



The Skinny on Skincare — Part III

In part three, we dive into brand awareness, what compels her to try new skincare products, her habits with natural/organic skincare, and we take a look at some social media and brand connecting patterns. Hear what 4,600+ beauty consumers have to tell us about their skincare regimen!

Words that Woo Her to Try a New Skincare Brand

Age	All	Gen Z (18 – 24)	Millennials (25 – 38)	Gen X (39 – 53)	Baby Boomer (54+)
#1	Affordable (61%)	Affordable (76%)	Affordable (63%)	Anti-aging (70%)	Anti-aging (79%)
#2	Anti-aging (52%)	Multi-benefit (40%)	Multi-benefit (46%)	Affordable (54%)	Affordable (58%)
#3	Multi-benefit (45%)	Natural (32%)	Anti-aging (41%)	Multi-benefit (46%)	Multi-benefit (44%)
#4	High-quality (34%)	High-quality (35%)	High-quality (35%)	High-quality (33%)	High-quality (36%)
#5	Proven (31%)	Proven (30%)	Proven (30%)	Proven (31%)	Proven (33%)

Her Natural/Organic Skincare Use

- **53%** use organic and natural beauty/personal care products
- **48%** use both name and generic natural/organic brands
- **42%** use only name brand organic/natural products



Those Who Do Not Use Natural/Organic

- **48%** don't natural/organic beauty/personal care products
- **58%** are very interested in trying organic/natural products
- **92%** want to try a name brand natural/organic product
- **75%** want to try generic natural/organic product

Why She Uses Natural/Organic Beauty/Personal Care Products

- **73%** no harmful ingredients
- **72%** better for my skin's health
- **48%** more environmentally responsible
- **40%** the products work for me

Where She Learns About Skincare

- **60%** samples
- **50%** recommendations from friends/family
- **50%** social media
- **42%** influencers/beauty bloggers
- **32%** search engine/ Google
- **28%** magazines

Why She'd Try Generic Natural/Organic Beauty & Personal Care Brands

- **61%** free samples
- **58%** lower price than name brand products
- **56%** positive product reviews
- **49%** proof / consumer claims (98% agree)
- **40%** clearly stated benefit package
- **38%** ingredients
- **30%** proof of no toxic/harmful chemicals



Skincare Brands She Knows

- **91%** Olay
- **90%** Bare Minerals
- **89%** Neutrogena
- **88%** Clinique
- **87%** Avon/Biore/L'Oreal
- **85%** Estee Lauder/Burt's Bees
- **81%** Clean & Clear/Clearasil
- **80%** Lancôme/Cetaphil/St. Ives
- **78%** Mary Kay
- **76%** MAC
- **75%** Ponds
- **73%** Sephora Collection
- **69%** Elizabeth Arden
- **68%** CHANEL
- **65%** Bobbi Brown/Dior
- **62%** Murad/Philosophy/RoC
- **60%** Benefit/The Honest Company
- **59%** Nars
- **58%** Origins
- **56%** Clarins
- **55%** L'Occitane/Tarte
- **52%** Lush

Skincare Brands She Uses Now

- **28%** Neutrogena/Olay
- **22%** L'Oreal
- **18%** Clinique
- **17%** Burt's Bees
- **16%** Biore/Clean & Clear
- **14%** Cetaphil
- **12%** Bare Minerals/St. Ives
- **11%** CeraVe

She's Socially Connected

- **44%** uses social media daily to post, comment, etc.
- **46%** look around and post only sometimes

Social Media Usage

Age	Facebook	Instagram	YouTube	Twitter	Pinterest	Snapchat
Several times a day	74%	44% (71% Gen Z)	32%	23%	24%	22% (57% Gen Z)
Once a day	9%	12%	14%	10%	11%	7%
Several times a week	5%	9%	21%	10%	19%	9%
Once a week	3%	5%	9%	6%	10%	5%
Once every few weeks	2%	4%	9%	6%	10%	5%
Once a month or less	2%	7%	9%	9%	12%	7%
Never	5%	19% (41% Boomers)	7%	36%	15%	45% (75% Boomers)

She Wants the Kits

- **61%** buy facial skincare products as a kit or set
- **55%** would consider giving a skincare kit as a gift
- **75%** would like to receive a skincare kit as a gift



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