



theBenchmarkingCompany

Research Capabilities  
Consumer Research

Understanding the  
**beauty & personal care consumer**  
Is What We Do

## Get to Know Us & Get to Know Your Consumer

**T**he Benchmarking Company (TBC) is a bi-coastal consumer research firm that delivers need-to-know information about the beauty and personal care buyer.

- National and international custom quantitative research studies
- In-person focus groups across the USA
- Consumer in-home use testing is a specialty
- Proprietary panel of > 280K female and male vetted beauty and personal care buyers
- Annual PinkReport™ deep dive research studies
- Beauty by the Numbers™ infographics series
- Sought-after industry speakers at all major beauty trade events
- Established in 2006
- Worked with 100+ brands
- Tested 45,000+ products
- Gathered 4 million+ consumer opinions







## TBC's Consumer 360° Research Services - Your Window to Their World

**S**uccessful brands deeply and intimately know what turns him or her “on” (and off) and connect with the consumer on an emotional level. Understanding your buyers’ desires and purchase triggers allows you to win their loyalty and connect in ways that improve marketing effectiveness, optimize product portfolios and accelerate sales with newfound knowledge and insights. Knowing your consumer is how TBC helps you to grow revenue and market share.



## What makes TBC's approach different?

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All research firms are not created equal – nor are consumers. The beauty and personal care consumer has a unique set of motivators, influencers and behaviors. TBC is laser-focused on these unique consumers and we know them better than anyone else.

*Your brand* is unique, and so are your needs. Every TBC study is custom-created with your end goals in mind.

TBC's proprietary, customized research methodologies and our renowned panel of 250K+ beauty and personal care buyers is why brands come back to us time and again.



# Inspire Through Intelligence

Brands have questions;  
we have answers.

- Where, when and why does he buy?
- How do I reach my target consumer?
- What does he 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?
- Am I at risk for regulatory or legal action based on my product claims?
- How can I leverage my product claims and increase sell-through?
- What drives his loyalty to my brand?





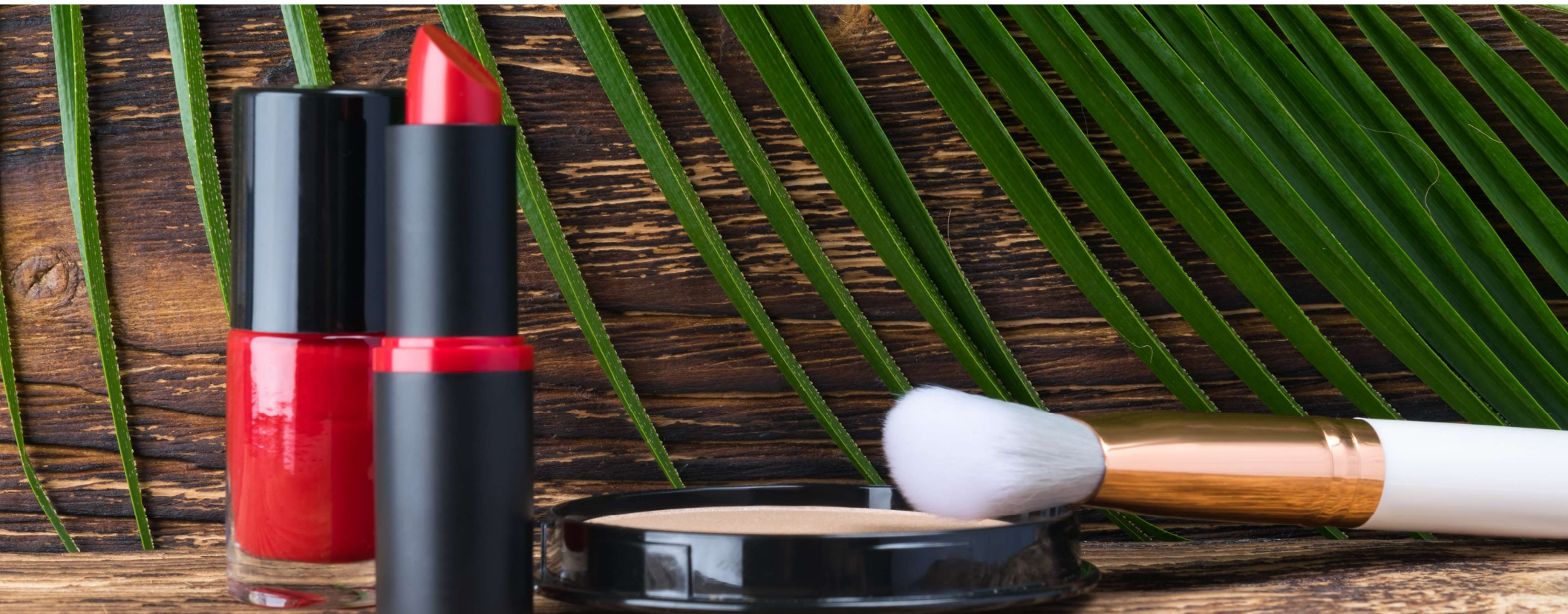
## Experts in these Beauty and Personal Care Categories

