




Understanding *the beauty consumer* is What We Do

TBC Executive Qualifications
& Subject Matter Expertise

theBenchmarkingCompany

Beauty & Personal Care Consumer Research



Claim her Allegiance with the Power of Knowing

The Benchmarking Company (TBC) is a bi-coastal consumer research firm that delivers need-to-know information about the beauty and personal care buyer. From actionable insights derived from in-depth custom quantitative and qualitative consumer studies to market-ready claims resulting from our popular beauty product testing programs, we provide critical marketing intelligence that connects brands with customers for life.

Let Research be Your Guide

TBC is your partner and your resource. Our proven, proprietary methodologies result in deep and customized knowledge that help you connect with your consumer, build brand loyalty and create products that stand out, get noticed, and sell through.



“An investment in knowledge pays the best return”

–Benjamin Franklin

Key Beauty Categories

TBC has a proven track record.

- Cosmetics
- Skincare
- Beauty Devices
- Body Care
- Hair Care
- Fragrance
- Wellness/Personal Care
- Men's Grooming



Inspire through Intelligence

Brands have questions; we have answers.

- Where, when and why does she buy?
- How do I reach my target consumer?
- What does she buy?
- What influences her purchasing decision?
- How do I build more market share?
- How do I capture the consumer at the point of decision?
- What permissions will the consumer give me?
- Is my brand clear in the eyes of the consumer?
- Who are my competitors?
- What is my hero SKU?
- How strong are my product claims?
- How can I leverage my product claims for increased sell-through?
- What drives her loyalty to my brand?





Beauty junkies and trend sages

PinkReports™

Our annual PinkReports™ focus on why women buy certain products, how she feels emotionally toward them, and what smart brands must do to earn and keep her business. The data-rich research reports focus on industry trends and have included “Age of Naturals,” “Beauty and the Blog,” “Women and Walmart,” “Nailed: The Allure of Nail Color,” and our popular brand buyers guides, as examples. These must-read reports are industry standards and a fixture on smart marketers’ bookshelves.

Scholars on a mission

Just give us a pot of freshly brewed coffee and some juicy analytics and we're in heaven. Researchers and beauty lovers to the very core, we customize consumer studies according to your brand's needs, uncovering what women want, need, and desire from your brand. We test concepts with consumers before you go to market so you can avoid potentially misguided multi-million dollar mistakes. We delve into competitive, packaging and pricing analyses so your brand is fully armed with intelligence and introspection to make the smartest, most lucrative marketing decisions.



Research Strategy Services

- Consumer Research
- Voice of the Consumer
- Consumer Profile Studies
- Focus Groups
- Quantitative & Qualitative Testing
- Concept testing
- Competitive research
- Competitive Landscapes
- Pricing Analysis



Sell-through experts

We get the crucial consumer data points and claims your brand must have to win in today's crowded market. TBC's beauty and personal care product testing groups are conducted with a proven methodology that ensures complete integrity during the entire product testing process. From highly segmented target consumer recruitment and the creation of 5-star self-assessment claims (allowing you to tower over your competition), to survey fielding to capturing mind-blowing consumer testimonials. TBC real-time tracks all self-perception and clinical claims that are leading the beauty market today so we know what is being said, who is saying it, and how the consumer is reacting to it. With this intelligence, we craft a winning claims strategy for your product or offering that turns her from merely a browser into a lifetime loyal buyer.

"93% of women saw a decrease in fine lines and wrinkles after just 14 days of use."

"88% of women over 40 say their skin was smoother and softer after 28 days of use."

"92% of women say they look 10 years younger after 28 days of use."



Product Strategy Services

- Beauty and personal care product testing (consumer perception testing)
- Pre-Market Consumer Testing
- Product Efficacy Testing (Lab Samples & Finished Goods)
- Trial Development & Management
- Claims Development
- Testimonial Development
- Focus Group Evaluation





Calling all Moguls, Marcom Titans and Dreamers

If you are a beauty or personal care brand with a desire to grow and capture more consumer mindshare, or a company looking to legitimize your marketing claims, our services are ideally aligned to help you attain your aspirations. Whether you are an established brand looking to launch a new SKU, rebrand or reposition your products, or an Indie brand, a startup with a fever for industry success or retailer seeking private label development, celebrities, doctors or industry experts seeking to enter the beauty space; manufacturers and raw suppliers looking to expand your product innovations or optimize your formulations; venture capitalists considering new investment opportunities, and salons and spas seeking to grow your personal care businesses, through substantiated research we will provide the roadmap to success.

Our Clients

ALGENIST



bareMinerals[®]
By BARE ESSENTIALS



HOLLYWOOD, CALIFORNIA
GLAMGLOW



JeNu



MARY KAY



Murad



Revitalash

KOPARI

JOSIE MARAN
Luxury with a Conscience.™

ELEMIS

StriVectin

PAULA'S CHOICE[®]
SKINCARE

benefit
SAN FRANCISCO

MADISON REED



NARS

EVER



GOLDEN DOOR

SKININC

BIOELEMENTS[®]
PROFESSIONAL SKIN CARE

proactiv[®]
SOLUTION



ghd
good hair day, every day

Jergens

mama mio
skincare



MOOR

Perricone MD

Panasonic



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PEACH & LILY patchology



LANCER



DOLLAR SHAVE CLUB



AQUIS

INSTYLER

AMORE PACIFIC

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COSMETICS

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LAUDER
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TBC

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