



# Survival of the Prettiest

Face and Body Skin Care

July 2007

theBenchmarkingCompany  
*Beauty Research + Branding*

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## Our Methodology

The 2007 Pink Report™: Survival of the Prettiest: Face and Body Skin Care is a quantitative look at female consumer trends, attitudes and behaviors towards hundreds of skin care beauty brands. The study was based on a 30-minute online survey from a nationally representative sample of more than 2,200 women across the U.S. ages 18-50+. The margin of error for an online survey with this sample size is +/- 4 percent, and it assumes a 95 percent level of confidence.

This report contains a detailed analysis and full scope of the data results. All data is segmented by age, with as much of the data benchmarked as possible against the same questions asked in the 2006 Beauty Shopping Pink Report™ published in the summer of 2006. We define beauty buyers as women who declared they had purchased skin care products over the previous 12 months.

This survey was fielded in June 2007 and published in July 2007.



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# 122 Facial Skin, Bath & Body, And Self-tanning Brands Were Tracked For This Study

Alchimie Forever	Coppertone	Hylexin	Noxzema	Surgeon's Skin Network
Almay	Darphin	Ice Elements	NV Perricone	Tanline
Arbonne	Decleor	Iman	Ojon Towaka	TanTowel
Artistry	Dermadoctor	Jergens	Olay	Tarte Sunburst
Aveda	Dial	Juice Organics	Origins	Timeless Secret
Aveeno	Dickinson's	Kiehl' s	Palmer's	Trish McEvoy
Avon	Dior	Kinerase	Peter Thomas Roth	Ulta
Bain De Soleil	Dove	L.A. Express	Philosophy	Urban Decay
Banana Boat Sunless	Dr. Denese	L'Oreal Sublime Bronzer	Physician's Formula	Vichy
Bath & Body Works	Dr. Hauschka	La Mer	Ponds	Victoria's Secret Beauty
Biore	Dr. Patricia Wexler	La Prairie	Pout Ultimate Fake Tan	Yonka
Biotherm	Elizabeth Arden	Lancaster	Prescriptives	Yves St. Laurent
Bliss	Estee Lauder	Lancôme	Proactiv	
Body Shop	Eucerin	Lather	RoC	
Borghese	Exuviance by Neostrata	Laura Mercier	Sally Hansen	
Burt's Bees	Fake Bake	L'Occitane	Senna Skincare	
California Beauty	Fashion Fair	Lorac	Sephora	
California Tan	Flawless	L'Oreal	Shiseido	
Caress	Freeze 24/7	Lumedia	Shu Uemura	
Caswell-Massey	Fresh	Marilyn Miglin	Solerra	
Caudalie	Fusion Beauty	Mary Kay	Sovage	
Cetaphil	Garnier	MD Formulations	St. Ives	
Chanel	Gold Bond	MD Skincare	St.Tropez	
Clarins	Guerlain	Meaningful Beauty	Stila	
Clearasil	H2O Plus	Molton Brown	StriVectin-SD	
Cientele	Hawaiian Tropic	Murad	Sue Devitt	
Clinique		Neutrogena	Sun	
		Nivea	Sunny Day Self Tanner	



# The Top Five Vitals

### Her Cheatin' Heart



Sure, she's got skin care brand favorites, but that doesn't mean she's loyal to them.

### So, Sell Me



Confusion abounds over prestige brands. Women want to know the facts.

### Youth Is Priceless



Younger women want more proof of efficacy and are willing to try more procedures for best results.

### The Many Faces of Trust



Women feel brands are best or favorites because they trust them. What does trust mean?

### Shopping Blur



Department stores and direct sales are taking a backseat to the Internet and mass retailers.

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## A Third of All Women Surveyed Switch Brands Just to Try Something New

### Her Cheatin' Heart



Sure, she's got skin care brand favorites, but that doesn't mean she's loyal to them.

With thousands of skin care brands available in the United States, it's no wonder only **31% of women** have stuck with the same facial skin care brand in a 12-month period, leaving the other 69% on the prowl for something new and different. **"I just wanted to try something new"** was cited as the number one reason (at 33%) why women switch brands, **16% higher** as a reason for switching than the fact that their usual brand no longer worked for them. A full 16% of women ages 18-29 switch brands purely out of boredom. Pragmatically, if their brand still works for them, why are they switching?

