STARLECTA WEEKLY SECTOR REPORT

Influencer Marketing Competitive Analysis

Beauty

19 October – 25 October 2026 (7 days) · Instagram posts, reels and stories · Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October

Embeauty | The Purest Solutions | CeraVe | Calliel

This report covers the 4 brands with the most content in the Beauty sector in the week of 19–25 October 2026.

345 of the 351 reels in the period were analysed from the video itself.

CONTENTS	CREATORS	BRAND	PERIOD
454	372	4	7
posts naming the brand	distinct accounts	beauty	days

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Executive summary

This report covers the 4 brands with the most content in the Beauty sector in the week of 19–25 October 2026.

CONTENTS	CREATORS	STORY SHARE	LARGEST VOLUME
454	372	21%	Embeauty
7 days · 462 brand assignments	18 accounts in 2+ brands	of 462 brand assignments	179 contents · 150 creators

KEY FINDINGS

- In 19–25 October 2026, four beauty brands appeared in 454 contents from 372 accounts: Embeauty 179, The Purest Solutions 112, CeraVe 89, Calliel 82.
- Of the 454 contents, 351 are reels, 96 are stories and 7 are posts; the reels share is 91.0% for CeraVe and the story share is 30.4% for The Purest Solutions.
- Rising brand of the week CeraVe: its content count rose from 31 in 12–18 October to 89; the increase came from reels for the new HA Water Gel (from 12 to 81).
- Embeauty pushed two products back to back: a 9-active shampoo through the week, then a Velvet Volume mascara wave of 92 contents on 23–24 October.
- The Purest Solutions' volume fell from 338 contents in 12–18 October to 112, with the drop in stories; the week was carried by unboxing reels.
- Calliel's 82 contents came from 58 accounts; 40.2% of the contents came from repeat accounts and 13.4% from macro accounts.
- The most-played reel of the week was a CeraVe moisturising cream video posted on 19 October: 4,894,602 plays.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) appears in non-story contents at 81.2% for CeraVe, 60.1% for Embeauty, 58.5% for Calliel and 57.7% for The Purest Solutions.

WHAT THE COMPARISON SHOWS

- Format: CeraVe (91.0%), Embeauty (77.1%) and Calliel (76.8%) are reels-heavy; at The Purest Solutions reels are 67.0% and stories 30.4%.
- Scale: The Purest Solutions' median followers are 23,986 and Calliel's are 21,174; 88.6% of Embeauty's accounts are nano or micro.
- Median reels plays: Calliel 6,347, The Purest Solutions 3,542, Embeauty 3,055, CeraVe 2,616.
- Repeat accounts carried 40.2% of Calliel's contents and 29.1% of Embeauty's; at CeraVe this share is 13.5%.
- Shared accounts: The Purest Solutions–CeraVe 9, The Purest Solutions–Calliel 7, CeraVe–Calliel 6, Embeauty–Calliel 1; news and deal accounts excluded.

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Comparison table

Volume, format, creator pool, disclosure and performance; brands ordered by 7-day volume.

BRAND	CONTENTS 7 D	CREATORS	FORMAT MIX STORY · REELS · POST	MACRO+MEGA CONTENT SHARE	REPEAT CREATOR SHARE	AD DISCLOSURE	CO-AUTHORED POST	MEDIAN REELS PLAYS	MEDIAN ER POST PER FOLLOWER	MEDIAN ER REELS PER PLAY
Embeauty	**179**	150	23% · 77% · 0%	1.1%	29.1%	60.1%	1.1%	3,055 n=118	— n=0	1.54% n=105
The Purest Solutions	**112**	102	30% · 67% · 3%	7.1%	16.1%	57.7%	0.0%	3,542 n=66	1.02% n=2	1.64% n=57
CeraVe	**89**	83	4% · 91% · 4%	6.7%	13.5%	81.2%	2.2%	2,616 n=73	0.66% n=4	1.58% n=65
Calliel	**82**	58	21% · 77% · 2%	13.4%	40.2%	58.5%	0.0%	6,347 n=55	1.52% n=1	0.97% n=45

Story Reels Post

Period 19 October – 25 October 2026. Format and macro+mega share are by content; macro 250 K–1 M, mega 1 M+ followers. Repeat creator share: share of content produced by accounts that posted the brand 2+ times in the period. Ad disclosure: share of posts and reels carrying a #reklam / #işbirliği / #tanıtım tag; includes the 'Ücretsiz #reklam' tag on gifted products, excludes contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) (stories are not part of this rate). Co-authored post: content published with Instagram's co-author feature. Plays are for reels only. ER = (likes + comments) rate, two separate medians: per follower for posts, per play for reels; the two use different denominators and are not comparable with each other. n = contents entering the median; contents with hidden like counts excluded.

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Scope and method

Data source, brand matching, media analysis and limits.

DATA SOURCE

- Turkish Instagram accounts Starlecta tracks: about 12 thousand at the start of the week; the tracked base widened to about 51 thousand on 24–26 October; posts, reels and stories.
- Period: 19 October – 25 October 2026 (7 days). Last 9-week series for the weekly trend (from the week of 24 August 2026).
- A total of 454 contents from 372 distinct accounts; 7 contents naming more than one brand were counted separately for each brand.
- Followers, category and audience (gender, age, city) information come from Starlecta profile data.
- Even if a brand's tag, mention and link appear several times in the same content, the content was counted once for that brand.
- Posts from the brands' own accounts were not counted; 1 reel from Embeauty's own account was removed in 19–25 October.

BRAND MATCHING

Brand and sub-brand account tags (@), hashtags and brand names in the caption text. The brands were chosen as the top 4 brands with the most content in the weekly ranking (tag and link matching; the brand's own account and deal accounts excluded). Most frequently matched accounts:

Embeauty	@embeauty.tr, @embeauty
The Purest Solutions	@thepurestsolutions
CeraVe	@ceraveturkiye, @cerave
Calliel	@callielcomtr, @calliel

MEDIA ANALYSIS

- 448 unique creatives were analysed visually: images directly, videos through the opening frame and a 4-frame summary.
- 345 of the 351 reels in the period were analysed from the video itself: four frames, the opening frame and the audio. The audio of the 194 videos containing speech was transcribed; the communication language was taken from these transcripts and from the captions.
- For each creative, the content type, tone, product placement, setting, whether the creator is on camera, call to action and season/occasion were classified; two of the unique creatives were not classified.
- Repeats of the same image across different accounts (perceptual similarity) were grouped as a single creative.

LIMITS AND READING NOTES

- The universe is not all of Instagram; absolute volumes are a lower bound. The number of tracked accounts grew over the last 9 weeks; weekly trends show direction.
- For story contents, visibility is measured by content count; ad disclosure and performance are computed over posts and reels. Ad disclosure includes the 'Ücretsiz #reklam' tag on gifted products; contents noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself) do not enter the rate.
- Sector news and deal/discount accounts were flagged separately; overlap and creative selections were prepared excluding these accounts.
- A brand name appearing is not evidence of a paid collaboration.
- The tracked account base widened on 24–26 October: posts and reels of the new accounts were completed 90 days back, while their stories exist from the day they were added. Therefore story counts are not directly comparable across weeks; the weekly change was counted with the same matching in both weeks.

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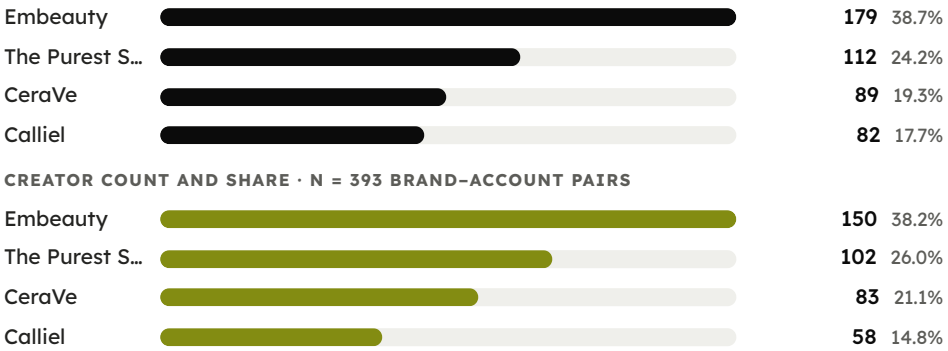
Visibility share, format and follower segment

Which brand is how visible, in which format and with accounts of what size?

VISIBILITY SHARE

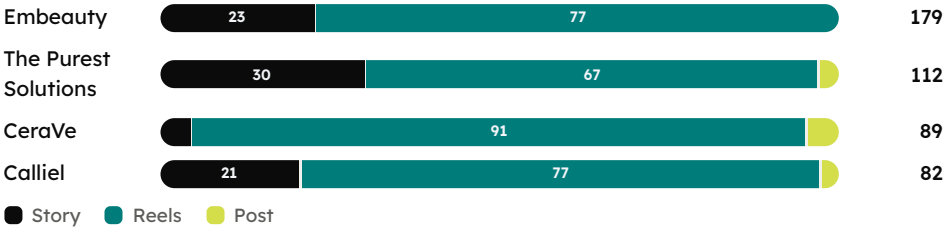
CONTENT COUNT AND SHARE · N = 462 BRAND ASSIGNMENTS



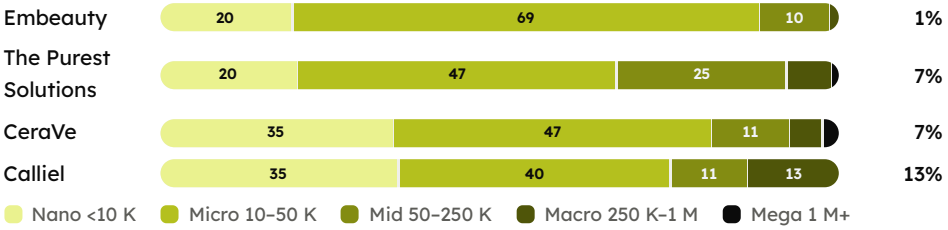
CREATOR COUNT AND SHARE · N = 393 BRAND–ACCOUNT PAIRS

FORMAT AND FOLLOWER SEGMENT

FORMAT MIX, CONTENT SHARE · CONTENT COUNT ON THE RIGHT



FOLLOWER SEGMENT, CONTENT SHARE · MACRO+MEGA SHARE ON THE RIGHT



Period 19 October – 25 October 2026; contents naming more than one brand were counted for each brand. Follower segment is by the account's current follower count.

