

Lending vs tried & tested
vs gifted products

What's the difference

Lending products

Lent to the press to shoot or to check product quality for a short period of time

Tried and tested products

A product that requires to be tried or tested before a press comment or a feature can be made

Gifted products

Giving a product to the press that you think they might like or enjoy

Lending vs tried & tested vs gifted products

Lending products



Lending products

Good to knows:

- ❑ Loan for a short period of time
- ❑ Usually for a shoot, but might also be to check the quality of the product
- ❑ Include a lending sheet (printed and emailed)
- ❑ Ask for it to be returned by a certain date
- ❑ Send via courier or tracked delivery

Getting products returned

Etiquette

You usually cover costs of sending sample out, magazine covers cost of return

Make it easy

Attach photos of the product to your return request. One email with all details

Chasing

If samples aren't returned try assistants. Politely chase via email and phone (if applicable)

Cover

Business insurance usually covers the cost of lost samples. Worth confirming.

Tried & tested



Tried & tested

Good to knows:

- ❑ Rate or review specific products (example: food, beauty, wellness)
- ❑ Allow budget for tried & testing samples
- ❑ Sending a product does not guarantee coverage
- ❑ Tried and tested products are requested not gifted

TRIED & TESTED



@westwellwines



@sisterandcoorganics



@eatkyoot



@organicbasics



@fleurofengland



@toast



@evermore_london

GH BEAUTY

BEAUTY THAT WORKS FROM THOSE WHO KNOW



This month's good advice from beauty director **Eve Cramer**

Spray away

I love the idea of a signature scent—a fragrance that everyone recognizes as you—but have never stuck with one for long enough to make it mine, because there's always something new that I like just as much. Considering there are in the region of 1000 fragrances launched globally each year, that's no surprise. So much choice! What's new (and gorgeous) now? Innovative British fragrance brand **Floral Street** has collaborated with Amsterdam's Van Gogh Museum to create **Sunflower Pop**. E60. Sunflowers don't have a scent of course, but here it's imagined as bergamot, honey and peach — all sunshine and optimism. **Issey Miyake A Drop of Honey**, from \$46, on the other hand is calm and soft, with lilac and musk, while **Ghost Orb of Night Eau de Parfum**, from \$27, has all the traditional 'big' notes of ylang ylang, jasmine and sandalwood, plus a hint of caramel to make it the perfect 'going out' perfume. I'm running out of space in my bathroom cabinet...



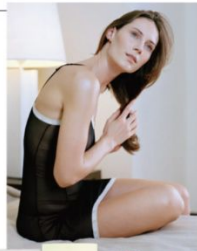
FOR EVERY BODY

- The formula for the delicious new **Dove Skin Glow Oil-in-Milk Body Lotion**, E769, is a clever hybrid of subtle illuminator and hydrating lotion that skin drinks up. It contains glycerine and niacinamide to maintain moisture, while light-reflecting minerals create a diffused glow.
- Aesthetician **Blanca Estelle** is one of the top names to know for healthy, radiant-looking skin. For professional results at home, I rate her **Vitamin Injections** range, especially the **Vitamin C Boost** and **Brighten Body Lotion**, E36. Brimming with vitamin C, hyaluronic acid and nourishing oils, it transformed my dry-as-the-Sahara legs in no time. Pricy, but very effective.
- **L'Occitane Happy Shea Ultra Light Cream**, E35, brings joy with its cheery packaging and lush texture featuring *Pâturade* shea butter from Burkina Faso.



TRIED & TESTED

THE NIGHT SHIFT
Looking to invest in beauty products? We tested a range of anti-ageing night creams to find the standout buys. Our winning formula was **Urban Veda Radiance Replenishing Night Cream**, E19.99, scoring 86/100. It aims to nourish skin and leave complexions more even, and testers found it delivered on hydration, with 77% seeing an improvement in the overall texture of their skin. Half saw improvements in their fine lines and wrinkles, too. Our bargain discovery, also with a score of 86/100, was **Supergoop Naturally Radiant Renewing Night Cream**, E79.91. It delivered impressive results with 79% of our panel seeing an improvement in radiance, 57% noticing a reduction in fine lines and 79% saying their skin felt firmer.



HOW WE TESTED Our panel of 202 women tested 20 anti-ageing night creams over a four-week period. They assessed their effectiveness each day and at the end of each testing period, in order to reduce the scope of application and the overall effect. It had to pass. To be included in our round-up, brands either had to be certified vegan or have a vegan-friendly ingredient list.

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BEST

1. Smartwool Merino 150 Print Baser Brief
\$44.99 www.smartwool.co.uk

Merino wool is much finer than the yarn used for the gym used to make your favourite winter jumper — its natural properties help to keep you cool when it's hot and warm when it's chilly. Our testers found these basers comfortable, with no signs of them being pulled out from being pulled out for a wide range of activities. They offered plenty of support and didn't bunch or ride up, despite the longer legs, so testers had no trouble with chafing.

