

DTC Beauty Brand Youthforia Rides the Reels Wave

Starting a business in the thick of the pandemic is not the easiest road to success, but Reels and other short-form video options have helped propel direct-to-consumer beauty brand Youthforia to four times the revenue in 2022 than it took in the previous year.

“Not going out and seeing people, I realized makeup was part of your routine,” Youthforia founder Fiona Chan told Adweek. “I wanted something that would be a part of routine post-pandemic.”



WORK SMARTER — LEARN, GROW AND BE
INSPIRED.

SUBSCRIBE TODAY!

New Year Offer: Use Promo Code “SAVE25NYE” on an
Annual Subscription to Save 25%

[View Subscription Options](#)

Already a member? [Sign in](#)

<https://www.adweek.com/social-marketing/dtc-beauty-brand-youthforia-rides-the-reels-wave/>