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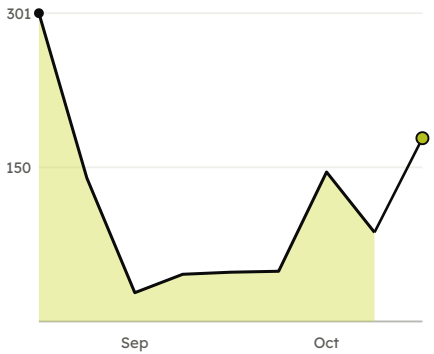
Last 9 weeks (24 Aug–25 Oct 2026)

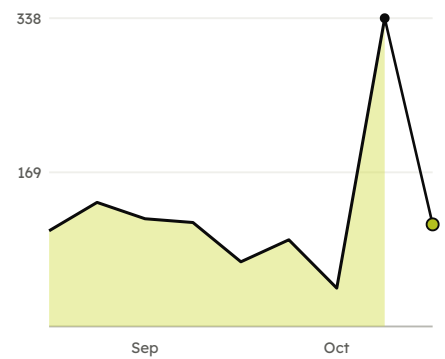
Campaign waves: which brand concentrated when?

Embeauty 179 distinct contents / 7 d · 1,024 account-content rows / 9 weeks



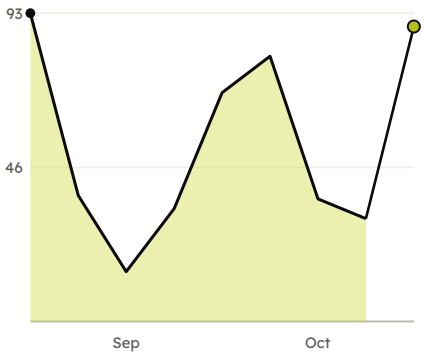
Peak: week of 24 Aug, 301 account-content rows

The Purest Solutions 112 distinct contents / 7 d · 1,131 account-content rows / 9 weeks



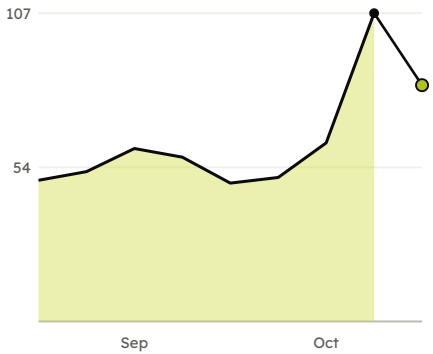
Peak: week of 12 Oct, 338 account-content rows

CeraVe 89 distinct contents / 7 d · 486 account-content rows / 9 weeks



Peak: week of 24 Aug, 93 account-content rows

Calliel 82 distinct contents / 7 d · 567 account-content rows / 9 weeks



Peak: week of 12 Oct, 107 account-content rows

7-day analysis period

Weekly number of account-content rows (a co-authored content is a separate row on each account; the distinct content count is in the comparison table) (weeks starting Monday), 24 August – 25 October 2026, n = 3,208 account-content rows. Each panel's vertical scale is its own; for the level across brands see the previous page. The series shows nine weeks, from the week of 24 August to the report week, with the same matching. The tracked account base widened on 24–26 October: the posts and reels of the new accounts were back-filled 90 days, while their stories exist from the day they were added. For this reason story counts are not directly comparable across weeks; the weekly change was counted over two weeks with the same matching. The last point is the report week. Because the number of tracked accounts grew during the period, the trends indicate direction; early weeks may look low.

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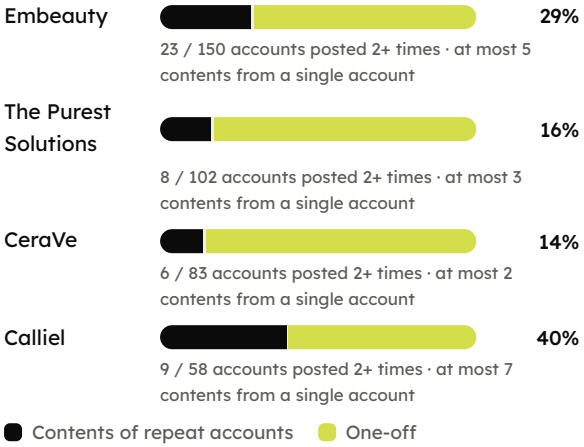
Creator pool, disclosure and timing

Continuity with the same accounts or visibility with a broad pool? How is disclosure done, when is it posted?

REPEAT AND ONE-OFF CREATORS



DISCLOSURE AND BRAND LINK

BRAND	AD LABEL	CO-AUTHORED POST	BRAND TAG	PAID PARTNERSHIP	N
Embeauty	60%	1%	48%	0%	138
The Purest Solutions	58%	0%	46%	0%	78
CeraVe	81%	2%	71%	0%	85
Calliel	58%	0%	44%	0%	65

Ad label: #reklam/#işbirliği/#tanıtım (including gifted 'Ücretsiz #reklam'; excluding 'reklam değil/yok' (not an ad)), within posts+reels (n). Co-authored post, brand tag and Instagram paid-partnership label are over all contents.

POSTING DAY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Hour
Embeauty	10	7	10	7	29	22	15	20:00
The Purest Solutions	46	11	5	10	13	6	8	15:00
CeraVe	8	4	17	16	24	16	16	19:00
Calliel	21	18	18	8	8	13	12	20:00

In-cell percentage: distribution of contents across the days of the week (Turkey time). Dark cells are the brand's busiest days; the last column is the busiest hour. n = the brand's 7-day content count (Embeauty 179 … Calliel 82).

Period 19 October – 25 October 2026.

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Who with whom: creator overlap

Do rival brands work with the same creators?

NUMBER OF SHARED CREATORS

	Embeauty	The Purest Solutions	CeraVe	Calliel
Embeauty	145	0	0	1
The Purest Solutions	0	97	9	7
CeraVe	0	9	81	6
Calliel	1	7	6	58

Diagonal: the brand's creator count. Cell: number of accounts that posted both brands in the period. News and deal accounts excluded; n = 361 accounts, 17 accounts in 2+ brands.

SHARED ACCOUNTS BETWEEN DIRECT COMPETITORS

Embeauty – Calliel 1 shared

Creator 01

The Purest Solutions – CeraVe 9 shared

Creator 02, Creator 03, Creator 04, Creator 05, Creator 06

The Purest Solutions – Calliel 7 shared

Creator 07, Creator 08, Creator 05, Creator 09, Creator 10

CeraVe – Calliel 6 shared

Creator 11, Creator 05, Creator 10, Creator 12, Creator 13

REGULAR CREATORS POSTING FOR MULTIPLE BRANDS · CONTENT COUNT

Creator 05 21.2 K followers

The Purest Solutions 1 · CeraVe 1 · Calliel 1

Creator 10 9,202 followers

Calliel 6 · The Purest Solutions 3 · CeraVe 1

Creator 13 6,907 followers

CeraVe 2 · The Purest Solutions 1 · Calliel 1

Creator 02 367 K followers

The Purest Solutions 1 · CeraVe 1

Creator 03 115 K followers

The Purest Solutions 1 · CeraVe 1

News and deal accounts were excluded because they inflate the raw overlap.

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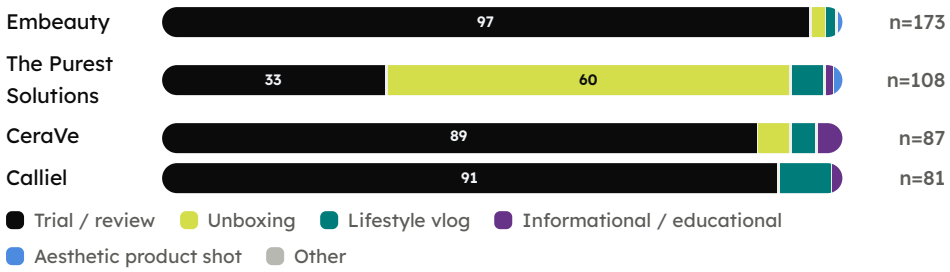
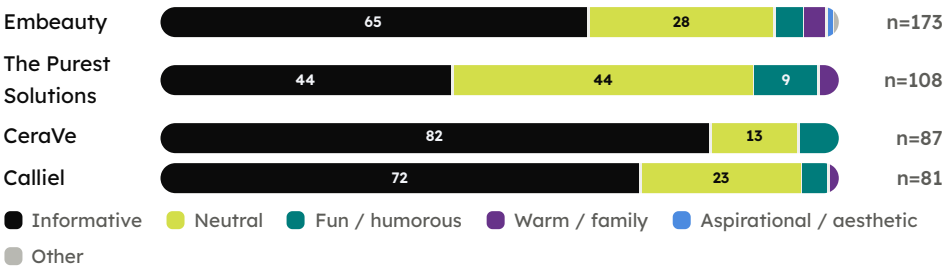
Creative and communication comparison

How brands build their contents: type, tone, product placement, setting and call.

