



VACATION READY #VAXEDANDWAXED

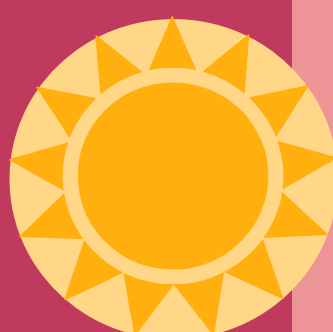
Last year COVID-19 rained on the parade of countless weekend getaways, family reunions and beach vacations, forcing travel lovers to postpone summer plans. With vaccination rates on the rise and new cases declining, the world is opening back up and people are ready to hit the road! Post-quarantine travel-related excitement is high as she heads back to salons and spas to restart beauty routines that were temporarily paused. How will she prep for upcoming travel, what will be in her makeup bag and what products does she need to get vacation ready?

Oh, she's ready

- **53%** have a planned vacation
- **32%** are in active planning mode
- **67%** will travel by car to that vacay
- Only **15%** aren't ready to plan their escape...yet

The vacation she's planning

- **57%** sun and sea vacay
- **40%** visit a friend or family member
- **37%** great outdoors
- **26%** adventure getaway



Her pre-trip protocol

- **83%** are bolstering wellness activities in preparation for a trip
- She will take her vitamins & supplements
 - **44%** Vitamin C
 - **39%** Vitamin D
 - **25%** Vitamin B
 - **21%** Zinc

Her at-home vacay prep

Get ready brands, here's your opportunity to offer at-home solutions! What she's planning:

- **75%** exfoliate
- **75%** deep moisturization of the skin
- **64%** paint my toenails
- **62%** intimate care hair removal (i.e. bikini line, underarms)
- **60%** shape/pluck/wax/thread eyebrows



Traveling light

- **62%** will only pack favorites or multipurpose products to save space
- **46%** will bring freebies and sample-sized beauty products
- **34%** fill their own travel sized containers
- **31%** take their entire makeup and skincare bag



Her makeup bag must-haves

- **Makeup:** Mascara (**82%**), Color Cosmetics (**76%**), Facial Makeup (**74%**)
- **Skincare:** Facial Moisturizer (**85%**), Serums (**53%**)
- **Personal Care:** Sunscreen (**82%**), Lip Balm (**78%**), Body Lotion (**76%**), Hand Sanitizer (**75%**)
- **Haircare:** Shampoo/Conditioner (**84%**), Hot Tools (**54%**)

Travel-Ready/Sample-Sized Kits are poised for growth

Types of travel-ready, sample-sized kits she wants

- Beach Ready Body Care (sunscreen, aloe, ultra-hydrating moisturizer etc.): **88%**
- Great Outdoors Take Along Kit (chapstick, SPF, blister blockers etc.): **81%**
- Get The Party Started Cosmetics (lip color, mascara, blush etc.): **80%**
- Health & Wellness Travel Must-Haves (hand sanitizer, cleansing wipes, vitamin C etc.): **79%**
- Sun & Sea Hair Care (chlorine removal shampoo, leave in conditioner etc.): **73%**
- Intimate Care Go-To's (hair removal products, feminine hygiene etc.): **67%**



92% want a fully customizable/pick your own product kit

TOP PICKS FOR TRAVEL-SIZED BEAUTY KITS

Beach Ready Body Care Kit

- Lip Balm with SPF (**80%**)
- Facial Sunscreen (**80%**)
- After-sun lotion (**77%**)
- Aloe (**69%**)
- Ultra-hydrating lotion/cream (**63%**)

Great Outdoors Take Along Kit

- Sunscreen (**86%**)
- Deodorant (**83%**)
- Lip Balm with SPF (**81%**)
- Band-aids/blister pads (**79%**)
- Facial wipes (**72%**)

Get the Party Started Cosmetics Kit

- Lip gloss/lipstick (**86%**)
- Mascara (**85%**)
- Make up wipes (**71%**)
- Eye Shadow (**67%**)
- Blush (**64%**)

Fully Customized Travel Kit

- Body wash, Lip balm w/SPF (**69% each**)
- Facial sunscreen (**68%**)
- SPF sunscreen for face or body (**63%**)
- Facial wipes, Mascara (**61% each**)

Where she'll buy her vacay mainstays

- **58%** Walmart
- **54%** Amazon.com
- **51%** Target
- **49%** Ulta/Ulta.com
- **42%** Drugstore
- **41%** Sephora/Sephora.com

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