

INDUSTRY REPORT

# UNMASKING THE BEAUTY CONSUMER

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*Unmasking the Beauty Consumer* is the result of original research by Women's Marketing and the Seurat Group. We surveyed over 1,000 multicultural women to discover how they discover and purchase skin and hair care products at retail and online. Inside, we reveal our findings on how women shop for beauty in 2016.

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## 2016 | THE CHANGING PATH TO PURCHASE

A decade ago, the beauty industry looked very different. A handful of well-established beauty behemoths dictated the trends, women learned about new product launches on the pages of their favorite magazines, mass beauty was bought at drugstores, and prestige brands were purchased almost exclusively at department store beauty counters.

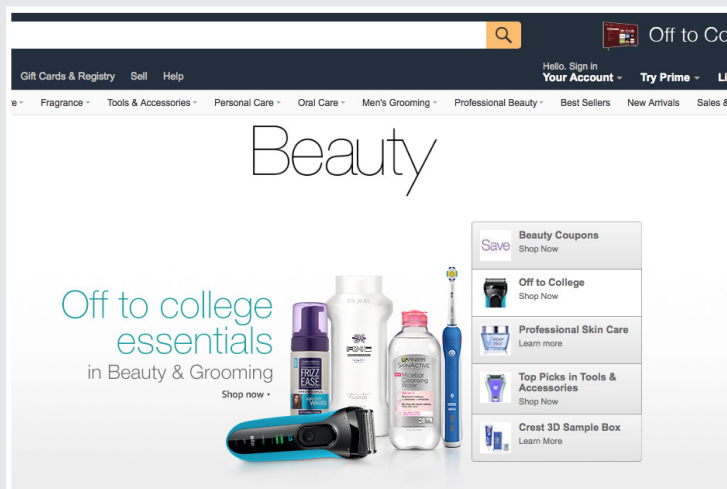
The path to purchase was linear and predictable. Today, it is anything but.

Today, niche or “indie” beauty brands are leading innovation and a vast new world of beauty-centered content has drastically changed how women learn about products. Social media and influencers gave indie beauty brands a voice and women are listening, researching, and making purchase decisions from increasingly diverse and fragmented sources—and this has left retailers and e-tailers working harder to capture their attention and dollars. There’s no longer a clear path-to-purchase funnel, rather it’s a six-lane highway filled with distractions and obstacles.

While this new reality may be challenging, there is good news for brands. The beauty consumer has never been more engaged—she’s highly invested in the category, interested in learning about new products, and eager to try. But how can marketers capture her attention and engage with her on this new purchase journey?

### About the Study

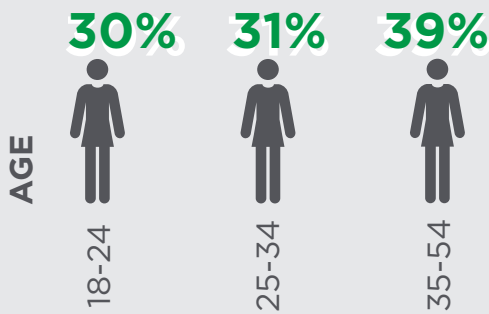
To better understand the consumer’s needs and impulses, we partnered with Seurat Group—experts in using data to understand consumer and retail behavior—and surveyed 1,000 women ages 18-54 across the U.S. to learn how they discover and purchase skin and hair care products. *Unmasking the Beauty Consumer* is the result, with findings that include detailed insights on how women shop for beauty today, including a special look at how consumers discover new products, what inspires her to try something new, and how she shops the major beauty channels.



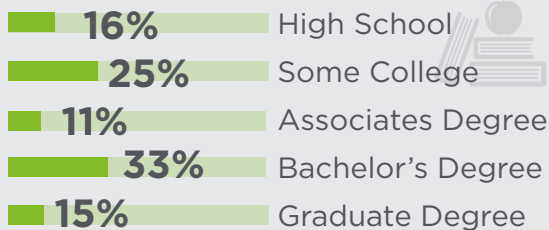
Our study includes multicultural and multi-generational representation, data on hair and skin care purchasing, and specific looks at the following retail channels: Sephora, Ulta, Amazon, mass, drugstore, and department store.

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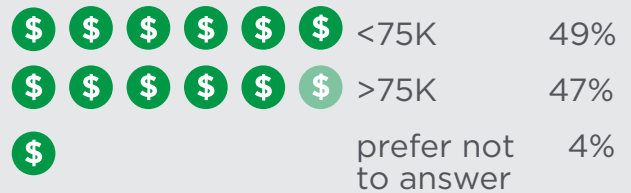
## Who did we talk to?



