

Disruptive Beauty: What Consumers Want Now

Cosmoprof
North America

July 12, 2022

theBenchmarkingCompany



The Benchmarking Company:

Get to Know Your Consumer

The Benchmarking Company (TBC) is a bi-coastal consumer research firm that delivers need-to-know information about the beauty and personal care buyer.

- National and international custom quantitative research studies
- In-person and Zoom consumer focus groups across the USA
- Consumer in-home use testing is our specialty – ASTM standards & QVC/HSN recommended
- Proprietary panel of > 275K female and male vetted beauty and personal care buyers
- Beauty by the Numbers™ infographics series
- Sought-after industry speakers at all major beauty trade events
- Established in 2006
- Worked with 100+ brands
- Tested 45,000+ products
- Gathered 4 million+ consumer opinions



TBC Conducts Research For Inspired Brands



Study Methodology

What We'll Talk About Today

TBC created an online survey designed to explore consumer attitudes toward the world in general, issues of importance, her relationship to beauty after Covid, innovators and disruptors she's following today in skincare, intimate care products, makeup and hair care. A survey instrument with 68+ questions was developed consisting of psychometric and demographic questions. The margin of error for an online survey of this sample size is +/- 5% and assumes a 95% level of confidence.



Research Execution

- More than 3,600 US Female beauty buyers
- Ages: 18+
- Online Fielding – March to June 2022



Disruption

What's Shaping Her
World View

Today's Innovators and
Disruptors

Brands Consumers Feel
are Most Innovative or
Disruptive

Her Unmet Needs: What
She Wants from You!

Disruptive Innovation

Seizes new markets by utilizing new technologies and business models, often creating new items, markets, and qualities that **overthrow existing ones.**

Allows companies to take a step back and analyze their current products and services, what areas can be improved, **where an opportunity exists in consumer needs that can benefit from an innovative solution.**

– TheCMOClub.com



Sustaining Innovation

Focuses on retaining markets by improving current products.

amazon.com

NETFLIX

zoom

COVID-19

iPhone

airbnb



DOLLAR SHAVE CLUB

What's Shaping Her World View



Overarching (Macro) Concerns

	Overall	Gen Z Specific
Women's Health	89%	90%
Women's Rights	84%	90%
Animal Welfare	82%	85%
Poverty	78%	85%
Environment/Sustainability	73%	81%
Diversity/Inclusiveness	69%	81%
Social Inequality	68%	81%
Climate Change	62%	74%



Rated 4-5 on a 1-5 scale of importance to you

Personal (Micro) Concerns

	Overall	Gen Z Specific
Safety	82%	75%
Time	79%	80%
Healthy	79%	75%
Personal Power	72%	82%
Value	71%	68%
Exclusivity	43%	46%

Rated 4-5 on a 1-5 scale of importance to you



Buying Habits Have Changed

25% Buying beauty is more important to me now, post-pandemic



	Use MORE now	Used SAME during pandemic as now
Facial Skincare	13%	61%
Body Skincare	14%	67%
Hair Care Products	19%	63%
Makeup	46%	42%
Nail care	34%	53%
Fragrance	33%	56%

70% of Gen Z

It's important to me that beauty brands I buy are aligned with my personal values (vs. 61% of those older)



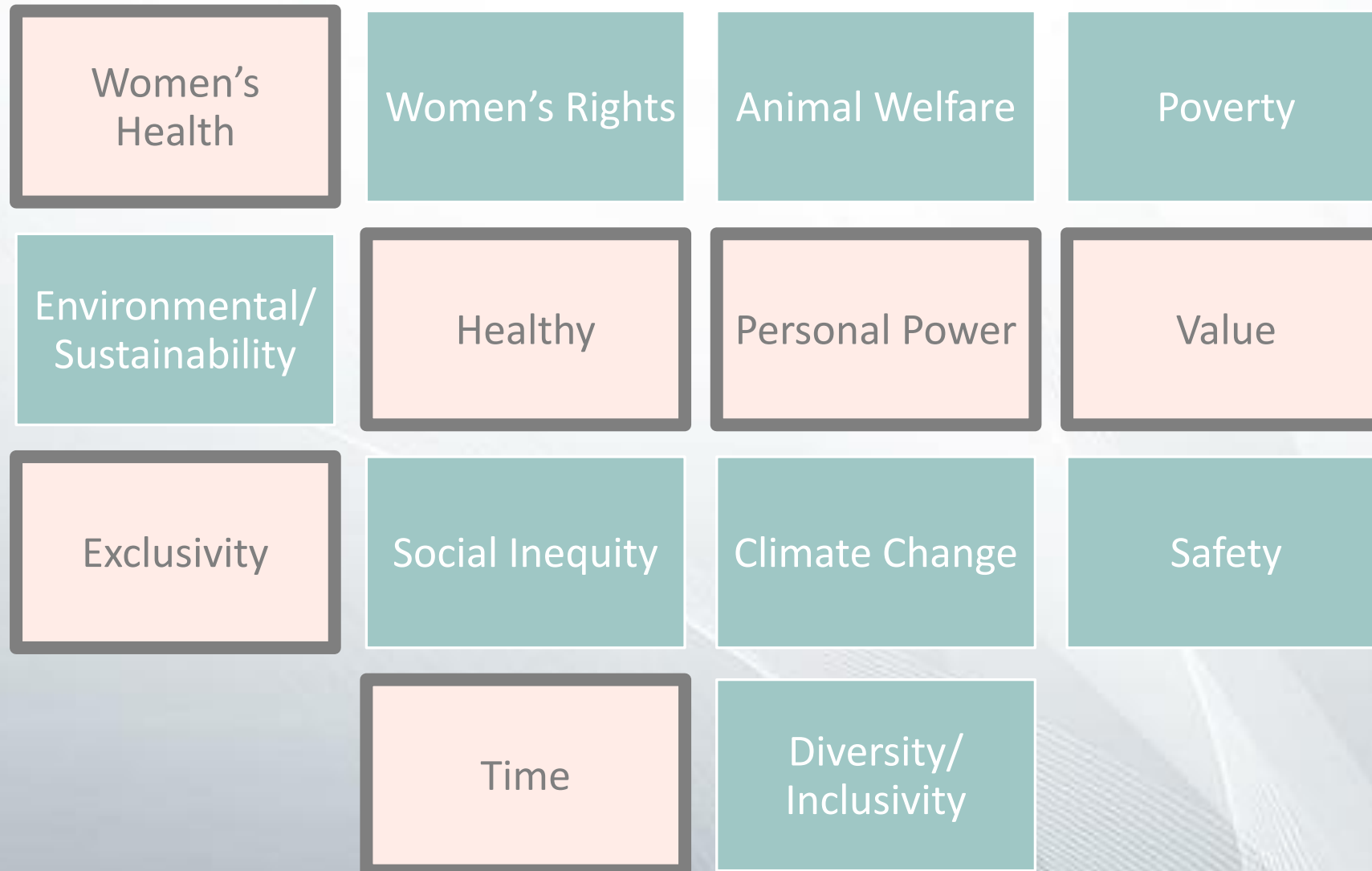
The Disruptors

The Disruptors

1. Hyper-Personalization
2. Artificial Intelligence
3. Under the Influence
4. Environmentally-Minded, Clean & Safe
5. Inclusivity
6. Whole Wellness
7. Sexual Revolution
8. Life-Stage Friendly (Older ladies, unite!)
9. Culture of Proof

