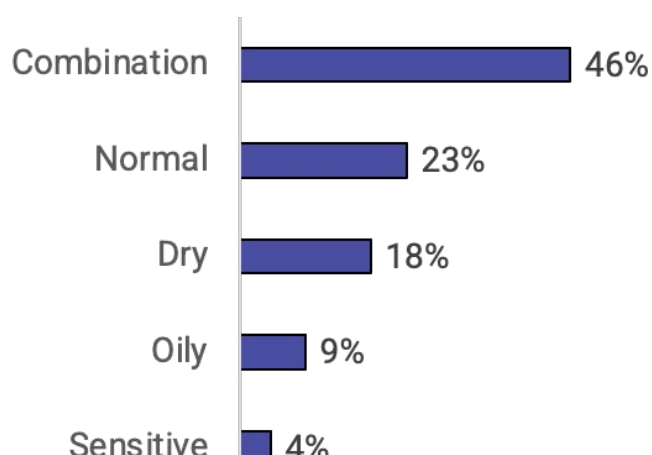


Skincare Vertical Survey Results

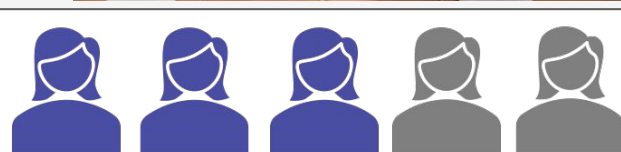
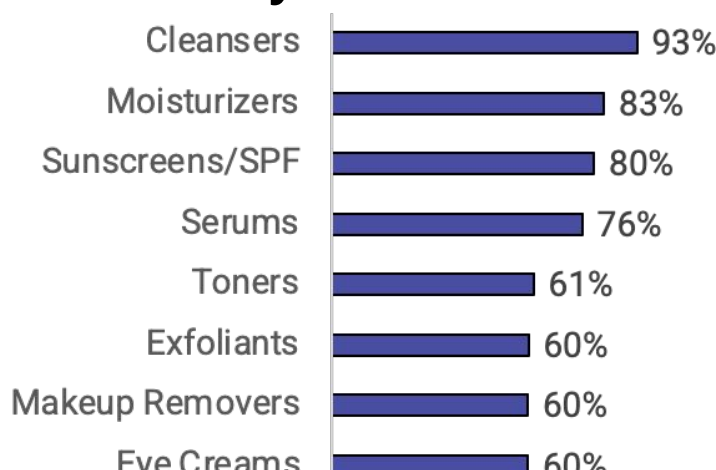
Shops At	amazon	Target	SEPHORA	ULTA BEAUTY
Recommendations	<p>Highlight your product's "clean" nature and natural/organic ingredients</p> <p>Make a favorable price comparison vs. a competitive product, if possible</p> <p>Highlight how your product is gentle and good for people with sensitive skin</p> <p>Have creator illustrate how your product helped address frustrations they had with their skin's appearance</p> <p>Position your product as something new for shoppers to try to generate excitement</p>	<p>Create content with a relaxed / chill vibe</p> <p>Highlight your product's convenience and ease of use</p> <p>Highlight your product's simplicity</p> <p>Have creator indicate that your product helps them to look and feel their very best</p> <p>Have content demonstrate that your product is easy to locate and buy on their typical Target shopping trip</p> <p>Demonstrate the good value your product provides</p>	<p>Demonstrate in your content how the shopper can sample your product for themselves in-store</p> <p>Demonstrate how your product provides a luxurious experience and feel</p> <p>Highlight your product's attractive packaging</p> <p>These shoppers are not cost conscious but you want to make them feel good about purchasing your product as an investment in their skin</p>	<p>Highlight your product's eco friendly and vegan attributes</p> <p>Have creator position themselves as a knowledgeable skincare expert who knows what they're talking about</p> <p>Have content show off your attractive in-store displays</p> <p>Offer these shoppers a special promotional deal on your product to motivate them</p> <p>Show creator using your product as part of their simple skincare routine</p>
Important Attributes	<p>Clean – Organic/Natural Ingredients</p> <p>Gentle / Good for Sensitive Skin</p> <p>Attractive Packaging</p>	<p>Good Value/Price</p> <p>Convenient/ Easy to Use</p>	<p>Spend Time/Money Caring For Skin – Consider An Investment</p>	<p>Always Look for the Best Deal</p> <p>Prefer A Simple Skincare Routine</p>