Women are curious to find the next big skin care product. While **75% of women have a facial skin care favorite** and **69% have a bath & body skin care favorite**, only **59% of women** admit they are *loyal* to their facial skin care brand. Only **45% consider themselves loyal** to their bath & body skin care brand.

To maintain a solid place in her heart, brand managers should evaluate the use of applicable marketing messages she likes to hear most, such as reduces wrinkles, hypoallergenic, natural/organic/pure ingredients, works with her own body chemistry (see page 37). To woo her from her current brand, consider offering product samples (page 80) and know that she'd be willing to pay more for products that produce better results over time (68%), are well-researched (42%) and contain natural/organic ingredients (37%) over products with a pretty package (4%) (see page 91).

*Pink Fact: Even among brand loyalists – those 31% who haven't switched brands in the past year—62% would consider switching brands if they got product samples from another brand.*

	Total	18-29	30-39	40-49	50+
	%	%	%	%	%
I just wanted to try something new	33	34	34	32	32
I haven't switched brands in the past 12 months	31	23	29	31	37
I wasn't experiencing the benefits it promised	24	26	26	22	22
The new brand seemed superior to my old brand	22	24	18	23	22
My usual brand no longer worked for me	17	22	17	16	16
I was bored with my previous brand	7	16	8	6	4

Thinking back to the reason why you may have switched beauty brands in the past 12 months, why did you do so? (aided list) (Pick as many as apply).

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## Cleaners and Moisturizers Rule the Day

Have you purchased skin care products in the last twelve months?

<b>Yes</b>	<b>No</b>
<b>90%</b>	<b>10%</b>

Only those women who purchased skin care in the past 12 months were invited to continue with the survey

### Age differences (%)

	18-29	30-39	40-49	50+
Cleaners	82	81	76	70
Moisturizers: day	60	70	73	79
Moisturizers: night	32	46	55	65
Anti-aging treatments	16	33	43	54

Which of the following do you use for your **FACE**?

	%
<b>1. Cleaners</b>	<b>76</b>
2. Moisturizers: day	72
3. Moisturizers: night	52
4. Scrubs & exfoliants	50
5. Anti-aging treatments	40
6. Eye treatments	39
7. Toners	36
8. Makeup removers	35
9. Masks	31
10. Lip treatments	26
11. Oil/blemish control	23
12. Tinted moisturizers	15
13. Skin lighteners	7

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Which of the following do you use for your face? (aided list) (Pick all that apply).

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She Spends on Average 7 Minutes a Day, 2,550 Minutes per Year on Her Skin Care Routine

## Skin Care Means a Lot to Her; She's Looking to Simplify Her Beauty Regimen

Women spend nearly two full days out of each year on their skin care routine, using the **same or more** skin care products than they did last year, which means **less room** on their bathroom shelves and a more **complicated** array of products from which to choose.

### Time she spends on her daily skin care routine (%)

	18-29	30-39	40-49	50+
5 minutes or less daily	49	44	38	35
6-10 minutes daily	34	34	38	39
11-15 minutes daily	12	14	15	16
16-20 minutes daily	3	4	5	7
More than 20 minutes daily	2	3	3	3

Percentage of women who would welcome an all-in-one skin care product that would take the place of their eye cream, moisturizer, toner, mask and exfoliator:

**90%**

Would you be interested in using a multipurpose cleanser or moisturizer that would effectively take the place of 3-5 other products that you currently use every day? (yes/no) (Pick only one).



How much time do you spend on your skin care routine on an average day? (aided list) (Pick only one).

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## Her Skin Care Concerns Vary Naturally by Age, but SPF Rates High in All Age Groups

	18-29	30-39	40-49	50+
Lines and wrinkles	28	62	76	76
Aging prevention	33	54	72	77
<b>SPF protection</b>	<b>50</b>	<b>50</b>	<b>47</b>	<b>51</b>
Firmer skin	29	44	52	58
Loss of elasticity	19	38	50	66
Dark circles	43	47	48	45
Dryness	50	43	39	43
Combination skin	41	40	37	29
Blemish control	64	50	30	13
Cellulite	36	39	30	28
Large pores	39	39	30	28
Age spots	11	20	36	44
Stretch marks	53	45	27	15
Sensitive skin	37	34	28	30
Clogged pores	53	43	26	16
Hyperpigmentation (uneven skin tone)	28	32	30	31
Excessive oiliness/oily skin	36	29	19	8

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What are your skin care concerns? (aided list) (Pick as many as apply).

