

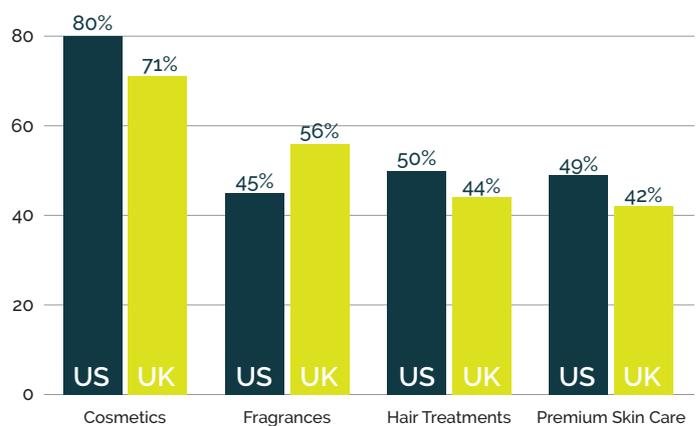
TECHNOLOGY IS TRANSFORMING THE BEAUTY INDUSTRY - LEARN HOW

New technology and shifting consumer preferences continue to transform the beauty industry. From the way consumers are trying new products with augmented reality, to how they shop, to opinions on ingredients and packaging. Beauty brands must keep up with the latest trends by driving customer loyalty and purchase intent.

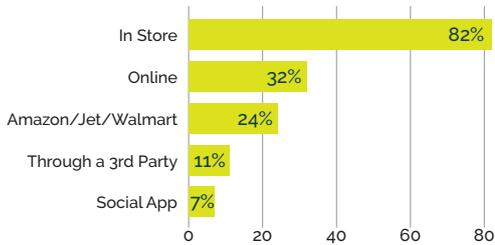
Toluna surveyed 1,000 female consumers in the US and UK in October 2018. The research revealed some compelling insights on consumer attitudes and behaviors, including a surging interest in all-natural ingredients, sustainable packaging and customizable products. Survey results were achieved in less than 1 business day.



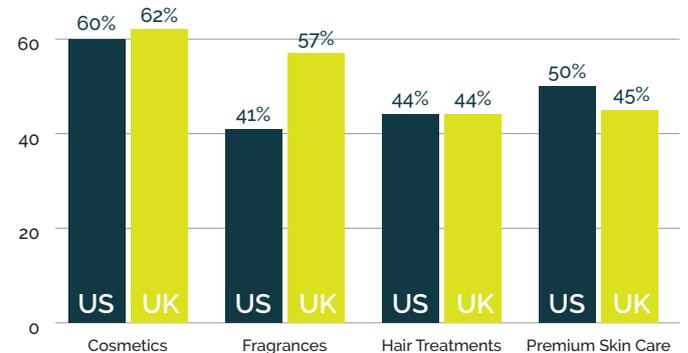
OF THOSE THAT PURCHASE BEAUTY PRODUCTS, THIS IS WHAT THEY PURCHASE



WHERE DO US & UK CONSUMERS BUY THEIR BEAUTY PRODUCTS?

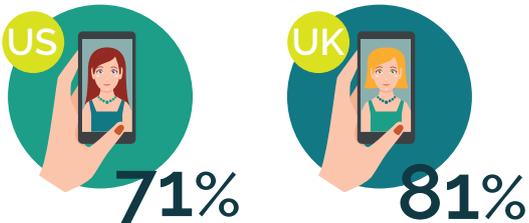


When asked about customizable products, only **33%** of Americans & **31%** of Brits have tried them. Below is what they think would be interesting to have customized & would likely purchase in the future.



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

Of those who tried it heres how many said it influenced their purchase:



*Approx. US 12% UK 11%

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.

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%