



The L.S. Emily Rose

IN BEAUTY

“BEAUTY IS MORE THAN SKIN DEEP — LET’S DIVE IN”



format

GOOD FRIENDS, ELLE L, (MUSIC ARTIST, BEAUTY ADVOCATE AND JOURNALIST) AND EMILY ROSE LANSLEY (CELEBRITY FACIALIST) JOIN FORCES TO HOST AN EMPOWERING AND ENTERTAINING PODCAST FEATURING EXPERT INSIGHTS FROM THE BEST 'IN BEAUTY'. EPISODE LENGTH: 45 MINS.

ENERGY: REAL TALK, EXPERT INSIGHT, INSIDER LAUNCHES

 **Tease the Treatment of the Week, Guest Expert, Sponsored Ad**

SEGMENT 1: Treatment of the Week - Tried, Tested, Told Straight

Real review of treatment — facial, body, wellness, or aesthetic.

SEGMENT 2: Guest Expert Segment

What it is: A conversation that goes beyond trends — .

Who: Dermatologists, Aesthetic doctors, Psychologists, Cultural critics, Makeup artists, Creative directors, Perfumers, Sound healers, Bio-hackers, Beauty futurists.

Position the podcast as thought-leading, not influencer-y.

SEGMENT 3: The Launch Pad

One new product drop dissected In Beauty-style.

The brand story, hero ingredient / tech / sourcing / results.

CLOSING RITUAL:

Reactions from Elle & Emily / Real Life moments of the week

Celebrity beauty moment of the week - something we loved seeing.





London-born Elle L (Laura-Louise) is a 360° music artist, writer, and creative director whose work united the world of art and sustainability. She began her professional journey at CNN, where she produced, directed, and wrote original content, interviewed global talent, and composed music for feature programming. She later contributed as a producer and interviewer on a double Emmy-nominated BBC/IFC documentary on Monty Python, grounding her creative work in editorial, and strategic storytelling. Her music has received international critical acclaim and radio support from BBC, Capital Xtra, and Diplo's Sirius XM, with editorial features across Apple Music's Today's Easy Hits, A-List Pop and Future Hits, Spotify's New Music Friday, VEVO, The Face, Wonderland Magazine, and The Telegraph. Her debut single was synchronised to Lacoste's global fragrance campaign 'Beautifully Unexpected', garnering over one million views worldwide, and later featuring on Netflix's Buying London.

Beyond music, Elle works as a creative strategist and director across fashion, beauty, and sustainability. She has directed campaigns for Copenhagen Fashion Week, featured in London Fashion Week campaigns, and collaborated with organisations including Vogue Business, BAFTA, The Beauty Triangle, Nobu, and Channel 4. Her work consistently blends cultural awareness, and purpose. Elle also represents the United Nations, serving as a Kindness Champion for UNESCO MGIEP and collaborating with UNEP as an advisor and guest speaker on sustainability initiatives. Her advocacy and philanthropy have helped raise over £1 million for grassroots conservation and social impact projects, with her work profiled in British Vogue and Harper's Bazaar. UN Today has described her as a role model "leading by example."

Following her recovery from non-melanoma skin cancer in 2025, Elle has become an advocate for skin health and longevity, contributing a first-person editorial to Harper's Bazaar, attending the UK Parliament UV Safety Inquiry, and becoming an ambassador for SKCIN, the UK's leading skin cancer charity. In 2026, Elle will release her debut EP produced by Paul Statham (Dido, Simple Minds) and launch two original podcast series. Across music, storytelling, and creative direction, her work explores identity, and interconnection — creating culturally relevant narratives with lasting impact.

Instagram - [@ellel](#) 96k





Emily Rose

Bio Emily Rose Lansley is a London-based manicurist, facialist, tanning and beauty expert. Motivated by a love of beauty from an early age, she has built a career in the fashion and film industries as a multi-disciplinary artist experienced in manicure, tanning, and facials. Emily Rose Lansley's precise application and attention to detail has attracted regular celebrity clientele such as Kaia Gerber, Angelina Jolie, Pamela Anderson, Simone Ashley, Florence Pugh, Anne Hathaway, Freida Pinto, Rosie Huntington-Whiteley, Anya Taylor-Joy, Timothee Chalamet, and Chris Pine. She has worked with editorial heavyweights such as Rafael Pavarotti, Ib Kamara, Katie Grand, Mert & Marcus, and Angelo Pennetta with her work appearing in magazines such as Vogue, W, Perfect, The Face, Self Service, British GQ, and Document Journal. Emily's commercial clients include Burberry, La Mer, Gucci, H&M, and Ferragamo.

Emily brings her expertise on the front line of the industry to bring credibility to 'In Beauty'. Together with Elle L they aim to empower, inform, and entertain their audience.

Instagram - [@emilyroselansley](https://www.instagram.com/emilyroselansley). 14k

stars

*confidential
sample*

ANNA LANCASTER - TATLER'S NO.1 HYPNOTHERAPIST (10K)

CHARLI HOWARD - MODEL & AUTHOR (325K)

CHLOE LEWIS - TV PERSONALITY (1M)

DENISE VAN OUTEN - TV PERSONALITY & DJ (756K)

DR ASH SONI - CELEBRITY AESTHETIC DOCTOR (21K)

DR MARYAM ZAMANI - FOUNDER OF MZ SKIN (78K)

EVA ALEXANDRIDIS - FOUNDER OF 111 SKIN (23.1K + 248K)

GABY DAWN ALLEN - TV PERSONALITY (1.3M)

LISA FRANKLIN - CELEBRITY FACIALIST (18K)

MRS RODIAL (MARIA HATZISTEFANIS) - FOUNDER OF RODIAL (868K)

SIMON SALTER - FOUNDER OF DIRTEA (18K)

4.75M

combined reach
inc. hosts

Audience

In Beauty hopes to build a community of wellness-conscious listeners who value both luxury experiences and evidence-based skincare practices. Our audience are curious and commercially powerful.

CORE PILLARS -

Building beauty confidence

Advocating for longevity

Discussing best in class topics and experts.

GENDER & AGE - gender and age friendly,
with a strong representation of woman 25-65.

INTERESTS - science-backed beauty tech, longevity, dermatology, and cutting-edge beauty treatments. Beyond Beauty aims to engage listeners, and provide leading advice and perspectives from experts, brand founders, and thought leaders with an element of realness and light-heartedness.

LOCATION - Core audience based in UK, France, and United States.
London focused.





opportunity

In Beauty will be fully marketed and distributed on all major DSPs, including spotify and apple, with ad-spend on socials. Building on Elle & Emily's own organic reach (400k dashboard visits per month), we will deliver a targeted audience for the podcast and associated partners.

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- In Association with [Brand] logo on marketing assets
- Brand mention in show notes - 30-60 sec pre approved host-read in episode.
- Social media amplification across Elle L, Emily Rose, Guest & Brand's platforms
- HQ filmed audio & visual content provided back use on brand's own channels
- Integration in full marketing and press activity
- Distribution to all major DSPS - Apple, Spotify, Amazon, YouTube
- Product placement opportunity
- Expert review within discussion
- On-camera branded segment
- Press & industry positioning
- VIP event / live recording access
- Founder spotlight, or guest appearance opportunity, where appropriate

POA



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