



## Beauty Wish List 2015

**The Benchmarking Company's Latest Study\* Shows that Women Stepped Out of their Beauty Comfort Zones in 2014 and it Paid Off! They're Ready to Buy 2015's Hot New Beauty Offerings.**

Women are Most Likely to Jump Outside their Comfort Zone with Products in These Categories:

**#1 Makeup**

**#2 Facial Skincare**

**#3 Hair Care**

**Magazines, Specialty Stores, and the Internet are her Go-to Beauty Information Sources**

Women most often learn about new beauty products from:

Magazines

**(53%)**

Specialty Beauty stores

**(48%)**

Beauty Blogs

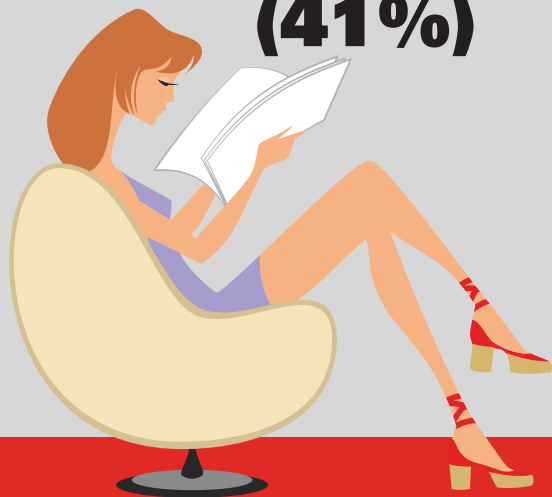
**(46%)**

Sampling Companies

**(41%)**

Social Media Sites

**(41%)**



**WINNERS! Her 2014 Top "Life-Changing" Beauty Brands and Product Categories include:**

**L'Oreal, Clarisonic, bareMinerals, Garnier and Olay** are considered top innovators

**BB Creams** paved the way as the most innovative and life-changing product category on the market

**Benefit Cosmetics 'they're Real!' Mascara** was the top cited specific brand and product that changed her life in 2014



**FAST IS EVERYTHING, She'll Often Forego Quality for Time**

Women don't want to spend more than **10-20 minutes** on any of their facial skincare, makeup, haircare or bath & body routines

**90%** of women find a product that is "fast acting (7 days) with decent results" to be somewhat to very important as a product attribute

Only **75%** of women say they want for "a product that works within 28 days but yields fantastic results"

**Positive Consumer Claims Influenced Her to Try the New Product**

Reading Great Consumer Claims from Women Like Me was the **#1** cited 'greatest influencer' on her decision to purchase a product that she was initially hesitant about buying.

**#2** Coupons and special offers • **#3** Impulse buy



**Her Beauty Buying is anything but Routine**

**79%** of consumers purchased a beauty product in the past year that was out of their typical comfort zone.

**59%** of women say the new products they bought changed their lives in a positive way.

**Over Half** of all consumers say that they will try anything once, especially if it's on sale!

**35%** of women say they try new beauty products as often as the can, even if it stretches her budget.

**Confidence Trumps Efficacy in her "WOW" Product of 2014**

Trying an "out of her comfort zone" new product gave her more of an emotional boost than addressing her beauty concerns.

**53%**

of women said a new product she tried made her feel more confident

**44%**

of women touted "it made me feel good"

**39%**

of women said it made her skin or hair feel healthier

**32%**

said the new product solved her particular beauty issue

Women are Least Likely to Jump Outside their Comfort Zone with Products in These Categories:

**#1 Sunscreen/ Suncare**

**#2 Beauty Ingestibles**

**#3 Intimate Personal Care**

**Beauty Tools, Devices and Makeup Top her 2015 Wish List**

Top Products she wants to try in 2015:

**#1** Laser hair removal

**#2** Airbrush makeup/ foundation

**#3** Mineral makeup/ foundation



**Barriers to Trying Brands and Products on her 2015 Wish List**

**54%** High expense

**36%** Need to try a Sample First

**13%** Don't know enough about it/how to use it

Call 703.871.5300 or visit [beautyproducttesting.com](http://beautyproducttesting.com) or [info@benchmarkingcompany.com](mailto:info@benchmarkingcompany.com) for information on Beauty Product Testing and specialized beauty consumer research.