



WHAT A GIRL WANTS IN '16

It's New Year's Resolution time—beauty style! We asked more than 4,000 U.S. women what they wanted to try, buy and accomplish in 2016 for their skin, hair, and body. Here is a look at what's on her beautiful to-do list this year.

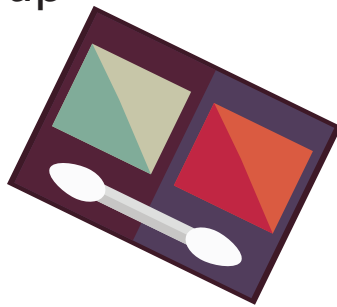


Top Skincare Resolutions

- 76%** take better care of my skin
- 76%** drink more water for healthier skin
- 54%** take care of my lips
- 53%** moisturize more often

Top Resolutions Relating to Makeup

- 49%** purge and replace old makeup
- 46%** watch makeup tutorials to perfect my makeup application
- 36%** spend more on quality makeup
- 35%** never leave home without mascara
- 35%** adopt more makeup "trends"



Hair Resolutions

- 51%** use quality hair care products
- 47%** change my hairstyle
- 42%** condition my hair more often

Out with the Old....

- 49%** throw out old makeup
- 49%** replace old makeup
- 36%** throw out old skincare products
- 33%** replace old skincare products

What Would Make Her Feel More Beautiful

- 68%** exercise
- 62%** confidence – become comfortable in my own skin
- 58%** healthier skin

New Products or Services She'd Like to Try in 2016

- 44%** face masks
- 42%** skin cleansing devices
- 42%** hair styling tools



New Year, New You, New Hairdo – Looks She Wants to Try in 2016

- 40%** natural beach blown look
- 34%** long locks – grow it out!
- 34%** curly locks



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