



All Eyes on Me

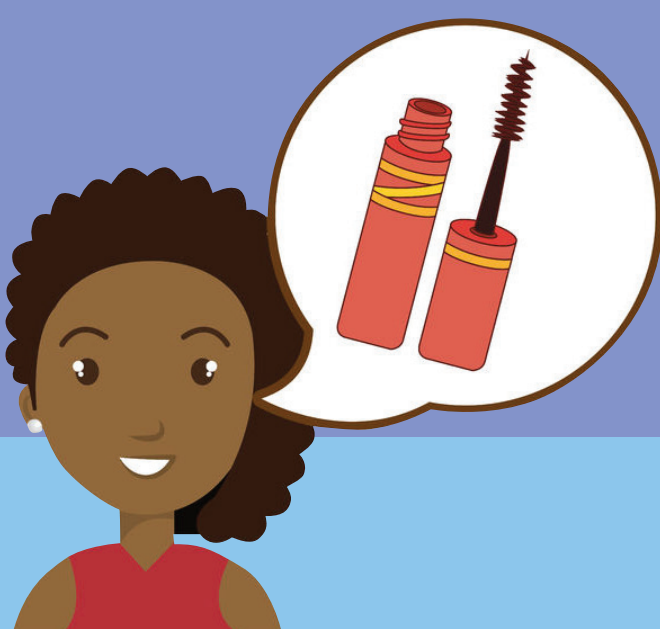
When it comes to her lashes and eyebrows, there is no disputing the importance of her products and tools. From the latest brow grooming techniques to the continued dominance of mascara as her #1 lash product, consumers make time for the maintenance of both in their budgets and schedules. To get a real gauge of this flourishing category, we asked over 7,700 US female beauty consumers to talk eyelash and brow trends, brands, and tools.

She Buys

Two-thirds of beauty buyers have purchased both eyelash and eyebrow products and tools in the past 12 months.

Lash Products Bought in Past 12 Months

- 98%** mascara
- 63%** mascara/lash makeup remover
- 55%** lash curler
- 46%** mascara primer
- 45%** false eyelashes
- 30%** eyelash serum
- 26%** eyelash conditioner/growth product



Things She Looks for in a Lash Product

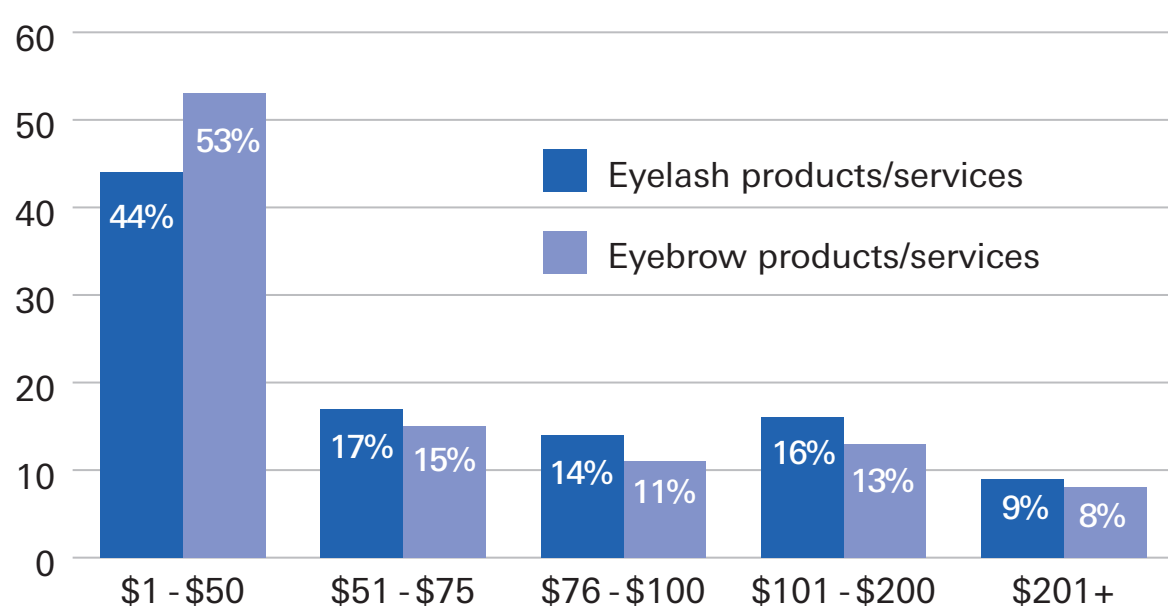
1. Volume
2. Length
3. Waterproof
4. Lash separation
5. Long-wear

