

press list.

INDUSTRY AWARDS

- 2023 GLOSSY BEST NEW BREAKTHROUGH WELLNESS BRAND
- 2023 ALLURE BEST OF CLEAN BEAUTY AWARD
- 2023 COSMOPOLITAN BEST NEW BODY CARE BRAND
- 2023 MARIE CLAIRE BEAUTY AWARD
- 2023 WOMEN'S HEALTH BEAUTY AWARD
- 2023 BUSTLE BEAUTY AWARD
- 2022 BYRDIE BEAUTY AWARD
- 2022 HYPEBAE BEAUTY AWARD

Publish Date	Outlet	Title & Link	Impressions
2024			
02/01	Allure	Reader's Choice Awards Nomination	11,000,000
02/06	Glossy	YSL, Native, Sephora, R.E.M. Beauty and Madison Reed are 2023 Glossy Beauty Awards finalists	235,000
02/06	Women's Wear Daily	Ilia's Lip Mask Among Credo Beauty's Top 10 Products in December 2023	2,000,000
02/06	WWD Beauty Inc.	Credo Beauty's Top Products In December	NA
02/12	Buzzfeed	Last Minute Valentine's Day Gifts For The Skincare Lover	87,000,000
02/19	SELF	The Best Body Moisturizing Body Washes I've Tried for My Super Dry Skin	7,000,000
02/20	Glossy	Rare Beauty, Starface, Ulta, Olaplex and MAC Cosmetics are 2023 Glossy Beauty Awards winners	317,000
02/22	TODAY Show	Skin care products to revive your skin from head to toe	5,000,000
02/22	TODAY.com	Skin care routines aren't just for your face — shop body care basics that'll revive your skin from head to toe	31,000,000
02/21	NewBeauty	The 21 Best Body Lotions for Aging Skin	546,000
02/27	Glamour	13 Best Retinol Body Lotions, According to Dermatologists	11,000,000
03/01	Town & Country	The Best New Beauty Products of 2024... So Far	10,000,000
03/01	Yahoo! Life	The Best New Beauty Products of 2024... So Far	
3/8	Harper's Bazaar	Best Retinol Body Lotions	21,042,000
3/18	Marie Claire	The Best March Beauty Launches Will Set You Up for Spring	4,000,000
03/29	World's Your Oysta Podcast	Link: Decoding the Skin Microbiome: A Journey into Clean Beauty with Monique Meneses, Founder of Iota Body	NA
4/2/24	NYLON	Best New Beauty Products	624,514
4/3/24	Uncovermore Newsletter	Newsletter	5,000
4/3/24	Uncovermore Social	Social	205,000
4/3/24	@natalieab	Reel	
4/18/24	Coveteur	You Need A Body Skincare Routine	426,645
4/19/24	Best Products	2024 Best Products Summer Skincare Awards	2,064,000
4/29/24	Skinthusiast Podcast	https://open.spotify.com/episode/6GGx1iY0E5GfIP9nFCqIs?si=SpXXh243Q-mmnjFYEP6wQQ	
5/8/24	Quality Edit	https://www.thequalityedit.com/articles/best-products-may-2024	
2023			
01/03	Skincare Anarchy Podcast	Iota Is Treating Body Care Just As Seriously & Science Backed As Expected Of Facial Care	NA
01/05	NewBeauty	Best Body Acne Wash Formulas to Clear Back Acne and Beyond	2,000,000
01/06	Well + Good	"I'm a Dermatologist, and Here's Why Your Skin Is Begging for Probiotic Body Washes This Winter—These Are the	10,000,000
02/05	Forbes	Cool Clean Beauty Brands To Know In 2023	1,000,000
02/06	Glam	The Benefits Of Using Probiotic Body Wash	3,000,000
02/11	Town & Country	T&C Tried & True: A Review of Iota's Probiotic-Packed Body Washes	10,000,000
02/13	Natural Habitat (Vitrui)	In Conversation With Iota Founder Monique Meneses	71,000