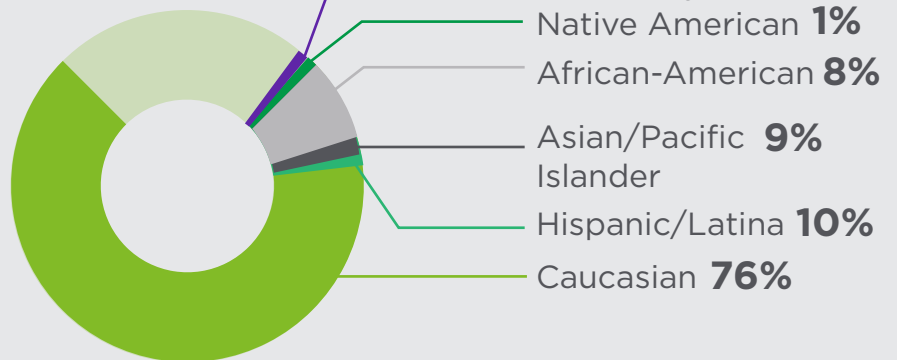
## HIGHEST LEVEL OF EDUCATION



## INCOME



## RACE/ETHNICITY



## What She Buys

The women we surveyed said they purchased an average of 5.1 hair care products and 4.7 skin care products in a six-month period, with four out of five consumers using multiple brands and replenishing their supply or looking for new products approximately every 2-3 months.

Today's beauty shoppers are spending more than ever before! One-third of hair and face care shoppers in our survey said they are spending more in the category this year than they did in prior years. Almost half said they are using products more often, 28% are trying wider variety of products, and more than a quarter are trading up for more expensive products.

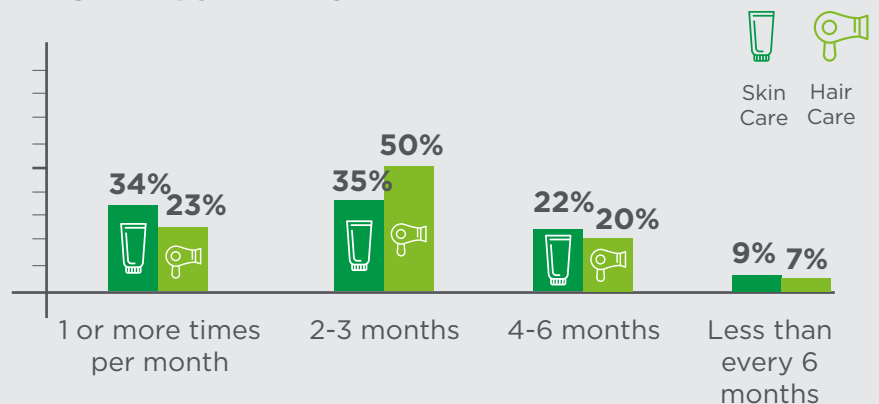


## What She Buys

### PURCHASE FREQUENCY

Women buy an average of **5** skin and hair care products over a 6 month period

## SKIN CARE VS. HAIR CARE



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## What They Buy

### OPPORTUNITY FOR GROWTH!

**1/3**

are spending more on both hair and face care products than they did last year

**47%**

say they are using hair and face care products more often

**28%**

are trying a wider variety of products

**28%**

are trading up, saying they've found a more expensive product that's more effective

### 4/5 SHOPPERS USE MULTIPLE BRANDS



**17%**

one brand



**54%**

2-3 brands



**19%**

4+ brands

### WHAT PROMPTS CROSS-BRAND PURCHASES

**50%** I try different brands to see what works

**30%** I buy other brands specifically formulated for my needs

**26%** I'll buy a different brand if it's on sale

**17%** it's too expensive to buy all my products from one brand

Women are constantly trying new brands to find the products that work best for them and visit an average of three different stores to find all the products they want and need. Although mass stores are the most common destination for both face and hair care shoppers, beauty specialty stores, specifically Sephora and Ulta, lure skin care shoppers with their exclusive offerings and opportunity for exploration. When it comes to buying products to maintain their locks, replenishment-oriented drug stores follow mass. In this report, we will look at how consumers learn about new products, where they're shopping and why, emerging shopping behaviors, and the strategies that get her to buy.

## How She Discovers

### Consumers Are On Trend

The research exposed the deep passion so many women feel about the process of discovery in beauty. In fact, the overwhelming majority (86%) of American women take note of the latest trends in beauty: **55%** say they love learning about the latest trends and actively seek information about them and **31%** notice the latest trends, even if they aren't specifically looking for information. This reveals that American women are highly engaged and enthusiastic about the category, presenting an opportunity for marketers to communicate and present products in the context of trends and innovation.

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## Learning About Beauty is Fun!

**6** The average beauty shopper gets information from 6 different sources.

### MOST TRUSTED SOURCES OF INFORMATION



**57%** beauty professionals

Advisors, influencers, and personal experiences with brands are the top and most trusted sources of information



**52%** online reviews



**51%** family/friends



**40%** retailer websites



**38%** print magazine articles

Print magazines have more impact on older consumers, social resonates with younger Millennials



**36%** social media

### THERE'S A HIGH LEVEL OF ENGAGED ENTHUSIASM FOR NEW TRENDS AND PRODUCTS



**55%** love learning about beauty and actively seek information about it

**31%** notice trends, but don't actively seek information about them

**11%** don't care about trends and stick to products and regular routines

**3%** wish they knew more about the latest trends, but don't know where to look

### MARKETING TIP!

Brands with a cohesive integrated marketing strategy across media are more likely to break through



## The Informed Consumer

While all this information matters to her, it's not all equal in terms of influence on her purchasing decisions. In fact, the most trusted and influential beauty sources are what we call "I heard it from" sources, such as referrals from industry professionals like make-up artists, dermatologists, or hair stylists, online reviews from individuals who have used the product, and recommendations from family and friends. "I heard it from" referrals carry weight because they are seen to be authentic—they're essentially the same recommendations women have always given each other, now amplified by the digital power of social media, Yelp, and beauty retailer ratings, with more direct feedback platforms constantly becoming available.



