

Epionce and the CommunityXSeen Network

*A coordinated engagement pattern traced to a managed UK
agency creator network*

SUBJECT BRAND

Epionce Skincare

CREATORS IDENTIFIED

nikaugc_, giglou_mary

NETWORK IDENTIFIED

CommunityXSeen (CXS) / SEEN Group

FINDING TYPE

Coordinated Engagement Circulation

DATE OF FINDING

June 2026

DOCUMENTED BY

VASD

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VASD based on publicly available information. VASD is not a legal firm, law
enforcement body, or regulatory authority. Nothing in this document constitutes legal
advice, a legal finding, or a formal accusation. All observations are presented as
analytical assessments for informational purposes only.*

HOW THIS WAS FOUND

The Starting Point

This finding began with a routine Instagram audit of Epionce Skincare, an American clinical skincare brand with an active influencer marketing programme. During the audit, a creator post by **nikaugc_** promoting Epionce products was identified. Standard comment pattern analysis was applied: reviewing who was engaging with the sponsored post, whether those accounts were genuine consumers, and whether any cross-brand coordination signals were present.

Within the comment section of nikaugc_'s Epionce post, the account **giglou_mary** appeared with an enthusiastic brand endorsement. On the surface this reads as organic consumer interest. Clicking through to giglou_mary's profile revealed a different picture entirely.

CREATOR PROFILES

The Two Creators Identified

HANDLE	ROLE IN FINDING	OBSERVATION
nikaugc_	Paid creator, Epionce sponsored post	Produced sponsored content for Epionce. The post was the entry point for this audit. Comment section contained giglou_mary's engagement.
giglou_mary	Commenter on nikaugc_ sponsored post	Appeared as an engaged consumer in the comments. Subsequent profile review confirmed affiliation with CommunityXSeen (CXS), a managed creator network operated by SEEN Group. Has active paid partnerships

HANDLE	ROLE IN FINDING	OBSERVATION
		with major brands including Neutrogena, promoted via Walmart.

CONFIRMATION METHOD

giglou_mary's CXS affiliation was confirmed through two public signals: her own Instagram content carries consistent CXS-aligned hashtags and network tags, and the accounts that comment on her posts actively tag CommunityXSeen. This is not an assumption. It is documented, publicly visible network affiliation.

Additionally, giglou_mary's sponsored content history includes paid posts for Neutrogena promoted through Walmart, indicating she is an active commercial creator operating within structured agency campaigns, not an everyday consumer.

NETWORK BACKGROUND

What CommunityXSeen Actually Is

CommunityXSeen (CXS) presents itself publicly as a creator community built around authentic beauty enthusiasm. The language on its platforms speaks of elevating, educating, and celebrating creators, of building an inclusive and knowledgeable space for beauty fans.

The operational reality is more structured. CXS was created in 2020 in partnership with SEEN Group and is registered in England and Wales as Beauty SEEN Ltd, with offices in London (Fitzrovia) and New York (Brooklyn). It operates as a managed talent network, recruiting nano beauty creators through a formal process of identification, vetting, seeding, negotiation, and contracting. Creators join the network and

are placed with brands through micro-influencer campaigns, gifting programmes, and affiliate marketing arrangements.

In plain terms: CXS is a commercial influencer agency that uses community language as its positioning. Creators are recruited, managed, and deployed into brand campaigns. This is not a spontaneous gathering of beauty enthusiasts. It is a structured, commercially operated network with a London and New York presence.

THE COORDINATION MECHANISM

Based on observed behaviour and network structure, VASD's assessment is that when a CXS creator receives a paid placement, the broader network becomes aware of that placement. Other CXS members then engage with that post through comments. The result is that a brand's sponsored creator post receives comment activity that appears to represent organic consumer enthusiasm but actually originates from within the same commercially managed network.

These are real people making real comments. This is not bot activity in the traditional sense. The issue is one of transparency and disclosure: the brand, and any observer measuring campaign performance, has no way of knowing that the commenters are members of the same agency ecosystem as the creator they are amplifying.

CORE FINDING

What This Means for Epionce

VASD ASSESSMENT

Epionce's creator campaign is receiving engagement that traces back to a single UK registered commercial agency network. What presents as organic consumer interest in the comment sections of sponsored posts is, in VASD's assessment, coordinated activity generated within a managed creator ecosystem. Epionce is likely unaware of this network affiliation. The engagement is not fabricated, but it is not independent.

The distinction matters for any brand measuring campaign performance. Engagement rate, comment sentiment, and apparent consumer enthusiasm are the primary signals brands use to evaluate whether influencer spend is delivering returns. If those signals are being generated within the same network that produced the content, the measurement is circular.

For a clinical skincare brand with a premium positioning, the gap between perceived community endorsement and actual network-coordinated engagement represents a material blind spot in campaign intelligence.

SCOPE AND LIMITATIONS

What This Finding Is and Is Not

This is an independent analytical finding based entirely on publicly available Instagram content, published network information about CommunityXSeen and SEEN Group, and observed comment patterns. VASD has not had access to any internal Epionce documents, campaign briefs, or agency contracts.

VASD makes no claim that any individual, creator, or organisation has acted unlawfully. CXS operates as a legitimate commercial entity. The finding documented here is one of transparency and signal integrity, not legal misconduct.

The assumptions in this document are reasonable inferences from observed public behaviour. They are presented as assessments, not facts established through legal or forensic process. VASD is an independent trust assessment service. It is not a law enforcement body, regulatory authority, or legal firm. This document should not be treated as legal advice or relied upon in any legal proceeding.

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