



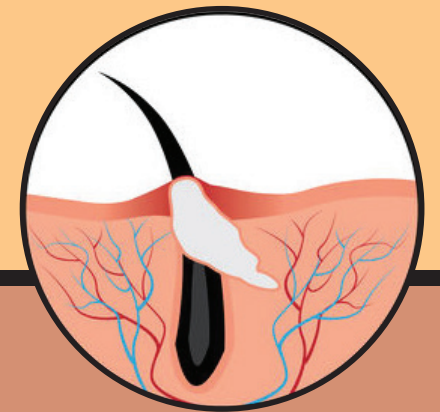
# Attack on Acne – Part 1

Of all the skin issues that plague beauty consumers, none is more universal than acne. Whether she's combating the occasional flare-up or struggling with cystic outbreaks, consumers are all in agreement that acne is not welcome and maintaining a routine for tackling this tricky foe is critical. To better understand what steps consumers are willing to take, which products they can't live without, and just how spotting the telltale signs of a blemish makes her feel, we asked more than 4,000 beauty consumers to talk to us about everything acne.

Of 20+ common skincare concerns, acne ranked as the #1 skincare concern among women ages 18-59, with 96% reporting they have experienced acne at some point during their lifetime.

**78% currently experience acne**

34% have chronic/persistent acne



## Severity of acne

- **49%** mild
- **47%** moderate
- **4%** severe



## Where she is sporting her spots

- **90%** chin
- **71%** cheeks
- **66%** forehead
- **62%** nose
- **40%** between the eyebrows
- **35%** hairline

## Acne effects more than her face

- **41%** back
- **35%** chest
- **29%** shoulders
- **21%** buttocks
- **15%** upper arms

## Her acne takes many forms

- **80%** whiteheads
- **75%** blackheads
- **54%** papules
- **51%** pustules
- **45%** nodules
- **36%** cysts

## What induces her acne

- **75%** hormones/ menstruation
- **67%** stress
- **41%** oily skin
- **32%** cosmetic products
- **20%** diet-related

## Her short-term acne treatments

- **69%** pick/pop it
- **64%** apply a topical spot treatment
- **61%** deep cleanse their face
- **44%** cover it cosmetically
- **29%** use an at-home remedy

## Her longer-term treatment methods

- **61%** wash their face twice daily
- **55%** drink a lot of water
- **46%** follow a regular non-acne specific skincare routine
- **28%** use at-home natural solutions
- **16%** follow a regular acne-specific OTC skincare routine

**57%** of consumers equally trust man-made/synthetic ingredients and natural ingredients. **24%** prefer synthetic and **15%** prefer natural.

## Power ingredients that clear her acne

- Salicylic Acid (**46%**)
- Benzoyl Peroxide (**33%**)
- Retinoids (**22%**)
- Glycolic Acid (**18%**)
- Lactic Acid (**10%**)

## Her favorite natural acne-fighting ingredients

- Tea Tree Oil (**35%**)
- Charcoal (**31%**)
- Clay (**24%**)
- Aloe Vera (**23%**)
- Rosewater (**20%**)



## Popping can be awfully tempting, and usually is!

- **52%** admit to always popping their own pimples
- **42%** do sometimes/on occasion
- Only **6%** never touch a blemish

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