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Other leading sources of information include ads, brand and retailer websites, magazine articles, and social media. To make an impact with this consumer, it's essential for brands to engage her every step of the way, whether she's researching products online, via social media, or perusing her favorite magazine.

Not surprisingly, digital rises to the top in product research. In fact, 59% of beauty shoppers research online, visiting beauty blogs, vlogs, and Amazon to discover products and read or watch product reviews and tutorials. Younger shoppers, those 18-24, are more likely to engage with peer-created content, 55% of women 18-24 said they first visit YouTube to research hair and face care products, followed by beauty blogs and Amazon. Older Millennials, those 25-34, considered beauty blogs, and Amazon reviews before YouTube and brand websites, while older shoppers went directly to manufacturer and retailer sites, including Amazon, to research.

### Her Media Choices

Facebook, Instagram, and of course, YouTube have become beauty destinations for millions of women, most commonly as tools for communicating with their friends and family about the latest trends and products, seeking the expertise of beauty bloggers, and checking out brands. YouTube, Facebook and Pinterest are critical to all age groups, while Instagram is an essential discovery tool for younger women. Relative newcomer Snapchat factored into our research as well, most notably with Sephora shoppers. Today, it's essential for brands to have a strong and consistent social media identity and presence, but it's also critical to ensure they're on the right platform to engage their target consumer.

Although social and digital are highly impactful, magazines were equally important for hair and face care information. In fact, magazines and social were found to be almost equally important resources for hair and face care information and print had a higher recall than social. Seven out of ten hair and face care shoppers said they get beauty information from magazines and those readers are among the most engaged; 40% of magazine readers tend to spend more than average in the beauty category. Well-established, relevant magazine brands continue to be influential with all women, though younger women are increasingly interacting with those brands through their digital and social sites.



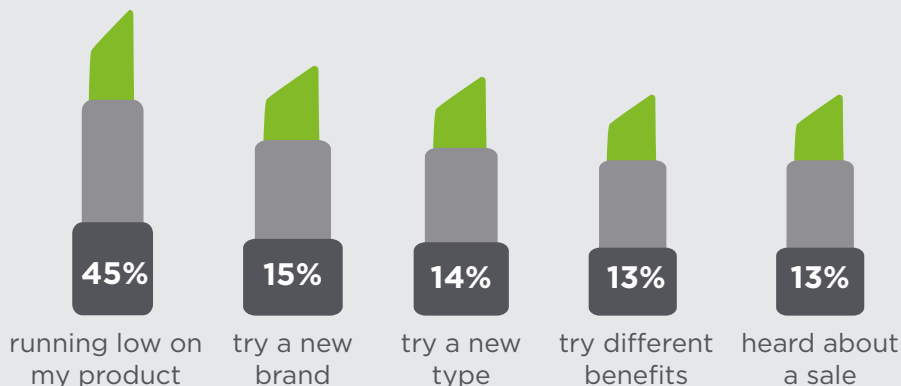
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Consumers are eager to learn about new products and trends and that makes for a highly engaged audience. Reaching her across multiple platforms and media with a consistent, on-brand message, partnering with key influencers, and investing in authoritative reviews elevate brands in consumers' minds, giving those brands an edge in purchase consideration.

## Why & Where Women Shop for Hair and Face Care

**9** out of **10**

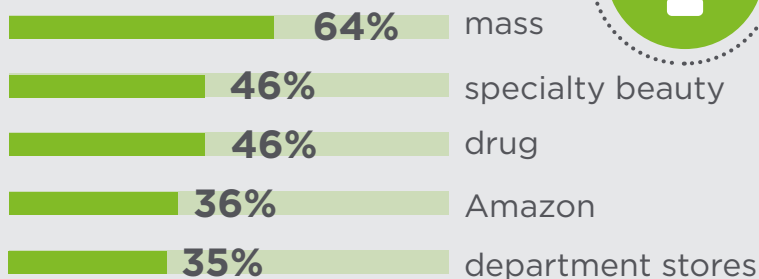
shoppers visited a store intending to purchase hair or face care product, but interest in trying something new drives nearly as many trips as replenishment