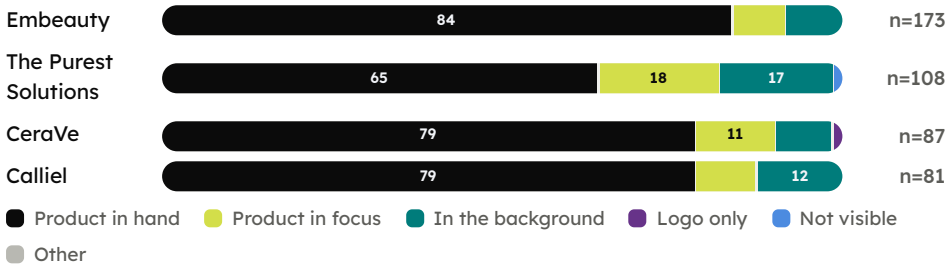
CONTENT TYPE



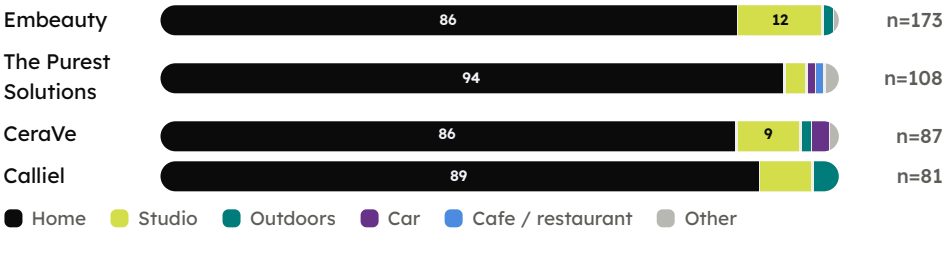
TONE



PRODUCT PLACEMENT



SETTING



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

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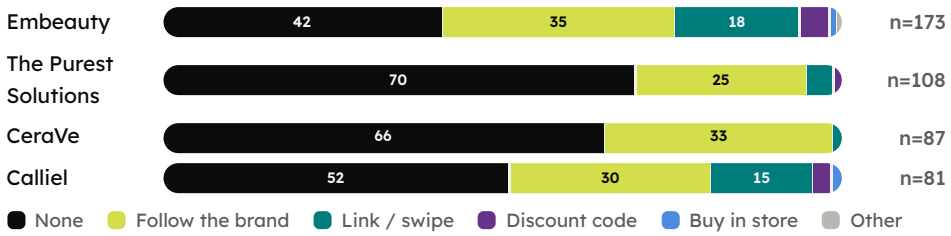
Creative and communication comparison (continued)

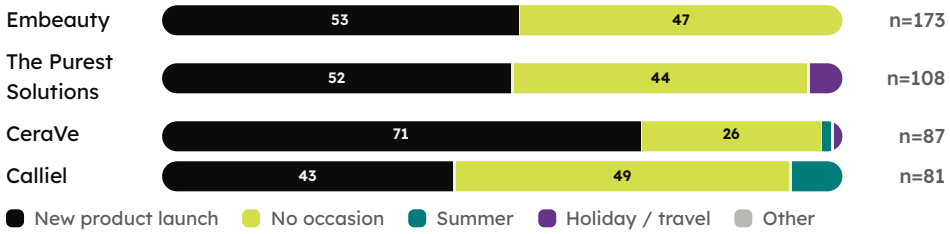
How brands build their contents: type, tone, product placement, setting and call.

IS THE CREATOR ON CAMERA? (VIDEOS)

CALL TO ACTION



PERIOD / OCCASION



Automatic visual and speech classification per creative; repeated identical visuals counted as one creative. n = analysed creatives.

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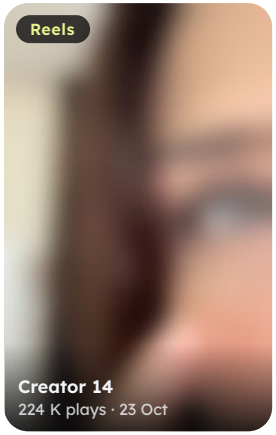
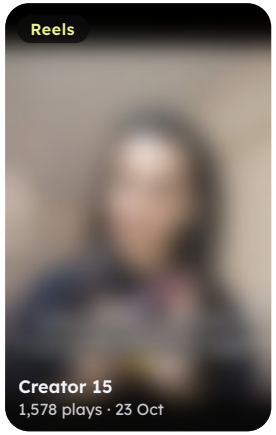
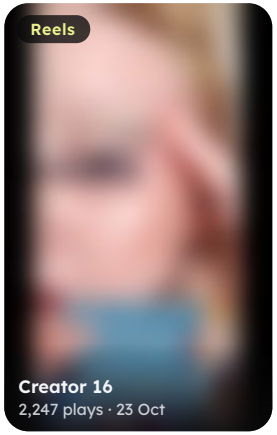
Embeauty

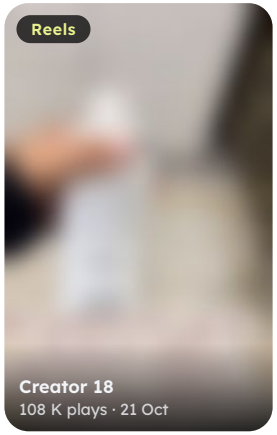
Figures, creative selection and summary

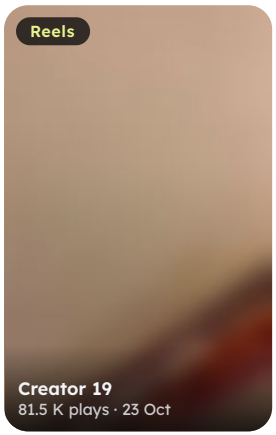
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
179	150	23% · 77% · 0%	3,055	—	1.54%	60%
19–25 October 2026		story · reels · post	n = 118 reels	median, per follower · n = 0	median, per play · n = 105	post+reels, n = 138 · co-authored post 1%

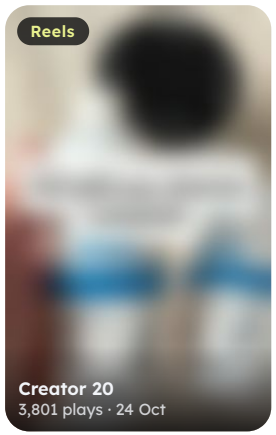


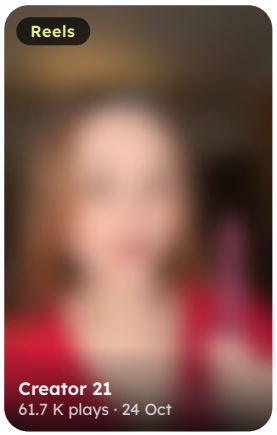


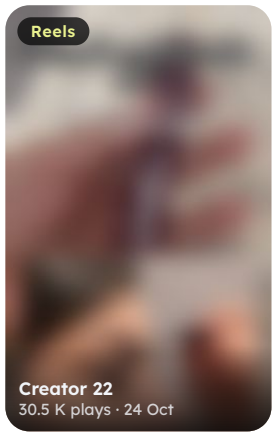












SUMMARY

In 19–25 October Embeauty pushed two products back to back: a 9-active shampoo through the week, then Velvet Volume mascara from 23 October.

- In 19–25 October 2026 Embeauty reached the highest volume of the four brands, with 179 contents from 150 accounts.
- 77.1% of the contents are reels and 22.9% are stories; there are no posts.
- The content count rose from 87 in the week of 12–18 October to 179; most of the increase is in reels (from 67 to 138).
- 88.6% of the accounts are nano or micro; the macro and mega account share of contents is 1.1%.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is on 60.1% of non-story contents.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 20	Food & drink	21.6 K	**5**
Creator 24	Beauty	34.1 K	**3**
Creator 25 deal	Shopping & deals	19.4 K	**3**
Creator 26	Undetermined	16.3 K	**3**
Creator 27	Home & living	281 K	**2**

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Embeauty · campaigns and collaborations

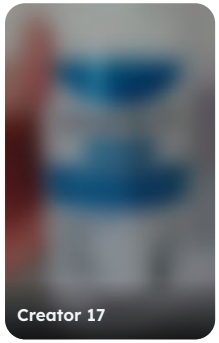
Campaigns that stood out in the period, with sample contents

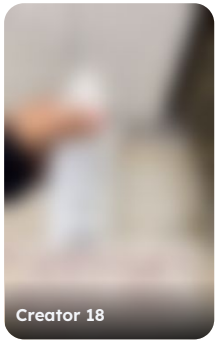
CAMPAIGN

9-active shampoo: shedding and slow-growing hair

19–25 Oct 2026

Routine reels through the week that open with the problem of hair shedding and slow growth; the product link was mostly left in highlights or in the story.





Creator 17 Reel with the hook 'I finally found the shampoo I was looking for'; 145,512 plays.

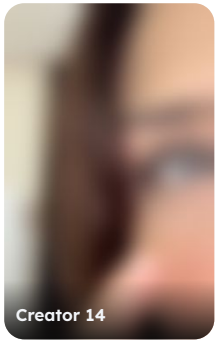
Creator 18 Reel presenting the shampoo as part of a hair-care routine; 107,560 plays.

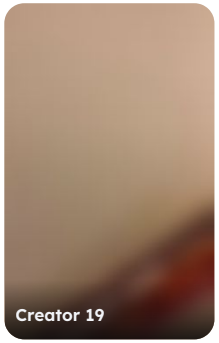
CAMPAIGN

Velvet Volume mascara: 'false-lash effect'

23–25 Oct 2026

A wave that started on 23 October; the before-and-after lash comparison and the 'not false lashes' hook were repeated.





Creator 14 The brand's most-played reel of the week: 224,411 plays.

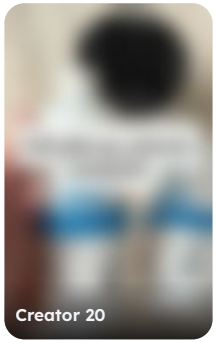
Creator 19 Reel with the question hook 'Is there anyone who doesn't know this mascara?'; 81,530 plays.

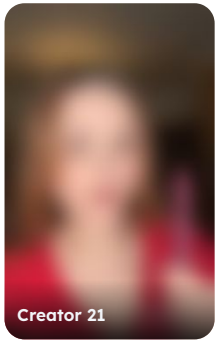
CAMPAIGN

Sales call with a link

19–25 Oct 2026

Creators placed the product link in highlights, on the profile or in the story; some captions carried basket offers.