Skin + Skincare Routines

Consumers' Skin Type



3 of 5 Use Eye Cream + Toners



3 of 5 have experienced Acne in the past 12 months



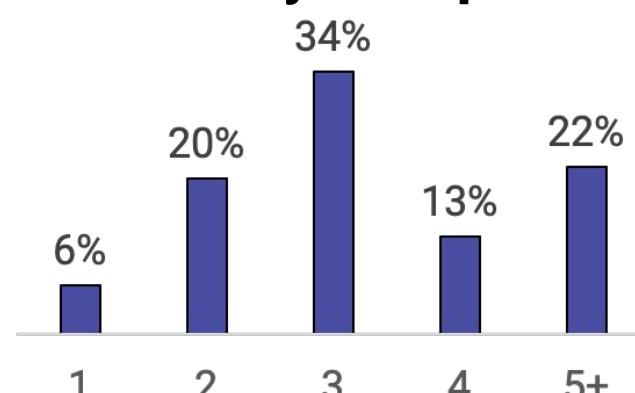
57% are often frustrated w/ their skin's appearance

Discovery

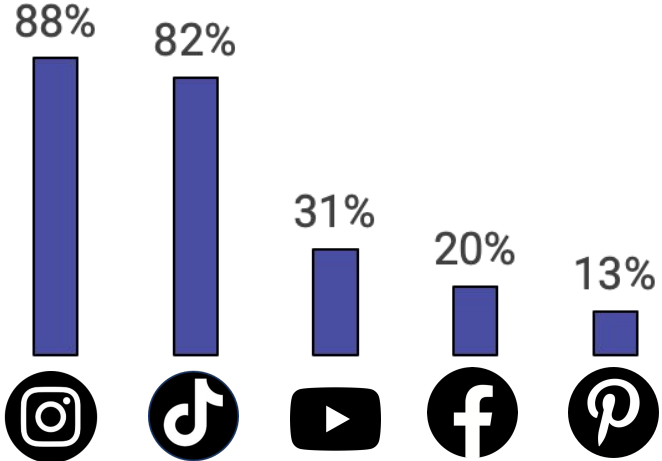
Product Discovery



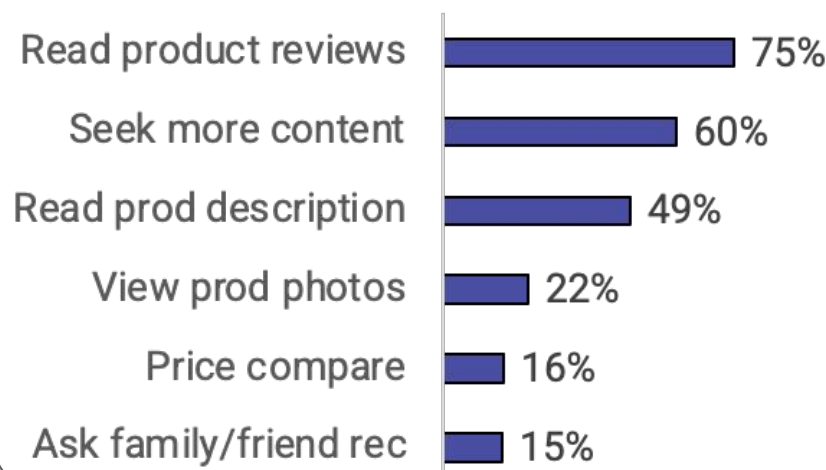
69% must see 3+ pieces of content to buy new product



