

custom profile & insights report

Discover additional insights about a beauty segment that is relevant to your business.

- Landmark study of the bridal beauty industry
- Competitive snapshot across the entire beauty landscape
- Unique and cost-effective access to beauty behavior and attitudes
- Insightful analysis from bridal industry experts

STUDY OVERVIEW

METHODOLOGY

- January 2009 online survey
- Email invitation to members of The Knot Wedding Network (represents more than 70% of brides online)

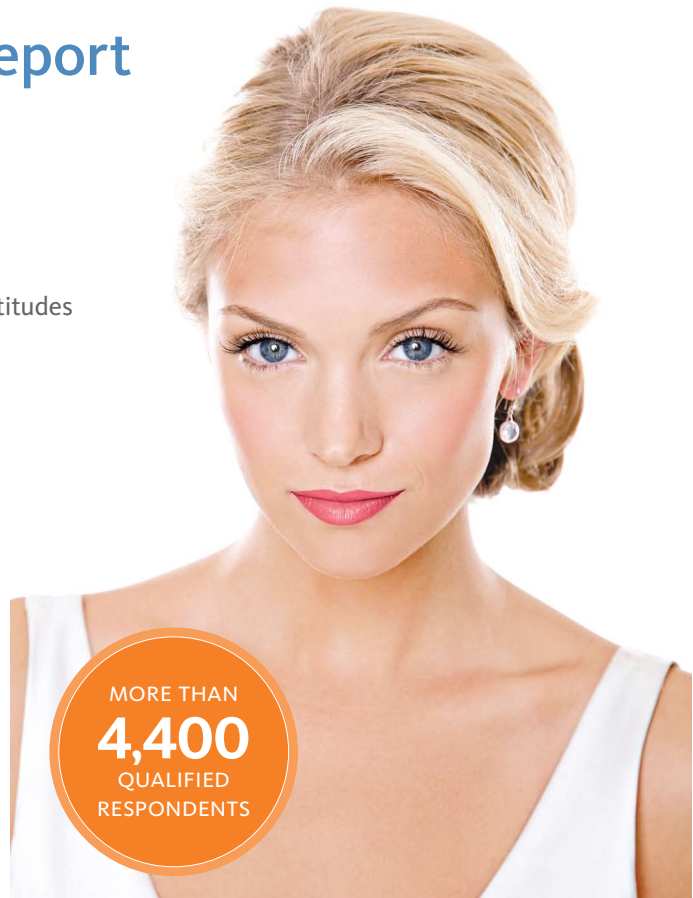
RESPONDENT PROFILE

- 69% engaged with weddings in the next 6 months
- 31% married within the last 6 months

TOPLINE SNAPSHOT

- 89% use cosmetics in an average week
- #1 motivator for buying a new brand is the recommendation from family/friends
- Many use organic/natural/botanical beauty products:
 - > Skin care – 52%
 - > Cosmetics – 47%
 - > Hair care – 47%
- 62% visit a professional hair salon at least once every 3 months
- Own 5 different fragrance brands, on average
- 71% agree that “I feel most beautiful when I’m wearing my favorite brands of beauty/skin care products”
- 66% try a new brand of cosmetics on their wedding day
- Spend nearly \$120 on beauty/skin care products for their wedding day, on average

Paul Sunday



CUSTOM PROFILE & REPORT INCLUDES

- Custom data filtered by one segment. Possible segments include*:
 - > Brides that used a specific beauty brand
 - > Brides from a specific geographic region or demographic
 - > Brides from a particular spend segment
 - > And more...
- Filtered respondents compared against total respondents
- Custom report with additional insights and observations

RATE: Available upon request

*Custom segment availability dependent upon stability of respondent base

Gain valuable beauty insights from the leading bridal industry expert.

TABLE OF CONTENTS

2009 beauty study

**GENERAL BEAUTY BEHAVIOR**

- Usage frequency
 - > Cosmetics
 - > Skin care
 - > Hair care
 - > Fragrance
 - > Nail care
- Loyal to brand vs. brand experimenter
- Shopping habits
 - > In-store
 - > Online
- Influential factors in retailer selection
- Information sources
- Motivators for trying new brand
- Gift purchases
- Organic/natural products
- Attitudinal statements

COSMETICS

- Product-specific cosmetics usage
 - > Blusher
 - > Bronzer
 - > Concealer/highlighter
 - > Eye liner
 - > Eyebrow pencil
 - > Face powder
 - > Face primer
 - > Foundation
 - > Luminizer
 - > Lipstick
 - > Lip gloss
 - > Lip liner/pencil
 - > Mascara
- Brand level
 - > Usage frequency
 - > Favorite brands

SKIN CARE

- Product-specific skin care usage
 - > Facial moisturizer
 - > Hand or body cream/lotion/oil
 - > Complexion care
 - > Sun protection
 - > Self-tanner
- Brand level
 - > Usage frequency
 - > Favorite brands

HAIR CARE

- Product-specific hair care usage
 - > Shampoo
 - > Conditioner
 - > Spray/mousse/gel
- Professional hair salon usage and treatments
- Brand level
 - > Usage frequency
 - > Favorite brands

FRAGRANCE

- Product-specific fragrance usage
 - > Perfume
 - > Cologne
 - > Eau de toilette
- Number of fragrances owned
- Fragrance spend
- Attitudinal statements
- Brand level
 - > Usage frequency
 - > Favorite brands

WEDDING DAY BEAUTY

- Beauty products used
 - > Old vs. new brand
- Purchase timeline
- Beauty spend
- Beauty professionals hired and spend
- Spa services used and spend
- Cosmetic medical/dental procedures
- Information sources

DEMO & CLASSIFICATIONS

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