

Targeting Her Microbiome

With the start of a new decade, beauty consumers are setting their sights on refreshing, renewing, and restarting a healthy, clean routine. Increasingly, a big part of every beauty regimen includes seeking out and using cutting edge ingredients that help boost and protect the overall health of the skin and body, as well as nurture and fortify their microbiome. To find out what consumers know (and think about) the microbiome and their approach to a healthier beauty, we asked thousands of US beauty consumers to chime in on the magical microbiome.



She knows what the microbiome is:

87% know the microbiome is the gathering of microbes (good and bad bacteria) that live on body, skin & hair

Of those who have purchased microbiome beauty

- **76%** have purchased facial skincare
- **41%** body care
- **31%** ingestibles
- **30%** hair care



Awareness of microbiome-specific skincare still growing

- **21%** of consumers are aware of microbiome-specific skincare
- **40%** have heard of it, but aren't sure what it is
- **93%** have not yet purchased microbiome beauty products

Top brands offering microbiome beauty, according to consumers

1. Dove
2. Mother Dirt
3. Olay
4. L'Oreal
5. Nivea
6. Aveeno
7. Hum Nutrition

Purchase drivers for microbiome beauty include

- **42%** I was curious!
- **30%** think microbiome products are better for skin than traditional products
- **28%** friend recommendation
- **27%** I like to try newest/cutting edge products
- **26%** thought it would help with specific skin issue



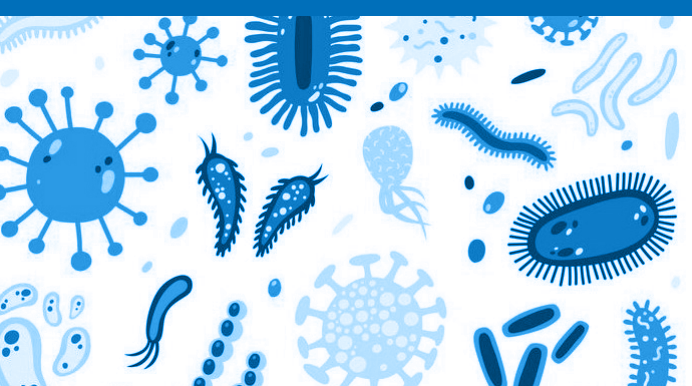
How important is it to use beauty products targeting her microbiome?

Over half say microbiome beauty is very important

- **83%** are interested in purchasing skincare that positively benefits microbiome
- **62%** are willing to spend more money on skincare that benefits microbiome
- **69%** are willing to spend up to 30% more for microbiome skincare

She's not interested in microbiome beauty because...

- **53%** say it sounds expensive
- **44%** don't understand microbiome products
- **22%** don't know where to purchase
- **16%** are happy with current products



A healthy lifestyle matters to beauty consumers

- **81%** say regular exercise, eating right, and taking time for themselves is important
- **71%** read for pleasure
- **67%** shop multiple grocery stores to get exactly what they want/need
- **62%** exercise or do yoga
- **55%** research ingredient/food safety
- **34%** meditate
- **33%** treat themselves to a spa/massage day
- **28%** shop for non-GMO food
- and **69%** say they research before buying latest/newest trend product



Her top reasons for using health/nutraceutical products?

- **68%** healthy skin in general
- **62%** daily vitamin/mineral
- **54%** energy
- **50%** digestion/gut health
- **46%** common cold/allergies
- **39%** hair growth
- **35%** sore muscles



In the past 6 months, she has purchased or used...

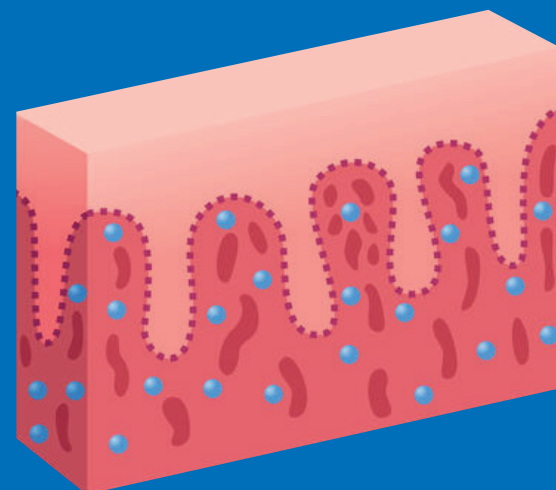
- **75%** multi-vitamins
- **54%** shakes/smoothies
- **49%** health supplements (glucosamine, melatonin, etc.)
- **49%** probiotics
- **48%** natural/organic aromatherapy oils
- **41%** inside-out/ingestible beauty product

Microbiome consumers are into the newest and latest!

- **57%** are interested in CBD
- **56%** retinol alternatives
- **55%** oat milk
- **54%** cactus
- **49%** beet
- **43%** Vitamin F
- **42%** copper

She believes these are the benefits of probiotic skincare

- **75%** balances skin pH
- **67%** it kills bacteria on skin that causes acne/blemishes
- **54%** contains live bacteria that fight 'bad' bacteria on the skin
- **52%** keeps microbiome balanced
- **45%** creates protective barrier on skin surface



A quick word about probiotics

88% of consumers think topical probiotics for skin are appealing

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