Social Discovery

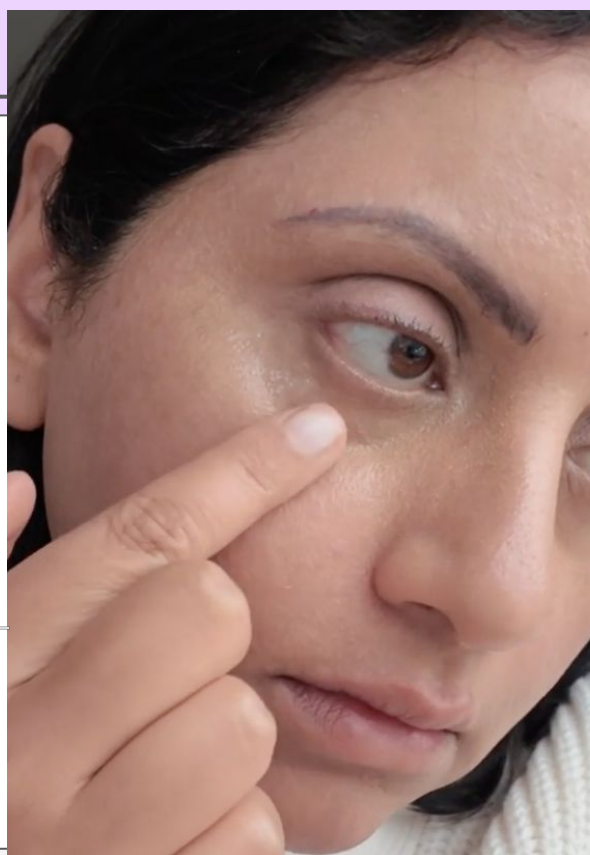
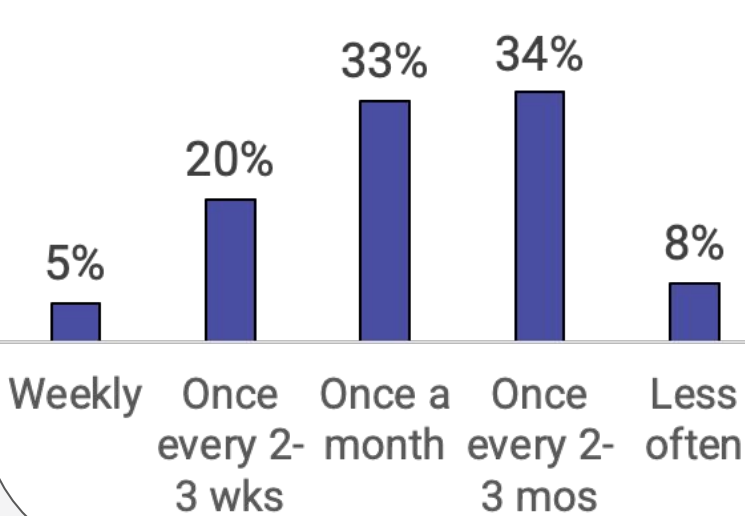


Next Steps Bef Purchase

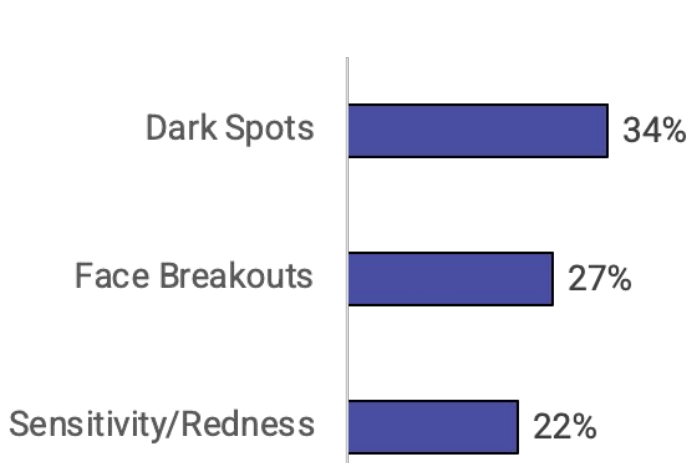


Spending

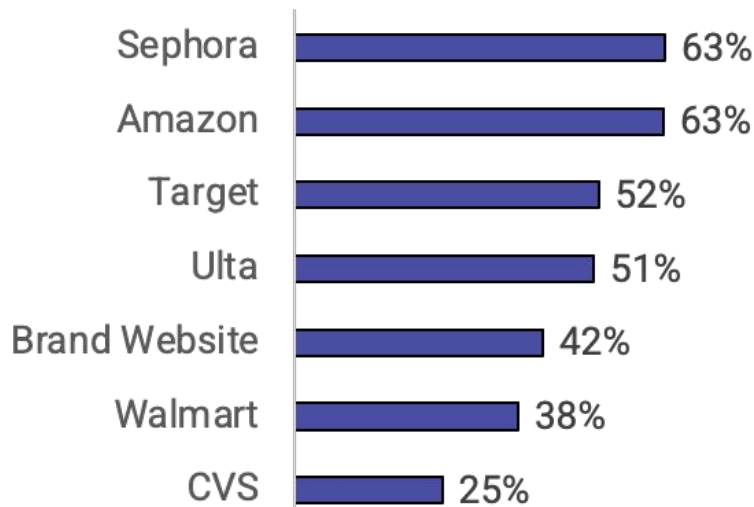
1 in 4 Purchases skincare more than once/month



Consumers' Biggest Skin Concerns



Where Shops for Skincare



44% strongly prefer products w/ organic/natural ingredients



38% stick to products they know because:

