



## Who's Up for a Post-Holiday Detox? US Consumers Share their Personal Skincare and Body Care Goals.

Take a deep breath, hold, then let it out slowly. That's right, 2016 is finally over and we're ready to start anew. With the New Year, optimistic women and men resolve to take the health of their skin and bodies to a whole new level. Beauty and personal care brands that understand what consumers are trying to achieve can tap into those aspirations with solutions to help them succeed.



Nearly three-quarters of consumers are making a New Year's Resolution this year

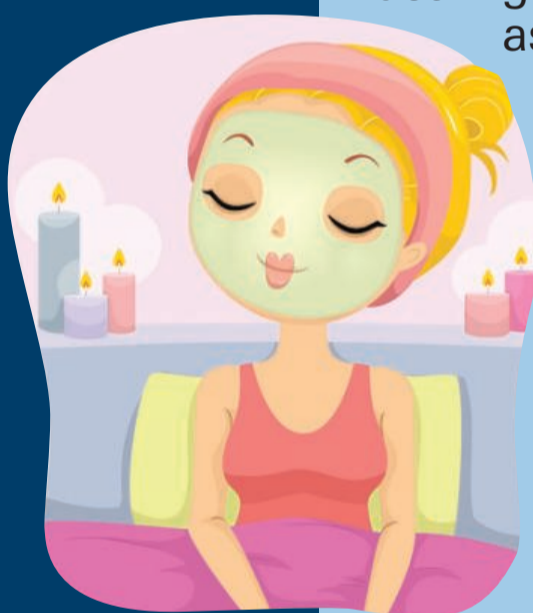
**75%** Women  
**73%** Men

They resolve to:

- #1 Lose weight**  
76% women 69% men
- #2 Exercise more**  
71% women 71% men
- #3 Drink more water**  
66% women 60% men
- #4 Take better care of their skin**  
58% women 36% men

### Skin detoxers want to use

- Moisturizers:  
**84%** women  
**70%** men
- Facial Masks:  
**72%** women  
**70%** men
- Exfoliators:  
**74%** women  
**60%** men
- Night cream:  
**62%** women  
**40%** men



73% of men and **69% of women** are trying to make a LIFE CHANGE. However, only **68% of women** feel optimistic that they'll **SUCCEED** with their resolution, while 75% of men believe they'll have success.

**For those planning to detox, 84% of men and 62% of women** want a detox for both their body AND skin.

### How they'll detox for their SKIN

- **84%** women **81%** men: drink more water
- **70%** women **75%** men: take vitamins/nutraceuticals
- **56%** women **63%** men: want to buy better quality skincare
- **46%** women **56%** men: want to buy a skincare cleansing device to deep clean their skin

*Clarisonic and Derma Roller Microneedling devices were the two brands of devices they'd like most!*



### Biggest perceived skin detox challenge

- **59%** women **56%** men: figuring out the best products to use
- **52%** women **56%** men: dealing with skin changes as I age
- **50%** women **25%** men: eating and drinking the best skin friendly foods
- **38%** women **46%** men: sticking with a new skincare routine

### Desired skin detox results

- **78%** women **50%** men: healthier skin in general
- **81%** women **50%** men: brighter skin tone
- **76%** women **46%** men: smoother skin texture
- **67%** women **44%** men: fewer fine lines and wrinkles



### Biggest perceived body detox challenge

- **56%** women **37%** men: falling back on old habits
- **50%** women **37%** men: eating the right foods
- **54%** women **47%** men: maintaining motivation

### Desired body detox results

- **89%** women **84%** men: more energy
- **87%** women **79%** men: better overall health

### How they'll detox for their BODIES

- **68%** women **79%** men: drink 8+ glasses of water daily
- **49%** women **26%** men: eat sensible portions of non-processed food
- **43%** women **37%** men: stop eating sugar
- **40%** women **42%** men: juice cleanse
- **25%** women **26%** men: no more alcohol

### ...and for those who DON'T detox?

- **38%** women **32%** men: don't know which type of detox program would be right for them
- **29%** women **24%** men: feel a detox program is just a short-term fix

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.