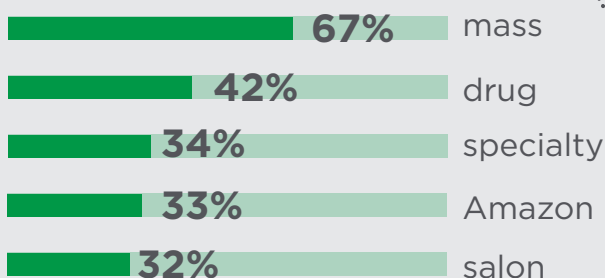
**2** out of **5**

shoppers specifically went to try a new product or brand

### MOST COMMON CHANNELS FOR SHOPPING FOR FACE CARE



### MOST COMMON CHANNELS FOR SHOPPING FOR HAIR CARE



Shoppers visit an average of **3 retail channels** before purchasing hair & face care products



# WHY RETAIL MATTERS

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Although she's often researching online, she still prefers to shop in-store. Women love that they can get their favorite products on-demand, have the ability to sample, smell, and touch products, and enjoy the shopping experience alone or with a friend. But where she chooses to shop can tell you a lot about her. *Unmasking the Beauty Consumer* looked at five channels—Sephora, Ulta, mass, drug, and department stores—to learn how women valued each. We found that Sephora, Ulta, and department store shoppers were excited by the thrill of discovery and access to a store associate's expertise, while mass and drug store shoppers won on value and convenience. This underscores the need for brands to align their retail strategy with shopper needs. Here, we present shopper personas among the five retail channels.



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## SOCIALLY SEPHORA

Sephora's focus on prestige and new brands and seamless digital and in-store experiences are attractive to women who are highly engaged in the beauty category and want to take the time to explore and try. Although she may have watched her favorite vloggers on YouTube and researched her favorite brands before arriving at the store, she's still open to suggestions from educated sales associates or by testing products on her own—she wants to find the latest, most-cutting edge products...maybe even one her friends haven't yet discovered. Once she's found a product she loves, she buys it. There's no expectation that the product will be on sale and she may walk out with more products than she originally intended to buy.

Sephora is her go-to destination for the newest beauty trends and brands and where she's the most open to learning about something new. 40% say they visit Sephora to explore all new products and brands and 16% enjoy checking out the latest releases from the brands they already love. When a brand has piqued her curiosity, she's likely to read product reviews on her smartphone or consult a sales associate to get more information. Sephora's knowledgeable, well-trained sales associates are a primary influence on shoppers and affect 43% of in-store decisions.

Sephora offers shoppers a unique in-store experience because guests can opt for any combination of independent exploration, technology-aided discovery, or expert advice. Brands at Sephora can help to enhance the experience by engaging the consumer at-shelf with messaging that communicates product benefits and relevance to trends and innovation, investing in influencer marketing to generate positive product reviews, and delivering behind-the-scenes cast member education.

### Socially Sephora

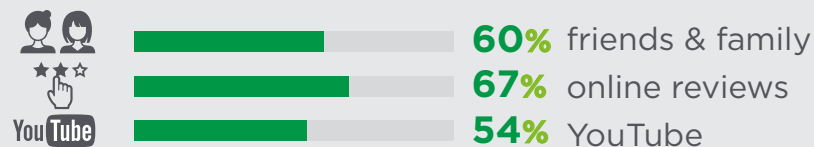
If she  's it on social media, it won't be long until she's trying it at Sephora!



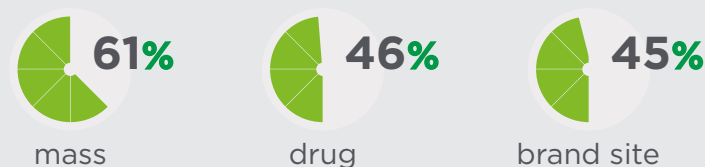
of Sephora shoppers are **Millennials**



### SHE'S INSPIRED TO LEARN MORE ABOUT PRODUCTS BY:



### WHERE ELSE DOES SHE SHOP?



But she chooses a product that she's seen on social media or because a store associate recommended it to her



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## ULTA EXPLORER

Ulta's convenient one-stop-shop for "all things beauty, all in one place" makes it a destination for both the beauty enthusiast and the beauty enthusiast on a budget. In-store salon services and the ability to pick up frequently used items without having to take the time to navigate the shopping mall are important considerations for her. Ulta's eclectic mix of prestige and mass brands offer shoppers the ability to discover what's new and noteworthy, yet make purchase decisions based on price.



Ulta shoppers are tapped into the latest brands and excited to experiment with trends. Her time is limited, so when she arrives at an Ulta store, she's looking for a fun, social activity. After a visit to the brow bar, she may want to play up her eyes with a mini-makeover from a store associate or use her smartphone to learn about the latest promotions or exclusive in-store offerings, but she's always looking for the best price. This shopper expects an entertaining in-store experience where she can enjoy her time away from everyday life, so in-store communication and promotions are key. Oh, and you can bet she's going to be using her Ulta rewards card; shoppers rate Ulta's loyalty program very highly.

### Ulta Explorer

The Ulta shopper enjoys the thrill of **discovery**.