2. Stance Windor Baser Brief Wholester
£29.99 www.stance.co.uk

3. Under Armour Tech 6 Baser Brief
£39 for two pairs www.underarmour.co.uk

4. Nike Elite Micro Extra Long Baser Briefs
£25 www.nike.com

5. Björn Borg Nordic Camo Graphic-Print Stratch-Recycled Polyester Trunks
£45 for two pairs www.bjornborg.com

6. Running Running Baser Shorts
£20 www.conscious.co.uk

Soft and stretchy, these basers couldn't be any cleaner — we love them. They're made using a single piece of true rib microfibre, which fitted like a glove and proved incredibly snug for a wide range of activities. They offered plenty of support and didn't bunch or ride up, despite the longer legs, so testers had no trouble with chafing.

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BEST IN TEST

Gear UNDERWEAR

SELF

THE BEST... WALKING BOOTS

The right footwear can be the difference between a gruelling hike and an enjoyable adventure. These will help you stride to success



Best of 2021



BEST BUY
ZAMBERLAN UNISEX VIREX GTX WALKING BOOTS
£190, iso.com Score: 87/100
Made with durable, hydrophobic full-grain leather, these boots blend classic looks with modern technologies to deliver quality performance. They were brightly vermillion, handied even the hardest of terrains, and provided plenty of ankle support on uneven surfaces.

HOW WE TESTED
We tested 21 different boots in warm, cold, wet and dry conditions, with each pair put through their paces by three people. We checked any waterproofing and breathability claims, with comfort, fit, grip, design, ease of cleaning and overall performance also considered when deciding their final score.



BEST BUY CHOICE
MERRELL WOMEN'S MOAB SPEED GORE-TEX
£125, merrell.com Score: 84/100
Thanks to their lightweight design and low ankle, these boots were flexible from their first wear and never made the testers' feet ache. They're also waterproof, made with recycled materials and vegan-friendly. Our testers felt they performed best on shorter walks due to their lighter design.



MOST STYLISH
THE NORTH FACE WOMEN'S VECTIV EXPLORIS FUTURELIGHT BOOTS
£155, thenorthface.co.uk Score: 83/100
We liked the fresh aesthetic of these bright boots, and our testers were also impressed by the cushioned sole, which was comfortable across most terrains and distances. The boots were light too, so even when the temperature rose, their feet didn't overheat.

MOST COMFORTABLE
ARC'TERYX WOMEN'S AERIOS FL GTX SHOE
£110, arcteryx.com Score: 81/100
These boots fitted more like trainers, with the wide and flexible upper proving easy to slip into and supremely comfortable. The bouncy sole had plenty of flexion, ideal for shorter jaunts and even trail running, though the shoes lack the ankle support for more challenging treks.

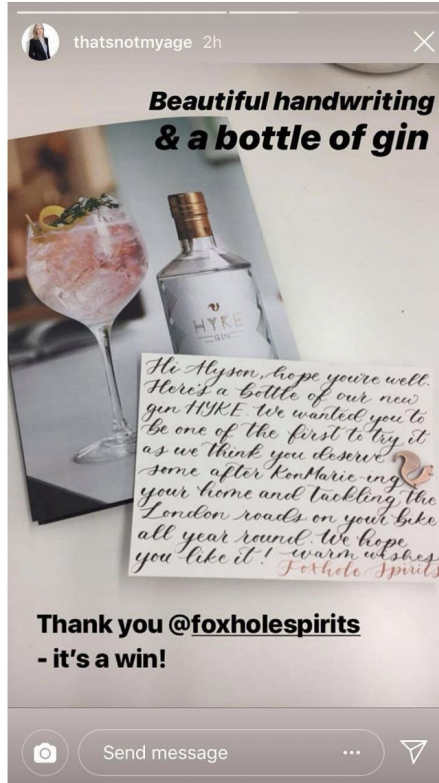
PHOTOS: MERRELL; ZAMBERLAN; THE NORTH FACE; NIKE; RUNNING RUNNING; CONSCIOUS

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Lending vs tried & tested vs gifted products

Gifted products



Gifted products

Good to knows:

- ❑ Get way to get on their radar
- ❑ The press talk. Consider gifting even those don't cover a relevant features as well as those that do.
- ❑ Be selective.
- ❑ Make it special. Handwritten note and beautiful packaged
- ❑ Follow up to check they received it okay. Don't ask anything of them in this email
- ❑ Don't expect coverage - build a relationship instead

HOW TO GIFT



@alice_tate



Liked by studio_b_fashion and 311 others

pollyvernon This @beijalondon bikini is too good for me. In time, I will destroy it with sweat and SPF, chlorine and tears. But right now, it's a beaut.

@pollyvernon

Surprise gift

Confident they'll like it (e.g. candle or chocolate). Relevant to the time of year or feature they compile

Contact then gift

Sizing required. Personal taste (artwork / something for the home). Address required

RESEARCH



Jamie Klingler 

@jamiengklingler



PRs emailing to get my address to send me holiday hamper of booze. You would have been my favourite a few years back; it's not you, it's me... well maybe you a bit as I guess you don't follow me on here while I go on and on about 17 months off the sauce.

11:52 AM · Sep 14, 2021 from Camden Town, London · Twitter for iPhone

44 Likes