Creator 20 The account that posted most often, with 5 contents in the week; code and link in highlights.

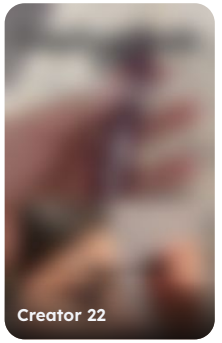
Creator 21 Reel promoting the mascara and leaving the purchase link; 61,669 plays.

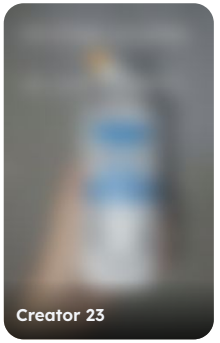
CAMPAIGN

Care through a mother's eyes

24–25 Oct 2026

Family and parenting accounts presented the products through a mother's daily life and children's hair care.





Creator 22 Mascara reel with the hook 'Being a mother doesn't mean giving up on ourselves!'.

Creator 23 A narrative about choosing for her daughter's hair; 57,232 plays.

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Embeauty · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 88.6% of the 150 accounts are nano or micro; there is 1 macro account and no mega account.
- 23 accounts posted 2+ times and carried 29.1% of the contents; at most 5 contents from Creator 20.
- 30.0% of the accounts are in the beauty category and 15.3% in family and parenting; 85.3% are women.
- No shared accounts with The Purest Solutions and CeraVe, 1 with Calliel (news and deal accounts excluded).
- Family and parenting accounts presented the products within a mother's daily life.

PLATFORM AND FORMAT

- 138 reels, 41 stories; median reels plays 3,055.
- Median reels ER per play 1.54% (n=105).
- Posting is heaviest on Friday (29.1%) and Saturday (22.3%); busiest hour 20:00.
- 35 of the 41 stories carried a link to the product.

CREATIVE APPROACH

- 96.5% of the 173 creatives analysed are trials and reviews; the product is in hand in 84.4%.
- 86.1% of the creatives were shot at home; the face is visible in 94.7% of the videos (n=170).
- Call to action: 34.7% follow the brand, 18.5% link or swipe, 4.0% discount code.
- Tone is 64.7% informative; 52.6% of the creatives read as a new product launch.

CONTENT STRUCTURES

- Shampoo: shedding question → ingredient list (biotin, keratin, collagen) → result on the hair → link.
- Mascara: one-eye vs two-eye comparison → single coat, second coat → 'not false lashes' emphasis.
- Five reels were edited to the same popular song instead of speech; four of them are mascara.

COMMUNICATION LANGUAGE

A sincere advice tone that opens with the problem as a question and tries to show the result.

> **"Is your hair falling out and growing slowly too? Then stop, don't skip this video."**

> **"If you're thinking of buying a mascara, stop."**

> **"Is it really as good as the hype? Come on, let's try it together."**

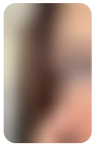
> **"Who could say no to lashes that give a false-lash effect?"**

- Problem language for the shampoo ('shedding', 'slow growth') and a 'false lash' pattern for the mascara; 'takma kirpik' (false lash) appears in the captions of 25 reels.
- In 60.1% of non-story contents there is #reklam (ad) or #işbirliği (collaboration); 5 contents have an organic note.
- Sales language points to the link: 'link in highlights', 'link in my story', 'link in my profile'.

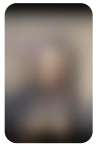
DATA NOTE

- 7 contents from deal accounts were not counted as collaborations.
- 1 reel posted from the brand's own account was not counted.
- Stories are affected by the account-base widening on 24–26 October; 15 of the 41 stories are on 25 October.

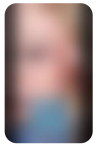
STANDOUT CREATIVES



Creator 14
The brand's most-played reel (224,411 plays): the hook 'I found the mascara I was looking for' and a false-lash-effect promise.



Creator 15
A single-coat vs double-coat test with 'Let's try the much-hyped mascara together'; a free-collaboration note in the caption.



Creator 16
Reel that opens with the warning hook 'If you're thinking of buying a mascara, stop' and shows the brush in close-up.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@embeauty.tr 86

TOP HASHTAGS · CONTENTS

#embeauty 52 #maskara 34 #şampuan 16 #makyaj 14 #rimel 14 #saçbakımı 12

News and deal accounts excluded.

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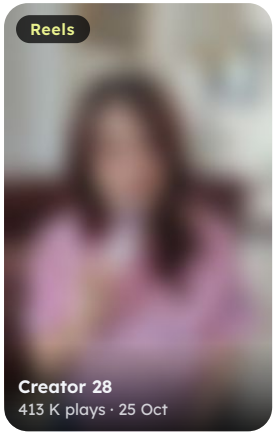
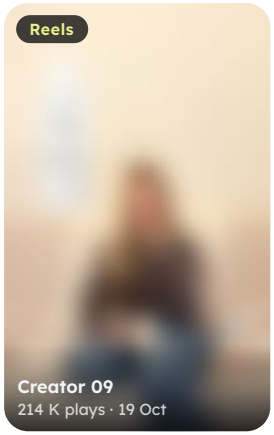
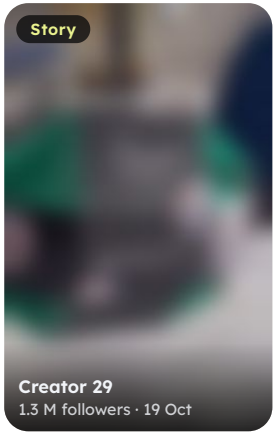
The Purest Solutions

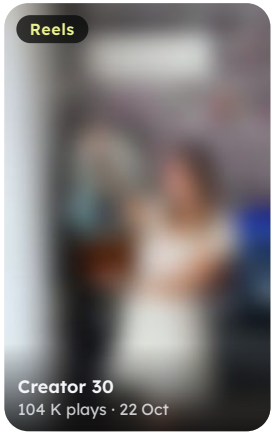
Figures, creative selection and summary

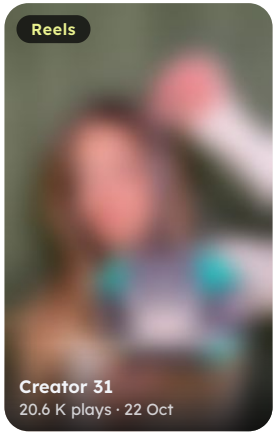
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
112	102	30% · 67% · 3%	3,542	1.02%	1.64%	58%
19–25 October 2026		story · reels · post	n = 66 reels	median, per follower · n = 2	median, per play · n = 57	post+reels, n = 78 · co-authored post 0%

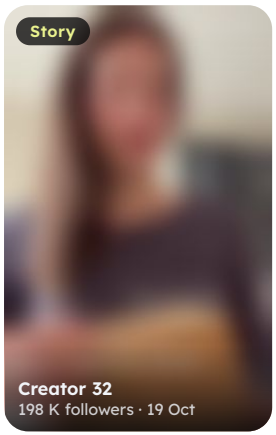


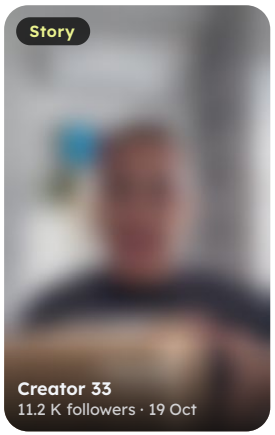


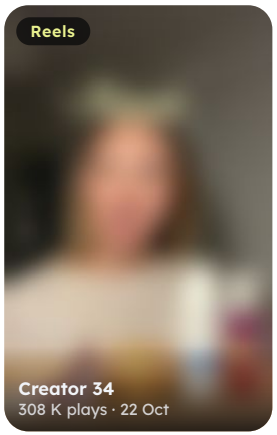


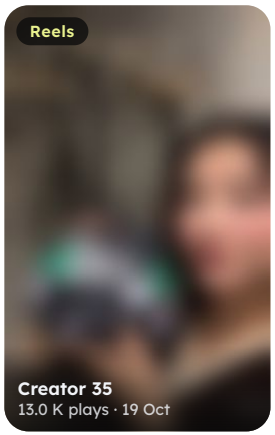


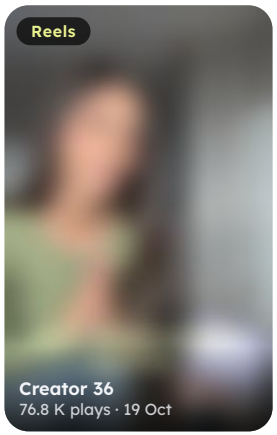












SUMMARY

In 19–25 October The Purest Solutions brought the opening of a surprise PR box of hair and body care products to reels.

- In 19–25 October 2026 The Purest Solutions appeared in 112 contents from 102 accounts; 67.0% reels, 30.4% stories, 2.7% posts.
- Volume fell from 338 contents in the week of 12–18 October to 112; the drop is in stories (from 256 to 34).
- 7.1% of the contents come from macro and mega accounts; the share of mid-sized accounts is 25.5%.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is on 57.7% of non-story contents; 15 contents have an organic note such as 'reklam yok' (no ad).
- The most-played reel, with 413,252 plays, is a collaboration themed on Breast Cancer Awareness Month.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 10	Lifestyle	9,202	**3**
Creator 37	Beauty	5,455	**3**
Creator 36	Beauty	69.6 K	**2**
Creator 07	Beauty	54.2 K	**2**
Creator 38	Beauty	44.5 K	**2**

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The Purest Solutions · campaigns and collaborations

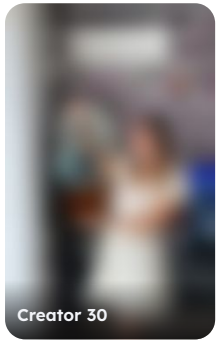
Campaigns that stood out in the period, with sample contents

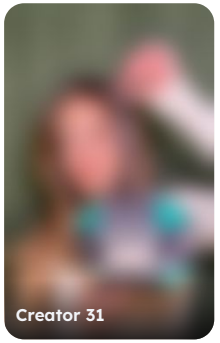
CAMPAIGN

Surprise PR box: hair and body care

19–25 Oct 2026

Creators opened the box on camera; products such as shampoo, body lotion and a hair clip came out. Some of the posts carried #reklam (ad), others a 'reklam yok' (no ad) note.