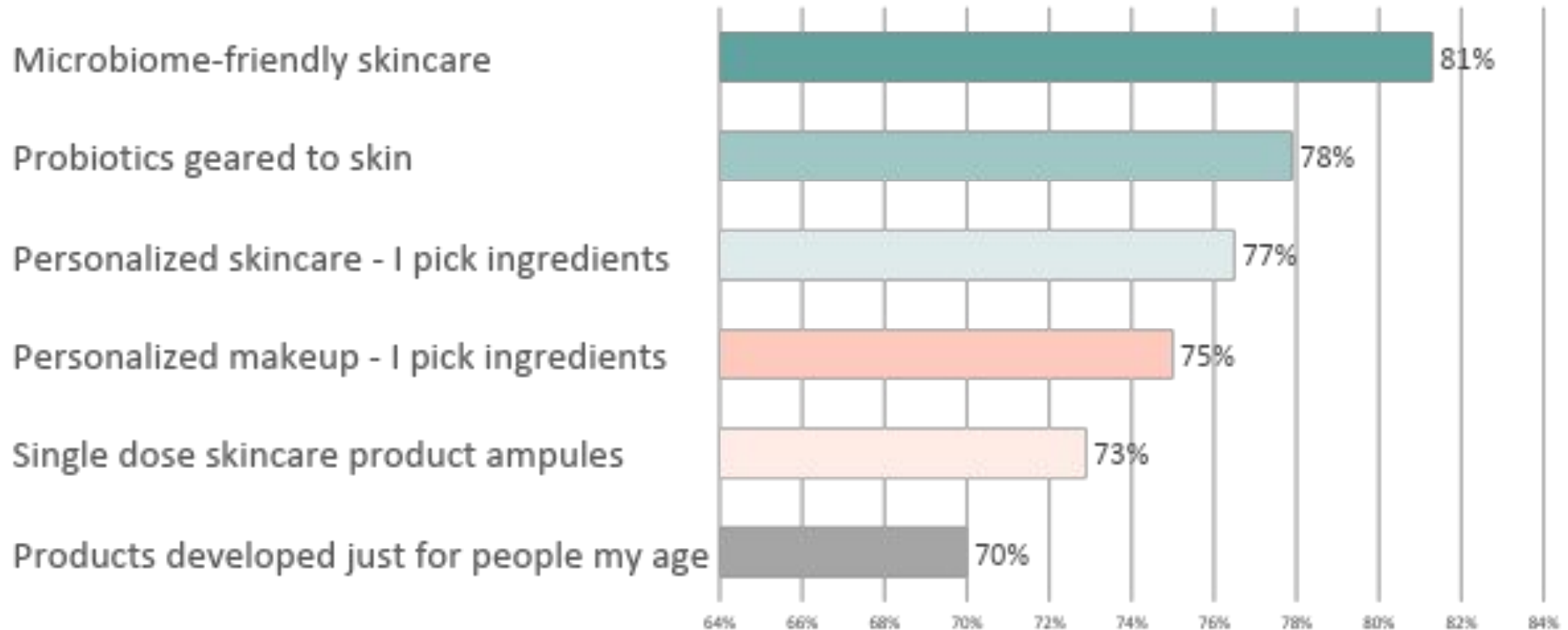


Hyper-Personalization



Hyper-Personalization: What We Know

She Wants Personalized Beauty

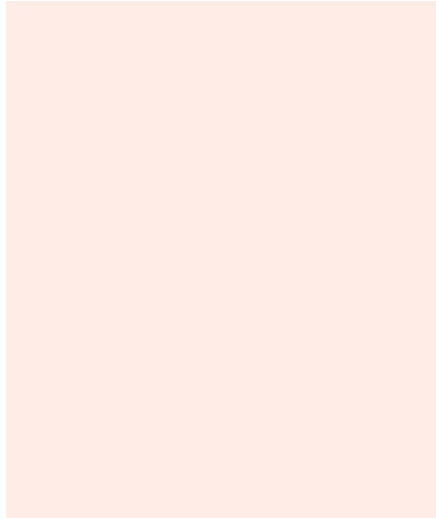


the world leader
in customizable
beauty

100% CUSTOM HAIR, SKIN, AND BODY CARE.

TAKE THE HAIR QUIZ

OR TAKE THE SKIN QUIZ



Hyper-Personalization

The Best Skincare
System for **Acne &
Pimples**

ANALYZE YOUR SKIN →

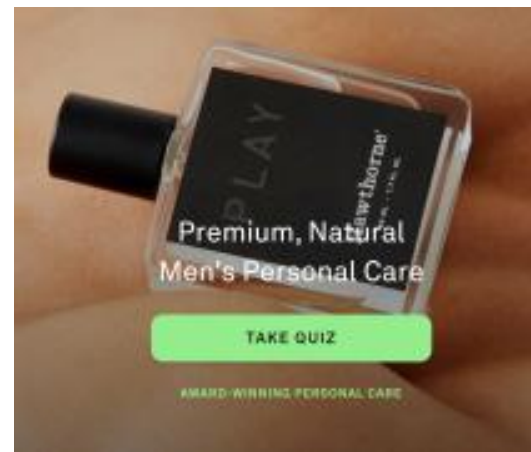
Y·JUR®

Skin Quiz

powered by Skin AI™

Welcome to the future of skin care!

We are so excited to get to know you and your skin. It'll take about 3 minutes to complete. We'll then recommend a personalized skincare ritual that just works for you.



theBenchmarkingCompany

Beauty & Personal Care Consumer Research

Get ED meds online,
shipped to you.

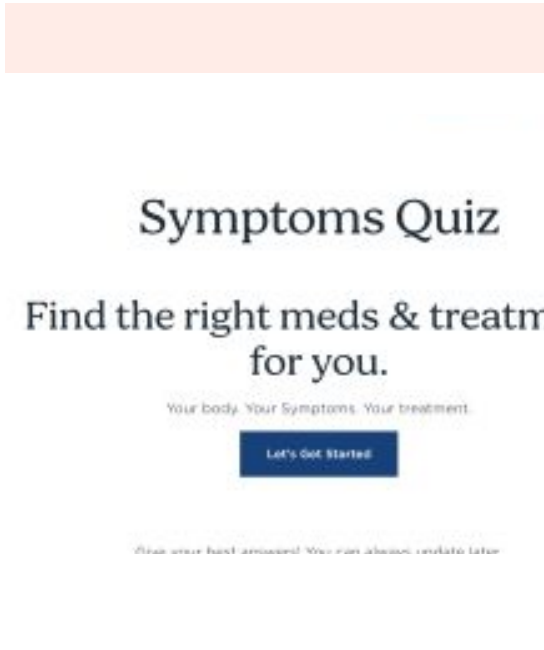
- FDA-approved ED pills
- Generics 90% cheaper than brand name
- 100% online, discreet delivery
- No waiting weeks for an appointment

