

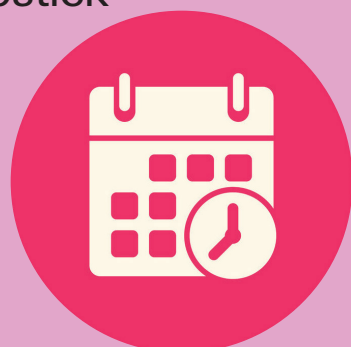


Lip, Lip Hooray!

Lipstick, lip gloss, lip liner—consumers love their lip products. From changing her lip colors between day and night, or spring and fall, to what color is in her makeup bag right this very minute, The Benchmarking Company asked US female beauty consumers to discuss all things lip, and we think you'll be tickled pink...red...brown...and maybe even coral over the results. Read on!

Every Month She Buys:

- 18% lip gloss
- 17% traditional lipstick
- 15% liquid lipstick
- 10% lip liner



What She's Purchased in Past 12 Months:

- 75% traditional lipstick
- 73% lip gloss
- 57% liquid lipstick
- 48% lip liner
- 45% lip stain
- 35% lip plumper

Every Few Months She Buys:

- 33% traditional lipstick
- 28% lip gloss
- 27% liquid lipstick
- 20% lip stain



Matte Lipstick

- 71% regularly buy/use matte lipstick
- 42% matte is her preferred finish

She Also Loves these Lip Looks:

- 56% satin finish
- 41% high shine lipstick
- 40% shimmer
- And 16% metallic lipstick



Her Yearly Lip Product Spend:

- 31% between \$1 - \$50
- 18% between \$51 - \$75
- 17% between \$76 - \$100
- 21% between \$101 - \$200
- 9% spend \$200+

She Changes her Lipstick:



- 75% from day to night
- 58% season to season

Lip Trends Are Gaining Traction...

- 38% have tried lip contouring
- 28% ombre lips
- 26% glitter-effect lips
- 18% two-toned lips

Her Top Three Fave Lip Colors Are:

- 38% nudes
- 22% pinks
- 16% plums



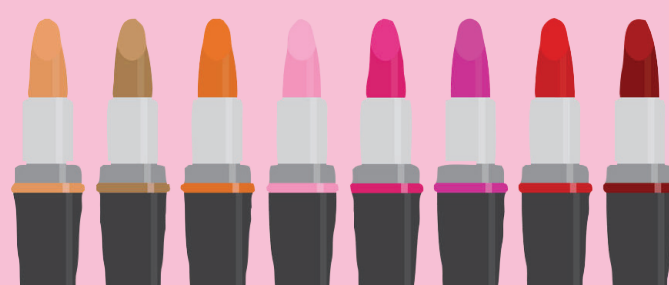
Although red lipstick is classic, only 12% of women say red is their go-to color!

Lipstick Color Choice Depends on:

- My mood! (62%)
- My outfit (60%)
- My activity (57%)
- Creating a specific look (53%)
- Who I'm spending time with (31%)
- Whatever is in my makeup bag/purse! (23%)

Lipstick Colors in her Makeup Bag Now:

- 80% nude lipstick
- 59% medium pink
- 55% berry
- 51% mauve
- 44% coral
- 43% deep dark red
- 37% peach AND plum
- 35% fire engine red AND crimson red
- 35% deep burgundy
- 32% dark cherry
- 29% magenta
- 27% hot pink
- 25% brown



She Shops for Lipstick at:

- 69% superstores
- 67% beauty specialty stores
- 40% drugstores
- 26% online retailers
- 25% department stores
- 14% direct sales
- 10% grocery stores

Her Go-to Resource for Lip Looks:

- 55% YouTube bloggers/vloggers
- 48% beauty retailers (Sephora, ULTA) and their websites
- 47% beauty magazines
- 41% social media (other than YouTube)
- 28% online beauty communities
- 25% celebrity inspired looks

Lipstick colors not in her bag?

- Tangerine (9%)
- Blue (8%)
- And Emerald (4%)



Her Favorite Lip Brands:

Age Group	Lip Products
Gen Z (18-24)	MAC, Maybelline & NYX
Millennials (25-38)	MAC, NYX & Revlon
Gen X (39-53)	MAC, Revlon & NYX
Baby Boomers (54+)	Revlon, L'Oreal & Clinique

CLICK HERE TO VISIT OUR NEW WEBSITE to learn how TBC can help brands get to know consumers better through research and consumer in-home use testing.

Call 703.871.5300 or visit benchmarkingcompany.com or info@benchmarkingcompany.com for information on Beauty Product Testing and specialized beauty consumer research.