Her Fave Lash & Brow Product Retailers

- 71%** buy from a superstore
- 65%** specialty beauty retailers
- 40%** drugstore
- 31%** online retailer like Amazon.com

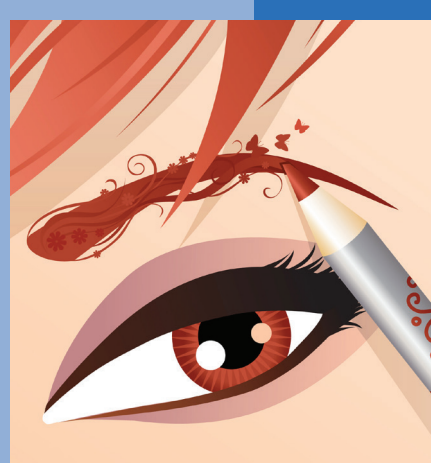


Her Yearly Spend



Brow Products Bought in Past 12 Months

- 86%** brow pencil
- 69%** tweezers
- 60%** brow brush
- 49%** brow gel
- 42%** brow powder
- 27%** brow crayon
- 18%** brow stencil



Things She Looks for in a Brow Product

1. Color match
2. Long-wear
3. Texture (gel, cream, powder, etc.)
4. Waterproof
5. Color intensity

Her DIY Brow and Lash Treatments in the Past 12 Months

- 83%** brow tweezing
- 56%** brow shaping
- 35%** applied false lashes or lash extensions
- 26%** waxed brows
- 16%** have tinted/colored their brows

Her Favorite Brands!

Age Group	Lash Products	Brow Products
Gen Z (18-24)	Too Faced	Anastasia Beverly Hills
Millennials (25-38)	Maybelline	Anastasia Beverly Hills
Gen X (39-53)	Maybelline	Anastasia Beverly Hills
Baby Boomers (54+)	Maybelline	Maybelline

False Eyelash Wearers

- 71%** save falsies for a special occasion
- 20%** wear them daily
- 8%** no set schedule

Her Biggest Challenges with False Eyelashes

- 61%** have a hard time applying to their own eyes
- 36%** don't stay on long enough
- 27%** too expensive