Creator 30 Opening reel that also says the box is on sale; 103,735 plays.

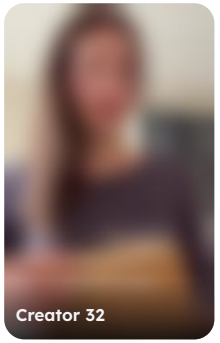
Creator 31 Edit built around opening the surprise box together; #reklam #isbirligi (ad, collaboration).

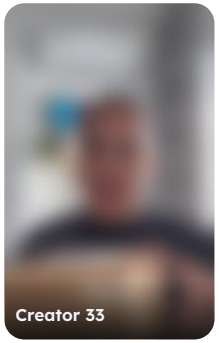
CAMPAIGN

19 October stories: the box at large accounts

19 Oct 2026

30 stories were posted on the first day of the week; large accounts also opened the box in stories. The previous week, with 338 contents, was the peak of the nine-week series.





Creator 32 Story with speech announcing the arrival of the box.

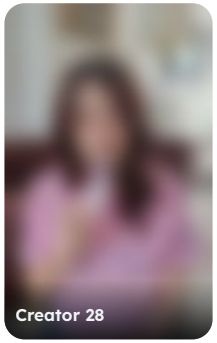
Creator 33 Story introducing the new hair and body products in a 'mystery box' opening.

CAMPAIGN

Breast Cancer Awareness Month

25 Oct 2026

A collaboration linking October's awareness theme to a self-care routine; tagged #reklam (ad) and #işbirliği (collaboration).



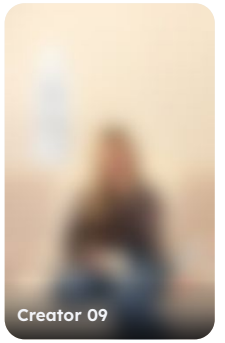
Creator 28 The brand's most-played reel of the week: 413,252 plays.

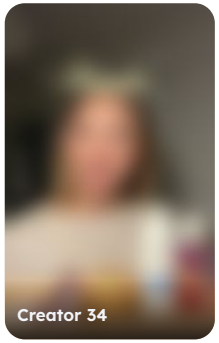
CAMPAIGN

Routine and comparison contents

19–22 Oct 2026

In formats such as a local counterpart of the Korean routine and an empties list, the brand was shown side by side with other brands' products.





Creator 09 Reel tagged #Reklam (ad) comparing a viral product with the same active focus; 213,800 plays.

Creator 34 Shampoo in an empties list; 307,917 plays.

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The Purest Solutions · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 66.6% of the 102 accounts are nano or micro; there are 7 macro and 1 mega accounts.
- 8 repeat accounts carried 16.1% of the contents; at most 3 contents from a single account.
- Large accounts in stories: Creator 29 (1,309,892 followers) and Creator 39 (615,881).
- 9 shared accounts with CeraVe and 7 with Calliel; none with Embeauty (news and deal accounts excluded).
- 44.1% of the accounts are in the beauty category and 21.6% in fashion; 93.1% are women.

PLATFORM AND FORMAT

- 75 reels, 34 stories, 3 posts.
- Median reels plays 3,542; reels ER per play 1.64% (n=57).
- 46.4% of the posts are on Monday; busiest hour 15:00.

CREATIVE APPROACH

- 60.2% of the 108 creatives analysed are unboxings and 33.3% are trials and reviews.
- 93.5% of the creatives were shot at home; the product is in hand in 64.8% and in focus in 17.6%.
- 70.4% of the creatives have no call to action; 25.0% direct viewers to follow the brand.
- Speech was transcribed in 64.3% of the videos; the face is visible in 91.7% of the videos (n=84).

CONTENT STRUCTURES

- Unboxing: package at the door → 'what's inside' curiosity → taking out the products one by one → thanks and tag.
- Product introduction: hair problem → moisturising shampoo → result; some are a continuation of the unboxing.
- Comparison: the viral product and its The Purest Solutions counterpart side by side, with the same active focus.

COMMUNICATION LANGUAGE

A warm unboxing tone built on curiosity and surprise.

> **"A surprise box? We love it."**

> **"What is this sweetness, I'm going crazy?"**

> **"I never thought I'd say this, but I finally found the shampoo my hair needs."**

> **"Discover Your Surprise Gift While Completing Your Care Routine!"**

- Disclosure is mixed: an ad label on 57.7% of non-story contents and an organic note such as 'reklam yok' (no ad) on 15 contents.
- Thank-you language is common; creators describe the box as a 'gift' and a 'surprise'.
- In the awareness collaboration, a call for self-care and check-ups comes to the fore instead of the product.

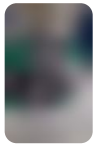
DATA NOTE

- Stories carry no like or play counts; visibility was measured by content count.
- 5 contents from deal accounts were not counted as collaborations.
- 3 reels also mentioned CeraVe, and 3 reels and 1 post also mentioned Calliel; each was counted under every brand mentioned.

STANDOUT CREATIVES

Creator 28
The brand's most-played reel (413,252 plays): it links the awareness-month message to a self-care routine.

Creator 09
The local version of the Korean routine: a reel comparing a viral product with the same active focus; 213,800 plays.



Creator 29
Unboxing story from the account with 1,309,892 followers, tagged 'Reklam' (ad).

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@thepurestsolutions 77

TOP HASHTAGS · CONTENTS

#thepurestsolutions 35 #ciltbakımı 8 #haircare 6 #kutuaçılımı 5 #sacbakimi 5 #unboxing 5

News and deal accounts excluded.

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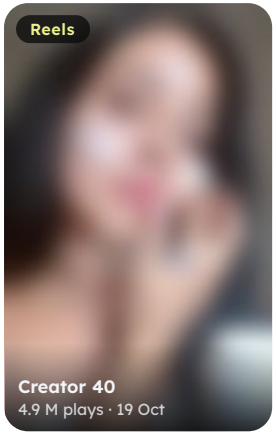
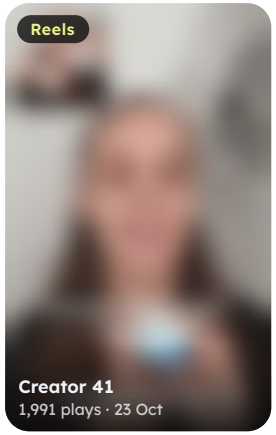
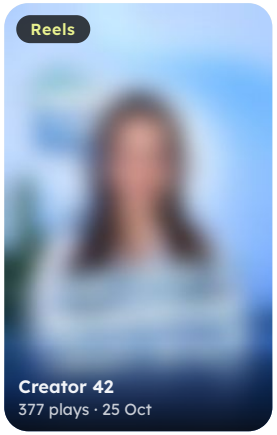
CeraVe

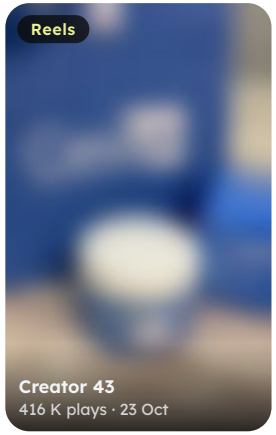
Figures, creative selection and summary

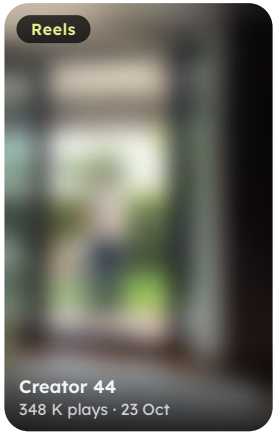
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
89	83	4% · 91% · 4%	2,616	0.66%	1.58%	81%
19–25 October 2026		story · reels · post	n = 73 reels	median, per follower · n = 4	median, per play · n = 65	post+reels, n = 85 · co-authored post 2%

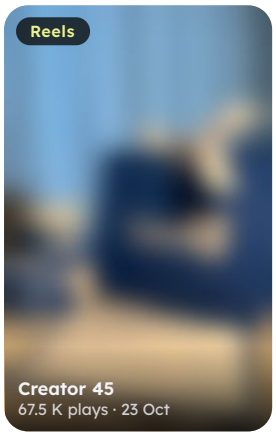


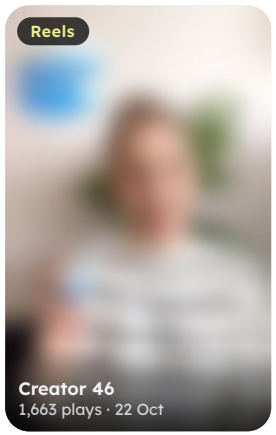


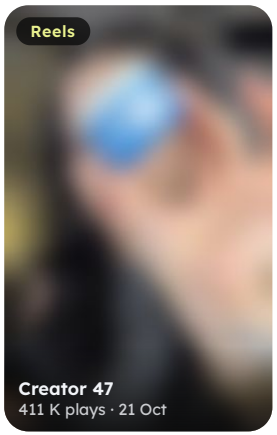


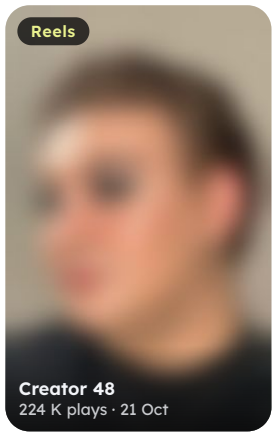


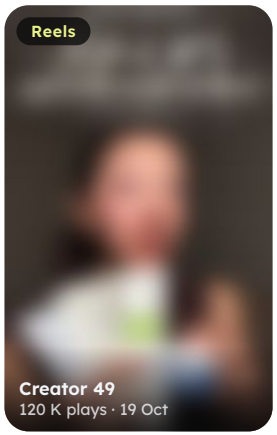












SUMMARY

In 19–25 October CeraVe introduced the new HA Water Gel moisturiser with a wave of reels, mostly from one-off micro accounts.