Start my free visit

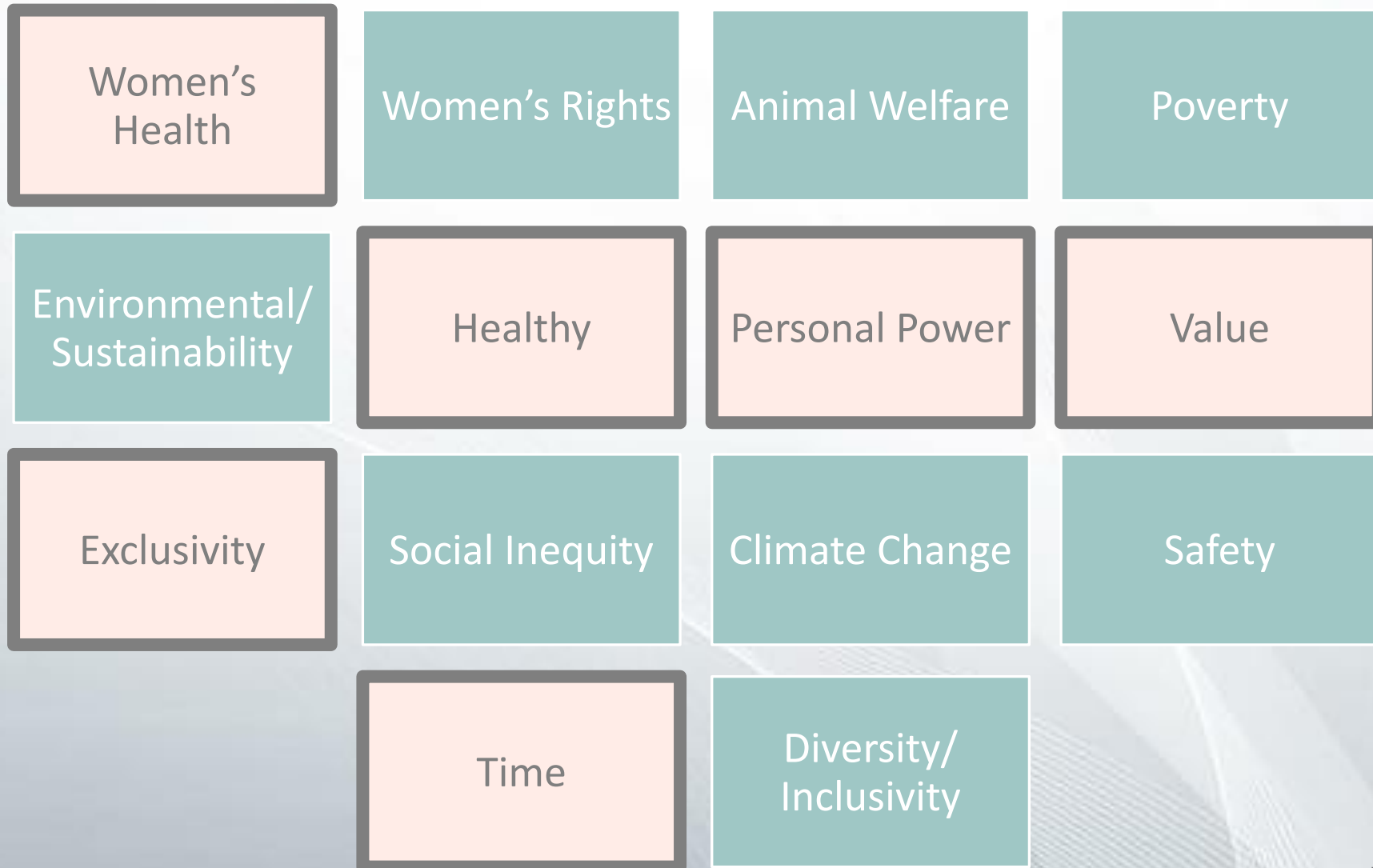


Experiential Examples

- ✓ 36% very interested in buying NFTs but haven't done so yet
- ✓ 29% purchase *curated* beauty box subscriptions

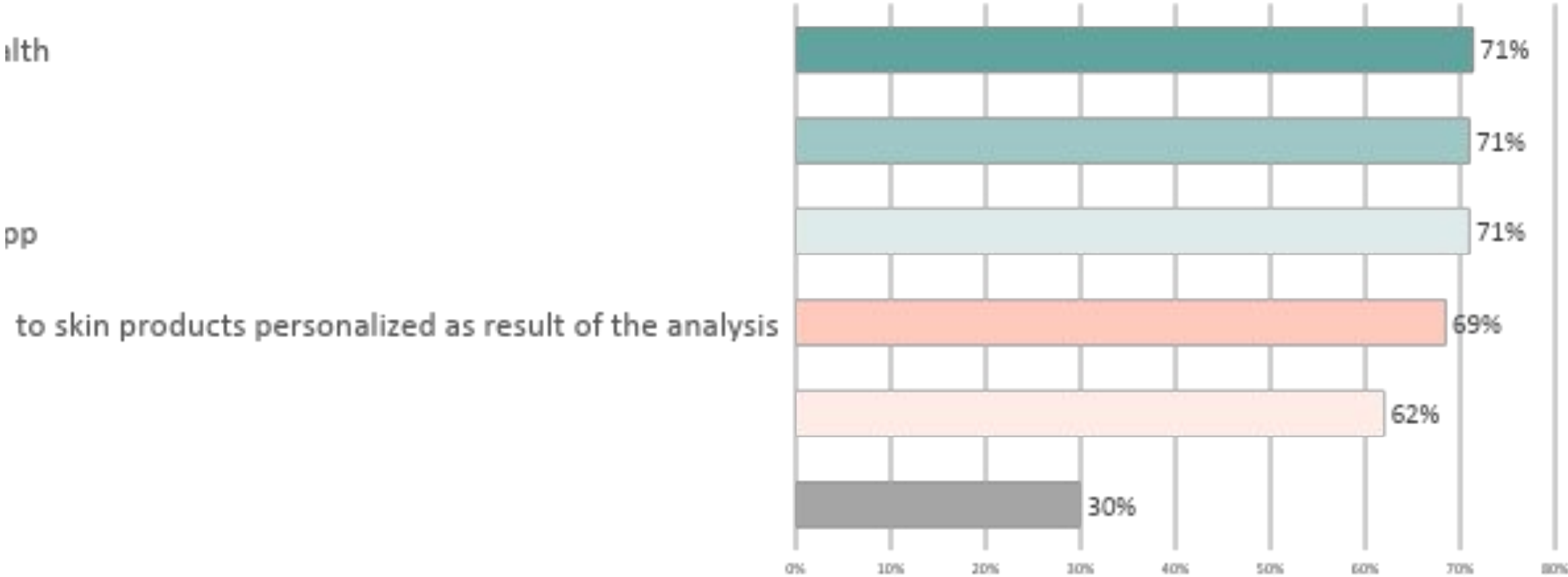


Artificial Intelligence



Artificial Intelligence: What We Know

She Wants More AI in her Beauty World



She's willing to provide the information: online quizzes to help me determine what works best, based on personal information I provide, is more important to 36% of consumers now than just one year ago

Artificial Intelligence

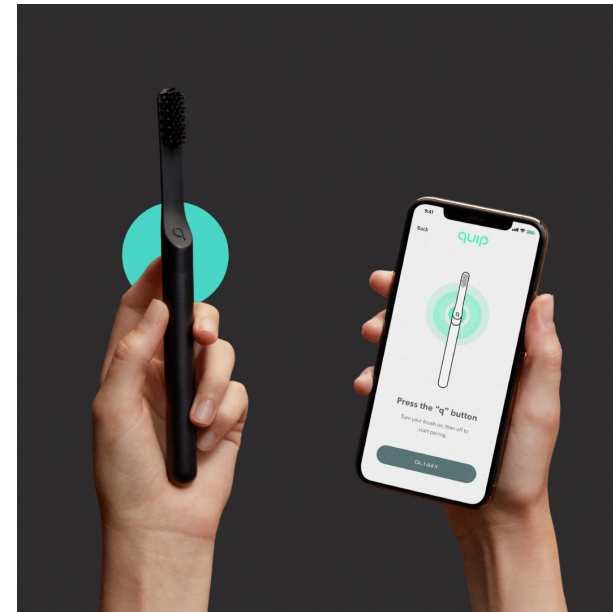
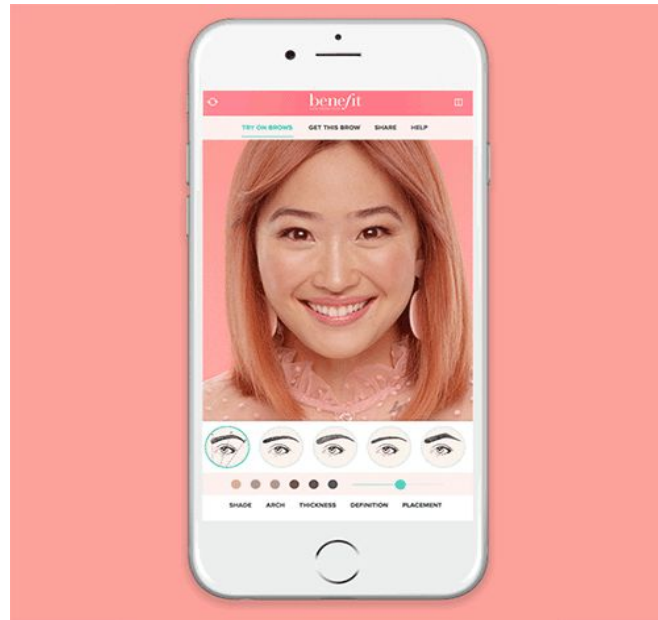


Get a personalized at-home skin assessment

Skincare specialist uses decades of dermatology expertise and breakthrough technology to assess your skin and create a custom skincare routine that fits your needs. (Skincare, skin goals.)

Get started

Try our skin assessment for the most accurate results. Use your phone to scan the QR code to get started. Skincare data only from your mobile device.



