

Take Care

Television

Healthcare

Offer 2025



Concept

In Take Care, we inform, explain and decipher the world of care and well-being. Cosmetics, paramedical products, food, dietary supplements, yoga, personal development, massages, sports, treatments and practices to discover, we take a look at what's new, grandmotherly recipes, alternative medicines and activities that really makes you feel good.

Broadcast

- 26' biweekly
- From March 21, 2025
- 5 broadcasts/week (am and pm)



Program Sequences

Sequence : RESEAUTAGE

As we do every week, we went digging, rummaging and selecting the best of the best of social networks, and here are our favorites. This time, we're talking beauty with Trinh Georg. This Asian influencer specializes in natural facial rejuvenation. Her program includes zero injections, facial yoga, moisturizing tips, a host of exercises and do-it-yourself massages to restore baby-smooth skin. The results are stunning. She's 40 and her skin looks 20!

Sequence : A TABLE

We've been hearing it for a long time now: food is the first medicine. There's even talk of certain foods being so beneficial that they're called "aliments" (a catchword for food and medicine). I talked about this with Benoît Blairvacq, head gardener at San Hong Degeimbre. As a reminder, together they create a very plant-based and rather healthy two-star cuisine. And here, for your eyes only, is a food that will really do you good. It's all about salsify. Yes, I know, it's not good! But with the added bonus of an easy recipe suggested by San, it's going to be a real pleasure to do something good for yourself.

Sequence : TRENDS

Hyaluronic acid is THE product that has invaded the world of cosmetics in recent years. But today, it can also be found in shampoos, nail polishes and even dietary supplements. I interviewed an expert in the field, a cosmetics research director, who gives us his valuable opinion!

Sequence : Society NEWS

More and more men are becoming midwives. It's a trend that's taken a while to catch on, but it's gaining momentum, and so much the better. While women make excellent firefighters or airline pilots, there's nothing to stop men from taking up one of the most beautiful professions in the world, which has historically been reserved for women. Incidentally, and this is an exception in the French language, we do say un homme sage-femme (a male midwife).

Sequence : YOUR HEALTH

We look at a common problem that can be treated if caught early enough to avoid complications. The advice of a specialist is offered, for example in a voice message or filmed message. Examples: Heavy and swollen legs, Hypertension, Chronic back or stomach pain, Sleep problems, Cholesterol, Allergies, Stomach acid, Teenage acne, Menopause, Andropause

Media & Production Offer

DUO SPONSORING OFFER

TV



- 4 billboards 5"/broadcast, (20 billboards/week)
- 40 trailers/week to promote the program, with a 5 second Billboard signature

Digital



- 1 post in the newsletter Midi24
- 1 post in linkedin LN24

Production



- One 5-minute on-stage appearance by a 'sponsor' expert

Media budget/week : 10.000 €

Production budget : 10.500 €

**Want to know more?
Get in touch**

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