02/16	Conde Nast Traveller	The Best Men's Toiletry Bags, According to Frequent Travelers	6,000,000
02/16	@sundayforever		50,000
02/22	Robb Report	The 12 Best Body Washes for Men, From Blemish Fighters to Exfoliating Wonders	3,000,000
03/05	Who What Wear	I Spent 2 Weeks "Leaning Out" My Beauty Routine—Here's What Was Left Standing	12,000,000
03/08	US Weekly (PRINT)	Fierce Founders	NA
03/15	Real Simple	6 New Beauty Products Our Beauty Director Loves	11,000,000
03/20	Travel + Leisure	The 14 Best Moisturizing Skin Care Products of 2023	18,000,000
04/01	Real Simple (PRINT)	Genius Beauty	NA
04/10	Camille Styles	16 Expert-Approved Body Washes to Eliminate Flaky Skin, Fast	1,000,000
04/17	Bustle	The 10 Best Body Products of 2023	16,000,000
04/19	@nushu		6,000
04/19	@natalieab		6,000
05/01	Poosh	MAY THE CLEANSER BE WITH YOU—What's New in the Poosh Shop Right Now	
05/01	Cosmopolitan	Cosmopolitan's 2023 Holy Grail Beauty Awards	56,000,000

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05/04	NewBeauty	Beauty Brands We Love Supporting During AAPI Heritage Month and Beyond	607,000
05/05	@driamurphy	https://www.dropbox.com/s/1f00hivir9dwta8/Dria%20Murphy%20May%202023.PNG?dl=0	36,000
05/09	CNN Underscored	What is the 'everything shower' trend from TikTok? Experts walk us through each step	556,000,000
05/09	Women's Health	Meet The Women's Health Beauty Award Winners For 2023	38,000,000
05/17	NewBeauty	50+ Body Washes That Smell So Good, You Can Skip Perfume	607,000
05/18	Women & Wealth Podcast	The Microbiome Movement: An AAPI Founder's Vision for Healthy Skin	NA
05/29	NBC Select	100+ AAPI-owned businesses to support in 2023	81,000,000
05/30	Popdust	AAPI Founded Brands to Support This Month & Always	238,000
06/09	Who What Wear	I Struggled With Body Acne for Years Until I Added This Basic Item to My Routine	8,000,000
06/20	Poosh	MY STRAWBERRY LEGS Are (Finally!) Gone Thanks to THIS BODY WASH	
06/26	@sissyhacon	https://www.dropbox.com/s/gph92io69hij8dd/Sissy%20Chacon%20June%202023.PNG?dl=0	52,000
07/07	The Ness (NEWSLETTER)	https://www.dropbox.com/s/8rislvc7vii3o86/Fwd%20This%20Ness%20Day%20Is%20WELLNess.pdf?dl=0	25,000
07/11	The Zoe Report	The Future Of Body Care Is Here	3,000,000
07/18	Gurl Gone Green	10 Best Natural and Non Toxic Body Wash	
08/04	@graceatwood	https://www.dropbox.com/scl/fi/xr4wi03yvm6a9c9zqplc9/Grace-Atwood-August-	190,000
08/11	Harper's Bazaar	The 10 Best Body Serums to Treat Wrinkles, Discoloration, and More	20,000,000
08/11	@wellnessforlifeblog	https://www.dropbox.com/scl/fi/b6rr7k9c3ntfvo54kjsrn/Taylor-Moskowitz-August-	108,000
08/30	The Beauty Files (SUBSTACK)	About The Brand: iota	NA
08/31	Beauty Independent	What's Selling At Credo	78,000
09/01	The Beauty Files (SUBSTACK)	https://www.dropbox.com/scl/fi/dfeiu7yv3uow1drp1bb69/The-Skin-Microbiome-With-Monique-	NA
09/18	Marie Claire	The 2023 Beauty Game-Changers Awards	7,000,000
