



Claim Her Allegiance

The Benchmarking Company Found that Consumers Demand Proof!*

The top three factors women look for in a claim:

85%

of all consumers surveyed notice **beauty or cosmetic claims** in brand advertising or on packaging.

93%

are influenced by claims made by a panel of women who have a **similar skin care concern**

91%

are influenced by claims made by a panel of women **their own age**

78%

are influenced by claims made by a panel of women of **their own ethnicity**

More Consumer Claims = More Buying

91% of women say **consumer claims** are important to them when considering the purchase of a **high cost, prestige** beauty product.

7 out of 10 women state that consumer and clinical claims are influential in their decision to **buy any beauty product**.



Women Want Proof and Claims, Especially When Looking to Purchase These Products

- **Anti-Aging Skincare Products**
- **Body Care Solutions**
- **Troubled Skin Solutions**
- **Cosmetics**
- **Hair Care**



More than half of all consumers say that she more readily trusts that the product will work when she sees claims on product packaging or in an advertisement.

She Finds Consumer Claims Most Compelling

When shown consumer and clinical claims from actual print advertisements, women stated the consumer claim was more compelling than a clinical claim for the same product.

Category	Consumer	Clinical
Anti-aging serum	82%	18%
Mascara	75%	25%
Anti-aging eye cream	69%	31%
Acne solution	69%	31%
Lip balm	66%	34%
Brightening Solution	65%	35%
Anti-aging skincare	61%	39%
Facial Moisturizer	61%	39%

93% of women expect proof in the form of **consumer claims** when looking to purchase Anti-Aging Skincare Products.

Why consumer claims?

Women resoundingly believe consumer claims because they are derived from the feedback of real women.



Beauty Product Testing Gets Claims

Call 703.871.5300 or visit beautyproducttesting.com or info@benchmarkingcompany.com for information on beauty product testing and specialized beauty consumer research.

*2,125 Consumers participated in this survey