#### EVERYONE'S TALKING ABOUT...

Recommendations **inspire** her

**54%**  
friends & family  
**50%**  
online reviews  
**42%**  
physician

#### WOMEN ACROSS ALL AGE GROUPS SHOP AT ULTA!



**38%** 18-24  
**32%** 35-54  
**30%** 25-34

The Ulta shopper is always looking for the newest, most innovative products and trusts recommendations made by store associates

#### WHERE ELSE DOES SHE SHOP?



mass



drug



brand site

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## AIMED AT MASS

Mass retailers are strategically investing in beauty, with Walmart upgrading its beauty offerings and Target specifically creating in-store beauty destinations through their Beauty Concierge service, indie brand offerings, and focus on natural and organic beauty. Target's lifestyle-oriented marketing aimed squarely at Millennials, offers a value-driven experience with contemporary flair and a more sophisticated mindset.



The Target shopper may have stopped in on her way home from the office to pick up diapers for her baby, a birthday gift for her niece, and a gallon of milk, but while she's there, she's going

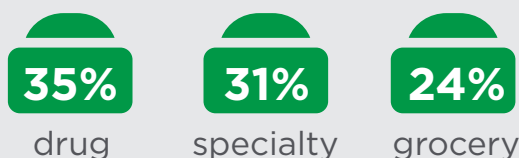
to reward herself with a new lipstick. She might be browsing the latest shades from one of her favorite brands or checking out one of the new lines of organic lip color that she read about on social media, but she knows she can get something on-trend and not break the bank. This shopper values convenience—brands at mass need to implement merchandising strategies that interrupt her mission-driven trip and inspire her to add something new to her basket.



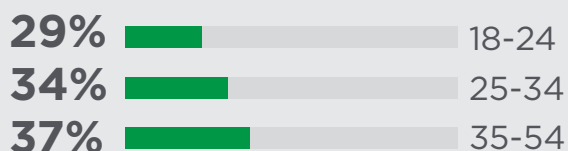
## The Target Shopper

The Target shopper enjoys **convenience** and **good prices** she finds in the **well-organized aisles** that have a wide variety of products to suit her beauty needs

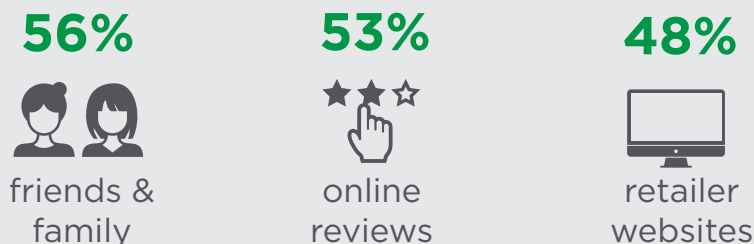
### WHERE ELSE DOES SHE SHOP?



### WOMEN ACROSS ALL AGE GROUPS SHOP AT TARGET



### RECOMMENDATIONS INSPIRE HER



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## DEDICATED DRUG STORE

Drug stores, like mass, have been working hard to elevate their in-store beauty experience, bringing together mass, value, and prestige brands and a competitive pricing strategy. Drug stores are her first choice for replenishment of her favorite hair and skin care products, but sales and discounts heavily influence in-store product decisions.



Getting her errands done is her first priority, not shopping for beauty. But tropical levels of humidity have her hair in a frizz and she's just run out of her usual product. She knows she can get in and out of her local drugstore quickly, and they always have her favorite products in stock...and often on sale. But today a new product has caught her eye. After reading its list of benefits and checking reviews to see what other women had to say

about it, she decides to give it a try...and the coupon she received through her drug store loyalty program was the deciding factor. This shopper wants speed and efficiency, and typically visits drug stores for replenishment, but that doesn't mean she's not open to new products, especially when there's a discount involved.

### Drug Store Shopper

#### IN-AND-OUT AT THE DRUG STORE

Shoppers pop into their local drug store for replenishment and good prices.

**38%**

say they shop there to buy their normal product



#### EASY & CONVENIENT

Shoppers say drug stores:

**55%**

are well-organized

**46%**

carry a wide variety of products

**49%**

keep products always in stock

They are most likely to read packages to discover and learn about new products

#### SHOPPERS ARE HEALTH AND WELLNESS ORIENTED! Top purchase drivers:

**1**

professional recommendation

**2**

health websites

**3**

magazine articles

#### WHERE ELSE DOES SHE SHOP?



mass



grocery



specialty



Drug Store Shoppers are about evenly split between **Millennials & older women**

AGE



18-24



18-24



35-43

**28%** **26%** **46%**

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## DEPARTMENT STORE TRADITIONALIST

Department stores have been struggling, but 61% of women 35-54 say it's their top beauty destination. Department stores offer shoppers a highly personalized one-to-one associate-to-customer ratio with well-trained associates who provide luxurious on-brand experiences for shoppers. Those recommendations prove invaluable to older consumers who may not be following beauty bloggers or watching tutorials on YouTube—in fact, they're more likely to read print magazines to learn about the latest skin or hair products. Department store shoppers are also brand loyal—more than half return to replenish their supply or browse their favorite brands.

