

Attack on Acne – Part 2

In part two of our Beauty by the Numbers series on acne, we take a closer look at the emotional impact of acne, the acne-specific products and treatments she uses (or doesn't), what she spends to treat her acne, what she likes (and doesn't) about her favorite acne products, and what skincare approaches she's interested in trying and using to help keep her complexion clear and radiant.

Top 3 reasons for actively treating acne

1. Create a clearer complexion
2. Boost my self-confidence/self-esteem
3. To look my best/more attractive



The emotional impact of acne

- **9 out of 10** say it's very important to have their acne healed and under control
- **85%** acne impacts her self-esteem
- **56%** decline social activities during a flare-up
- **40%** always wear makeup to conceal acne, and **49%** sometimes do

Top 3 things she looks for when purchasing a new acne product

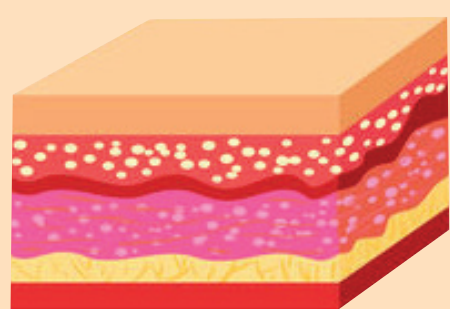
1. Affordability (77%)
2. Consumer claims (52%)
3. Ingredients (46%)

No one size fits all

- **64%** say more than 1/4th of their products are acne-specific
- **57%** use multiple acne products from different brands
- **12%** use brand-specific regimens

Her topical acne-specific products

- **75%** facial cleanser
- **52%** moisturizer
- **50%** spot treatment
- **50%** facial treatment masks



Topical acne-specific products gaining her attention (and market share)

- **33%** all-over-acne treatment
- **31%** pore strips
- **26%** acne patches/dots/darts
- **17%** chemical exfoliator

Treatments she's interested in

- **71%** at home blue/red light therapy
- **68%** vacuum pore cleaner
- **66%** facial steamer
- **59%** dermaplaning
- **53%** micro-needling

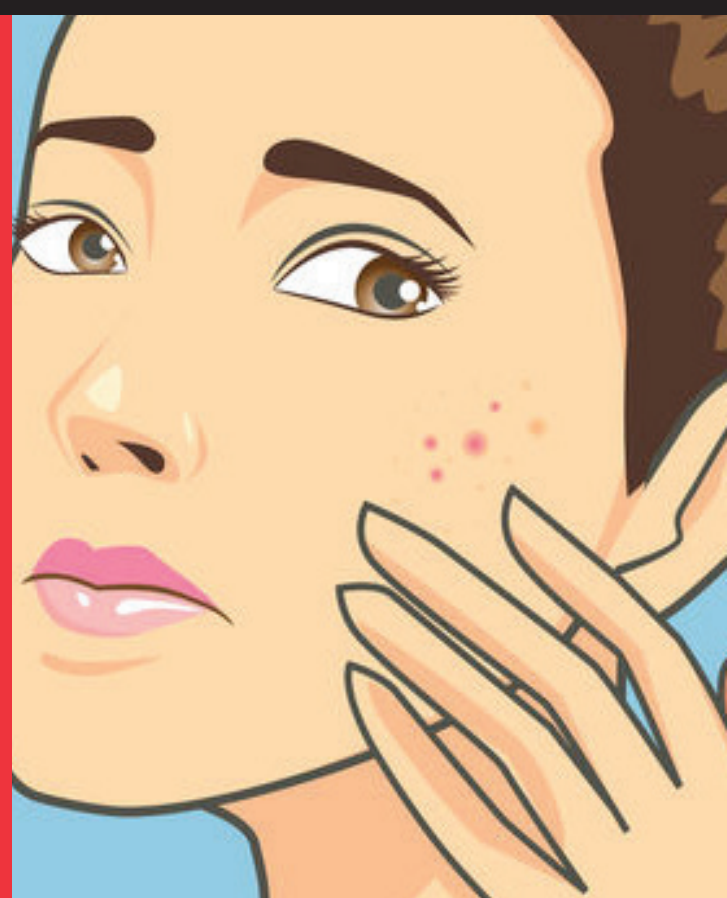
Favorite acne-combating brands

- **43%** Neutrogena
- **36%** Clean & Clear
- **33%** Bioré
- **25%** Clearasil
- **24%** Cetaphil
- **22%** Aveeno

Her treatments are somewhat working

- **Only 14%** state their current acne treatment works
- **74%** report they somewhat work

27% spend more than \$200 per year on acne products but **95%** would be willing to spend more if the products worked



Eww...pimple-popping videos – either you love it or hate it!

- **33%** love watching pimple-popping videos on social media or TV
- **28%** report sometimes watching it
- **39%** say it's too gross to watch!



Of those who have cleared up their acne in the past year

- **47%** Washed their face twice daily
- **42%** Avoided touching/picking at their skin
- **36%** Followed a regular non-acne-specific skincare regimen
- **30%** Used at-home natural solutions/remedies
- **16%** Used a prescription topical acne medication

Women spend \$6-\$15 on most acne products, but, she'll spend more than \$20 on:

- **28%** chemical exfoliator
- **24%** all-over-treatment
- **23%** peel pads

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