Artificial Intelligence: Driving Purchase & Search

- ✓ **66%** use voice apps like Siri or Alexa to research beauty or personal care products; 24% do so weekly or more often
- ✓ **59%** have used these voice apps to buy beauty or personal care; **12%** do so weekly or more often
- ✓ **85%** notice that when they search for a beauty product (or even discuss at home) that product now follows them on social
- ✓ **59%** of those who notice beauty products following them say they've subsequently bought it
- ✓ **69%** admit they sometimes, often, or always buy the product that follows them!
- ✓ **55%** say that “product” was one they had never bought before – new to them



Millennials+: New Skincare Products

1. My own online research **48%**
2. Samples received in-store **36%**
3. Friend/family member **35%**
4. Skincare brand advertisement **35%**
5. In store on a shelf **33%**
6. Instagram **32%**
7. Facebook **28%**
8. Retailer advertisement **28%**
9. Skincare brand's own website **27%**
10. Beauty blog **22%**



Gen Z: New Skincare Products

1. My own online research **55%**
2. Tik Tok **45%**
3. YouTube **41%**
4. Instagram **38%**
5. In store on a shelf **36%**
6. Samples Received In-Store **33%**
7. Skincare Brand **31%**
8. Friend/Family Member **31%**
9. Beauty Blog **27%**
10. Retailer Ad **27%**
11. Facebook **20%**



Clicks Through
More than 50%
of the time

- Tik Tok – **74%**
- YouTube – **68%**
- Instagram – **70%**
- Facebook – **82%**



Under the Influence



Under the Influence: What We Know

- ✓ Social media posts about products are more important to **30%** of respondents now than they were a year ago
- ✓ **78%** use Instagram
- ✓ **89%** follow at least one beauty brand on Instagram; **49%** follow 7 or more brands
- ✓ **61%** follow beauty influencers on a social media app
- ✓ Of those, **47%** follow 7 or more influencers
- ✓ **84%** have purchased a new beauty product or brand as a result of an influencer recommendation
- ✓ **65%** have bought 4 or more beauty products as a result of the influencer recommendation

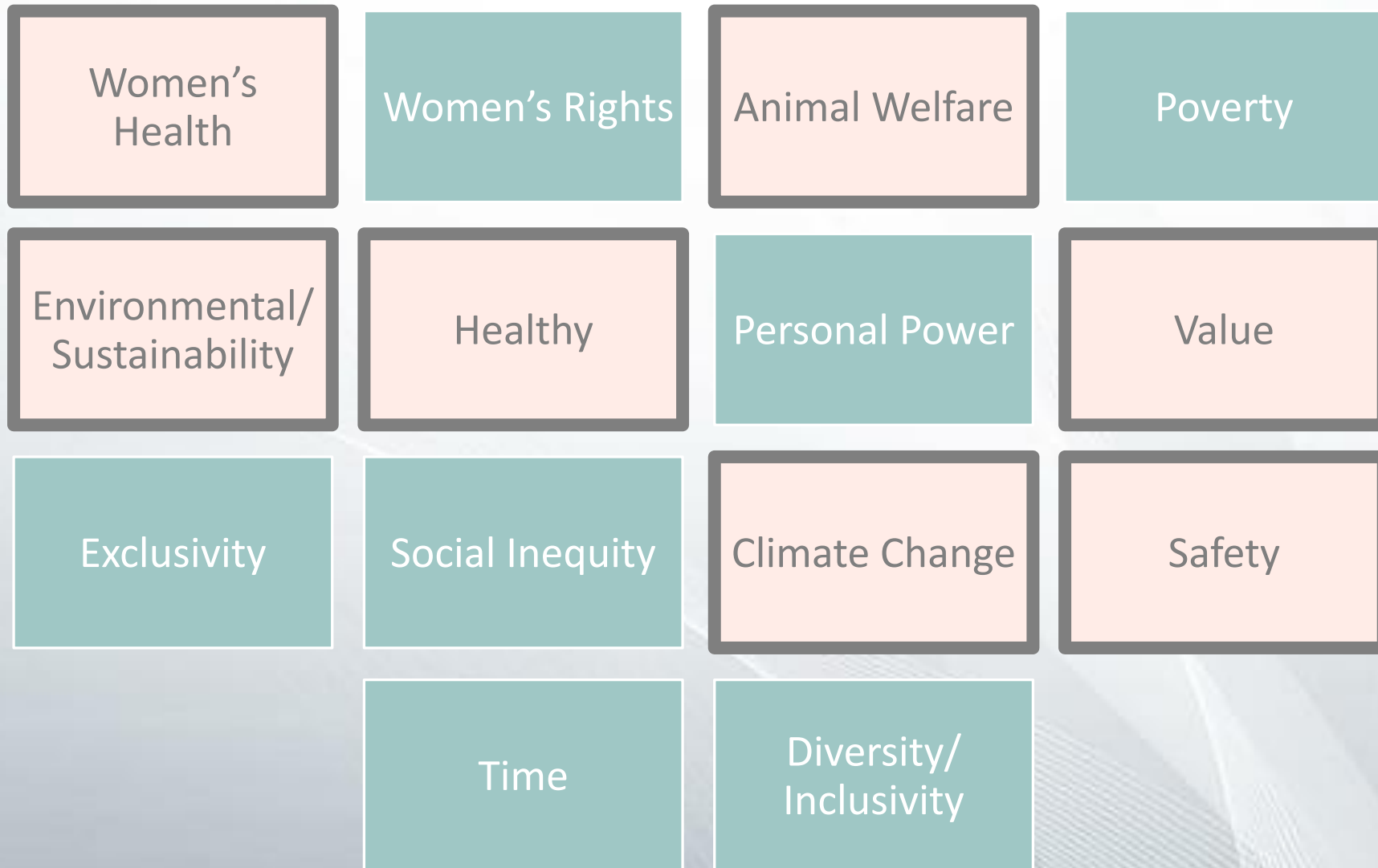
Global spending on influencer marketing rose to \$8B in 2019; expected to jump to \$15B by end of this year.

(Harvard Business School)

Under the Influence

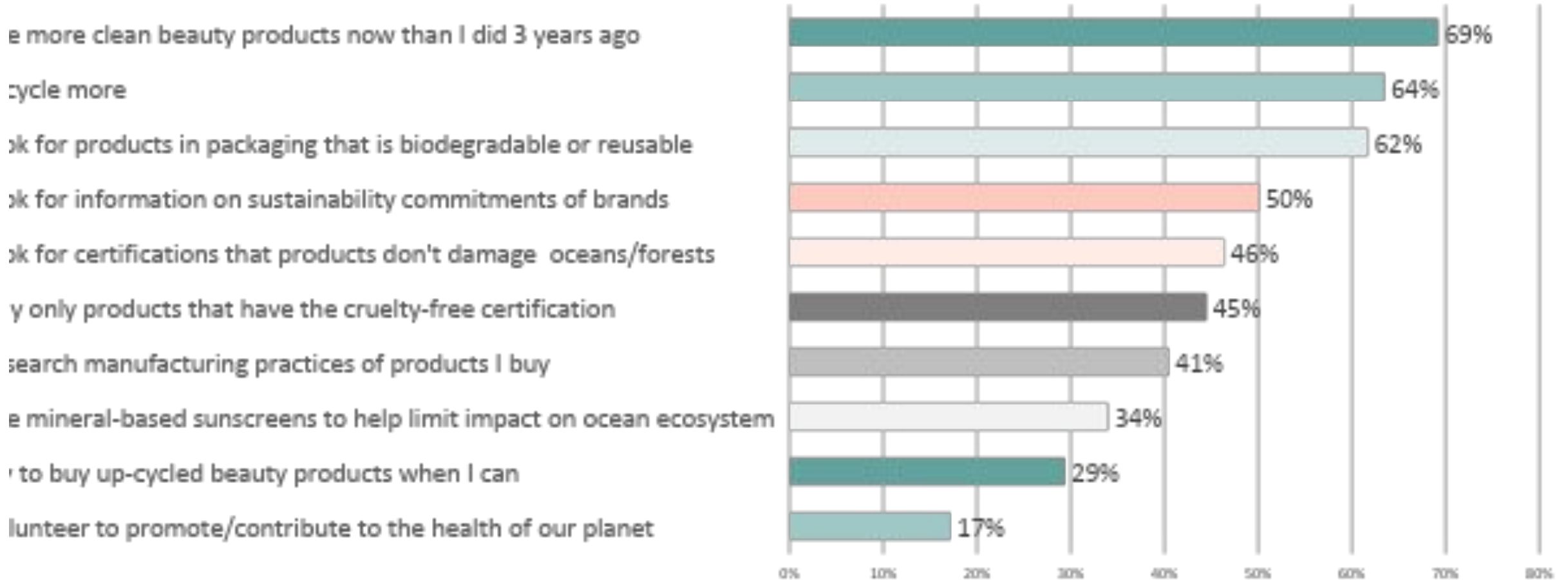


Environmental/Sustainability/Clean



Environmentally-Minded: What We Know

How has increased awareness of our planet/climate/sustainability changed the way you shop for beauty/personal care?