She's just starting to notice fine lines around her eyes, but isn't quite ready to seek out the help of her plastic surgeon or dermatologist. But she recalled a recent magazine ad from a familiar brand and thought she might give it a try. On her next trip to the mall, she popped into a department store, quickly found the brand counter and asked an associate about the eye cream. The associate demonstrated the product on the shopper, allowing her to experience it and answering her questions.



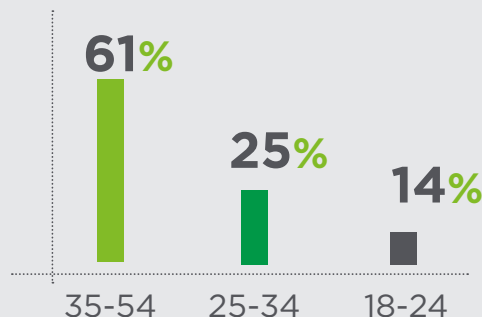
Satisfied, the shopper purchased the eye cream, plus a firming masque that the associate recommended. Although the consumer was inspired to try the product by an ad she saw in a magazine, the sales associate was key to selling the product and upselling another product that met her needs. Personalized education and guidance build trust with consumers and offer potential for incremental sales.

### Department Store Shopper



Beauty magazines  
**inspire her to try.**

**DEPARTMENT STORE  
SHOPPERS ARE  
OVERWHELMINGLY  
OLDER**



### WHAT'S NEW?

She's **talking to friends** and **flipping through magazines** to find out!

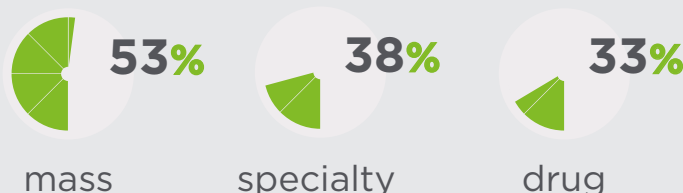
**54%**  
friends & family  
**43%**  
brand websites  
**40%**  
ads



of those respondents,  
**73%** say magazine  
ads inspire them

In-store signage, magazine ads and editorial inform her product choices

### WHERE ELSE DOES SHE SHOP?



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## WHAT IMPACTS CONSUMERS AT THE POINT OF PURCHASE

In terms of in-store behaviors, *Unmasking the Beauty Consumer* revealed that most consumers read product packaging: 63% of hair care shoppers and 57% of skin care consumers routinely do so. Product scent is also critical, 48% of haircare shoppers and 35% of skin care shoppers smell products before buying and one-third say that product fragrance influences their decision to buy. Almost 40% of skin care shoppers sample products before buying, so making sure that opportunity exists through in-store sampling programs is essential, as are knowledgeable store associates: a third of skin care shoppers said they asked store associates for assistance when buying.

In-store use of mobile phones is emerging as an important driver of purchase decisions. According to our research 1 in 5 shoppers who look at their mobile phones while shopping do so to read user reviews, check out expert recommendations, and finally, compare prices. These behaviors are even more common to Millennial women (18-34), particularly at Sephora and Ulta.

Because specialty and department store buyers are typically more devoted than mass or drug channel shoppers, researchers found that they were more likely to participate in “engaged exploration” seeking the help of associates, testing products, and, as we mentioned in the case of Sephora and Ulta shoppers, using their mobile phone, than mass and drug store shoppers. At mass and drug, consumers also used their phones to research products, and equally took the time to, but read package labels to educate themselves about the brand.

Across all channels, we found that almost half of all consumers said that price promotion or sales was a top decision driver, along with high quality packaging (32%), and specific product claims (28%).

### Top Decision Drivers by Channel

	SEPHORA	ULTA	DEPARTMENT STORE	MASS	DRUG
associate recommendation	✓	✓			
blogs	✓	✓		✓	✓
YouTube	✓	✓		✓	✓
in-store signage			✓		
beauty magazines			✓	✓	✓

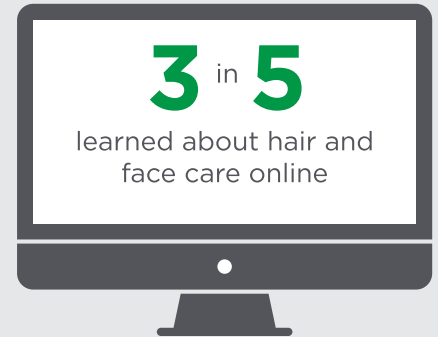
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## 2016 | UNMASKING THE BEAUTY CONSUMER

Shoppers are influenced by a multitude of factors both in and out of the store: ads, social media, influencers, product reviews, store associates, product packaging and signage, price promotion—even how your product smells! Understanding where and when your consumer is looking for the information, making it easy to find, and delivering a cohesive message across all channels will help to build your brand.

### EMERGING BEHAVIORS: THE OMNICHANNEL SHOPPER

Although most beauty is still bought in brick and mortar stores, online shopping for beauty is emerging as an important channel—three in five women say they learned about hair and face care online and about a third say they have purchased hair or face care online. Amazon, as well as retailer and specialty websites, is increasingly getting a bigger piece of the pie as more women research and compare products online. Omnichannel shoppers are emerging as important consumers. Our research found that omnichannel shoppers spend 84% more in hair and face care than those that shop solely in brick and mortar stores—and they're more engaged. 68% say they love learning about new trends, 39% are spending more than last year.