09/20	StyleCaster	8 Body Washes For Eczema That Won't Irritate Skin, According to a Dermatologist	12,000,000
09/21	Allure	Best of Beauty 2023: Clean Beauty	12,000,000
09/21	Allure	Allure Best of Beauty Awards 2023: Clean Beauty	12,000,000
09/23	Forbes	A Safe And Effective Way To Add Retinol To Your Skincare Routine	1,000,000
09/26	Happi	Allure Compiles Best of Beauty 2023 List	
10/5	The Newsette (NEWSLETTER)	Mind Her Business	500,000
10/6	The Kara Goldin Show Podcast	Monique Meneses: Co-Founder & Co-CEO of Iota	NA
10/6	@karagoldin	https://www.dropbox.com/scl/fo/1y4ih00letwoehqol1j8t/h?rlkey=5ol2b92x4nxt4i22lf94yu6i&dl=0	2,000,000
10/6	@veggiekings	https://www.dropbox.com/scl/fi/lo0nipi0kit2iqvpegej/Remy-Park-October-	203,000
10/13	Town & Country	The Weekly Covet: Editor-Loved Beauty Products for Fall	7,000,000
10/13	AOL	The Weekly Covet: Editor-Loved Beauty Products for Fall	293,000,000
10/18	The Skincare Edit	From Emma Lewisham to iS Clinical: 18 of the Best New Skincare Products Launching in October	408,000
10/20	@suzanne_hll	https://www.dropbox.com/scl/fi/mrzqncbn528ig68ikmnc2/Suzanne-Hall-October-	7,000
10/20	@emilyabbegayl	https://www.dropbox.com/scl/fi/9if1ewasx3c1yqoirf8dd/Emily-Vogt-October-	15,000
10/24	NewBeauty	Launch List: The Best Beauty Products Launching in October	607,000
10/25	EVOLVh	Nutritional Bodycare: An Interview with Monique Meneses, Co-Founder of Iota	
10/26	Trend Hunter	https://www.trendhunter.com/trends/supermatcha-body-lotion	1,000,000
10/27	Women's Wear Daily	Cultural Club	NA
10/27	Poosh	https://poosh.com/october-shop-drop-2023/	
10/27	@brookedevard	https://www.dropbox.com/scl/fi/infvwh7dy6rupz6y832qg/Brooke-Devard-October-	118,000
10/30	Town & Country	The 11 Best Retinol Body Lotions for Youthful Skin	7,000,000
10/30	Motherly	The ultimate beauty gifts for the make-up and skincare-obsessed	929,000
10/31	L'Officiel	Best New Beauty Products to Shop in October 2023	917,000
11/01	Things I Would Buy If I Didn't Have	Holding All The Keys	6,000
11/03	WSJ Buy Side	The 14 Best Serums for Every Skin Goal	81,000,000
11/03	@emilyabbegayl	https://www.dropbox.com/scl/fi/8qjv501ak4mbo7g5imkcv/IMG_5671.PNG?rlkey=s30mm9n3l1fi9sqimrckdxinl&dl=0	15,000
11/05	@matchamommy	https://www.instagram.com/reel/CzROy2mrCfO/?igshid=Y2NkYj0MDhjYg%3D%3D	2,000
11/05	@matchamommy (TIKTOK)	https://www.tiktok.com/@matchamommy/video/7297998535935429930	35,000
11/07	Camille Styles	Scented Body Products Are Having a Moment—Our Beauty Editor Names Her Favorite Clean Versions	1,000,000
11/14	Artful Living	16 Beauty and Wellness Brands We're Loving Now	42,000
11/15	Poosh	THE MATCHA LOTION My Skin's Been Drinking up	
11/15	Modern Millennial Podcast	Understanding the Skin Microbiome & Why Our Skin Health Is Often Overlooked With Monique Meneses, Founder	NA
11/16	@diannacohen	https://www.dropbox.com/scl/fi/lgaohfi672ztmssh529i6/Dianna-Cohen-November-	27,000
11/28	Camille Styles	18 Gifts to Delight Your Beauty-Obsessed Friends	1,000,000
11/29	NUSHU	Vanessa's 2023 Holiday Gift Guide	NA
12/01	BrownStyle Magazine	Gift Guide: Fabulous Must-Haves For Your Favorite Beauty Lovers	NA
12/02	Who What Wear	After 3 Weeks, I Swear This Matcha-Spiked Body Lotion Gave Me Firmer Skin	8,000,000
12/05	E! Online	Treat Yo Elf: 60 Self-Care Gifts to Help You Get Through the Holidays & Beyond	21,000,000
12/07	Motherly	The dry skin remedies that will save your skin this winter	929,000
12/15	The Quality Edit	Launch Digest: Mushrooms In Your Pesto, Lotion, And Matcha – And Several Antidotes To Winter Dryness	190,000
12/26	Camille Styles	Experts Reveal Their Beauty Trend Predictions for 2024—And We're Fully On Board	893K

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09/28	Hypebae	MEET IOTA, THE NEW BODY CARE BRAND DEDICATED TO RAISING SKIN HEALTH AWARENESS	1,000,000
09/28	Yahoo! Entertainment	Meet iota, the New Body Care Brand Dedicated To Raising Skin Health Awareness	
09/28	Sports Illustrated Swimsuit	8 Deodorant Alternatives That Will Help Eliminate Body Odor	
09/29	Thingtesting	Brands Spotted	229,000
09/29	Thingtesting (NEWSLETTER)	Brands Spotted	NA
09/29	BeautyMatter	2022 WEEK 39: BEAUTY BRAND AND PRODUCT LAUNCHES	30,000
09/29	@thingtesting		71,000
09/30	High Snobiety	TOP SHELF: THE BEST BEAUTY DROPS OF SEPTEMBER	4,000,000
09/30	@beautymatterofficial		67,000
10/01	Vogue Philippines	4 Biome-Friendly Filipino Skincare Brands To Nurture The Skin We're In	
10/5	Byrdie	https://www.byrdie.com/october-beauty-launches-6746334	24,000,000
10/5	Popsugar	39 Beauty Launches Our Editors Can't Get Enough Of This Month	
10/14	True Self	KP? Flaky Fall Skin? 5 Best Body Products for Smooth Skin	157,000
10/14	@theahughes		7,000
10/18	The Dieline	iota's Black And White Packaging Is Effortlessly Reliable	
10/20	Byrdie	iota Is Bringing Nutritional Bodycare to the Masses	22,000,000
10/22	Trend Hunter	iota is a New Brand Dedicated to Raising Skin Health Awareness	1,000,000
10/22	Camille Styles	Your Ultimate Fall Skincare Routine. Start to Finish	1,000,000
10/22	Us Weekly (PRINT)	Body Wonderland	NA
10/28	Into The Gloss	The Soho Face Sculptor Who Swears By Bespoke Serums	464,000
10/31	Coveteur	This New Blush Is the MVP In My 10-Minute Makeup Routine	580,000
10/31	Skincare.com	iota Founder Monique Meneses on Why Body Care Needs More Attention	
11/01	The Everygirl	44 Unique Gifts for the Person Who Has Everything	3,000,000
11/14	Active Ingredient Podcast	Raising awareness on skin microbiome with Monique Meneses	NA
11/21	People Magazine (PRINT)	7 Hot Fall Skin Trends	81,000,000
12/06	Byrdie	These Are the Best Body Products of 2022	
12/06	Mixed Makeup	Body Skincare for Winter! My Tips to Protect & Hydrate Dry Skin in Cold Weather Susan Yara	1,000,000
12/19	Danrie's Diary	TROOP DANRIE: HOLIDAY TRADITIONS	NA
12/22	Hypebae	2022 HYPEBAE BEAUTY AWARDS	1,000,000
12/23	Glossy	Glossy Pop Newsletter: In 2023, expect a body-care boom	266,000