77% have increased knowledge about the planet/climate change/sustainability today, more than 1 year ago

Environmentally-Minded

- ✓ Brands adopting a plastics neutrality-stance
- ✓ Shipping materials intended for multi-use
- ✓ Use of concentrates to reduce packaging sizes
- ✓ Refillable/reusable/recyclable
- ✓ Eliminating of secondary packaging
- ✓ Product and/or packaging that is fully biodegradable after use
- ✓ Beauty products made from up-cycled ingredients



Environmentally-Minded: Clean & Safe



- ✓ **69%** say buying clean beauty products (defined as products that are mindfully created and produced without any proven or suspected toxic ingredients) is important to them.
- ✓ **52%** of respondents buy more “clean” beauty products than they did 3 years ago (45% buy the same amount)
- ✓ **82%** of all respondents and **75%** of Gen Z site product safety as a major concern
- ✓ In the first half of 2022, NPD reported that products perceived as “clean” climbed by about **33%** to \$1.6B compared to the same period last year.

Inclusivity/Diversity



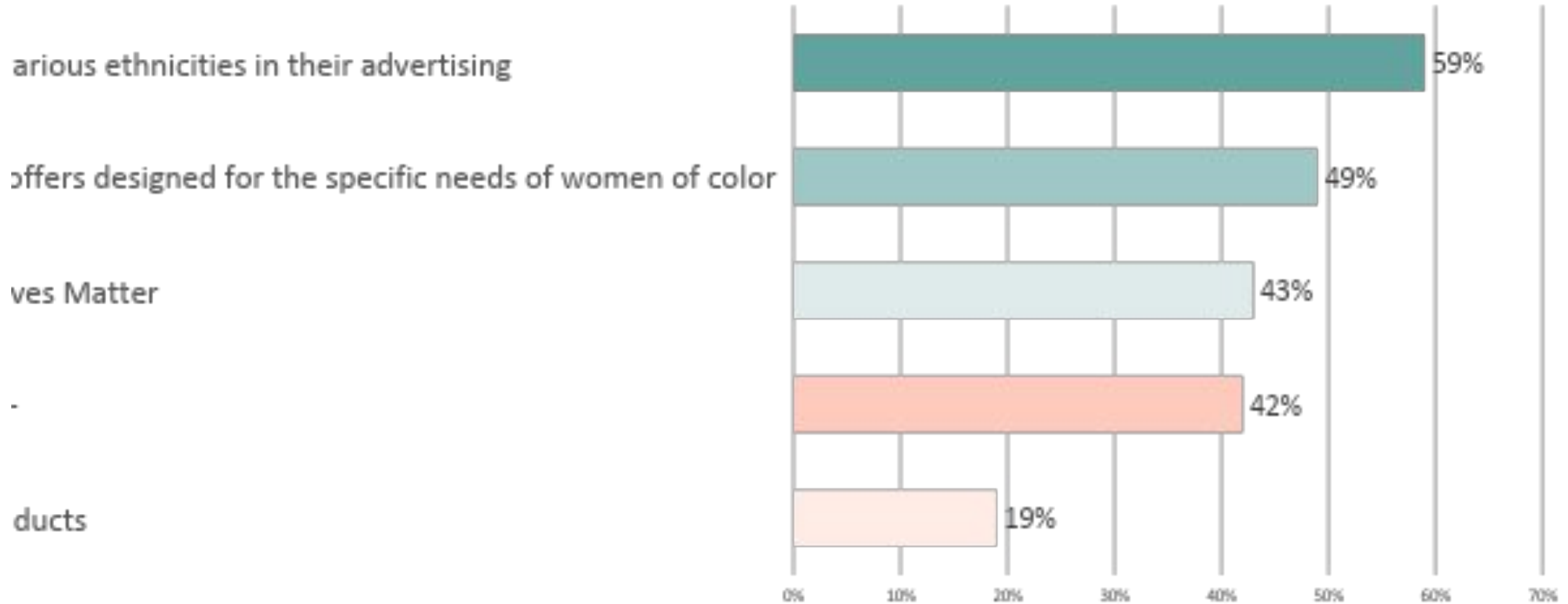
Inclusivity: What We Know

- ✓ **69%** of beauty buyers overall, and **81%** of Gen Z say diversity/inclusiveness issues in general are important to them
- ✓ **47%** of respondents say they are more aware of the need for inclusion and diversity in product offerings than they were three years ago
- ✓ **64%** say this increased awareness has affected the way they shop for beauty and personal care products
- ✓ **78%** seek out brands that demonstrate a commitment to inclusion and diversity
- ✓ **34%** have discontinued using a specific brand because they don't proactively promote diversity or inclusion



Inclusivity: What We Know

What's Important for Beauty Brands to do





M·A·C MELANIN BEAUTY COLLECTIVE

See how black M·A·C Artists are coming together to celebrate the beauty of melanin.

[LEARN MORE](#)



Inclusivity



Whole Wellness

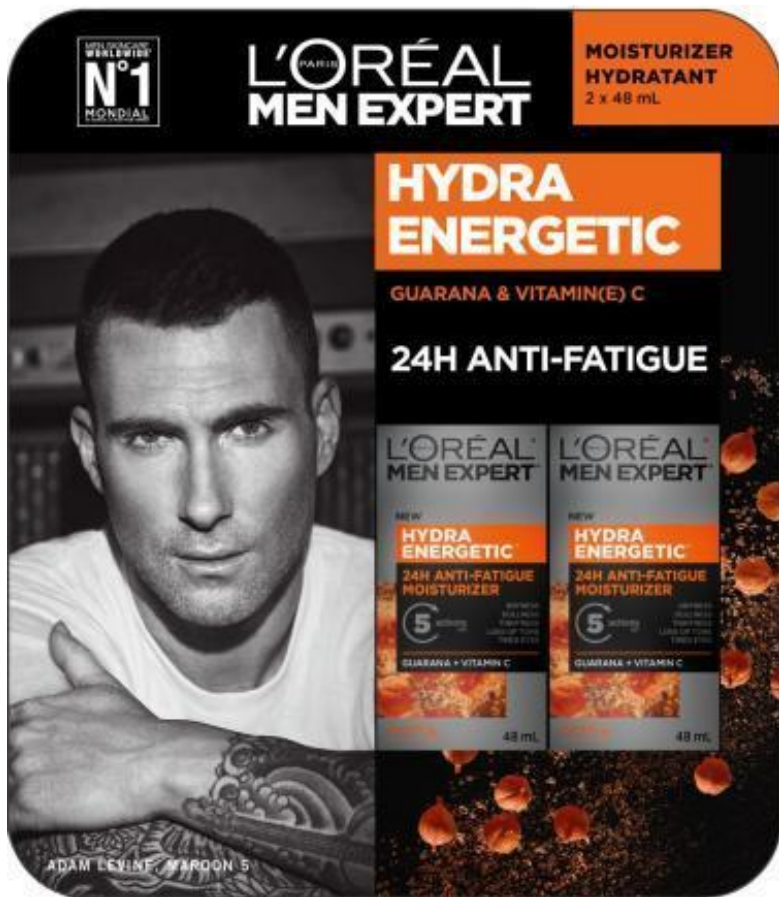


Whole Wellness: What We Know

- ✓ 79% of beauty buyers say it's important that the things I ingest/put on my skin are healthy for me
- ✓ 49% say ALL of their beauty products must be good for their skin – not just skincare
- ✓ 43% of respondents buy more specific health/wellness products than they did 3 years ago (52% buy the same amount)
- ✓ Consumers now expect more wellness benefits from typical cosmetics, with skincare and hair care products especially, looked to as **problem-solvers**:
 - ✓ The **anti-fatigue** cosmetics market is expected to reach \$25.1M by 2031 (Fact.MR) – due to higher stress and fatigue levels
 - ✓ **Scalp health** has become a priority for consumers
 - ✓ Cosmetics expected to take on OTC duties: **acne and more**
 - ✓ **Supplements** (inside/out beauty/wellness) gaining traction and are piquing her interest