- In 19–25 October 2026 CeraVe appeared in 89 contents from 83 accounts; 91.0% of the contents are reels.
- The content count rose from 31 in the week of 12–18 October to 89; the increase came from reels (from 12 to 81), while stories fell from 14 to 4.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) is on 81.2% of non-story contents; the highest disclosure rate of the four brands.
- 81.9% of the accounts are nano or micro; only 6 accounts posted 2 times.
- The most-played reel of the week is at CeraVe: 4,894,602 plays; the brand's median reels plays are 2,616.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 50	Fashion & style	118 K	2
Creator 51	Street fashion & luxury	14.5 K	2
Creator 52	Beauty	10.6 K	2
Creator 12	Beauty	8,574	2
Creator 13	Beauty	6,907	2

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CeraVe · campaigns and collaborations

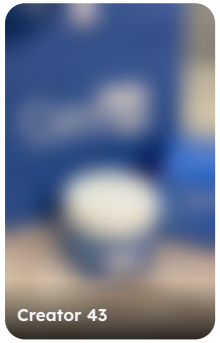
Campaigns that stood out in the period, with sample contents

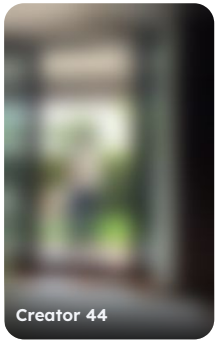
CAMPAIGN

HA Water Gel launch (#watergel)

19–25 Oct 2026

A new water-based gel moisturiser; the promise '3-second absorption, 3 days of moisture' was repeated in captions and speech in almost identical sentences.





Creator 43 Reel describing the product through its texture and its two claims; 416,164 plays.

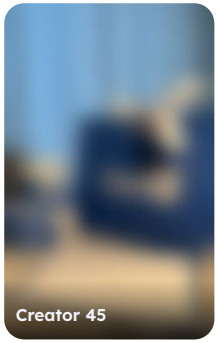
Creator 44 Lifestyle vlog linking the care to the morning home routine; 347,986 plays.

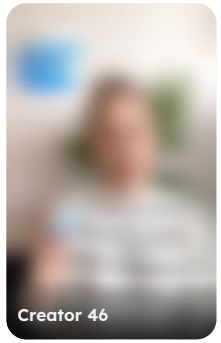
CAMPAIGN

Creators selected through L'Oréal Content Pro

19–25 Oct 2026

The product was distributed through a creator programme with the #lorealcontentpro tag; creators described being selected and the unboxing.





Creator 45 Reel describing the programme with the phrase 'being selected out of 1000 people'.

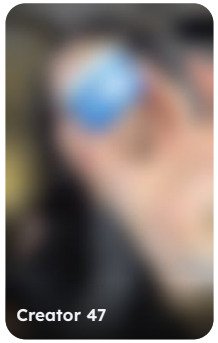
Creator 46 Reel opening the box on camera and telling the story of being selected.

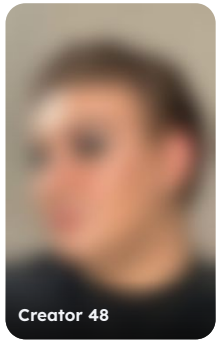
CAMPAIGN

Moisture under makeup: well-known faces

19–23 Oct 2026

Macro and mega accounts showed the product as the first step of makeup prep; the explanation was embedded in the makeup video.





Creator 47 Daily makeup video from the account with 1,373,468 followers; 411,120 plays.

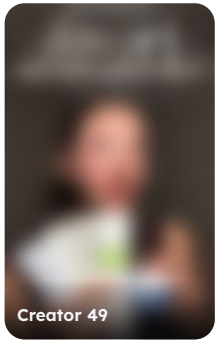
Creator 48 Emphasis on a moist base in an intense eye-makeup tutorial; 223,996 plays.

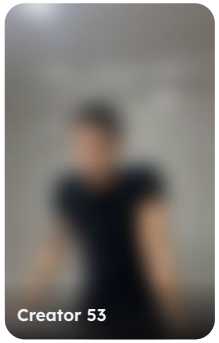
CAMPAIGN

Lists without an ad note

19–23 Oct 2026

In moisturiser lists and skin-care mistakes videos, CeraVe was recommended with a note that it was not a collaboration.





Creator 49 Moisturiser list by skin type; the caption states there is no sponsor.

Creator 53 Moisturiser recommendation in an after-shave care mistakes video; noted 'reklam değil' (not an ad).

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CeraVe · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 81.9% of the 83 accounts are nano or micro; median followers 13,938.
- The repeat account share is 7.2%; 13.5% of the contents come from 6 accounts that posted 2 times, at most 2 contents.
- Large accounts: the post of Creator 54 (1,875,931 followers) and the reel of Creator 47 (1,373,468).
- 9 shared accounts with The Purest Solutions and 6 with Calliel; none with Embeauty (news and deal accounts excluded).
- 47.0% of the accounts are in the beauty category; 89.2% are women.

PLATFORM AND FORMAT

- 81 reels, 4 posts, 4 stories; story share 4.5%.
- Median reels ER per play 1.58% (n=65); for posts, per follower 0.66% (n=4).
- Busiest day is Friday (23.6%), busiest hour 19:00.

CREATIVE APPROACH

- 88.5% of the 87 creatives analysed are trials and reviews; the product is shown in hand in 79.3%.
- 86.2% of the creatives were shot at home; the face is visible in 90.2% of the videos (n=82).
- Tone is 81.6% informative; 71.3% of the creatives read as a new product launch.
- Speech was transcribed in 51.2% of the videos; the narration centres on a close-up of the gel texture and the absorption claim.

CONTENT STRUCTURES

- Question hook ('3 days of moisture?') → close-up of the gel texture → application on the face → absorption and moisture claim.
- Makeup video: moisturising as the first step → makeup → emphasis on a moist base; the product stays within the flow.
- Unboxing: story of being selected → introducing the product → first impression and tags.

COMMUNICATION LANGUAGE

An informative tone that repeats the product claim and narrates it through personal experience.

> **"You asked whether a moisturiser can absorb in 3 seconds, I tried it!"**

> **"Girls, could I have found my moisturiser?"**

> **"Is it necessary to use a moisturiser on oily skin?"**

> **"Everyone needs a friend like this!"**

- The '3 seconds' or '3 days' claim appears in the captions of 31 of the 89 contents; the texts are very close to each other.
- In 81.2% of non-story contents there is #reklam (ad) or #işbirliği (collaboration); 4 contents have an organic note such as 'reklam değil' (not an ad).
- In the unboxings, being selected through the programme and the gifted product are stated openly.

DATA NOTE

- The most-played reel of the week got 1,203 likes for 4,894,602 plays; ER per play 0.02%.
- 3 reels also mentioned The Purest Solutions, and 1 reel and 1 post also mentioned Calliel; each was counted under every brand mentioned.
- The story count is 4; stories carry no like or play counts.

STANDOUT CREATIVES

Creator 40
The most-played reel of the week (4,894,602 plays): the Moisturising Cream jar, application on the face and a skin-barrier message on screen.

Creator 41
Reel turning the stickiness claim into a visual experiment with a 'napkin test'.

Creator 42
Collaboration reel answering the question 'Is it necessary to use a moisturiser on oily skin?' in an informative tone.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@ceraveturkiye 61 @cerave 12

TOP HASHTAGS · CONTENTS

#cerave 63 #nemlendirici 54 #watergel 54 #lorealcontentpro 48 #ciltbakımı 3 #dermatolojikgüzellik 3

News and deal accounts excluded.

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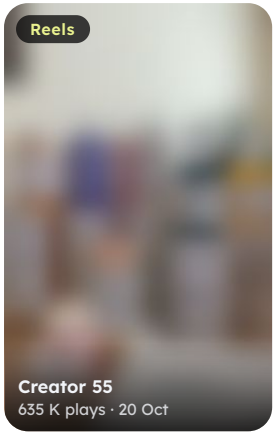
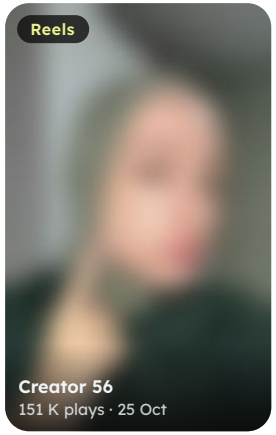
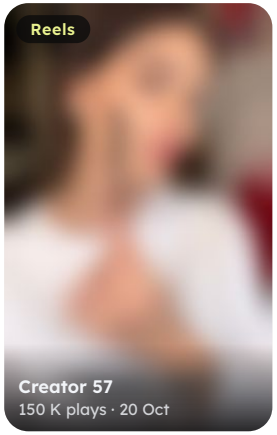
Calliel

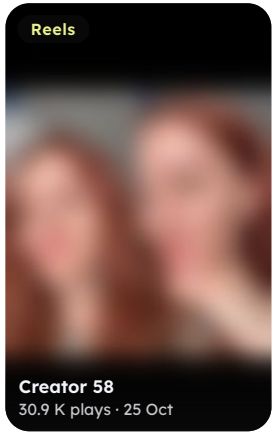
Figures, creative selection and summary

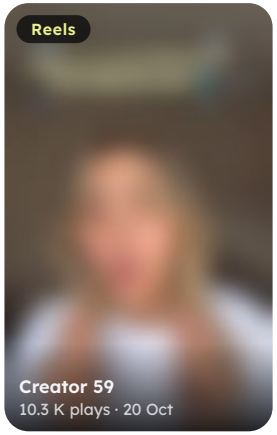
CONTENTS · 7 D	CREATORS	FORMAT	MEDIAN REELS PLAYS	ER · POST	ER · REELS	AD DISCLOSURE
82	58	21% · 77% · 2%	6,347	1.52%	0.97%	58%
19–25 October 2026		story · reels · post	n = 55 reels	median, per follower · n = 1	median, per play · n = 45	post+reels, n = 65 · co-authored post 0%