- Cosmetics
- Skincare
- Beauty/Personal Care  
Devices
- Fragrance
- Body Care
- Hair Care
- Men's Grooming
- Wellness/Personal Care
- Supplements/Ingestibles
- CBD-based products
- Oral Care
- Intimate Care
- FDA Classified Medical  
Devices



# Beauty & Personal Care Trends Subject Matter Expertise

- Clean beauty
- Natural/Organic Beauty/Personal Care
- Male Grooming
- Sustainability
- Cannabis Based Beauty/Personal Care
- K-Beauty
- Claims for Regulatory & Legal Risk Mitigation
- Generational Differences
- Intimate Care
- Entrepreneurship
- Unique delivery systems
- Personalization
- Ethnic Beauty
- To name a few!





# TBC's Custom Quantitative & Qualitative Studies

**U**nveil the consumers' attitudes, interests and awareness in a variety of ways.

- New product concept testing for products not currently on the market
- Permissions-based testing
- Celebrity or "Doctor" new SKU/line permissions testing
- Brand awareness, perception and competitor testing
- Messaging testing
- Packaging Testing
- International market expansion testing
- Pricing and price elasticity testing
- Advertising awareness benchmarking
- Generational appeal testing
- Focus Groups/User Groups
- In-home use testing, beauty and personal care product testing
- Claims substantiation
- Testimonial Development





# Quantitative: Concept Testing

A good new concept captures her interest, but a great new concept establishes her life-long relationship with your brand. Concept testing offers brands the opportunity to:

- Determine if your offering is unique or alluring enough to make waves in the market. Know if your hero ingredient or delivery mechanism resonates with her
- Test your consumer's emotional interest in your offering prior to making a significant financial investment
- Articulate product benefits and test how the benefits resonate with her
- Zero in on messaging that connects the product to your brand story
- Fine tune your target market so your marketing dollars go farther



# Quantitative: Package Testing

Your packaging is his first, and sometimes only introduction to your product. At a glance, is it extolling your brand's main messages and benefits? Is it causing your target consumer to reach out and touch, test and most importantly, to buy?

The physical package, together with a few dozen words of messaging and all-important consumer claims are pivotal brand elements that must wisely be interwoven so that you have her at hello.

TBC Packaging studies are used to test existing packaging or explore new package concepts that measure whether:

- Packaging is easy to understand and use
- It entices her to pick it up off the shelf and learn more
- It compels her to purchase
- It exudes the quality and caliber she would expect at your price point
- It effectively blends form and function
- Tells the story of the brand





# Quantitative: Message Testing

Your brand tells its story through images, packaging, and most importantly, messaging. How your brand talks about itself, and allows him to see himself as part of your world, sets it apart from others.

## Message testing reveals:

- Whether your brand messages resonate with the demographic you are seeking
- If it speaks to your consumer on an emotional level that makes your brand his brand
- Which messages most intrigue your prospective customer to buy and which would cause him/her to look the other way
- Which parts of your message resonate, and which parts do not

Is your story his story? Whether you're a start up or an industry mainstay, frequent consumer surveying for messages/claims authenticity is a must.