Skin-if-i-ca-tion

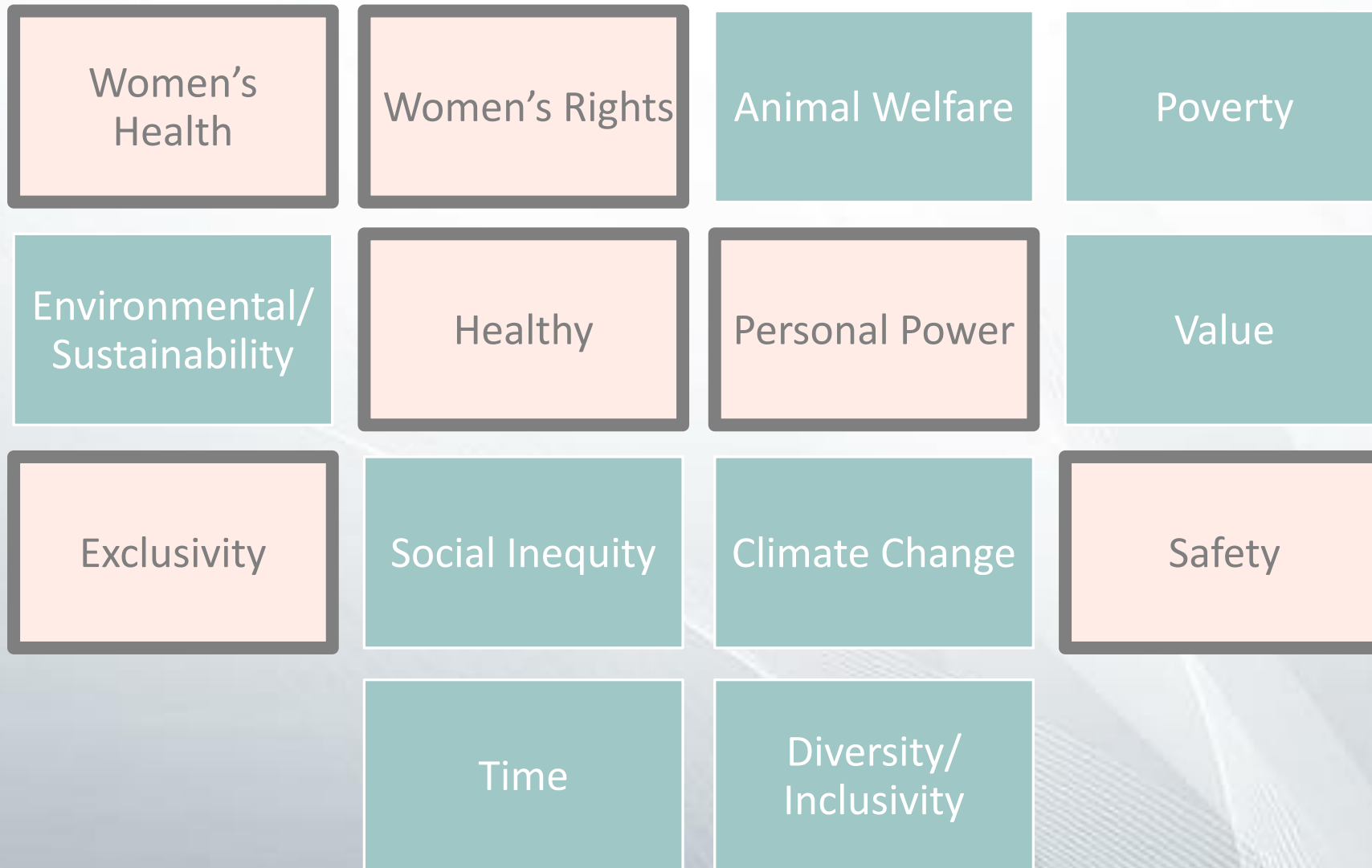




Whole Wellness



Sexual Revolution



Sexual Revolution: What We Know

Why buy intimate care products?

- ✓ 85% to make sure all body parts are cared for and 59% want those body parts to be more attractive to their partner.

Why buy sexual wellness products?

- ✓ 86% want a more enjoyable sex life and 62% want their partner to as well.

ONLY 15% OF THOSE WHO HAVEN'T BOUGHT YET say they don't need a sexual wellness product. Every generation.



The Taboo is Gone

98% of female beauty consumers say intimate care and sexual wellness are important parts of overall health and happiness

94% appreciate that brands are making products to address their intimate care/sexual wellness needs

75% agree that beauty products for intimate areas are as important as skin care for the face

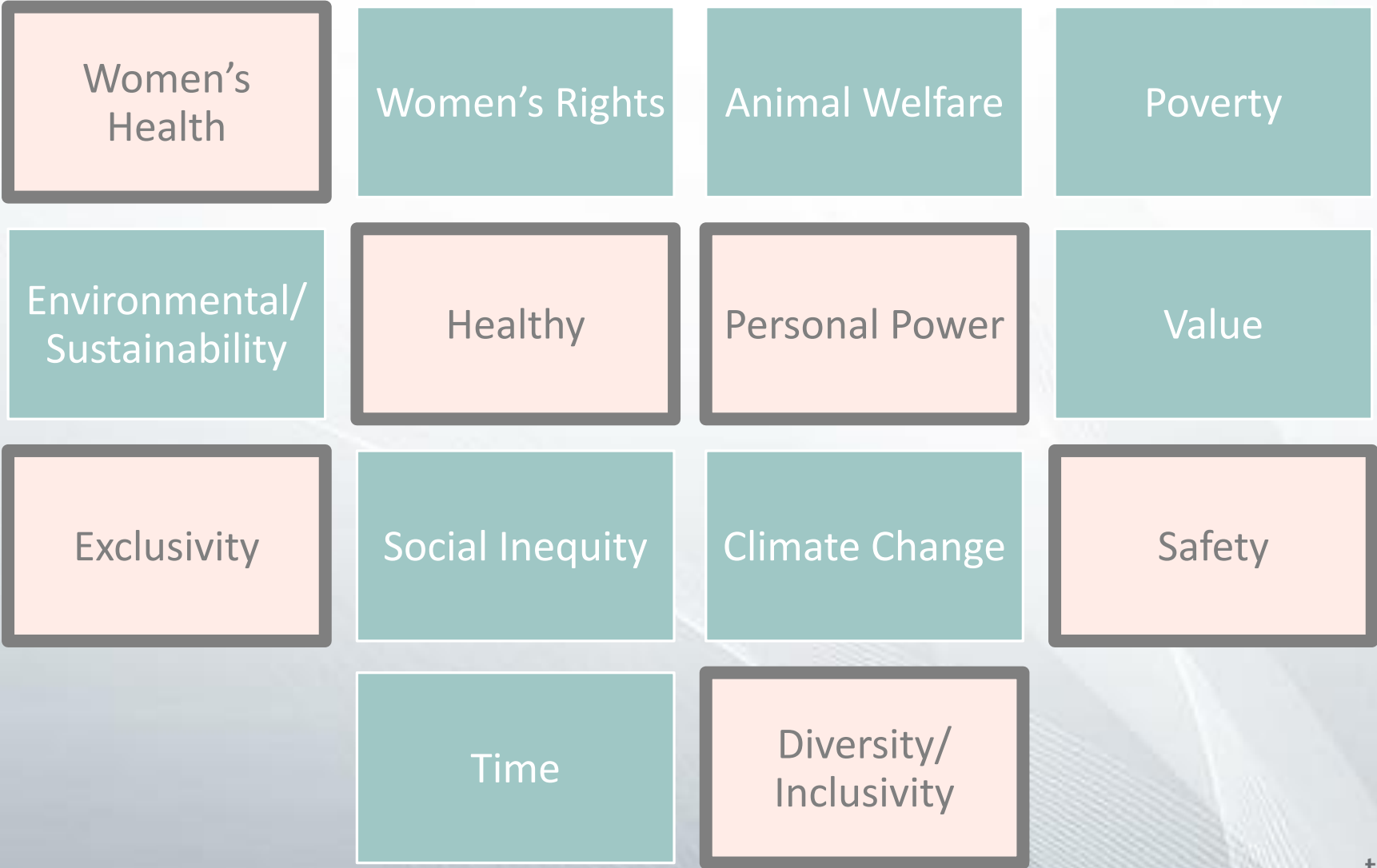
Sexual Revolution: What She Buys

Product	Already Purchased	Interested in Buying
Sexual Wellness		
Lubricant for moisture	74	43
Sex toys*	71	54
Lubricant for stimulation	36	50
Clitoral stimulating gel	28	57
Mood-setting mist, oil diffuser, etc.	27	49
Cannabis-based sexual wellness products	11	54



