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EDUCATING CANADA'S  
BEAUTY EXPERTS

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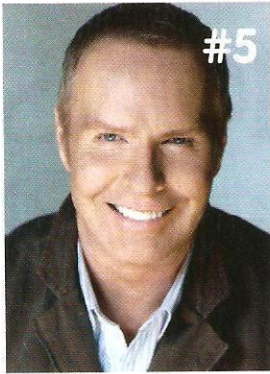
**Florie Arnold:**  
Nina Ricci's  
Dream Girl

**2012**  
CANADIAN  
FRAGRANCE  
AWARD WINNERS

**THE FRAGRANCE ISSUE:**  
From Remixing  
the Rose to  
Jacques Polge's  
Perfume Mastery

# CANADA'S TOP 25 BEAUTY PR REPS 2012 RANKINGS

## CANADA'S TOP 25 BEAUTY PR REPS



**John MacKay**  
MacKay & Co.

**Years in the Industry:** 15+

**Beauty Brands:** LiveClean,  
SkinCeuticals, Vichy

**The best skill I bring to PR:** It changes over time. At this point it's strategy. One of the great things about having some experience under your belt is that you

develop an ability to cut through to the heart of things quickly and develop a strategy that you know, media willing, will get results. And pitching a story can still be exciting. I think, because I was a journalist, I can get to the core of something, find the story and know how particular journalists might approach it.

**The many things I've learned in my PR experience:** I've learned to trust my instincts about people – they're good. I've learned to be honest in a business where, sadly, it's easy not to be, given the number of constituencies you have to please. I've learned to choose my clients as carefully as they choose an agency. I've learned that you can have remarkable relationships with both media and clients while still keeping them professional. And I've learned just how creative and satisfying this work can be.

**The ways I'm using social media in PR:** I love how quickly a good blog or website can develop and attract followers. Online increases our reach enormously, which means we can do so much more for our clients. Twitter is exciting: My team tweets for our clients and for us as an agency. Every event now has a hashtag. We also develop Facebook pages for some of our clients and given them an editorial feel. It's all very rich.