**A fad is a moment in time, but style is timeless.**

**A lifestyle brand for those who believe style is subtle.**





## Quantitative: Pricing & Price Elasticity Testing

Pinpointing the right price point for products is not an easy task. And, setting the wrong price can have a devastating impact on your brand. Pricing and price elasticity testing helps brands answer these questions and more:

- Are the products priced according to the market you hope to penetrate and the consumers you want to woo?
- What would the consumer expect to pay for your product?
- Does the packaging, messaging and benefits justify the price?
- Where would buyers expect to buy this product at this price point?
- Why would buyers pay more or less for your product vs. a competitive product?
- Is your offer perceived as a need or a luxury?
- What is the level of demand for your product at different price points?



# Quantitative: Generational Appeal

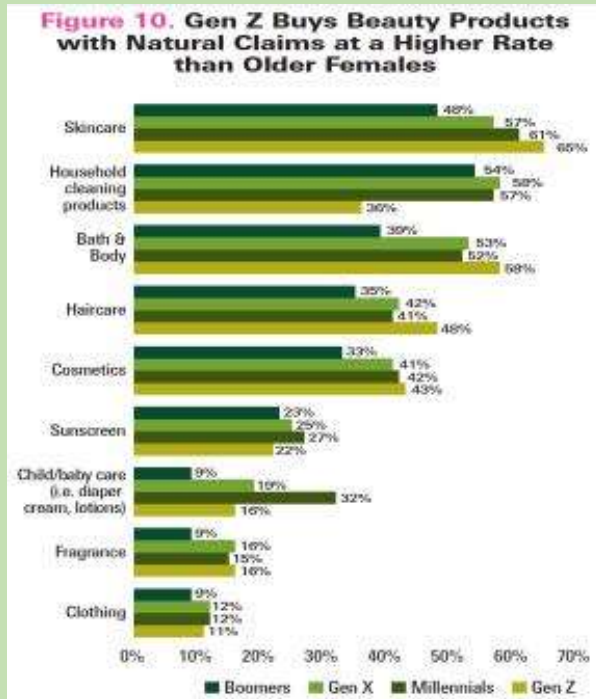
Consumers have generational differences in perspectives, values, decision-making as well as in their shopping behaviors.

Gen Z buys differently than Gen-Xers who buy differently than Millennials, who buy differently than Baby Boomers.

Generational appeal research helps brands learn more intimate details about each generation's purchase drivers and behaviors; from where they shop to how they shop, what they demand

from brands and ultimately what compels them to buy one product over another.

TBC breaks it down for brands one generation at a time.





## Quantitative: Market Trend Data

Fads come and go, but market trends can evolve into brand expansion opportunities and entirely new product lines.

Understanding the evolution and direction of a market trend helps brands make critical product development and strategic decisions.

Whether you want to know the long-term impact of the clean, green and organic movement, or the market opportunity of CBD-based skincare, TBC works with brands to garner insights including:

- Is this a fad or a trend with staying power?
- What is the market potential of this trend?
- How do consumers want this trend incorporated into products and services?
- How does this trend impact the consumers' shopping behaviors and purchase triggers?
- How can my company stay at the forefront of this trend?



# Quantitative Research Tools & Methodologies

## ONLINE METHODOLOGY

Using a monadic, one-at-a-time concept evaluation (which simulates the way consumers would normally use products) on key metrics such as a purchase intent, likability, unique and different and product value, we delve deeply into the individual components of the concept and measure the relative strength and appeal of each descriptive message.

Intelligent, interactive reporting tools such as “text highlighting” and “picture ranking” seek and reveal true interest drivers within each concept statement, while also exposing optimization opportunities.



