



All Hail Color Cosmetics!

She's all dolled-up in her makeup favorites and she's ready to take on the world. In this tribute to the friends we'll see at #MakeUpinNY, we take a look at her favorite makeup looks, products and must-have brands – overall and by generation!

Top Five Products she Wears Daily

- 86%** Eye shadow
- 66%** Mascara
- 50%** Foundation
- 52%** Eye liner
- 49%** Lip gloss



Top Product Used Daily by Generation – The Eyes Have it!

- Millennials: 99%** Eye shadow
- Gen-Xers: 84%** Eye shadow
- Boomers: 67%** Eye Shadow

She NEVER Leaves Home Without...

- 46%** Lipstick
- 27%** Mascara
- 18%** take it all – her entire makeup kit!



Top Reasons She Wears Makeup

- 73%** I like the way it makes me look
- 70%** It makes me feel confident
- 65%** It makes me feel beautiful

Looks She Adores

- 53%** Soft neutral lips
- 52%** Smokey eyes
- 51%** All-over face foundation
- 48%** Lip gloss
- 43%** Contoured cheeks
- 38%** Cat eyes, heavy mascara

Top Looks Perfect for Any Age

- 43%** Soft neutral lips
- 43%** Lip gloss
- 40%** Contoured cheeks

Looks she Feels are Too Young, Old, or Simply Perfect

	Too Young	Too Old	Just Right!
Millennials	36% glitter/metallic eyes	11% bright red lips	62% smoky eyes
Gen-Xers	55% glitter/metallic eyes	13% bright red lips	53% soft neutral lips
Baby Boomers	77% glitter/metallic eyes	16% bright red lips	53% soft neutral lips

SHE'S TRENDY: Favorite Place to Browse Makeup Trends

- 24%** Sephora
- 21%** Magazines
- 14%** Ulta

Favorite Current Makeup Trend

- Millennials: 30%** Smokey eyes
- Gen-Xers: 32%** Natural makeup colors
- Boomers: 42%** Natural makeup colors

She's Got the Look

- 43%** likes her makeup to look natural
- 19%** go for dramatic and smoky eyes with soft-looking lips

Her Makeup Wants vs. Needs

- 44%** "I want it, I am a beauty junkie"
- 36%** "I need it – I don't like leaving home without it"

Where She Buys

- Top three** places she buys color cosmetics: Drug store, Sephora and Ulta
- 18%** have purchased color cosmetics from a direct sales company such as Avon, Mary Kay, Rodan Fields, Stella and Dot and Nerium

Favorite Mass Brands

- Maybelline
- Covergirl
- Revlon

Favorite Prestige Brands

- Millennials: 38%** Urban Decay
- Gen-Xers: 27%** Bare Minerals/Bare Escentuals
- Boomers: 24%** Bare Minerals/Bare Escentuals

The G2G Effect – That's Girlfriend to Girlfriend

- The likeliness she'll tell a friend about a product or color she loves:
- 89%** Millennials
- 89%** Gen-Xers
- 81%** Boomers



Important for Her Makeup Buying Decision?

- 91%** Color matched to my complexion/ like the color
- 90%** Color stay
- 89%** Easy to apply
- 87%** Price
- 77%** Has an additional benefit such as SPF or anti-aging ingredient
- 73%** It is a brand I recognize
- 65%** made with natural or organic ingredients/
- 57%** 100% natural and/or organic ingredients

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