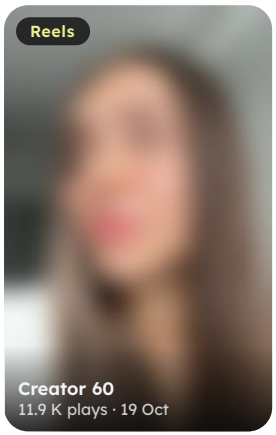


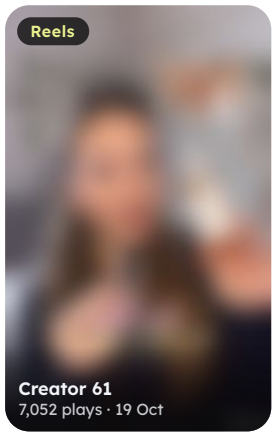


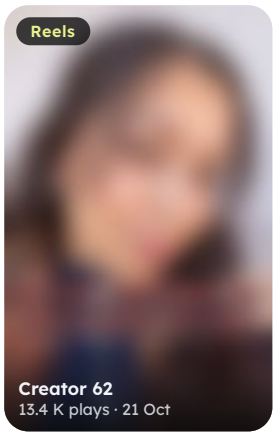


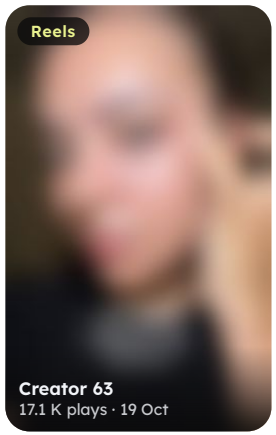


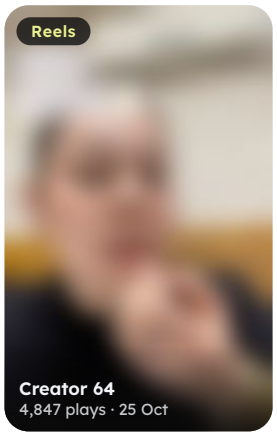












SUMMARY

In 19–25 October Calliel appeared in 82 contents from 58 accounts; reels presenting sun protection, moisturiser and spot-focused products stood out.

- In 19–25 October 2026 Calliel appeared in 82 contents from 58 accounts; 76.8% of the contents are reels and 20.7% are stories.
- The content count fell from 107 in 12–18 October to 82; the drop is in reels (from 73 to 63) and in stories (from 33 to 17).
- Of the 65 non-story contents, 58.5% carry an ad disclosure (#reklam/#işbirliği/#tanıtım); 12 contents have an organic note such as 'reklam yok' (no ad).
- 79.4% of the accounts are nano or micro (median followers 21,174); 9 accounts posted more than once and carried 40.2% of the contents.
- The brand's median reels plays of 6,347 are the highest of the four brands; the most-played reel got 635,331 plays.

TOP POSTING ACCOUNTS

ACCOUNT	CATEGORY	FOLLOWERS	CONTENTS
Creator 65	Modest fashion	306 K	**7**
Creator 10	Lifestyle	9,202	**6**
Creator 56	Modest fashion	6,756	**6**
Creator 11	Beauty	23.5 K	**3**
Creator 66	Beauty	13.8 K	**3**

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Calliel · campaigns and collaborations

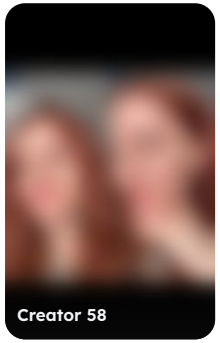
Campaigns that stood out in the period, with sample contents

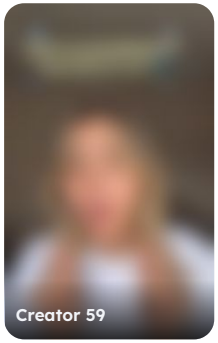
CAMPAIGN

Moisturiser and sun protection

19–25 Oct 2026

Of the 65 non-story contents, 14 mention sun or SPF in the caption and 10 mention moisturiser; Moisture Effect and Glow Primer stand out.





Creator 58 #reklam (ad) reel introducing Moisture Effect; 30,881 plays.

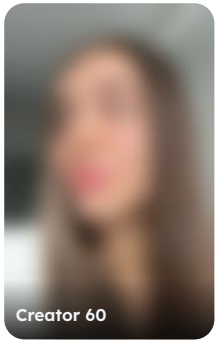
Creator 59 Reel describing the moisturiser's 72-hour moisture promise; 10,283 plays.

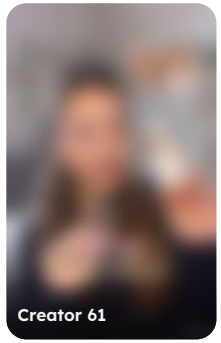
CAMPAIGN

Kojic acid and dark-spot routine

19–25 Oct 2026

Kojic acid appears in 6 captions; the videos revolve around a single-product promise for spots, darkening and pore appearance.





Creator 60 Reel presenting the kojic acid serum for pores and spots; 11,875 plays.

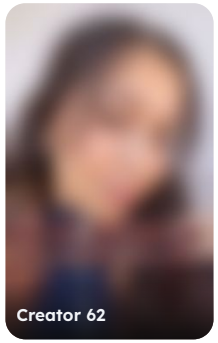
Creator 61 Informational reel that starts with the question 'What is kojic acid good for?'; 7,052 plays.

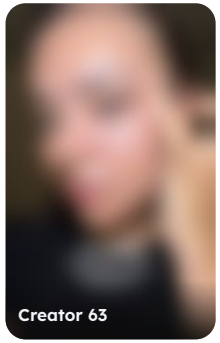
CAMPAIGN

Powder and tone evening

19–21 Oct 2026

Powder Tone-Up was shown as part of makeup prep, with a promise on under-eye areas and uneven tone.





Creator 62 Reel presenting Powder Tone-Up for under-eye darkness; 13,428 plays.

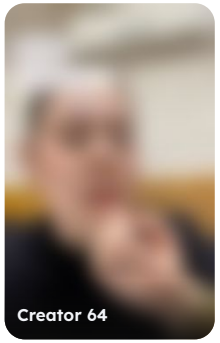
Creator 63 #reklam (ad) reel showing the effect of the powder; 17,060 plays.

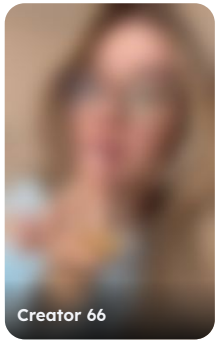
CAMPAIGN

Lip mask

19–25 Oct 2026

Lip Mask was introduced as a care product instead of lipstick, with a lightly tinted and shimmery lip look.





Creator 64 Reel that opens Lip Mask with the question 'What's on your lip?'; 4,847 plays.

Creator 66 Reel showing the lip mask with a 'provided by' note; 4,328 plays.

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Calliel · strategy, creative and communication

Creator strategy, creative approach, communication language and standout creatives

CREATOR STRATEGY

- 79.4% of the 58 accounts are nano or micro; median followers 21,174, and 13.4% of the contents come from macro accounts.
- 9 accounts (15.5%) posted 2 or more times and carried 40.2% of the contents; most of all Creator 65, with 7 stories.
- Creator 56 (6,756 followers) posted 6 reels; three exceeded 100,000 plays.
- Large accounts: the reel of Creator 55 (688,772 followers) was played 635,331 times; Creator 67 (524,466) posted a story.
- 7 shared accounts with The Purest Solutions, 6 with CeraVe and 1 with Embeauty (news and deal accounts excluded).

PLATFORM AND FORMAT

- 63 reels, 17 stories, 2 posts; reels share 76.8%. 11 stories were matched by the product link alone.
- Median reels plays 6,347 (55 reels); median ER per play 0.97% (n=45). The post base is 2, so no ER is given.
- Busiest day is Monday (20.7%), busiest hour 20:00.

CREATIVE APPROACH

- 91.4% of the 81 creatives analysed are trials and reviews and 7.4% are lifestyle vlogs; the product is in hand in 79.0%.
- 88.9% of the creatives were shot at home; the face is visible in 96.1% of the videos (n=77).
- Tone is 71.6% informative; 43.2% of the creatives read as a new product launch.
- Call to action: 29.6% follow the brand, 14.8% link or swipe, 2.5% discount code; 51.9% have no call to action.

CONTENT STRUCTURES

- Problem hook ('What's on your lip?', 'What is kojic acid good for?') → showing the product → application on the skin or lip → result.
- Makeup video: skin prep → foundation → showing Glow Primer as a prep step (Creator 57).
- Collection introduction: toner, acid, moisturiser, sunscreen and lip care are listed in turn (Creator 55).
- Story series: 7 stories from a single account spread over 20–23 October (Creator 65).

COMMUNICATION LANGUAGE

An informative tone that narrates the skin problem and the product claim through personal experience and lists product names.

> **"Where have you been all this timeee?"**

> **"I had seen many people using kojic acid, but once you start using it you understand why it is loved"**

> **"Are those who say 'if my face turns white with sunscreen, I won't use it' here?"**

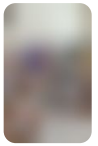
> **"I met a new product that will suit my skin's moisture needs."**

- In the captions of the 65 non-story contents, 'güneş' (sun) or SPF appears in 14, moisturiser in 10 and kojic acid in 6.
- Ad disclosure (#reklam/#işbirliği/#tanıtım) 58.5%; 12 contents have an organic note, yet the product and the brand account are still named openly.
- The brand account is tagged in 36 of the 82 contents (43.9%).