# Quantitative Tools & Methodologies

## CONCEPT HIGHLIGHTER ANALYSIS

**Highlighter analysis enables respondents to highlight and weigh in on specific words, phrases, and entire sections of your marketing language and messaging. This provides precise feedback on the text, enabling the brand to discern what works and what doesn't in its quest to create an emotional relationship with its consumer.**

The Benchmarking Company is a bi-coastal beauty and personal care consumer research firm with a proven track record in cosmetics, skincare, beauty devices, men's personal care, body care, hair care, nail care, fragrance and wellness/personal care. Our company is laser-focused on providing two important aspects of marketing intelligence:

Quantitative and qualitative consumer research that arms brands with forward-thinking need-to-know information about its customers and prospects, and

In-home beauty and personal care product testing to garner 5-star consumer claims that are vital for market success. Using renowned proprietary methodologies, our unique approach to research delivers results that promote growth in market share, bolsters sell-in and sell-through and mitigates legal and regulatory risk for our customers.



# Quantitative: Tools & Methodologies

## CROSS TABULATION AND DATA FILTERING



- Cross tabulating results enable us to analyze subsets of the data against the aggregate data or other subsets.
- Allows us to segment your target market by variables such as HHI, age, where he/she shops, how much he/she spends on beauty or any other variable that is important to your brand to give you powerful marketing insights.
- Allows you to zero in on your target consumer and discover what resonates specifically with her.



## Qualitative Research: Focus Groups

**T**BC is an expert in facilitating focus groups. We recruit a panel of the exact consumer you are looking for and facilitate both small and large-scale studies in state-of-the-art facilities across the country.

### Benefits:

- Professionally moderated by beauty industry research specialists
- Explore her beauty buying habits, needs, triggers and desires
- Watch live, from behind the scenes
- Small intimate groups allow for deep exploration
- Instantly understand the consumers' attitudes and perceptions



# TBC Manages the Focus Group Process from A-Z:



- Securing state-of-the-art focus group facilities (across the country, at your facility, or around the globe) and providing on-site management
- Conducting cost-saving online Zoom focus groups
- Recruiting panels with precision, and managing the entire panelist experience
- Writing the detailed moderator's guide to zero-in on responses
- Expertly moderating up to four 90-minute groups per day
- Mixing both quantitative and qualitative lines of questioning for a richer focus group report and analysis
- Creating a Final Report containing thoughtful insights and recommendations

# Types of Focus Groups TBC Moderates

- Makeup usage testing (to understand products used, why she uses them, brands she loves) followed by instant usage feedback from new makeup products
- Packaging testing (creating a “storefront” where consumers are asked to choose product based on package appeal, followed by detailed discussion and ending in brand reveal)
- Understanding the generational consumer and how best to communicate with her
- Hair care product appeal, where consumers discuss products purchased and then try new products onsite
- Skincare products/device usage discussion and ranking of new device concepts/show & tell from brand
- Advertising concept testing, where consumers are shown a set of potential ads and then asked to discuss and rate each
- Professional hairstylists and other beauty professionals' panels, where pros discuss products used on their clients, what they think of certain brands and why
- Every focus group is completely customized according to your needs – you name it, we’ve conducted focus groups for it!







## Quantitative & Qualitative Research: Beauty & Personal Care Product Testing for Claims

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The Benchmarking Company's (TBC) in-home consumer perception studies can garner powerful consumer claims to support sell-in and sell-through. Our unique approach ensures your claims are powerful as well as compliant with advertising and marketing regulations for cosmetics and personal care products.

# Types of Beauty & Personal Care Product Testing (Consumer In-Home Use Testing)

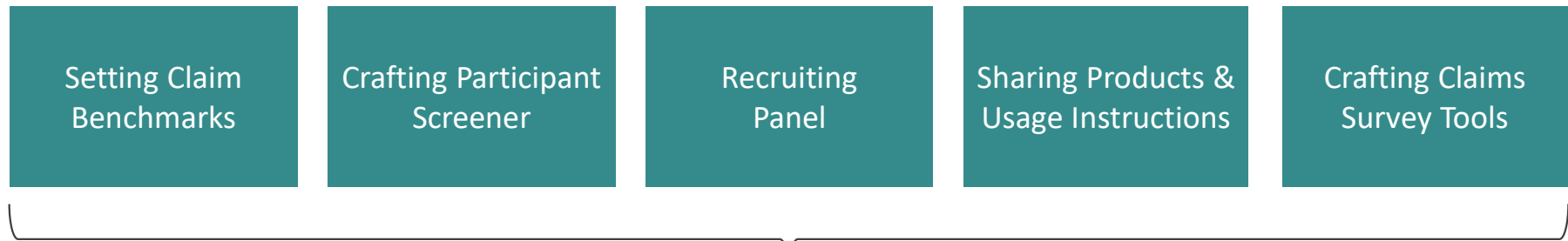
*As varied as your  
Marketing & PD needs*

