

## **KOKO and social media**

Digitalisation has essentially broadened and accelerated the streams of information. While websites and e-mail seem to be rather impersonal and static at first glance, the growing social media are appropriate tools to add a more personal and dynamic note to information. Thus information is communicated very fast and multiplies immediately.

With regard to the whereabouts of personal data of the originators however, social media are almost uncontrollable. Moreover, the recent cases of data transfer confirm that the owners of social media platforms intentionally or unintentionally transfer data to interested third parties who then make unauthorized use of the information for their commercial or political purposes.

That is why KOKO decided at an early stage to take another path in communicating relevant information. Instead of communicating the same information via various uncontrollable media platforms that have to be carefully maintained, KOKO holds the opinion that it is much more advisable to maintain a single medium to a hundred per cent.

Meanwhile the KOKO website has been extended to more than thousand pages. Already more than two hundred technical publications are available which inform on ingredients, products, skin analysis, skin protection, problem skin and dermal indications without promoting KOKO products.

The frequency of accesses to the websites [www.dermaviduals.de](http://www.dermaviduals.de) (German) and [www.dermaviduals.com](http://www.dermaviduals.com) (English) prove KOKO right. While comparable websites are more or less stagnating and only are kept alive via associated web shop, the accesses to the KOKO website have seen an avalanching increase.

All publications were released in respected technical magazines and can be downloaded in full length and free of charge either in html or as PDF file. The RSS feed enables customers to automatically place the publications onto their own websites. With every new uploaded publication also the websites of customers are updated.

KOKO does not run a web shop in order to keep the advisory skills and expertise with its customers which are cosmetic institutes, authorised pharmacies and dermatological practices. But also in other aspects KOKO relies on the critical reasoning of its customers by opposing formalised processes and standardised opinions. Individually adapted product solutions (modular systems) and treatments characterise the business models of KOKO and its customers.

Thus the KOKO websites provide pro and con views on many relevant issues in the cosmetic and dermatological field. KOKO follows mainstream views where it makes sense and opposes it publicly where it does not make sense and even is counterproductive for a sustainable skin care. KOKO supports objective positions and facts in order to remain authentic and credible in the future.

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