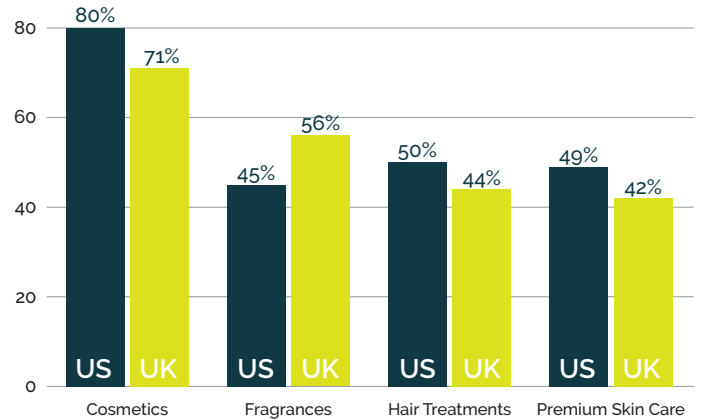


BEAUTY DATA UK & US

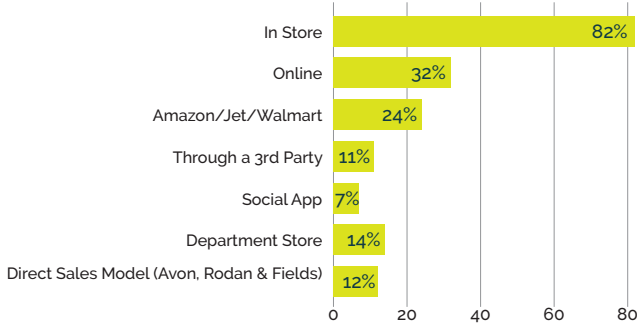
Toluna surveyed over 1,000 US & UK female consumers in October 2018 to gather insight on their cosmetic shopping experiences & preferences.



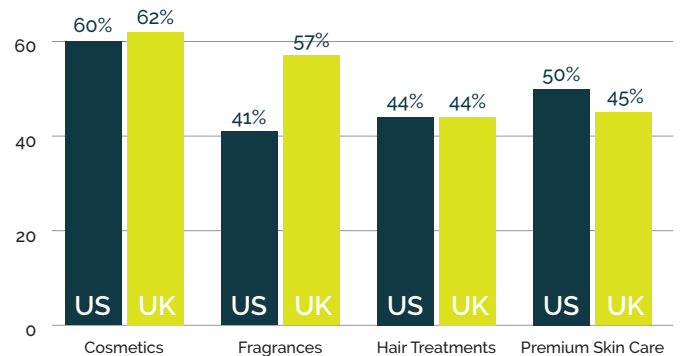
OF THOSE THAT PURCHASE BEAUTY PRODUCTS, THIS IS WHAT THEY PURCHASE



WHERE DO US & UK CONSUMERS BUY THEIR BEAUTY PRODUCTS?

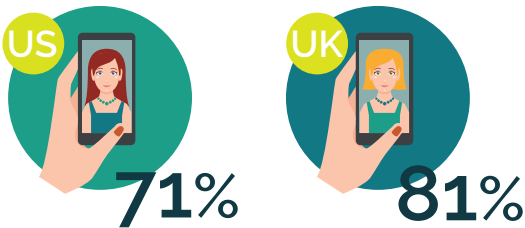


When asked about customizable products, only **33%** of Americans & **31%** of Brits have tried them. Below is what they think would be interesting to have customized & would likely purchase in the future.



12%* Have used augmented reality to preview the way they look.

Of those who tried it here's how many said it influenced their purchase:



*Approx. US 12% UK 11%

DO YOU USE PRODUCTS FROM BRANDS THAT OFFER ALL-NATURAL INGREDIENTS?

52%* of US & UK respondents answered yes.

38% of US consumers & **34%** of UK consumers are more likely to buy beauty brands that are all natural



*Approx. US 51% UK 52%

IF BRANDS OFFERED RECYCLABLE SUSTAINABLE PACKAGING, HOW WOULD THAT AFFECT YOUR PURCHASE INTENT?

49% US & **55%** UK consumers said they make an effort to buy from brands that recycle & offer sustainable packaging. Below is how many would make a future purchase from a brand that focuses more on recycling & sustainability.