- Branded
- Blinded
- Prototype/Pilot
- New SKU
- New Formulation
- New Formulation vs. Old
- Formula A vs. B for max. efficacy
- Old SKU
- New Set
- Competitive
- Fragrance Preference
- Usage instruction efficacy
- Advertising compliance

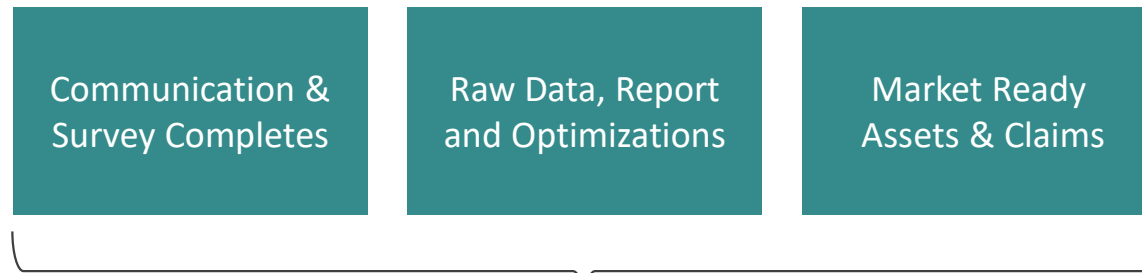


# Beauty & Personal Care Product Testing Methodology

**Independent Voice • Consumer Intelligence • Market Tracking Market Claims • Benchmarked Data**



## Anchor Points



## Impact Points





# Beauty by the Numbers™

Our popular monthly infographic series cites primary research on timely topics.

Leveraging our male and female panels of more than 250,000 vetted beauty and personal care buyers, our data garners insights designed to inform brands of market opportunities.

**TBC's 2018 PinkReport: The New Age of Naturals**

Over 50% of consumers who purchase all their beauty products are looking for natural ingredients.

**Key Findings:**

- 77% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**Paraben Free:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**Key Ingredients:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
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**Top Natural Beauty & Personal Care Consumers:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**thePinkPanel**

**Count On Claims**

Over 50% of consumers who purchase all their beauty products are looking for natural ingredients.

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**Consumer Brand Trust:**

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**Top Natural Beauty & Personal Care Consumers:**

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**theBenchmarkingCompany**

**Multicultural Beauties Speak Out**

Over 50% of consumers who purchase all their beauty products are looking for natural ingredients.

**Key Findings:**

- 77% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**Her top beauty purchases help her address her specific ethnic concerns/needs:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**She shops at leading beauty destinations for ethnic targeted beauty products:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**Her favorite multicultural/ethnic brands:**

- 85% of consumers who purchase all their beauty products are looking for natural ingredients.
- 82% of consumers who purchase all their beauty products are looking for natural ingredients.
- 85% of consumers who purchase all their beauty products are looking for natural ingredients.

**theBenchmarkingCompany**

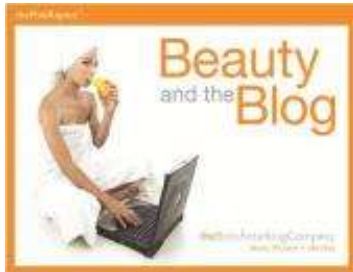
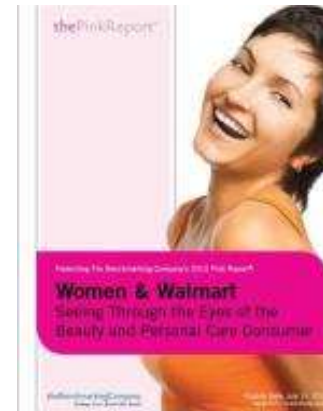
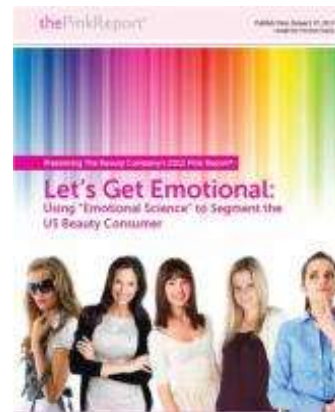


