates to see us coming.
17. An invisibility cloak for the sun.
18. Making you invisible from a ball of fire.
19. Fighting a ball of fire is pretty brave.
20. There's no such thing as 100% protection, but we're pretty close.
21. Look like you got UV 0.
22. Feels like the sun isn't even outside.
23. The most comfortable way to spend the day outside.
24. There's a better way to spend the day outside.
25. Making the day that much clearer.
26. Clear skies, even clearer skin.
27. Making clear skies not burn.
28. Make the day burn.
29. Feel that burn.
30. Too pale, no problem.

31. Too white, the sun won't bite.
32. Keep the sun from biting you.
33. Never had a clearer coat.
34. Add that clear coat to you.
35. You become a clear version of yourself.
36. The sun shines through you.
37. Re-applying never felt so good.
38. The best way to reapply.
39. The best way to feel the day.
40. The best way to feel throughout the day.
41. The first sunscreen to make you feel better throughout the day.
42. All pros, no cons.
43. The most hydrated skin after a day out in the sun.
44. Making skin look more real than ever.
45. Feel the benefits the next day.
46. Reap your benefits the next day.
47. Making the sun your friend again.
48. All that sun makes a real difference.
49. Look and feel your best.
50. Feel the heat, look cooler than ever.
51. Feel the heat with no burn.
52. Eight hours in the sun never felt so inside.
53. Imagine being able to walk on coals.
54. It's like walking through a firepit covered in ice.
55. Have you ever put out a flame with your fingers?
56. It's like liking your fingers and putting out a flame.
57. Wearing a fire suit minus the public love.
58. Contrary to belief, you can not walk through fire.
59. Would you go hiking with no boots?
60. Would you go camping without a tent?
61. It's like putting a clear coat on a '68 Mustang.
62. Would you put a clear coat on a Ferrari?
63. The same feeling as driving a convertible with the A/C on.
64. Driving with the windows down and the A/C on.
65. Windows down, A/C on.
66. Windows down with the A/C on.
67. Sunroof open with the A/C on.

68. You don't want your dad's skin.
69. Have you ever seen your dad's skin?
70. Not your dad's skin protection.
71. The easiest way to stop aging.
72. Putting your skin through a time machine.
73. It's all about skin preservation.
74. Skin preservation is the name of the game.
75. Don't need to be a health nut to protect your skin.
76. You can thank us in thirty years.
77. Pay your skin forward.
78. It's paying your skin forward.
79. Giving your skin a down payment.
80. Put a down payment on your skin.
81. It's like getting a 0% APR loan.
82. Global warming is real, sooo what are you doing?
83. Global warming is happening on the back of your neck.
84. Being a redneck is not in right now.
85. Redneck is not the trend right now.
86. Redneck is just a figure of speech.
87. Your credit score is terrible, but your skin doesn't have to be.
88. We invented a secret serum for your skin, it's called La Roche-Posay.
89. La Roche-Posay. Sounds fancy, right?
90. La Roche-Posay sounds like something a doctor would recommend.
91. What do you think the doctor orders?
92. We're putting dermatologists out of business.
93. Making dermatology a thing of the past.
94. There's no such thing as having too good of skin.
95. Your skin will literally glow.
96. Making your skin glow more than the sun.
97. It's like the sun isn't even there.
98. No more bad beach days.
99. No more bad days at the pool.
100. Never a better time to spend the day at the pool.
101. How does waking up tan with clear skin sound?
102. Feel the day, not the burn.
103. Feel a great day, not a burn.
104. Don't get burned by a great day.

105. Is it really even sunscreen?
106. A true skin protection.
107. We really care about your skin.
108. Doctors recommend it, but they haven't prescribed it yet.
109. Stay clear of the sun. Keep your skin clear for life.
110. Protect your skin. Really protect it.
111. Don't only protect today, protect forever.
112. Protect your skin today, and forever.
113. A forever kind of skin protection.
114. We keep protection forever in mind.
115. Protecting not only today, but forever.
116. Protection all day, keeping forever in mind.
117. A protection with forever in mind.
118. Not only affecting today, but forever.
119. You don't want the back of your dad's neck.
120. If you want your skin to look like leather, go ahead.
121. Keeping you from turning into leather.
122. Keeping your skin from looking like a football.
123. You don't want your skin to look like a couch.
124. Keeping your skin from looking like your purse.
125. Keeping your skin from feeling like a purse.
126. Keeping your skin from feeling like your purse.
127. Keeping your skin from feeling like a football.
128. You don't want your skin to feel like a handbag when you're seventy.