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# Her Skin Care Attitudes & Motivators



## Hope in a Jar Remains Her Main Facial Skin Care Purchase Motivator

Promises of beauty more than a sale price or free gifts drive her to buy facial skin care products.

Why She Buys What She Buys				
	18-29	30-39	40-49	50+
<b>I like the benefits it promises</b>	<b>56</b>	<b>55</b>	<b>51</b>	<b>54</b>
<b>Solves a problem area</b>	<b>66</b>	<b>56</b>	<b>50</b>	<b>46</b>
Makes me look younger	25	46	52	54
To pamper myself	51	42	43	47
If it's on sale	53	44	44	39
The samples motivate me to buy	39	44	40	40
If it's recommended by a friend	48	39	34	33
If I read it in a magazine editorial or product review	30	30	24	30
Recommended by a dermatologist	35	31	24	21
Gift with purchase	29	23	22	21
Saw an advertisement	21	17	19	19
For a special occasion	32	20	13	15
It happens to be where I'm shopping	21	17	15	14
It's a new product on the market	19	17	15	15
On impulse—if I see it in the store I'll buy it	21	15	11	12

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What are your primary motivators in buying facial skin care products? (aided list) (Pick all that apply).

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# Functionality in Packaging Reigns Supreme With 52% Naming It As Most Influential Purchasing Decision When Considering Packaging

What aspects of skin care PACKAGING are most influential in your purchasing decisions (overall)	%
<b>1. Functionality</b>	<b>52</b>
2. Package clearly describes benefits & differentiators	46
3. Package is minimalist—does not take up much room	30
4. Package is beautiful	24
5. Package is eco-friendly	24
6. Package looks luxurious	13
7. Package discretely describes contents	6
8. Other	4

## Top 3 Choices: 18-29 (%)

Functionality (48%)  
 Clearly describes benefits (43%)  
 Beautiful (39%)

## Top 3 Choices: 30-39 (%)

Functionality (52%)  
 Clearly describes benefits (43%)  
 Minimalist (30%)

## Top 3 Choices: 40-49 (%)

Functionality (52%)  
 Clearly describes benefits (46%)  
 Minimalist (30%)

## Top 3 Choices: 50+ (%)

Functionality (54%)  
 Clearly describes benefits (51%)  
 Minimalist (30%)

*Brand managers need to determine what functionality means to their buyers. Will it fit in her purse? Is it a pump versus a cream versus an emulsion? A glass container or a tube? Focus groups are one way to find the core of the functionality answer.*

What aspects of skin care packaging are most influential in your purchasing decisions? (aided list) (Pick as many as apply).

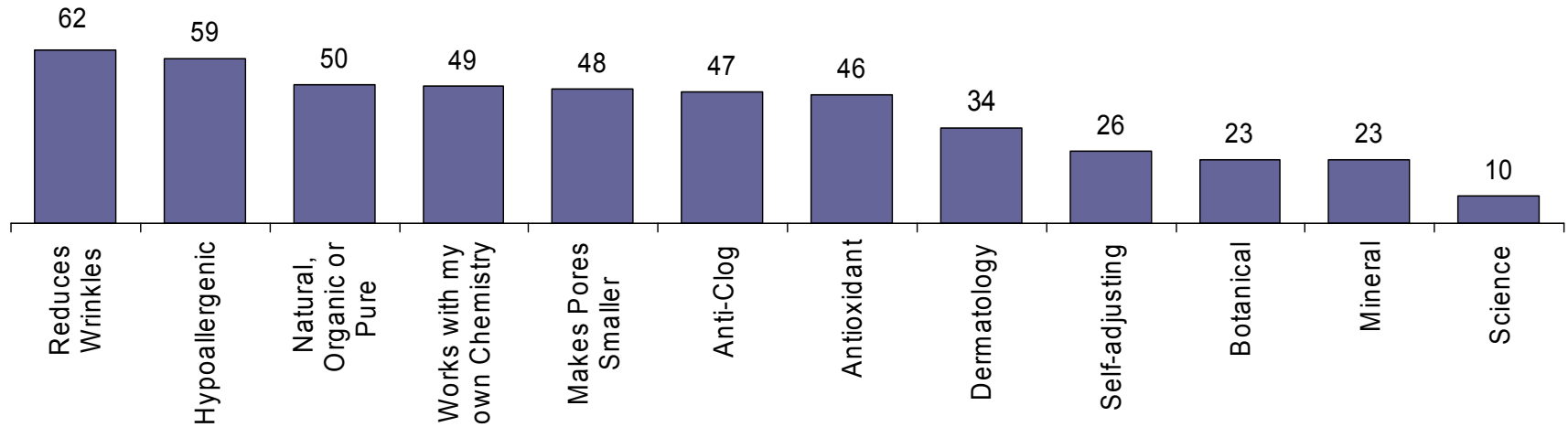
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# 62% of Women Want to Hear “Reduces Wrinkles” and “Hypoallergenic” as Skin Care Claims