thePinkPanel™  
GUYSTHATGROOM™

# PinkReport™

TBC's PinkReport™ presents brands and industry insiders an in-depth, once-a-year research report focused on why consumers purchase specific products, how the consumer feels emotionally toward them and what brands can do to win the long-term loyalty of its customers and prospective customers.

The yearly PinkReport™ focuses on trends in the industry and how the beauty and personal care consumer relates to them (or not). These must-read reports are industry standards and a fixture on smart marketers' bookshelves.



# TBC Management Team

We pride ourselves on integrity, teamwork, creativity and flawless execution. Intelligence and introspection are key to making the smartest, most lucrative marketing decisions and this is what we deliver.



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# Our Work Helps Brands Sell-In & Sell Through



WANT YOUNGER, HEALTHIER LOOKING SKIN?

## SKINSORIALS™ SKINCARE

An exquisite beauty ritual filled with what your skin craves: gorgeous textures, naturally derived scents and effective ingredients.

**1/PURIFY**

bareMinerals  
Cleansers

deliver exceptionally  
pure and revitalized skin.\*

**2/EMPOWER**

**SKINLONGEVITY™**  
VITAL POWER INFUSION

is clinically proven to  
improve skin's overall  
appearance.\*\*

**3/MOISTURIZE**

bareMinerals  
Moisturizers

100% of women experienced  
an immediate improvement  
in skin hydration.\*\*\*

\*Based on 4-week independent US consumer studies of 200 to 300 women.  
\*\*Based on an 8-week independent US clinical study of 250 women.  
\*\*\*Based on a 4-week independent US clinical study of 275 to 400 women.

**BE ORIGINAL. BE NATURAL. BE GOOD.**



## VIBRANCY

ARABIAN OIL BANGGAS FOUNDATION FLUID

FRESH SQUEEZED FOUNDATION  
VIBRANT, JUICY, GLOWING SKIN

Medium-to full coverage / Flakes, dimensional finish  
Clinically proven to hydrate, soothe, and smooth  
even the most sensitive skin.



# Our Work Helps Brands Sell-In & Sell Through

**SAY HELLO TO HEAT, AND GOODBYE TO SPLIT ENDS!**

ghd platinum

ADVANCED SPLIT END THERAPY

100% Agreed to purchase ghd Classic Iron with Advanced Split End Therapy

100% Agreed that hair looked less damaged

ghd Classic Iron with Advanced Split End Therapy  
800-345-1515 QVC.com A-282126



**BareMinerals**  
BareMinerals Essential Moisturizing Soft Cream  
\$26.25

Add To Bag

Show Availability



**Details**

100% of women agreed that BareMinerals Essential Moisturizing Soft Cream improved the appearance of their skin.

100% of women agreed that BareMinerals Essential Moisturizing Soft Cream improved the appearance of their hair.

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In a consumer perception survey of 100 participants using Patchology FlashPatch™ for 5 minutes, after a single use, participants stated:

- 100% said their tired eyes appeared awakened, looked and revitalized.
- 98% said the skin under their eyes looked and felt smoother.
- 97% said their eye area looked less puffy.
- 94% said one 5-minute beauty treatment provided more immediate results than their current under eye care regimen.

Please, and the availability of FlashPatch™ is not guaranteed. ©2015 Patchology, Inc. All rights reserved.

Patchology FlashPatch 30pair Eye Gels w/FlashMasque



**Skin Inc.**  
Pure Deepsea Hydrating Mask  
\$18.00

100% of women agreed that Skin Inc. Pure Deepsea Hydrating Mask improved the appearance of their skin.

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# Where You May Have Seen Us

TBC has presented at more than 30 industry events on a topics and trends ranging from ethnic beauty; CBD; to natural, organic and clean beauty; sustainability; to how to succeed on home shopping channels; to how to craft claims for in-market success and regulatory and risk mitigation.

- In-Cosmetics, Korea
- In-Cosmetics North America, New York
- Cosmoprof North America, Las Vegas
- Cosmoprof Asia, Hong Kong
- Cosmoprof Worldwide, Bologna
- HBA
- Makeup in New York and LA
- Sustainability Summit
- Innocos
- Beauty Industry West
- Society of Cosmetic Chemists

TBC has published more than 100 articles on topics ranging from beauty trends to entrepreneurship for top beauty and personal care trade publications as well as the country's most prominent business and fashion publications.







## Key Advantages of Working With TBC

**Independent Voice.** Third-party credible source in an increasingly highly regulated environment.

**Consumer Intelligence.** We know beauty and personal care consumers and understand intimately what they are looking for in their product offerings.

**Market Tracking.** What's in and what's not, what's hot and what's not, our bird's eye view of the market lets us strategically craft your research to find insights that can be immediately turned into actionable strategies.

**Benchmarked Testing.** Having conducted hundreds of studies we know what resonates with the consumer and what the indicators of market success look like.

**Seasoned Researchers.** When you work with TBC, you'll be working with experienced focus group moderators, researchers and beauty and personal care specialists.

# TBC Conducts Research For Top Brands

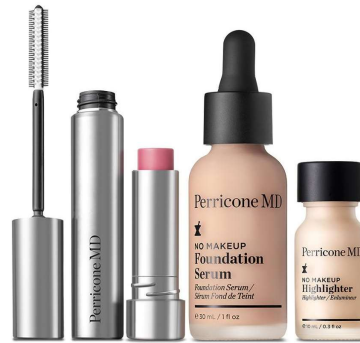
**ALGENIST**  
Biotechnology from San Francisco



bareMinerals®  
By BARE ESSENTIALS



**Perricone MD**



**NARS**



**JOSIE MARAN**  
Luxury with a Conscience.®





# TBC Conducts Research For Top Brands

ESTÉE  
LAUDER  
COMPANIES



AQUIS



MARY KAY

OBAGI

PEACH & LILY

neuBROW<sup>®</sup> neuLASH<sup>®</sup>



PAULA'S CHOICE<sup>®</sup>  
SKINCARE



SANOFI

JULEP

GOLDFADEN MD<sup>™</sup>

sara happ<sup>®</sup>

EIGHTEEN·B

HOLLYWOOD, CALIFORNIA

THE LIP EXPERT<sup>™</sup>

GLAMGLOW<sup>®</sup>

ecOTOOLS<sup>®</sup>



NEWAGE<sup>™</sup>  
Live Healthy.





# TBC Conducts Research For Top Brands



MERLE NORMAN

AMORE PACIFIC

pixi by petra

StriVectin®

proactiv®  
SOLUTION

Dr.Jart+

schmidt's™  
NATURAL DEODORANT

GLAMSQUAD

JeNu™



JUARA



glanbia



Panasonic

INSTYLER.



Unmarked  
SKINCARE



BIO:IONIC®

gopure  
NATURALS

brilli



ZO® SKIN CENTRE  
BY ZEIN OBAGI MD

Batallure  
Beauty

Great  
HealthWorks

HENRY ROSE

NEYDHARTING  
MOOR™  
SCIENCE & NATURE BECOME ART

HAIRMAX®  
The science of hair growth.™

UNIVERSAL  
BEAUTY PRODUCTS INC.

solésence®

LE MÉTIER DE BEAUTÉ

EVE•PEARL  
BEAUTY BRANDS

LIP SMACKER®

# TBC Conducts Research For Top Brands



Augustinus Bader

NATUROPATHICA®



/skin regimen/



Paris Presents  
INCORPORATED



PURITY OF ELEMENTS™



IMMUNOCOLOGIE®



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