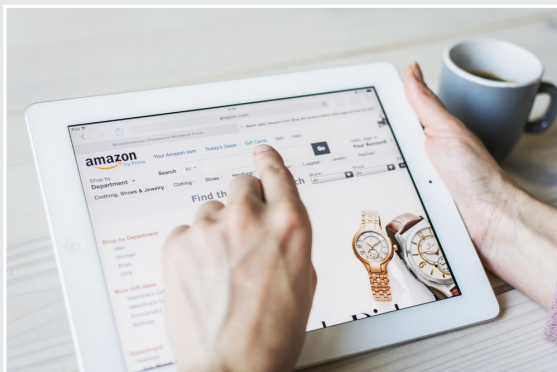
*Unmasking the Beauty Consumer* revealed that price and convenience were the major drivers of online purchase—44% of women believe that they can find better prices online, like that they can shop when and where it's convenient for them (37%), can avoid the hassle of going to the store (26%) or because they don't have time to go to the store (25%). Additionally, thirty-seven percent of respondents praised the wide variety of products online.

**44%** of women believe that they can find better prices online

**26%** can avoid the hassle of going to the store

**37%** like that they can shop when and where it's convenient for them

**25%** shop online simply don't have time to go to the store



When we asked shoppers where they shopped online, we found that specialty store shoppers' digital efforts closely mirrored their brick and mortar preferences. For example, 63% of Sephora shoppers also shopped Sephora.com, and 68% of Ulta shoppers were shopping at Ulta.com, however when we looked at mass, drug store, and department channels, we found that the majority (72%, 79% and 59%, respectively) were going to Amazon instead of retailer websites. In fact, even among specialty store shoppers, Amazon was the number two

choice for both Sephora and Ulta shoppers. Our research revealed that Amazon is the online destination most commonly cross-shopped by women across channels and retailers.

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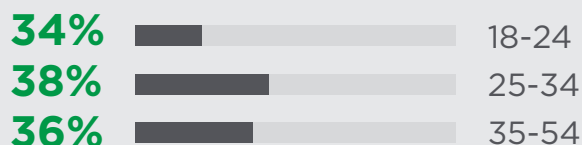
## The Amazon Beauty Shopper

There is no such thing as a “pure” Amazon shopper – she is engaged with other retailers both on and off line

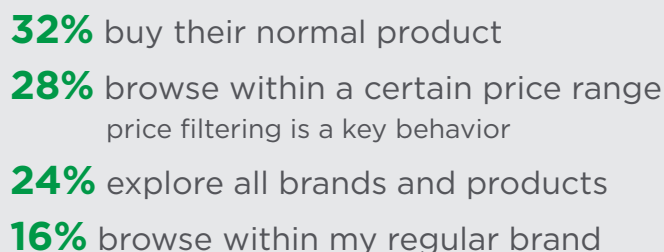
### AMAZON SHOPPERS VISITED THESE BRICK AND MORTAR STORES FOR THEIR HAIR AND FACE CARE NEEDS:



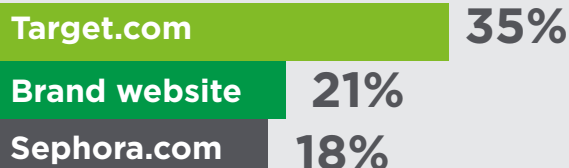
### AMAZON IS KEY FOR MILLENNIALS FOR HAIR AND FACE CARE PURCHASES



### AMAZON SHOPPERS ARE OPEN TO NEW PRODUCTS...

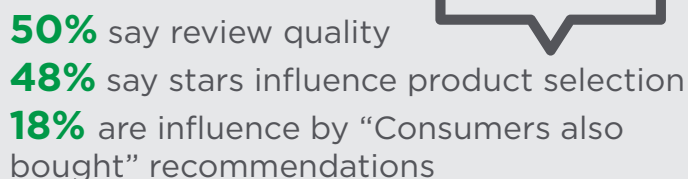
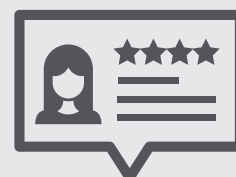