**79% of consumers consider sex toys to be sexual wellness products*

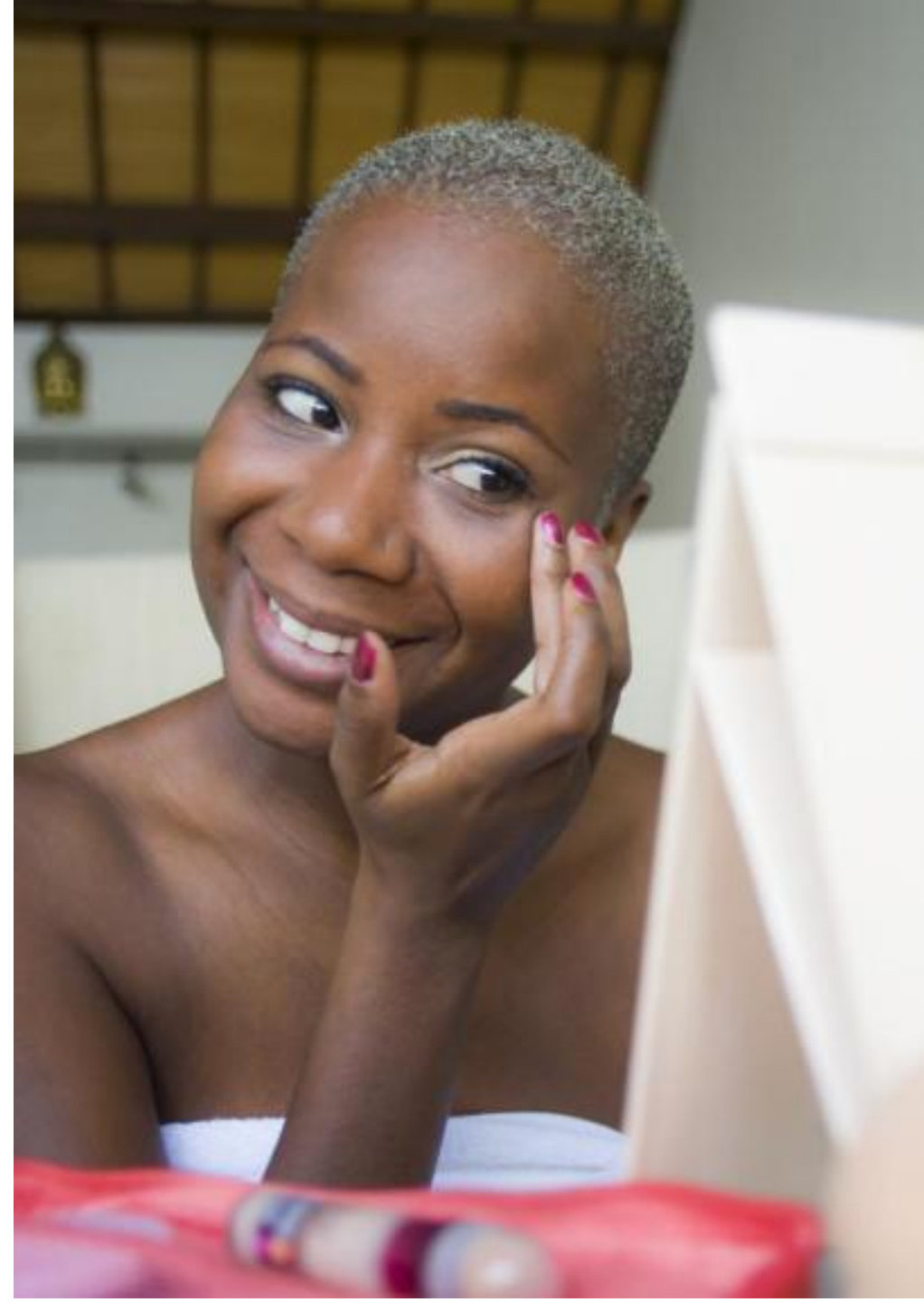
Life-Stage Friendly



Life-Stage Friendly: What We Know

Menopausal women

- ✓ **40%** buy from companies that market specifically to women 40+ now
- ✓ **60%** feel that brands targeting this age group have products that work better for her needs
- ✓ **66%** say purchasing from these brands makes her feel understood; 60% hopeful; 39% confident
- ✓ **79%** want to purchase skincare from a brand that focuses on issues specific to women in various stages of menopause
- ✓ **71%** would trust her favorite brand to develop intimate care products designed for her
- ✓ **73%** would trust her favorite hair care brands to develop products to meet her needs
- ✓ **54%** are willing to spend more money on products to help them get through these life stages!





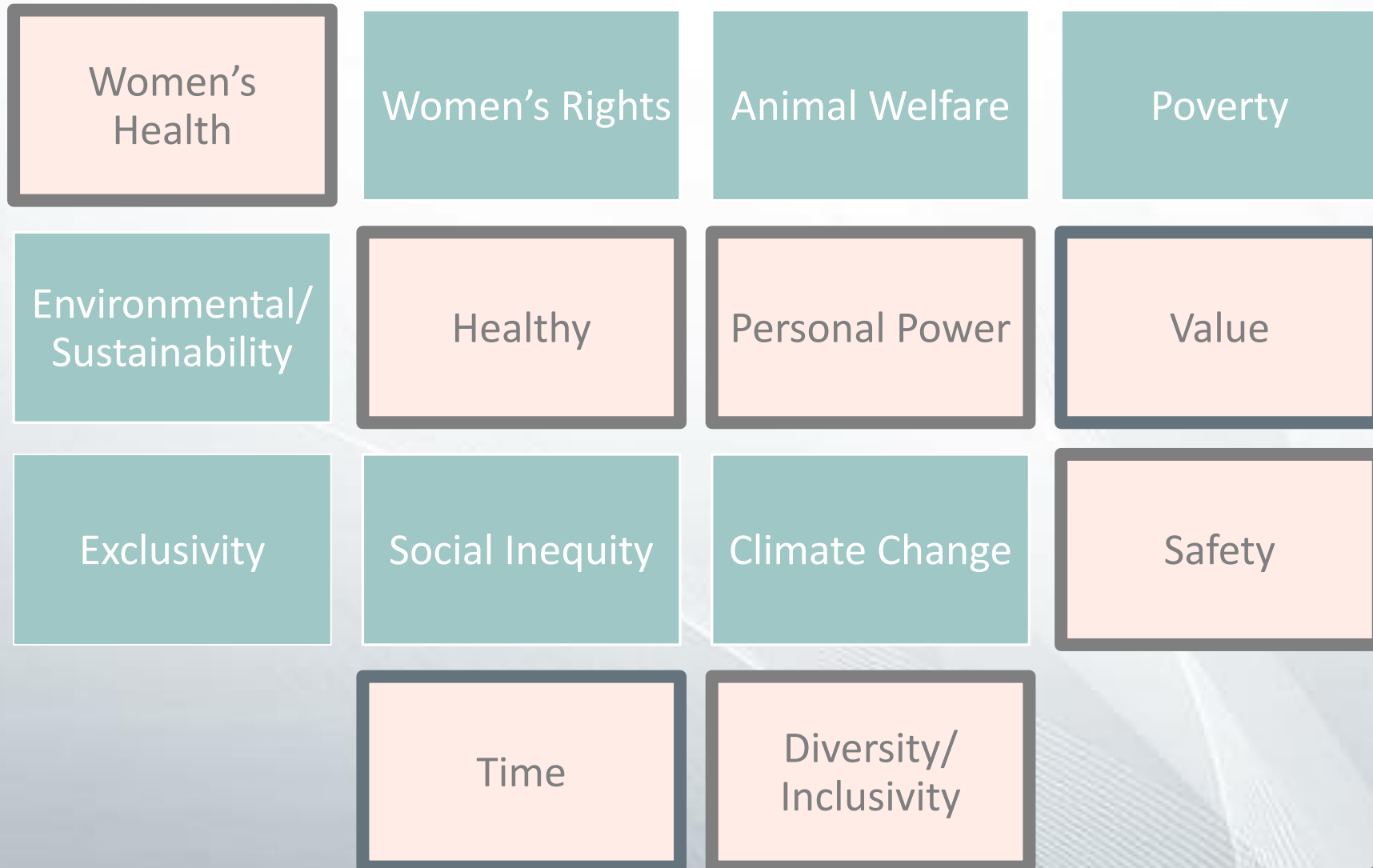
Life-Stage Friendly

- ✓ Better Not Younger
- ✓ Womaness
- ✓ Estee Lauder
- ✓ Fountain of Truth
- ✓ Hair Biology
- ✓ HER Intimate Care Collection
- ✓ L'Oréal
- ✓ Lancôme
- ✓ Olay
- ✓ Pause Well Aging
- ✓ Physician's Formula
- ✓ Vichy