DATA NOTE

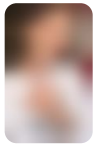
- Average reels plays 31,386, median 6,347: the picture rests on a few highly played reels.
- Stories have no likes, plays or captions; speech was transcribed in only 4 of the 16 stories analysed.
- The weekly drop (from 107 to 82) is in stories, from 33 to 17; the account-base widening on 24–26 October distorts the story comparison.

STANDOUT CREATIVES



Creator 55
The brand's most-played reel (635,331 plays): a collection introduction listing the product categories in turn.

Creator 56
Reel presenting a routine with the toner to fade spots, sun spots and under-eye darkness; 151,261 plays.



Creator 57
Makeup reel describing the after-foundation problem and showing Glow Primer; 149,508 plays.

SUB-BRANDS AND TAGS

BRAND AND SUB-BRAND ACCOUNTS · CONTENTS

@callielcomtr **42**

TOP HASHTAGS · CONTENTS

#calliel **24** #ciltbakımı **7** #ciltbakım **5** #ugc **5** #glowprimer **4** #güneşkremi **4**

News and deal accounts excluded.

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Additional insights

Examples drawn from competitor activity that enrich the analysis; supporting data below.

RISING BRAND OF THE WEEK: CERAVE

CeraVe's content count rose from 31 in 12–18 October to 89 in 19–25 October (187.1% increase). The increase came from reels: from 12 to 81; stories fell from 14 to 4.

Two weeks were counted with the same matching: CeraVe 31 → 89, Embeauty 87 → 179, The Purest Solutions 338 → 112, Calliel 107 → 82. Stories are affected by the account-base widening on 24–26 October; reels and posts were back-filled 90 days.

REEL OF THE WEEK

The CeraVe reel posted on 19 October was the most played of the week. The creator holds the Moisturising Cream jar up to the camera and applies the cream to her face; the message is delivered through on-screen skin-barrier text.

Creator 40 (44,827 followers), 12-second video: 4,894,602 plays, 1,203 likes, 15 comments; ER per play 0.02%.

STORY OR REELS?

CeraVe, Embeauty and Calliel leaned on reels. The Purest Solutions' stories were largely concentrated on the first day of the week.

Reels share: CeraVe 91.0%, Embeauty 77.1%, Calliel 76.8%, The Purest Solutions 67.0%. 30 of The Purest Solutions' 34 stories are on 19 October; 35 of Embeauty's 41 stories and 11 of Calliel's 17 stories are product-linked.

CREATOR SPREAD: BROAD BASE AND REPEAT ACCOUNTS

Embeauty and CeraVe built a broad base with many small accounts; Calliel used fewer accounts repeatedly.

Account count: Embeauty 150, CeraVe 83, Calliel 58. Nano and micro account share: Embeauty 88.6%, CeraVe 81.9%, Calliel 79.4%. 40.2% of Calliel's contents come from repeat accounts; at most 7 from a single account.

SAME PROMISE, SIMILAR SENTENCE

In CeraVe reels the '3-second absorption, 3 days of moisture' promise was repeated from creator to creator in almost identical sentences; for the Embeauty mascara the 'false-lash effect' played the same role.

CeraVe: the expression '3 seconds' or '3 days' in the captions of 31 of 89 contents. Embeauty: 'takma kirpik' (false lash) in the captions of 25 reels.

LINK AND CALL TO ACTION

The sales call differed by brand: a link placed in highlights at Embeauty, a product link in the story at Calliel, an unboxing with no call to action at The Purest Solutions.

Link or swipe call: 18.5% of Embeauty's 173 creatives, 14.8% of Calliel's 81 creatives. No call to action: 70.4% of The Purest Solutions' 108 creatives.

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Opportunities

Areas to differentiate for your brand, drawn from rivals' creator activity.

OPPORTUNITIES FOR YOUR BRAND

1. The same promise sentence was repeated dozens of times in CeraVe reels. For your brand, a narration based on the creator's own test offers a striking differentiation.
2. The most-played reel of the week was a short application video that put a single message on screen. For your brand, simple single-message application videos can be tried.
3. Calliel built a narration weighted towards sun protection and moisturiser that names the products one by one. For your brand, a collection narration listing the product categories in a single video can be tried.
4. Embeauty pushed two products in the same week with different creator groups. For your brand, a separate creator cluster per product keeps the messages from blending.
5. Some of The Purest Solutions' unboxings were shared with a 'reklam yok' (no ad) note. For your brand, a PR box can turn the first impression into a natural narrative.
6. 40.2% of Calliel's contents came from 9 accounts that posted 2 or more times. For your brand, a serial narration spread across the week with the same creator builds trust and recall.

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Panel view: share and performance

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

SHARE OF TRACKED CONTENT

Embeauty — **36.7%**

149 contents · 126 creators · +22.6 pp previous week

The Purest Solutions — **26.1%**

106 contents · 98 creators · –37.4 pp previous week

CeraVe — **19.7%**

80 contents · 76 creators · +14.6 pp previous week

Calliel — **17.5%**

71 contents · 52 creators · +0.2 pp previous week

PERFORMANCE

BRAND	CONTENTS	REEL PLAYS	LIKES + COMMENTS	STORY VIEWS (MODEL)	REACH MODEL
Embeauty	**149** 41 Story · 0 Post · 108 Reel	**1,333,295** 89 of 108 Reel (82.4%)	**15,179** 81 of 108 · 27 hidden likes	**716,739** 41 of 41 Story	**203,562** 108 of 108
The Purest Solutions	**106** 34 Story · 3 Post · 69 Reel	**1,668,785** 61 of 69 Reel (88.4%)	**18,719** 58 of 72 · 14 hidden likes	**2,486,414** 34 of 34 Story	**150,029** 72 of 72
CeraVe	**80** 4 Story · 3 Post · 73 Reel	**7,164,474** 67 of 73 Reel (91.8%)	**52,226** 64 of 76 · 12 hidden likes	**100,997** 4 of 4 Story	**301,520** 76 of 76
Calliel	**71** 17 Story · 2 Post · 52 Reel	**779,517** 45 of 52 Reel (86.5%)	**5,784** 39 of 54 · 14 hidden likes	**1,325,815** 17 of 17 Story	**91,556** 54 of 54

Measured counters, the Story model and the reach estimate are separate fields; none is added to another. —: no such counter in that row.

Counted with the panel's method (link evidence, verified account and hashtag tags).

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Panel view: quality and audience

Counted the way the Starlecta panel's comparison tabs count (catalogue matching), not with this report's brand matching; totals differ from the tables above by design.

Same calculation as the panel's comparison tabs · 2026-10-19 to 2026-10-25 · all content types

QUALITY (MEAN SQS)

Embeauty — **66.3**

125 creators with SQS · Nano 68.3 · Micro 66.0 · Macro 62.8

The Purest Solutions — **64.1**

97 creators with SQS · Nano 60.3 · Micro 62.8 · Macro 70.8 · Mega 70.9

CeraVe — **63.1**

75 creators with SQS · Nano 64.9 · Micro 60.6 · Macro 67.3 · Mega 68.1

Calliel — **64.3**

52 creators with SQS · Nano 65.6 · Micro 61.8 · Macro 71.2

Each row is the mean stored SQS (0–100) of the unique creators who shared the brand.

AUDIENCE (COMMENTERS)

Embeauty — Women 86% / Men 14%

Largest age band: **25-34** 63% · Largest city: **İstanbul** 18% · Largest country: **Türkiye** 96%

The Purest Solutions — Women 77% / Men 23%

Largest age band: **25-34** 51% · Largest city: **İstanbul** 22% · Largest country: **Türkiye** 96%

CeraVe — Women 80% / Men 20%

Largest age band: **25-34** 52% · Largest city: **İstanbul** 21% · Largest country: **Türkiye** 97%

Calliel — Women 79% / Men 21%

Largest age band: **25-34** 49% · Largest city: **İstanbul** 22% · Largest country: **Türkiye** 97%

Average of the sharing creators' commenter profiles (equal weight per creator). Commenters are a sample: not followers, not reached people.

Counted with the panel's method (link evidence, verified account and hashtag tags).

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Data glossary and method notes

Terms used in the report and calculation notes.

DATA GLOSSARY

Content	A post, reel or story naming the brand name, brand account or brand hashtag.
Creator	The tracked account that shared the content; brand accounts excluded.
Follower segment	Nano <10 K · Micro 10–50 K · Mid 50–250 K · Macro 250 K–1 M · Mega 1 M+.
Repeat creator	An account that posted the same brand 2+ times in the period.
Ad disclosure	#reklam, #işbirliği, #tanıtım tag (including gifted 'Ücretsiz #reklam'; excluded if noted 'reklam değil/yok' (not an ad) or 'kendim aldım' (bought it myself)); within posts and reels.
Co-authored post	Content published jointly by two accounts with Instagram's co-author feature.
Paid partnership	Instagram's 'Paid partnership' label.
Plays	Number of reel plays; measured only for reels.
ER	Engagement rate, percent: for reels (likes + comments) / plays (per play), for posts (likes + comments) / followers (per follower). Medians are given separately for the two types; they are not comparable because the denominators differ.
Overlap	Number of accounts that posted both brands in the period; news and deal accounts excluded.
News / deal account	Accounts that share sector news or discounts; flagged separately.

METHOD NOTES

- Period 19–25 October 2026 (Monday–Sunday, Turkey time); the brands are the top four with the most content in the weekly ranking.
- 345 of the 351 reels in the period were analysed from the video itself.
- The weekly change comes from the nine-week series produced with the same matching; percentages are given only on a base of 10 or more contents.
- Contents from deal accounts are included in the counts; they were not shown as collaboration examples.
- Play, like and follower values were taken from the data reading of 29 October 2026.
- Timestamps were interpreted as Turkey time (UTC+3).
- Contents naming more than one brand were counted separately for each brand; totals may exceed the content count.
- Co-authored contents published on multiple accounts with the same description and time are separate rows per account.
- Audience distributions are averages weighted by creators' follower counts.

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