Percentage of respondents



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Which of the following terms are more appealing to you when thinking about facial skin care? (aided list) (Pick as many as apply).

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# Her Skin Care Brand Attitudes



## Having a Brand “Favorite” Does Not Mean She’s Loyal To That Brand

Do you have a <b>favorite</b> facial skin care brand	Yes 75%	No 25%
Do you have a <b>favorite</b> bath & body skin care brand	Yes 69%	No 31%

≠

Do you have a facial skin care brand you are <b>loyal</b> to?	Yes 59%	No 41%
Do you have a bath & body skin care brand you are <b>loyal</b> to?	Yes 45%	No 55%



Women aren't always *loyal* to brands, even if they are her *favorites*.

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Do you have a facial skin care or bath & body skin care brand you are loyal to? (yes/no) (Pick only one per category).

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# Brand Loyalty Means Trust and an Automatic Buy. For Half, Pricing Is Secondary.

## To me, being brand loyal means...

	18-29	30-39	40-49	50+
I trust the product—it does what it says it will do	81	81	83	82
I buy it regularly	74	79	77	78
I recommend it to friends and family	61	53	48	50
<b>Price isn't an issue, I'll buy it</b>	<b>50</b>	<b>47</b>	<b>46</b>	<b>45</b>
I automatically reach for it on the shelf even when competing brands are near it	50	45	43	40
I buy other products, but I'm loyal to my core brand	40	39	36	36
I generally don't pay attention to ads for competing brands	34	29	26	30
It's a habit	25	16	14	13
It's what my mother bought	5	3	3	3
Other	3	1	1	2



## Top 5 Reasons Overall

1. I trust it – **82%**
2. I buy it regularly – **77%**
3. I recommend it – **52%**
4. Price doesn't matter – **47%**
5. I automatically reach for it – **44%**

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What does brand loyalty mean to you? (aided list) (Pick as many as apply).

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## Top Facial Skin Care Brands She Is Loyal To

	Facial Skin Care Brand She is Loyal To	%
1	Olay	23
2	Mary Kay	9
3	Aveeno	8
4	Dove	6
5	Clinique	5
6	Neutrogena	5
7	Proactiv	4
8	Noxzema	3
9	St Ives	2
10	Lancôme	2
11	Arbonne	2
12	Estee Lauder	2
13	Clearasil	2
14	L'Oreal	2
15	Avon	1



	Facial Skin Care Brand She is Loyal To	%
16	Yves Rocher	1
17	Biore	1
18	Ponds	1
19	Cetaphil	1
20	Philosophy	1
21	Clean & Clear	1
22	Nivea	1
23	Roc	1
24	Artistry	1
25	Garnier	1
26	The Body Shop	1
27	Serious Skin Care	1

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For those who indicated they had a brand they were loyal to: What facial skin care brand are you loyal to? (unaided)

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# Top Bath & Body Skin Care Brands She Cannot Afford

40% of her top most unaffordable bath & body skin care products are also the ones she's most loyal to.