FOUNTAIN
of TRUTH



Culture of Proof



Culture of Proof – What We Know

- ✓ **67%** of respondents say product reviews and consumers claims are more important to them just in the past year, than before a year ago – affecting purchase decisions
- ✓ **86%** would be more likely to shop specific retailers that require consumer claims testing for the product they carry
- ✓ **92%** would be more likely to purchase a product if research results were visible to her (on packaging, POS, website)
- ✓ **94%** are more likely to believe a product will solve a problem if it has validated claims
- ✓ **92%** say consumer claims differentiate one brand's products from another
- ✓ She wants **PROOF** and none of that! →





Men Look For Claims Before Purchasing

91% would be willing to pay more for a product if they knew it worked and delivered on its promises

89% find consumer claims important when buying a high-cost personal care item

83% trust 'men like them' saying that a product works more than a brand saying the same thing

Consumers Demand

Proof

Proof Comes in Many
Forms



Consumer Claims



**Video Testimonials and
B&A's**



Ratings & Reviews



Claims in Use

Perricone MD

PREBIOTIC ACNE THERAPY 90-DAY REGIMEN

94% said the regimen was more gentle than other acne products they had used before*

**In a consumer study with 67 people after 12 weeks.*

AFTER 42 DAYS bioelements

- 90%** improved dullness and skin texture is improved
- 94%** skin feels more resilient
- 96%** skin feels nourished

*Full clinical data on bioelements.com

100% sara.happ

chapped, & peeling lips were soothed, rejuvenated, & resored after 3 weeks of use*

*Based on a 100% satisfaction rate.

PEACH & LILY

NEW!

Not your ordinary body scrub

MEET KP BUMP BOSS

Do I have KP body bumps?

You might – 2 in 5 adults do.

Keratosis Pilaris (KP) looks like "chicken skin" or goosebumps.

FIND OUT →

BEFORE **AFTER**

93% of people with KP saw smoother and softer skin

*3rd party study results

Your Proven Solution for Keratosis Pilaris and Body Bumps

99% felt that the scrub prepped their skin for absorption of other skincare.

AFTER 4 WEEKS OF USE

95% said their skin looked and felt refined, soft, smooth and supple

- Eliminates KP and other skin irritations
- Soothes, hydrates, and brightens
- Reduces redness and improves skin texture
- Thickly hydrates to soothe and soften skin

JUARA

RADIANCE ENZYME SCRUB

99% felt that the scrub prepped their skin for absorption of other skincare.

AFTER 4 WEEKS OF USE

95% said their skin looked and felt refined, soft, smooth and supple

96% AGREED THEIR IRRITATION HAD IMPROVED*


94% AGREED THEIR FLAKINESS OF THE SCALP HAD IMPROVED*

91% AGREED THE SHAMPOO AND SCALP SERUM FELT GENTLE ON THEIR SCALP*

Claims, Claims Everywhere

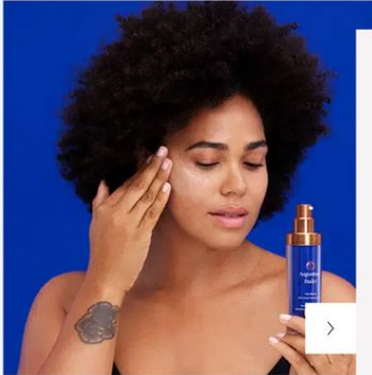
In a Blind Use Test on 107 women, ages 28-35 yrs, consumers reported the following results with Coco Rose Body Polish:

- 95% agree that their skin feels instantly softer
- 93% agree that their skin feels instantly smoother
- 89% agree that their skin feels instantly moisturized
- 85% agree that their skin feels instantly nourished



DIVE INTO THE EVIDENCE

Clinical and User Trials



The Cream

- 92% agree dull skin appears brighter.
- 89% agree skin appears healthier.
- 87% agree their complexion looks plump and replenished.

ALL RESULTS FOR THIS PRODUCT



90% of women saw visible improvement after 8 weeks*

Better
Not Younger™



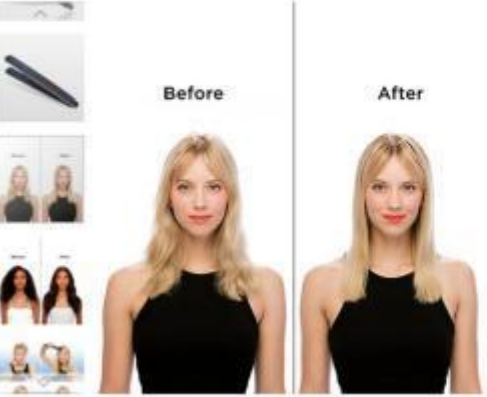
*Independent study. Results may vary. Individual results may vary.

BIO:IONIC SHOP HOW TO MOISTURIZING HEAT FOR PROFESSIONALS 🔍 👤

Graphene MX Styler
GrapheneMX™
31 Days Returns
3 Year Warranty
★★★★☆: 34 Reviews 2 Questions 12 Answers
\$219.00
36 People Currently Viewing this Product
ADD TO CART
4 interest-free payments of \$54.75 with Klarna. LEARN MORE

Key Benefits

- Quickly create beautiful, long-lasting styles with 50% less breakage*
- Over 90% of users saw no hair damage after using, and over 85% of stylists said it makes hair look and feel healthier**
- 1" plates and rounded barrel easily create curls, waves or straight styles
- Digital temperature control up to 385°F, 30 min auto-shutoff and 110V



Believe the hype. Mighty Patch is a smarter way to handle pimples overnight.



Consumer Testing Results

- 94% of users agreed that the Mighty Patch Original gently extracts pus/gunk from the pimple
- 90% of participants agreed that using the patch is a faster way to visibly shrink whiteheads overnight compared to traditional zit cream.
- 98% said the patch protects the skin from picking/popping it.

Most Innovative Brands

THE MOST INNOVATIVE SKINCARE BRANDS (Millennials and older)

1. Olay
2. The Ordinary
3. L'Oréal
4. Neutrogena
5. Clinique

OLAY

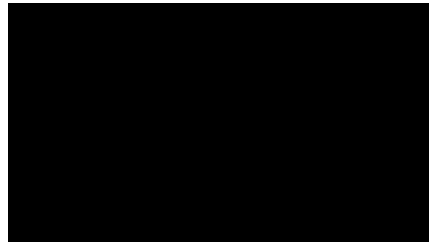
THE MOST INNOVATIVE SKINCARE BRANDS (Gen Z only)

1. The Ordinary
2. CeraVe
3. Fenty Skin
4. L'Oréal
5. First Aid Beauty



THE MOST INNOVATIVE MAKEUP BRANDS (Millennials and older)

1. L'Oréal
2. Maybelline
3. Fenty Beauty
4. MAC
5. Cover Girl



THE MOST INNOVATIVE MAKEUP BRANDS (Gen Z only)

1. Fenty Beauty
2. Rare Beauty
3. e.l.f.
4. L'Oréal
5. Colourpop



THE MOST INNOVATIVE HAIR CARE BRANDS (Millennials and older)

1. Olaplex
2. Pantene
3. L'Oréal
4. Redken
5. Dove

OLAPLEX.

THE MOST INNOVATIVE HAIR CARE BRANDS (Gen Z only)

1. Olaplex
2. Shea Moisture
3. L'Oréal
4. Dove
5. Briogeo





Key Takeaways

What's Important to Her – Find Out

Check Her Boxes – Challenge the Status Quo

Prove it!

Thank you!

FOR MORE INFORMATION, CONTACT:

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