### AMAZON SHOPPERS ALSO PURCHASED HAIR AND FACE CARE AT THESE ONLINE RETAILERS:

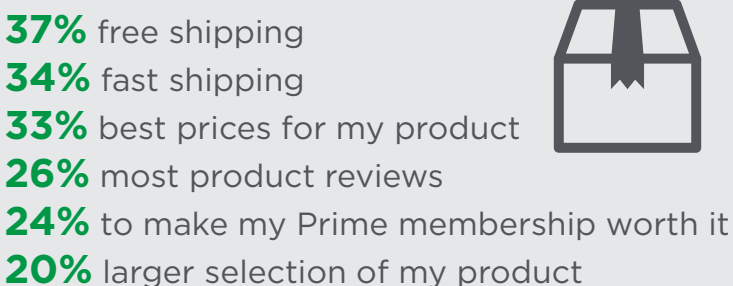


### KEY DRIVERS OF PRODUCT CHOICE ON AMAZON

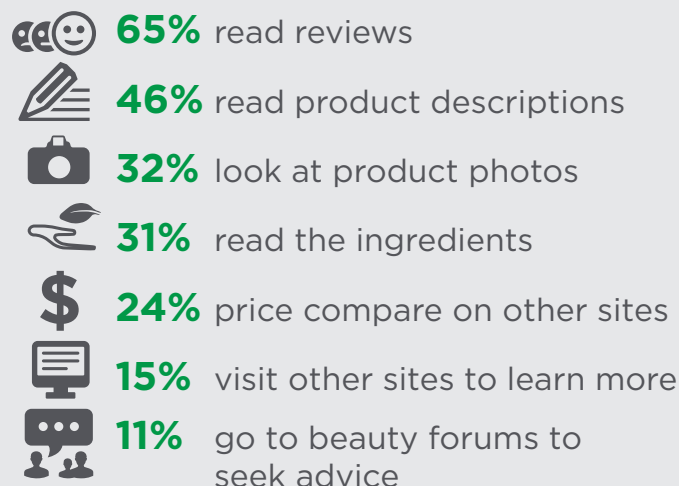
Product reviews (stars and verbatim)



### WHY WOMEN CHOOSE AMAZON OVER OTHER ONLINE RETAILERS



### AMAZON SHOPPERS WANT TO LEARN MORE



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Brands are still trying to understand how Amazon will fit into the greater beauty landscape. What is clear is that Amazon is disrupting the way hair and face care brands can enter and grow in the marketplace. Just as social media made it easier for emerging brands to increase awareness, Amazon's broad assortment gives smaller brands clout that they wouldn't have at traditional retail. We know that reading product reviews is a critical step on the path-to-purchase, and Amazon makes that information easily available to the consumer.

In *Unmasking the Beauty Consumer*, we learned that across both retail and ecommerce, convenience is emerging as a critical consideration for women when deciding where and when to shop. This is very good news for Amazon. 95% of women said that it's "fairly" or "very" easy to shop for face and hair care on Amazon, citing product reviews (61%), easy searching (47%), detailed product information (47%), always-in-stock product (40%). Other key attributes include, the ability to filter to find the right products, and free returns.

*Unmasking the Beauty Consumer* found that while 46% visit Amazon to replenish their supply, nearly as many (42%) go to discover something new. However, “discovery” means something different on Amazon, where it’s harder to be distracted by a beautiful end-aisle display. On Amazon, users “search” for the general type of product they need, rather than truly “discovering” an item they weren’t planning on purchasing. In fact, 9 out of 10 shoppers came to Amazon with the intent to purchase a product within a specific category (i.e. “leave in conditioner” or “eye cream”) and begin their searches there. 54% of the final brand decisions are made while shopping on Amazon.

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## Show results for

**Beauty & Personal Care >**

- Eye Treatment Creams
- Facial Oils & Serums
- Facial Day Creams
- Facial Creams & Moisturizers
- Makeup Brushes & Tools
- + See more

+ See All 34 Departments

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### Refine by

**AmazonFresh**

☐ fresh

**Amazon Prime**

☒ Prime

**Eligible for Free Shipping**

☐ Free Shipping by Amazon


**Pantry**


☒ PrimePantry


**Brand**


- ☐ NuNutrients
- ☐ Amara Organics
- ☐ Pure Body Naturals
- ☐ Radha Beauty
- ☐ Alice Nouveau
- ☐ PIXNOR
- ☐ Bare Escentuals
- ☐ Becca Cosmetics
- ☐ Curel
- ☐ Dove
- ☐ Curél
- ☐ Salamander99
- ☐ Youngblood
- ☐ AQUALABEL
- ☐ Evan Healy


**Beauty Product Attributes**



















## A CRITICAL TOUCHPOINT

Our research reinforced that, even if Amazon isn't the ultimate beauty destination just yet, it is, and will continue to be, a critical touchpoint in the beauty buyer's path-to-purchase. When creating a successful omnichannel strategy, brands must manage each channel uniquely while striving for coordination across the entire retail landscape.

## CONCLUSION

Today's shopper engages in an increasingly complicated path-to-purchase. Therefore, it's more essential than ever before for brands to create an omnichannel experience that reaches her at every touchpoint with a consistent message, optimized for each platform and experience. Women's Marketing's insight into how women of all ages and demographics discover, learn about, and ultimately shop for beauty has made us a leader in the beauty industry. Our understanding of the importance of multiple marketing solutions and the strategies that work best for each retail environment allow us to offer critical guidance to the brands we work with. Contact us today to learn more about how we can help your brand stand break through with today's consumers.



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# LEARN MORE

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**Women's Marketing** is the leading marketing services agency that specializes in helping indie and high-growth brands become category leaders, with particular expertise in beauty, fashion, food, and wellness. Data and insights drive our rich understanding of how women engage and take action with media.

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