Professional Brow and Lash Services She's Bought in the Past 12 Months

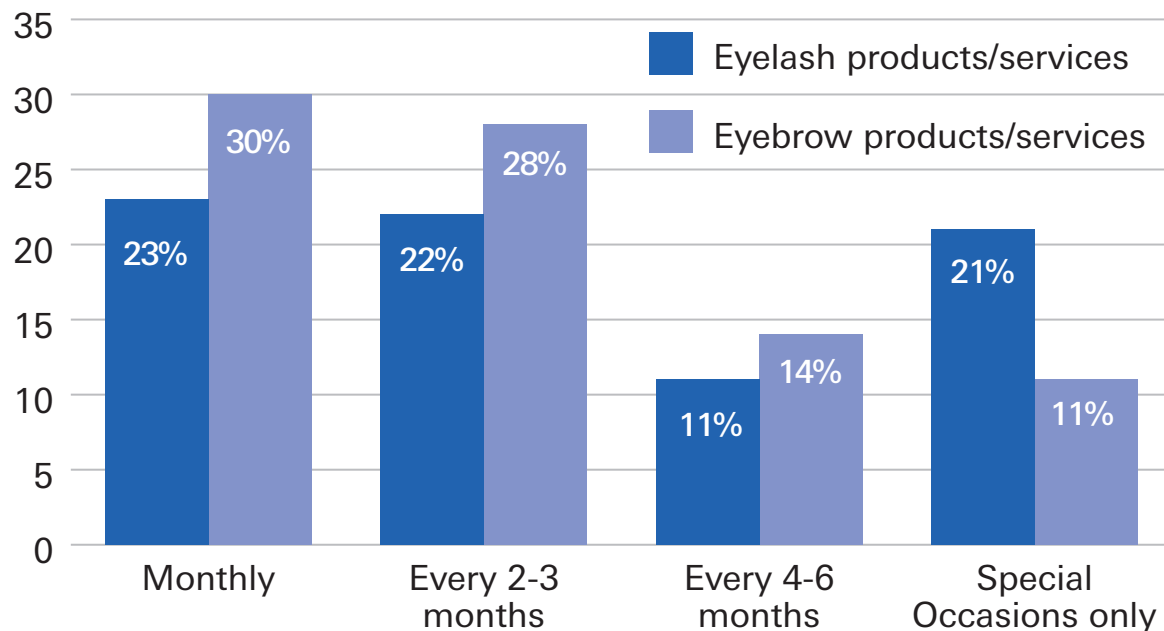
- 41%** brow waxing
- 27%** brow shaping
- 24%** brow tweezing
- 19%** brow threading
- 17%** brow trimming
- 12%** application of false eyelashes
- 3%** brow micro-blading



Her Go-To Resources for Lash and Brow Trends:

- 55%** YouTube bloggers/vloggers
- 44%** beauty retailers (Sephora, ULTA) and their websites
- 40%** beauty magazines (tied) and social media (other than YouTube)
- 17%** from their salon/spa or esthetician

How Often She Buys Professional Services



Top Reasons for Initially Buying Pro Lash Services

- 58%** wanted to feel more beautiful
- 50%** loved the way it looked on someone else

Top Motivations for First Buying Eyebrow Services

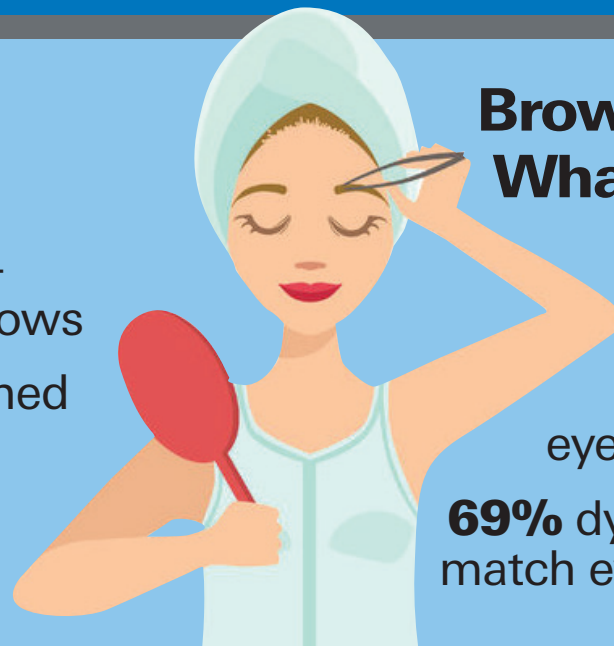
- 49%** wanted to look more beautiful
- 45%** because their brows needed work but they didn't know how to do it themselves!

Brows: What's In?

- 91%** thick, well-structured eyebrows
- 85%** well-groomed men's brows
- 75%** dyed-to-match brows

Brows: What's Out?

- 83%** short brows
- 80%** thin eyebrows
- 69%** dyed-to-miss-match eyebrows



She Favors these Brow Styles

- 38%** thickly arched brow
- 27%** thick rounded brow
- 14%** the slim arch AND the slim rounded

Lashes: What's In?

- 95%** voluminous lashes
- 81%** extra-long eyelashes
- 77%** natural eyelashes

Lashes: What's Out?

- 55%** The spider lash



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