	Favorite bath & body skin care brand you cannot afford	%
1	<b>Bath &amp; Body Works</b>	<b>16</b>
2	<b>Victoria's Secret</b>	<b>11</b>
3	<b>Olay</b>	<b>6</b>
4	<b>Clinique</b>	<b>6</b>
5	<b>Estee Lauder</b>	<b>5</b>
6	<b>Lancôme</b>	<b>4</b>
7	<b>Mary Kay</b>	<b>3</b>
8	<b>Chanel</b>	<b>3</b>
9	<b>La Mer</b>	<b>2</b>
10	<b>Neutrogena</b>	<b>2</b>
11	Arbonne	2
12	Avon	2
13	Clarins	2
14	Dove	2
15	Philosophy	2

	Favorite bath & body skin care brand you cannot afford	%
16	Sephora	2
17	Aveeno	2
18	Aveda	2
19	Elizabeth Arden	2
20	Origins	1
21	Dior	1
22	L'Oreal	1
23	Strivectin	1
24	The Body Shop	1
25	Caress	1
26	L'Occitane	1
27	St. Ives	1
28	Borghese	1
29	Guerlain	1

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What is your favorite bath & body skin care brand that you cannot afford? (unaided)

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# Her Skin Care Brand Purchasing Behaviors

# Internet Gains as Sales Channel, While Department, Specialty Stores, Direct Sales Decrease

*Superstores still rule; drugstores overtake department stores*

	Facial skin care brands	Benchmark – Q2 2006	Bath & body skin care brands	Benchmark – Q2 2006
Superstore (Target, Wal-Mart, etc.)	50 (+2)	48	52 (-2)	54
Drugstore	32 (-4)	36	31 (-1)	32
Department Store	<b>24 (-10)</b>	34	<b>19 (-9)</b>	28
Sales Representatives (Avon, Mary Kay, Artistry, etc.)	<b>11 (-11)</b>	22	<b>5 (-11)</b>	16
Grocery Store	17	17	20 (-2)	22
Beauty Specialty Store (Sephora, Ulta, etc.)	14 (-2)	16	<b>23 (-14)</b>	37
Internet	<b>15 (+7)</b>	8	9 (+3)	6
Warehouse Club (Costco, Sam's, etc.)	7 (+2)	5	9 (+3)	6
Catalog	7 (+2)	5	5 (+1)	4
"Off-price" Store (Ross, TJ Maxx, etc.)	5 (+1)	4	6 (+1)	5
Salon/Day spa/Nail salon	5 (+2)	3	3	3
TV Home Shopping (QVC, HSN, etc.)	5 (+2)	3	3 (+1)	2
TV Infomercials	3 (+1)	2	1 (+1)	<1
Dermatologist	3 (+1)	2	1 (+1)	<1
Travel Retail (airport, etc.)	1 (+1)	<1	1 (+1)	<1

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Where did you buy your skin care products during the past 12 months? (aided list) (Pick as many as apply).

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# Women Love Their Brands So Much, They Will Pay More for Their Favorites

## Overall Results for Facial Skin Care

1. Up to 5% – **24%**
2. Up to 10% – **28%**
3. Up to 20% – **15%**
4. More than 20% – **12%**
5. Not willing to pay more – **22%**



## Putting a Price Cap on Her Facial Skin Care Favorites %

	18-29	30-39	40-49	50+
Up to 5%	28	26	25	19
<b>Up to 10%</b>	<b>27</b>	<b>30</b>	<b>23</b>	<b>32</b>
Up to 20%	15	14	16	15
More than 20%	13	12	9	10
Not Willing to Pay More	18	18	26	24

*Women are willing to pay more for their current facial skin care products than their bath & body products.*

How much more are you willing to pay for your favorite facial skin care brand compared to those that are not favorites? (aided list) (Pick as many as apply).

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# The Best Beauty Consumer Reports Available – The 2007 Pink Reports™

Release: July 2007



Release: August 2007



Release: October 2007



Release: November 2007



Release: January 2008





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## Our Credentials

The Benchmarking Company (TBC) is a research and brand strategy firm that exclusively serves the beauty industry. We provide marketing and strategy professionals with forward-thinking information, advice and training through our proprietary research, consulting and boot camps.

In an average year we conduct over 100 focus groups, talk with more than 50,000 women, develop hundreds of brand strategies and run the best beauty boot camps in the country. We monitor and track consumer, luxury, professional and active product categories and channels. We have extensive expertise in skin care, body and bath, fragrance, hair care, make-up and nail care. We are the publishers of the award winning Pink Report™, the only research reports that uncover what female beauty buying consumers want, what they'll buy and WHY.

We Know Beauty. We Know Research. We Know Branding.

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