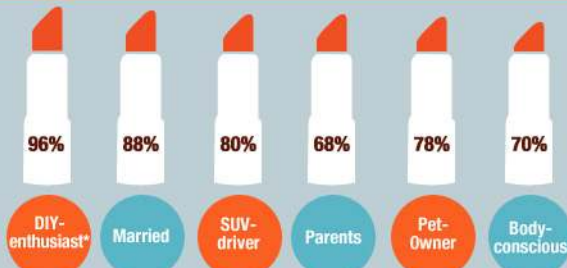


# Mirror, Mirror on the Wall...

## Buying Habits of the Beauty Shopper

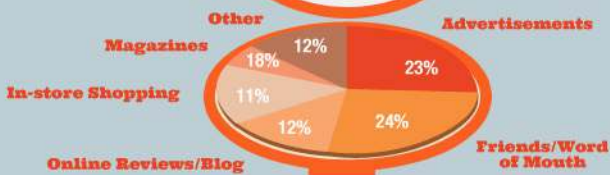
BEAUTY PRODUCT BUYERS ARE MORE LIKELY THAN THE AVERAGE PERSON TO BE:



\*Read, "Beauty product buyers are 96% more likely to be DIY-enthusiasts."

Almost a quarter of beauty shoppers discover new beauty products through advertisements, while another quarter count on friends. And while all age demos rely on adverts to find new products, those percentages peak among the 45+ crowd.

How do you most often find out about new beauty/grooming products?



What forms of advertising most influence you to buy a new beauty/grooming product?



AMONG ALL ADVERTS, TELEVISION REIGNS SUPREME FOR BEAUTY/GROOMING PRODUCTS, REINFORCING THE IMPORTANCE OF THE EMOTIONAL SIGHT/SOUND CONNECTION FOR "IMAGE" PRODUCTS.

WHAT DRIVES TRIAL? THUMBS UP FROM A FRIEND HOLDS THE MOST SWAY, FOLLOWED BY PRODUCT INGREDIENTS AND CELEBRITY ENDORSEMENTS.



What influences you the most to try a new beauty/grooming product?

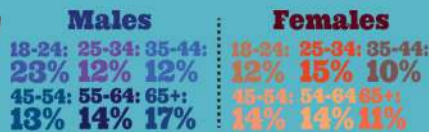


### WHERE DO YOU SHOP FOR BEAUTY/GROOMING PRODUCTS?

MOST BEAUTY SHOPPERS VISIT PHARMACIES AND DEPARTMENT STORES TO MAKE THEIR PURCHASES, BUT ONE IN 10 DO THEIR SHOPPING ONLINE.

FIND OUT MOST ABOUT NEW BEAUTY/GROOMING PRODUCTS BY READING ONLINE REVIEWS/BLOGS:

Interestingly, a higher percentage of men said they rely on online reviews and blogs to find out about new grooming products compared to women. The 18-24 age demo for men is most likely to use the internet to find out about new products, while the 25-34 age demo is most likely for women.



SOURCE: VIDEOLOGY, US, 232 RESPONDENTS TO ONLINE SURVEY, APRIL 2013.